



Scribble Pet

Switching to a drawing tablet can be daunting. Scribble Pet is here to change that by making the learning process fun and interactive.

Problem

The past decade saw the rise of artists switching from tradition art mediums to the digital art mediums for its versatility and efficiency. Wacom has been a forerunner in this space, offering numerous drawing tablet options making it the go to option for most first-time users. However this switch is unintuitive for most users, despite the abundance of resources available online.

How Might We

Improve the engagement factor by reducing the learning curve of a non-screen tablet for a first time user?

Solution

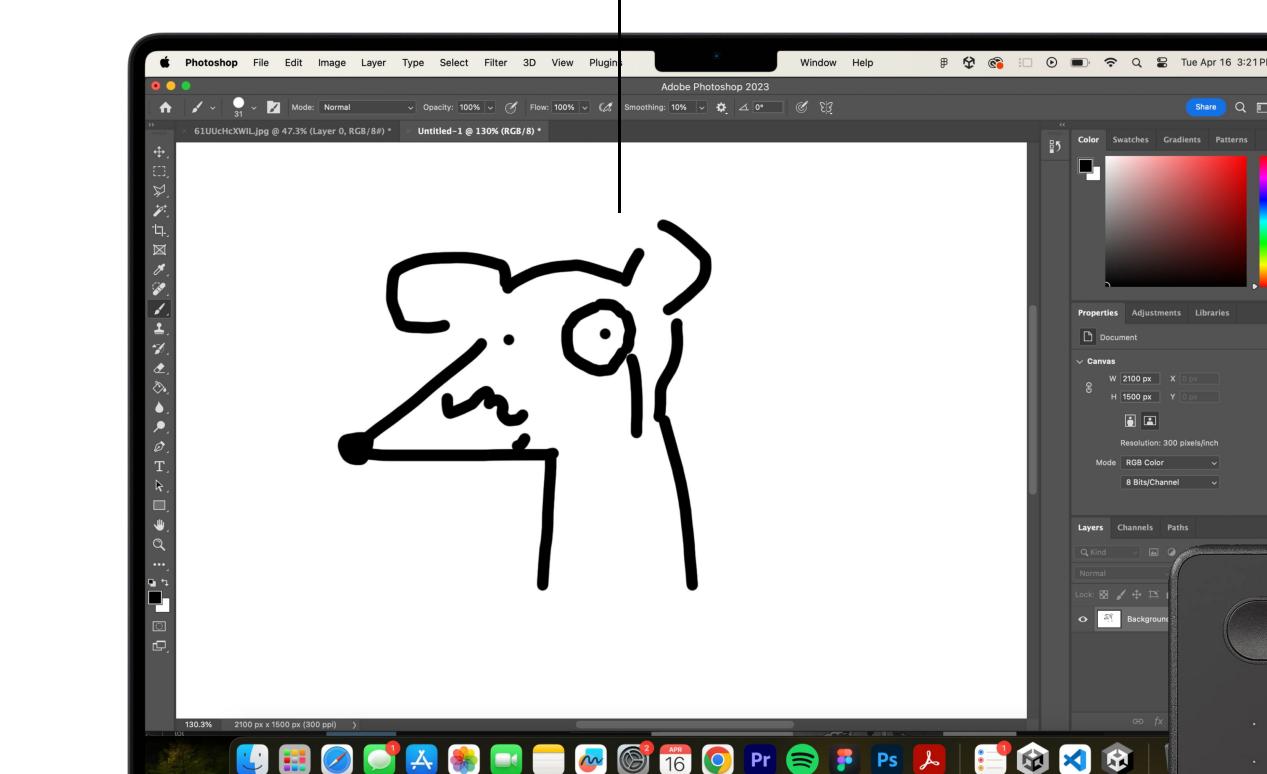
The tech demo consists of three games each focusing on different capabilities of the drawing tablet. The games are designed to build muscle memory and help the transition feel less awkward while also reducing the confusion caused by the lack of hand-eye coordination.

95% of the users say

A first-time user finds the hand-eye coordination annoying and frustrating.*

1

Research



*Data acquired through Contextual Inquiry with both professional and amateur digital artists using the Wacom tablet.

85% of the users say

A first-time user finds it difficult to draw within the physical limits of the tablet.*

2

70% of the users say

Figuring out the pressure sensitivity of the digital pens takes a couple of trials.*

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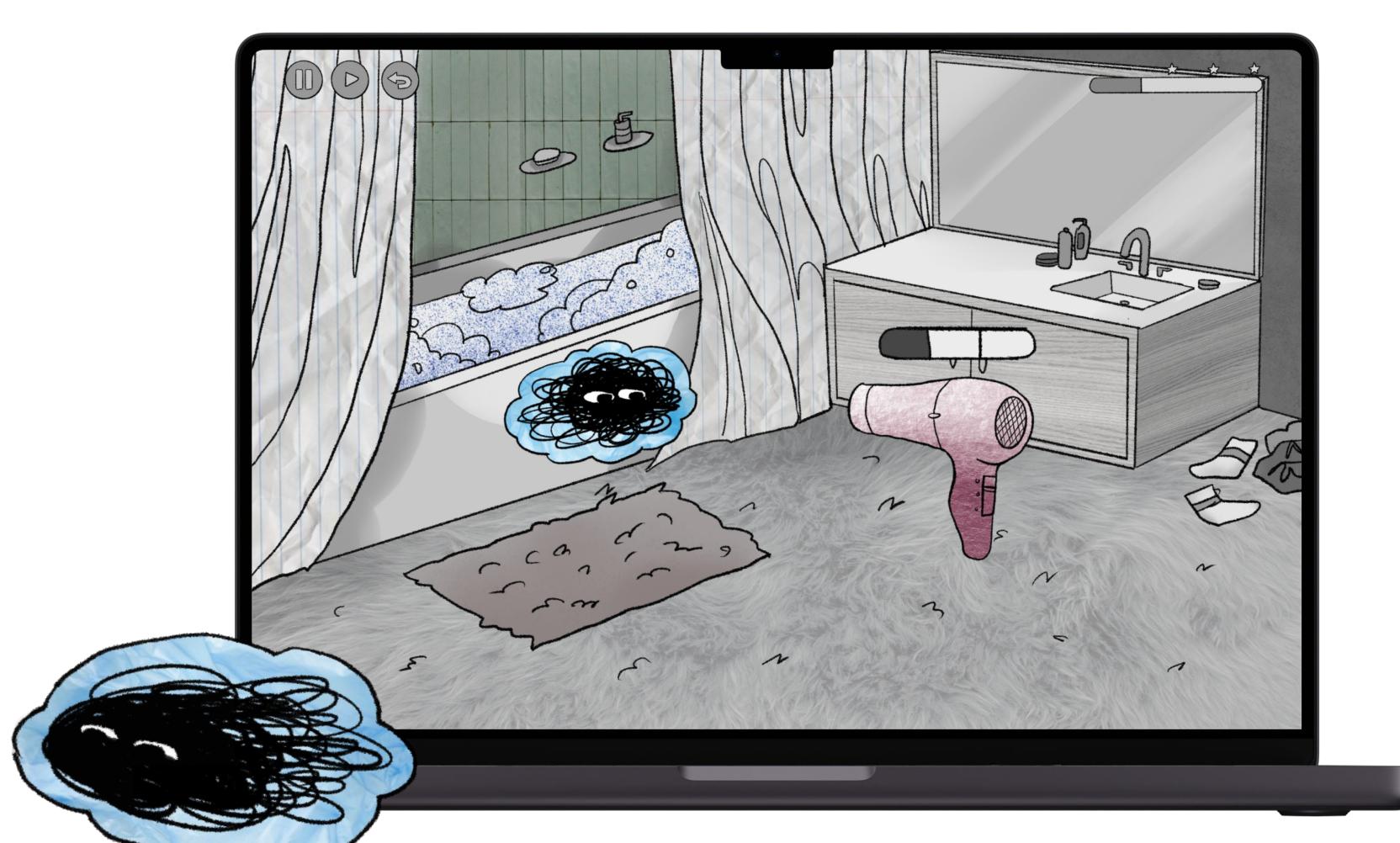
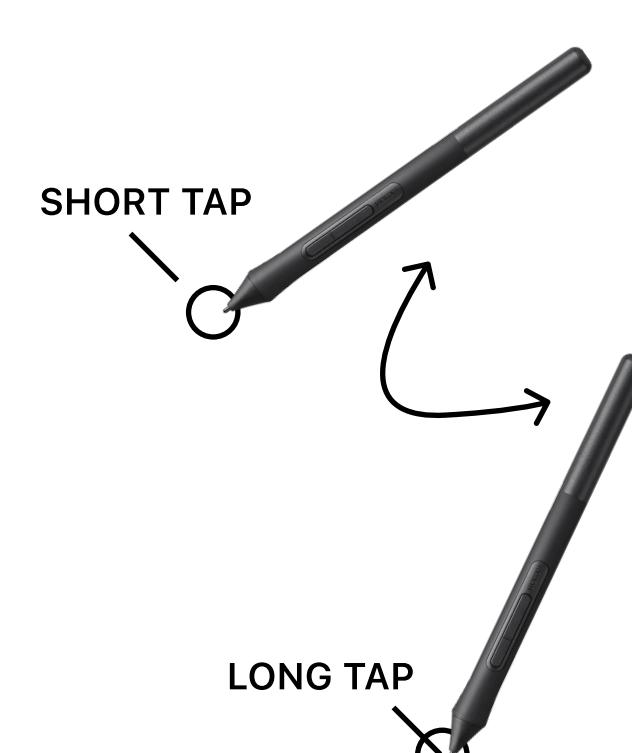
Game 1 - Find Scriby

The aim of this game is to find Scriby as he hides at different spots in the scene. This helps users become accustomed to the dimensions of the drawing tablet and the working space.



Game 2 - Scriby Jump

In this game, Scriby tries to run away from the shower head by jumping from platform to platform. The player controls Scriby's jumping distance by applying different pressure. This is designed to help users grasp the pressure sensitivity of the digital pen.



Game 3 - Scriby Dry

This game combines the skills learnt in the above 2 games and puts them to test. The goal is to apply the right amount of pressure to control the hairdryer. If they press too hard Scriby gets scared and runs away causing the player to chase Scriby down.