

PLAYFUL AI CREATIVE ASSISTANT

Field research

BOREDOM?

Observations (airport)



Scrolling
Reading
People watching

Observations (airport)



Can only assume that people are bored

Daria Kotova

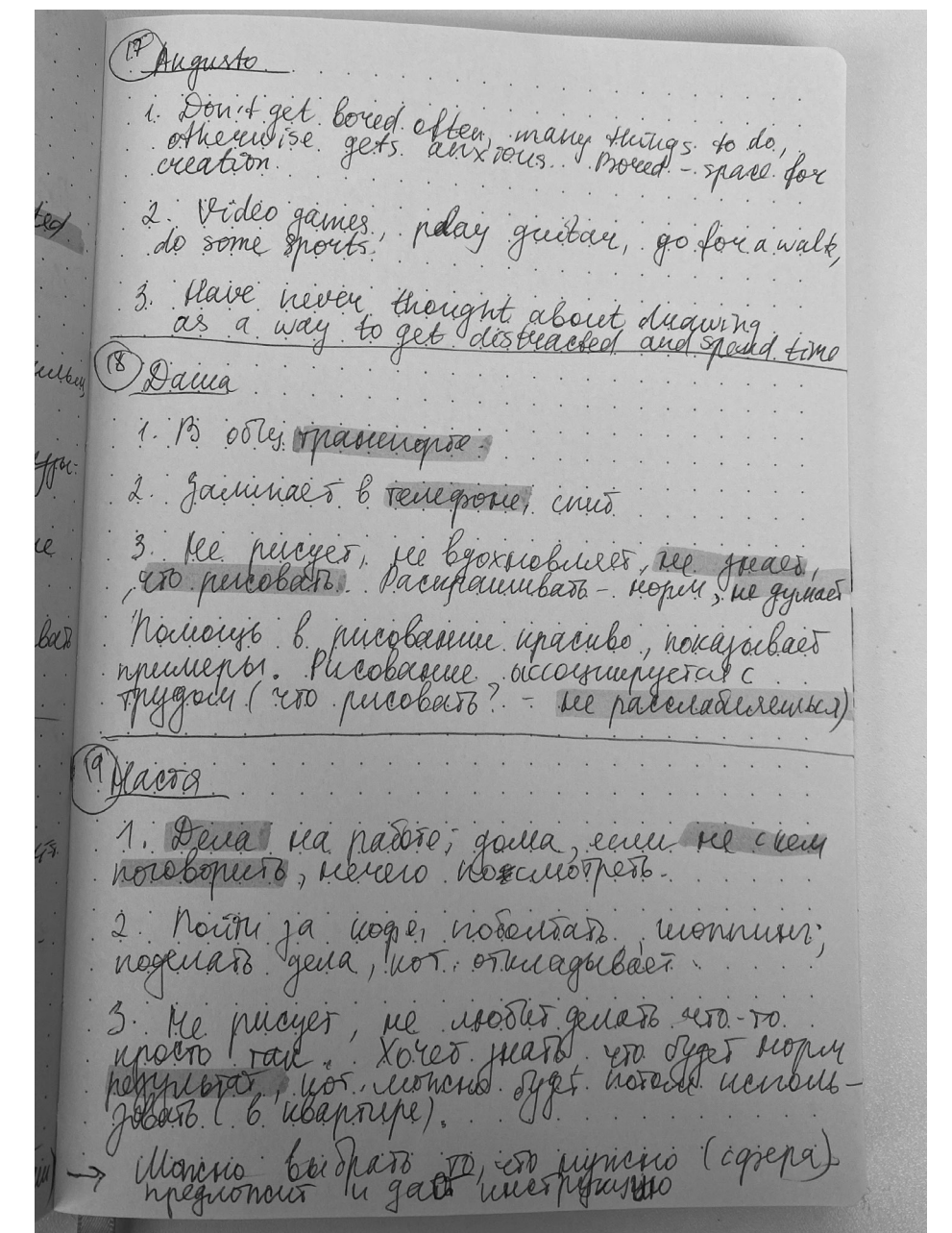
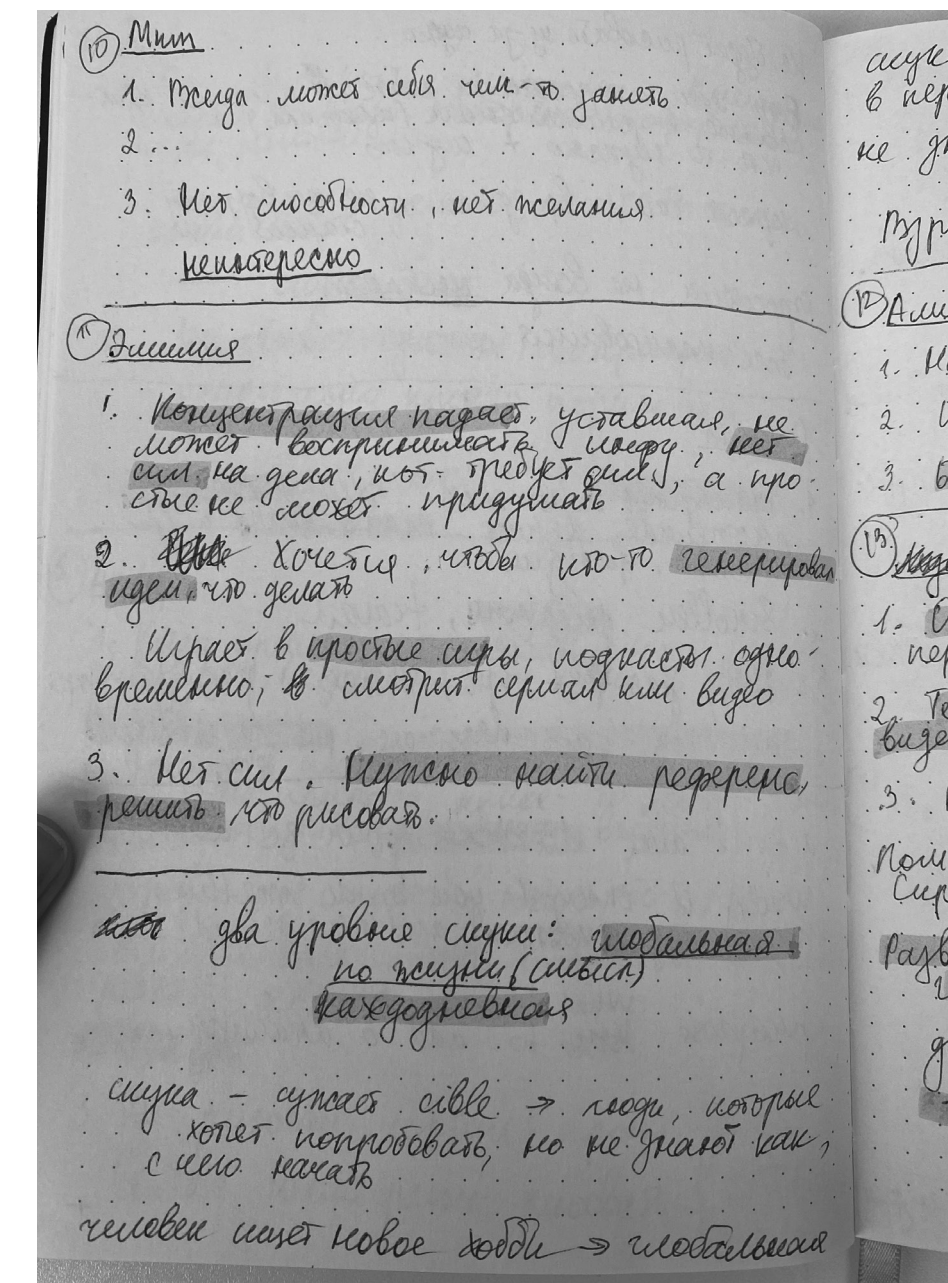
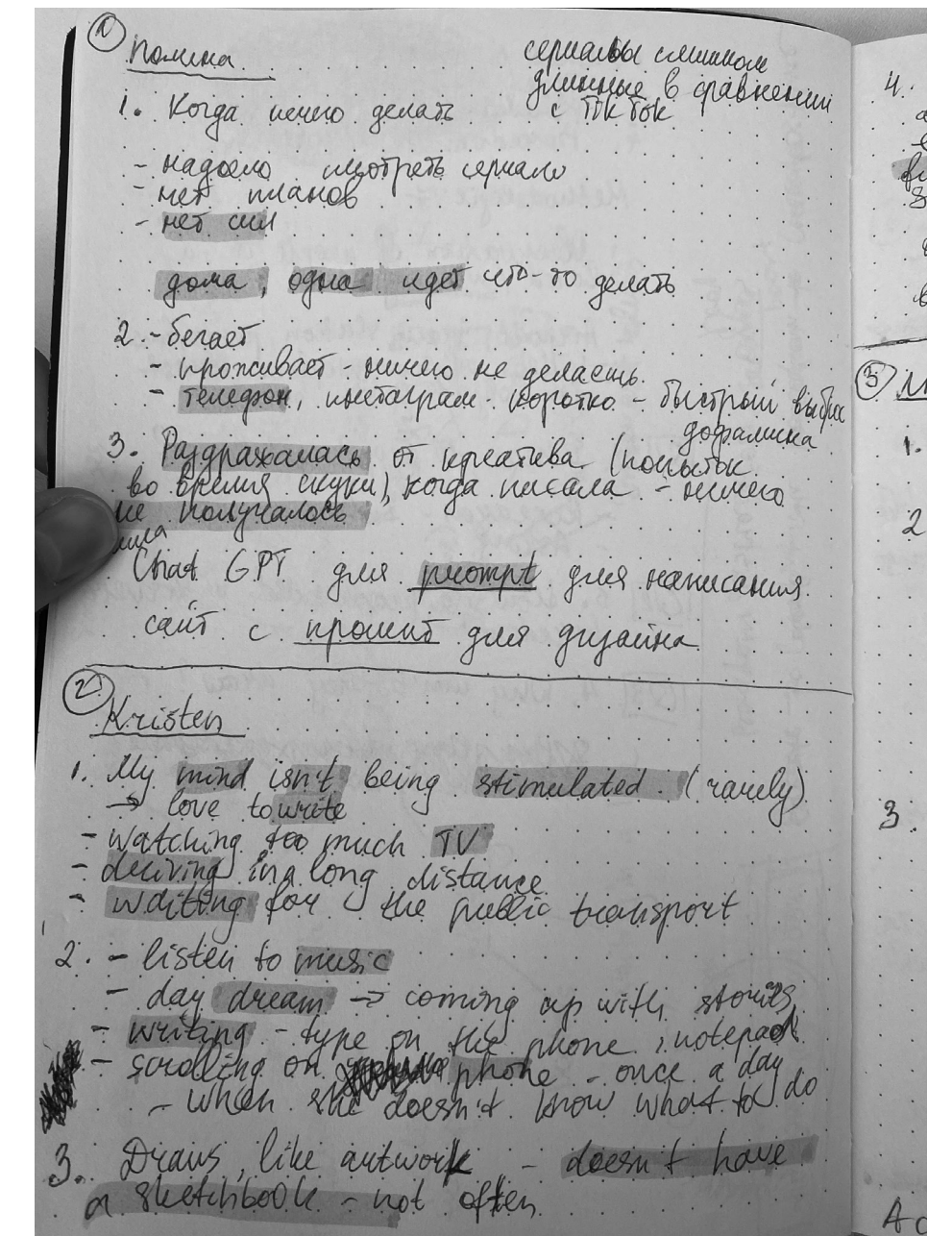
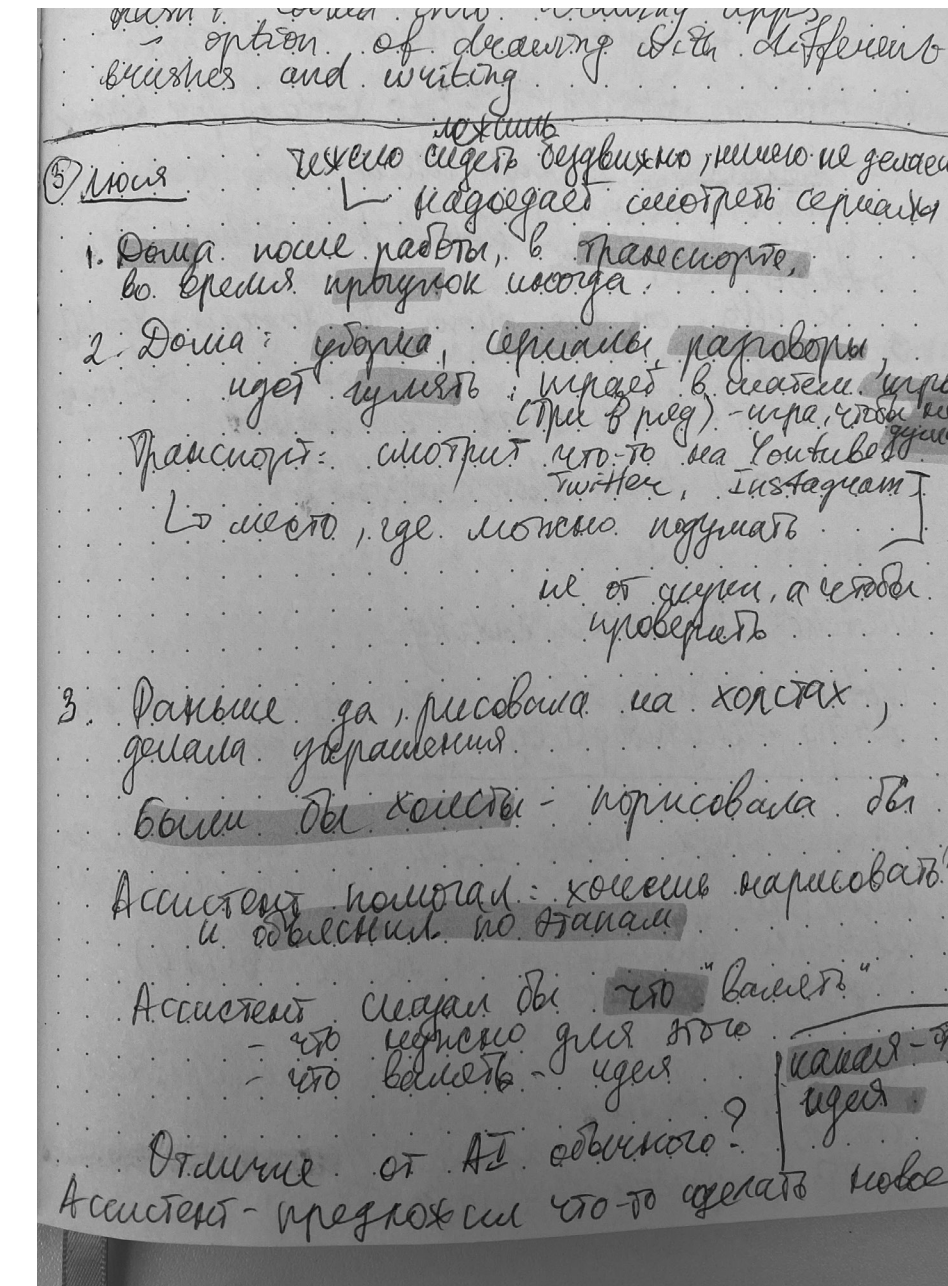
Scrolling
Reading
People watching

MMD 1

HEAD 2023

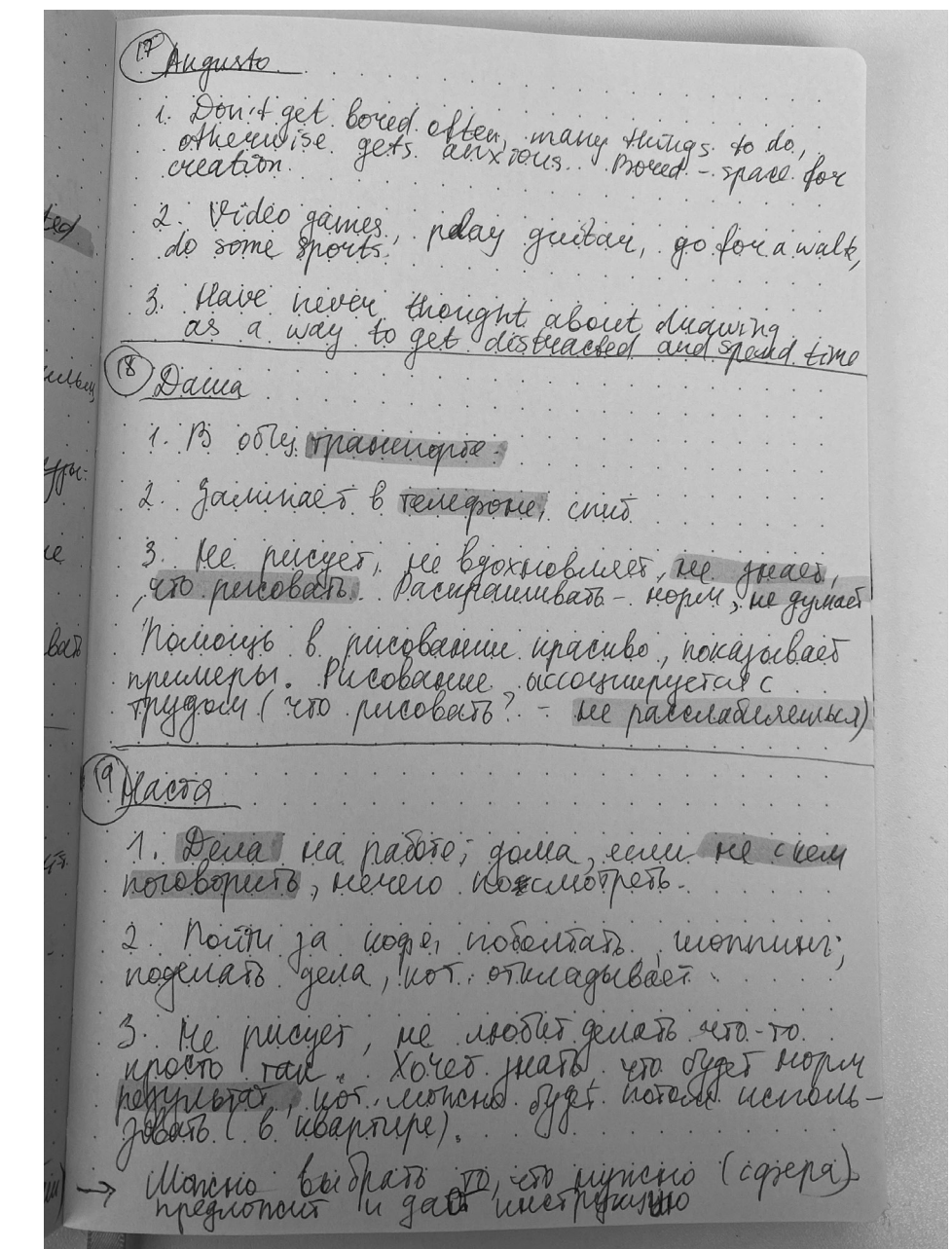
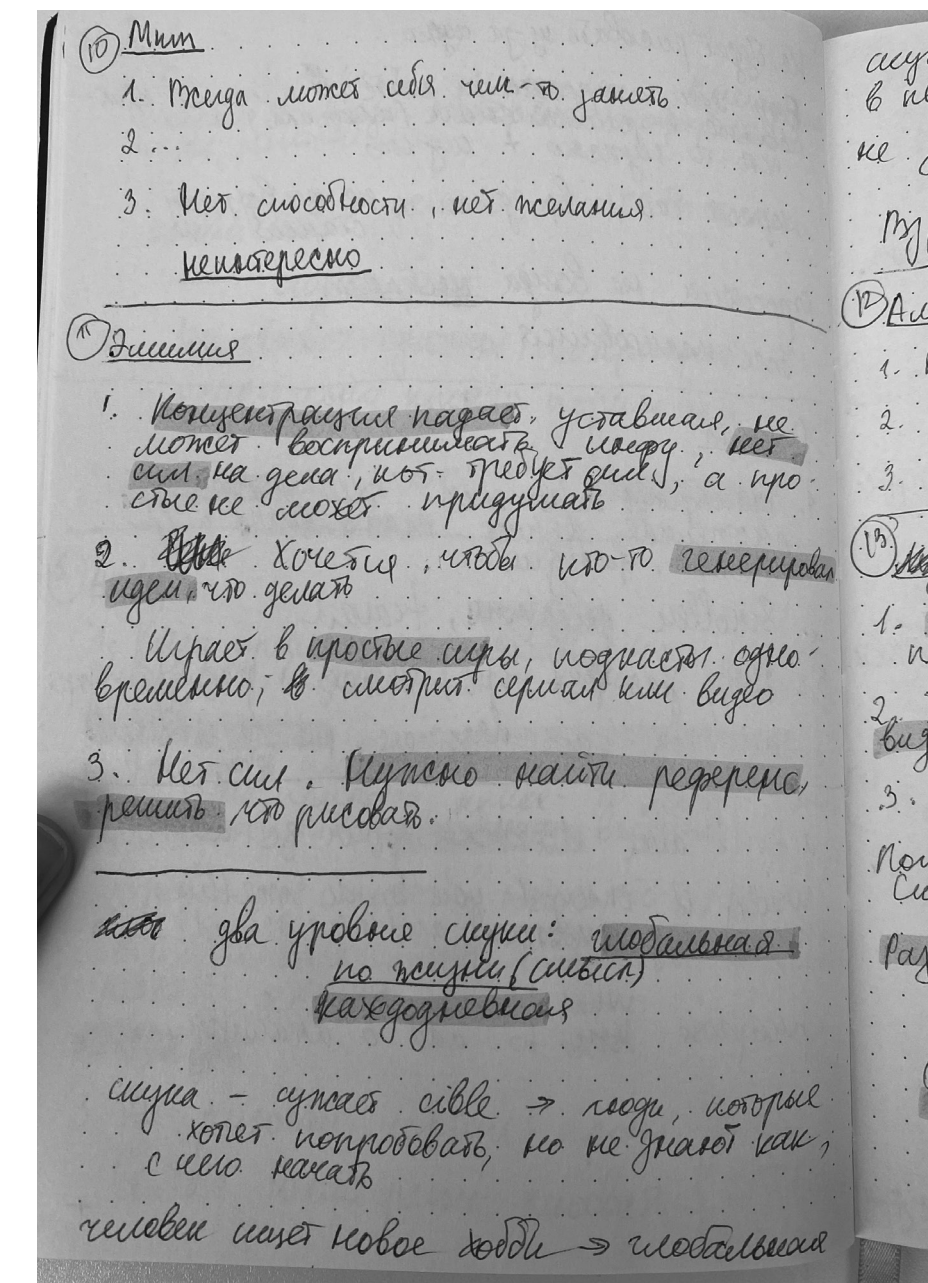
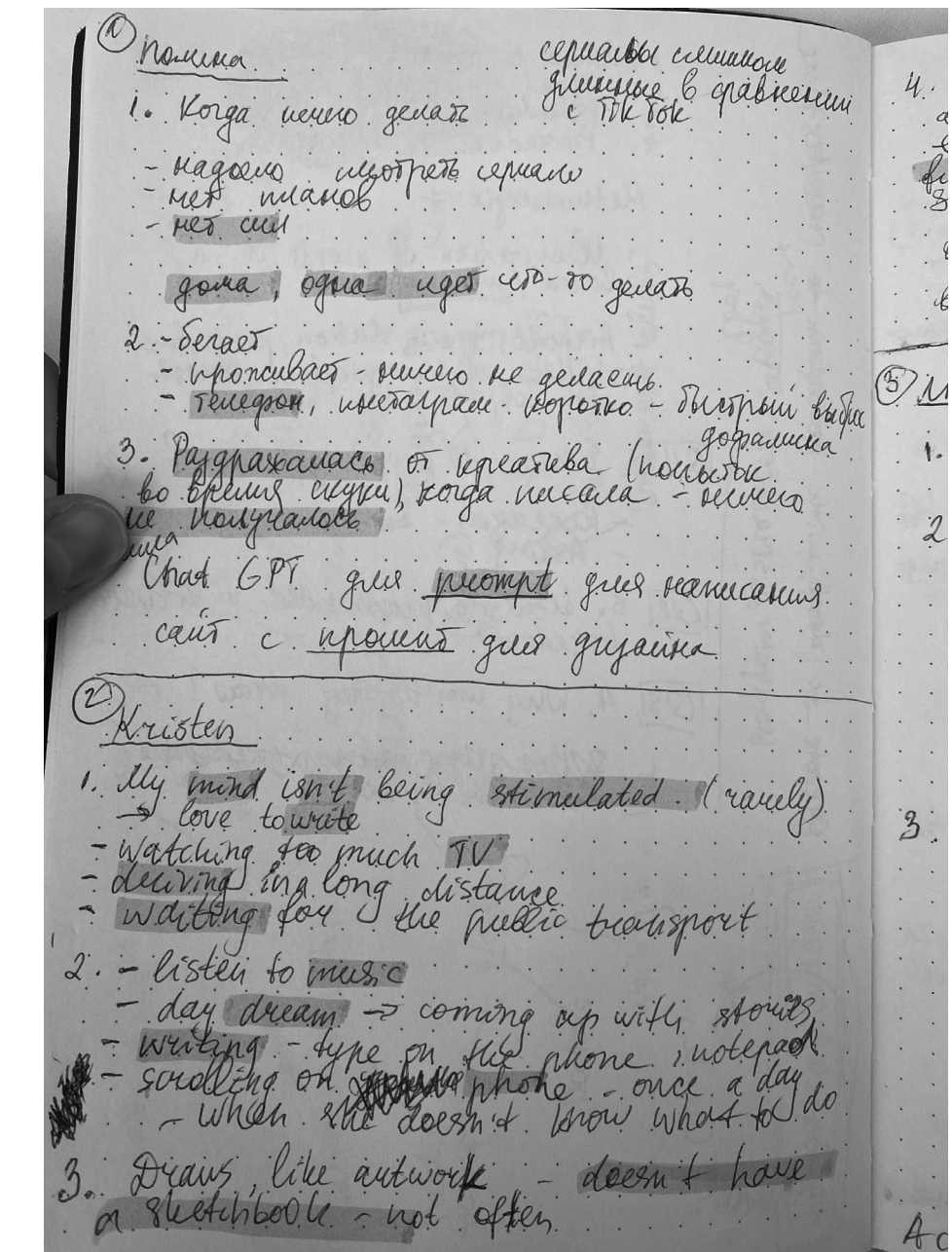
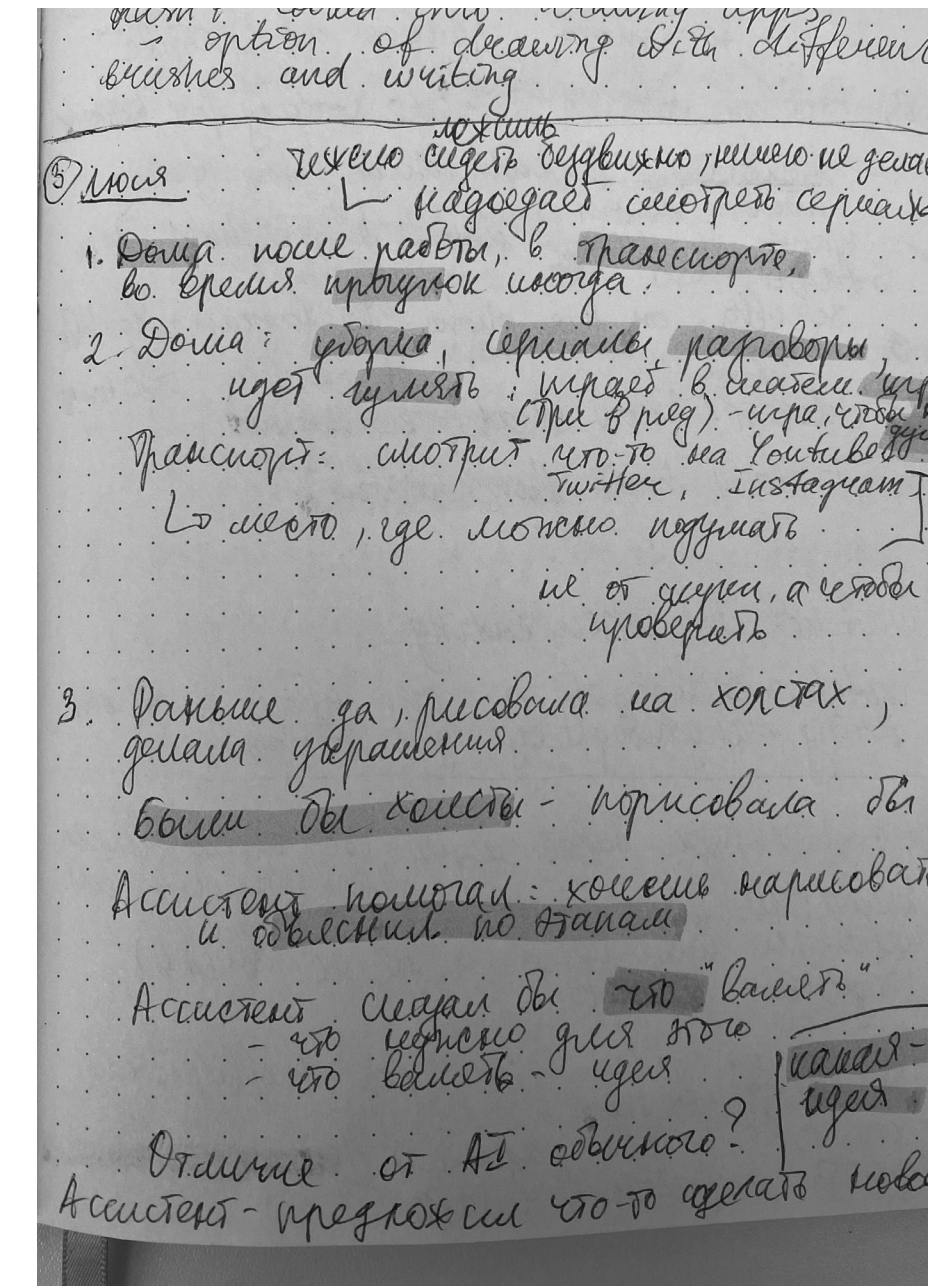
Interviews (20 respondents)

1. In what situations or places can you get bored?
2. How do you deal with your boredom?
3. What stops you from drawing in these moments?



Interviews (20 respondents)

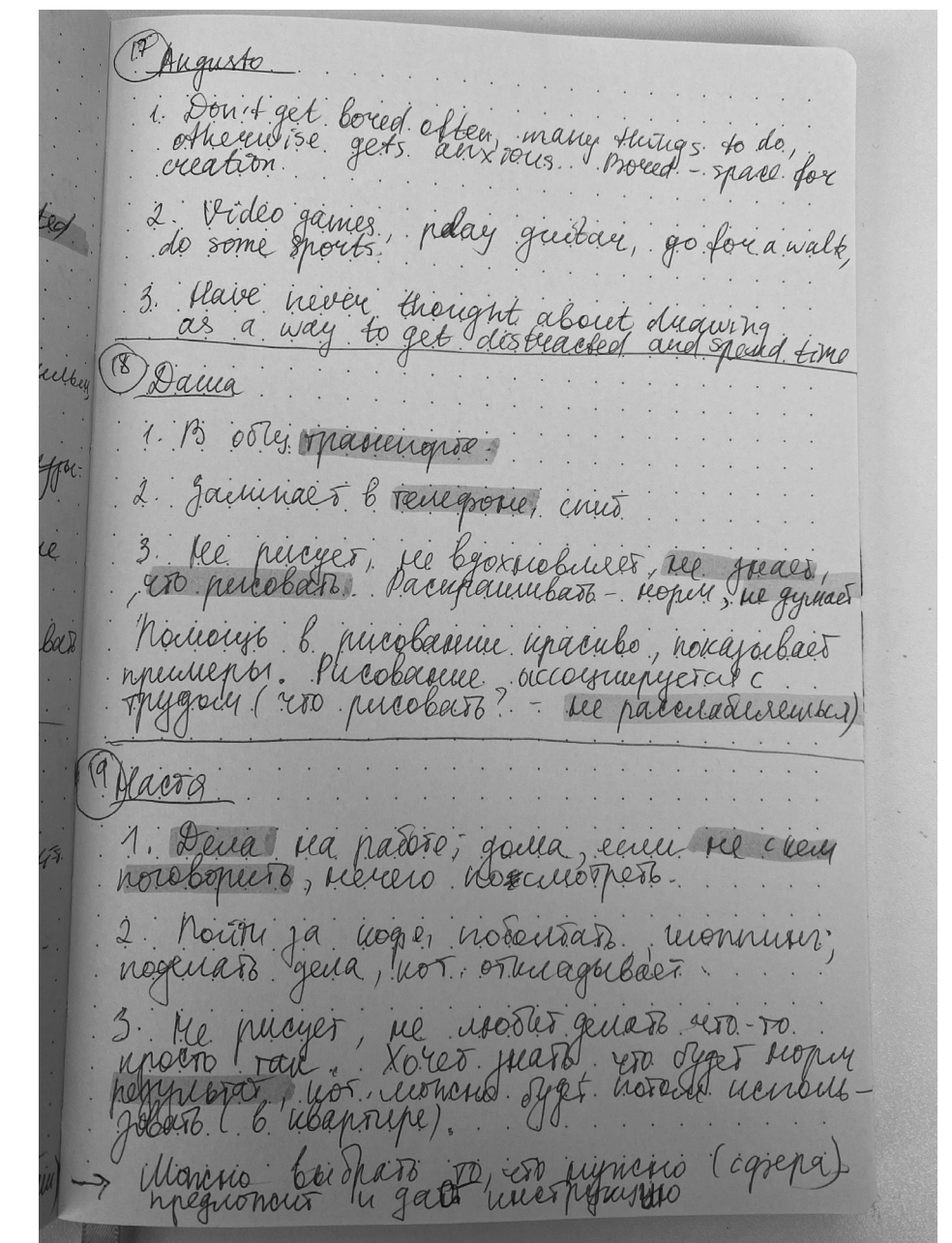
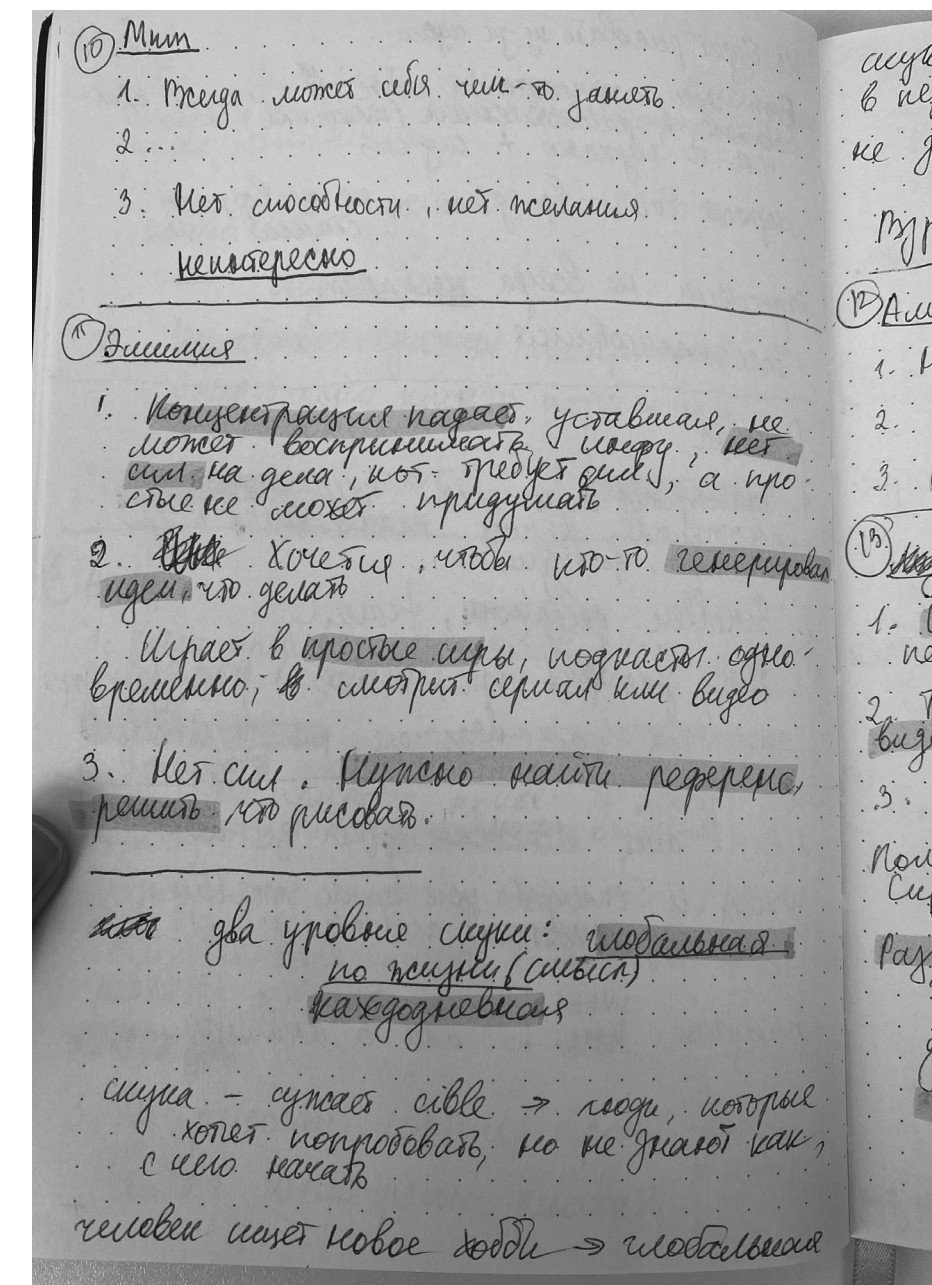
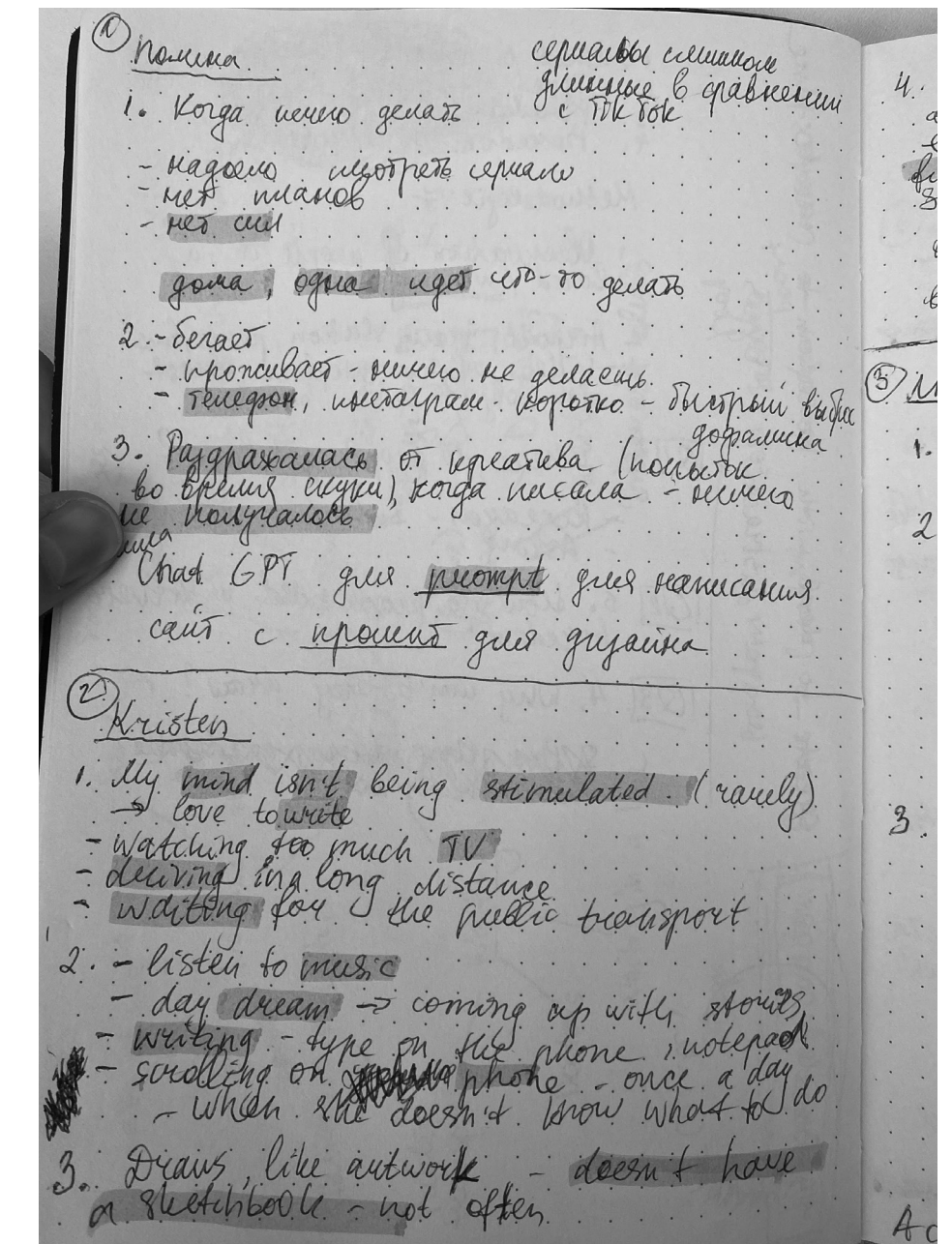
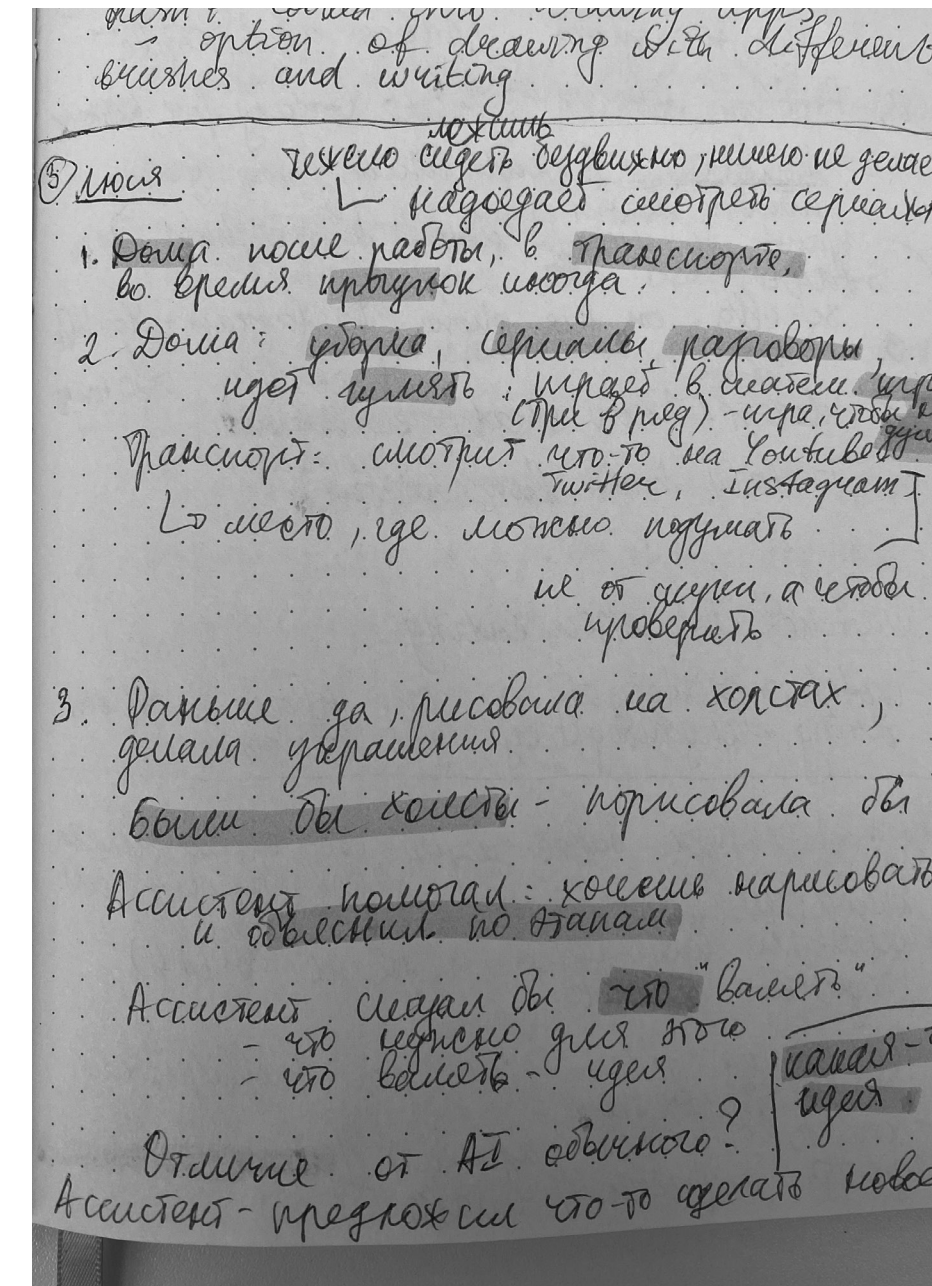
1. In what situations or places can you get bored?
2. How do you deal with your boredom?
3. What stops you from drawing in these moments?



1. At home alone, at school, on transport, waiting,
no energy, monotonous tasks, boring topic

Interviews (20 respondents)

1. In what situations or places can you get bored?
2. How do you deal with your boredom?
3. What stops you from drawing in these moments?



1. At home alone, at school, on transport, waiting, no energy, monotonous tasks, boring topic
2. Music, videos, reading, writing, conversations, walks, scrolling, sketching, games, chores, sleep

1.

NOT EVERYONE SUFFERS
FROM BOREDOM

2.

NOT EVERYONE SCROLLS ALL
THE TIME

3.

EXISTENTIAL BOREDOM

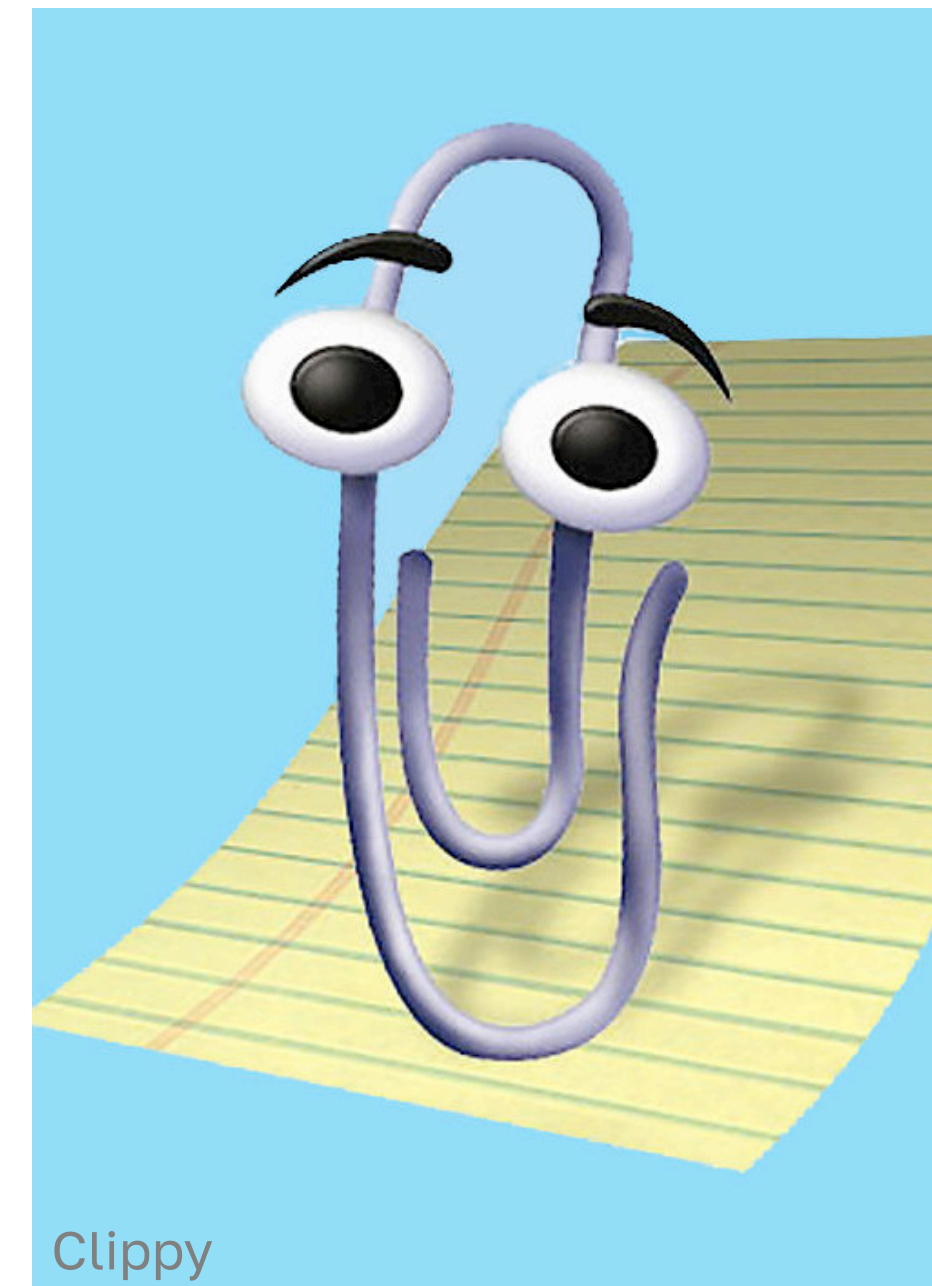
4.

DON'T DRAW BECAUSE DON'T
HAVE TOOLS OR IDEAS

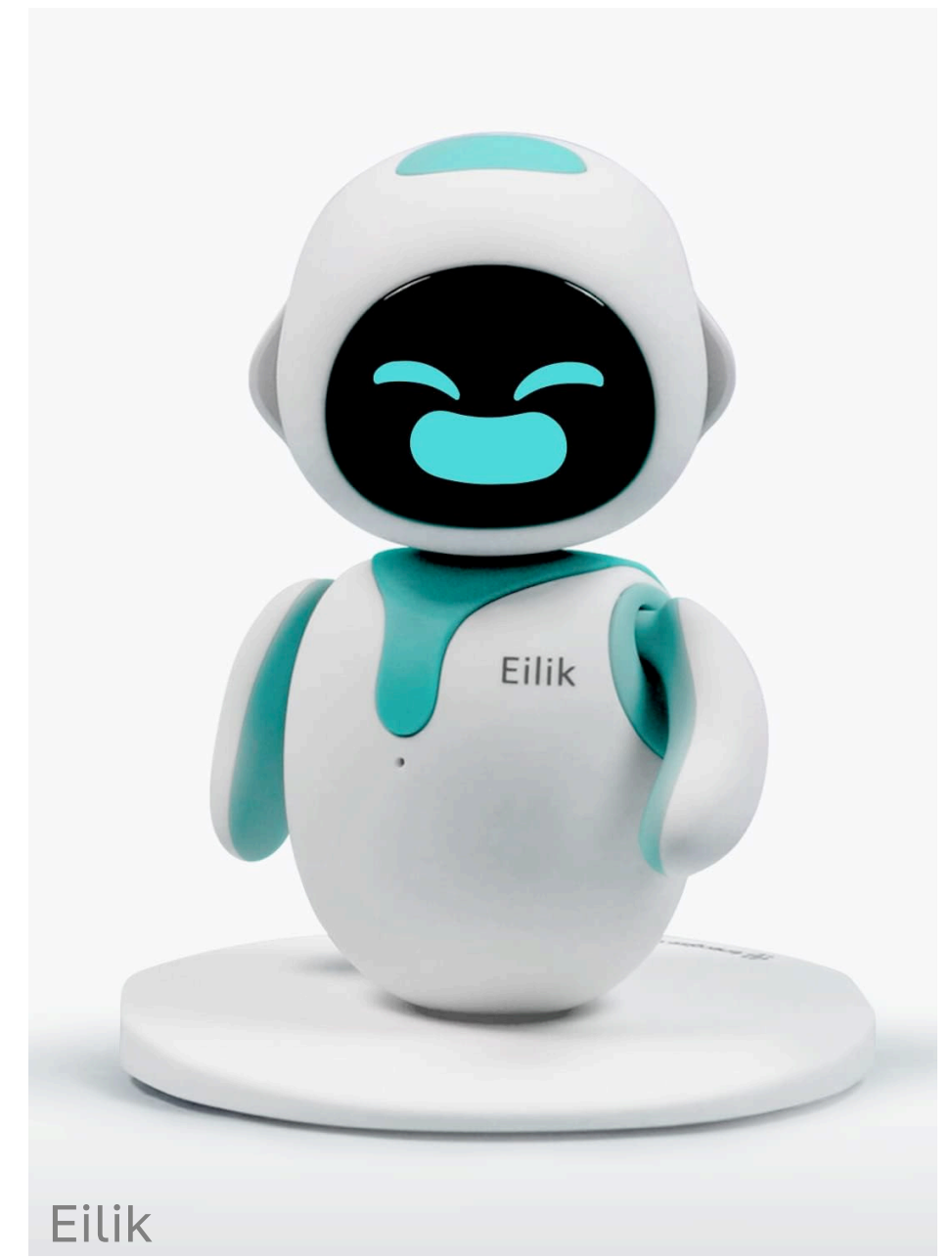
First intention

Playful AI assistant who:

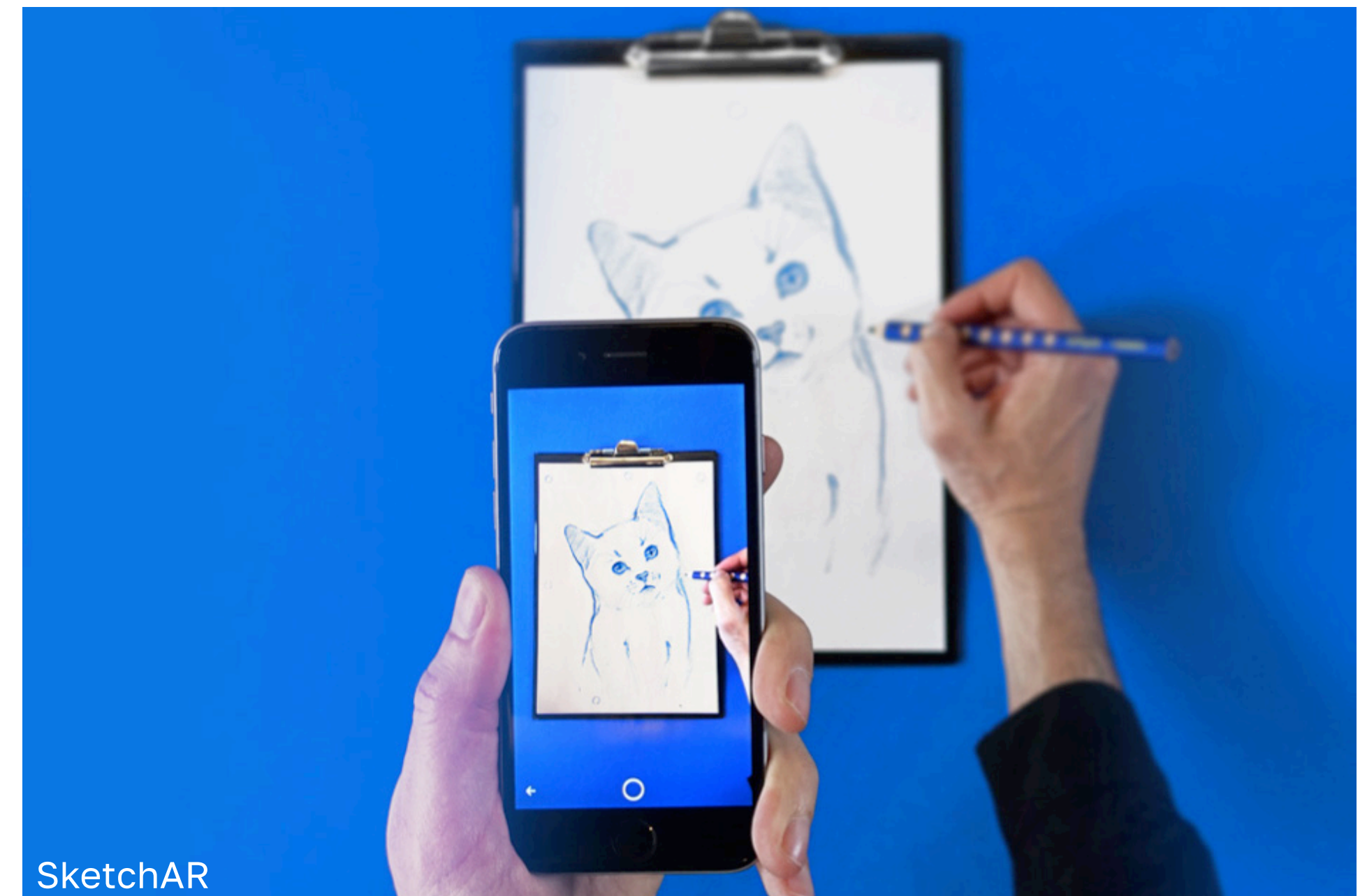
- can give an idea of what to draw
- can give instructions and accompany
- does it in a fun way (gamification)
- becomes your drawing partner.



Clippy



Eilik



SketchAR