

# Project Morpheus

## Reimagining Stories

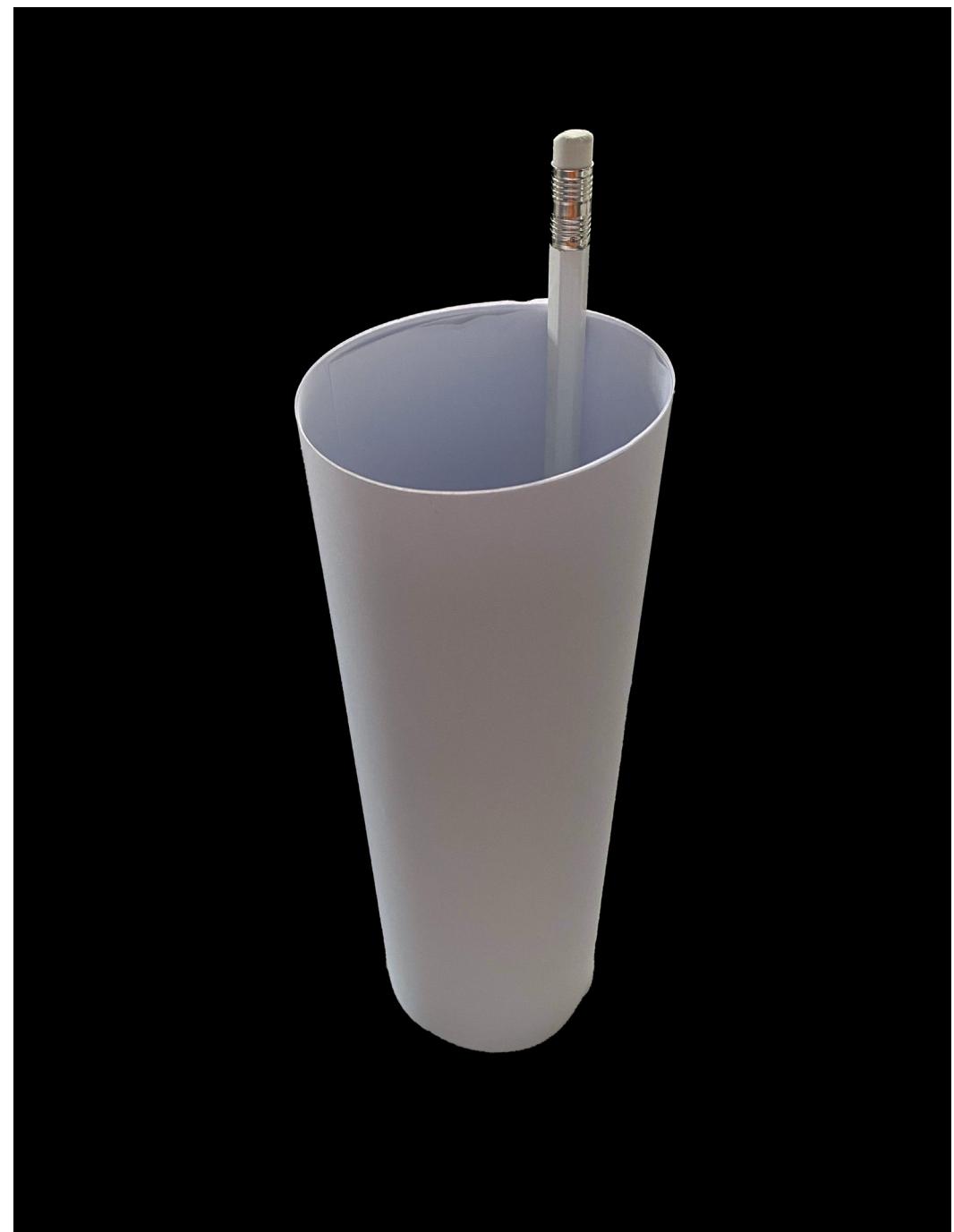
## Pitch

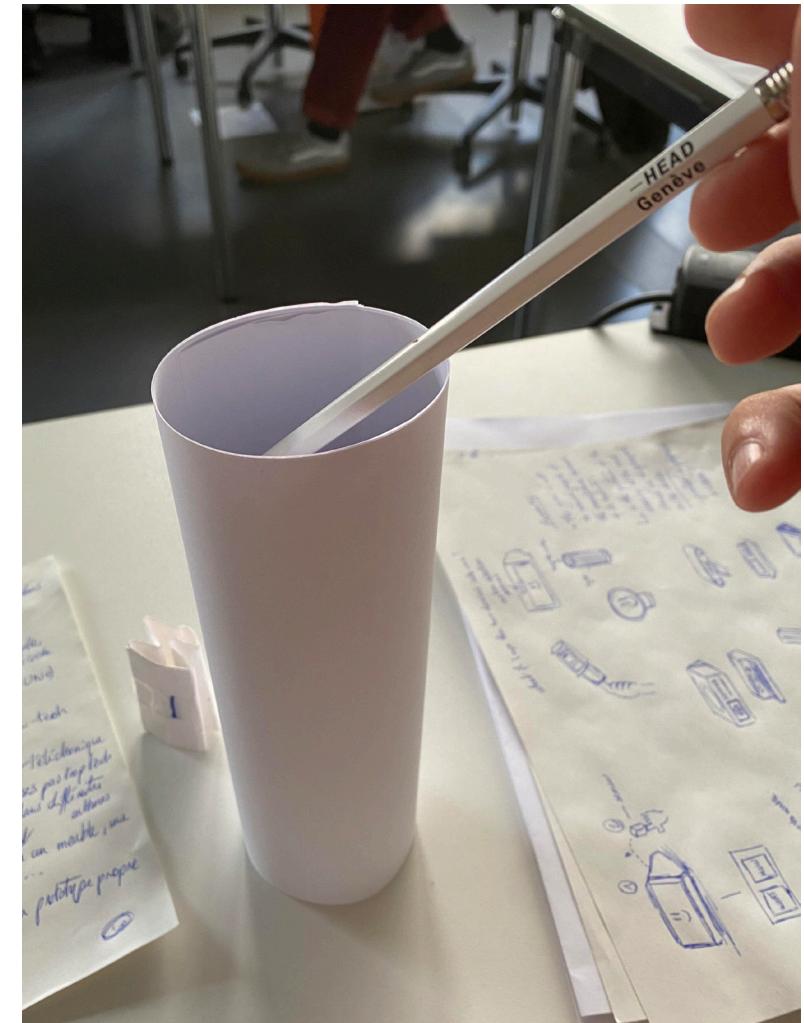
Project Morpheus is an AI assistant that narrates stories to you while drawing with your eyes closed.

Each time you turn on the device by lifting the pen from the device, you're guided by the assistant into a virtual world where a story is narrated to you.

Each day, you get one episode to draw and each episode can be part of a series, just like a Netflix series, creating a ritual of drawing every day.

The experience is a complete *voyage*, while having your eyes closed, into another world. Before coming back to earth after a five minute journey.





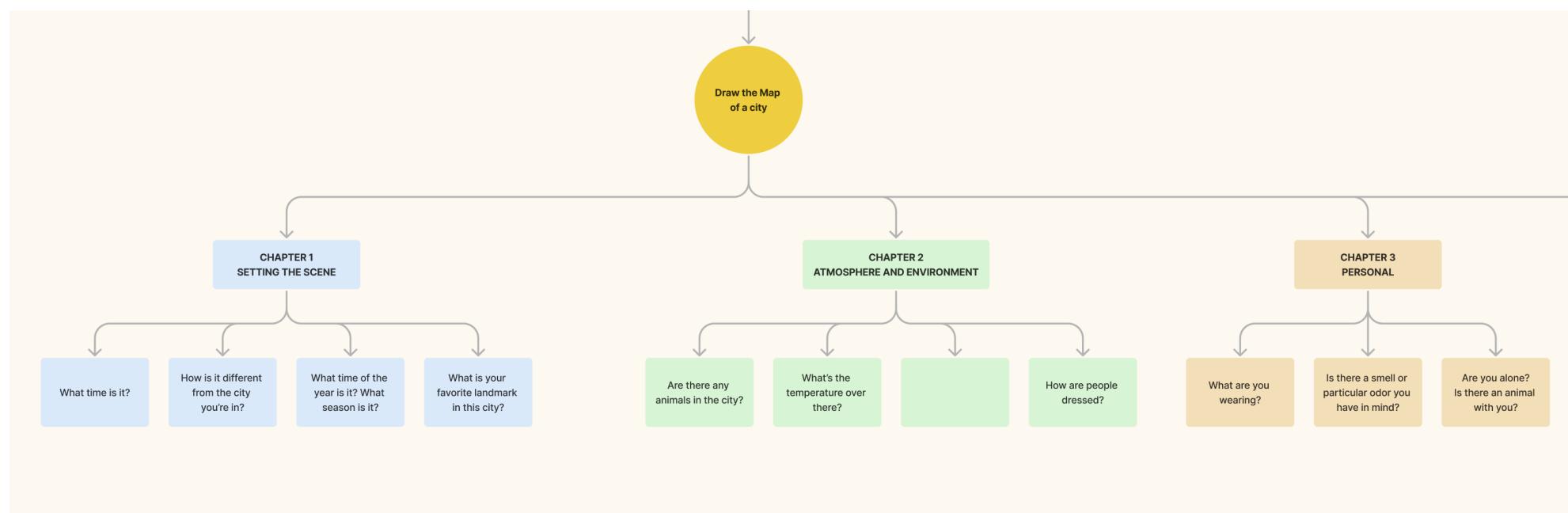
# User Journey / Scenario

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 day and progression in the story of the series.
3. The assistant asks the user to open their notebook, 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 start narrating the story.

The narration could look like:

- There was a light blue river flowing from the north.
  - The Californian trees, fresh out of the fall are everywhere.
  - Grass is growing at a preceded pace.
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.

*(The diagram below is for an old process where the assistant asks questions as a form of narration)*



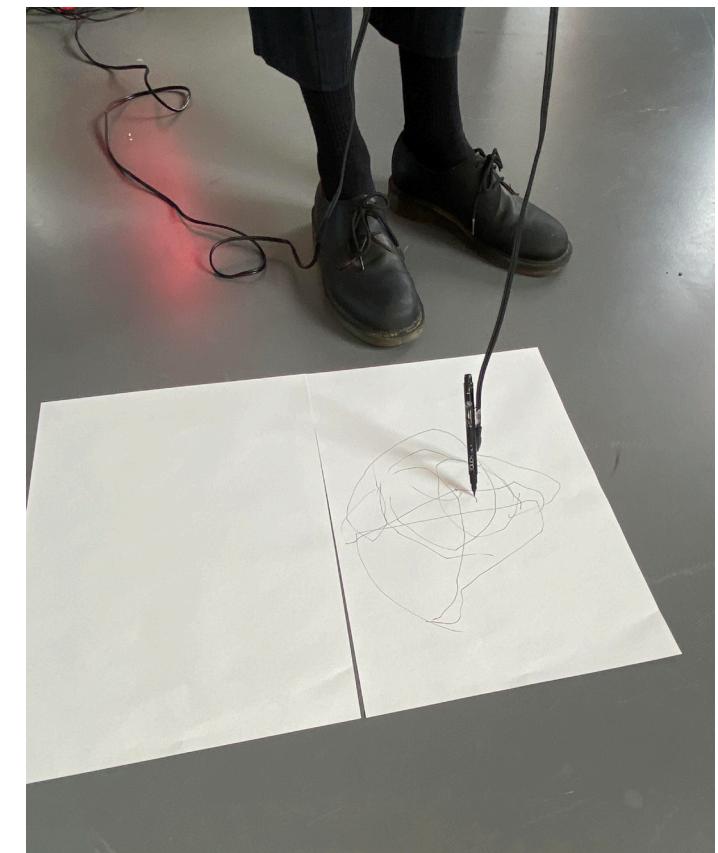
# Field observations & Key Insights

I first started 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 to try and see how they would react to them. 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.

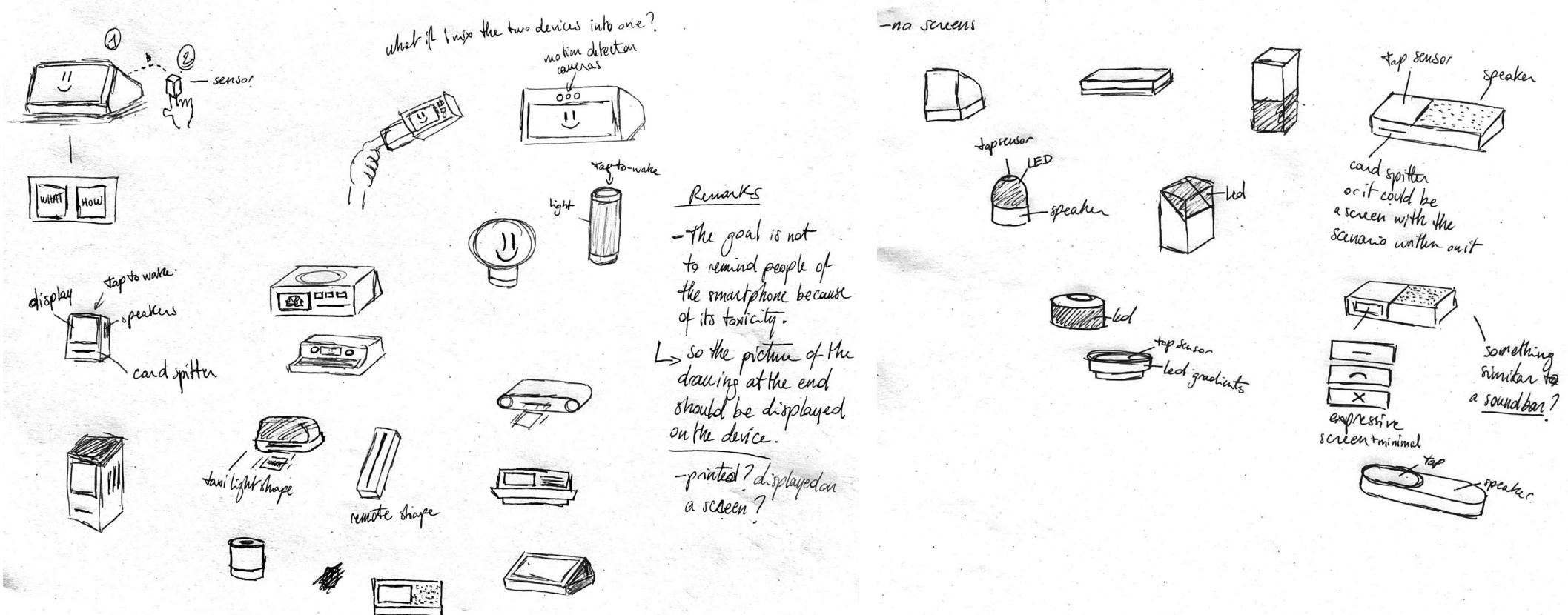
And finally, while people were drawing, I started speaking and asking questions on their drawings, giving them ideas indirectly and immersing them into their creations.



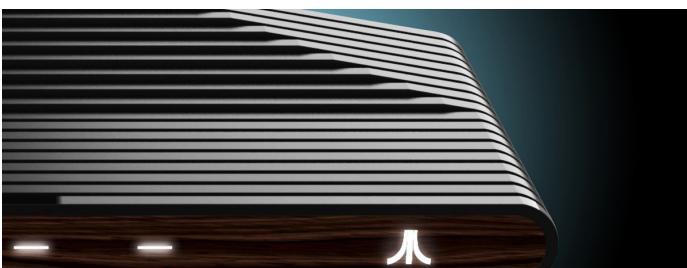
## Anonymous Interview Questions Process



# Shape research & development



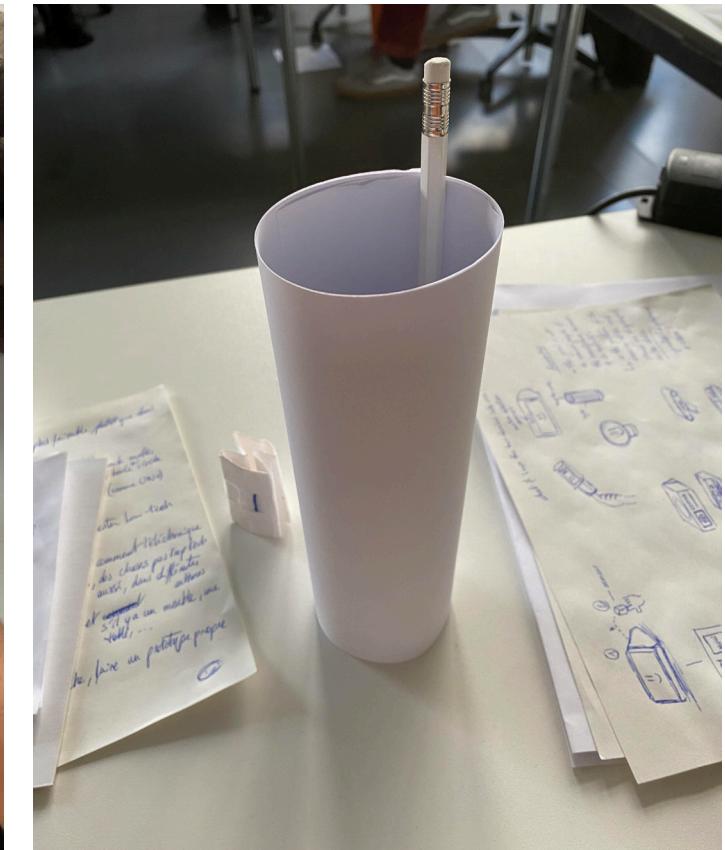
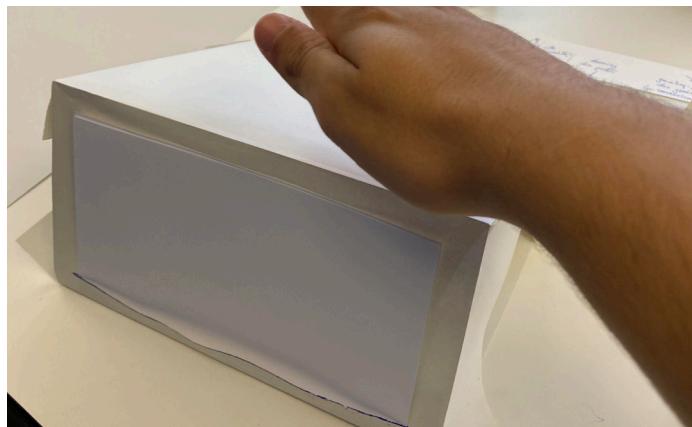
# Visual and Material Moodboard



# 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, just designed a card selection board and finally a vertical pen holder.



## User Tests

People were always surprised to see their drawings at the end and found the experience really fun. The idea of narrating a story and each person imagining their suns, theirs animals, their trees, their cities, their people, etc. was also really interesting to see and hear.

