

Sgraffiti



"Do you still remember?"

When you were a kid and created Sgraffitos? No? What about that time where you colored a page with crayons and then colored over that with a black crayon? Then you proceeded to scratch off the black layer to create a cool colorful picture right? Well, that's exactly what Sgraffito is, and it's now available on your iPhone!

Available on the iPhone
App Store

GOALS

Building an iPhone crayon Sgraffito application with an intuitive and appealing user interface

CHALLENGES

Creating a user interface that captivates children, parents, and anyone who is interested in art!

Providing a "close as possible" experience to traditional crayon sgraffito

Making digital crayon sgraffito as fun as traditional crayon sgraffito!

SOLUTION



Targeting all ages

Kid **friendly colors** and **big icons** to encourage kids to explore the application



Custom Brushes

Custom brushes!
Create multiple "scratching effects."



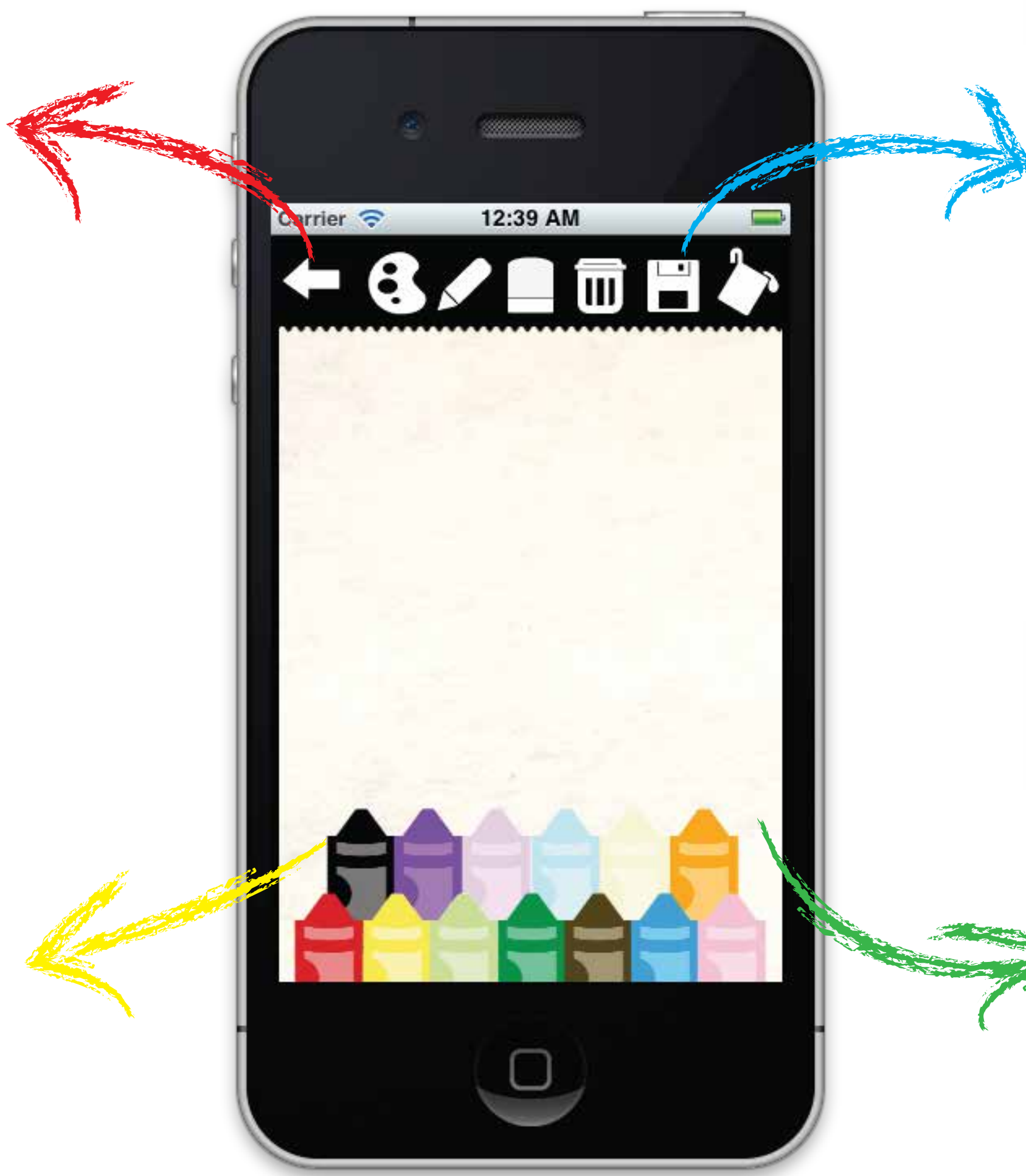
User Friendly

Intuitive Interface, and **simple instructions** to get started

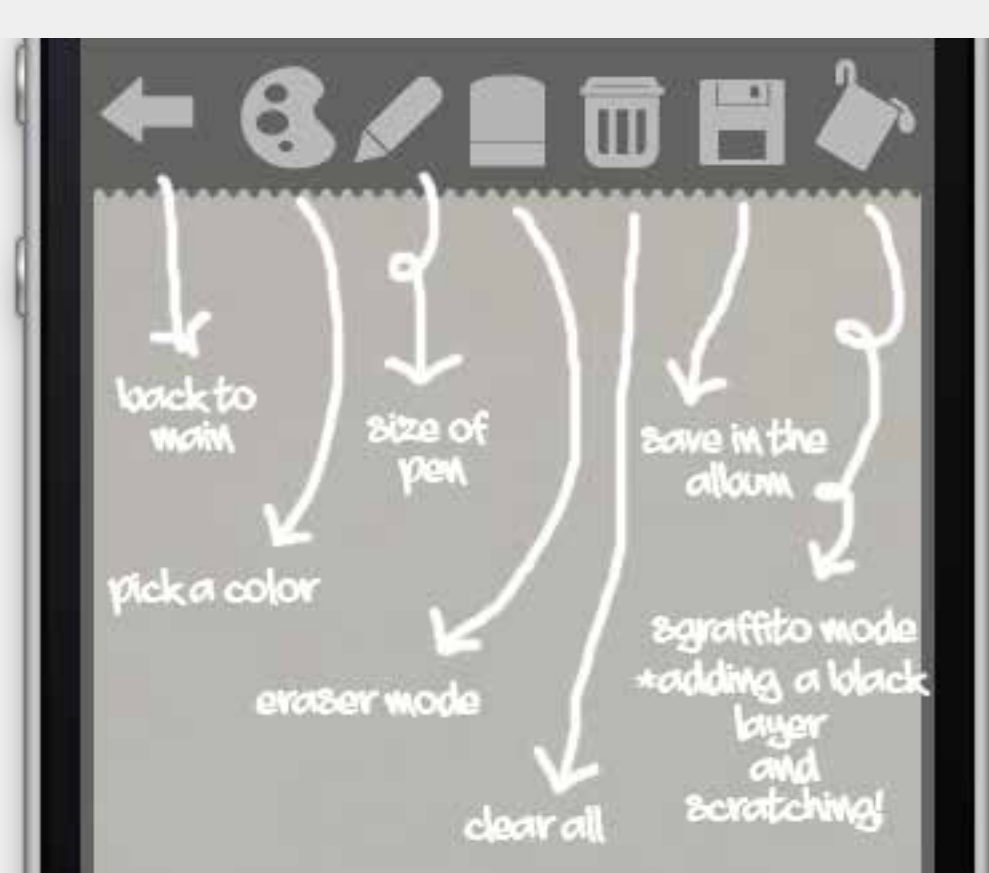


Two Modes

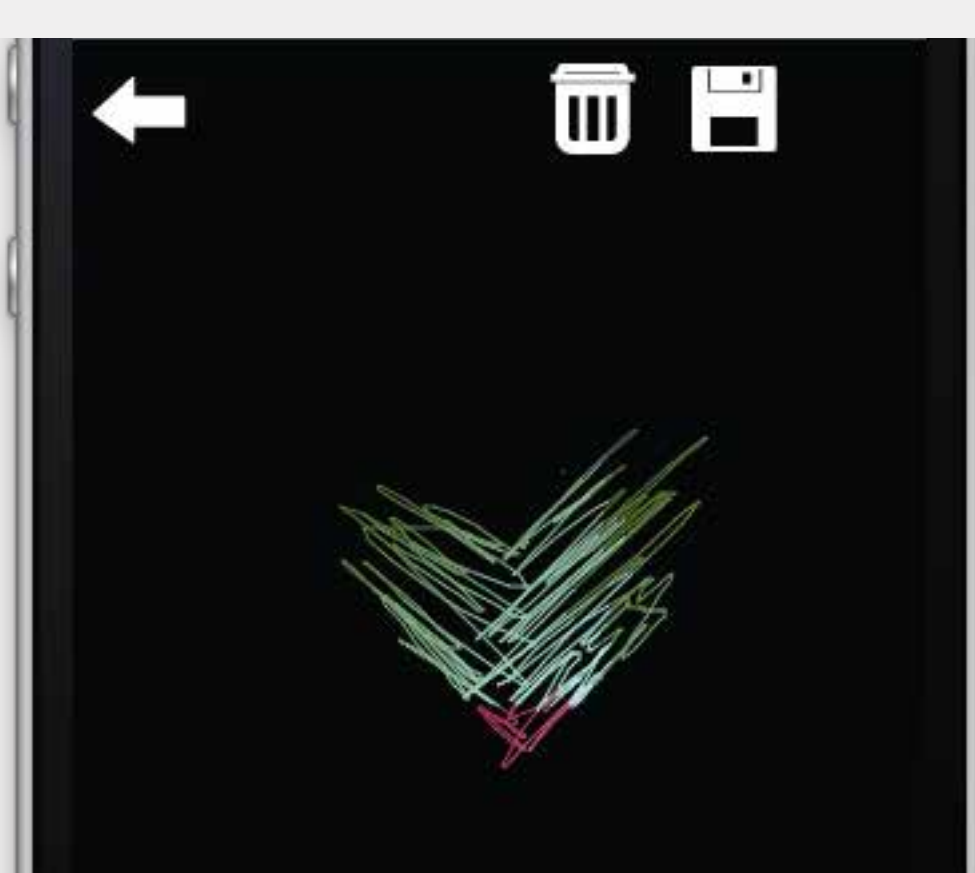
Drawing mode for a **personalized sgraffito** experience. Scratching mode for **instant gratification!**



Intuitive Interface



Instant Gratification

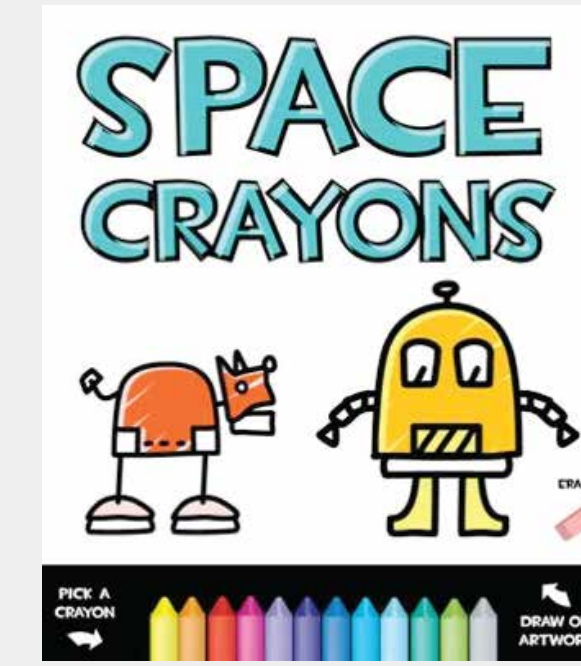


Fun For All



DESIGN PROCESS

Competitive Analysis



Our review of existing iOS drawing apps revealed a lack of interesting interaction for user to drawing on the smartphone like using crayon and scratching.

User Interviews



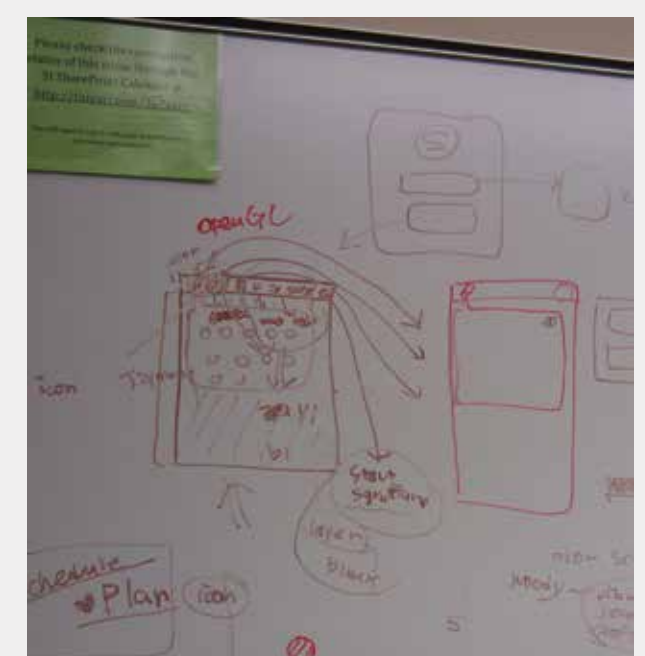
We interviewed designers and students who use drawing app and other sketching/drawing tools.

Personas



Based on our interviews and observation, we created three personas: Young college students, Middle aged professional designers, and mothers with children.

Lo-Fi Sketch



We tailored the design of our paper sketch towards a simple and intuitive interface in order to satisfy the needs of our target audience. Furthermore, an interaction map was also created.

Mid-Fi Prototype



Based on our paper sketches, we developed an initial version of our iOS app. This app features basic drawing tools, scratching and color generation.

Hi-Fi Prototype



We then refined our Mid-Fi prototype and added additional functionality to create the Hi-Fi prototype. Version 1.0 is currently on the App Store.