

Art and Story Adventures

App where children may create art following preset stories, or along with creating their own stories.

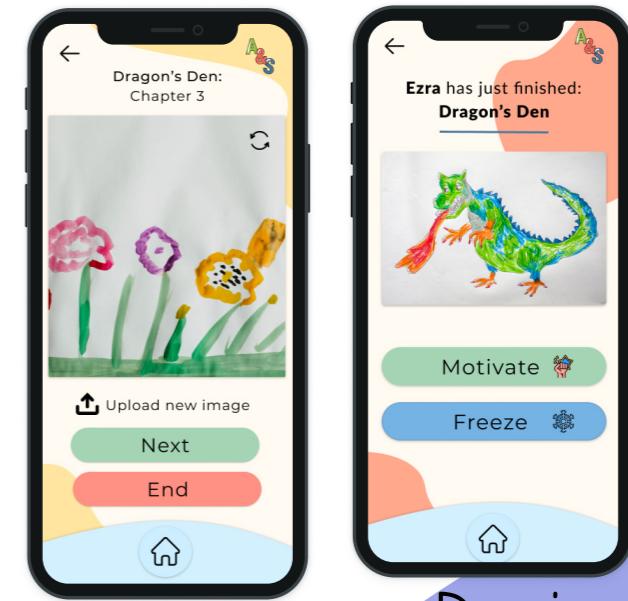


Product Description

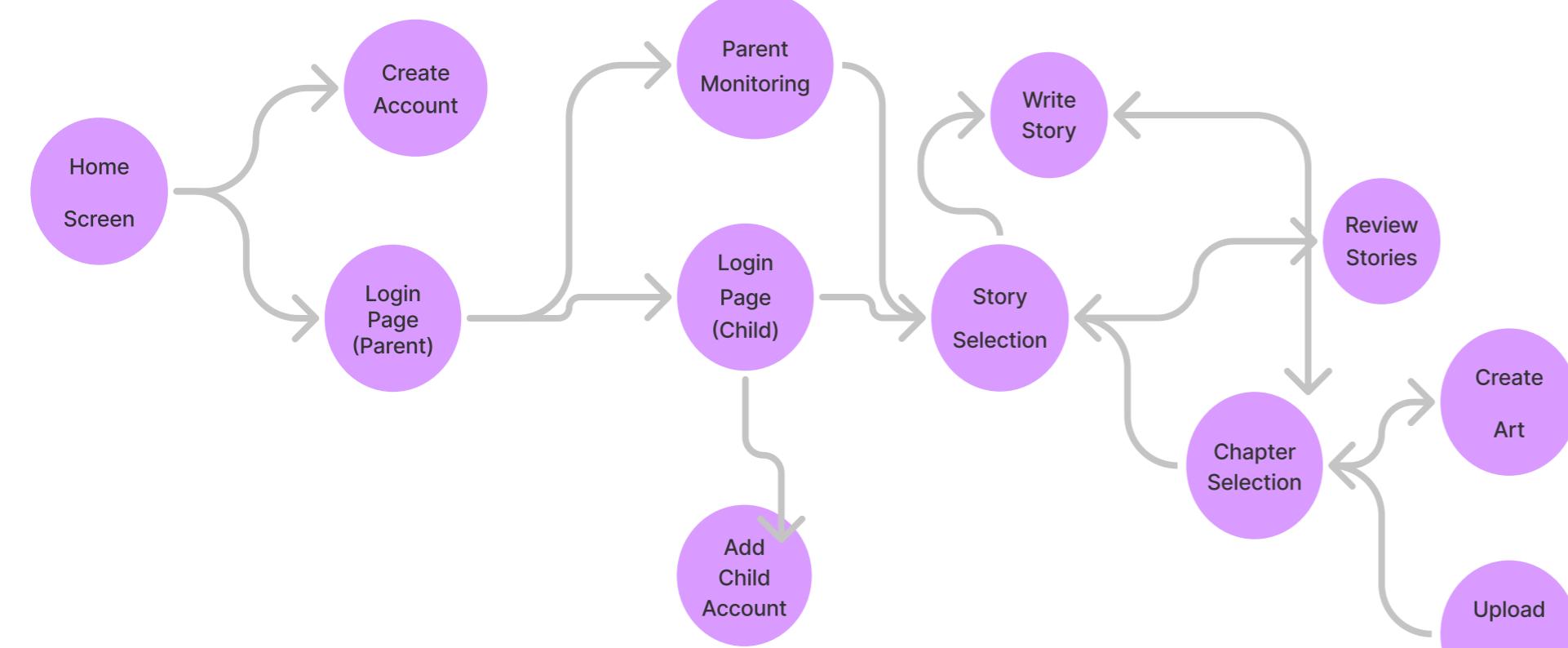
Many children love to create art but lack the structure and inspiration to continue and fully enjoy their passion. Additionally, some children have big ideas but don't have an adequate platform to make enacting these ideas easy. This product is meant to be a fun and engaging way for kids to create art while following exciting storylines that have either been provided for them or created by them. With this app, children can make their ideas into reality through writing storylines or following pre-written stories and illustrating major plot points. Parents can see what their kids have created, and can easily follow what story their kids are illustrating through clear and easy to understand story structures and pages.

"They get a draw, but in terms of actually writing the story, that would be a great way to strengthen their writing skills, but then also encourage leadership and ownership, but also creativity as well."
(Martini)

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Design Process



Children may often find art unengaging and boring because it is not always clear what the goal is. Some children may find art more enriching and rewarding if each piece they make develops into an exciting product.

Art Adventures and Storytelling is an app where children creates art recreationally that is family friendly. It incorporates art and a compelling story to create a storybook that is perfect for personal reading and family sharing.



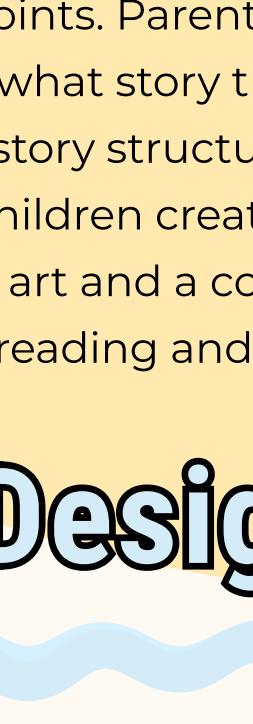
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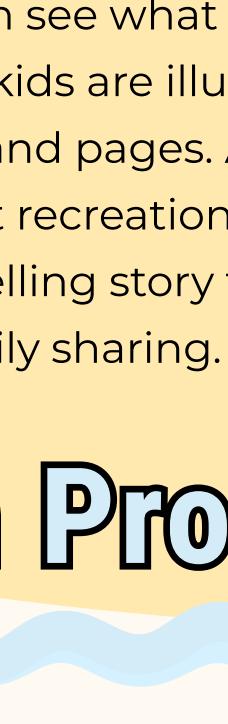
Art & Story Adventures

An app where children may unleash their inner artist following preset stories or creating their very own new stories!

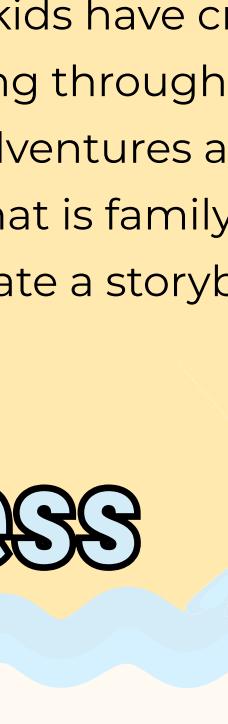
Team 11 Members



Garrett Swelgin



Harry Pichetpongsa



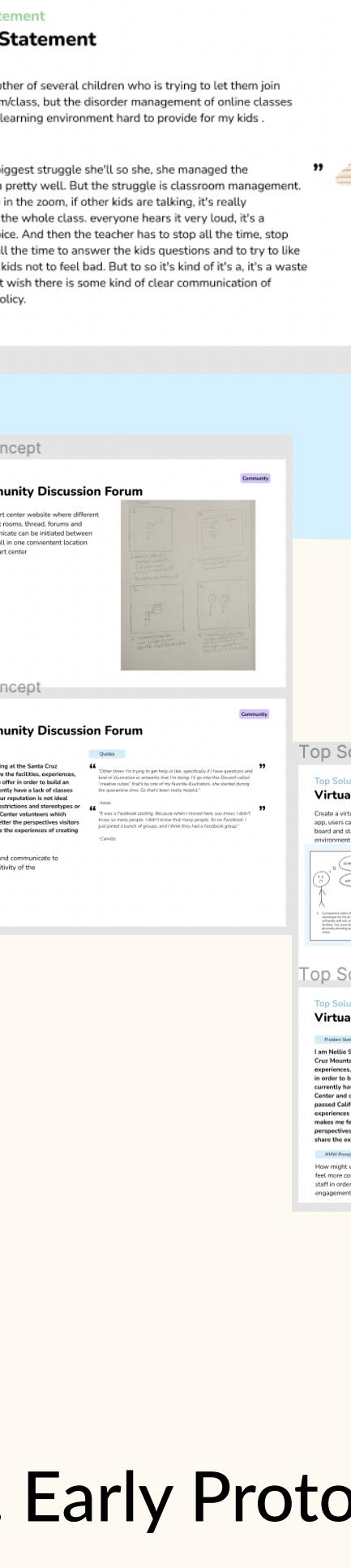
Deborah Gould



Elizabeth Fonseca

Problem

Many children love to create art, but lack the structure and inspiration to continue and fully enjoy their passion. Additionally, some children have big ideas and a full imagination, but don't have an adequate platform to make enacting these ideas easy. Children may often find art unengaging and boring because it is not always clear what the goal is.



Our Solution

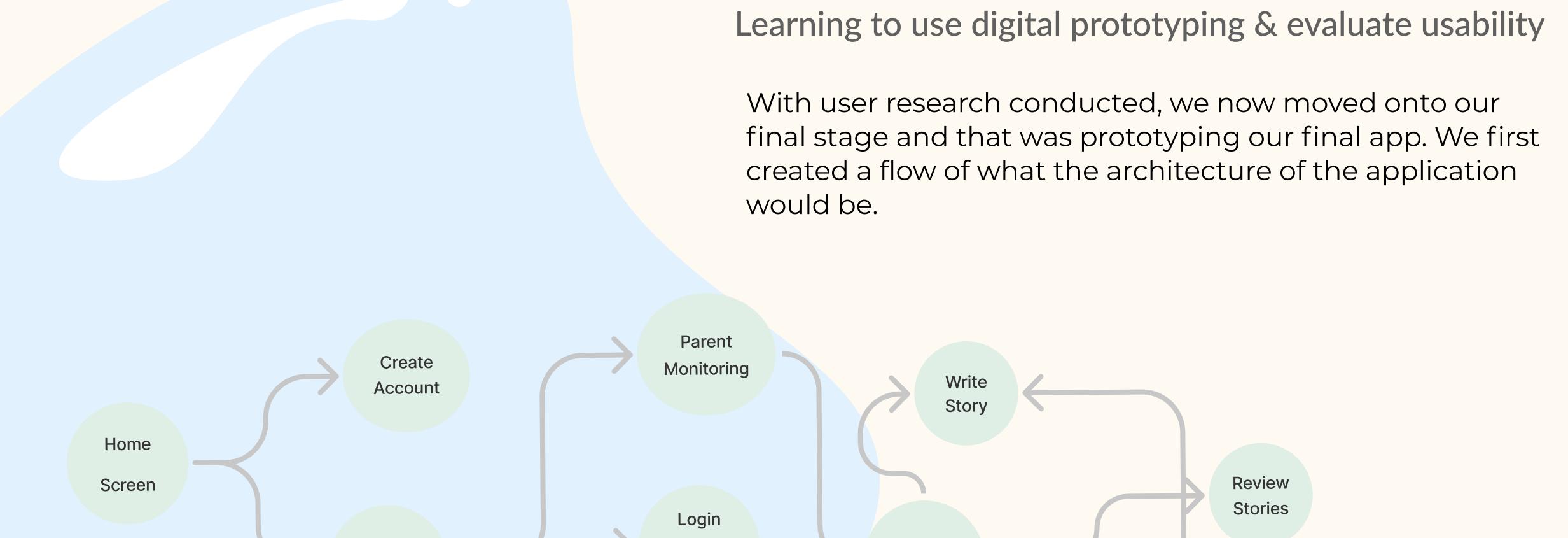
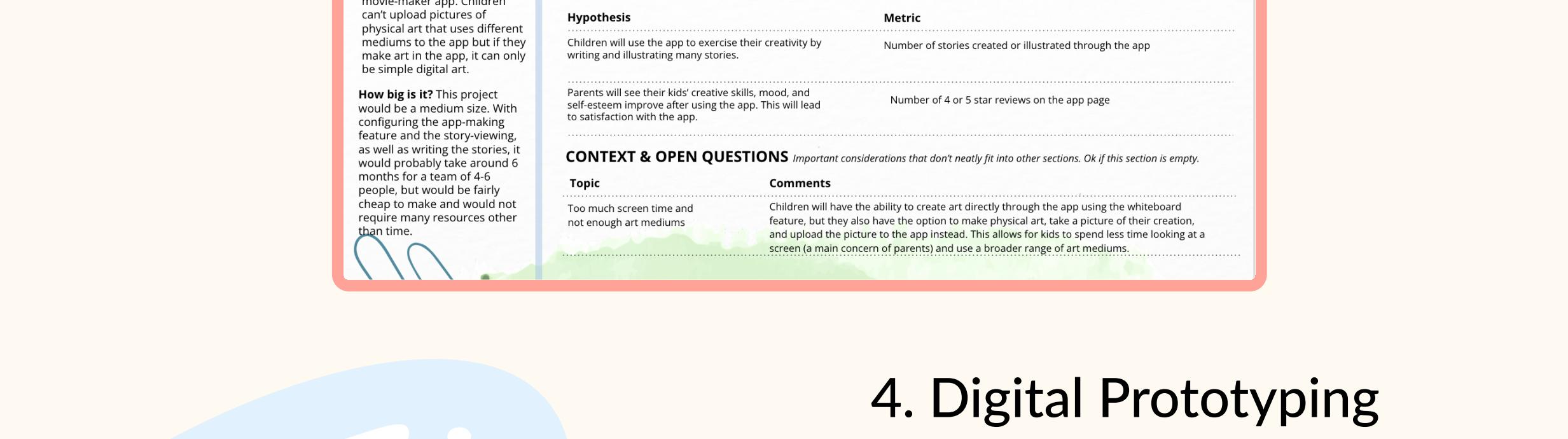
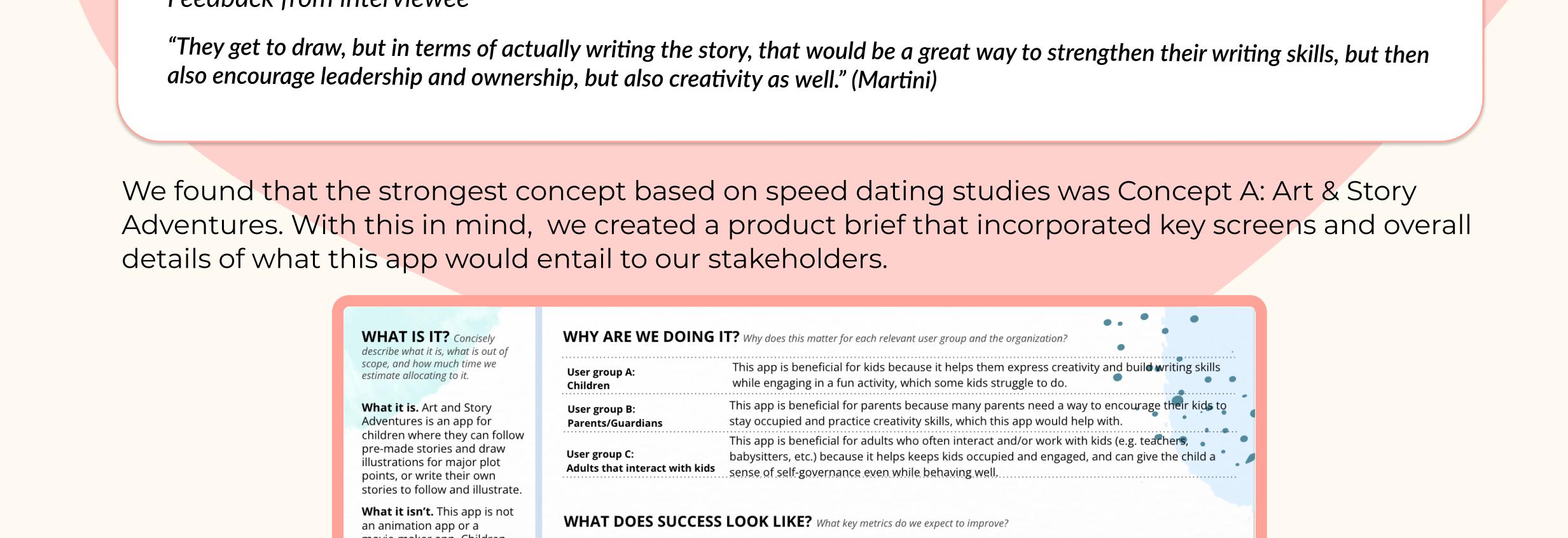
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Our Design Process

1. Needfinding

Going deeper in observing needs

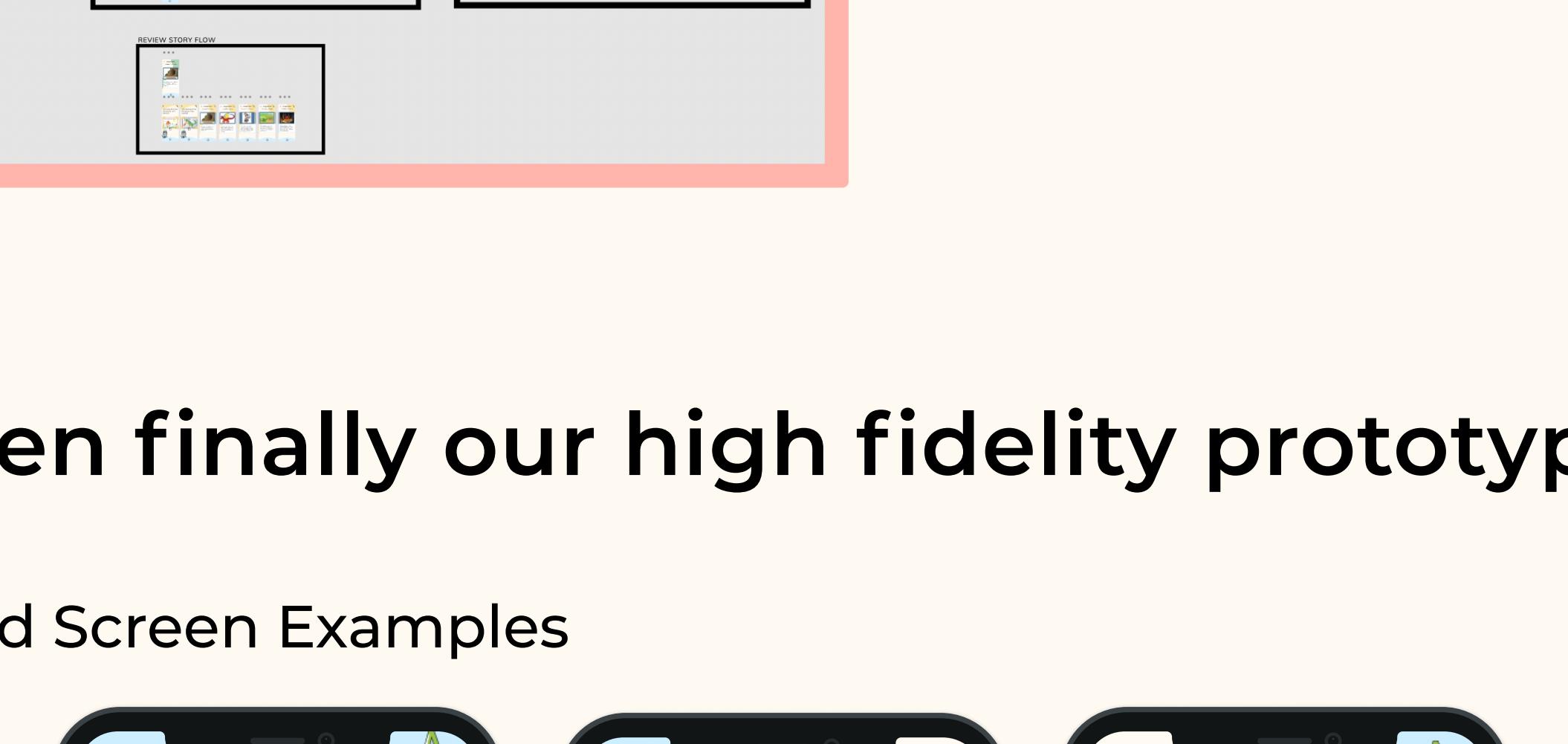
At the start of the project, we did a qualitative analysis of transcripts with art center clients/customers (e.g. artists and art students), as well as volunteers and leaders of the Santa Cruz Mountains Art Center. We then coded, identified user groups and created themes to focus on what was going on beneath the surface in observations, and to articulate clear point-of-views on the user needs.



3. Early Prototyping

Refining ideas with users & lo-fi prototypes

In this stage, we prepared three concepts based on the "Art For Kids" category to flesh out and created storyboards for each.



We then conducted speed dating studies with individuals in our user group evaluating experiences and identifying contextual risk factors that would be important for our solution's viability.

Feedback from interviewee

"They get to draw, but in terms of actually writing the story, that would be a great way to strengthen their writing skills, but then also encourage leadership and ownership, but also creativity as well." (Martini)

We found that the strongest concept based on speed dating studies was Concept A: Art & Story Adventures. With this in mind, we created a product brief that incorporated key screens and overall details of what this app would entail to our stakeholders.

