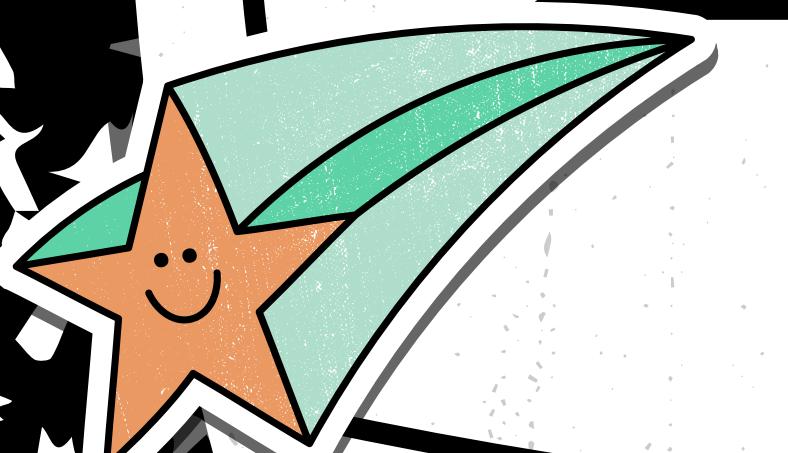


Hi! We are
Team DJTJD
UX Design Sprint #4

Danielle Katz, Jordan Collins,
Thamengie Richard, Janadia
Fowler, Danielle Jack



Current Website

The image shows a screenshot of the Draw Drills website. The top navigation bar includes links for Home, About, Community, SIGN UP, LOGIN, and a menu icon. The main header features the "WELCOME TO DRAW DRILLS" logo, which consists of the words "DRAW DRILLS" in green and blue, enclosed in a circular dashed border with orange arrows at the ends. Below the logo, the tagline "SHARPEN YOUR SKILLS THE MODERN WAY" is displayed in blue and green. A dark sidebar on the right contains a user profile for "Thamengie Richard" (@Tamimi.rich@yahoo.com) with a photo, a bio, and a "Create New Drill" button. The central content area shows three icons: "Race the clock!", "Customize drills!", and "Track your progress!". A large modal window is open in the center-right, titled "Drill". It has tabs for "Drill", "Prompts", and "Overview". The "Prompts" tab is active, showing fields for "Prompt Name" (TEMP FIELD), "Prompt Description" (Rawr XD), and a checkbox for "Same For All Prompts?". It also includes a "Time Limit" section with dropdowns for "5" and "Sec". Another "Same For All Prompts?" checkbox is present. The "Prompt Difficulty" dropdown is set to "Easy". A "Prompt Image" section with a "Choose File" button is at the bottom.

What Do The People Think?



Hailey Watson

"The color theme is very creative...its not primary colors, not something I've seen together necessarily that I associate with one thing so it's new, its different..."



Cece Gutman

"Initially, I like the colors and the simplistic, more childish looking design.. The check marks are encouraging and kind of cute"

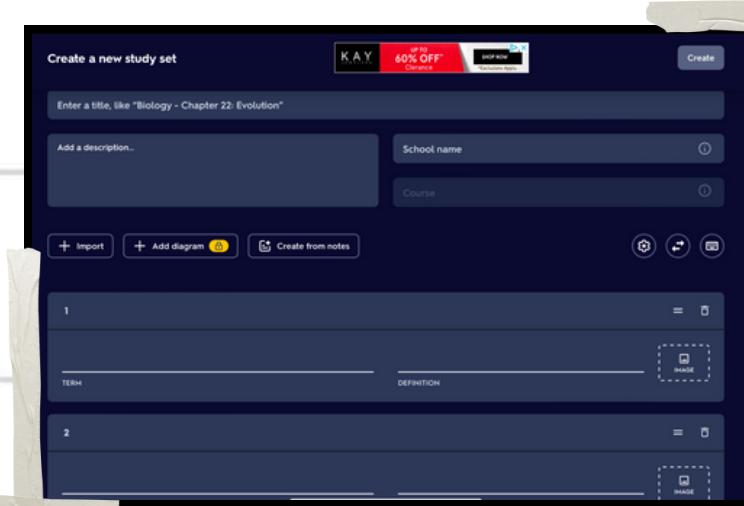


Lo Stark

"I like the color scheme of the front page so far. It feels very educational."

Prior Research & Planning

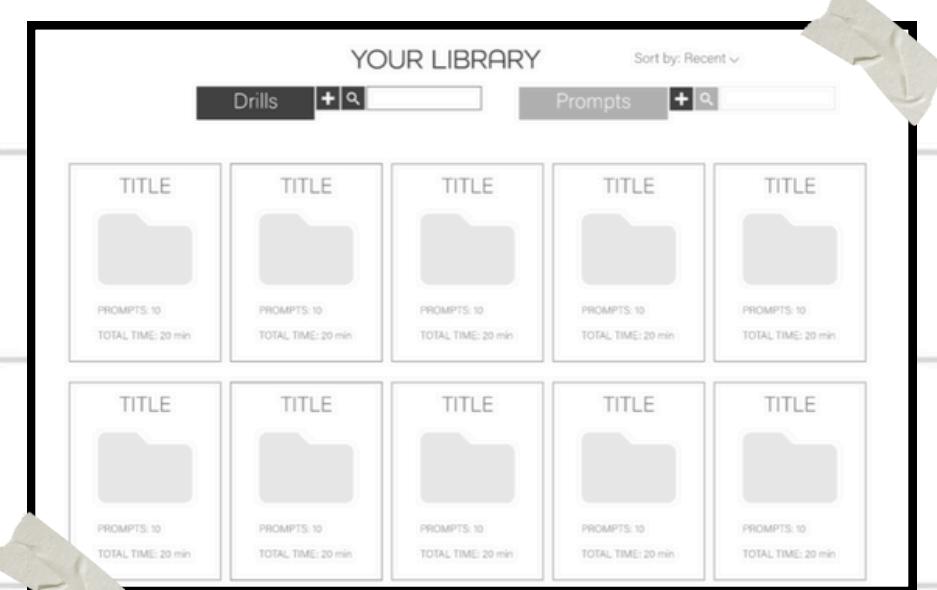
Inspiration



Quizlet



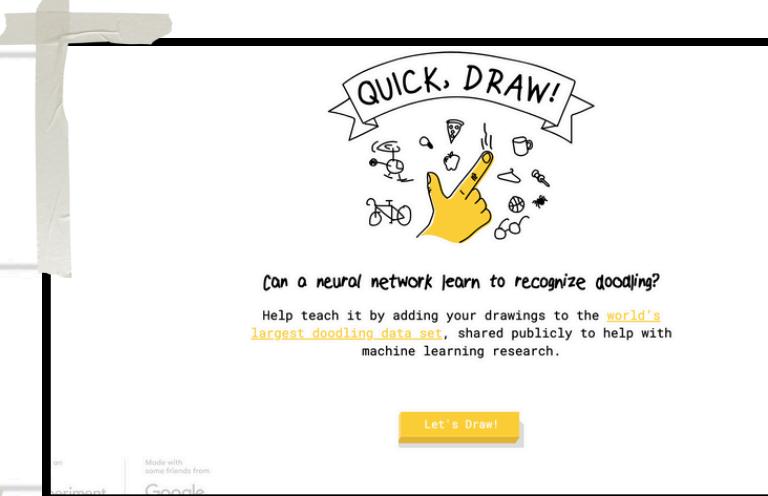
Reddit



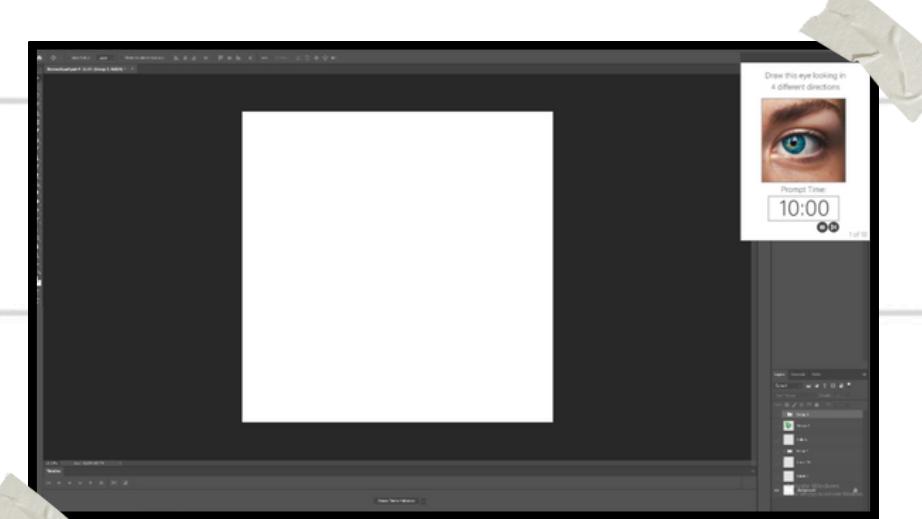
Layout of drills page



Scribble.io



Quick, Draw! by Google



Overlay/picture-in-picture

Developer Meeting Feedback



Don
Developer

What is the purpose of XP? Is there going to be a reward system that uses XP?

- So that feature may or may not be deprecated? Currently you get XP by just clicking and completing a drill. But we (at least me) are not too sure what to do with the idea of XP.

To bring in more money, what if maybe some of the games were paywalled behind a premium version of a Draw Drills account?

- That would be a good incentive, yeah

Do you think that our proposed mini-games would add too much pressure on your servers and dev workload? If so, do you suggest we reduce the amount or just scrap it for now?

- They could probably handle it on a small scale but nothing larger right now. In terms of reduce or scrap, I'm gonna preemptively shoot down multiplayer stuff not because it's bad, but because we have no infrastructure set up to handle it currently

Developer Meeting Feedback



Diego
Project Manager

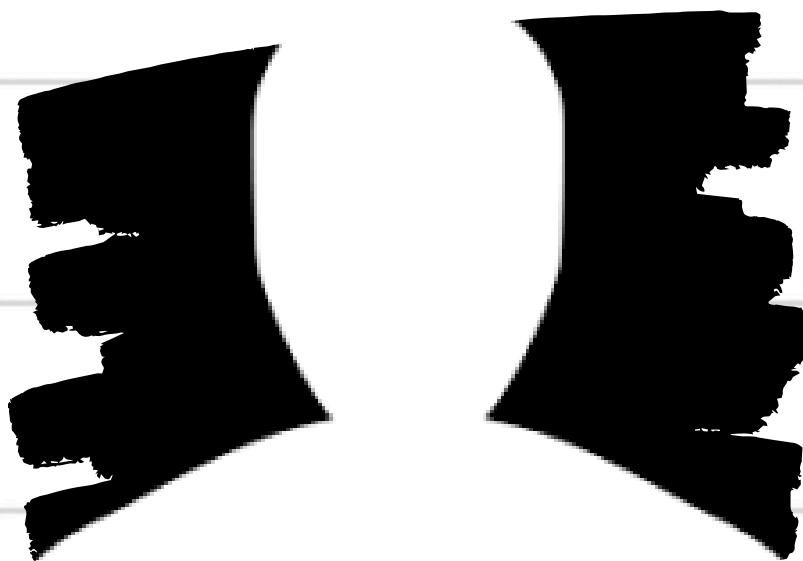
What are some visions and goals you have for the site?

- Core Functionality for analog art (beta version, you have access to that)
- Expanded features for analog art (working on that rn internally)
- Alpha release for analog art (wider public access)
- Monetize, add users, general scale up of alpha analog release
- Add functionality for digital art (desktop application or toolbar that allows artists to use digital tools to train i.e. photoshop, etc)

How do you feel about allowing donations? What do think about us implementing a subscription model?

- Donations: easiest way, competitors do it, a community of really dedicated users would maybe actually make this work to cover some costs, obviously not scalable, is going to be our first step since it can be as easy as pointing people to a patreon.
- Freemium subscription tiers: something like normal SaaS, charge people for a monthly cost to use the tool, can get creative with the tiers and the perks, pricing, features unlocked, etc. would probably require some major refactoring to integrate stripe or some other payment tool, plus the business logic of tiers, pricing, etc. would almost 100% have some sort of free tier

Developer Meeting Feedback



Kara
Artist

Do you think it's helpful to be able to pause a drill?

- I think that is dependent on what you want the experience to feel like for the user. Now that the product is more defined I think I would remove that feature to give more stakes to the timing aspect of the exercises.

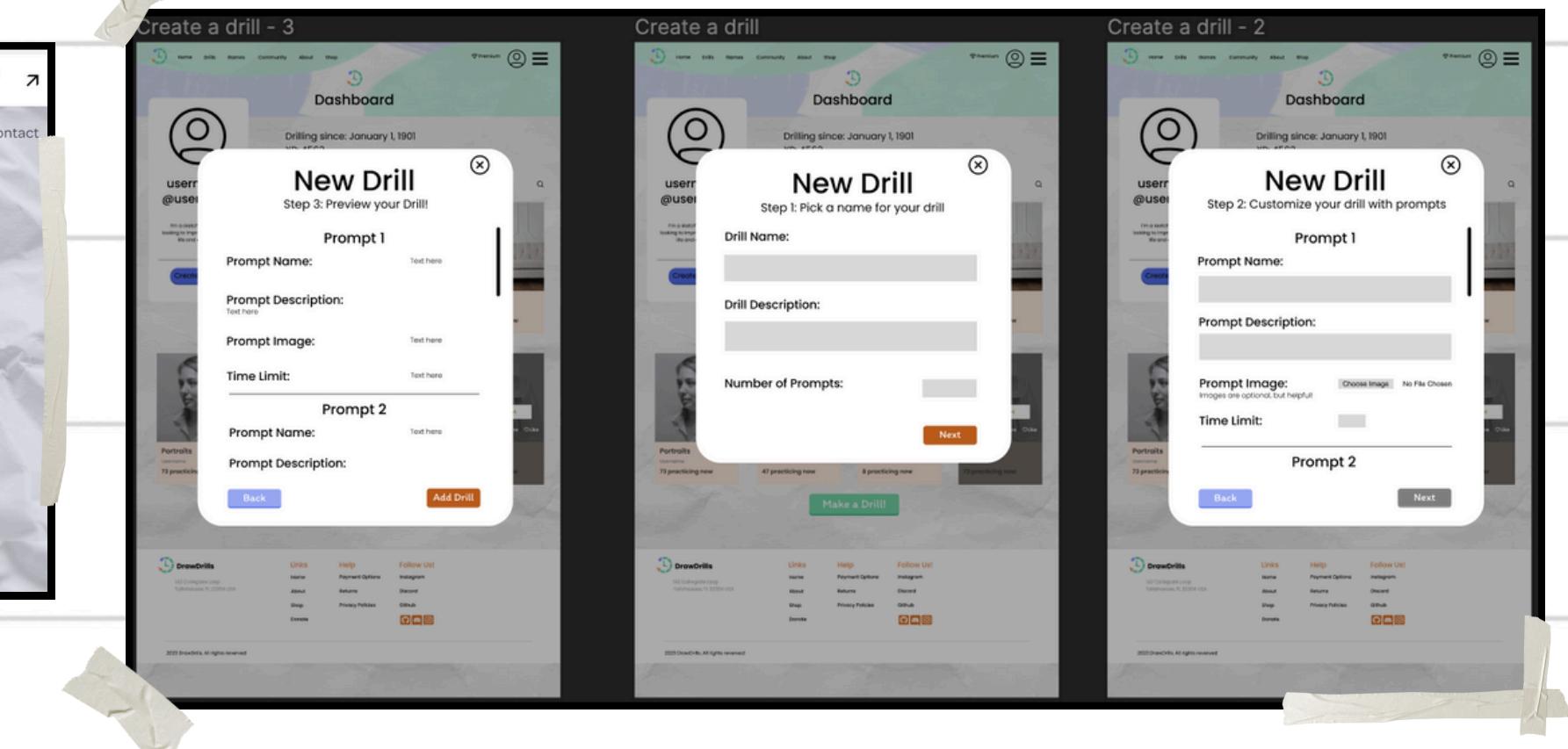
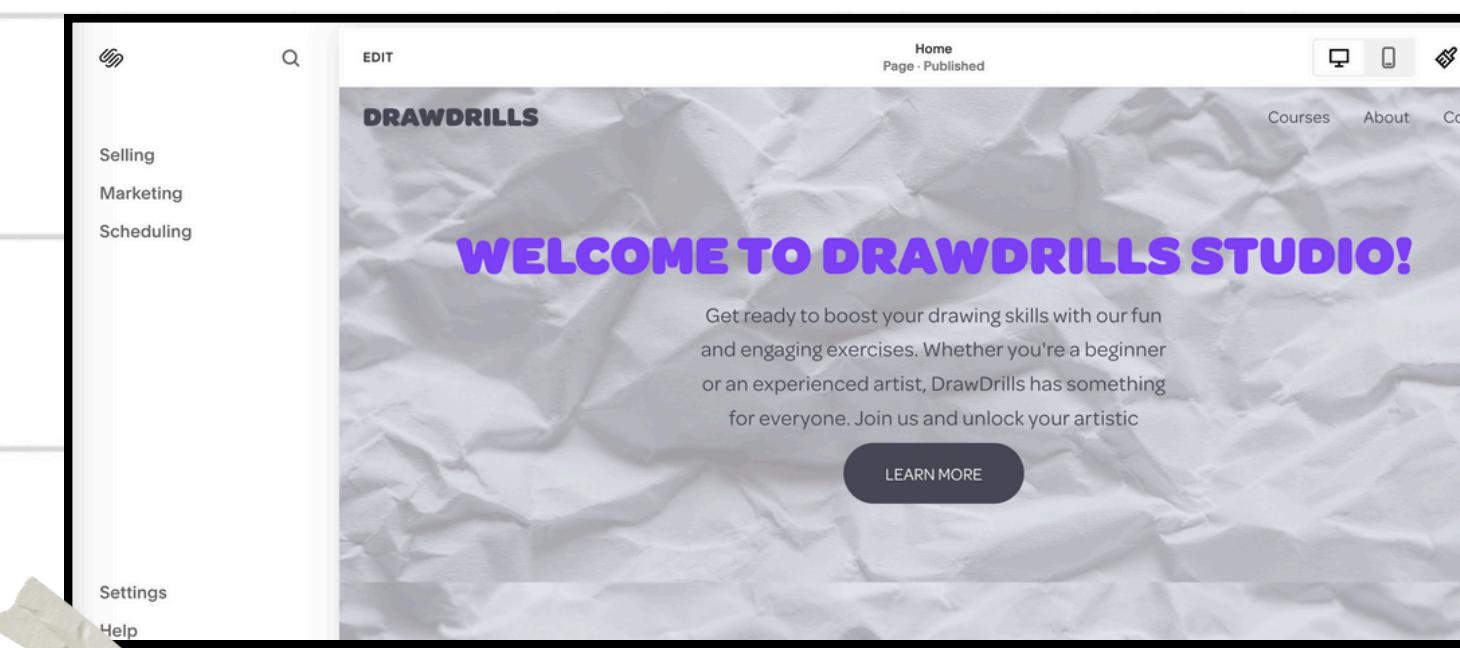
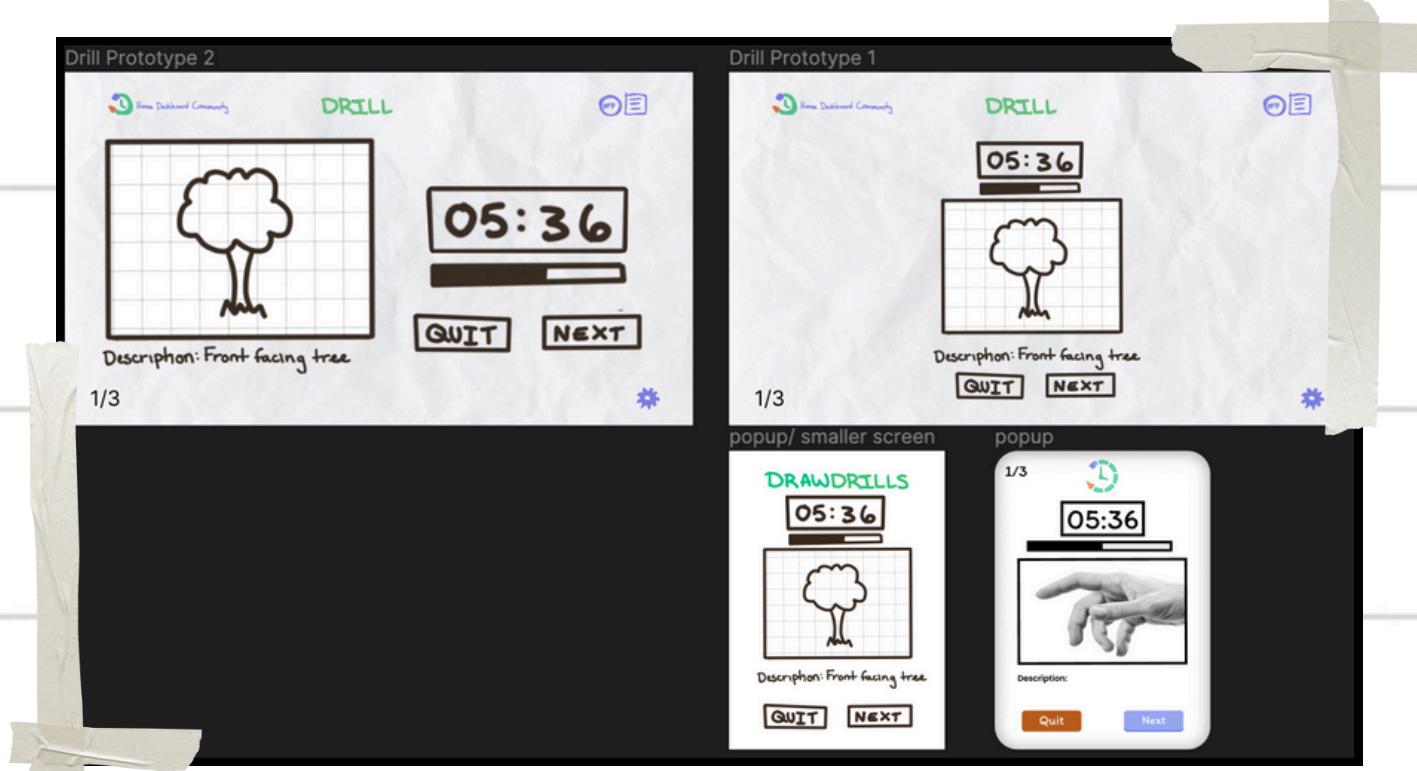
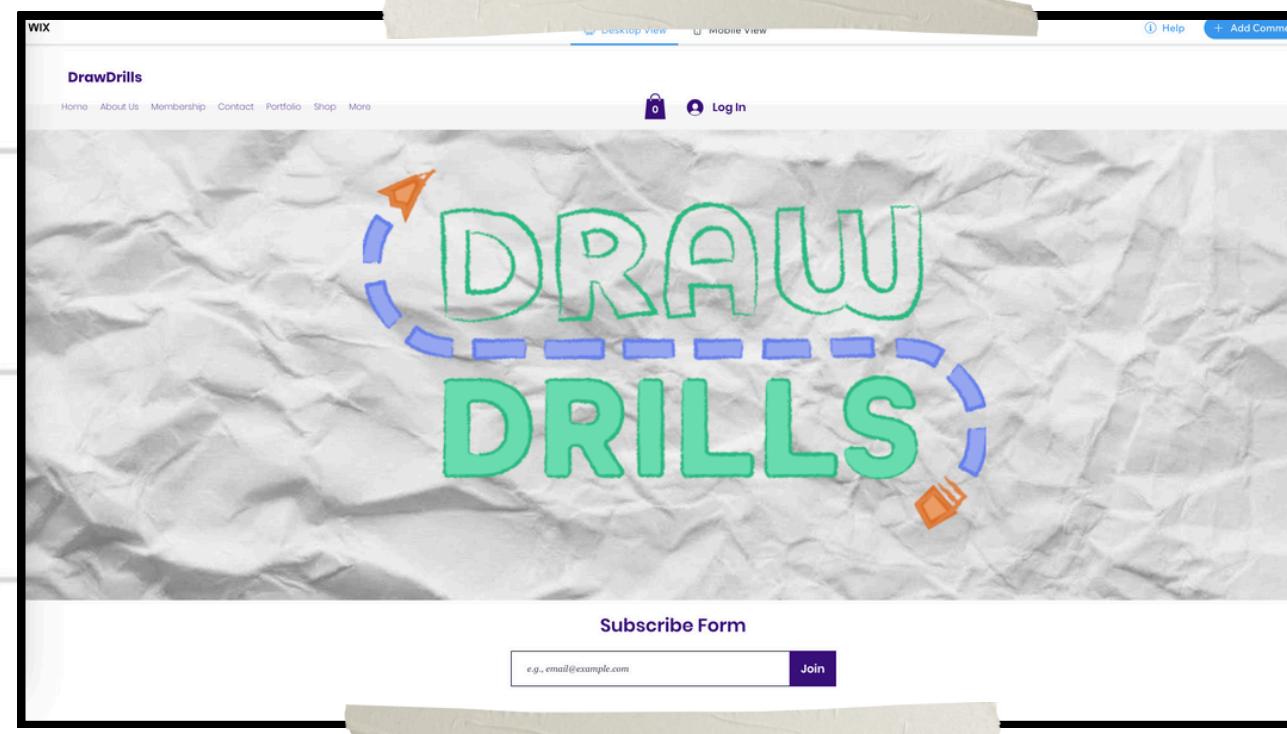
What made you pick out the current color scheme?

- I chose this color scheme because I wanted something light and bright that could appeal to a bit of a younger audience.
- Green and orange are both colors that stimulate creativity but we also wanted it to feel more like a leisurely activity that was very approachable so the blue was added to ground it a bit and round out the palette.

What do you think about instead of XP, we use a badge system (kind of like playstation trophies) for completing certain tasks when logged in?

- Yes, I always thought the plain XP didn't have much meaning. If we go with the skills route i'd like to have some sort of system that keeps track of which skills you have developed. And maybe award once you practice a skill for a certain amount of time

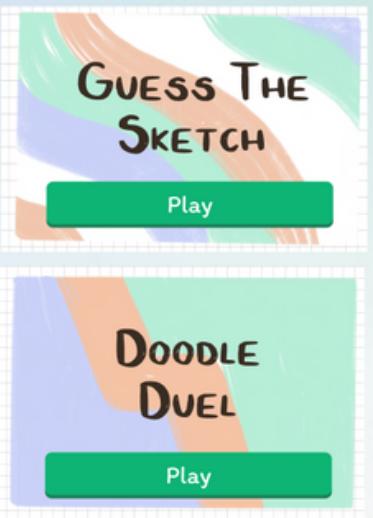
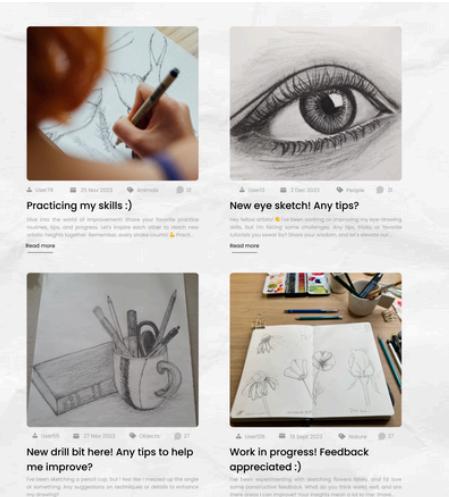
Prior Iterations



Go To Figma

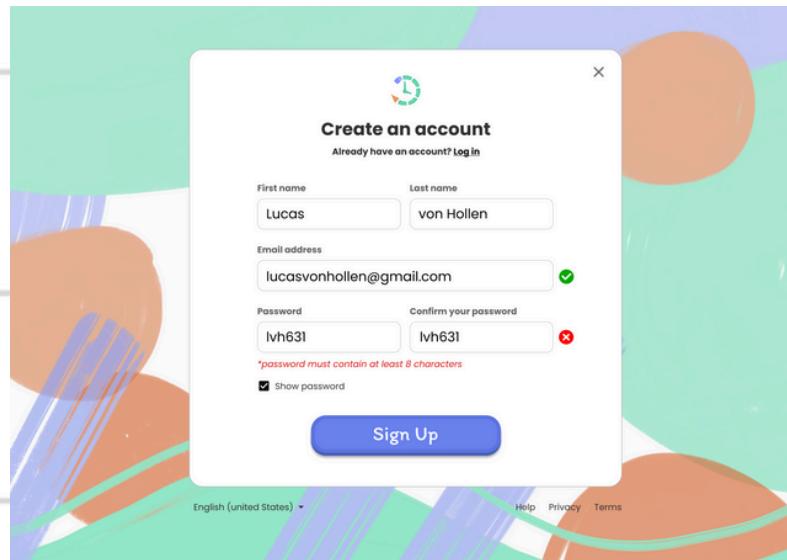
<https://www.figma.com/file/NBxAsmJDVHv4pyW8yAYTPx/DrawDrills-Website?type=design&node-id=0%3A1&mode=design&t=rIxEv7FkIQHeJr8H-1>

Design Decisions

| Picture | Decision | Justification | Source |
|---|----------------|--|---------------------------------|
|  | Mini Games | Broadens DrawDrill user base and gives artist a nice break during practicing | What is the Role of Mini Games? |
|  | Badges | Incentive to create drills and participate on the website | Gamification |
|  | Community page | Users can form connections and get feedback | Community Forum 101 |

Design Decisions

Picture



Decision

Update
password policy

Justification

Users should feel
that their art is
protected.

Source

NIST password
guidelines 2023

| Free | Premium |
|-----------------------------|---|
| ✓ | ✓ |
| ✓ | ✓ |
| ✗ | ✓ |
| ✗ | ✓ |
| ✗ | ✓ |
| ✗ | ✓ |
| ✗ | ✓ |
| ✗ | ✓ |
| Cost per month | \$0/month |
| Ready to jump into premium? | Buy Now |
| | Support us by donating! |
| | Donate |

Premium
membership

Generates income
and invests the
users into the
product

“The UX behind
subscriptions” –
The UX collective



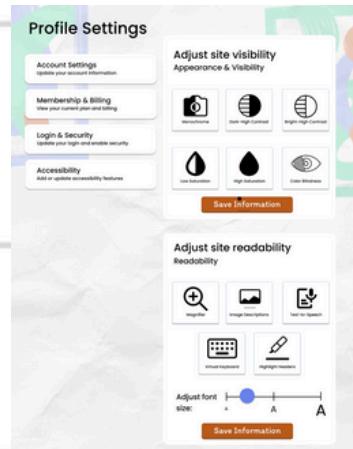
Merch
shop

Generates income
and serves as
marketing for
DrawDrills

Benefits of Selling
Branded
Merchandise for
Your Business

Design Decisions

Picture



Decision

Accessibility features

Justification

DrawDrills is an educational tool that should be accessible to all

Source

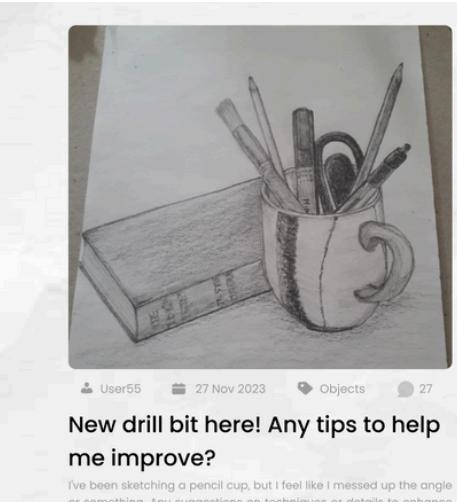
Americans with Disabilities Act resources for web accessibility



Keep logo and color scheme

The majority of our user testers liked the colors

User testing & Color Psychology.org



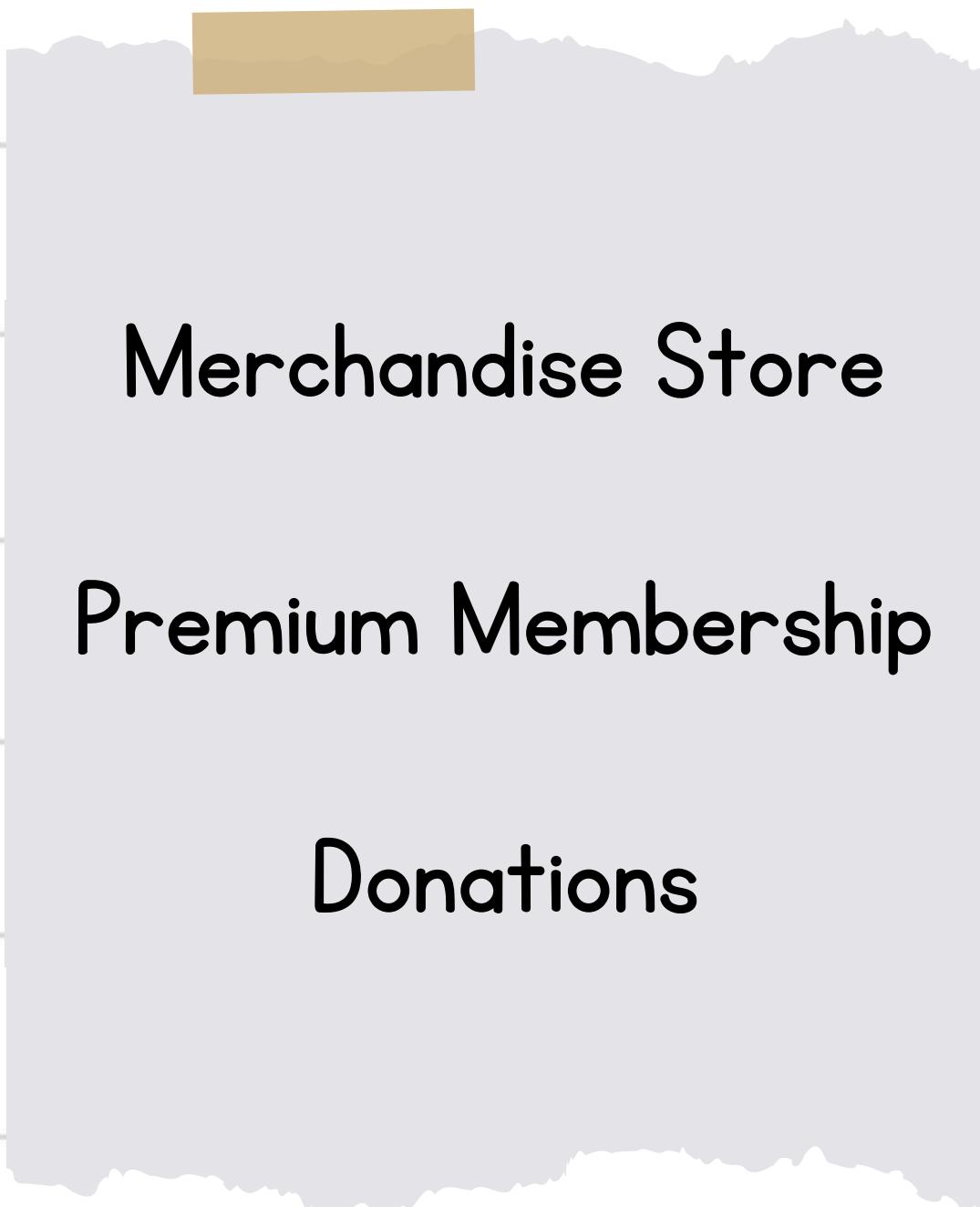
Motivational quotes and positive feedback

Motivates users to keep improving their skill and keep coming back unto DrawDrills

An Analysis of Educational Software/Website effectiveness – International Journal of instructional media

Lets talk money

3 ways to generate income



Expenses to maintain the account



User Feedback



Jake Nilssen

“The UI is intuitive and clear. It directs you where to go and the pages look great.”



Diordyne Maxime

“Very intuitive, I like how it all makes sense”



Susan Contente

“At first, it looked like a kids game but when I looked at the art, I could see it being something I would use”

Developer Prototype

Feedback

Don's Remarks:

"It looks really good. But then again, I am a dev and my 'looks really good' has a 'your mileage may vary' rating. But I like it."

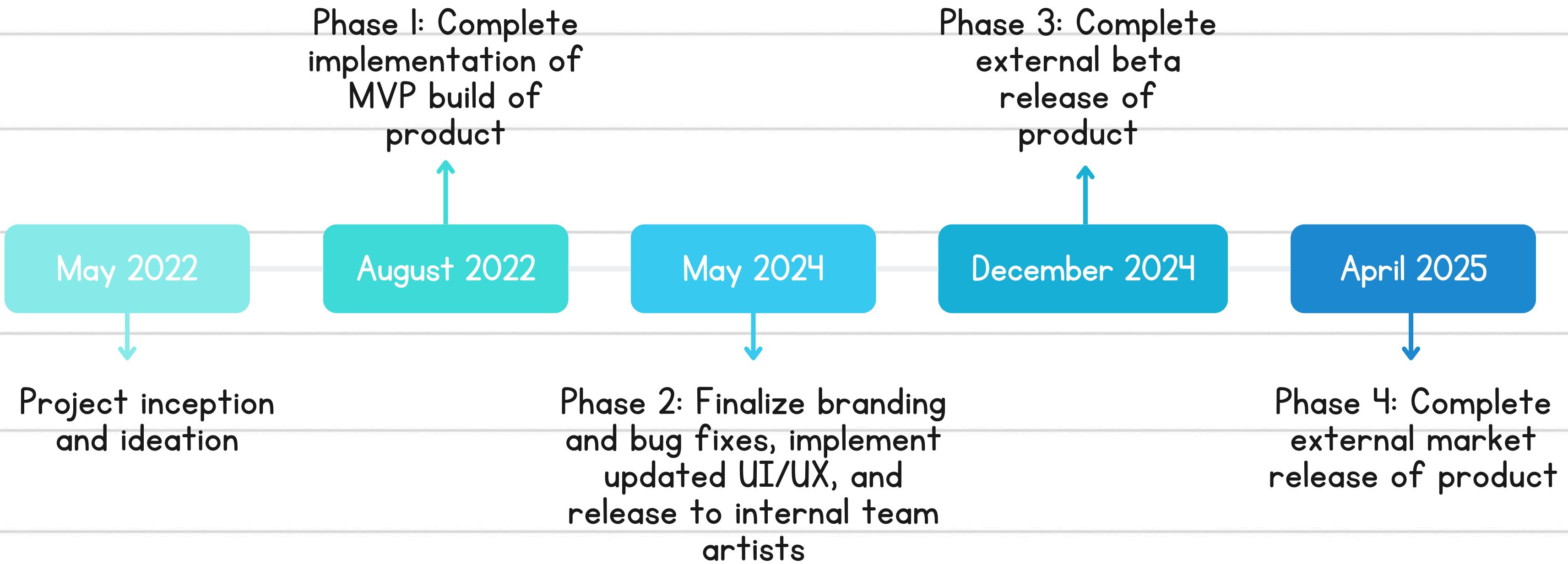
Diego's Remarks:

"Overall: This looks great. The Figma itself is a high quality deliverable, would not look out of place compared to things I see in the wild professionally speaking."

Kara's Remarks:

"I love the way this (backgrounds) isn't cut off in a box like the ones on the other pages. Maybe consider implementing this on all pages."

Implementation timeline



Sources

[ADA guidance on web accessibility](#)

[NIST Password Guidelines: Summarized via Auditboard.com](#)

[Microsoft best practices for account lockout threshold](#)

[Gamification](#)

[HTML Canvas Drawing With Mouse and Touch](#)

[Picture-in-Picture for any Element, not just <video>](#)

[The UX behind subscriptions](#)

Sources

Benefits of Selling Branded Merchandise for Your Business

What is the Role of Mini Games?

Community Forum 101: Basics, Benefits, and Brilliant Strategies

Color Psychology

Recurring payment vs. one time payment

Thank You!