

A4: Concept Video

10/17

Team 2

Team



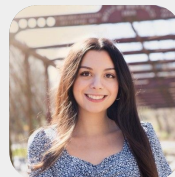
Elijah

Symbolic Systems '26



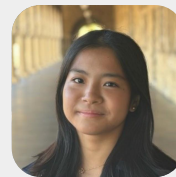
Luiza

Design + CS '28



Claire

Computer Science '27



Mikela

Symbolic Systems '27

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Team 2

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video**

Recap

Team 2



What were our solutions:

- A place where artists can share things that inspire them (movies, playlists, etc.) for other artists to use.
- A flexible digital journal that takes multimedia inputs
- An archive of past works with smart searching by medium.

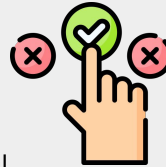
Why didn't this work?

- We were neglecting areas that repeatedly came up in our needfinding process.
- Artists need more than just a digital journal because it doesn't tackle the difficulty of organizing



Which solution did we choose:

- We chose to focus on creating a flexible digital journal that takes multimedia inputs



Interview insights

Team 2

“I get inspired when I'm walking, and music inspires me a lot. 'Cause for me, it's about the performance, not so much the visual part.

“When I get inspired I just reach for whatever is the nearest source for me to write down how I feel”

“When I get an idea, I IMMEDIATELY go to my notes app”

Artists had different ways of finding and capturing inspiration.

“You constantly see something that is maybe worth photographing”

“It was through finding new opportunities and inspiration from peers that I explored new mediums”

"Getting inspiration from human artists is best”

Interview insights

Team 2

“There's so much inspiration that comes throughout the day that I barely have time to capture all of it.”

“I don't normally keep track of my inspiration or keep it in one place.”

“I track ideas in notes app, but they often get scattered and hard to organize since they don't always have context or keywords.”

But they had a hard time storing and organizing all of them.

“I have been having this issue where I have this photo on my phone that I just can't find it!”

“I don't use a Pinterest board because I'm so sensation oriented.”

“A centralized hub might be a good tool.”

Problem space

Team 2

Artists struggle to effectively and quickly store all of their various sources of inspiration in a centralized and organized structure. This makes it harder for them to go back to these sources when they are creating art.

Solution

Team 2

A digital notebook that allows artists to store multimedia sources of inspiration while smartly organizing them based on their chosen categories.



SparkBook

“Spark your creativity.”

How did we get our name?

The main aim of our product is to provide artists one place for all of their inspiration. This inspiration was viewed as crucial in the process of creating for every artist that we spoke to. Inspiration sparked their creativity. Thus, SparkBook was born. Our slogan “spark your creativity” is unique to our app because artists run into the problem of not being able to find inspiration or having a hard time coming back to inspiration. Our product aims to solve this problem and guarantee an artist can go back to what inspires them most.

Market research

#1: Pinterest



“A discovery engine where users can find, save, and share ideas/inspiration through images onto boards”

What Works?

- + Accessible through mobile app/web
- + Ability to organize boards
- + Option to make activity public/private

What Doesn't?

- Searches aren't catered to artists (flooded with ads/marketing)
- Only photos

Our Unique Features

- Multimedia inputs
- Smart organizing of boards
- AI to synthesize the board and provide relevant search results
- Specific use cases to visual artists

my top complaints:

1. the search function just does not work
 - results are often unrelated to the search terms...
 - the ads! THE ADS
 - it's easier to google "pinterest AND x" than to find what you're looking for than searching in the actual search bar of pinterest.

Source: [reddit](#)

#1: Pinterest



“A discovery engine where users can find, save, and share ideas/inspiration through images onto boards”

Takeaway:

Artists highly value **specific and catered content** that is relevant to their **unique art style and subject**.

#2: Notion



“A flexible, all-in-one workspace acting as a customizable platform for organizing personal and professional life”

What Works?

- + Unified workspace across mediums
- + Customizable pages
- + Building blocks
- + Collaboration
- + AI tools

What Doesn't?

- Steep learning curve
- No offline access
- Poor mobile experience

Our Unique Features

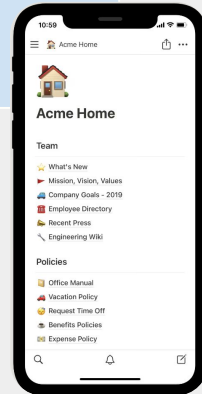
- Simple, intuitive interface
- AI used for organization/recommendations (not GenAI production)
- Usable across devices



r/Notion • 2 yr. ago
Amine-Aouragh

Is there anybody else who thinks that Notion is too complicated for just writing down and saving ideas?

Question



#2: Notion



“A flexible, all-in-one workspace acting as a customizable platform for organizing personal and professional life”

Takeaway:

Maintain **customizable** and **collaborative** tools in a multimedia **unified** workspace, in a way that is **intuitive** and easy to use

#3: Milanote



“An easy-to-use tool to organize your ideas and projects into visual boards”

What Works?

- + Collect various mediums in one place
- + Flexible drag and drop interface
- + Easily collaborate with other users

What Doesn't?

- Bad mobile environment
- Free version is very limiting
- Lack of structural tools to maintain organization

Our Unique Features

- Ability to both easily input various sources and maintain and organize complex structures
- Easy to use on a mobile device
- Tagging features to help with categorization



r/Milanote • 3 yr. ago
TaylorRoddin

Love the app, but the pricing/plans kinda suck.

You're on the free plan

Upgrade your plan Refer a friend

Use Milanote for free \$0 <small>with no time limit</small>	Pay per person \$9.99 / month <small> billed annually or \$10.50 billed monthly</small>	Upgrade your team <small>Save 50%</small> \$49 / month <small> billed annually</small>
<ul style="list-style-type: none">✓ 100 notes, images or links✓ 10 file uploads✓ Unlimited shared boards	<ul style="list-style-type: none">✓ Unlimited notes, images or links✓ Unlimited file uploads✓ Unlimited shared boards✓ Search boards and content	<ul style="list-style-type: none">✓ Unlimited notes, images or links✓ Unlimited file uploads✓ Unlimited shared boards✓ Search boards and content
<small>10 / 100 used</small>	Upgrade	Upgrade

Part of a larger team? [Contact sales](#)

#3: Milanote

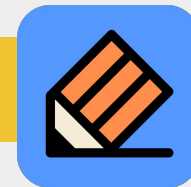


“An easy-to-use tool to organize your ideas and projects into visual boards”

Takeaway:

Provide a **visual** and **flexible** environment that **easily** and **automatically** organizes the workplace.

#4: Notability



“Turn your notes into knowledge”

What Works?

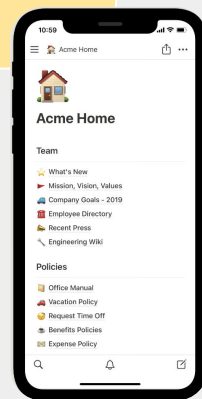
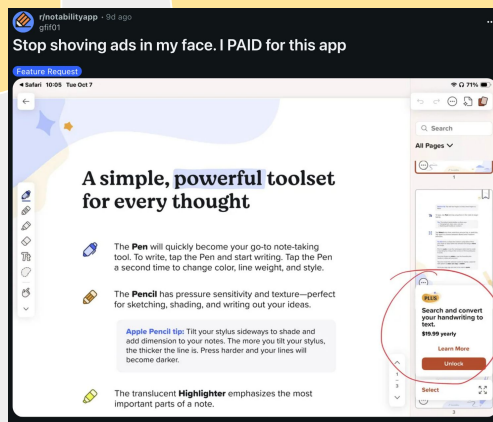
- + Handwriting easily movable
- + Users allowed to organize notes by topic
- + Allows user to create and access notes on any device

What Doesn't?

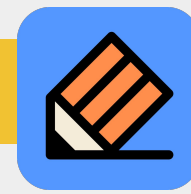
- App requires some sort of subscription
- Restrictions remain unless you pay \$99
- Files don't always load

Notability's Unique Features

- Syncing notebook activity with audio recording
- Easily take written notes/sketches with pressure/shading ability
- Searchable PDFs that read all available text



#4: Notability
























“Turn your notes into knowledge”

Takeaway:

Provide a cloud-based workspace that lets users **write** by hand, **move** content freely, and **organize** notes effortlessly.

Competitor Comparison Matrix

					
Free to use		Freemium	Freemium		
Multimedia inputs					
Collaborative					
AI for organization				Sort of (for searching)	
Mobile app					

Design Values

Our Stakeholders

Direct

- Artists and designers
- Hobbyists
- Filmmakers
- Writers
- Photographers
- Art students
- Marketing teams

Indirect

- Artistic collaborators
- Art communities
- Educators
- Art consumers
- Tool/API integrators
- Other artists (AI art scraping)

Primary Focus

Currently designing with **artists** in mind as our primary stakeholder, while still considering how to create a product beneficial for all creatives.

Our Values

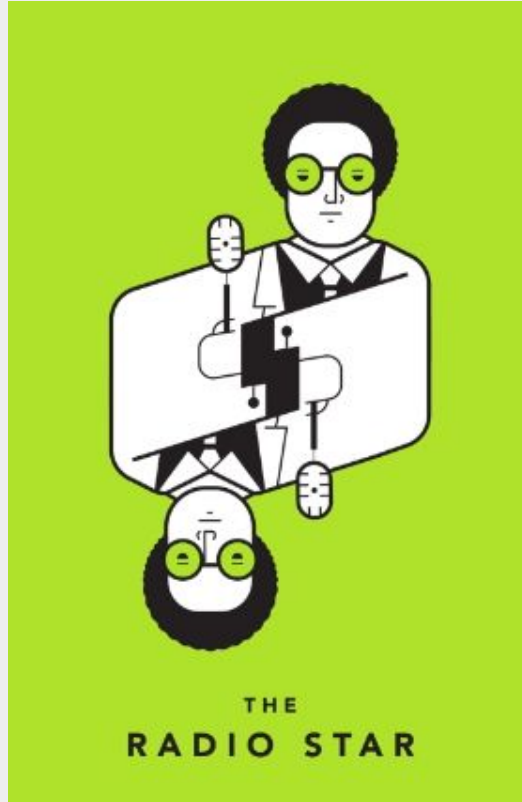
Protect artists'
creative ideas

Protect artists' jobs

Make creativity
accessible to
anyone

Allow users to be
flexible in their
product use

Scale and Disruption - The Radio Star



THE
RADIO STAR

◆

**Who or what disappears
if your product is
successful?**

Who loses their job?

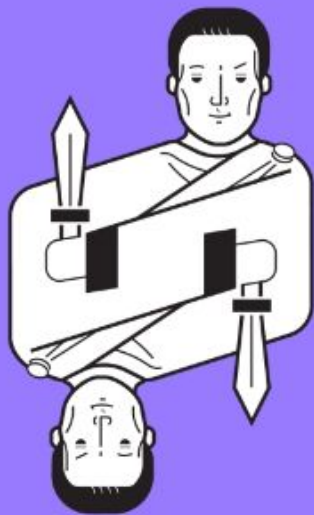
What other products or services
are replaced?

What industries, institutions or
policies would be affected?



- Could cause loss of admin/organizational jobs
 - ex) an artist's assistant
- Takes away from some of an artist's planning time
 - Impacts their own job?
- Could replace: Google Drive, Pinterest, Milanote, physical storyboards/notebooks

Equity and Access - The Backstabber



THE
BACKSTABBER

THE BACKSTABBER



**What could cause
people to lose trust in
your product?**

What could make people
feel unsafe or exposed?

What mechanisms are in place
for listening to your users?

How will you recognize larger
patterns in feedback so that
action can be taken?



- People could lose trust if AI learns their art and uses it to generate new art
- Ask users for feedback on various features
- Track which features are used most frequently
- Keep true to our values and protect the artist

Usage - The Siren



THE
SIREN

THE SIREN



**What would using
your product "too much"
look like?**

How does your product encourage
users to engage, and how does it
make it easy to disconnect?

How does your product respect
people's boundaries and the other
parts of their lives?

In what situations might it be
inappropriate or distracting to
use your product?



- "Too much use" could look like spending too much time planning/organizing, not enough time creating
- No ads/sponsored searches, only suggestions to help artist vision
- Could be detrimental if too much "smart planning" detracts from creativity

Tasks

Tasks

Simple

- Taking pictures of a spontaneous sources of inspiration and saving it.
 - Task done by most users, most times they use the app

Moderate

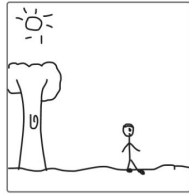
- Creating a cohesive mood board of images with the creation of a specific art piece in mind.
 - One of the apps intended purposes, but is done less frequently than simple tasks

Complex

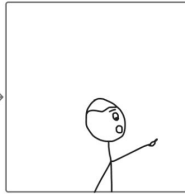
- Compiling all the different multimedia forms of inspiration (music, notes, images, people, their own work, voice recording) in one place
 - How the most advanced users will use app, combines many simple and complex features

Storyboard

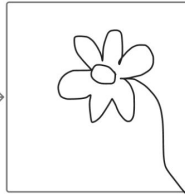
Task 1: Collecting various sources of inspiration



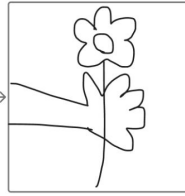
Intro: (Wide shot) Walking outside.



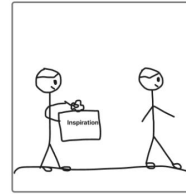
(Mid shot) Sees something intriguing.



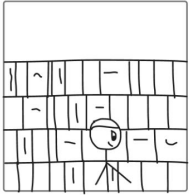
(Close up) Shot of flower - first object of inspiration.



(Close up) Another person grabs the flower.



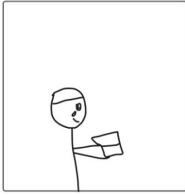
(Wide shot) Shows a person behind the main character (representing Spark Book [SB]) putting the flower in an "inspiration box".



(Mid shot) Shows him walking by a shelf of books.



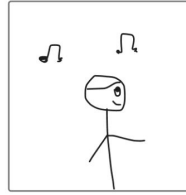
(Close up) Picks up a book that intrigues him.



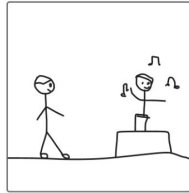
(Mid shot) Starts getting emotional over the book he is reading.



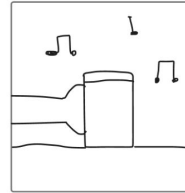
(Mid shot) SB gets book from his hand and puts it in the inspiration box.



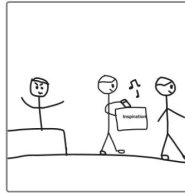
(Mid shot) Main character starts hearing a music he likes.



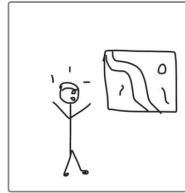
(Wide shot) Main character walks over to the speaker playing the song he liked.



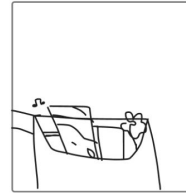
(Close up) SB gets the speaker.



(Wide shot) Shows them walking by the person, who is now angry that their speaker was taken.

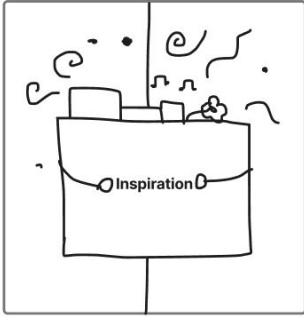


(Wide shot) Main character sees a picture that really excites him.

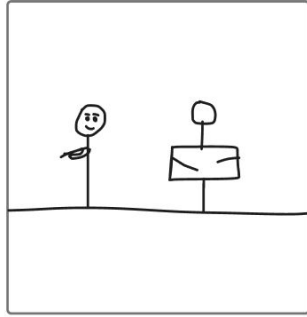


(Close up) SB puts the picture inside the inspiration box.

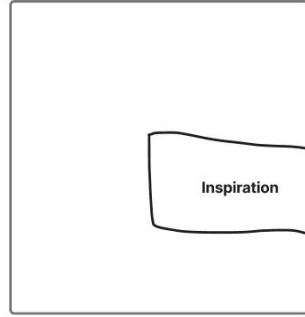
Task 2: Organizing the different sources of inspiration



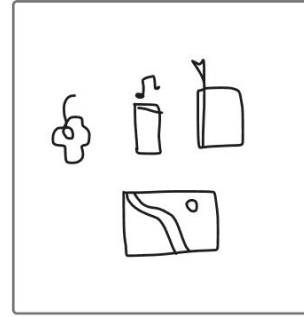
(Close up) Shot of the colorful shapes and effects coming out of the inspiration box.



(Mid shot) Main character next to SB ready to create an art piece

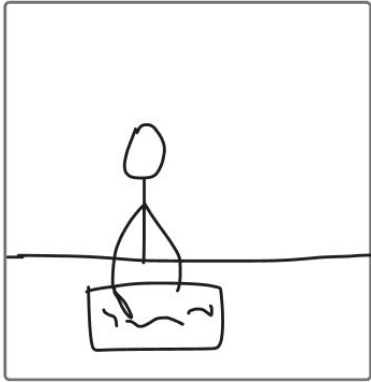


(Close up) Main character points to the inspiration box.

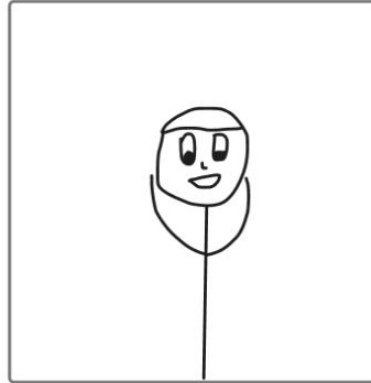


(Close up) Shows all of the sources of inspiration neatly organized with categories.

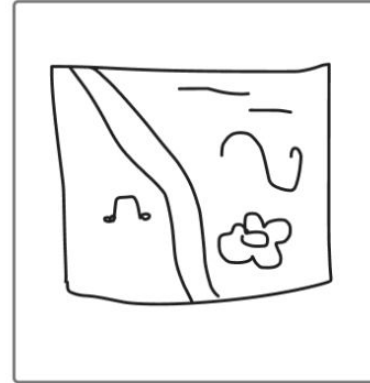
**Task 3:
Organizing
the different
sources of
inspiration**



(Mid shot) Main character starts creating an artwork using all of his sources of inspiration.

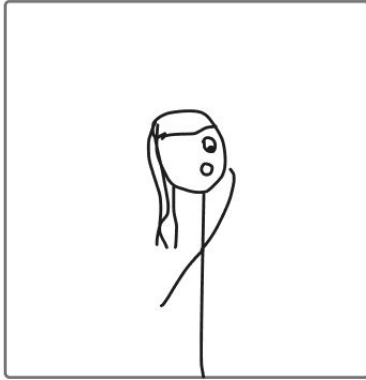


(Mid shot) Main character is delighted with his artwork.

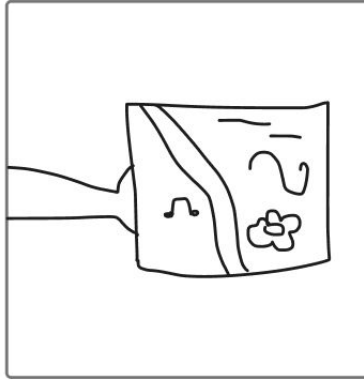


(Close up) Shot of the artwork.

**Task 4:
Sharing your
artwork and
inspiring
other artists.**



(Mid shot) Another person looks intrigued at the Main character's artwork.



(Close up) Her SB picks up the artwork.



(Wide shot) Shows other character walking out with her SB putting the artwork in the inspiration box.

Concept Video



Thank you!