Benjamin Avalos
Dagny Parayao
Katie Chung
Rama Das

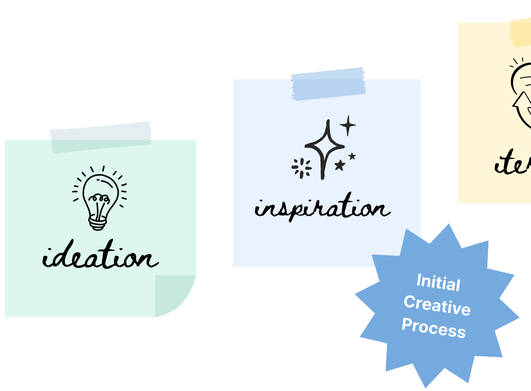
rabbit hole

re-envisioning an artist's search history

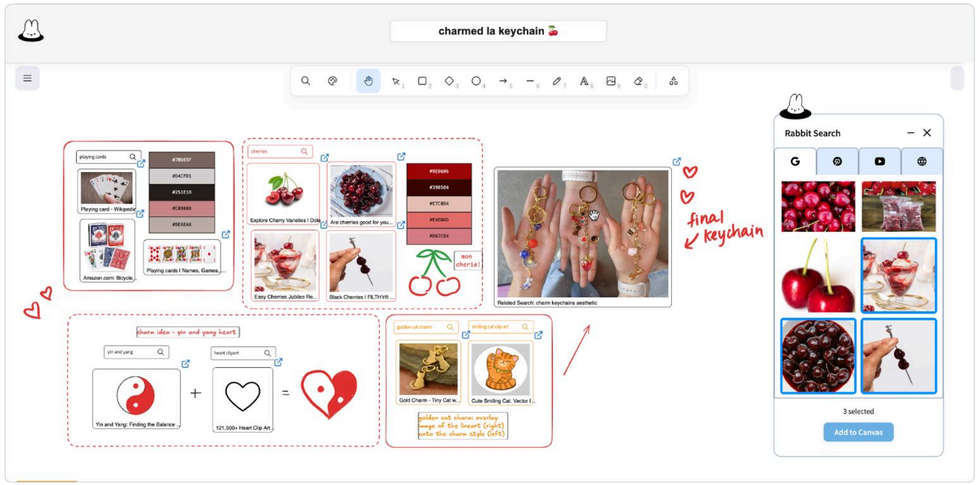
UCLA Samueli Computer Science

🎯 Motivation

During the creative process, artists often have to context switch between many different modalities, especially when finding inspiration and ideating



🖌️ System Overview & Features



📋 Evaluation

🧭 More Exploratory

- Users explore media and platforms they would not have otherwise done

✏️ Conducive to Creativity

- Unlimited free-draw canvas and tools support creativity

🔄 Less Context Switching

- Users spend less time switching tabs and going to different apps

👥 User Research

35 survey responses

12 user interviews

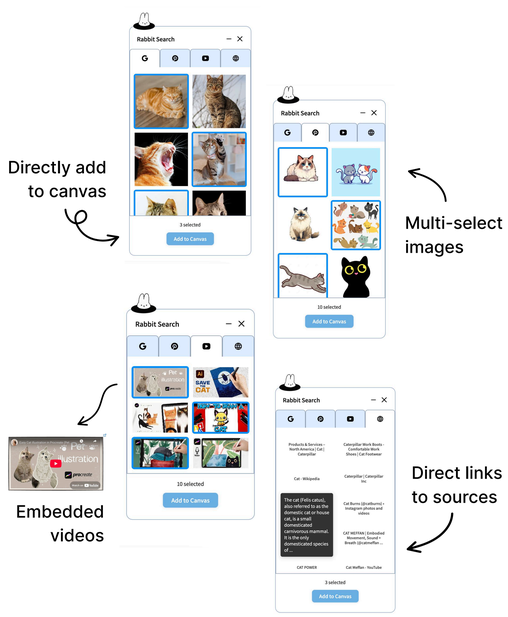
Artists struggle with:

- **Finding** and **organizing** their **ideas** + **reference images**
- Keeping track of their **ideation** and **iteration** process
- Feeling like current platforms are a "**limiting echo chamber**"
- Figuring out **color palettes**

💡 Our Solution

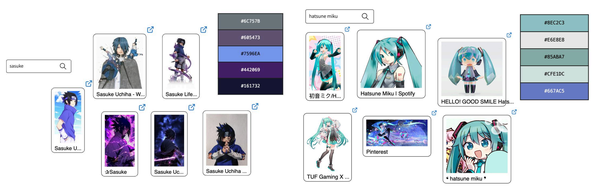
- **Diversify** sources of inspiration with multi-media searching
- Explore ideas more **deeply**, go down "**rabbit holes**" with extended searching
- Keep it all in one canvas with embedded elements

🔎 Multi-media Search



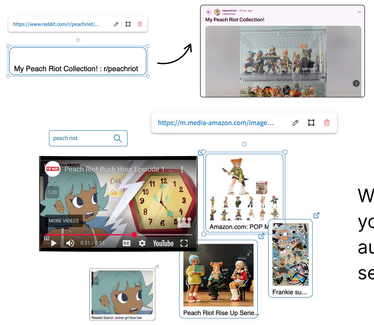
Google Images, Pinterest, YouTube, Web Search

🎨 Color Palette Generation



Quickly generate a color palette from multiple images

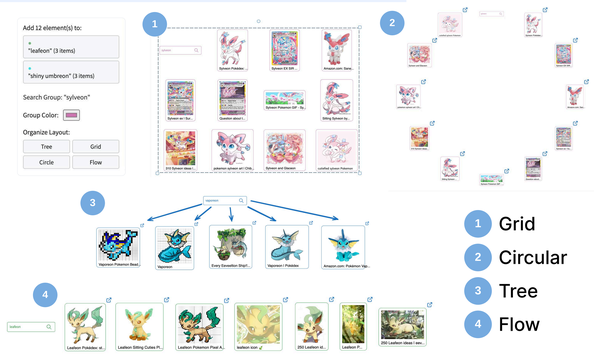
🌐 Links + Auto-searches



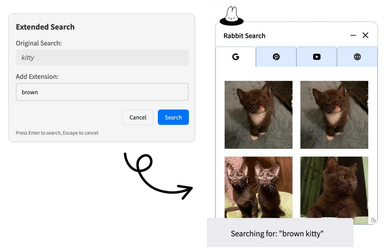
Get direct links to your searches

When you upload your own images, get auto-suggested searches

📁 Auto-organization



🔭 Extended Search



Extend your searches with additional key words