

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?

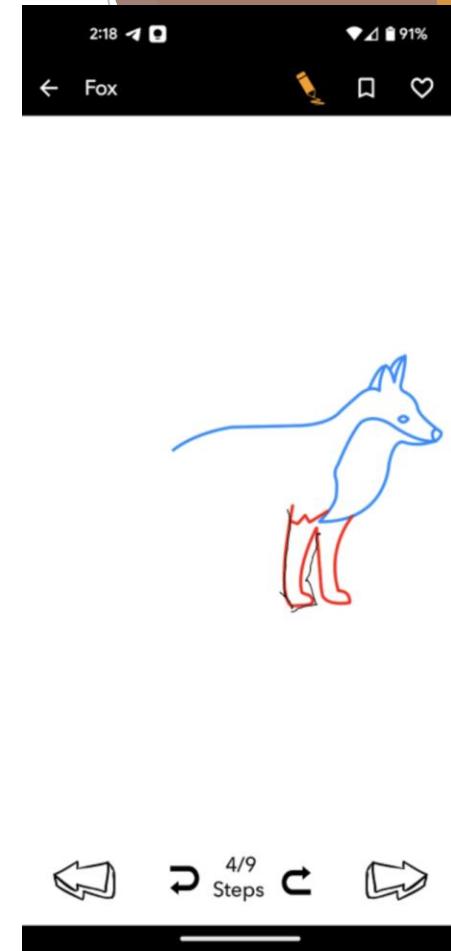
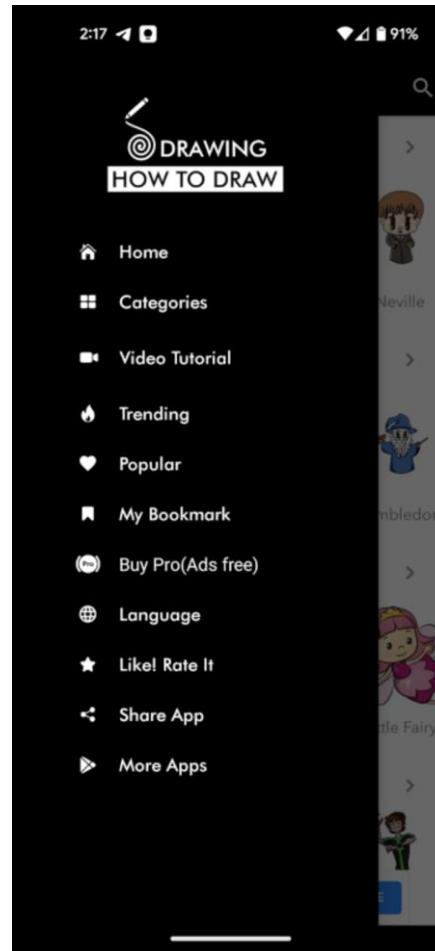
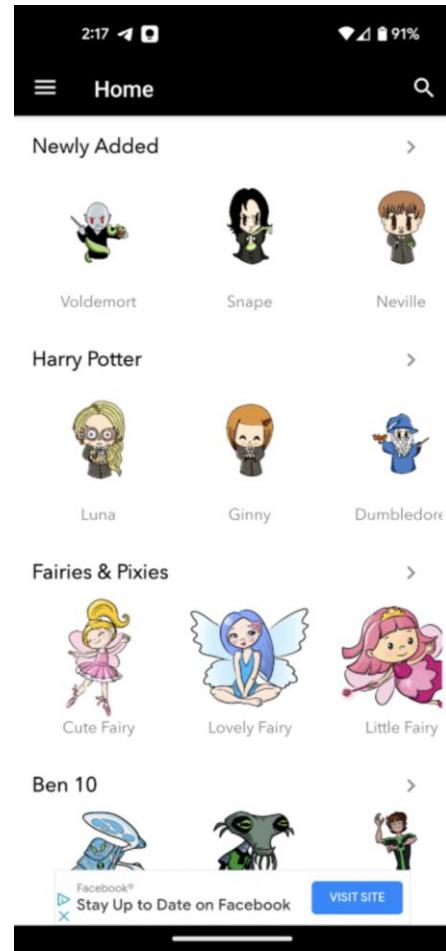
Schedule:

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

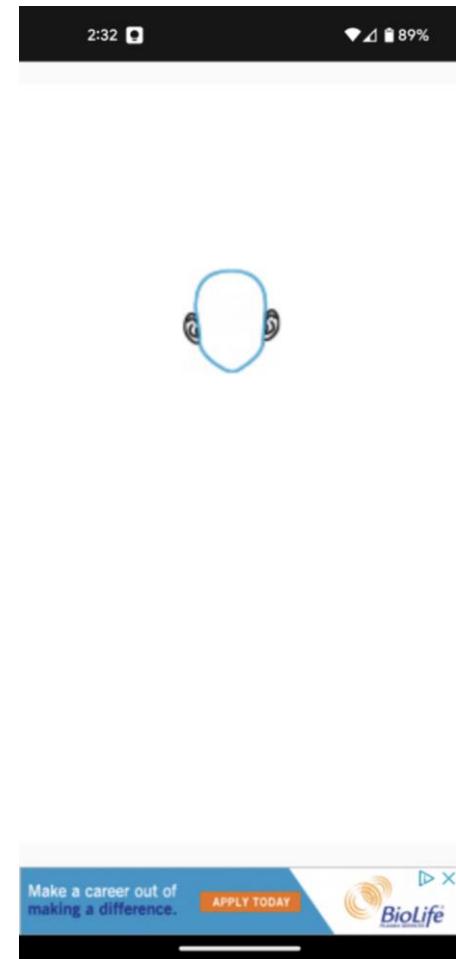
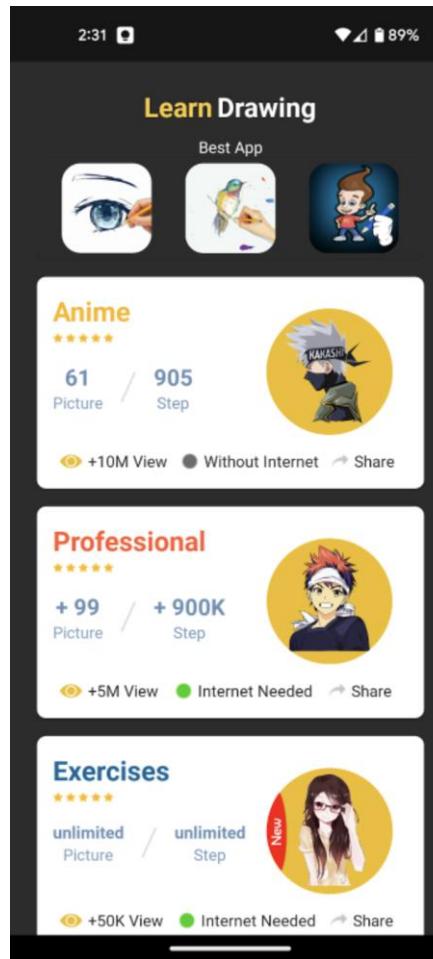
Competitive Analysis

- ▶ 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.

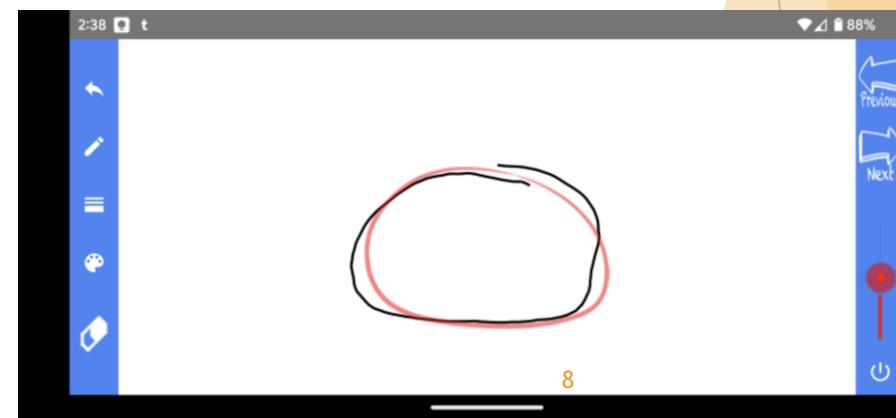
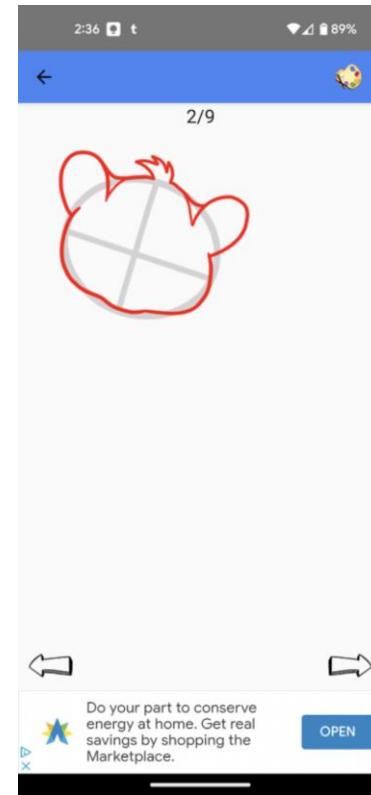
| | |
|---------------------------|---|
| Apps: | How to Draw - Learn step by step |
| URL | https://play.google.com/store/apps/details?id=macos.howtodraw.drawings |
| Price | Free with Ads / Upgrade to Pro version for \$3.99 |
| Social Media Links | N/A |
| Features | Step by step tracing of a pre-drawn 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 |



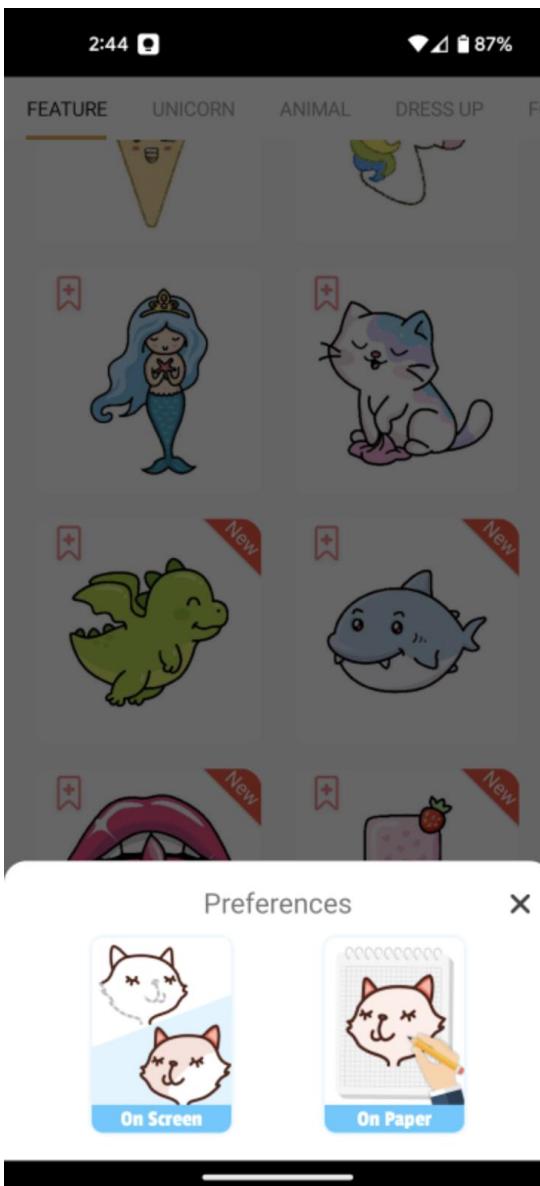
| | |
|---------------------------|---|
| Apps: | Easy Drawing: Step by Step |
| URL | https://play.google.com/store/apps/details?id=drawing.lessons.sketch.how.to.draw.portrait |
| Price | Free with Ads |
| Social Media Links | N/A |
| Features | Step by step guide of what to draw separately. |
| Onboarding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



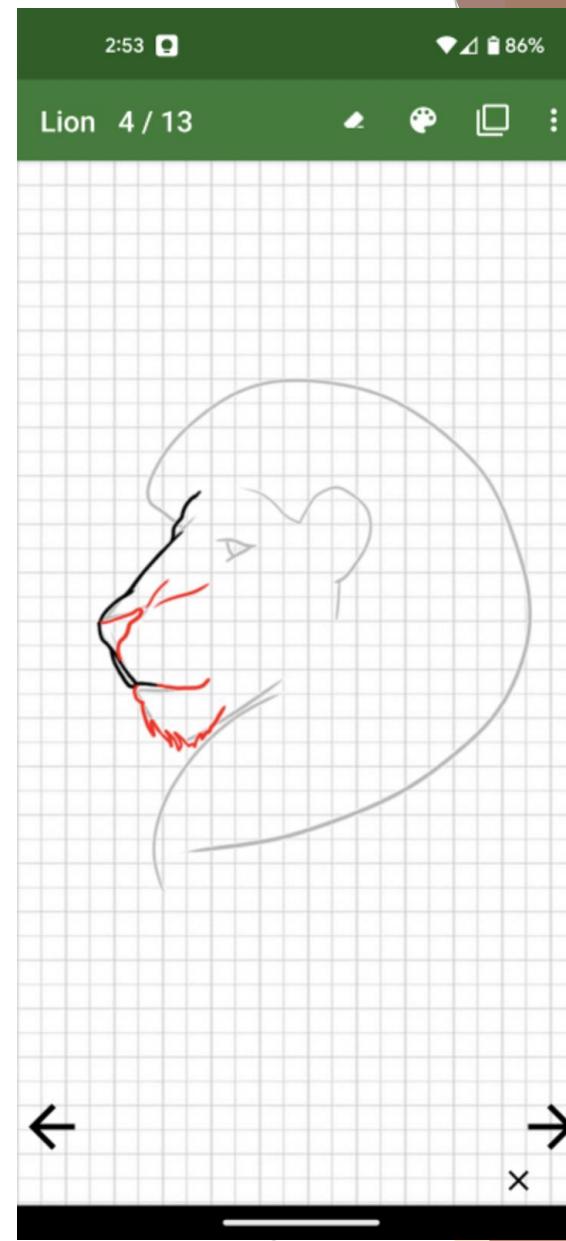
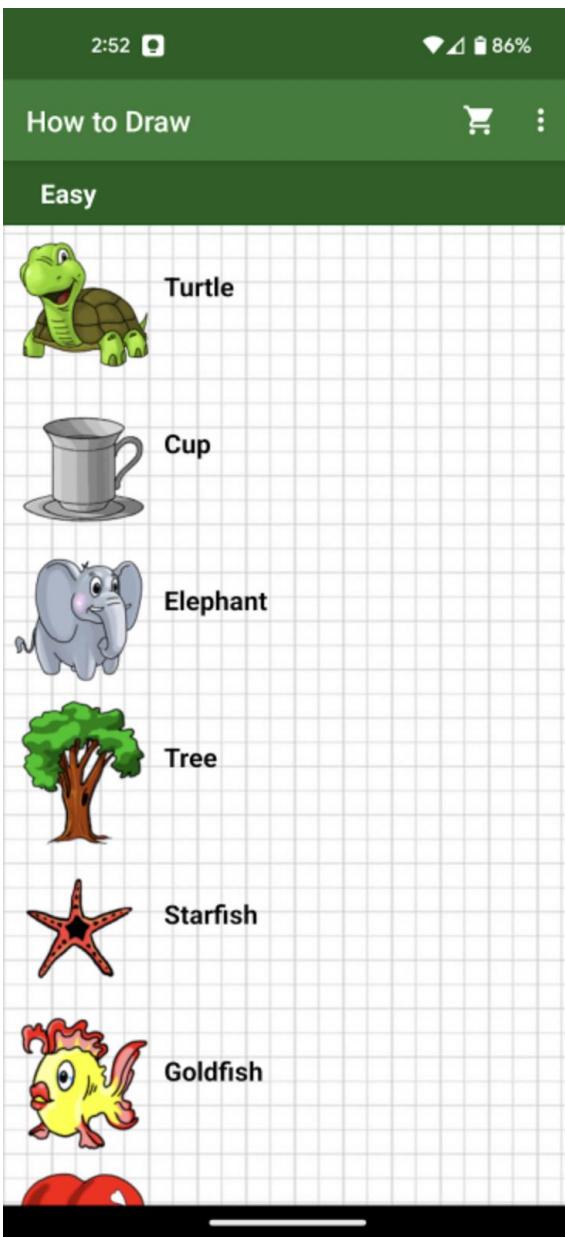
| | |
|---------------------------|---|
| Apps: | Learn Drawing |
| URL | https://play.google.com/store/apps/details?id=learn.draw |
| Price | Free with Ads |
| Social Media Links | N/A |
| Features | Step by step tracing of a pre-drawn item in landscape |
| Onboarding Experience | None |
| Strengths | 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 | https://play.google.com/store/apps/details?id=com.easydraw.everything.guides |
| Price | Free with Ads, video ads interrupt 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 | https://play.google.com/store/apps/details?id=com.artelplus.howtodraw |
| 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.

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.

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 Help Last edit was seconds ago

A2 | fx | 10/6/2022 15:22:18

| | A | B | C | D | E | F | G | H | I | J | TO Interview |
|----|---------------------|--|--|--|---|--|---|--|---|--|--------------|
| 1 | 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? | |
| 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 | 4 | 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 | tdk | 4 | 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 | 3 | 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 | 4 | 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 | 3 | 4 | 3 | 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 Game Reading/Writing | | 3 | 5 | 4 | Both/Neither | Very much | Creative | | |
| 22 | 10/25/2022 14:28:44 | Art/Drawing, Reading/Writing, Ga Knitting/crochet | | 3 | 4 | 5 | Both/Neither | Yes | Very creative | | |
| 23 | | | | | | | | | | 14 | |
| 24 | | | | | | | | | | | |

+ 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)

Enthusiastic Creative Outgoing Friendly

Motivations

Bio

When I was younger, I used to draw, I'd love to again. I used to draw mostly vehicles. I love to expand to other things! though, so I'm probably out of drawing vehicles. I love talking and being around people. I have a pretty good social battle.

"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

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 done

Motivations

Incentive

Fear

Jamie Roth (Intermediate User)

Artistic Analytical Laid Back Dedicated

Motivations

Bio

I've been drawing pretty much as long as I can remember. Currently attending college, and because of school, lacks time to draw as frequently as would like. Likes to draw scenery seen on college campus. Tried drawing once on a computer, but doesn'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

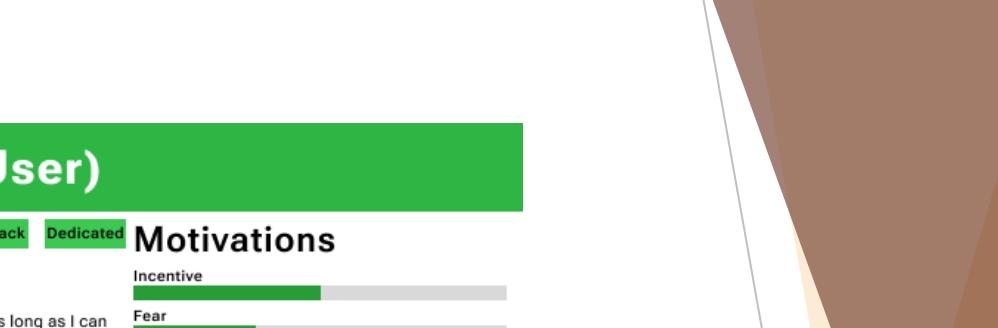
Thinking Feeling

Sensing Intuition

Judging Perceiving

Frustrations

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



Mike Smith (Experienced User)

Social Artistic Humorous Logical

Motivations

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.

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

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

Personality

Introvert Extrovert

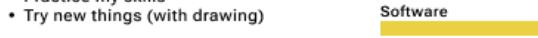
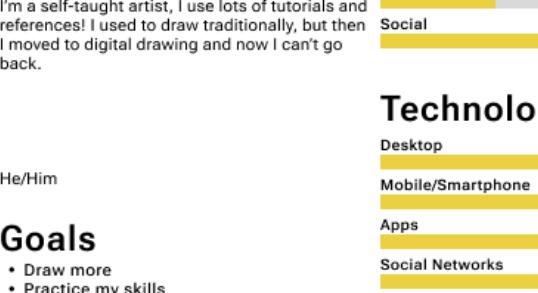
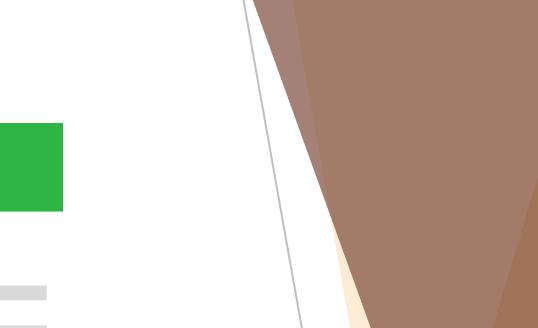
Thinking Feeling

Sensing Intuition

Judging Perceiving

Goals

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



Brand Associations



Wacom

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 |

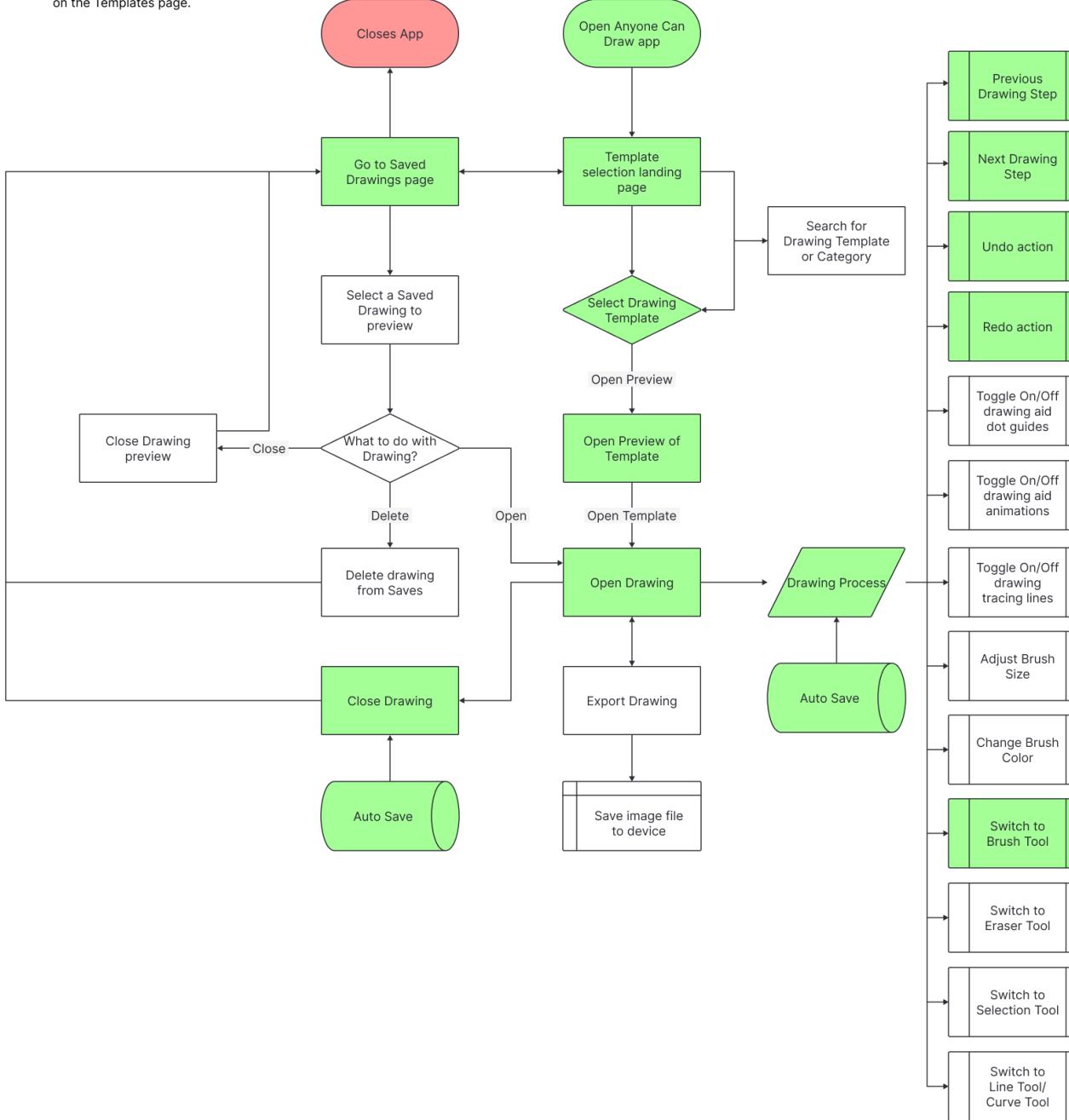
| MVP Features | User Stories | UI Requirements |
|--------------|--|--|
| | As a user, I would like to redo a drawing segment I made | Redo last undone drawing segment |
| | As a user, I would like the ability to erase mistakes | Eraser tool |
| | As a user, I would like the ability to draw straight 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 |

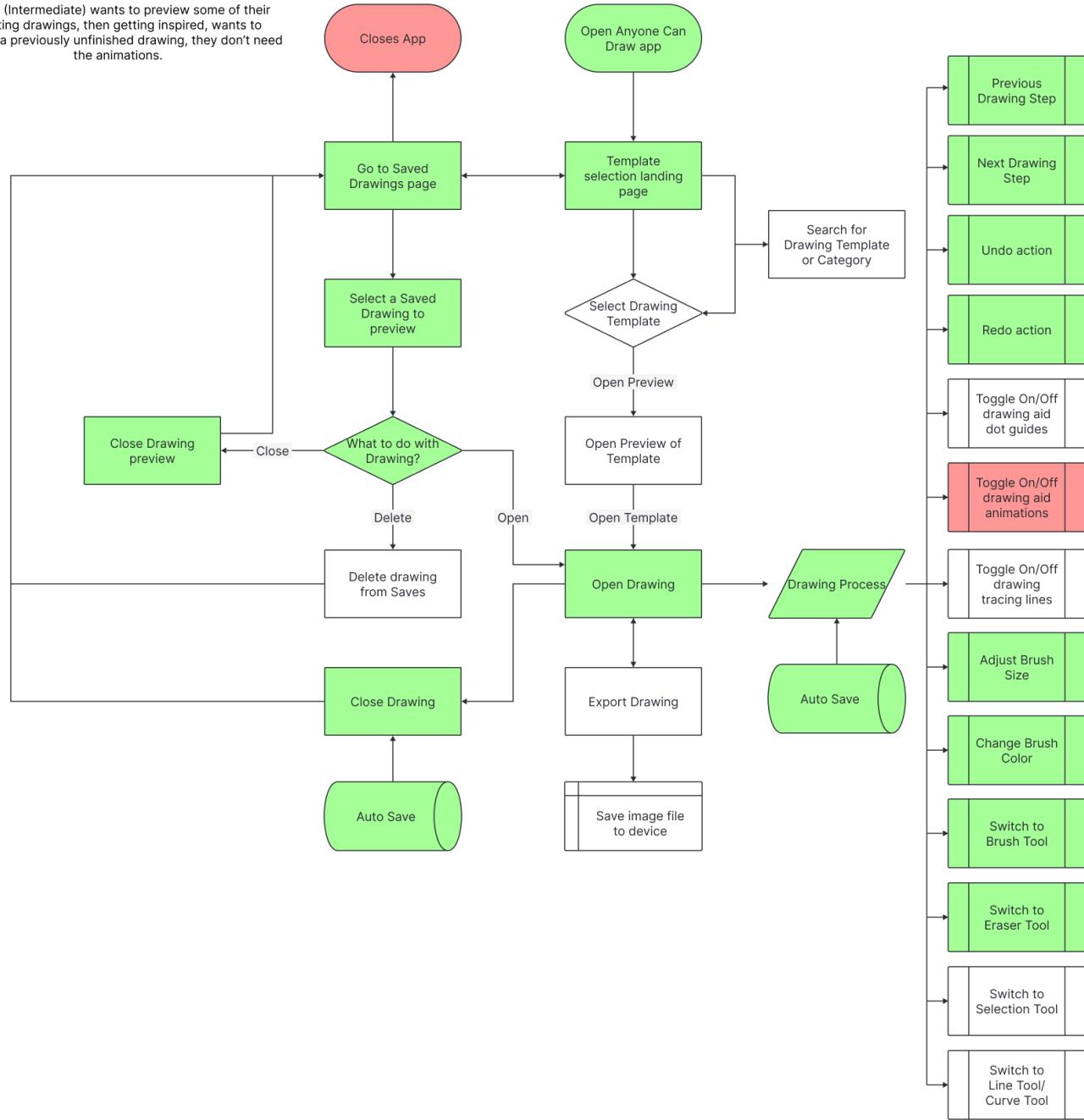
User Flow Diagrams

- ▶ 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.

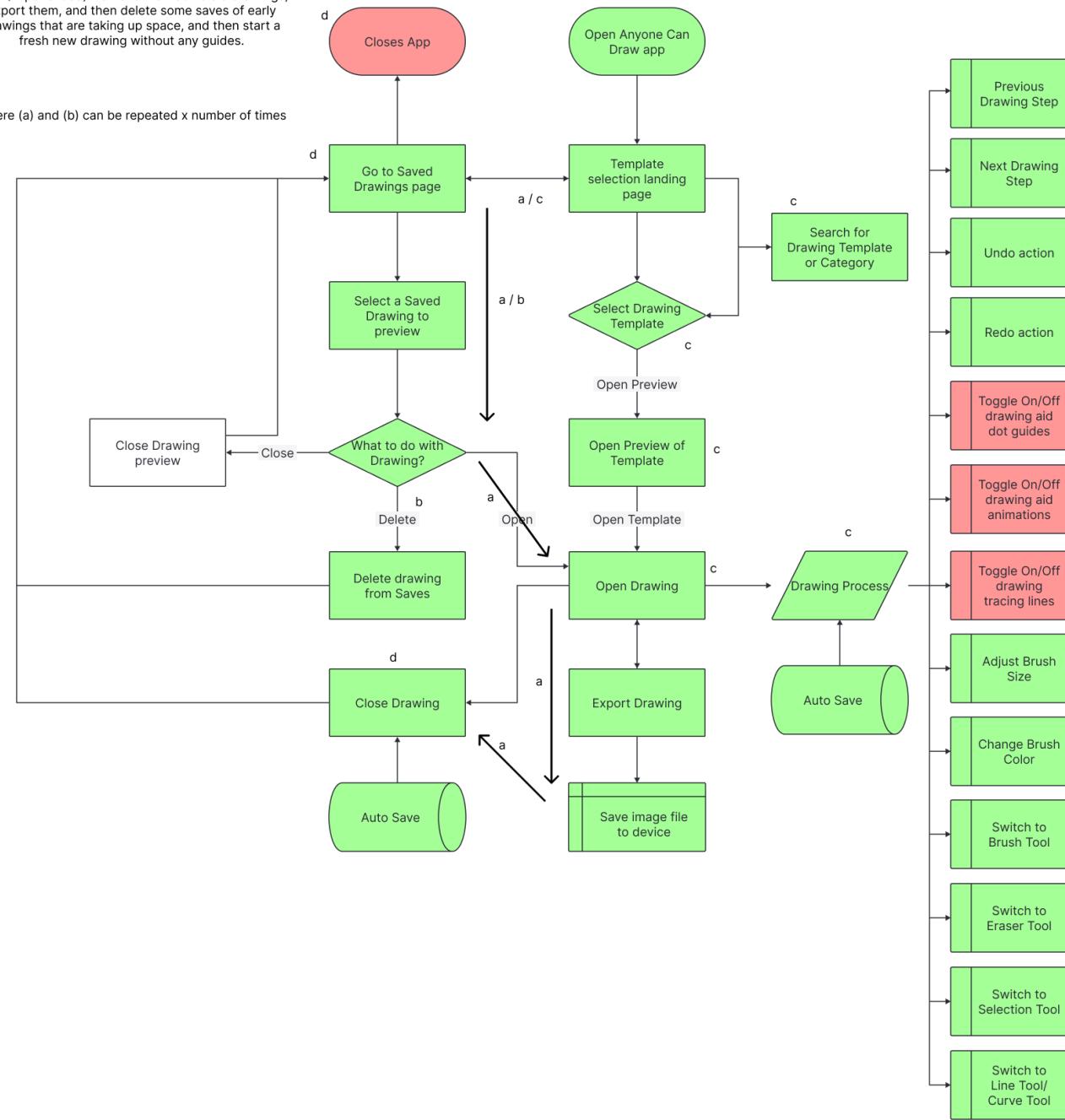


Jamie (Intermediate) wants to preview some of their existing drawings, then getting inspired, wants to resume a previously unfinished drawing, they don't need the animations.



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.

Display over bottom menu?
DATE 11/2/22

(Title will be central)

Opening / Loading Screen

Landing Page / Drawing Templates

Sidebar (available on all screens)

[Default/H] selected

(Titles will be central)

We believe your ideas are worth sketching. Sketchize © 2018

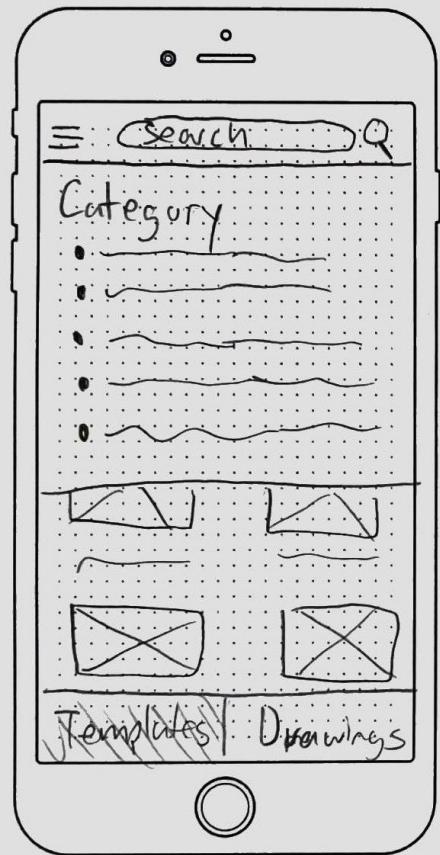
iPhone 6S

1 of 5

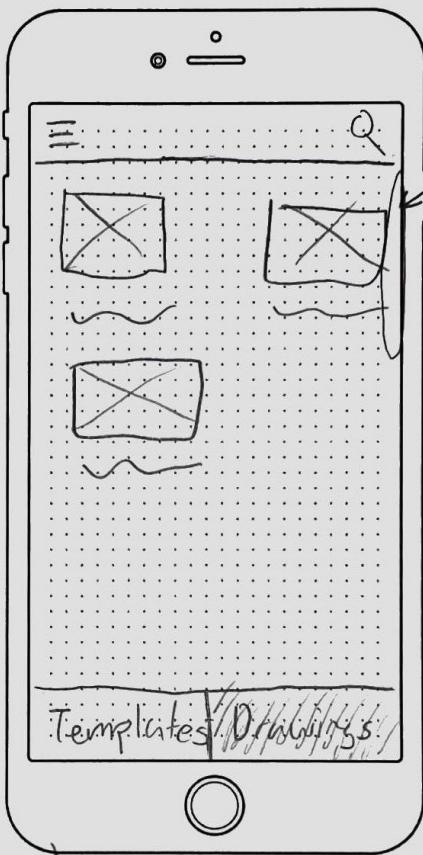
PROJECT NAME Anyone Can Draw

James T.

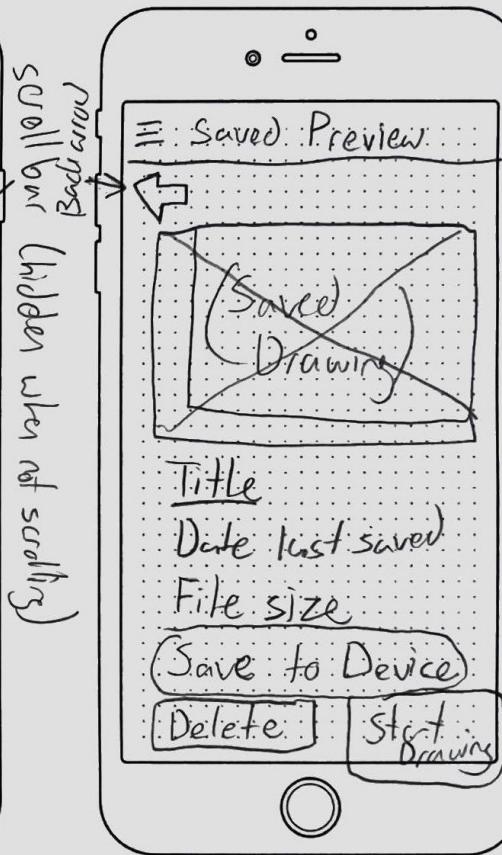
DATE 11/2/22



Search / Find by
Category



saved Drawing Page



Saved drawing Preview

We believe your ideas are worth sketching. Sketchize © 2018

iPhone 6S

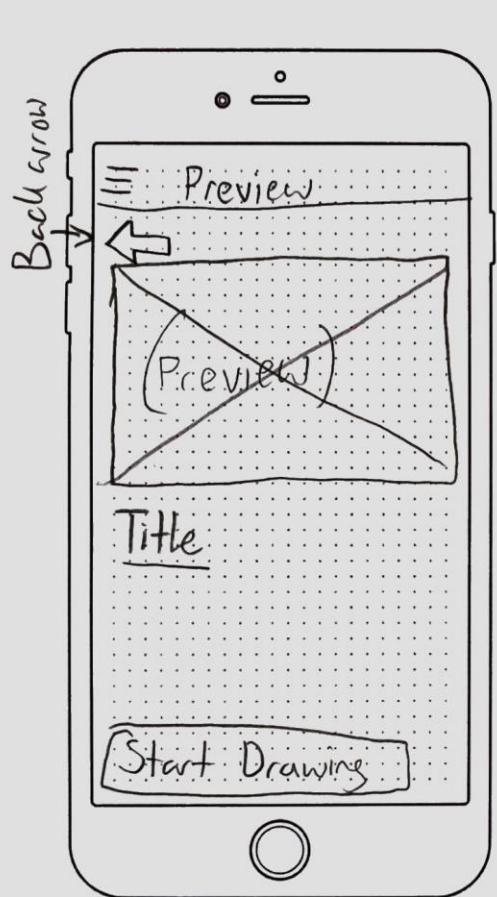
20

2 of 5

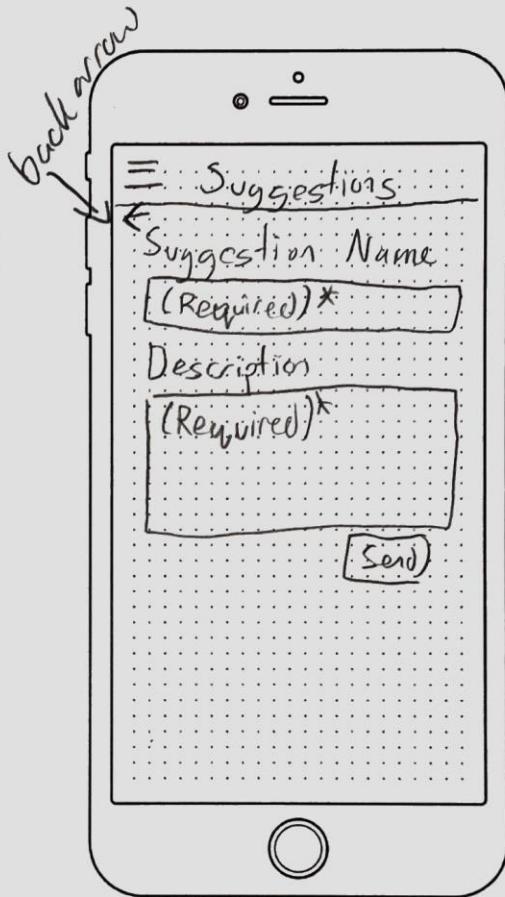
James T.

PROJECT NAME Anyone Can Draw

DATE 11/2/22



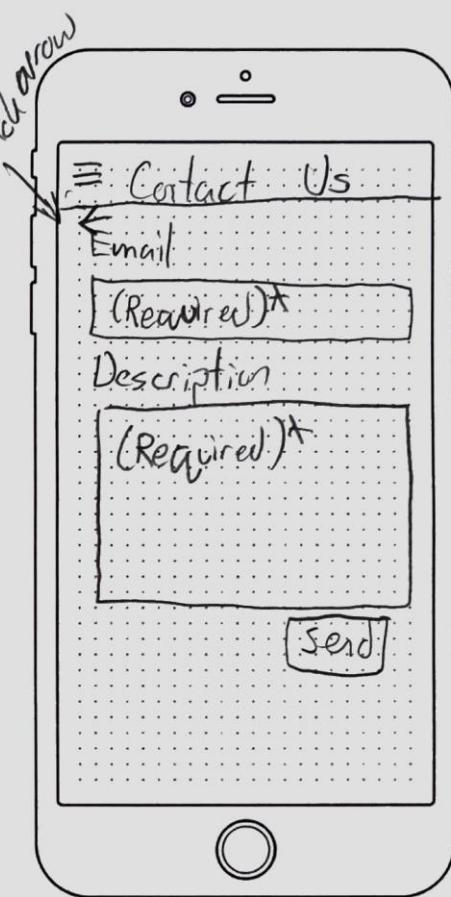
Template Preview



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

We believe your ideas are worth sketching. Sketchize © 2018

Sketchize



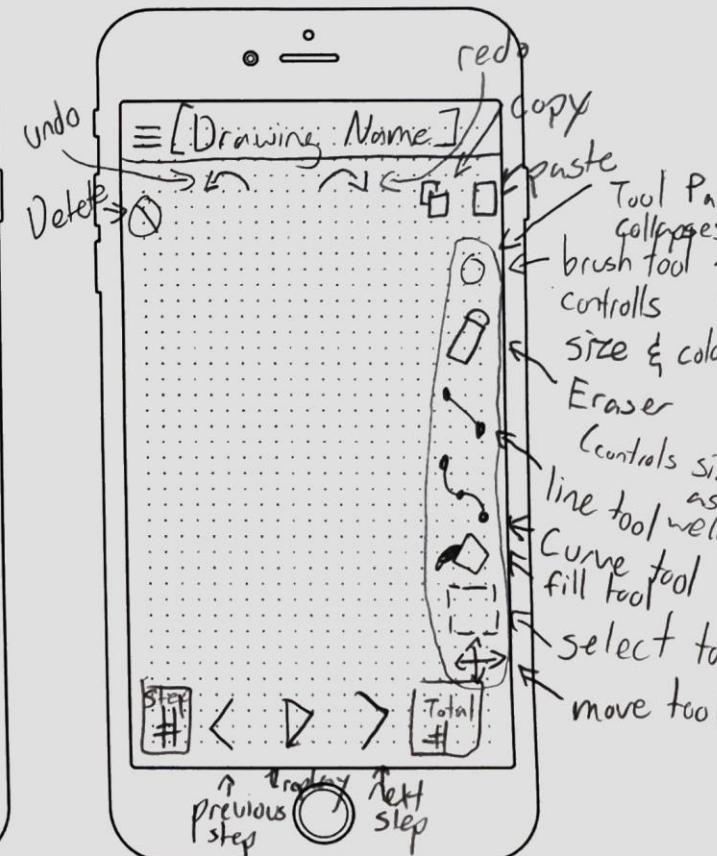
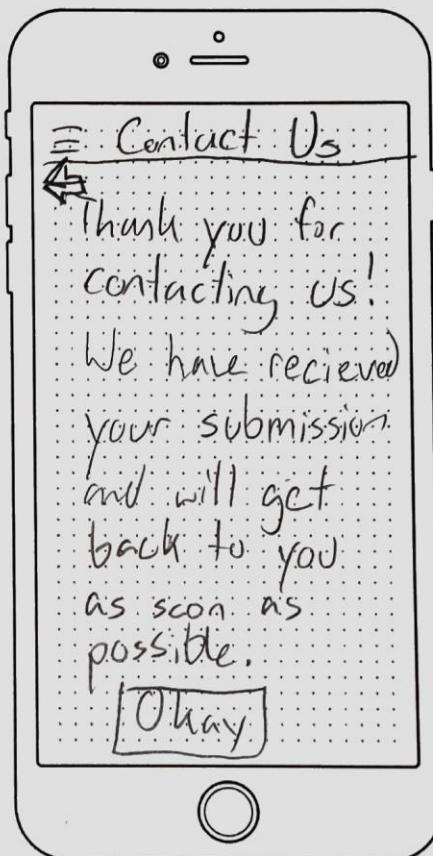
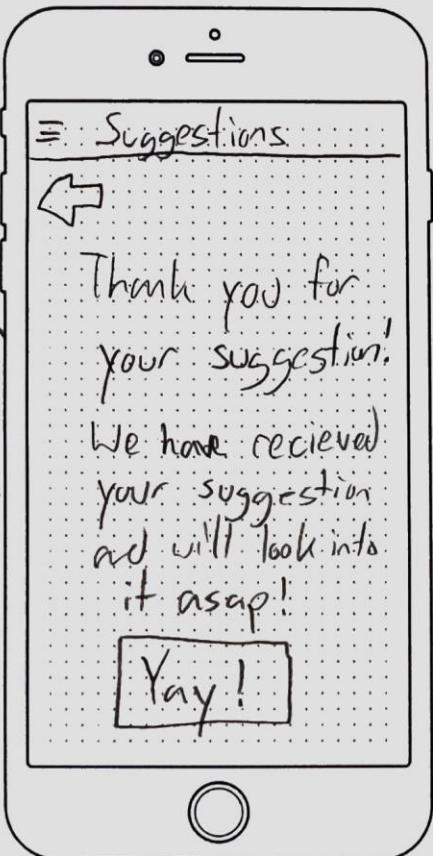
Contact Us Screen
email gets validated
to make sure it has "@" and
".(something)"
3 of 5

PROJECT NAME Anyone Can Draw

James T.

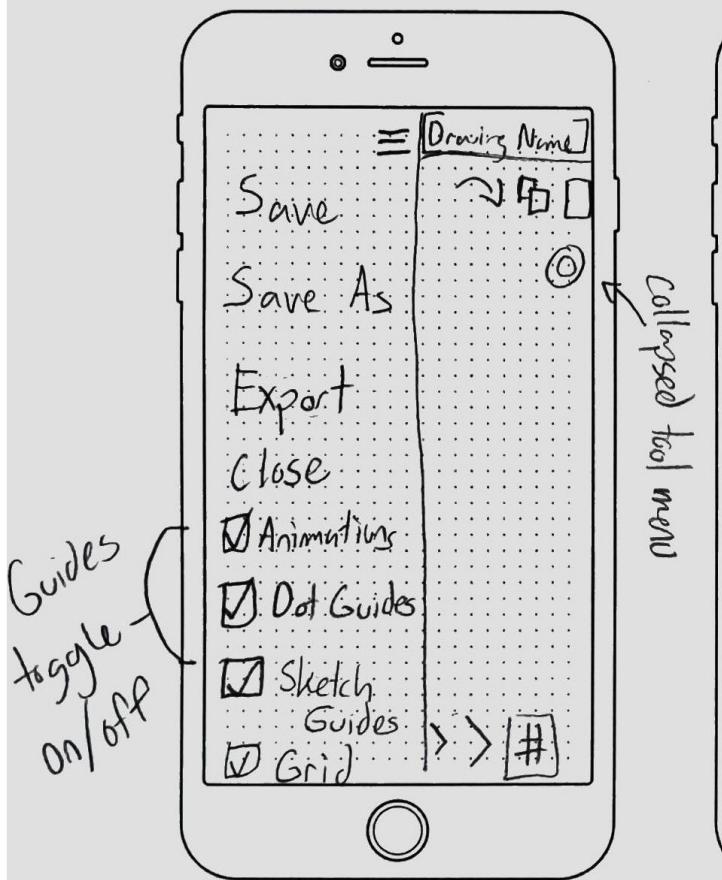
DATE 11/2/22

Replace "Yay!" with "Okay"?



We believe your ideas are worth sketching. Sketchize © 2018

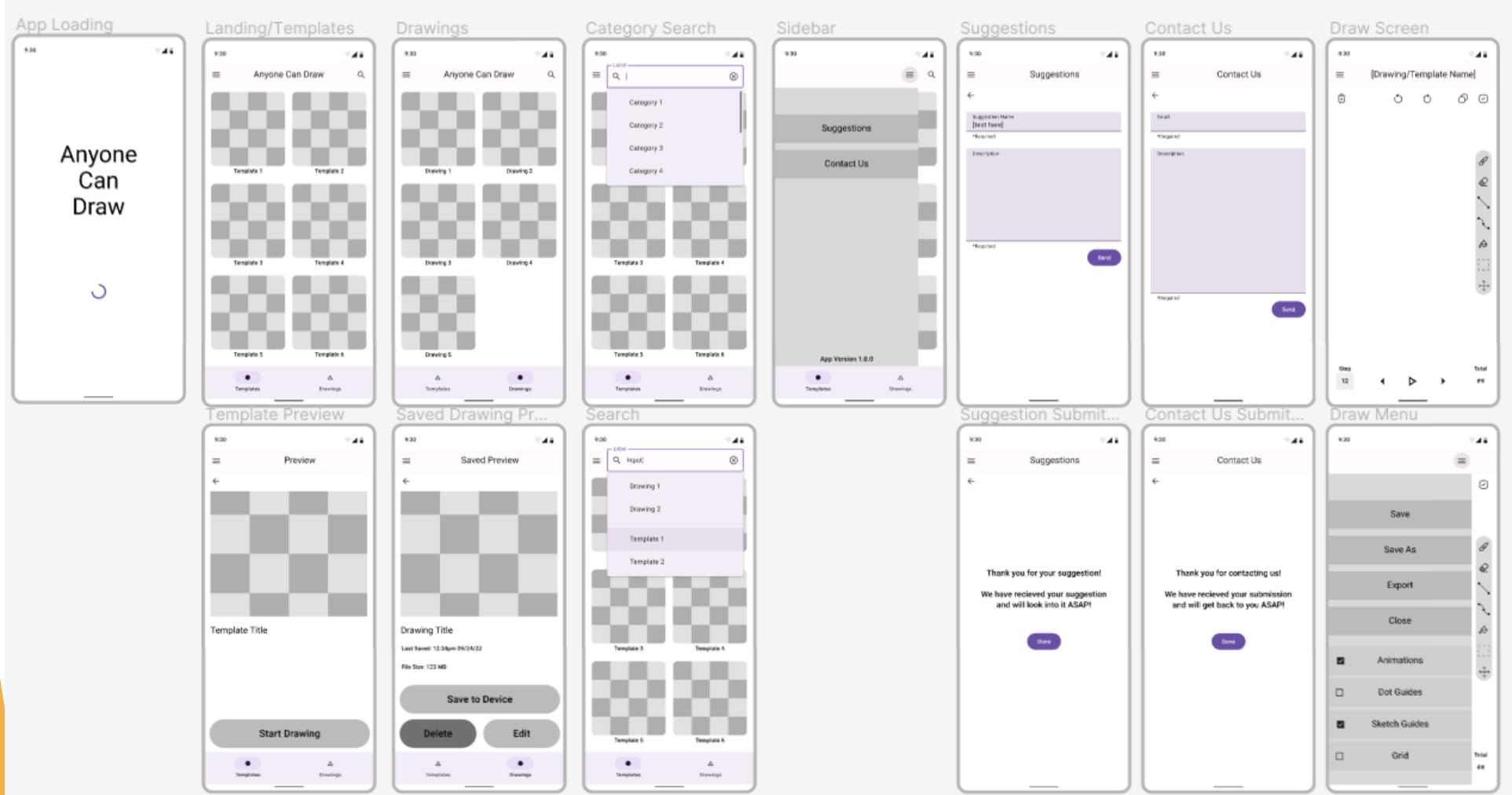
PROJECT NAME Anyone Can Draw



Drawing Menu

We believe

Figma Wireframe



Style Tile

Anyone Can Draw

Adjectives:

Fun, Creative, Simplistic, Friendly

Color Scheme



34, 62, 100



34, 25, 100



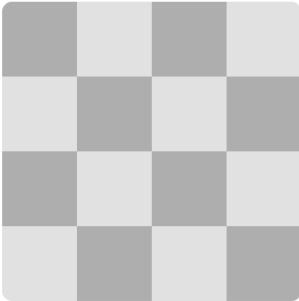
279, 72, 70



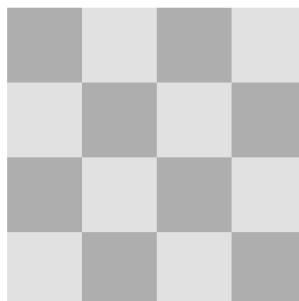
279, 54, 92



279, 20, 100



Radius 10 corners for thumbnails



Radius 0 corners for Previews

Buttons



Icons



Nunito

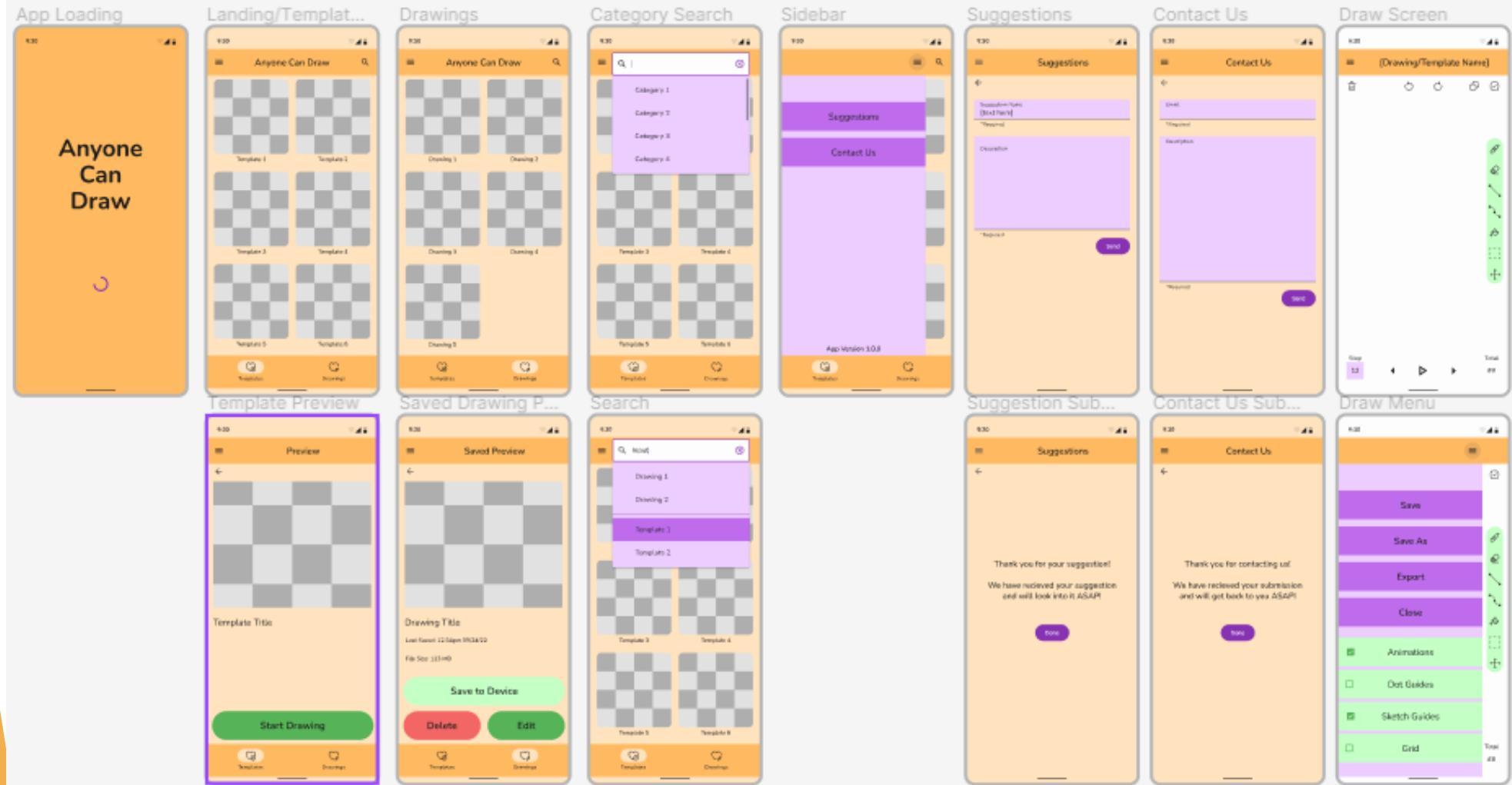
Title

Header Anyone Can Draw

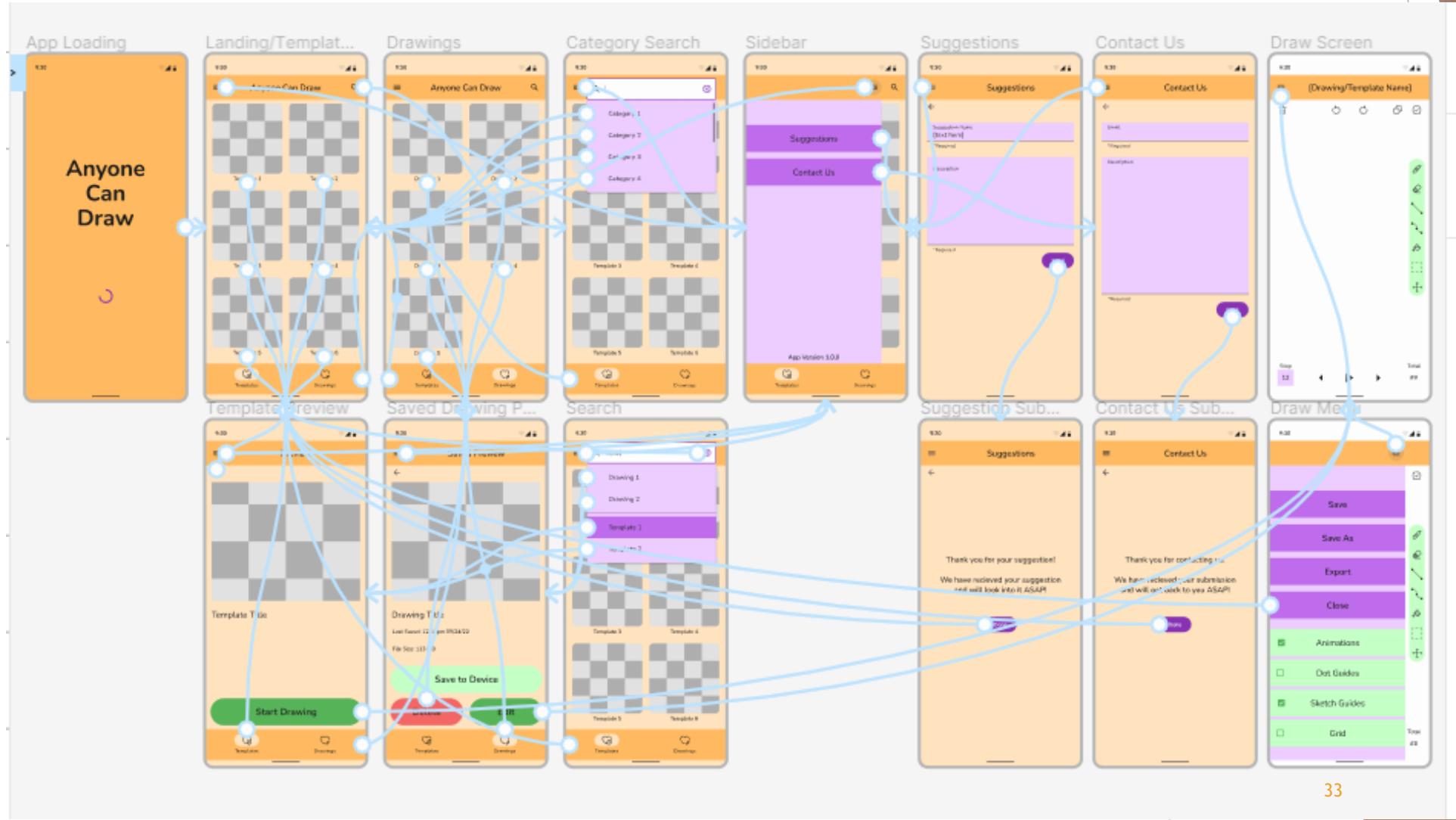
Template 1

Body Text

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.