

# Anyone Can Draw app

By James E. Thompson

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## The Pitch

# Anyone Can Draw app

The Anyone Can Draw app would be a vector-based drawing app somewhat similar to Adobe Illustrator. You can draw with something like the Pen Tool, or free hand it and refine it after it's drawn. The app would work on most smartphones/tablets, and even other touchscreen devices like Chromebooks! You can either use your fingers or a stylus and fingers to draw, so long as it's compatible with your device.

The app would also have tutorials/guides on how to get started drawing, and there would also be tooltips for when using the app.

What I'm trying to solve with my app is people's fear of learning something new, specifically drawing in this case. It can be hard to start something new, especially without help. That's this app aims to do, guide people on how to start drawing and show them the process behind it, so they can feel comfortable doing it on their own later on.

# Research Plan

My research plan included the elevator pitch, so stakeholders knew what the app was roughly about. It also included research goals, research methodology, the user screener survey questions, a rough idea of what the user interview questions might be, and a schedule on which things would operate.

Stakeholders: James E Thompson  
September 21st, 2022

## Project Background:

The Anyone Can Draw app is a vector based drawing app that allows anyone of any skill level to be able to draw like a pro with practice! It works on phones, tablets, and other touchscreen equipped devices!

## Research Goals:

- How to encourage those who feel they cannot draw that they can
- How to help those with some skill improve
- How to be a useful tool to experienced users

## Research Methodology:

- Screener Survey - Google Forms
- Ask in Telegram and other online chat communities where drawing is an interest of users
- Planning on a minimum of 3 interviews, at most 5

## User Screener Survey Questions:

1. What are your hobbies? (Multiple choice, including Art/Drawing)
2. Are there any hobbies you would like to take up? (Multiple choice, including Art/Drawing)
3. Do you consider yourself more artistic or logical? (Scale ranging from Very Artistic, Both/Neither, to Very Logical)
4. Do you enjoy trying/learning new things? (Scale from 1 - Not at all, to 5 - Very Much)
5. How creative do you consider yourself? (Scale from 1 - Not at all, to 5 - Very Much)
6. How and what is the best way to contact you?

## User Interview Questions:

- What would help motivate you to draw/draw more?
- What skill level do you consider yourself?
- What holds you back from drawing?

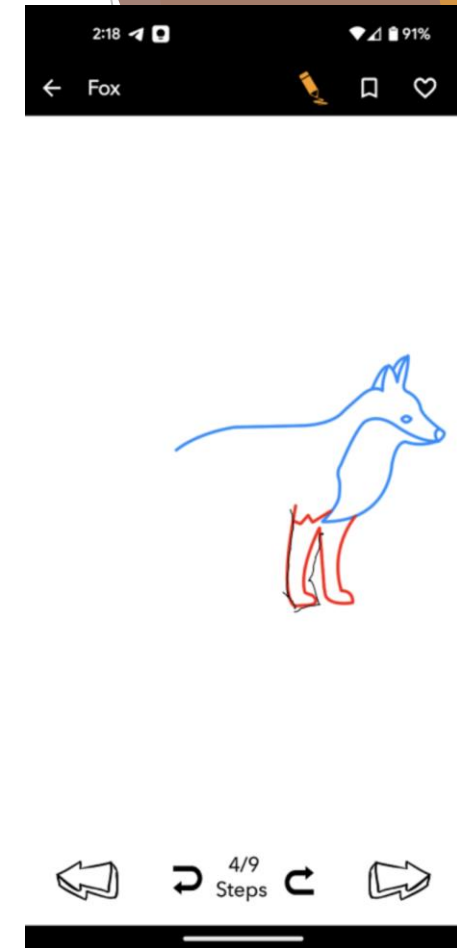
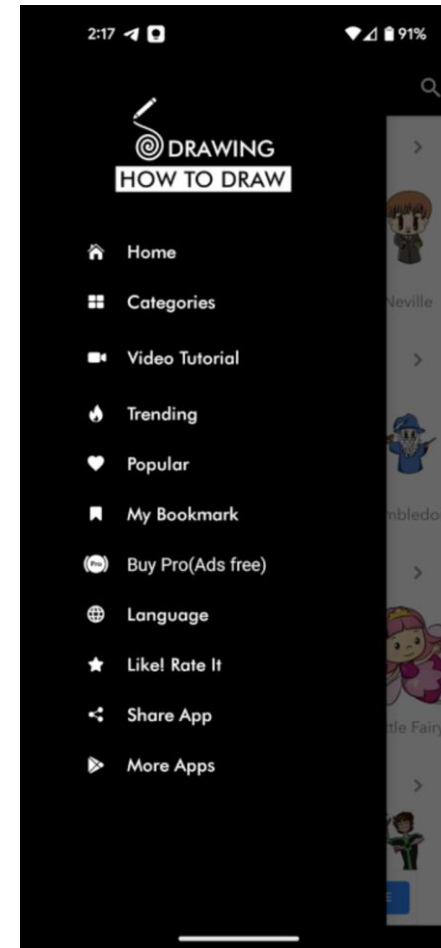
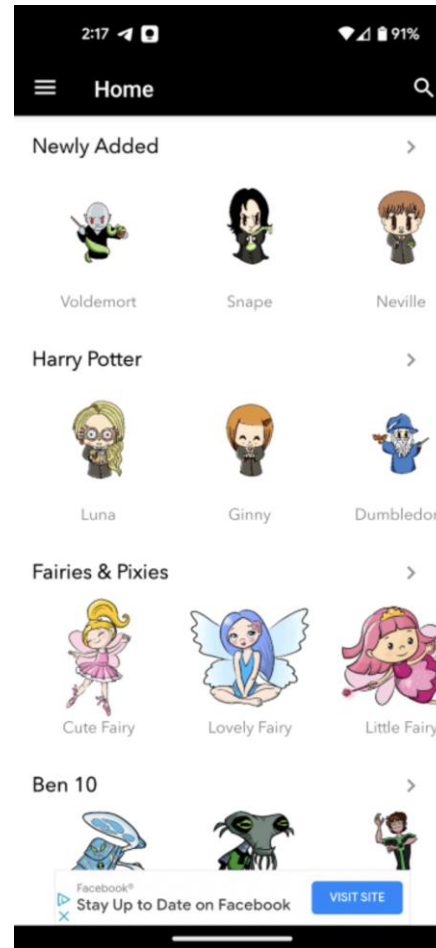
## Schedule:

- Online Screener Survey - October 1st, 2022
- Create Build Survey - October 6th, 2022
- Post/Share Survey - October 7th, 2022
- User Interviews - October 20th, 2022

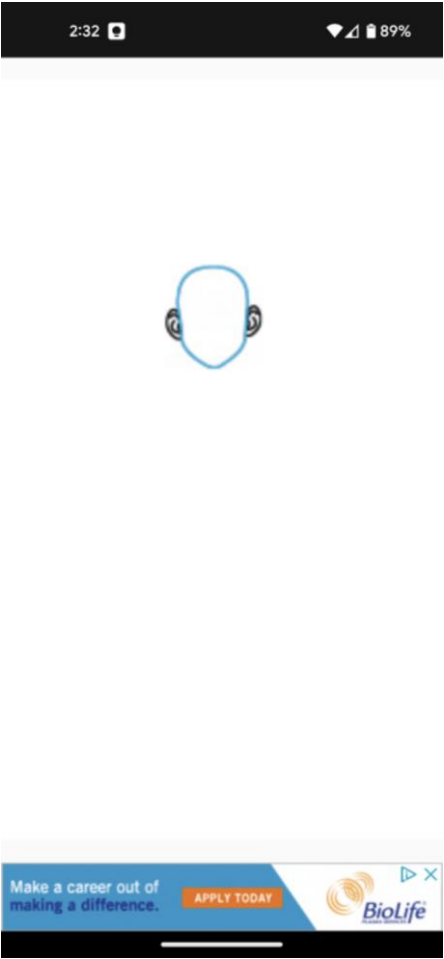
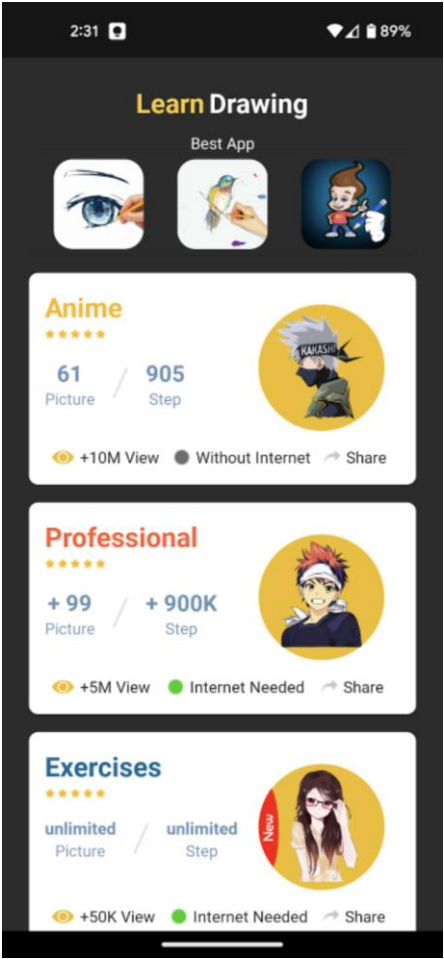
# Competitive Analysis

- ▶ I looked at five other apps on the Google Play Store to view what my potential competition had done in their apps. Some I also took inspiration from, while others were far from what I was hoping to achieve.

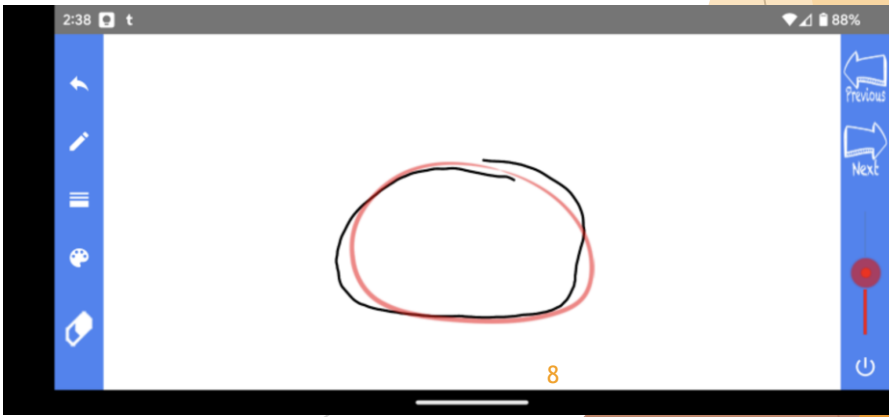
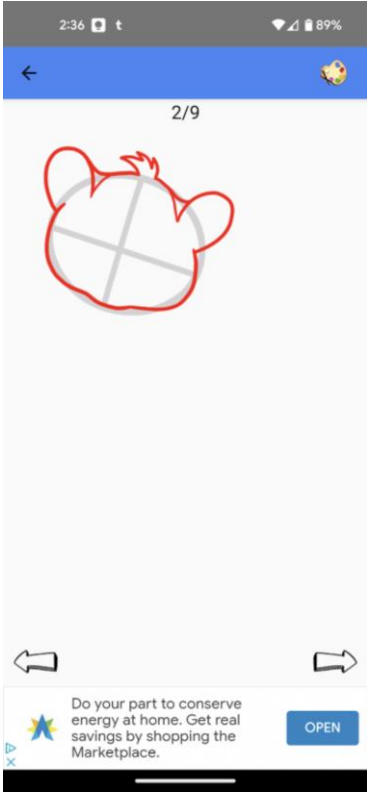
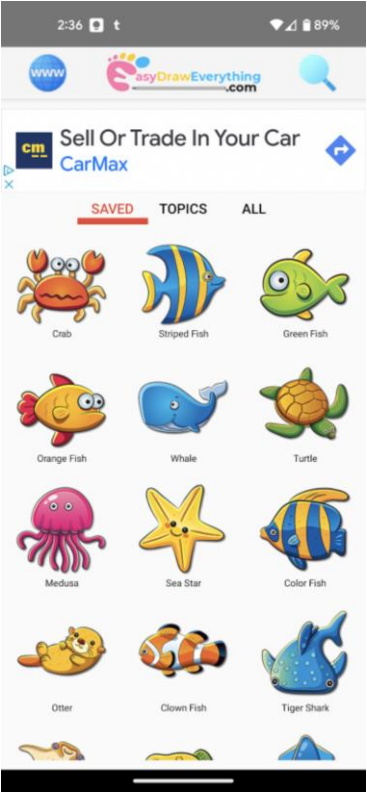
Apps:	How to Draw - Learn step by step
URL	<a href="https://play.google.com/store/apps/details?id=macos.howtodraw.drawings">https://play.google.com/store/apps/details?id=macos.howtodraw.drawings</a>
Price	Free with Ads / Upgrade to Pro version for \$3.99
Social Media Links	N/A
Features	Step by step tracing of a pre-drawn item
Onboarding Experience	Languages Select
Strengths	Simplicity
Weaknesses	Undo/Redo and Step Selection are confused at first. Not sure how to save
Quick Thoughts / Opinions	Simple, intuitive



Apps:	Easy Drawing: Step by Step
URL	<a href="https://play.google.com/store/apps/details?id=drawing.lessons.sketch.how.to.draw.portrait">https://play.google.com/store/apps/details?id=drawing.lessons.sketch.how.to.draw.portrait</a>
Price	Free with Ads
Social Media Links	N/A
Features	Step by step guide of what to draw seperately.
Onboarding Experience	None
Strengths	Catagories
Weaknesses	Limited catagories, no in-app drawing, swipe interface was not clear
Quick Thoughts / Opinions	Limited in capability.

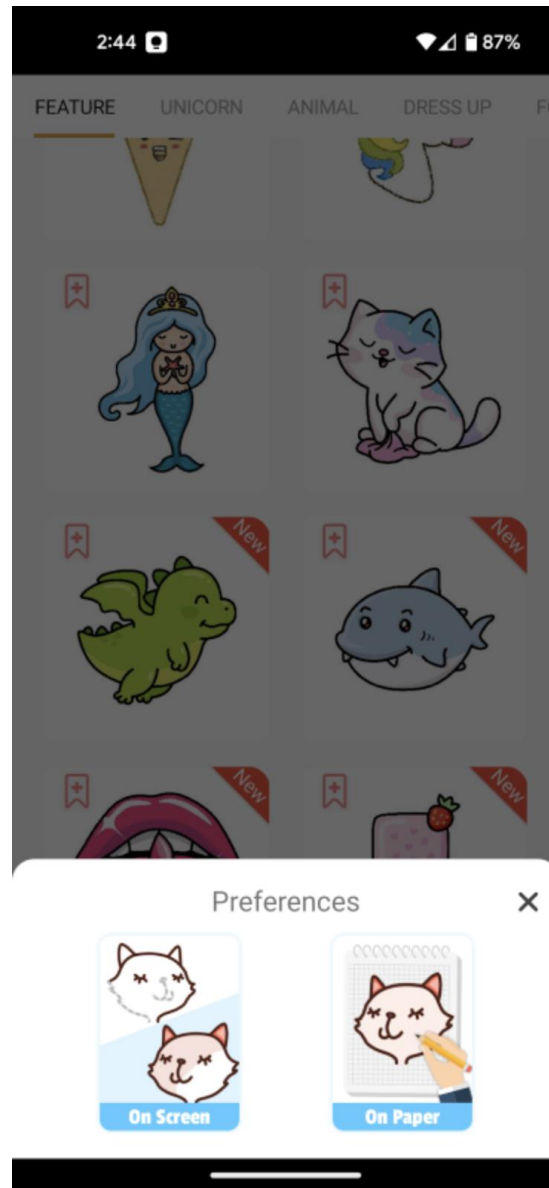


Apps:	Learn Drawing
URL	<a href="https://play.google.com/store/apps/details?id=learn.draw">https://play.google.com/store/apps/details?id=learn.draw</a>
Price	Free with Ads
Social Media Links	N/A
Features	Step by step tracing of a pre-drawn item in landscape
Onboarding Experience	None
Strengths	Catagories, steps
Weaknesses	No clear way to save
Quick Thoughts / Opinions	Similar to How to Draw - Learn step by step

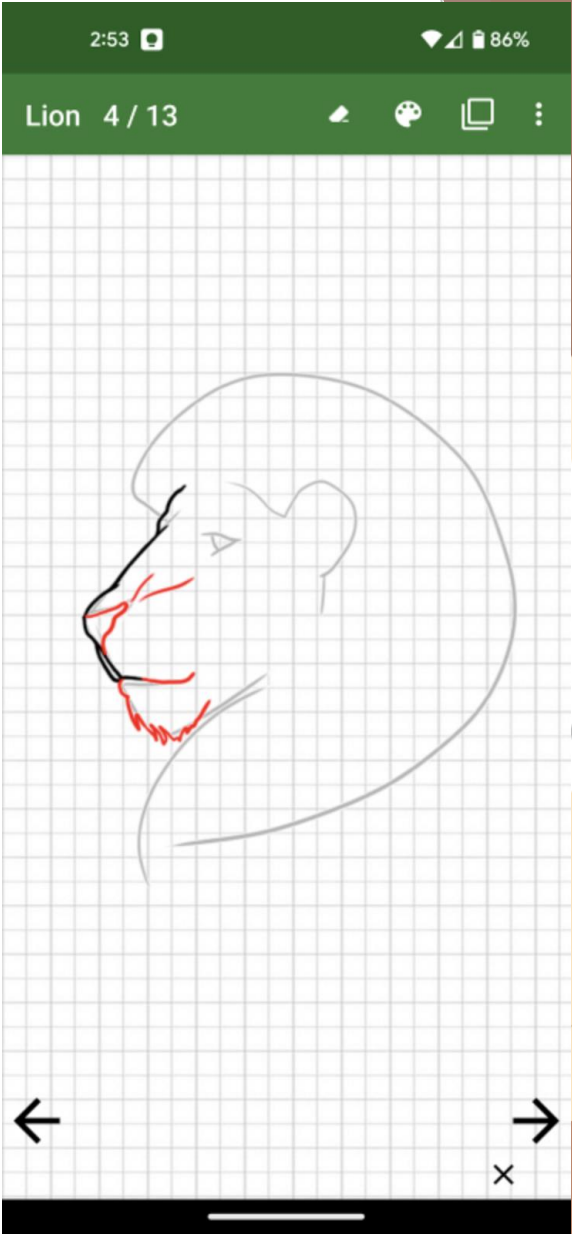
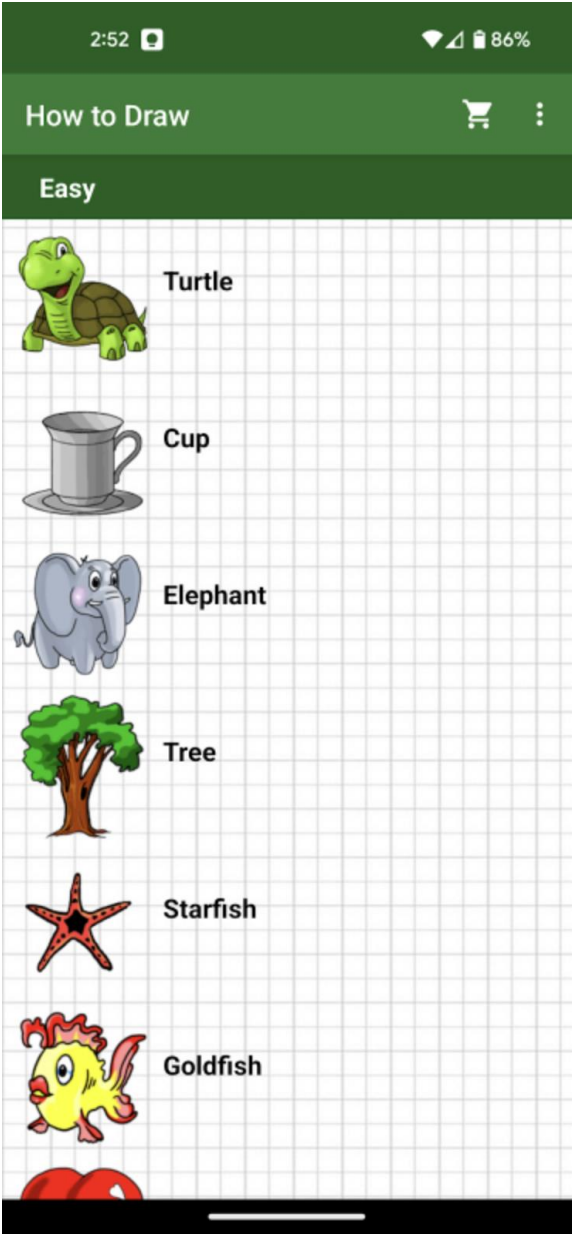




Apps:	How To Draw - Easy Drawings
URL	<a href="https://play.google.com/store/apps/details?id=com.easydraw.everything.guides">https://play.google.com/store/apps/details?id=com.easydraw.everything.guides</a>
Price	Free with Ads, video ads intrupt between screens occasionally
Social Media Links	N/A
Features	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
Onboarding Experience	Not required, can create an account, tells storage usage
Strengths	Step by step animations on how to draw with check-point guides, has a drawing accuracy rating system
Weaknesses	Ads between screens
Quick Thoughts / Opinions	Very nicely done despite ads



Apps:	How to Draw - Easy Lessons
URL	<a href="https://play.google.com/store/apps/details?id=com.artelplus.howtodraw">https://play.google.com/store/apps/details?id=com.artelplus.howtodraw</a>
Price	Free with Ads, purchase ad free for \$1.99
Social Media Links	N/A
Features	Step by step on screen tracing tutorial of pre-drawn image
Onboarding Experience	None
Strengths	Step by step tutorial, number of steps in tutorial and step number
Weaknesses	Seems a bit simple, no home screen menus, no save option, no search feature, have to scroll to view all options
Quick Thoughts / Opinions	Similar to How to Draw - Learn step by step, ads annoying that take over screen



# KWHL Chart

- ▶ I used a KWHL (Know, Want to Know, How, Learned) chart to figure out steps further.

K

W

H

L

People of varying skills levels will be using this app.

Age, Demographics, sex, skill level

Questionnaire:  
-Age  
-Demographics  
-Skill level

How to cater and offer lessons to different skill levels.

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

Are experienced artists wanting another art tool?

For experienced artists:  
-Tools used/known  
-Tools like to learn

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

Some people lack the mindset to get started drawing.

How will we encourage inexperienced users to try drawing?

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

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

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

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

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

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

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

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

# User Research Recap

- ▶ I used a Screener Survey powered by Google Forms to find possible participants in my research.
- ▶ I had a good Research Plan for what I was looking for in participants.
- ▶ I performed three User Interviews, one at each skill level I needed for my target use with creating Personas.

## Some Data from the Surveys

**Screener Survey**

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

A2	A	B	C	D	E	F	G	H	I	J	K
	Timestamp	What are your hobbies?	Are there any hobbies you would like to take up?	Do you consider yourself to be more artistic or logical? (3 is Both/Neither)	Do you enjoy trying or learning new things?	How creative do you consider yourself to be?	How and what is the best way to contact you? Please leave the method below or leave blank if not interested.	Do you consider yourself to be more artistic or logical? (3 is Both/Neither)	Do you enjoy trying or learning new things?	How creative do you consider yourself to be?	TO Interview
6	10/6/2022 15:41:08	Sports/Outdoor Activities, Games/Video Games, Being with Friends/Social	Art/Drawing	2	5	4		Logical	Very much	Creative	
7	10/6/2022 15:52:22	Art/Drawing, Reading/Writing, Being with Friends/Social	Games/Video Games	4	5	4		Artistic	Very much	Creative	
8	10/6/2022 16:03:52	Sports/Outdoor Activities; Art/Drawing; Games/Video Games; Being with Friends/Social	Art/Drawing	1	5	5		Very Logical	Very much	Very creative	
9	10/6/2022 16:27:09	Art/Drawing; Reading/Writing; Games/Video Games; Being with Friends/Social	Idk	1	5	5		Very Logical	Very much	Very creative	
10	10/6/2022 19:44:16	Art/Drawing; Games/Video Games; Being with Friends/Social	Sports/Outdoor Activities; Reading/Writing	2	5	5		Logical	Very much	Somewhat creative	
11	10/6/2022 21:22:32	Sports/Outdoor Activities, Reading/Writing, Being with Friends/Social	Art/Drawing	4	5	5		Artistic	Very much	Very creative	Complete
12	10/6/2022 21:26:48	Reading/Writing, Games/Video Games	Art/Drawing	3	2	4		Both/Neither	Not really	Creative	
13	10/6/2022 22:05:22	Sports/Outdoor Activities, Reading/Writing, Games/Video Games, Being with Friends/Social	Art/Drawing	4	4	3		Artistic	Yes	Somewhat creative	
14	10/6/2022 22:50:17	Reading/Writing, Games/Video Games, Being with Friends/Social	Art/Drawing	4	4	3		Artistic	Yes	Somewhat creative	
15	10/7/2022 10:45:27	Art/Drawing; Reading/Writing; Games/Video Games	Sports/Outdoor Activities; Art/Drawing	1	5	4		Very Logical	Very much	Creative	
16	10/7/2022 10:49:13	Art/Drawing, Reading/Writing, Games/Video Games	Being with Friends/Social	1	4	4		Very Logical	Yes	Creative	Backup
17	10/7/2022 14:18:53	Sports/Outdoor Activities, Being with Friends/Social	Reading/Writing	5	5	4		Very Artistic	Very much	Creative	no
18	10/11/2022 10:15:21	Art/Drawing, Games/Video Games, Being with Friends/Social, music	uwu	3	4	5		Both/Neither	Yes	Very creative	Complete
19	10/11/2022 10:20:39	Art/Drawing; Games/Video Games; Being with Friends/Social	Sports/Outdoor Activities	9	4	9		Both/Neither	Yes	Somewhat creative	
20	10/11/2022 10:39:33	Games/Video Games, Being with Friends/Social	Art/Drawing, Reading/Writing	4	4	3		Artistic	Yes	Somewhat creative	Declined
21	10/11/2022 11:13:08	Art/Drawing; Games/Video Games	Reading/Writing	9	5	4		Both/Neither	Very much	Creative	
22	10/25/2022 14:28:44	Art/Drawing, Reading/Writing, Games/Video Games	Knitting/crochet	3	4	5		Both/Neither	Yes	Very creative	
23											
24											

2 Form Responses 1

Explore

# Blank Copy of Interview Questions

## Introduction:

Hello, my name is \_\_\_\_, and I'm a student of Madison Area Technical College. I am currently taking a class in User Experience Design (UX Design), and for my semester-long project I have to come up with a mock-app design. For this mock-app, I thought of an app that could help anyone learn to draw or improve their skills in drawing. Part of this design process is getting user interviews—that's where you come in. Now, as part of a user interview, I want you to know that there is no right or wrong answer to my questions, and please be as detailed as you can.

If it is alright with you, may I record this session? It will not be shared with anyone other than those involved in my project for this class.

(If so) Have you signed and given me your consent form?

## Warm-Up Questions:

- What is your occupation?
- What hobbies do you have?

## Questions:

- Do you like to draw? Why or why not?
  - What makes you think so?
- What encourages or discourages you to draw?
- Is there anything that holds you back from drawing? What is it?
- If you had to rank your ability to draw, how would you rank it? Why?
- Have you ever used any app or program to draw? What were they? Did you enjoy using them?
  - Do you prefer traditional or digital drawing? Why?
- Have you ever had lessons or used tutorials to learn any drawing techniques? What were they? Where did you get these lessons/techniques?
  - If not, have you considered lessons or tutorials?
- *Did you have any questions for me?*

## Outro:

Thank you for taking time out of your day to help me with my classwork. Your answers are highly helpful to me and my project!

If I need anything else from you may I contact you for further help?

Thank you again for helping me with my school project! Have a great rest of your day!

Questions in italics were optional, though I wound up using them anyway. I found that one or two of my questions were repetitive while I was conducting my interviews, so I skipped those ones.





# Personas

- ▶ I started with three proto-personas, which were based off assumptions I had.
- ▶ Once I interviewed three people, each at various degrees of skills, I made new personas based off each person.

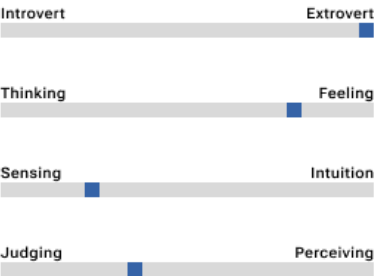


# Tony West (Beginner User)

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

Age: 31  
Work: Service Technician  
Family: Single  
Location: Madison, WI

## Personality



- 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 love to expand to other things! I'm not very good though, so I'm probably out of touch with drawing vehicles. I love talking and being around people. I have a pretty good social battle.

He/Him

## Goals

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

## Frustrations

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

## Motivations

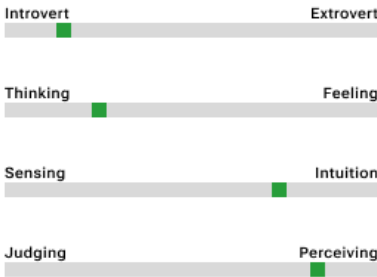


# Jamie Roth (Intermediate User)

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

Age: 21  
Work: Software Developer  
Family: Single  
Location: Madison, WI

## Personality



- Artistic
- Analytical
- Laid Back
- Dedicated

## Bio

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

They/Them

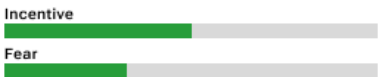
## Goals

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

## Frustrations

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

## Motivations

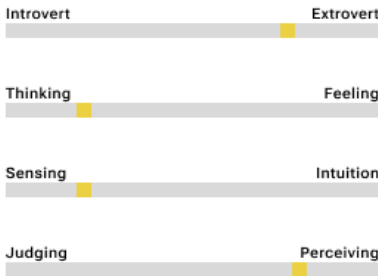


# Mike Smith (Experienced User)

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

Age: 21  
Work: Student  
Family: Single  
Location: Madison, WI

## Personality



- 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

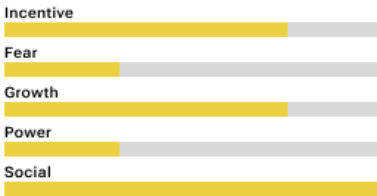
## Goals

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

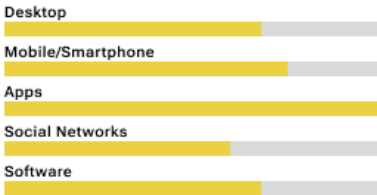
## Frustrations

- Lack of time
- Lack of motivation
- Unhelpful critiques

## Motivations



## Technology



## Brand Associations



# Minimum Viable Product (MVP)

- ▶ I had four pages of MVP/User Stories/UI Requirements, which were thorough and got my mind in the right headspace when later designing the UI.

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

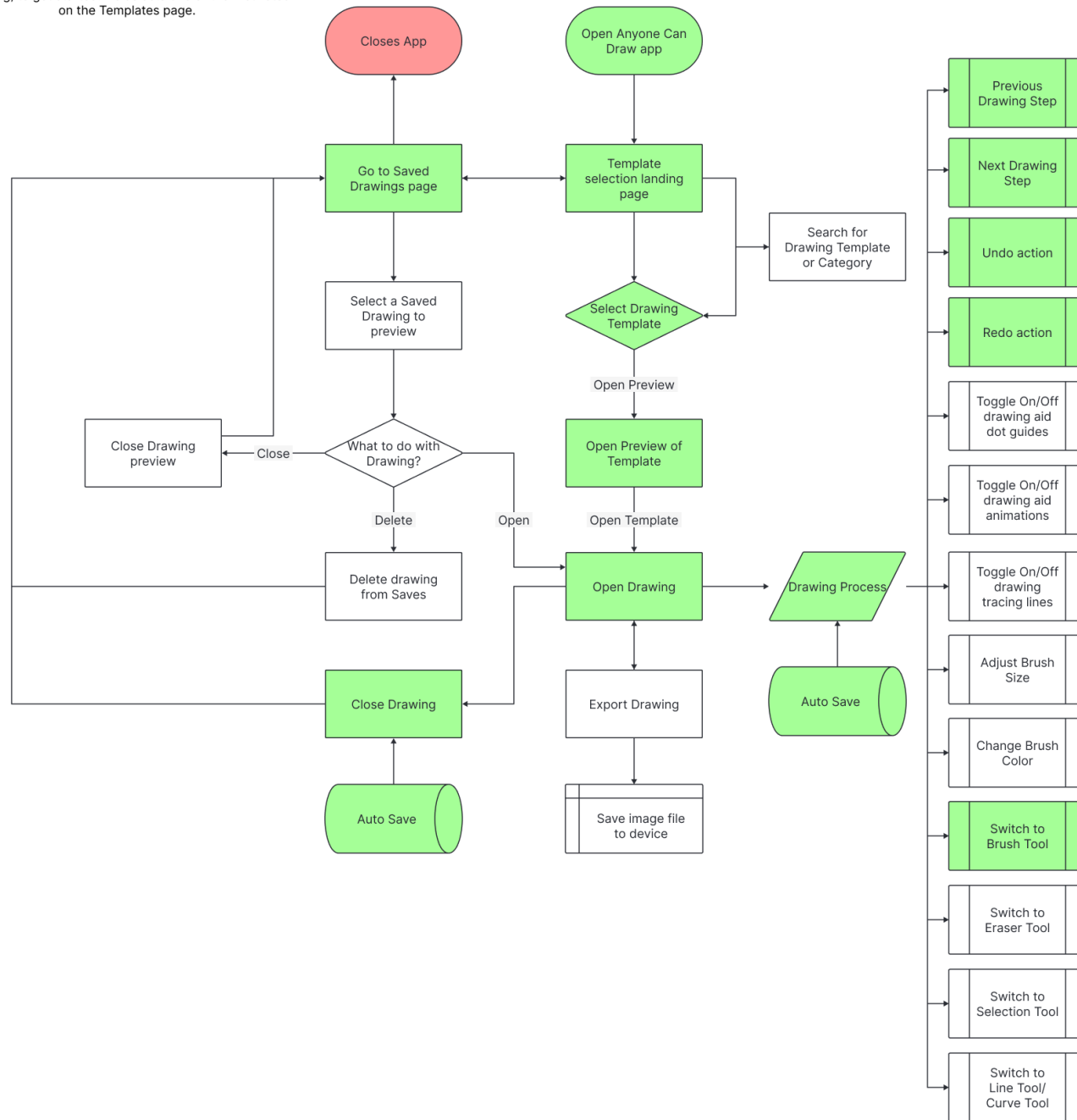
MVP Features	User Stories	UI Requirements
	As a user, I would like to redo a drawing segment I made	Redo last undone drawing segment
	As a user, I would like the ability to erase mistakes	Eraser tool
	As a user, I would like the ability to draw straight lines	Press somewhere/button to make straight lines 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

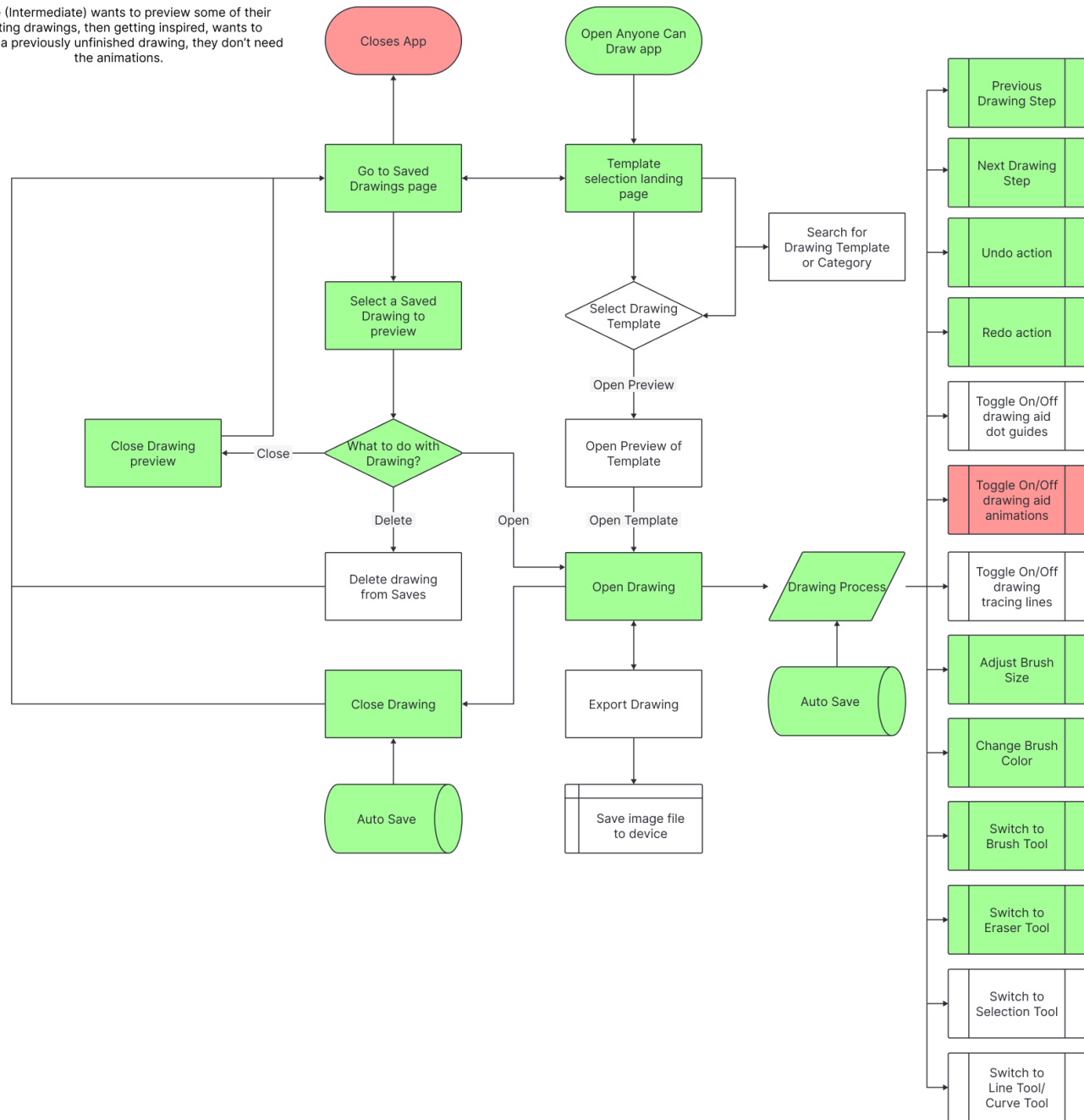
# User Flow Diagrams

- ▶ I used each of my personas to come up with a scenario that each persona might encounter when opening the app.

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

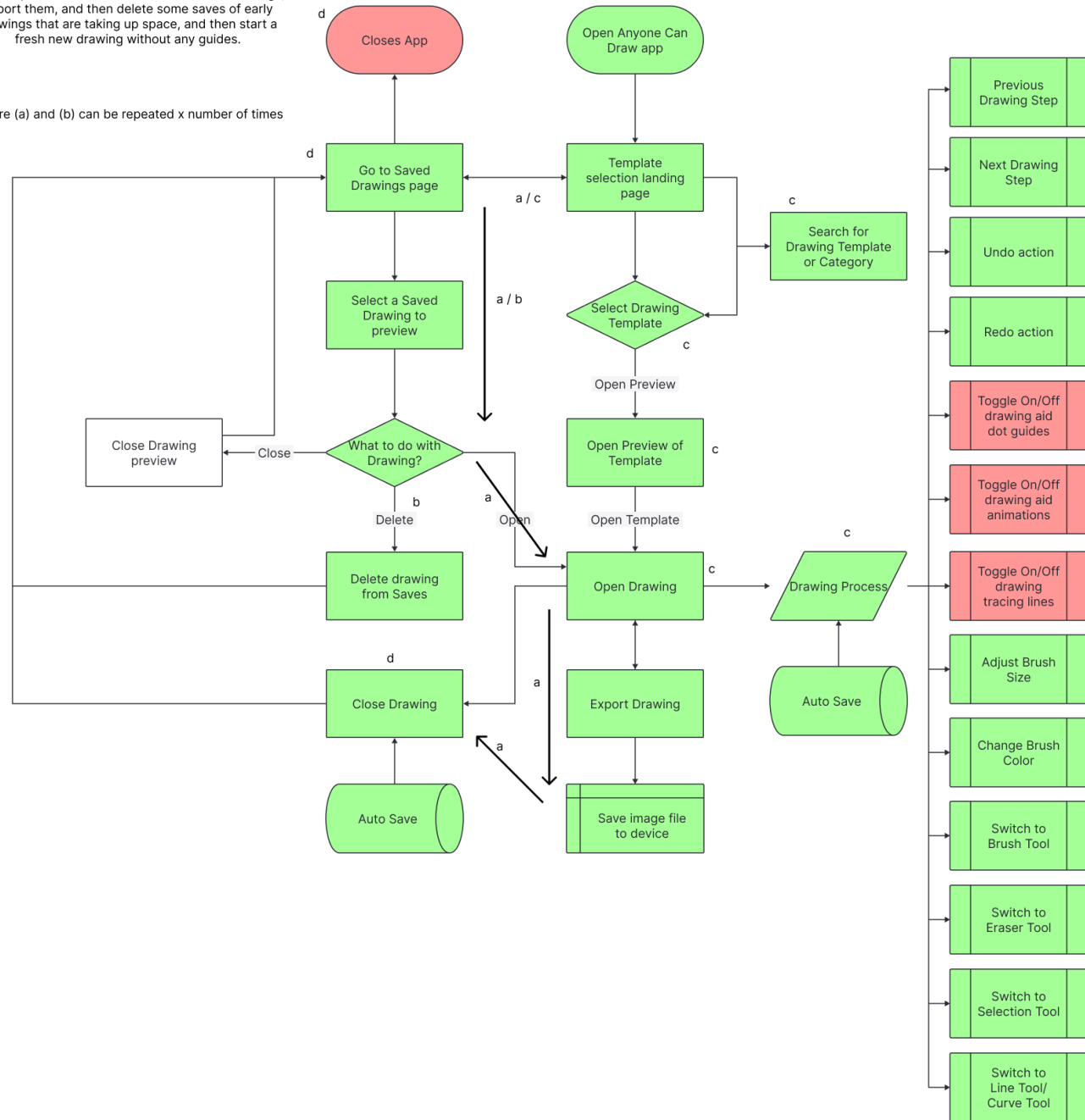


Jamie (Intermediate) wants to preview some of their existing drawings, then getting inspired, wants to resume a previously unfinished drawing, they don't need the animations.



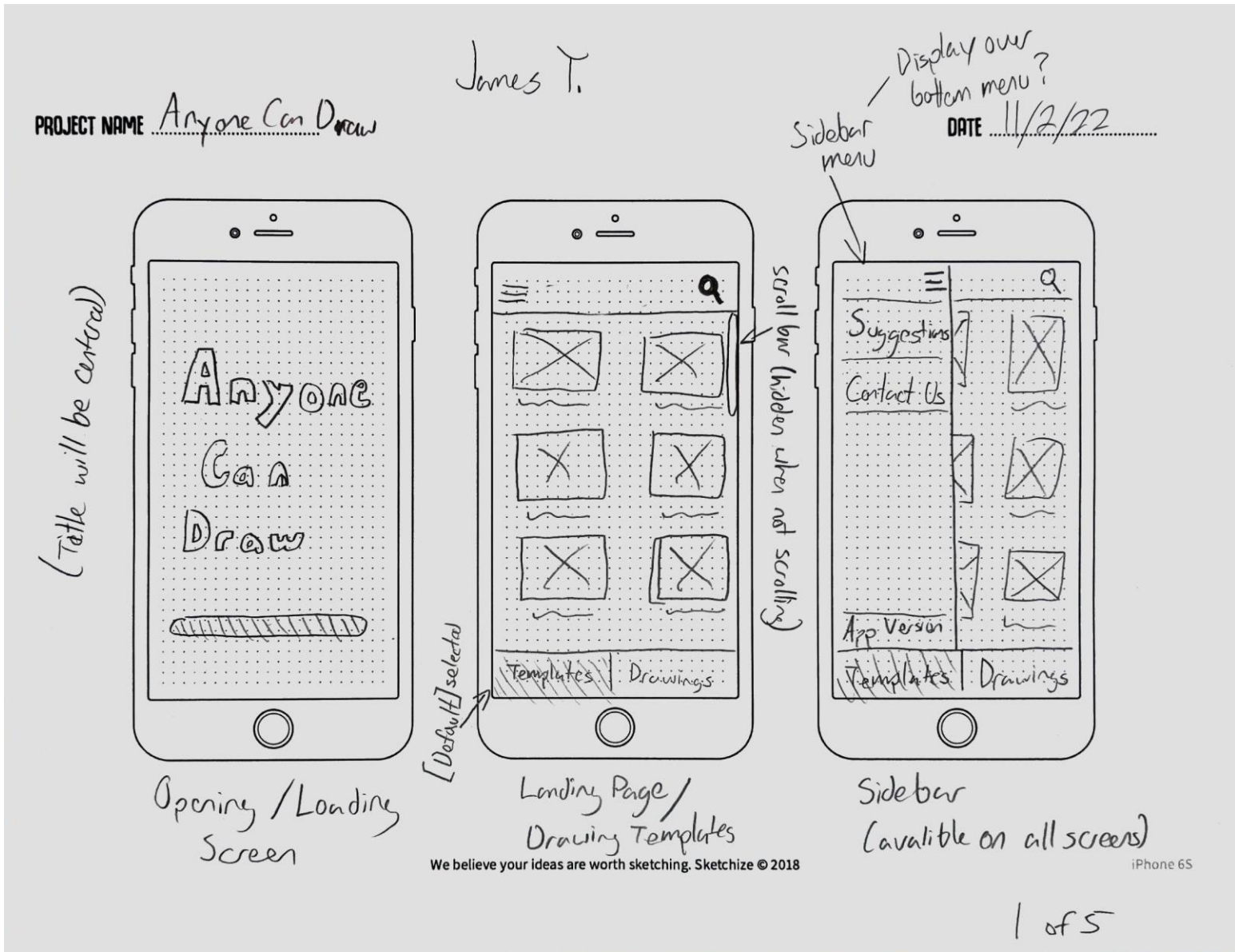
Mike (Experienced) wants to view some old drawings, export them, and then delete some saves of early drawings that are taking up space, and then start a fresh new drawing without any guides.

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





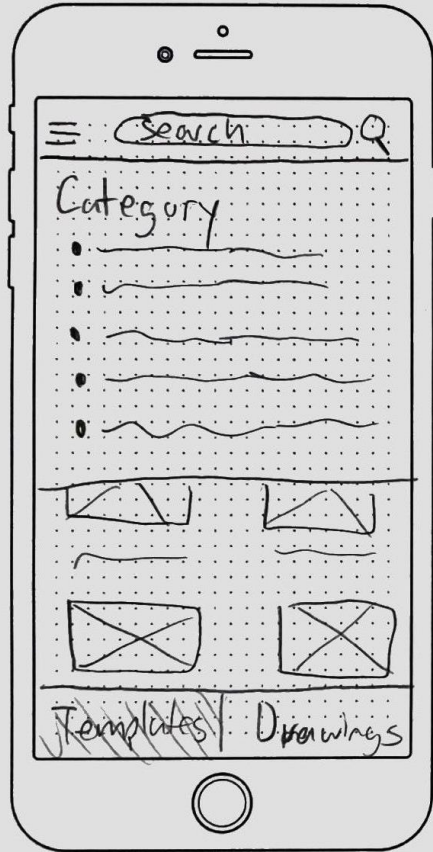
# Hand-drawn Wireframe Sketches



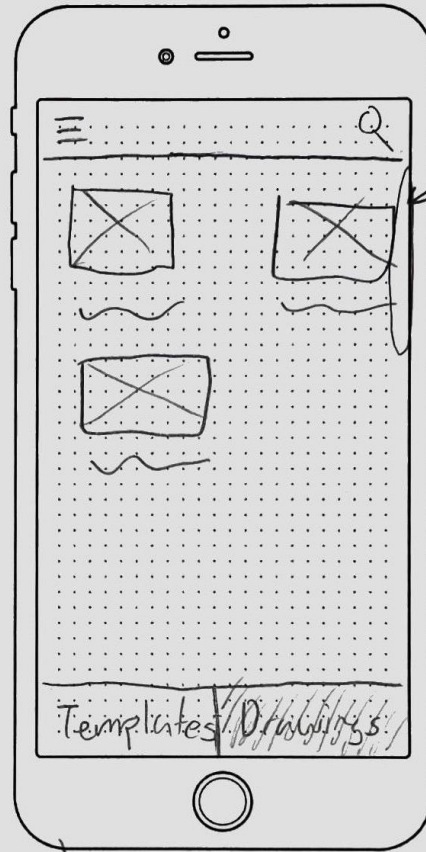
PROJECT NAME Anyone Can Draw

James T.

DATE 11/2/22

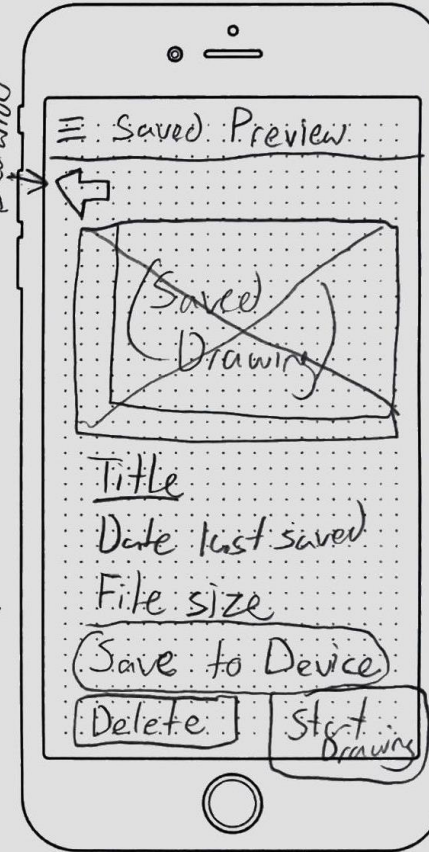


Search/Find by  
Category  
(Available on Templates  
& Drawings screens)



saved  
Drawing Page

scroll bar  
(hidden when not scrolling)

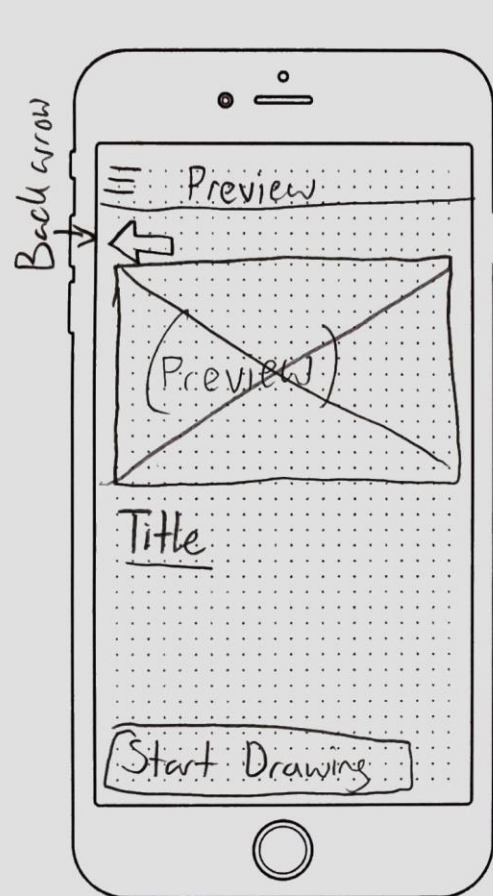


Saved drawing Preview

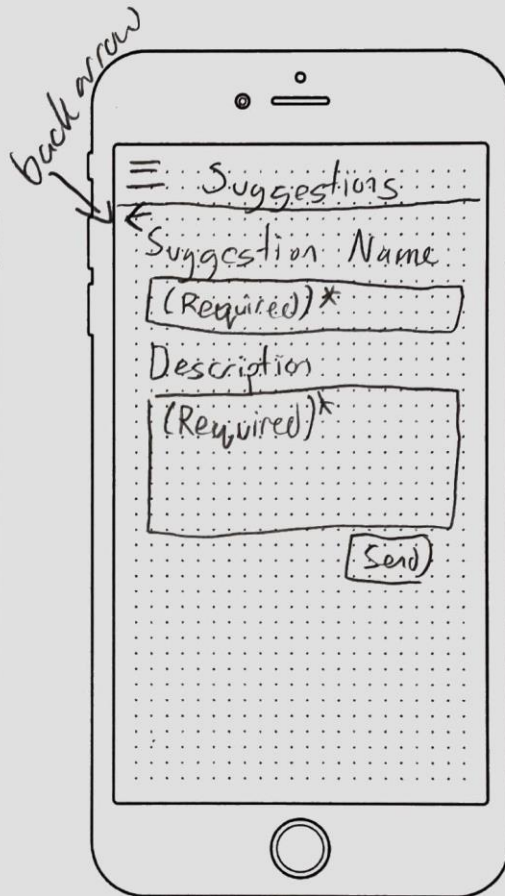
James T.

PROJECT NAME Anyone Can Draw

DATE 11/2/22

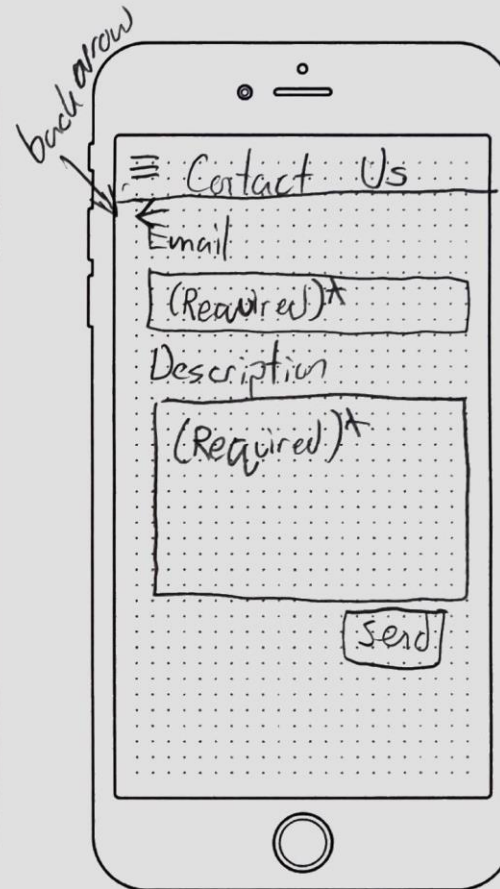


Template Preview



Suggestions Screen  
(suggestion descriptions  
are short, about  
250 characters)

We believe your ideas are worth sketching. Sketchize © 2018



Contact Us Screen  
email gets validated  
to make sure it has "@" and  
"(something)" 3 of 5

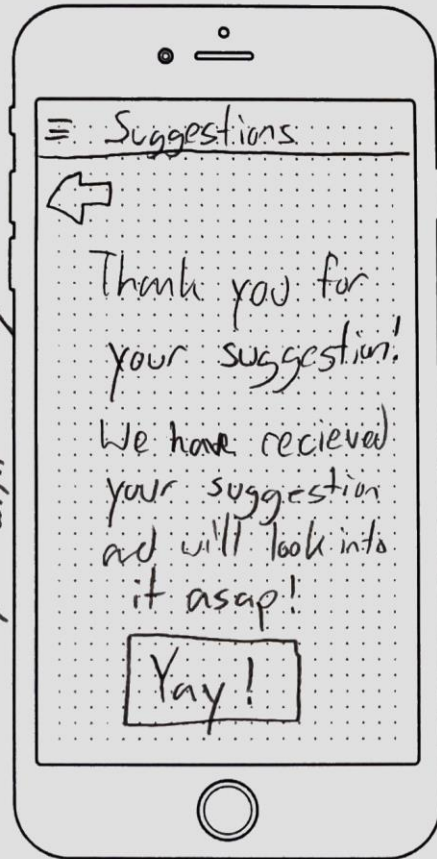


PROJECT NAME Anyone Can Draw

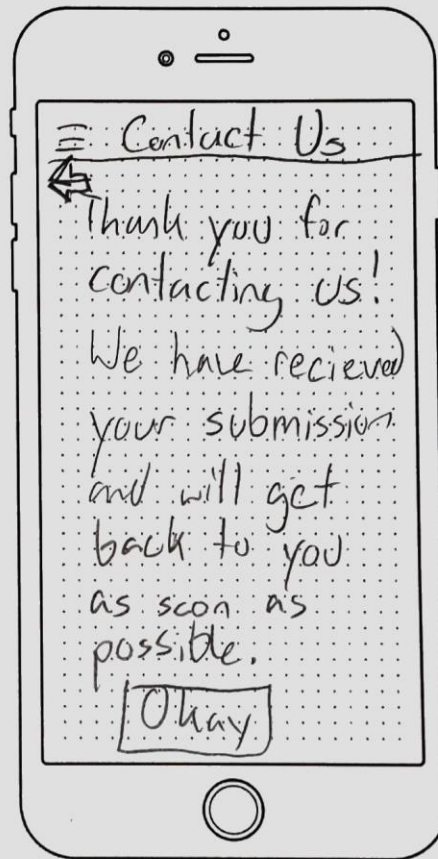
James T.

DATE 11/2/22

Replace "Yay!" with "Okay"?

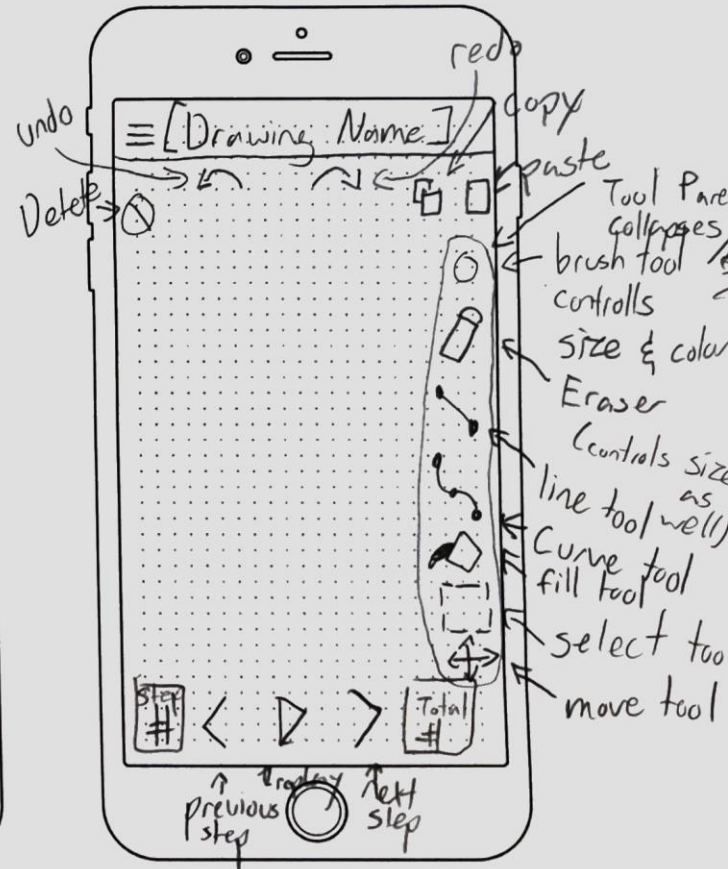


Suggestion submitted screen



Contact Us submitted screen

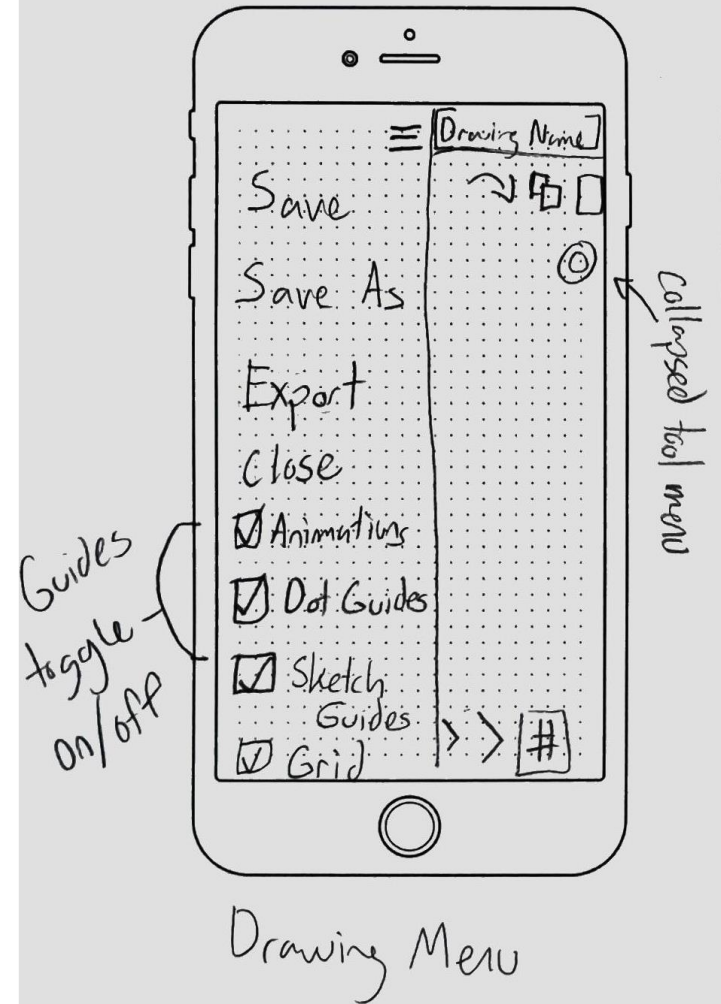
We believe your ideas are worth sketching. Sketchize © 2018



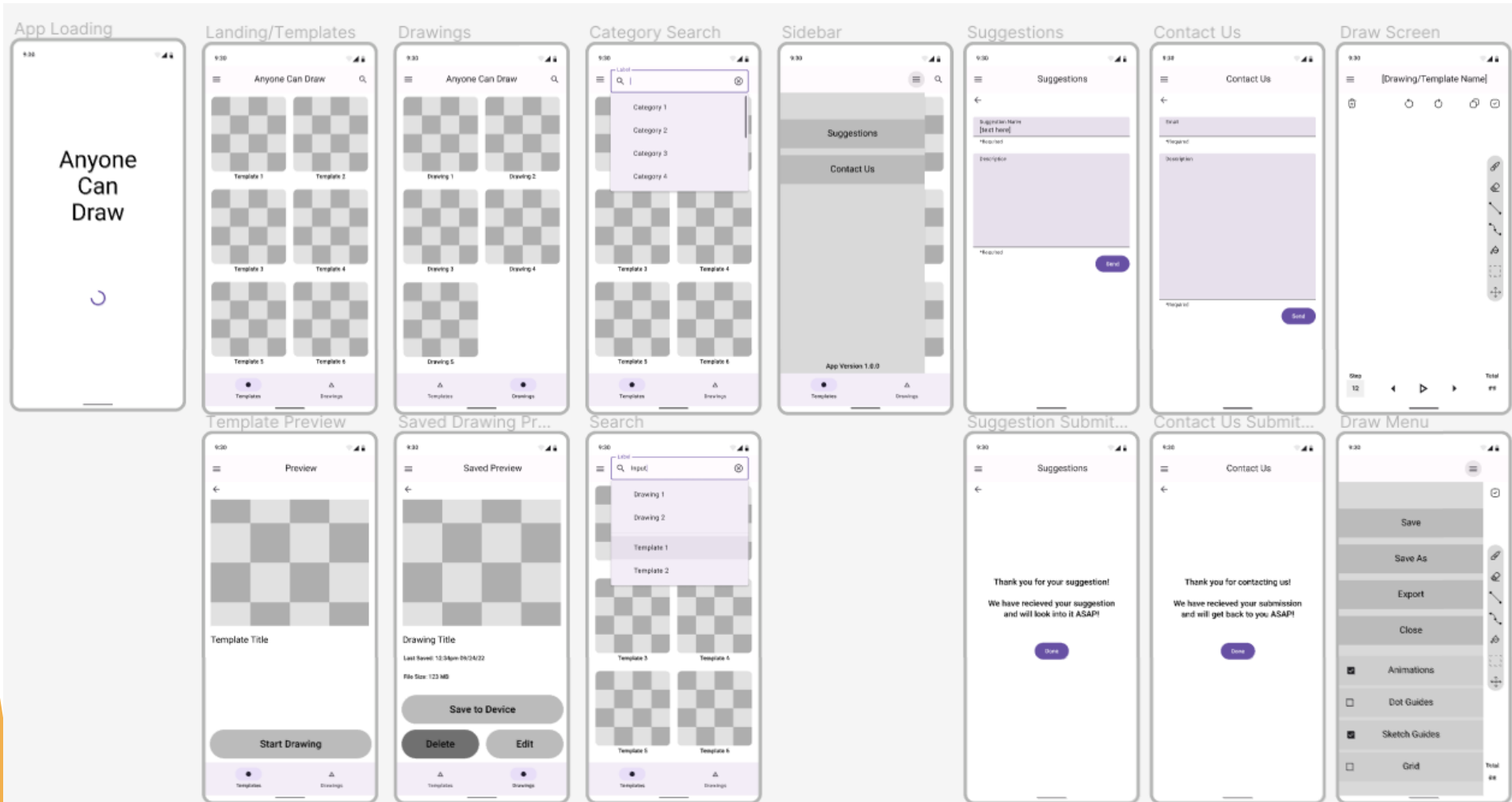
Drawing screen  
(Not shown is 2 finger pinch & zoom)  
4 of 5

iPhone 6S

PROJECT NAME Anyone Can Draw



# Figma Wireframe

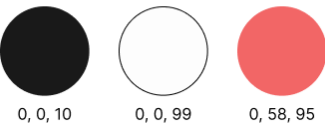
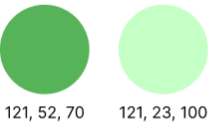
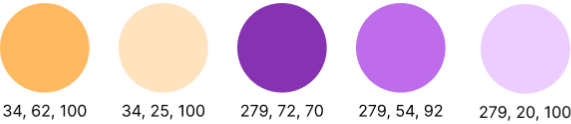


# Style Tile

Anyone  
Can  
Draw

Adjectives:  
Fun, Creative, Simplistic, Friendly

Color Scheme



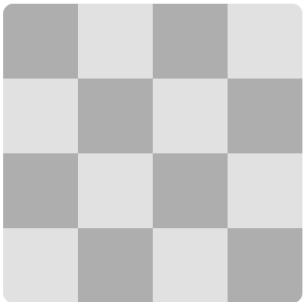
Nunito

Title

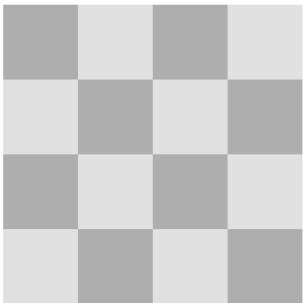
Header Anyone Can Draw

Template 1

Body Text



Radius 10 corners for thumbnails

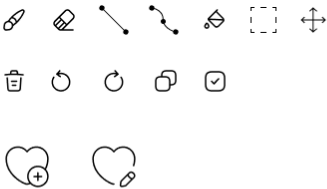


Radius 0 corners for Previews

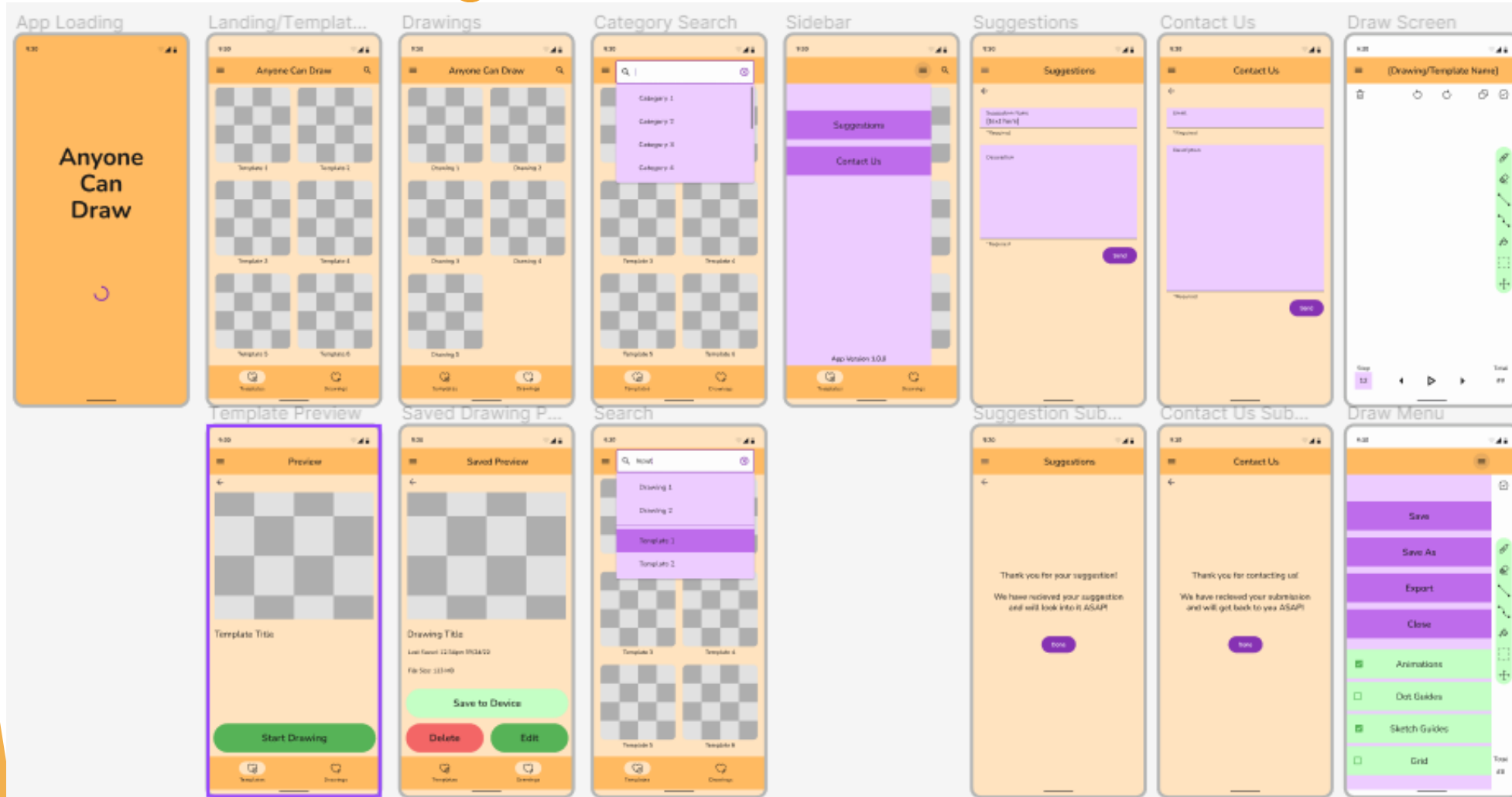
Buttons



Icons

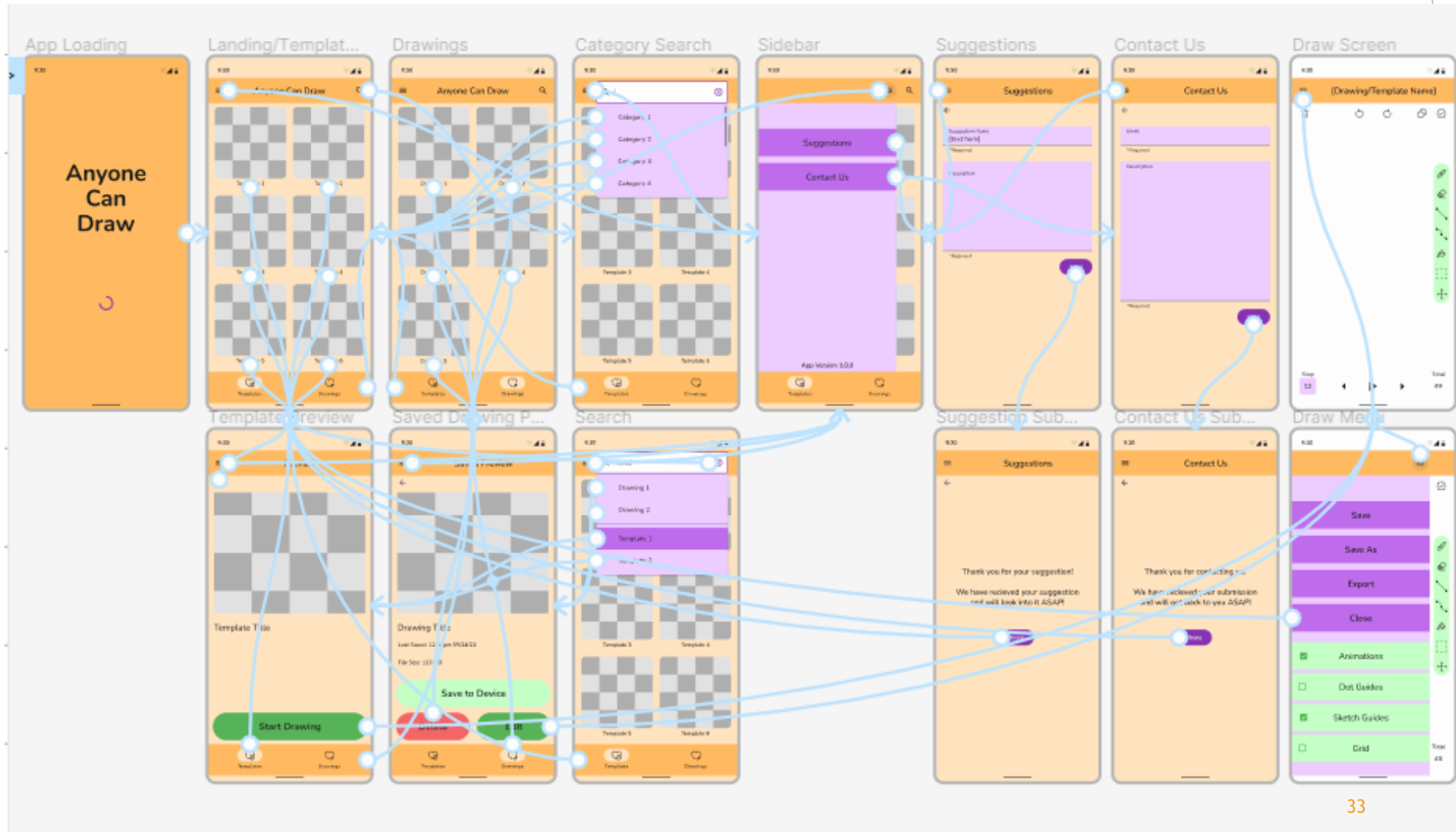


# Visual Design of the UI





# Screen Capture of Prototype



# Link to Prototype

- ▶ [Figma Prototype - Anyone Can Draw app](#)

# Recap of User Testing

- ▶ User testing in session 1 went pretty smoothly, the user had a natural understanding of how navigation worked and how to get from point A to point B.
- ▶ User testing in session 2 was a bit more rough, probably due to the smartphone web browser used and the different phone size. When asked to navigate to certain screens, the user was able to navigate to the correct screens with little aid.