

# Context Project: Human Pencils Product Vision

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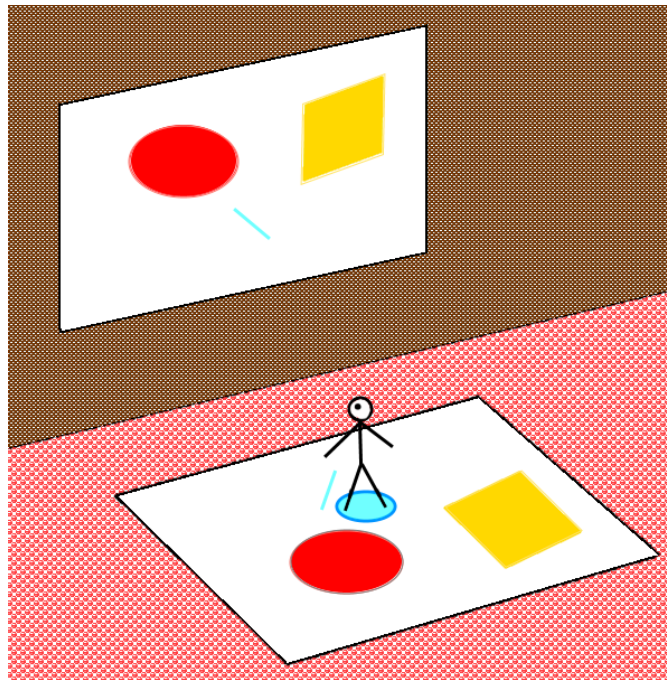
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## Introduction

The goal for this project is to create a game involving light projections, which is to be used in busy public areas. The overall product must be inviting and attractive to people who are passing by, as well as rely (heavily) on collaboration between players.

Our idea is to let multiple participants draw on a large projected canvas, where they themselves are functioning as pencils. They are able to freely roam the field, creating 'brush strokes' by hovering their hand above the floor and swiping along.

The strokes people leave behind will remain projected on the floor, which will also be shown on the wall. This second projection provides the players with a clear view on what they've created so far, indicating the painted colours and the players' position on the canvas.



## Customer needs and selling points

Creating a painting may not be done in minutes, so our target audience mainly consists of people who have some spare time on their hands. For this, consider people waiting at an airport, or even those who are in the TU Delft Aula building, waiting for a lecture or perhaps a graduation speech. These people aren't necessarily in a hurry, and thus suitable participants for our game.

Time and place are the main factors that determine our audience, though nonetheless, the game is accessible and enjoyable for a very broad spectrum of people and personalities. It is meant for all ages, as well as combinations among them. This will encourage people to paint with their kids, friends, colleagues and parents.

Of course, artists and other people with an artistic background are a part of our target audience, but they are not the main focus. No drawing or painting experience is required to play the game, and there is no pressure to perform well. However, these people will most likely be more attracted to this game, because it's very close to their domain and interests.

Besides fulfilling the aspect of amusement, the game also addresses the need of exploration and the satisfaction of curiosity. To see someone playing the game by moving and flapping his arms around makes people wonder what is going on. Upon noticing he is creating his own piece of art, the need to explore this sensation is raised; you want to do it yourself. You want to apply your own creativity with this new way of painting.

Merely stepping in and walking onto the canvas is all you have to do in order to do just that. The game will automatically assign a colour to a new player, provided that the maximum number of players is not yet exceeded. This limit will be based on the canvas size, because we obviously do not want to abate the ability of free movement.

Drawing together with someone you have never seen before will create a feeling of solidarity, and brings people together. Together you will be able to express yourself on a canvas, and collaborate to create a beautiful painting.

But, for players it is not possible to paint with all the primary colours - red, blue, green -, so that said, players need to both communicate and collaborate in order to, for example, get particular colour combinations.

When the painting is completed or you think you've done your share, you will be able to leave the game as easily as you've joined.

As stated earlier, this game mainly focuses on artistic freedom and expression. But, there is also a small competitive component; trying to match existing paintings as accurately as possible. You will also be able to share your drawings with others, so that they can have a shot at recreating yours. This however is optional, as the aspect of collaboration and freely create art yourself is still the strongest 'excitement factor'. Because of this, we do not want to lay any emphasis on 'the pressure to perform' component.

Furthermore, another thing that makes this game stand out is the way players will be painting. As explained before, your arms will function as the brush, and movement allows you to wonder about the canvas. In order to select a different colour, players only have to make a certain gesture so that they can continue painting without unnecessary interruptions.

Finally, because there is no time restriction or any pressure in any form alike, this game is meant for all ages. Young kids can have their way with the game in the free mode, drawing whatever they like. A seven year old kid and his granddad can step up to the canvas and create art together without any problems. The game is suitable for any age, and for any kind of groups.

## **Timeframe and budget**

Overall, the target timeframe for the product is ten weeks. This corresponds to the amount of time of one term, which we've been given in order to complete this project. We are not entirely sure what the required budget would be for our product, but we can give somewhat of an indication as we do know what kind of materials we are most likely going to need.

For hardware components, we would at least make use of;

- A beamer, in order to create the projection on the floor.
- A camera, which will enable us to keep track of the players and their movements.