

Project Morpheus

Subtitle?

Pitch

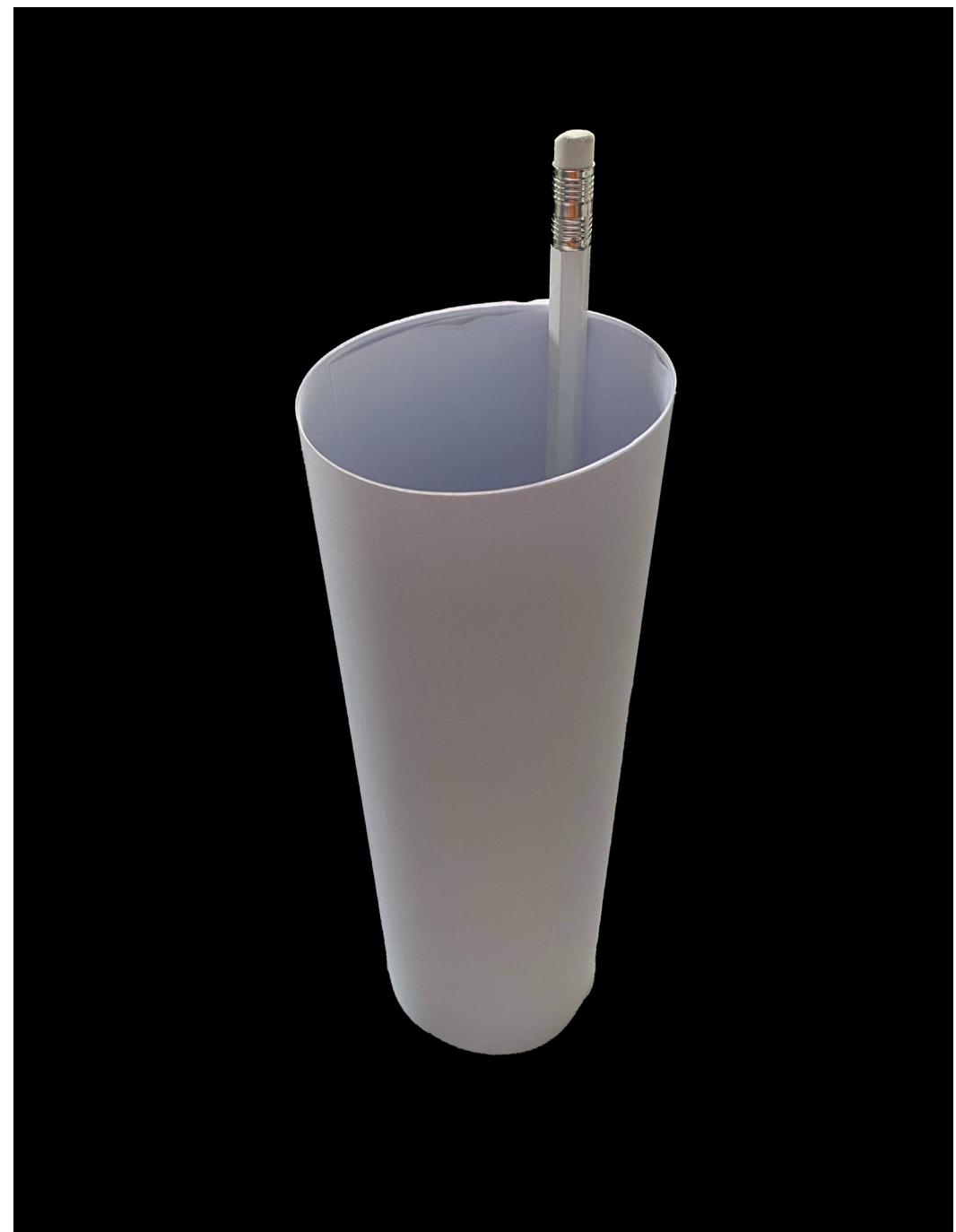
Project Morpheus is a stimulating creative AI assistant that seamlessly integrates with your morning routine with the goal of reducing daily stress using drawing and storytelling.

You can use the device in the morning, at home; before going to school or work, or just after waking up. It's up to you to setup your own routine.

The experience is a complete *voyage*, while having your eyes closed, into another world.

Each time you turn on the device, you're guided by the assistant into a random virtual world where the assistant asks questions about the scenario you're drawing, giving you insights, trying to influence your drawing and guiding you into a virtual environment.

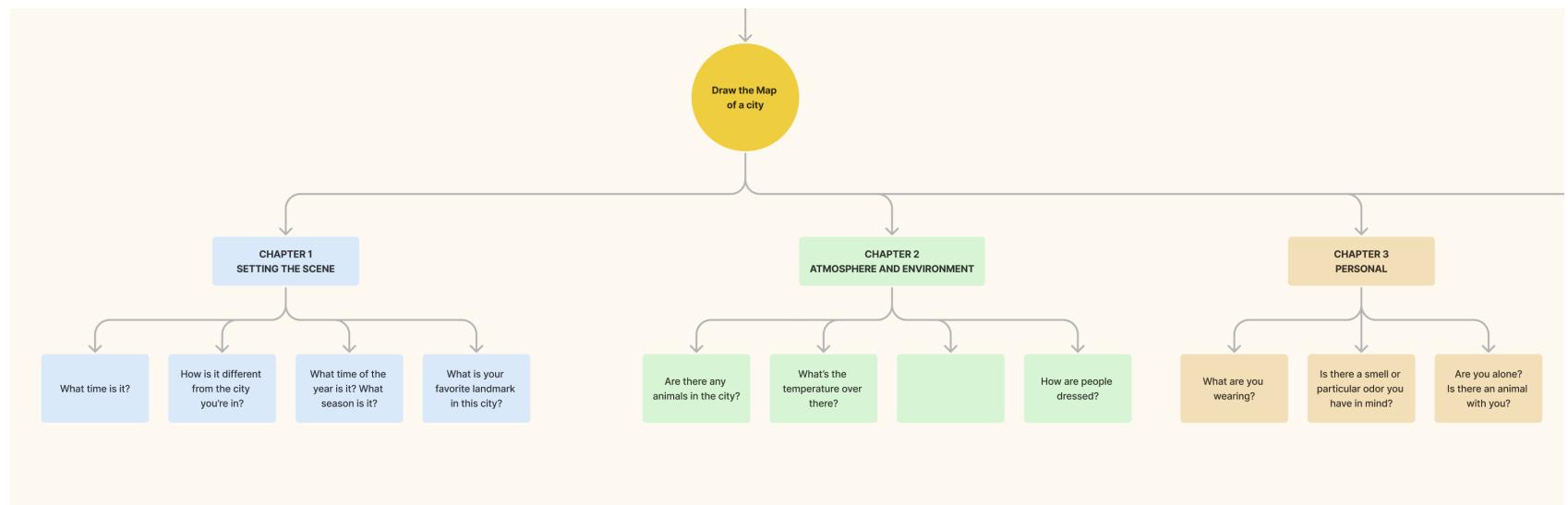
Before going back to earth, or real life, after a five minute journey.





User Journey or Scenario

1. The user turns the assistant ON by removing a pen from the pen holder.
2. The assistant will pick a scenario based on the pen the user took.
3. The assistant asks the user to close their eyes and get ready for a 5 minutes countdown.
4. The user begins drawing.
5. While the user is drawing, the assistant will give comments and ask questions in real time. If the user picked the «Draw a Map of a City» card, the questions could be:
 - What Time is it?
 - How are people dressed?
 - Is there a smell or particular odor you have in mind?(See diagram below)
6. At the end of the countdown, the assistant asks the user to open their eyes.
7. The user now sees their drawing in front of them.
8. The assistant says goodbye and turns OFF.



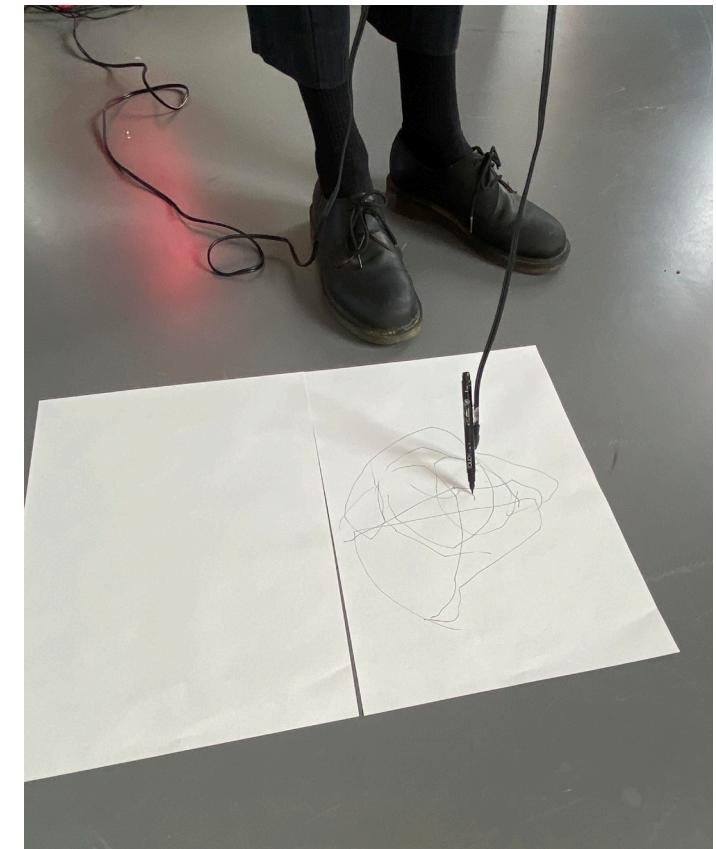
Field observations & Key Insights

I first started with interviewing people about daily stress, and if they had stress relief techniques.

I then gave people the choice between multiple fun and quirky drawing experiences. And the most interesting one was drawing with your eyes closed because it immersed people more and helped with the imagination.

Subsequently, I kept experimenting with people using drawing thematics and other ways to draw, while keeping your eyes closed.

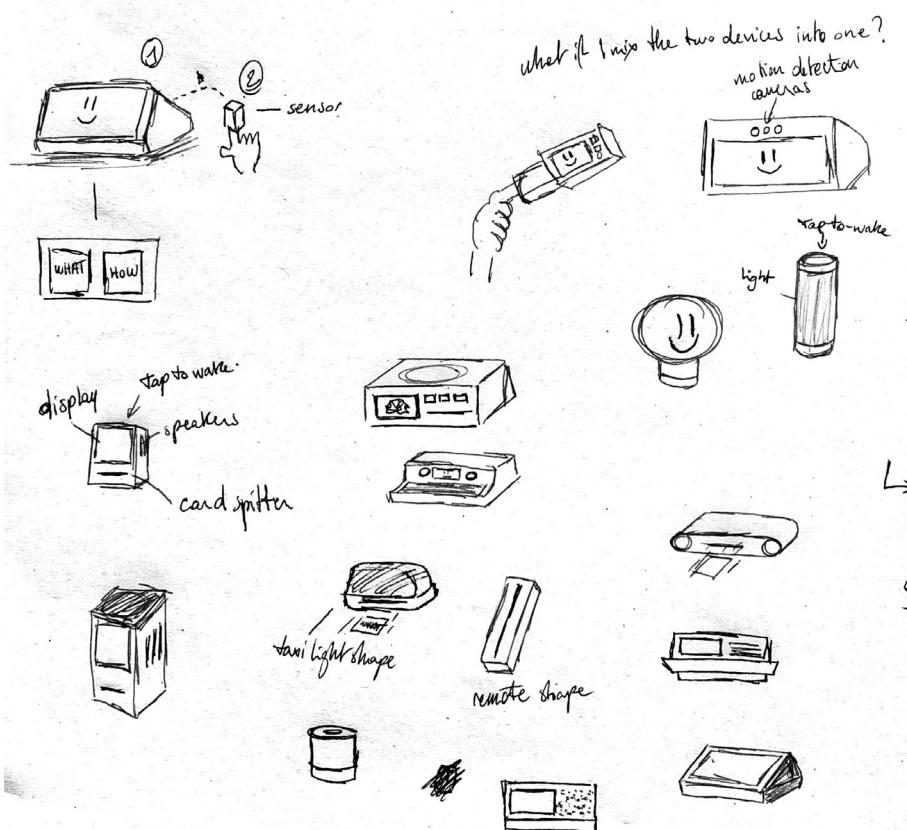
And finally, while people were drawing, I started speaking and asking questions on their drawings, giving them ideas indirectly and immersing them into their creations.



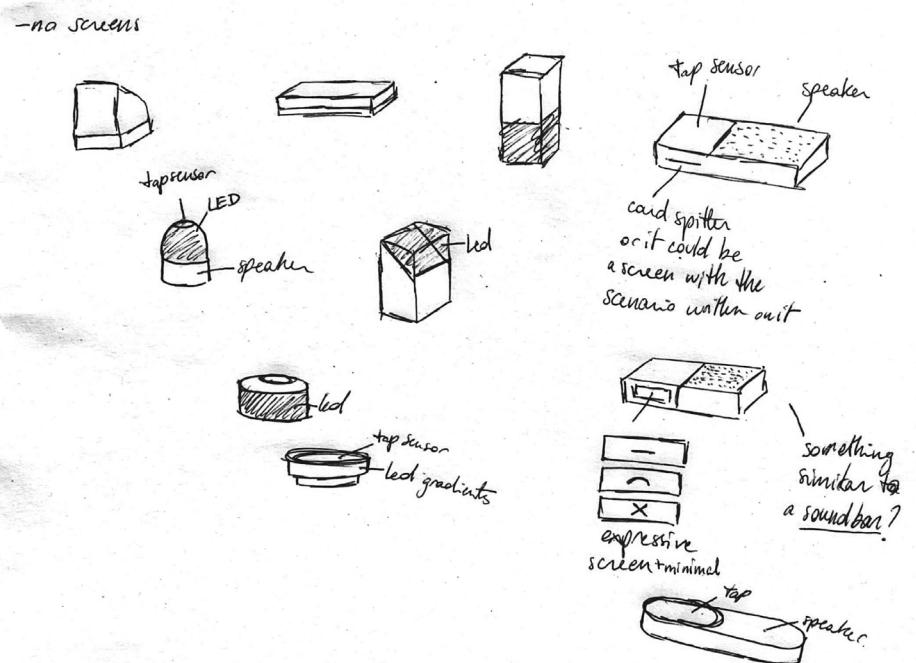
Anonymous Interview Questions Process



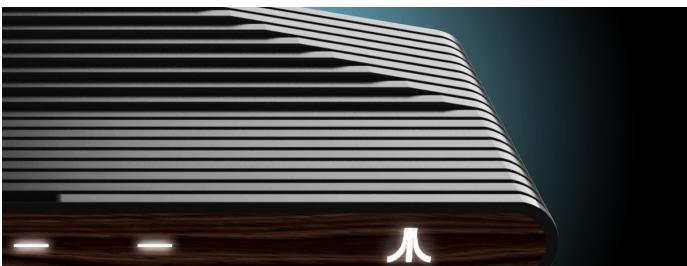
Shape research & development



- Remarks
- The goal is not to remind people of the smartphone because of its toxicity.
 - ↳ so the picture of the drawing at the end should be displayed on the device.
 - printed? displayed on a screen?

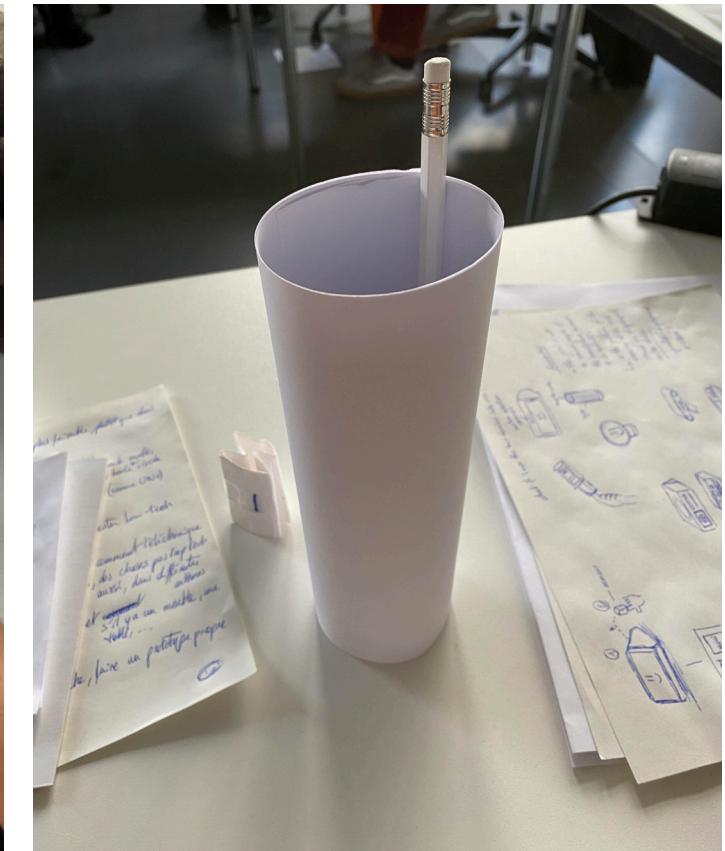
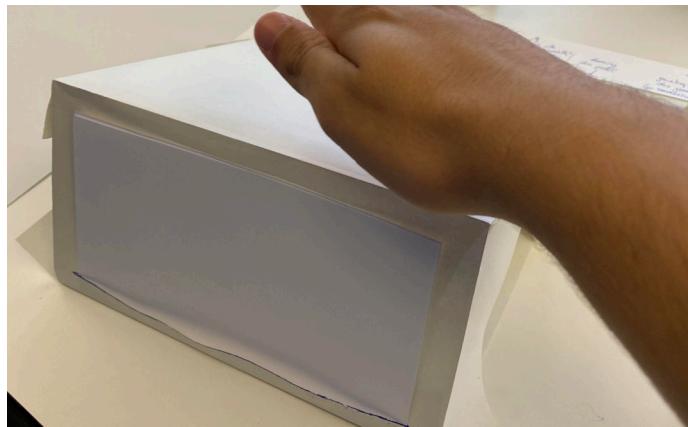


Visual and Material Moodboard



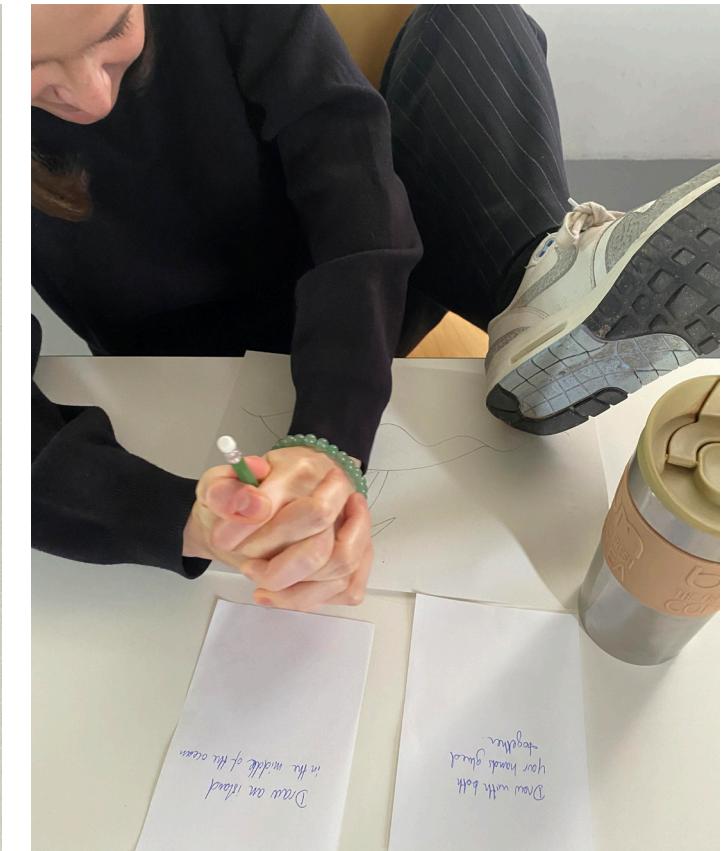
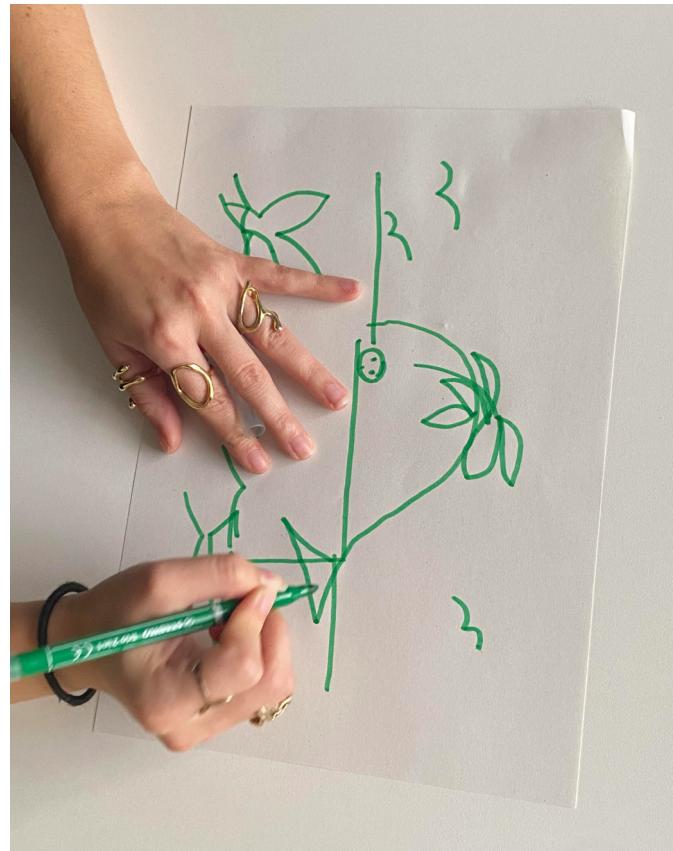
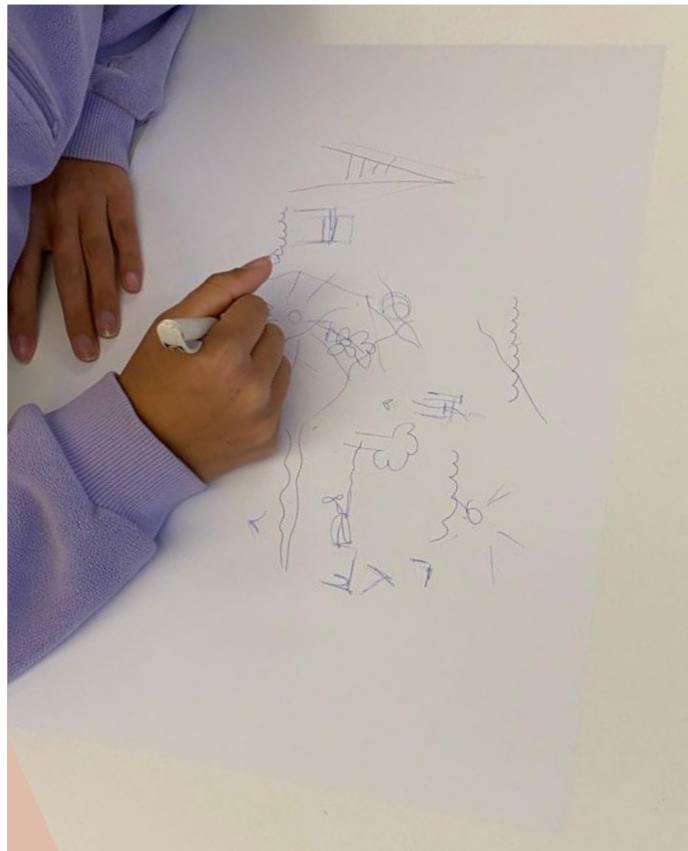
Paper Prototypes

I went from a small rolling robot that gives you ideas on the run, to a card selection machine.
The first designs were a bit too technical, until I focused more on the interactions and just designed a card selection board and finally a vertical pen holder.



User Tests

People had fun everytime.



Draw on it
in the middle of the room

Draw with both
your hands glued