

# ArtSpark<sup>✦✦</sup>

## For amateur artists

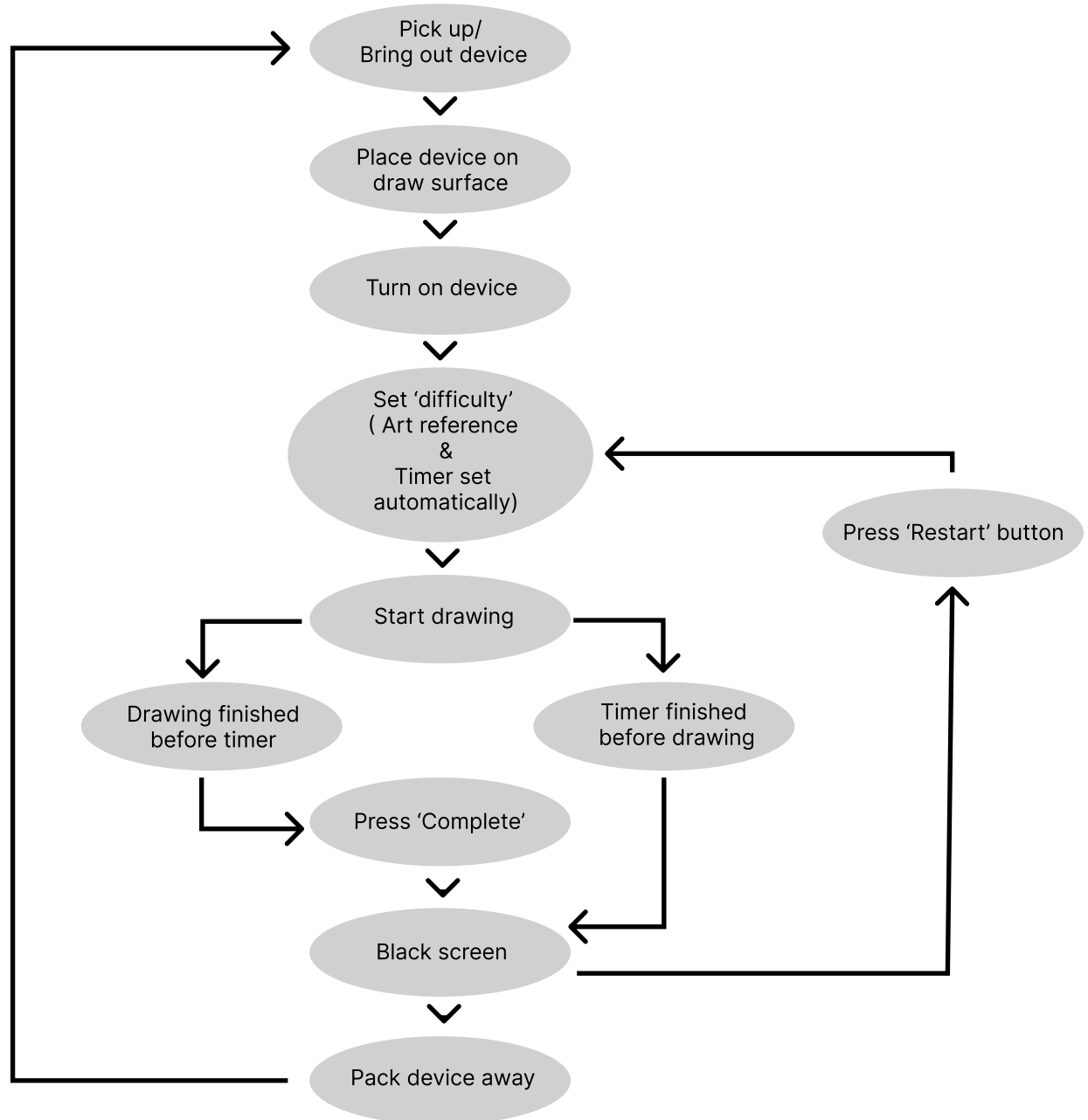
## Pitch

A device that helps beginners/ amateurs in their journey of growth as artists by challenging them through new and progressively difficult exercises. The aim is to allow such individuals feel motivated to practice sketching daily. The device is designed to be portable. It can thus, be easily carried around to use while on a lunch break, while commuting for work or while sitting at a cafe.



# User Journey & Scenarios

The journey is based around habit formation & portability. A variety of user scenarios can be imagined wherein the users are motivated to interact with the object. Some examples could be sketching while relaxing in a cafe, sketching during a lunch break or making art with a friend or partner etc. As for the user journey, I have prepared a simple diagram for a clear user journey showcase.



# Field observations & Key Insights

Field studies included telephonic and textual interviews, questionnaires & drawing exercises. Each of these were catered towards understanding the mindsets & expectations of amateur artists.

I have listed some key insights that have helped me during the development of the current prototype state:

*"I need a source of information as a motivating factor to draw."*

*"I need easier access to references and prompts."*

*"A source of appreciation, innovative ways to practice art in mundane situations."*

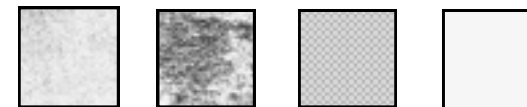
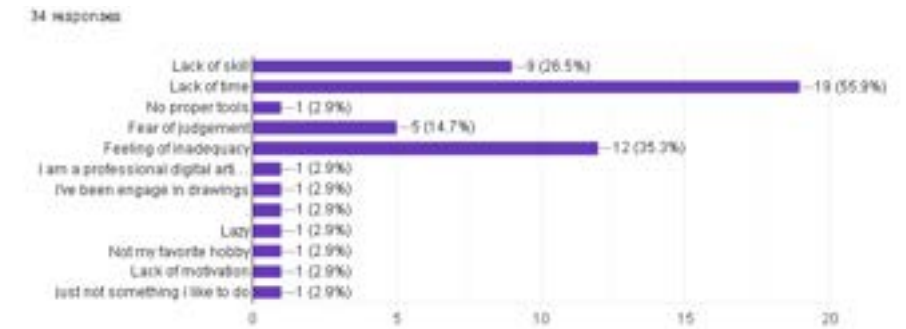
*"Should not nag into drawing like mobile apps often do, a way to draw in a flow, a way to warm up before drawing."*

*"..the ability to make more time for it, seek less validation for what I create through social media, and draw more for myself."*

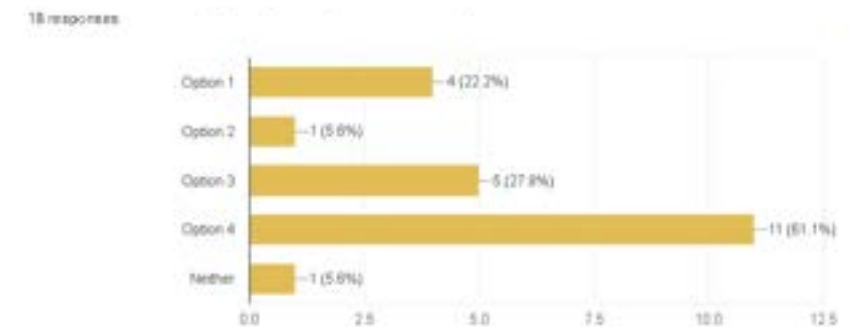
*"I hate being told that coloring outside the lines is a sin."*



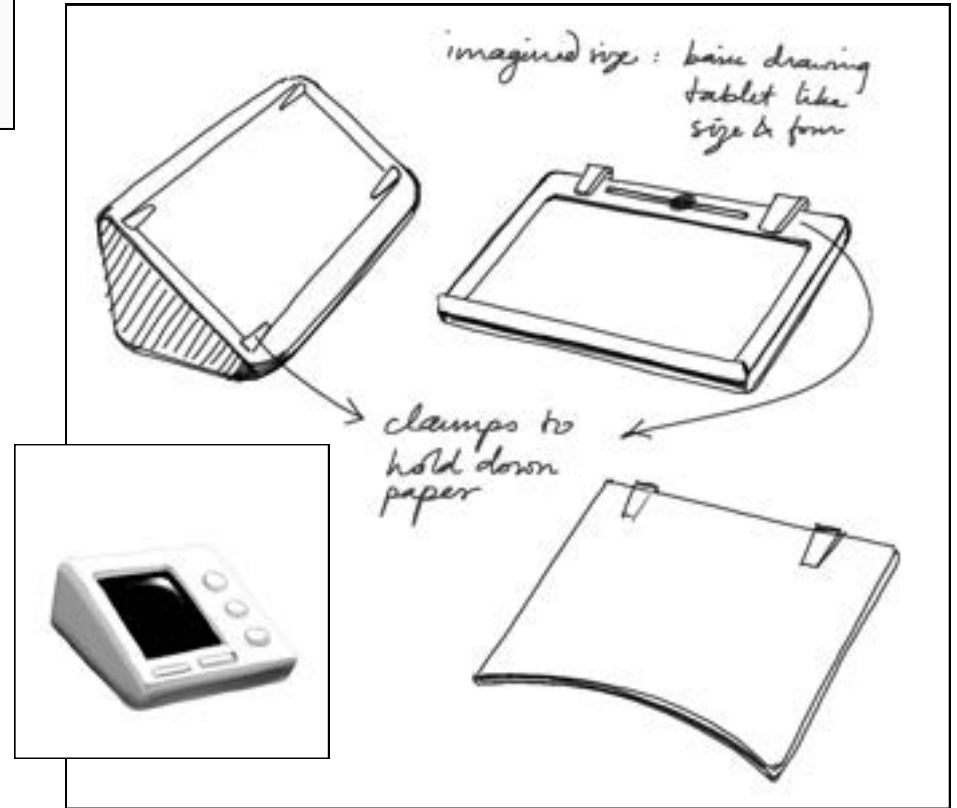
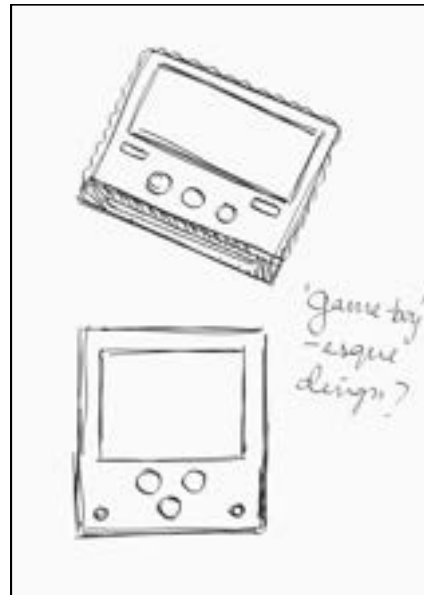
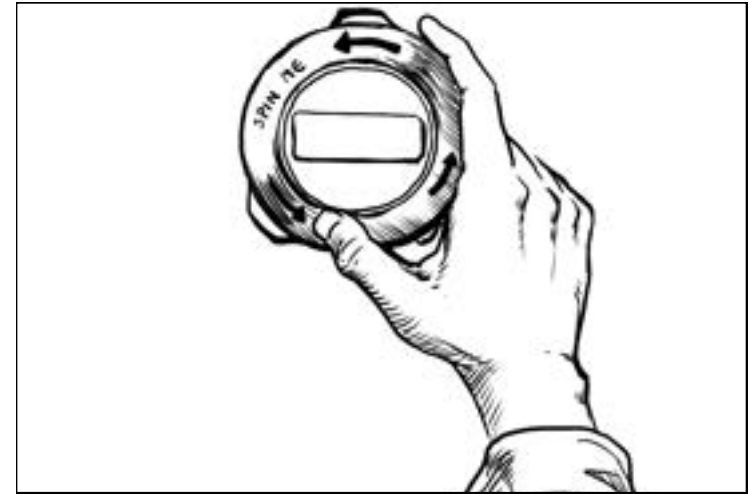
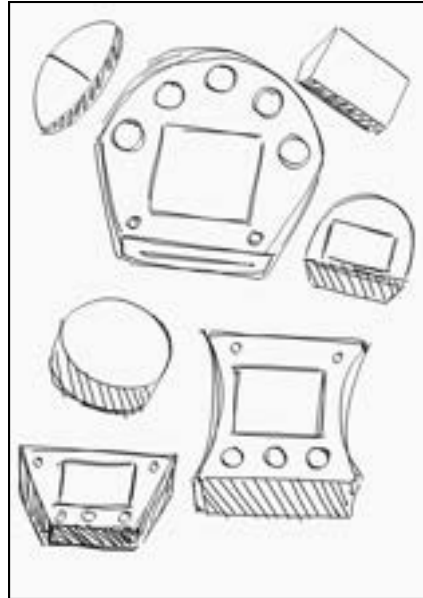
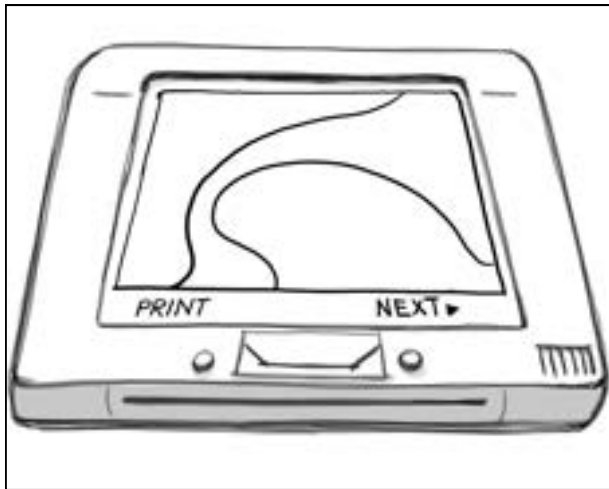
What do you believe are the primary reasons you don't engage more in drawing?



Which of the above images do you find relaxing?



# Shape research & development

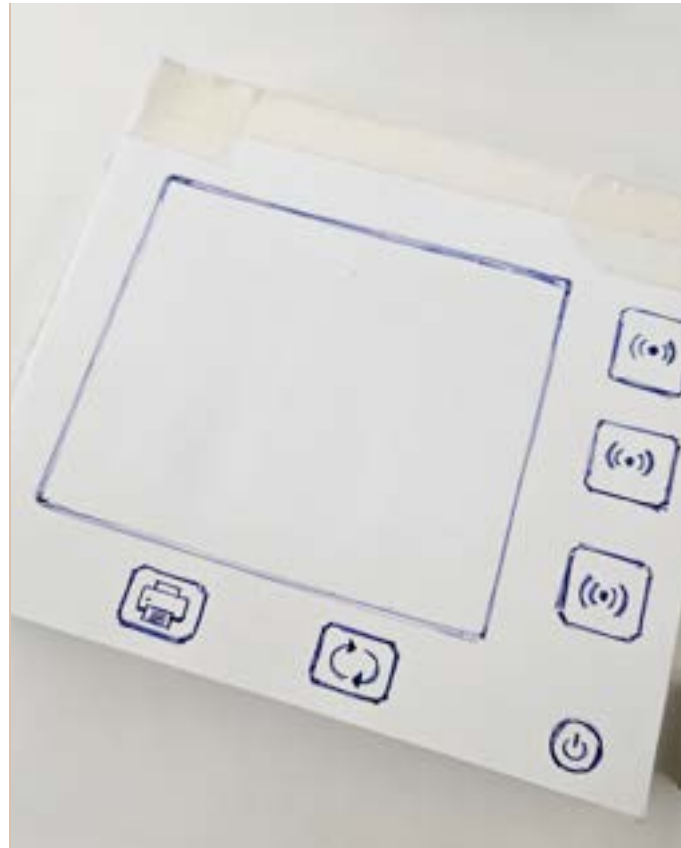


# Visual and Material Moodboard



# Paper Prototypes

The paper prototyping took place in 4 stages, each stage further building upon previous design flaws. The first & second stages essentially focused on trying to build a collaboration tool, wherein user input (of users' emotional states) led to the device printing out an abstraction which could then be explored by the user as per their will, be it for creating compositions or filling color within spaces. After iterating around trying to get a spectrum of emotional data as input, the third prototype focused on user input purely to dictate the formation of lines through sensor chips that could be picked/ placed as per the user's will to form their own compositions. Finally, the last prototype focuses entirely on sketching by using an input of 'difficulty' levels to provide references and prompts for the user to sketch over with limited timers.



# User Tests

User test takeaways:

Prototype 1 & 2 : Collaboration felt incomplete with the printing process ending the user experience then and there. Attempting to generalize input options for users' emotional states did not work.

Prototype 3: Although using sensors to create unique artistic outputs seemed like a solid update to the issue with generalized user inputs earlier, it made printing feel redundant. The user experience still did not feel well rounded.

Prototype 4 : This experience solves a lot of previous issues. Making the device a pure reference/ prompt generator with a in-built timer connected to difficulty levels makes it challenging on a more personal level, giving the user a huge amount of control over the experience.

A small update was made at the end where in, all testers had complained about the timer and difficulty dial being the same one and hence, hard to decipher. In the final iteration, a new timer was added on the right side of the device.

