

Proposal: Learning Art with Incremental Progress

The Urbananans

Yung Chieh Huang (ych10)

Ji Wu (jw124)

Hanlin Wang (hanlinw4)

Siddharth Salunkhe (ss190)



UNIVERSITY OF
ILLINOIS
URBANA-CHAMPAIGN



Problem

*I want to learn art, but it
seems so daunting.*



Problem - Obstacles to Learning Art

1. “My art sucks”
2. Discouraged by incremental growth
3. Staying in comfort zone



Problem - Best Ways to Learn New Skills

1. Regular **Practice**
2. **Observation** and
Reference
3. Recognize **Incremental
Growth**



Existing Solutions - Online Videos

Pros

- Observational learning
- Easy access
- Broad topics

Cons

- Not hands-on
- Prerequisite skill levels
- Attention span for longer videos



Existing Solutions - Art Lessons

Pros

- Structured learning
- Skilled instructor
- Personalized feedback

Cons

- Often expensive
- High commitment
- Random projects



Existing Solutions - Art Clubs/Workshops

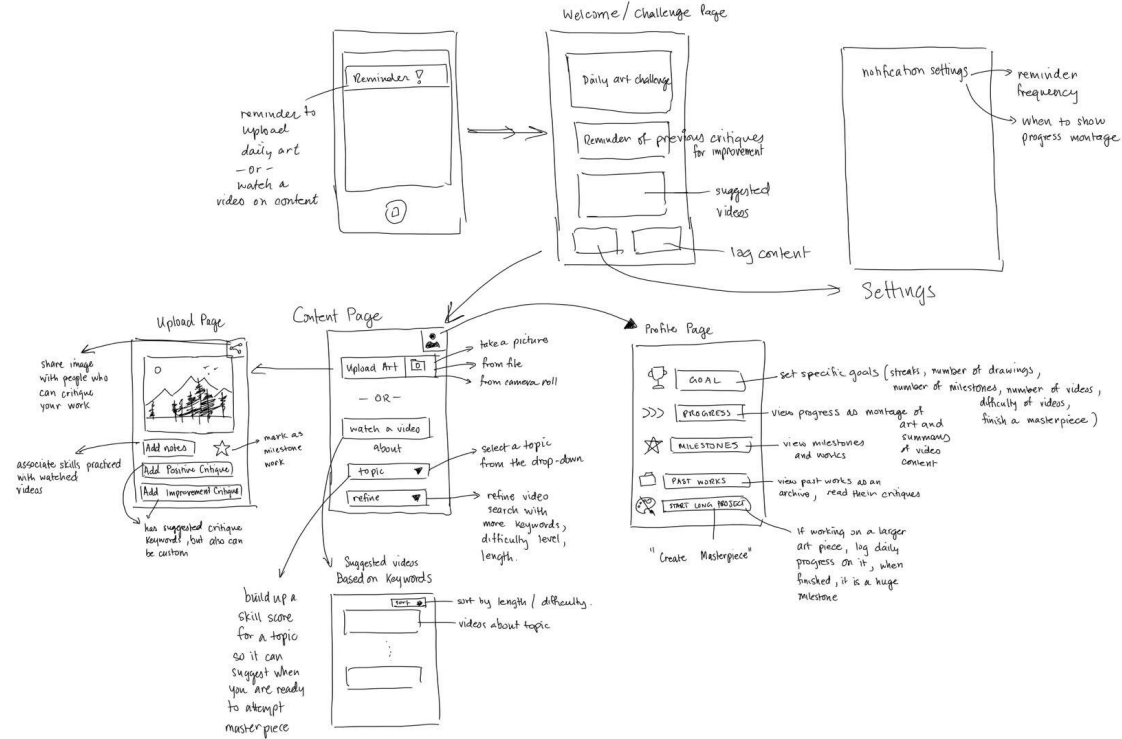
Pros

- Large community
- Access to inspiration and help
- Personal critiques

Cons

- No accountability long term
- Feel compared to other people
- Scheduling learning

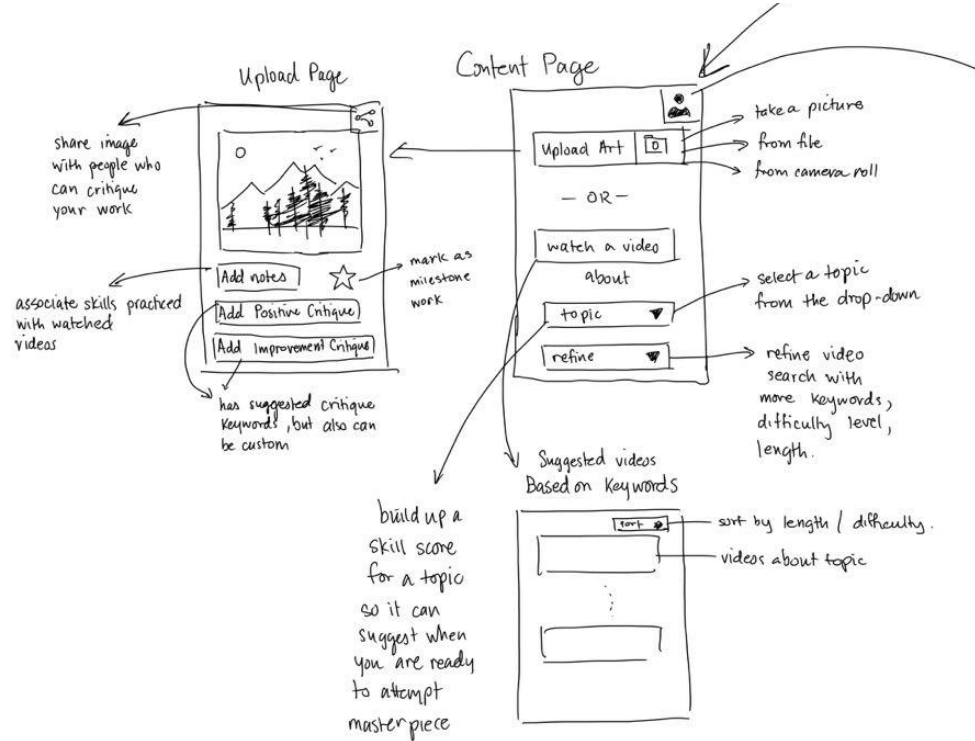
Project idea



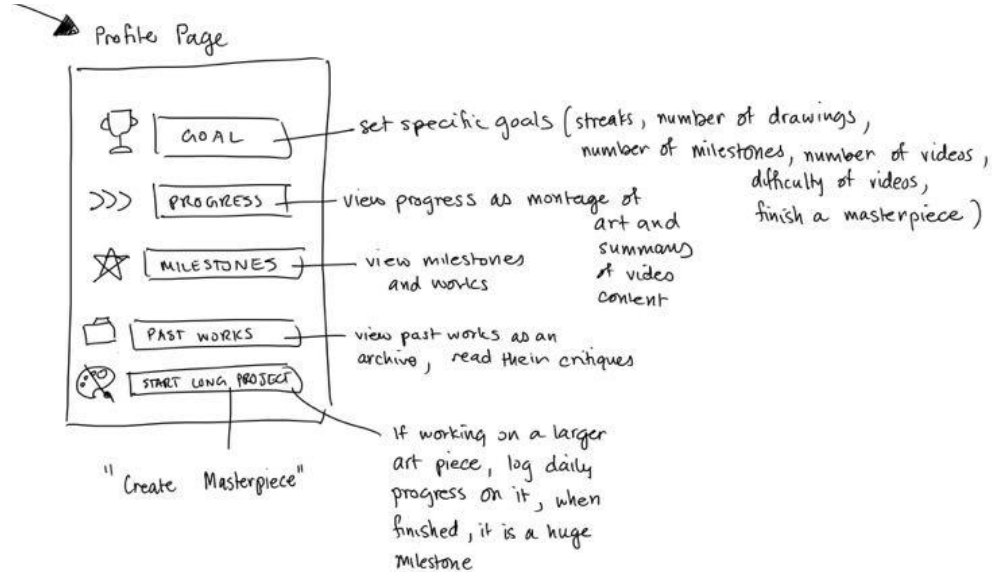
Project idea



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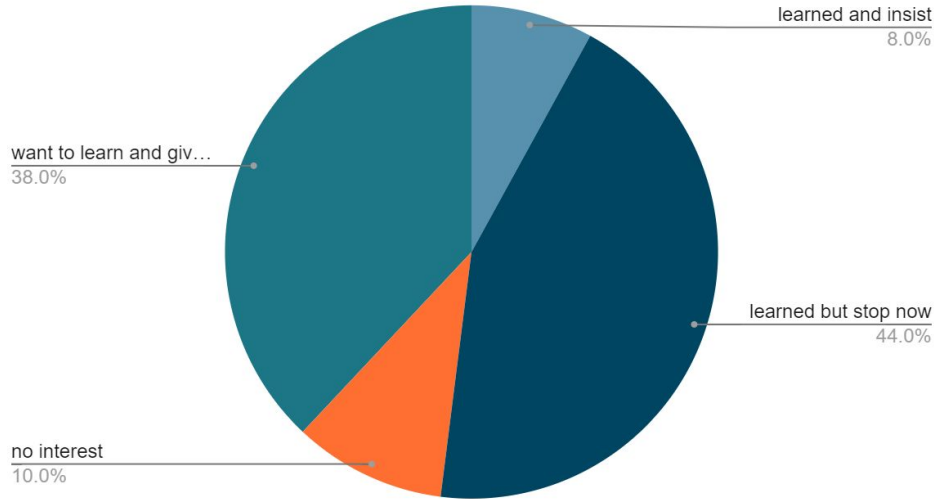


Users are people who...

- are interested in painting but do not know how to start.
(especially for office workers)
- do not know how to manage studying time on basic stages.
- are really busy but want to use fragmented time to learn art.
(workers and undergraduates)
- lack self-discipline but still want to learn art.
- need a platform to record his learning path, so they can see their progress more visually.

Simple Survey

Points scored



A small survey between family members and friends. It shows we are not lack of people who want to learn painting. But we need to consider how to help them to persist.



Why they will choose us?

- If you do not know how to start: We will provide basic skills challenges and videos.
- If you are busy: You can set a notification at a fixed time. You choose how long you spend working on art.
- If you cannot persist: You can increase notifications.
- If you want to record progress: We will provide a simple interface.



Using Context - When?

Our application provides art training courses based on users' leisure time, so users can use small gaps in day to capture the skills.



Using Context - Where?

Users would likely draw in quiet places such as home and library, where they can focus on art.

Watching a video can happen anywhere - on the bus, waiting for class, etc.



Using Context - Frequency

- Daily basis with notification settings
- Sustained attention while creating art
- Uploading art: 1 min
- Videos: Sustained until a video is found



Feasibility

- `NotificationCompat` APIs from the Android library to push daily notifications.
- Use `Firebase` to store daily progress, video URLs, settings, etc..
- Utilize built-in UI components or outsource UI libraries if necessary.
- YouTube API for collecting and suggesting videos.
- Native camera integration / Native photo access.
- Basic social media / email integration with Instagram, email, discord.



Thank you!