

K**W****H****L**

People of varying skills levels will be using this app.

Some people are intimidated by drawing or aren't sure where to start.

Some people lack the mindset to get started drawing.

Others are professional artists with varying degrees of knowledge in different art mediums.

Some get frustrated when their art doesn't come out the way they imagined/wanted it to.

Age, Demographics, sex, skill level

Are experienced artists wanting another art tool?

How will we encourage inexperienced users to try drawing?

What lessons can we offer at each skill level of the user?

Will a successful beginner user want to try drawing outside of this app? Will they have the confidence?

Questionnaire:

- Age
- Demographics
- Skill level

For experienced artists:

- Tools used/known
- Tools like to learn

Interviews:

- Best way to motivate
- How to keep motivated
- How to build confidence
- How to show progress over time

How to cater and offer lessons to different skill levels.

Skill level helps determine how much additional support to give a user.

Find out how to get a beginner to feel confident in their ability to start drawing, regardless of any skill.

Find out how to keep beginners and intermediate skill level users engaged and feel motivated.

Find out what tools experienced users are looking for in digital drawing.

Apps:	How to Draw - Learn step by step	Easy Drawing: Step by Step	Learn Drawing	How To Draw - Easy Drawings	How to Draw - Easy Lessons
URL	https://play.google.com/store/apps/details?id=macos.howtodraw.drawings	https://play.google.com/store/apps/details?id=drawing.lessons.sketch.how.to.draw.portrait	https://play.google.com/store/apps/details?id=learn.draw	https://play.google.com/store/apps/details?id=com.easydraweverything.guides	https://play.google.com/store/apps/details?id=com.artelplus.howtodraw
Price	Free with Ads / Upgrade to Pro version for \$3.99	Free with Ads	Free with Ads	Free with Ads, video ads interrupt between screens occasionally	Free with Ads, purchase ad free for \$1.99
Social Media Links	N/A	N/A	N/A	N/A	N/A
Features	Step by step tracing of a pre-drawn item	Step by step guide of what to draw separately.	Step by step tracing of a pre-drawn item in landscape	Guide of on paper or on screen drawing, guide on interface, mini-full image view when zoomed in, Quit and Save feature, features guessing game, daily classes	Step by step on screen tracing tutorial of pre-drawn image
Onboarding Experience	Languages Select	None	None	Not required, can create an account, tells storage usage	None
Strengths	Simplicity	Catagories	Catagories, steps	Step by step animations on how to draw with check-point guides, has a drawing accuracy rating system	Step by step tutorial, number of steps in tutorial and step number
Weaknesses	Undo/Redo and Step Selection are confused at first. Not sure how to save	Limited catagories, no in-app drawing, swipe interface was not clear	No clear way to save	Ads between screens	Seems a bit simple, no home screen menus, no save option, no search feature, have to scroll to view all options
Quick Thoughts / Opinions	Simple, intutive	Limited in capability.	Similar to How to Draw - Learn step by step	Very nicely done despite ads	Similar to How to Draw - Learn step by step, ads annoying that take over screen
Screenshots					

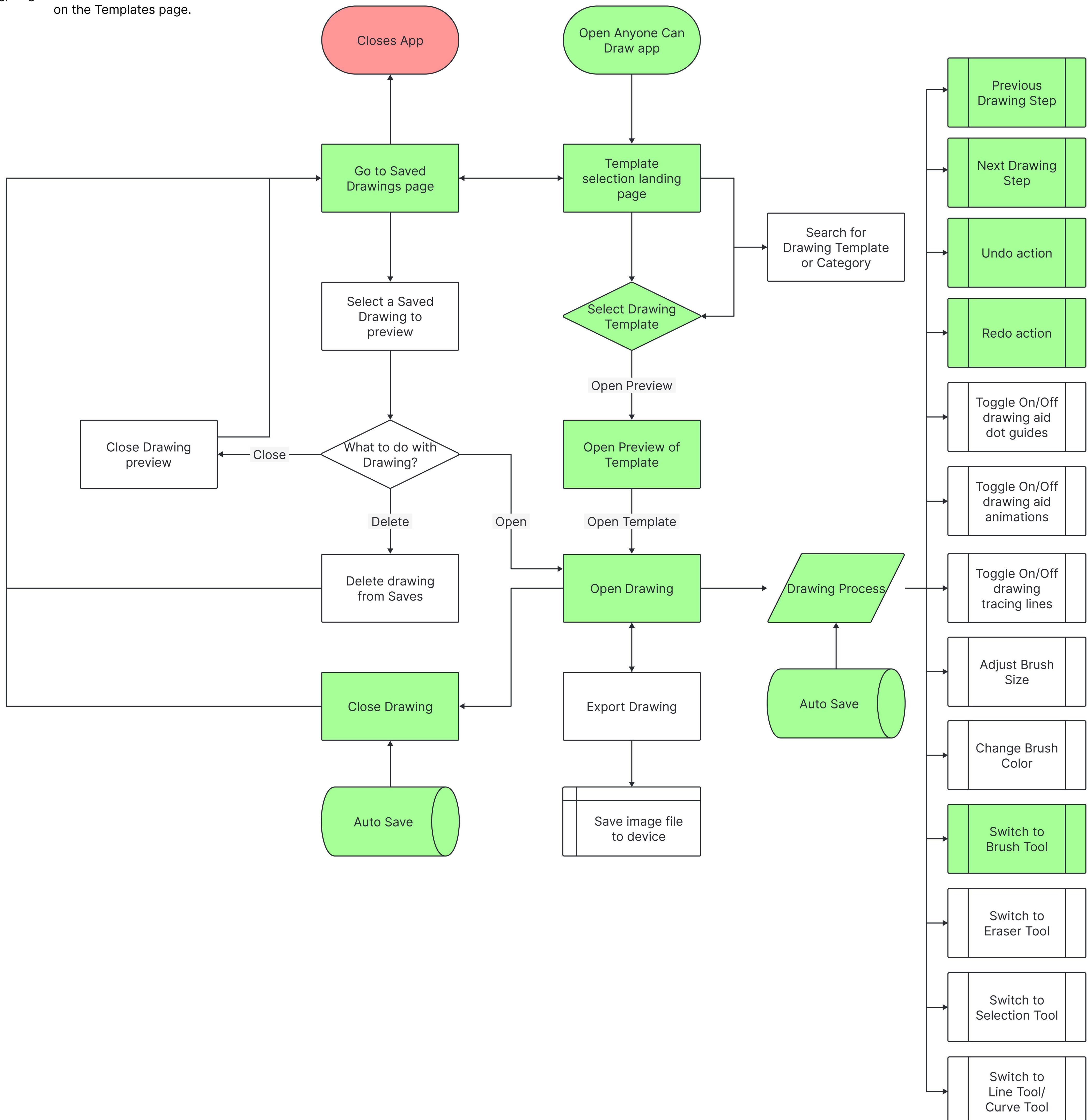
MVP Features	User Stories	UI Requirements
View template designs	As a user, I want to view what designs I can draw	Thumbnails of drawing templates
	As a user, I want to preview a larger image of the drawing template	Open a larger preview of the drawing template complete
View by category	As a user, I want to sort templates by category	Have a sort by category option
	As a user, I want to filter by category	Have a category filter to show only selected categories
Search designs	As a user, I want to search for a drawing template by name	Have search for specific drawing templates
	As a user, I want to search by drawing template name or category	Search results show categories or drawing template by name
Selecting a template	As a user, I would like to select a template to begin drawing	Open selected template
Drawing aid	As a user, I want to see a step-by-step how to draw process	Show each step and animate the line connecting the dots
	As a user, I want to follow dots to connect to form lines of my drawing	Show dots evenly spaced that form the lines of the drawing step
	As a user, I want the animation guide to replay if I haven't started the line yet	Loop animation of drawing step connecting the dots every few seconds until the user starts drawing
	As a user, I want to be able to turn off the animated guide	Ability to turn off the animated guide connecting the dots

MVP Features	User Stories	UI Requirements
	As a user, I want the ability to turn off the guiding dots connecting making the line	Turn off the guide dots
	As a user, I would like lines to trace	Display tracing lines
	As a user, I would like to turn off the tracing lines	Hide the tracing lines
	As a user, I want to view a grid	Display drawing grid
	As a user, I want to hide the grid	Hide drawing grid
	As a user, I would like to navigate to the next drawing step	Have a next step button
	As a user, I would like to navigate to the previous step	Have a previous step button
	As a user, I would like to see how many total steps there are for a given drawing	Show total number of steps in a drawing
	As a user, I would like to see the current step number I am viewing	Show current step number being viewed
Drawing	As a user, I would like to draw on the screen	Ability to draw in the app on the screen
	As a user, I would like the ability to change brush colors	Ability to change brush colors
	As a user, I would like to change brush size	Ability to change brush size
	As a user, I would like the ability to undo mistakes	Undo last drawing segment

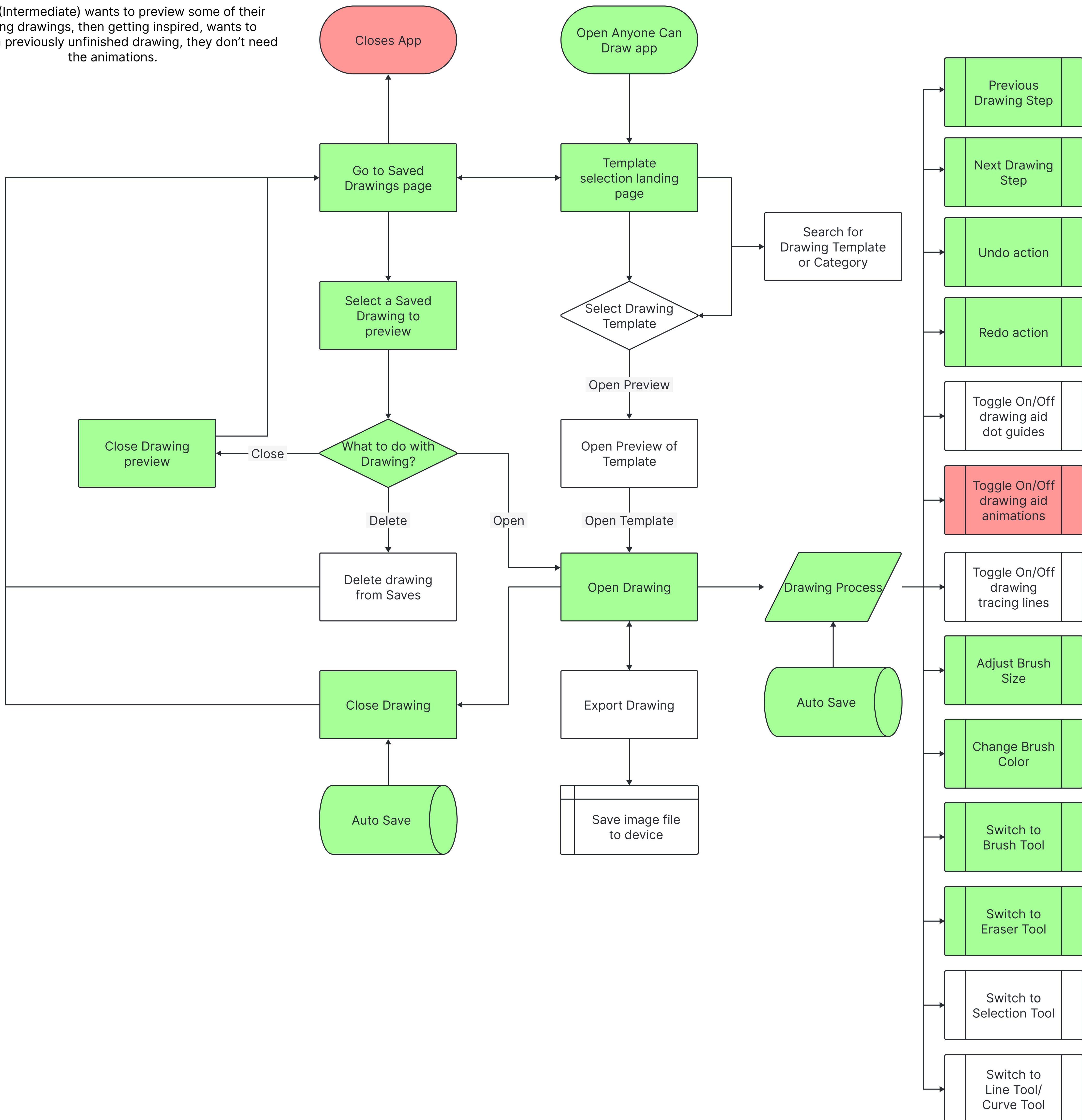
MVP Features	User Stories	UI Requirements
	As a user, I would like to redo a drawing segment I made	Redo last undone drawing segment
	As a user, I would like the ability to erase mistakes	Eraser tool
	As a user, I would like the ability to draw straight lines	Press somewhere/button to make straight lines between points
	As a user, I would like the ability to make nice curved lines	Have ability for line segments to be adjusted to curves of varying degrees
	As a user, I would like the ability to fill an area/drawing segment a different color	Fill area/section color tool (paint bucket)
	As a user, I would like to preview a straight line I am drawing before finalizing it	Drag-n-drop line drawing, from point a to b
	As a user, I would like to be able to select a portion of my screen/drawing	Selection tool to select an area or parts of drawings
	As a user, I would like to move selected area/segments to other parts on the drawing	Move tool
	As a user, I would like to be able to copy a portion of my selected drawing	Copy tool
	As a user, I would like to paste a copied portion of my drawing and move/place it into place	Paste tool, allows dragging to location before set
	As a user, I would like to be	Delete selected tool

MVP Features	User Stories	UI Requirements
	able to delete a selected segment/area	
	As a user, I want to be able to zoom in and out on my drawings.	Pinch to zoom in/out with two fingers
Save	As a user, I would like to save my work in progress	Save drawing so far to edit later
	As a user, I would like to save a completed drawing to my device	Save/export drawing
Open Drawings	As a user, I would like to open previously saved drawings	Saved file browser Open selected file
Delete Drawings	As a user, I would like to delete old drawings	Delete drawings, but not templates
Suggestions / Contact	As a user, I would like to submit new drawing template ideas	Drawing template idea name Submit button
	As a user, I would like to contact support	Button to open support form (your email, description, send button)
App Details	As a user, I would like to know the app version I am on	Display app version

Tony (Beginner) wants to start drawing a simple drawing, to get started. He selects one of the first listed on the Templates page.

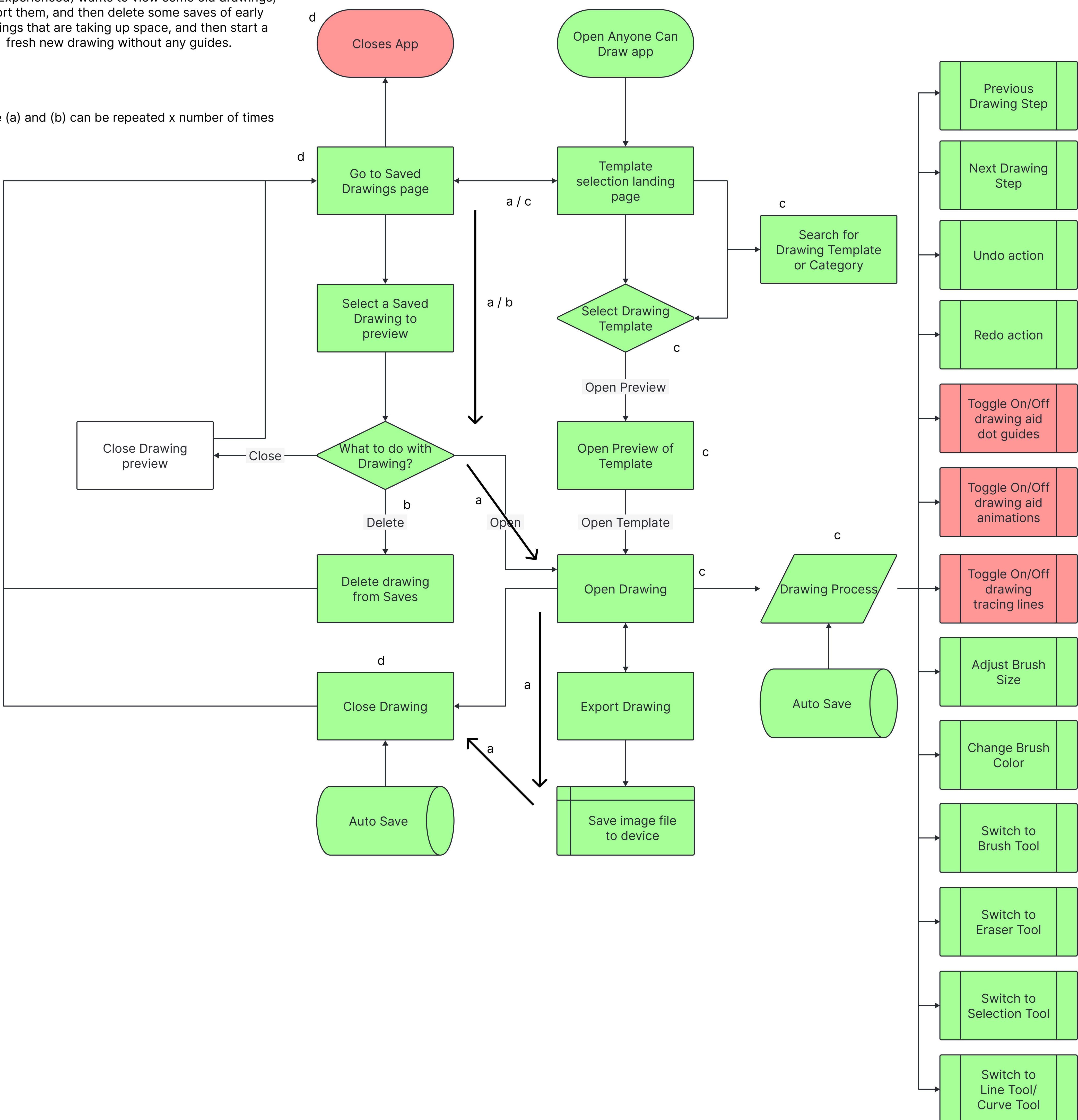


Jamie (Intermediate) wants to preview some of their existing drawings, then getting inspired, wants to resume a previously unfinished drawing, they don't need the animations.



Mike (Experienced) wants to view some old drawings, export them, and then delete some saves of early drawings that are taking up space, and then start a fresh new drawing without any guides.

Where (a) and (b) can be repeated x number of times



Mike Smith (Experienced User)



"I love to draw, it's how I express myself."

Age: 21

Work: Student

Family: Single

Location: Madison, WI

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Social

Artistic

Humorous

Logical

Bio

I love to draw, it's how I express myself and show appreciation for others. I'm a student in college, and about to start a job on campus. I love making art (drawing), playing games, reading, and being with friends! I'm a self-taught artist, I use lots of tutorials and references! I used to draw traditionally, but then I moved to digital drawing and now I can't go back.

He/Him

Goals

- Draw more
- Practice my skills
- Try new things (with drawing)

Motivations

Incentive

Fear

Growth

Power

Social

Technology

Desktop

Mobile/Smartphone

Apps

Social Networks

Software

Brand Associations



wacom®

Jamie Roth (Intermediate User)



Artistic

Analytical

Laid Back

Dedicated

Motivations

Incentive

Fear

Growth

Power

Social

Bio

I've been drawing pretty much as long as I can remember. Currently attending college, and because of this, lacks time to draw as frequently as would like to. Likes to draw scenery seen on college campus. Tried drawing once on a computer, but didn't like it; prefers traditional drawing. Needs art supplies on them when motivation strikes in order to draw, along with time.

"I've been drawing pretty much as long as I can remember."

Age: 21

Work: Software Developer

Family: Single

Location: Madison, WI

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Goals

- Draw more
- Get outside more
- Play the piano more

Frustrations

- Lack of motivation
- Availability of supplies
- Lack of time

Technology

Desktop

Mobile/Smartphone

Apps

Social Networks

Software

Brand Associations

Tony West (Beginner User)



Enthusiastic

Creative

Outgoing

Friendly

Bio

When I was younger, I used to draw, I'd love to again. I used to draw mostly vehicles, but I'd love to expand to other things! It's been a while though, so I'm probably out of practice even drawing vehicles.

I love talking and being around other people, I have a pretty good social battery!

"I used to draw, I'd love to again."

Age: 31

Work: Service Technician

Family: Single

Location: Madison, WI

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Motivations

Incentive

Fear

Growth

Power

Social

Technology

Desktop

Mobile/Smartphone

Apps

Social Networks

Software

Goals

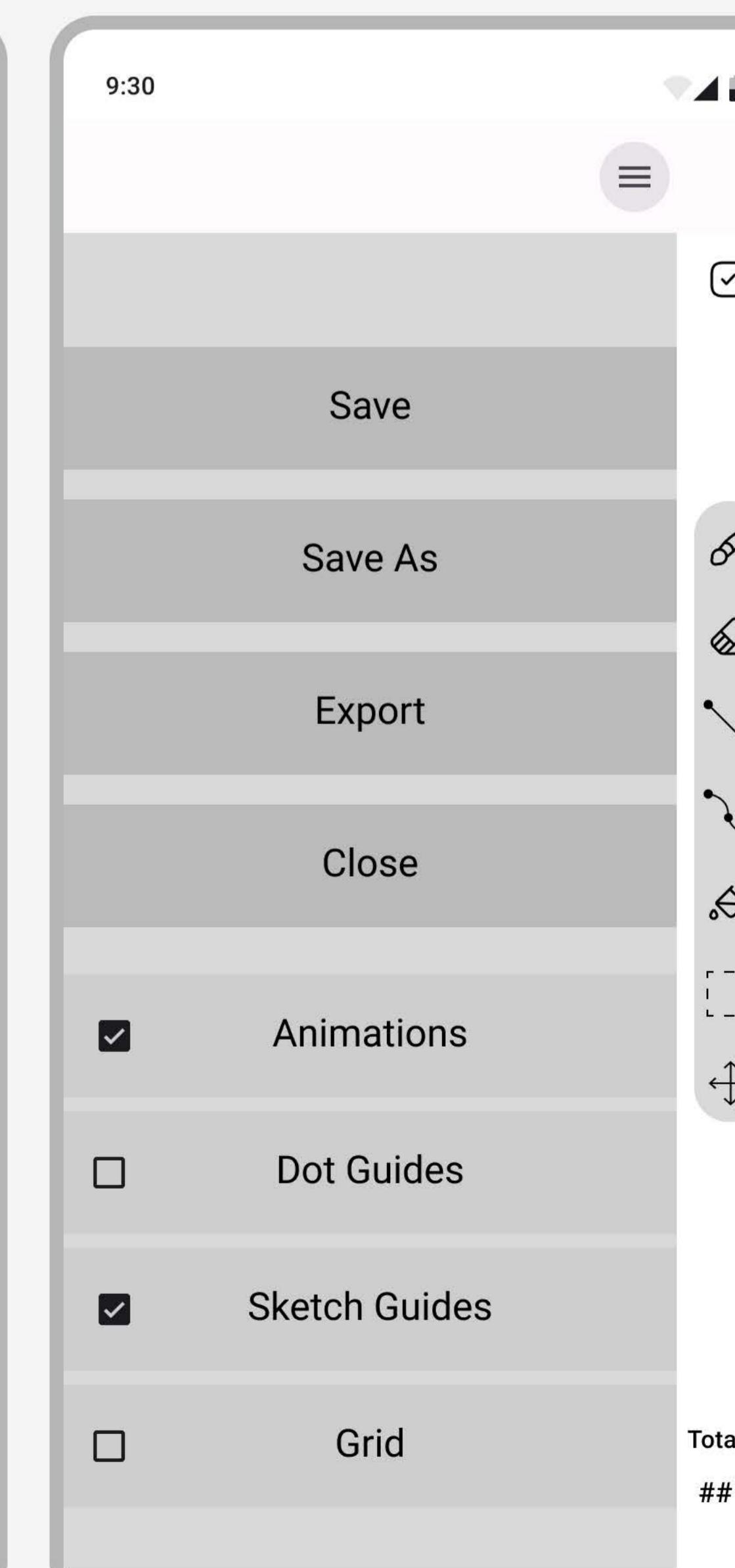
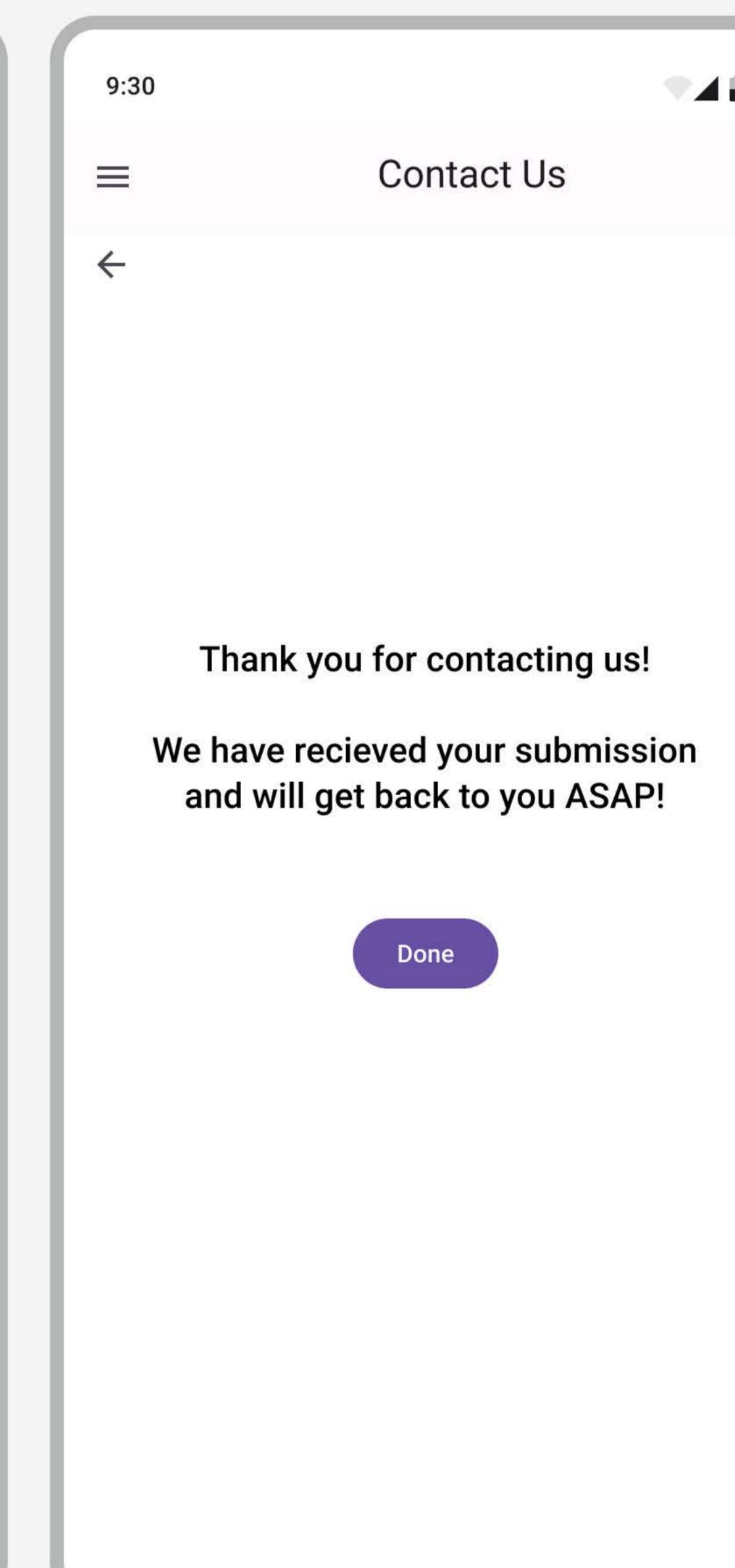
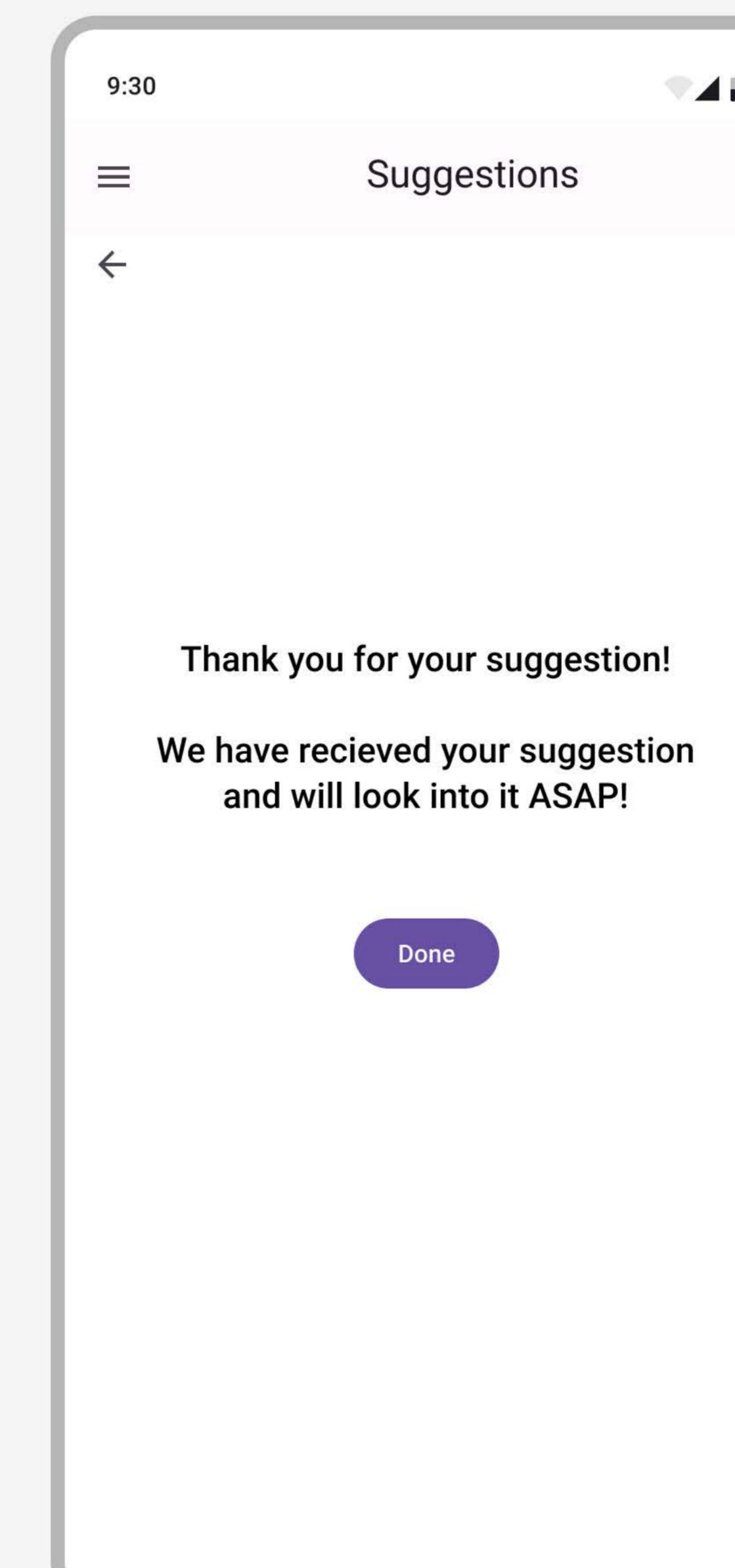
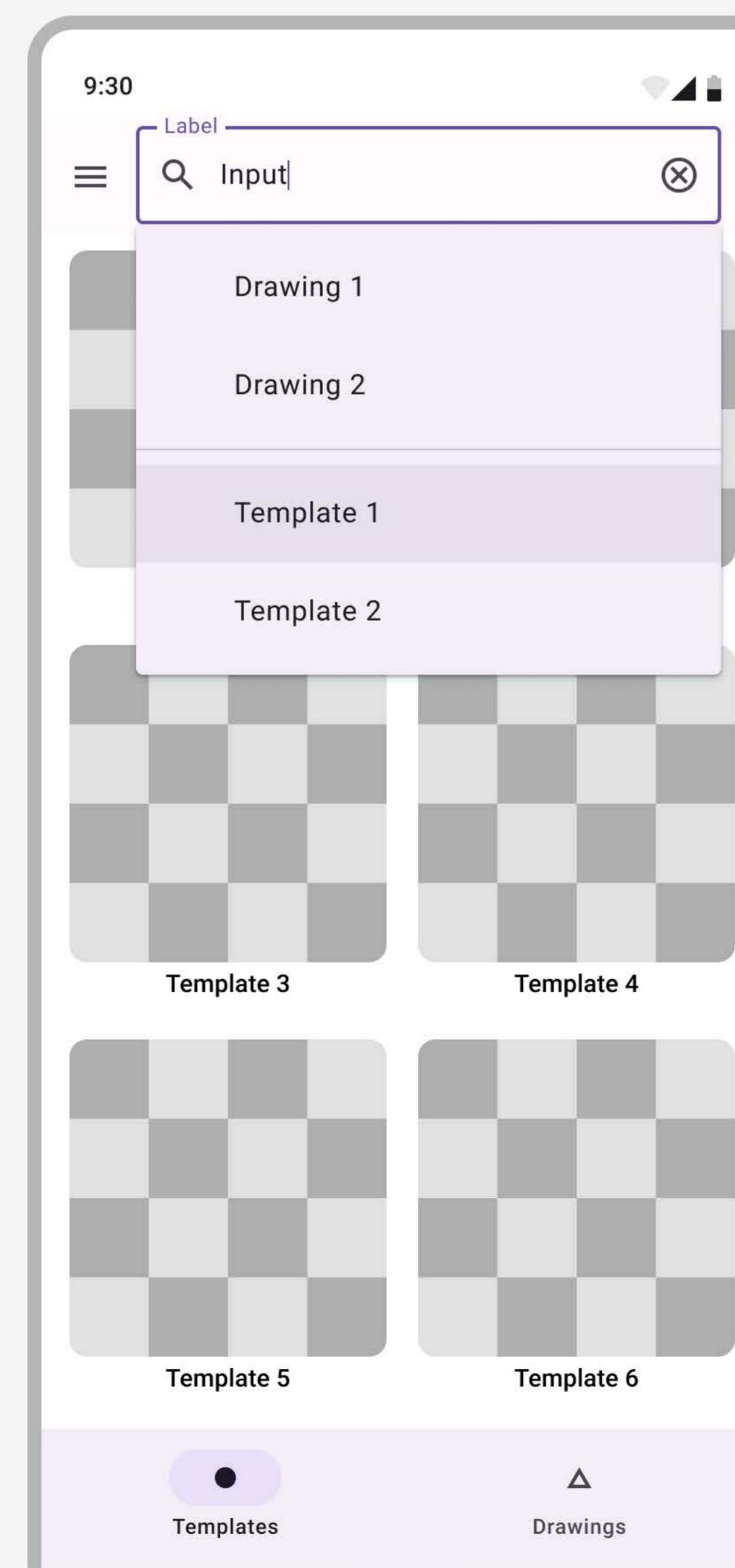
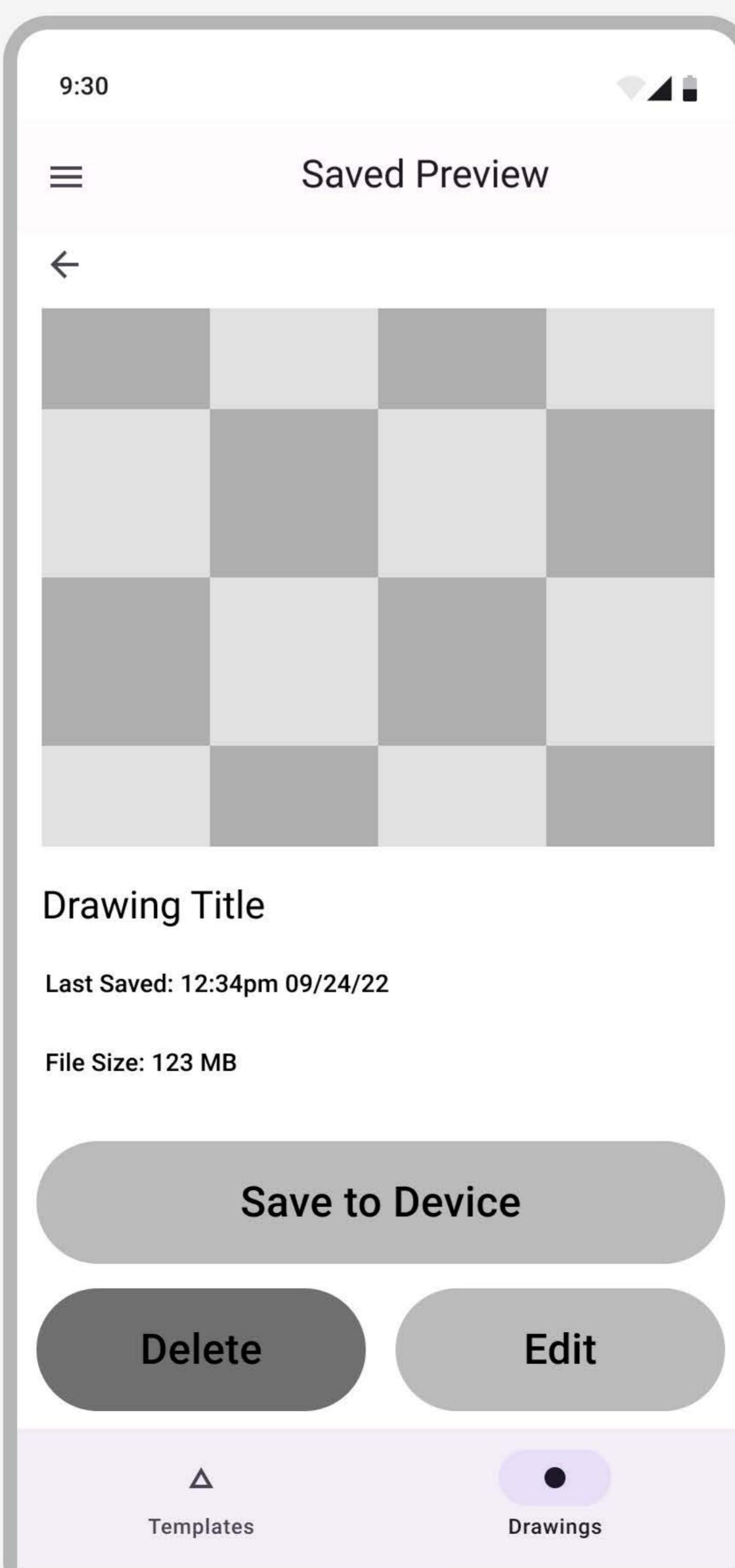
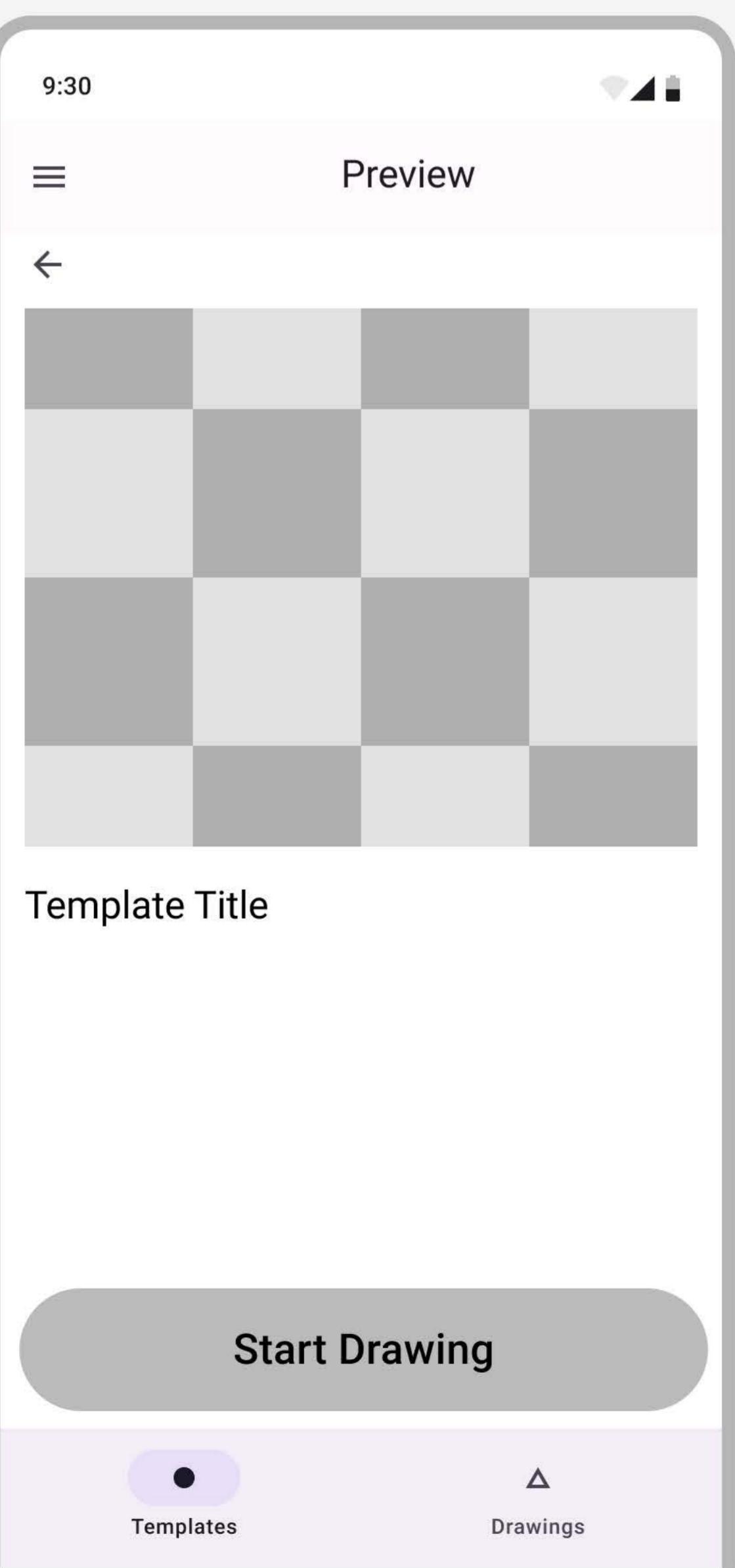
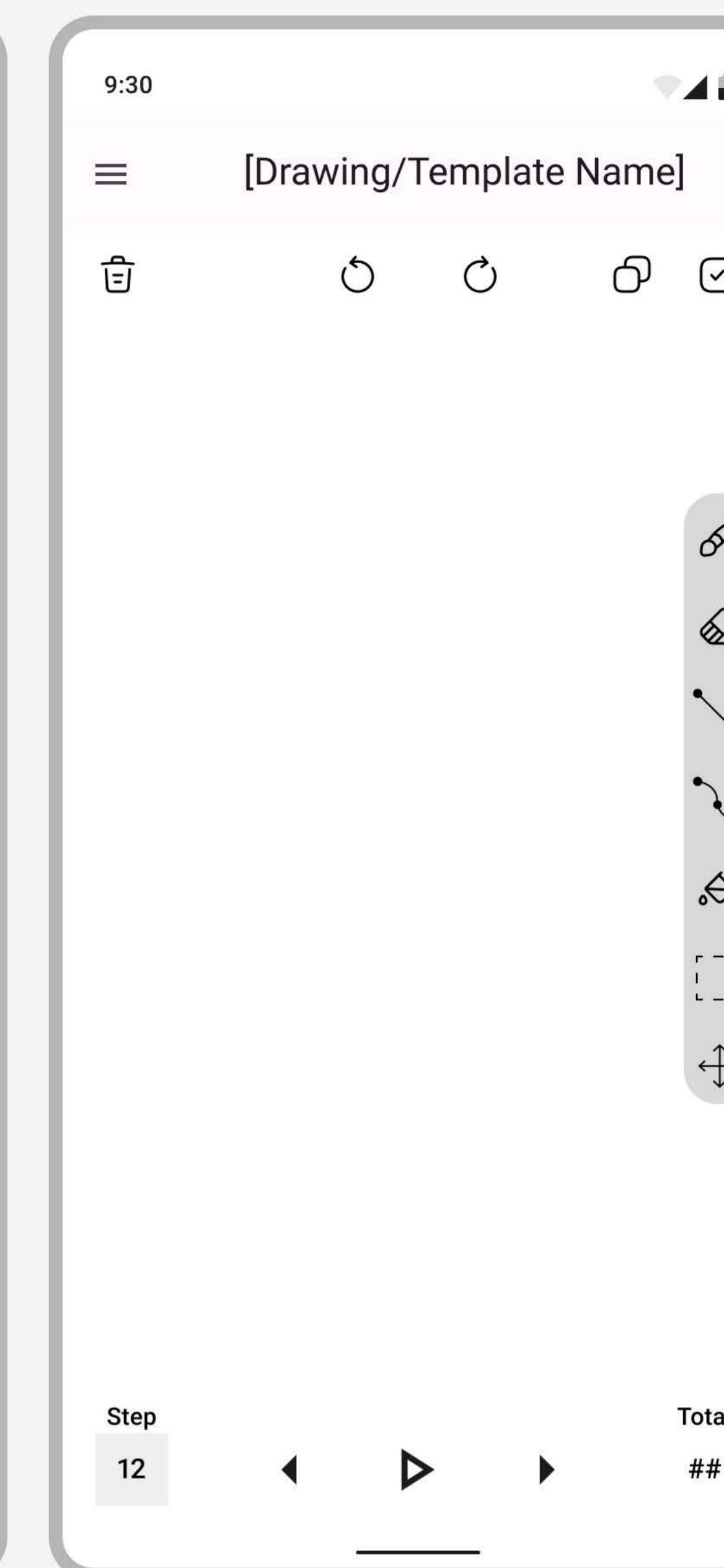
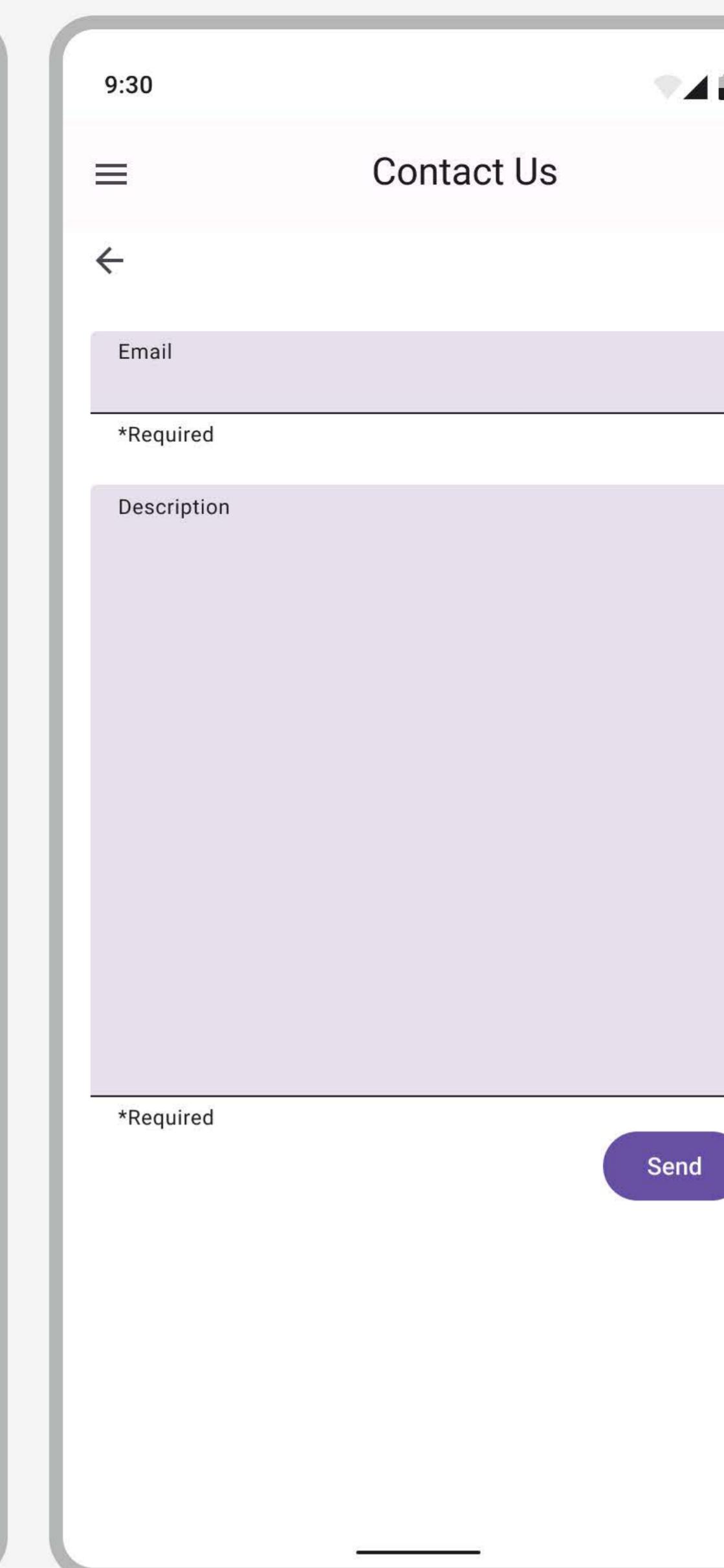
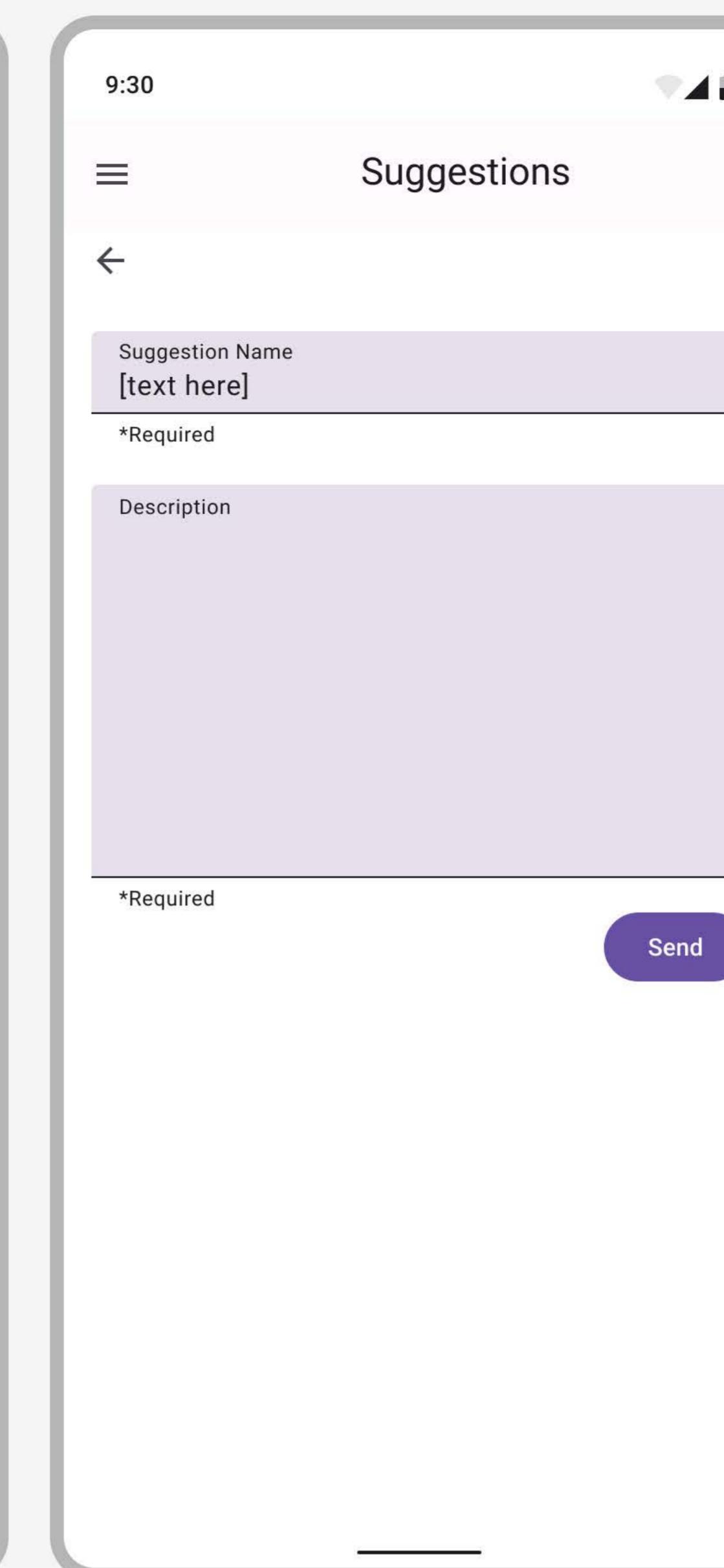
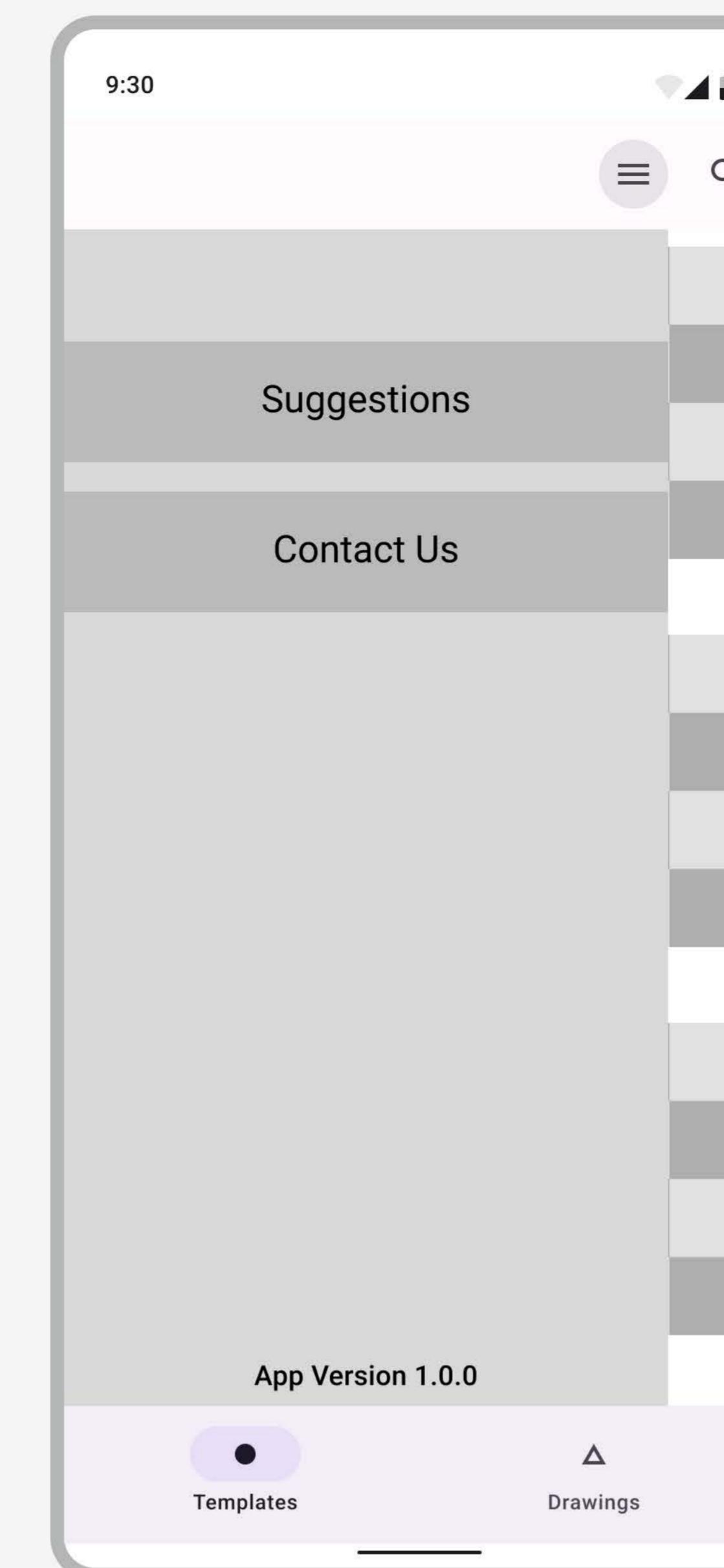
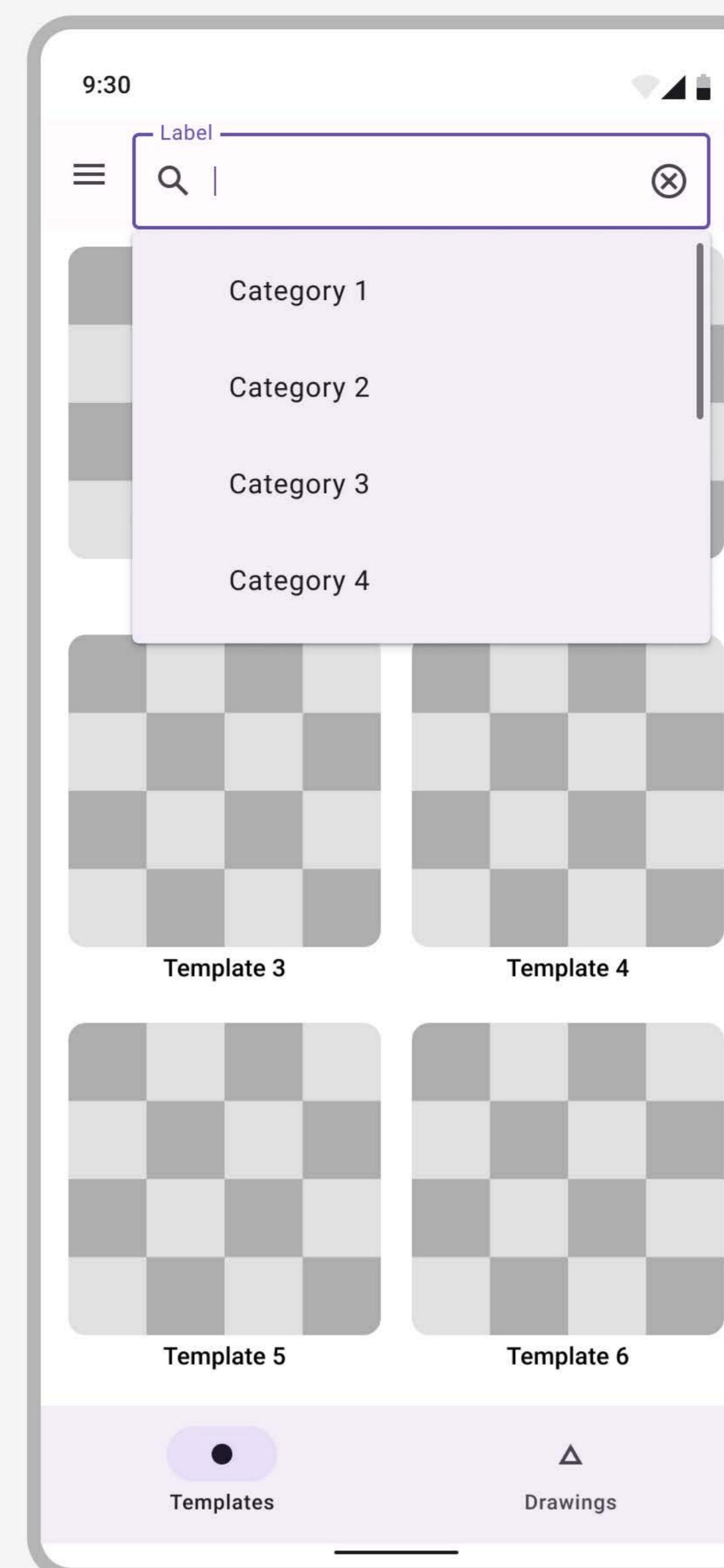
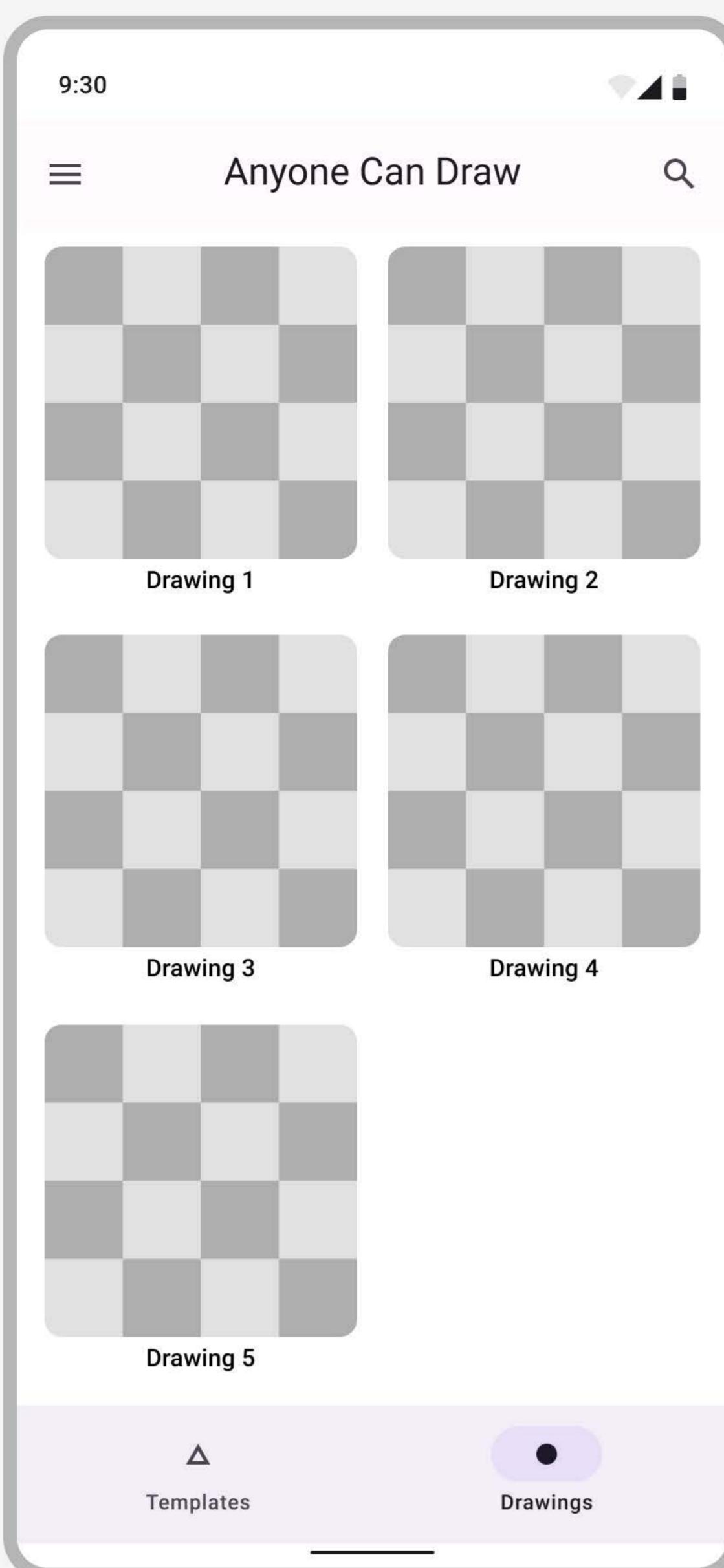
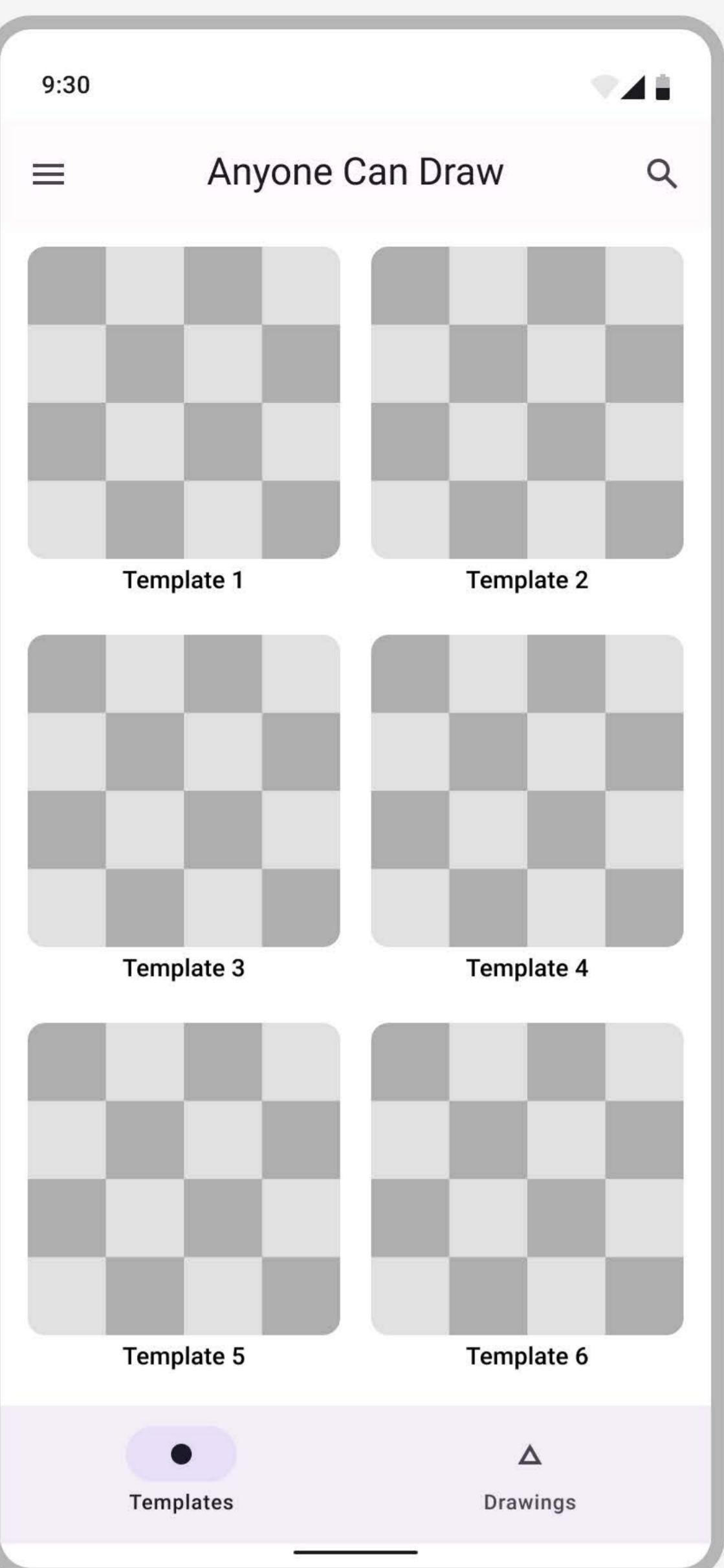
- Get back into drawing
- Learn to draw a variety of things
- Practice and improve drawing skills

Frustrations

- Lack of time
- Lack of patience to learn
- Forgot/forgetting what was learned already

Brand Associations

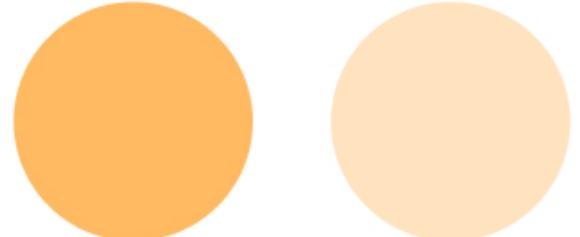
Anyone Can Draw



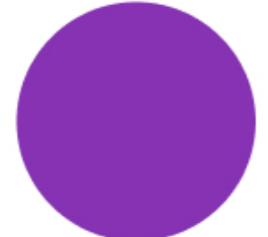
Anyone Can Draw

Adjectives:
Fun, Creative, Simplistic, Friendly

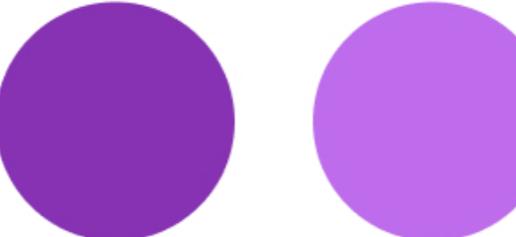
Color Scheme



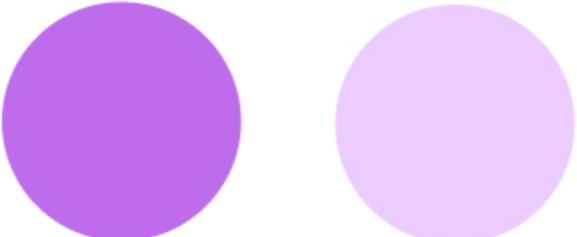
34, 62, 100



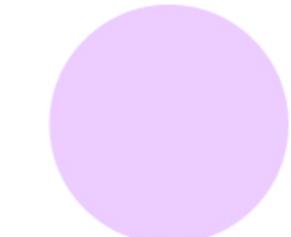
34, 25, 100



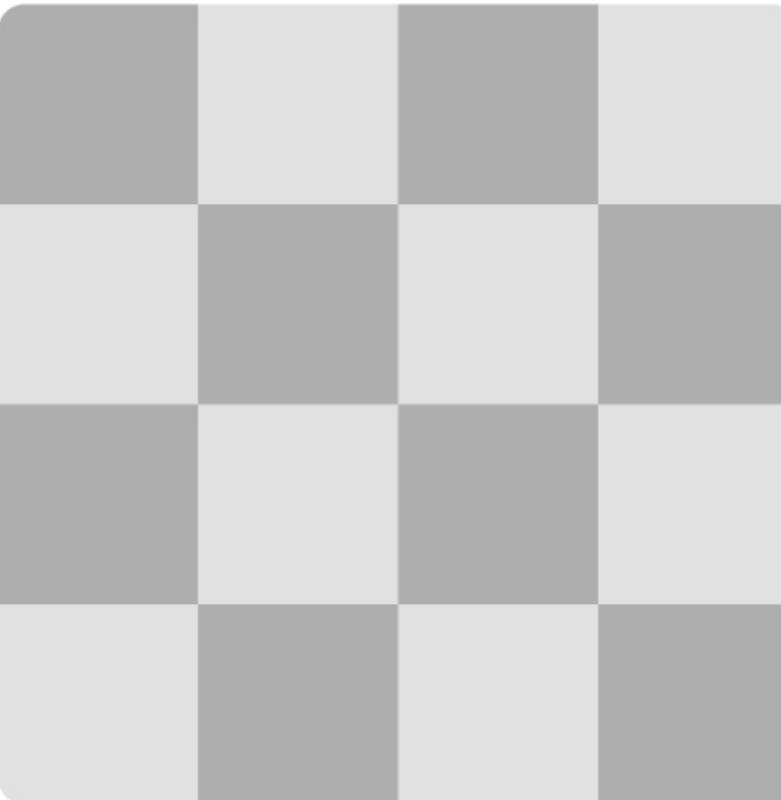
279, 72, 70



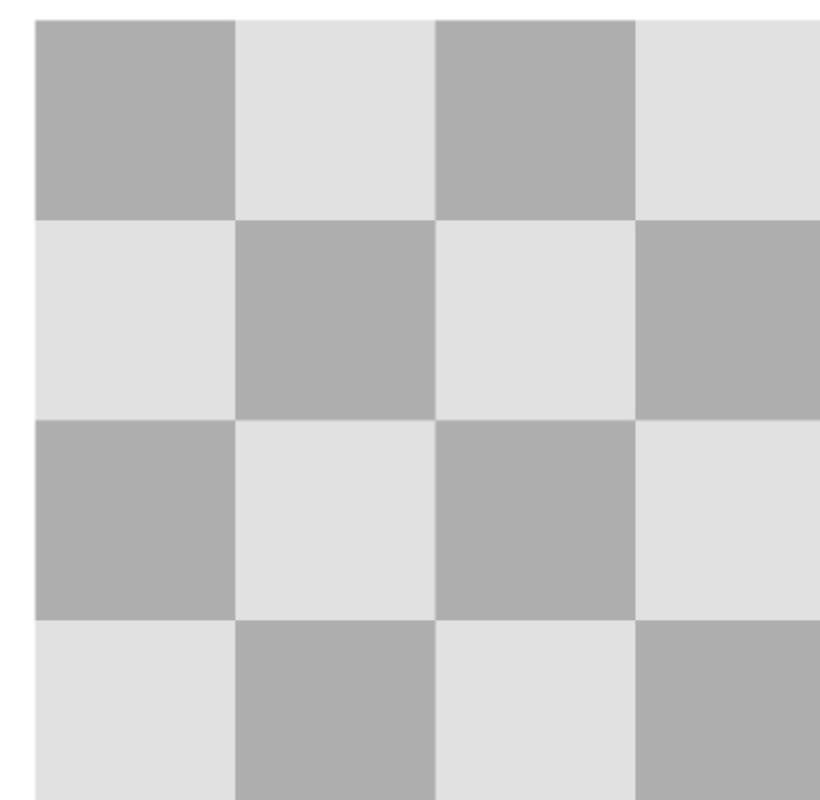
279, 54, 92



279, 20, 100



Radius 10 corners for thumbnails



Radius 0 corners for Previews



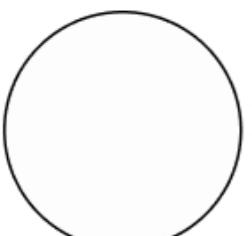
121, 52, 70



121, 23, 100



0, 0, 10



0, 0, 99



0, 58, 95

Buttons



Icons



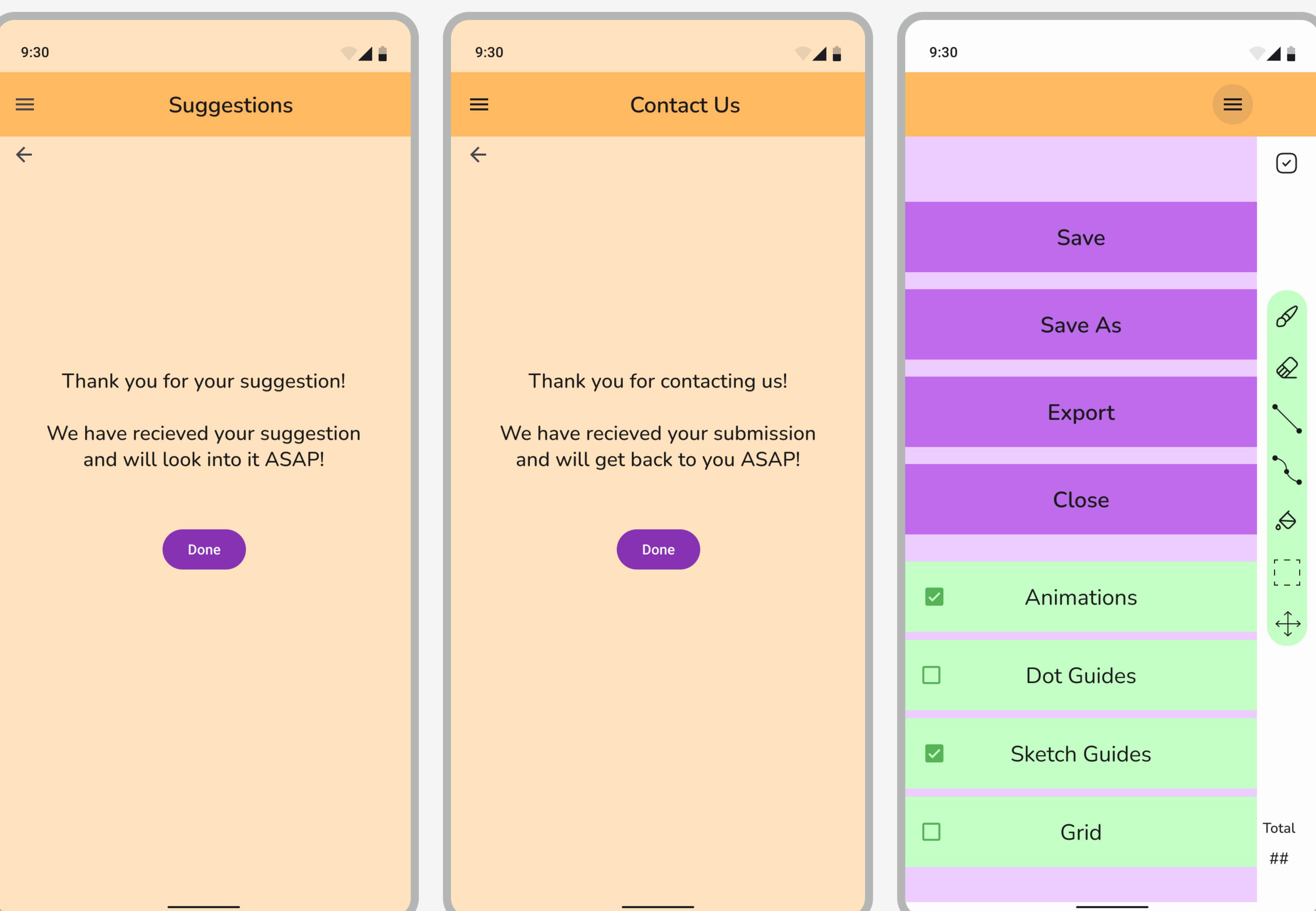
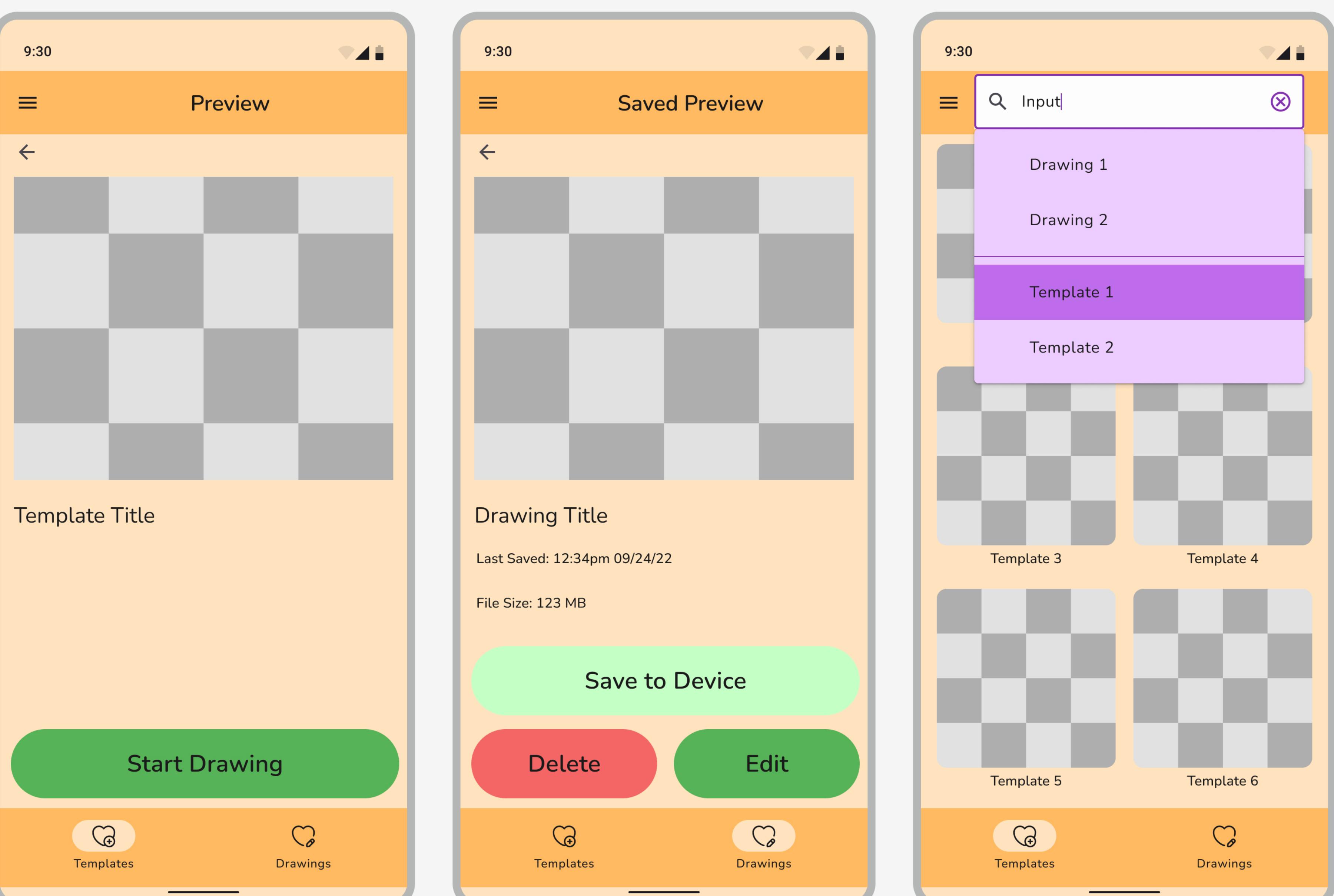
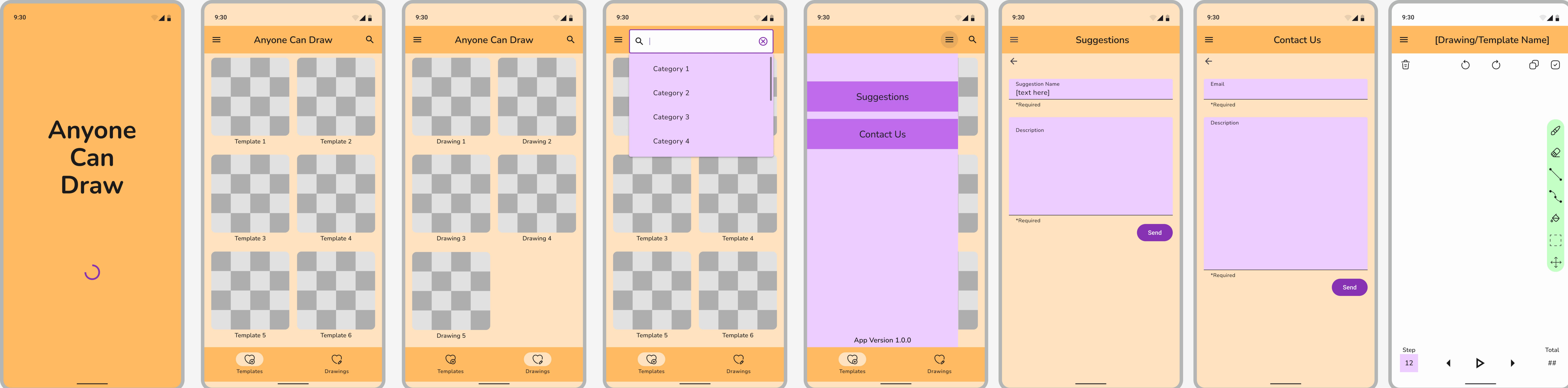
Nunito

Title

Header Anyone Can Draw

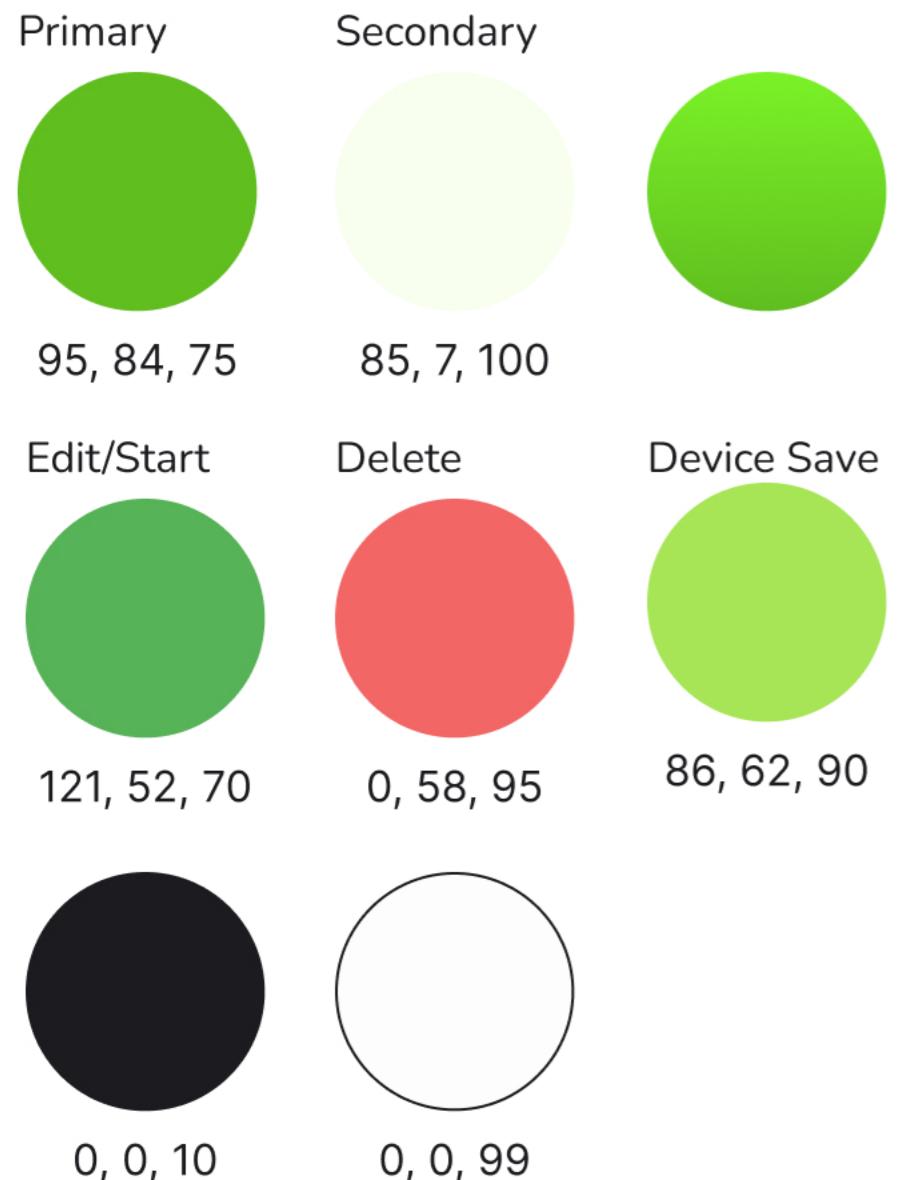
Template 1

Body Text



Anyone Can Draw

Color Scheme



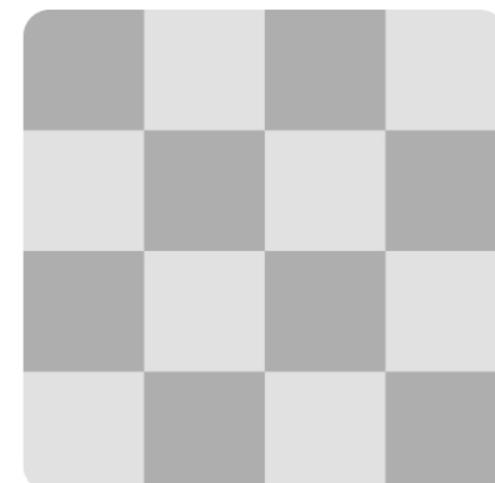
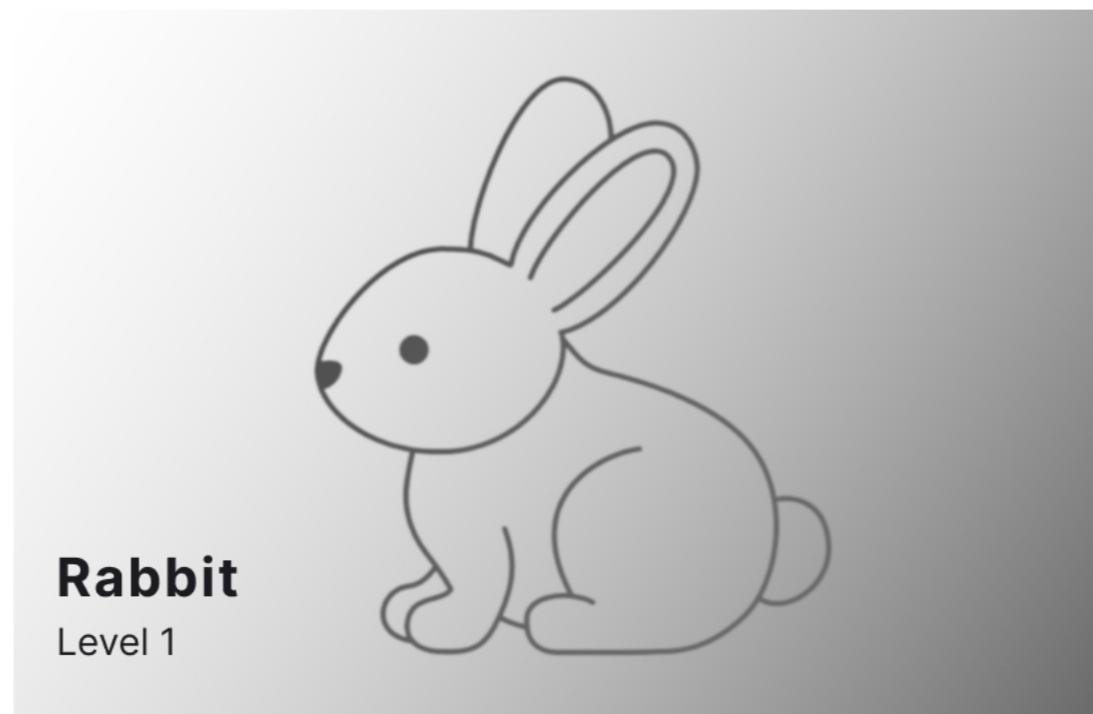
Nunito
Title
Header Anyone Can Draw

Template 1

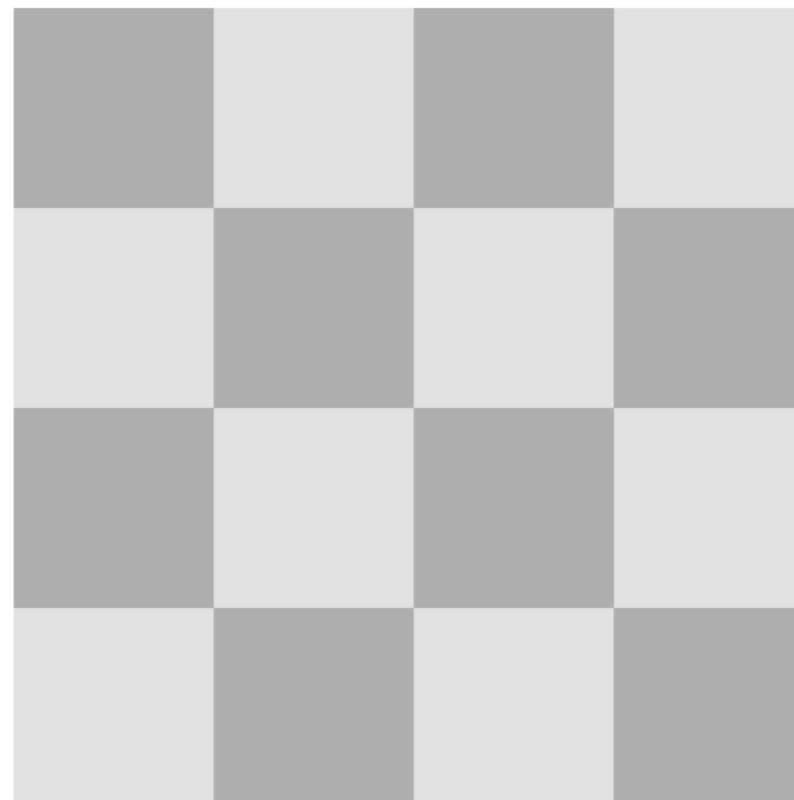
Body Text

Adjectives:
Fun, Creative, Simplistic, Friendly

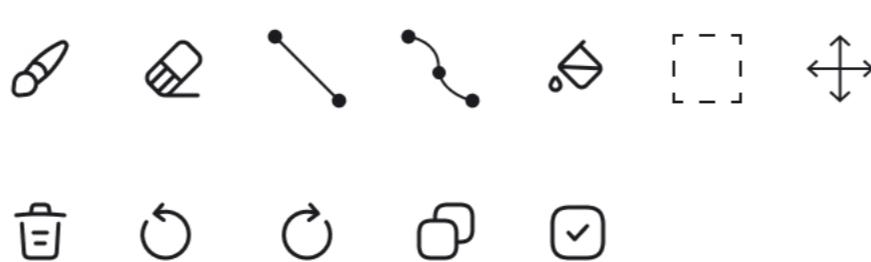
Graphics



Radius 10 for Thumbs



Icons



Loading



Buttons



Start Drawing

Delete

Edit

Send

Done

Save to Device

