

# Snailed-it

## misinterpreting AI creative assistant

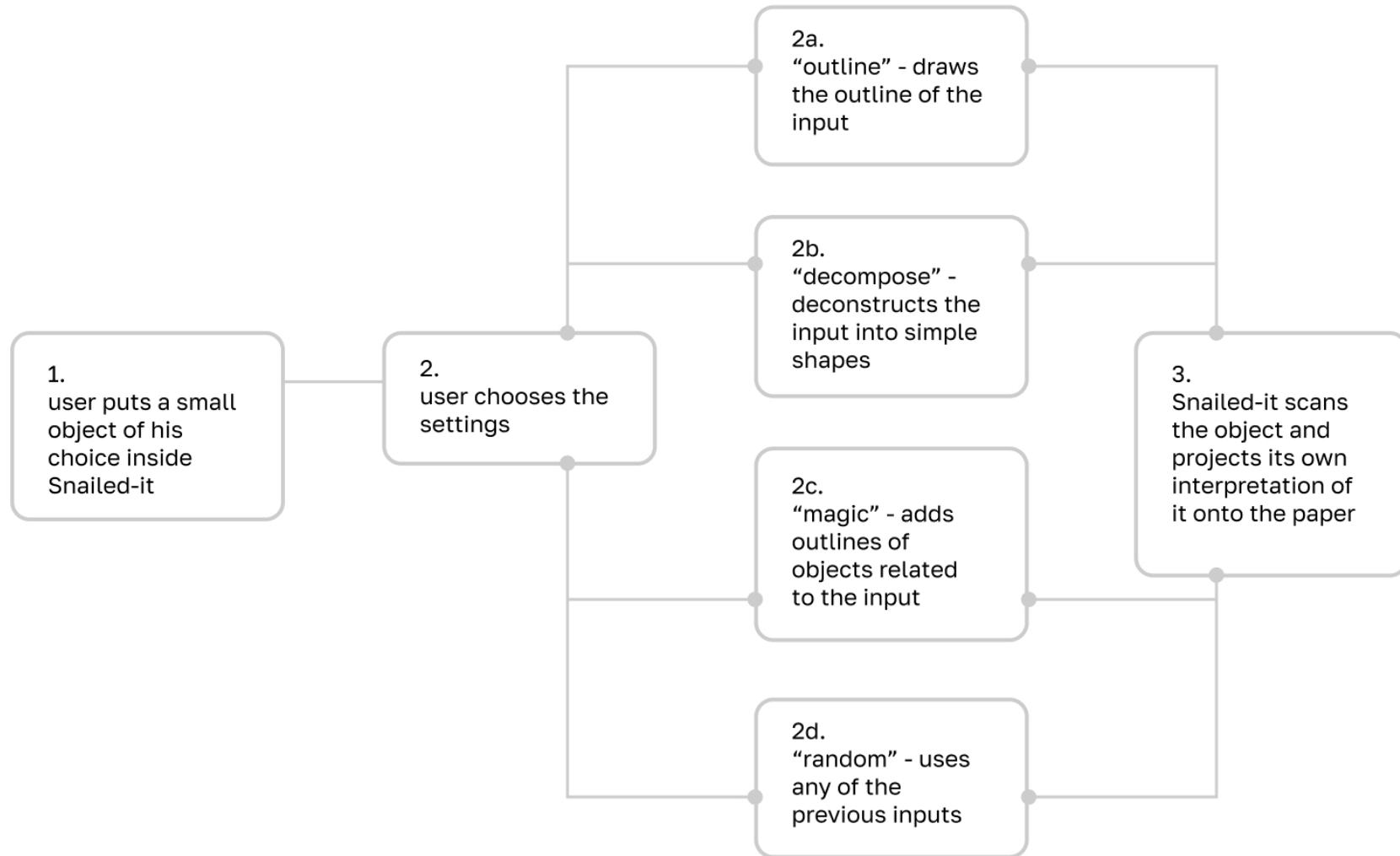
## Pitch

Snailed-it is an AI assistant that helps you start your artistic explorations, but never in the way you expect it. Tailored for people looking for ways to occupy their free time, Snailed-it is a perfect companion for those open to drawing but unsure where or how to begin. Thanks to Snailed-it, you can now use any small object you find as a starting point.

The assistant gives its own interpretation of your chosen object and then projects it onto paper for you to trace. Snailed-it can be used in any comfortable setting, as long as it is placed on a flat surface. So, whether you are at home or in the office, the creative possibilities are at your fingertips.



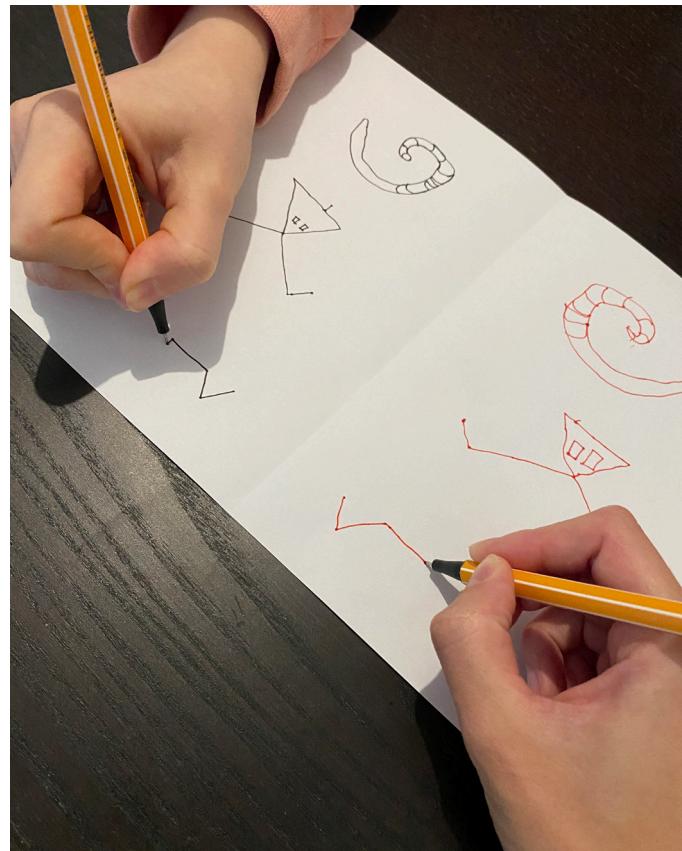
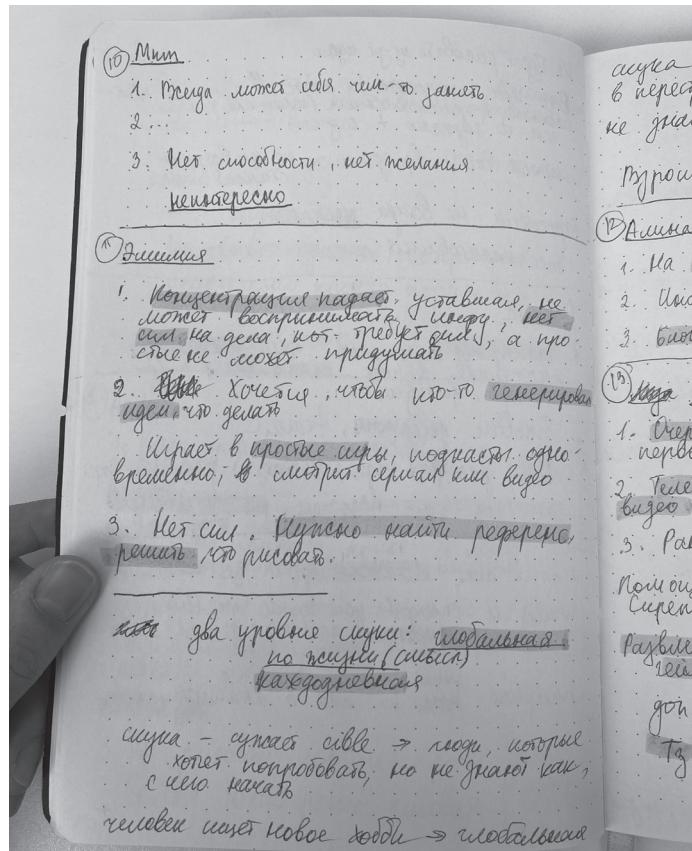
## User Journey or Scenario



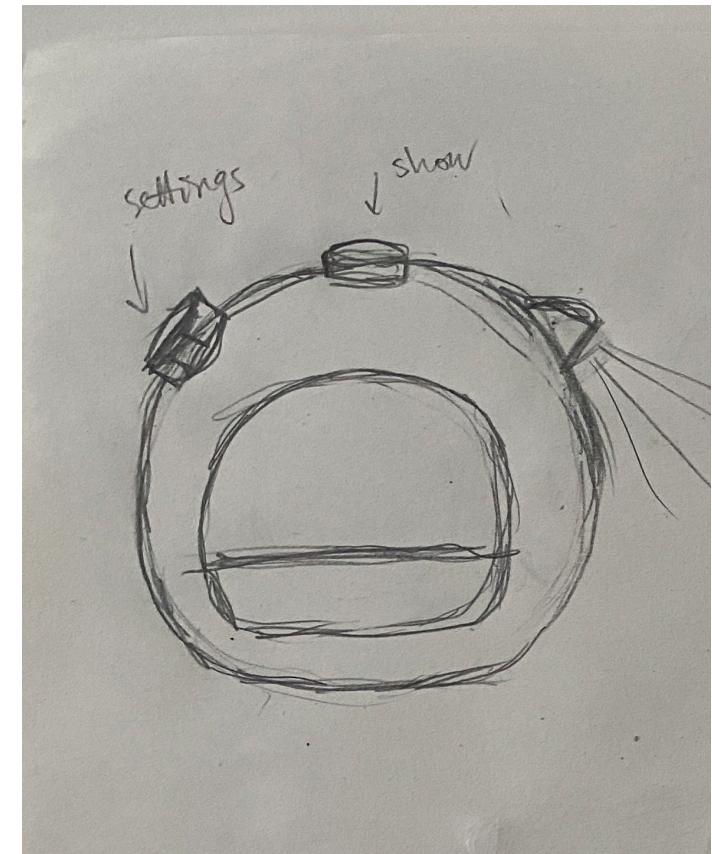
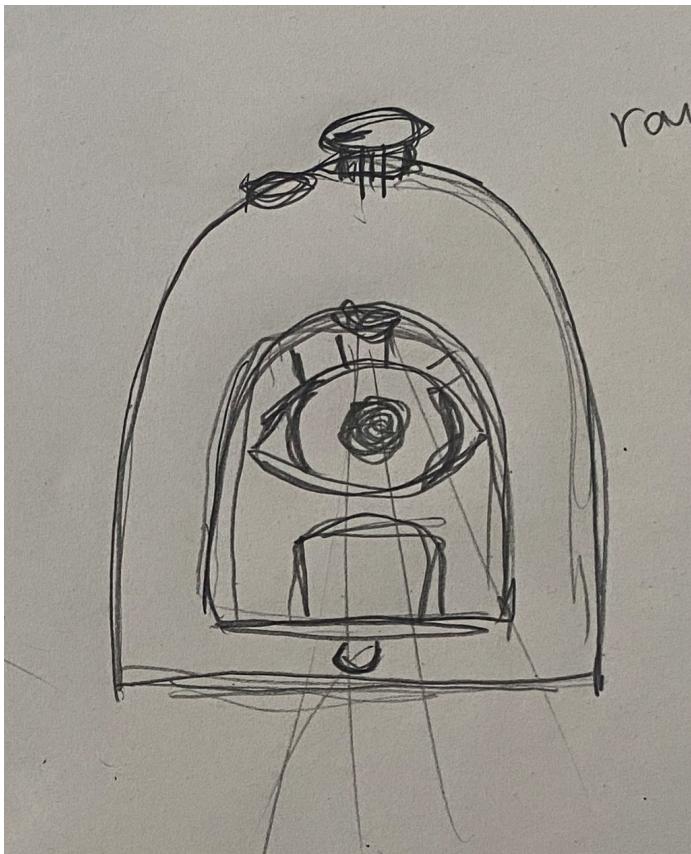
# Field observations & Key Insights

Interviews of 20 people on how they deal with boredom;  
collaboration experiment; texture-to-drawing blind test.

- People do not draw because they do not know what to draw or how to start.
- People want to be guided in their drawing experience.
- Not knowing what you are going to see or touch makes drawing more interesting and fun.

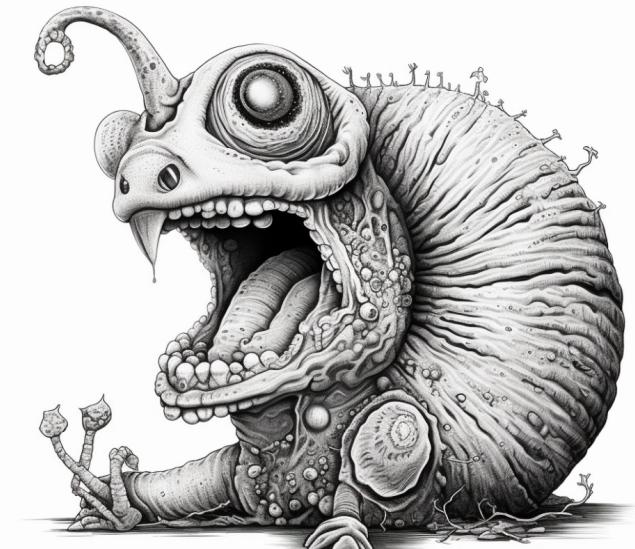


## Shape research & development



# Visual and Material Moodboard

Illustrations generated by Midjourney



# Paper Prototypes

- Texture-to-image converter
- Kick-starter
- Snailed-it



## User Tests

- The fact that you are supposed to put something inside the assistant should be more obvious.

- Waking up the assistant and interpreting its messages takes too much time and confuses the users.

- No need to use the «show» button, can project straight away.

- The experience is fun and easy but probably more suitable for kids.

