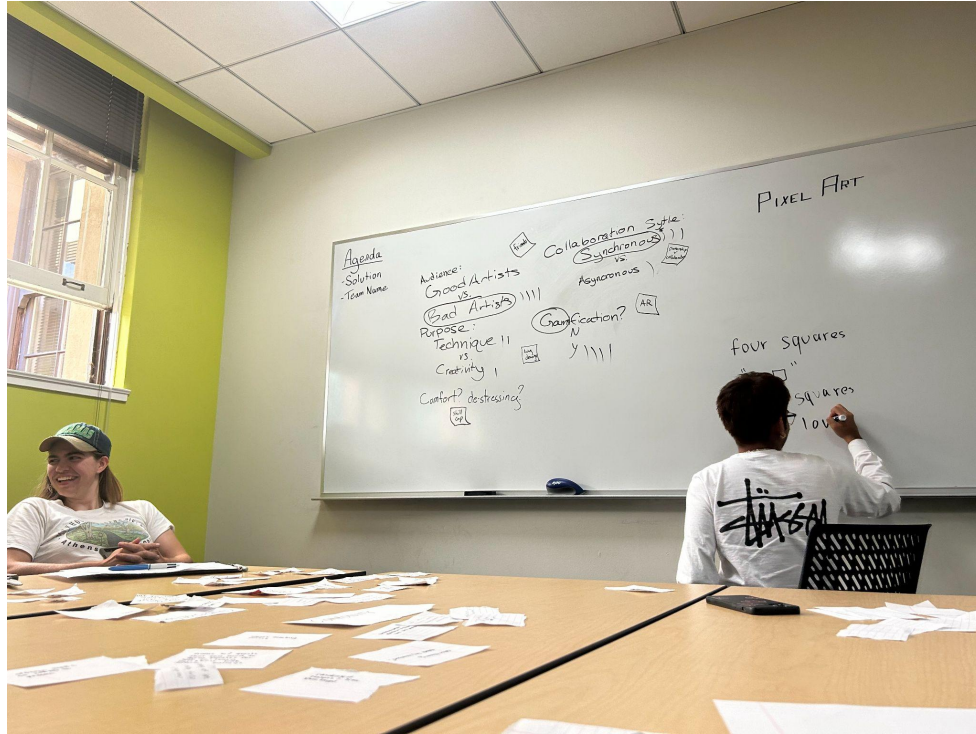


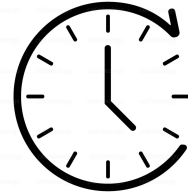
ART ^2



Team name generation (brainstorming and voting)

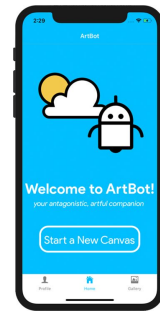
"LEARN ART AND BUILD
YOUR COMMUNITY – ONE
PIXEL AT A TIME"

PROBLEM SOLUTION / OVERVIEW



- Who is it for?
 - Early career adults who are interested in incorporating a little art to their lives but don't have copious amounts of time.
- Problem to tackle
 - Learning art is time consuming and often times isolates individuals.
- Solution Synopsis
 - App that allows users to learn pixel art and collaborate with others to build a community.

COMPARISON 1: ARTBOT ([ARTBOT PROJECT LINK](#))



Them

1. Type of feature - to improve artists creative adaptability by overcoming “the block”
2. Audience - limits to mainly artists who care about getting over “the block”
3. Ease of use - has users draw on mobile devices (either limits the users to tablet users or creates a subpar experience for phone users)

Us

1. Type of feature - to allow users to learn pixel art and build communities in the process
2. Audience - all young adults interested in art and building community
3. Ease of use - teaches people pixel art which is a lot more feasible with phones as you can just tap to fill in squares

COMPARISON 2: ARTALLY



Them

1. Type of feature: to allow art learners to develop skills through social/peer feedback
2. Audience: artists who want social interactive guidance.
3. Ease of use: have to draw outside of app and upload posts to then receive social fac

Us

1. Type of feature: allow users to develop basic skills through pixel art and collaboration
2. Audience: all young adults intersted in art and collaboration.
3. Ease of use: can just create and collaborate on phone

COMPARISON 3: PISKEL



Them

1. Type of feature - Pixel art application with a very robust set of tools and features meant for individual work
2. Audience - People who are already familiar with making pixel art
3. Ease of use - can be hard to navigate as a novice, lots of trial and error in figuring out what tools to use when

Us

1. Type of feature - Simpler pixel art application with more emphasis on fundamentals and collaborative tools
2. Audience - People who have never made pixel art before, or are trying to make it collaboratively
3. Ease of use - users will get walked through and unlock different tools as they learn.

COMPARISON 4: DRAWABOX



Them

1. Type of feature - provides lessons to help beginner to intermediate artists develop drawing technique
2. Audience - intermediate artists motivated to improve their skills
3. Ease of Use - users read lessons or watch videos online but create art with traditional tools

Us

1. Type of feature - includes lessons to help beginner artists develop pixel art technique and creative design
2. Audience - people who appreciate creative pursuits but don't self motivate to do art
3. Ease of Use - interface is on the phone and can be used anywhere

VALUES IN DESIGN

*Solution from last
week:*

**“Have people draw
together to form a
single piece of art”**

STAKEHOLDERS

Direct stakeholder:

- People drawing on the paper

Indirect stakeholders:

- Friends and peers of people who did this activity
 - People in public spaces where they performed the activity in
-

ETHICAL IMPLICATIONS #1

The siren

- Collaborating on a single drawing allows you to engage with others
- Respects boundaries as it's a quick activity that you can only do with others
- May be distracting if activity is performed at work



ETHICAL IMPLICATIONS #1 - REFLECTION

- Value tension for promoting collaboration:
 - Individuality
 - Independence
- Indirect stakeholders
 - Employers
- Address by:
 - Enforcing a time cap for the activity



ETHICAL IMPLICATIONS #2

The forgotten

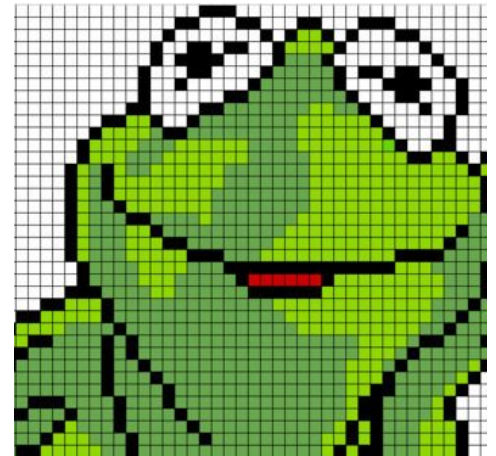
- Amputees
- Individuals with Ataxia (loss of muscle control)
- Individuals with vision impairment
- People who despise collaboration

ETHICAL IMPLICATIONS #2: REFLECTION

- Value tension if we want inclusion:
 - Complexity of solution to handle all cases
- Indirect stakeholders:
 - Amputees
 - Individuals with Ataxia (loss of muscle control)
 - Individuals with vision impairment
 - ... others who cannot collaborate easily on a drawing with other people
- Address by:
 - Haptic feedback/tactile drawing material
 - Voice activated drawing
 - Giving the option to collaborate or work individually

TASKS (3-5)

1. [Simple] Creating a drawing
 - a. The most common task a user wants to perform.
2. [Simple] Following a lesson
 - a. An introductory task a user would perform.

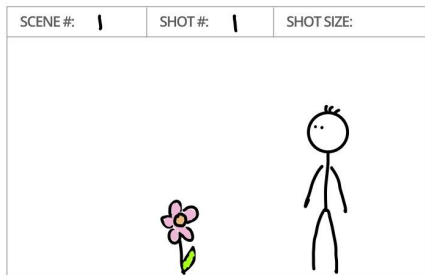


TASKS (3-5)

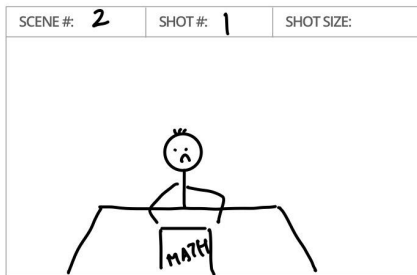
3. [Moderate] Sharing creations with others
 - a. User does not perform this task as frequently as creating a pixel art.
4. [Complex] Collaborating with others
 - a. This task is even more uncommon and complex as it requires back and forth between multiple active users on the app.



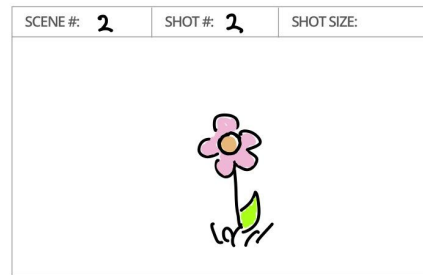
VIDEO STORYBOARD



David walks and passes by a
flower



working on his math pset



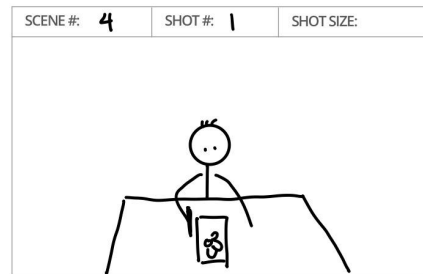
thinks about the flower he
passed



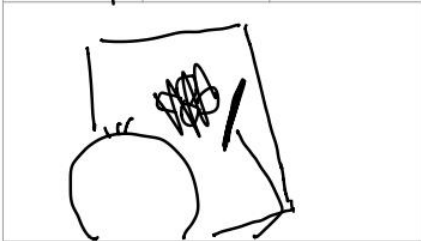
wants to "scratch" the
itch and explore his creative side



He is frustrated over his math
pset



starts to draw the flower
instead

SCENE #: 4 SHOT #: 2 SHOT SIZE:

messes up and scribbles

it out

SCENE #: 4 SHOT #: 3 SHOT SIZE:

tosses it away

SCENE #: 4 SHOT #: 4 SHOT SIZE:

starts again and his friend

comes in

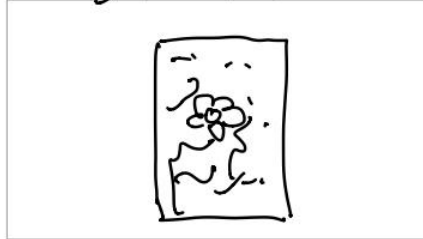
SCENE #: 4 SHOT #: 5 SHOT SIZE:

they greet each other

SCENE #: 4 SHOT #: 6 SHOT SIZE:

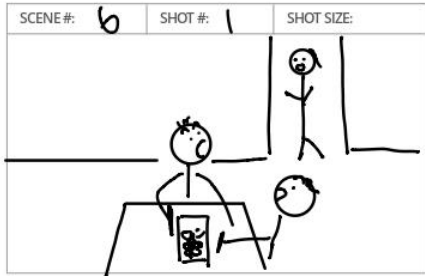
they draw together but it's

difficult drawing together

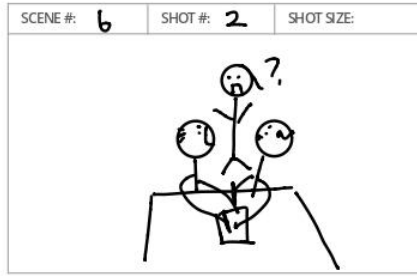
SCENE #: 5 SHOT #: 1 SHOT SIZE:

they have a horrible

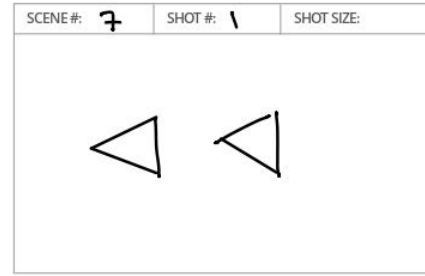
drawing



third person walks in



they are not proud of their drawing and don't share their drawing



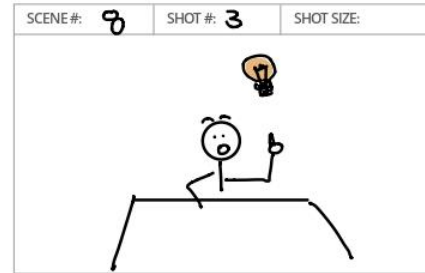
remind the scenes



start again: David is doing his math pset



He is frustrated over his math pset



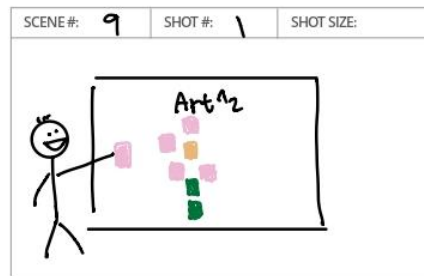
he has an idea



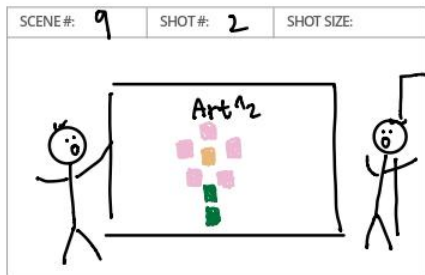
uses Art¹²



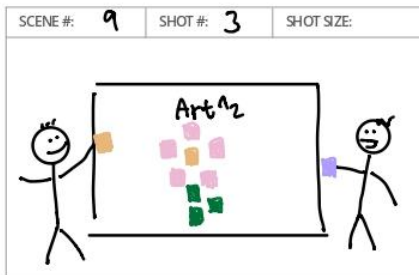
stack of post-its
appear



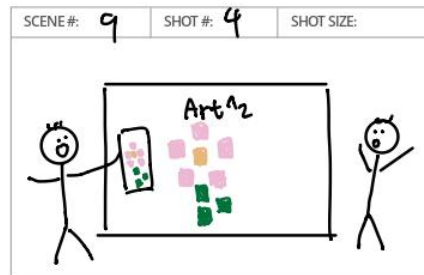
he makes art with
the post-its on a board



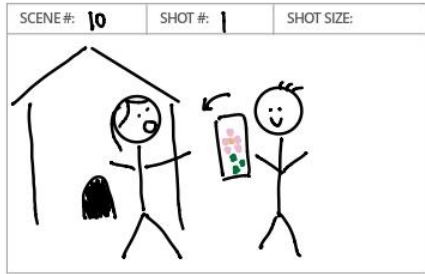
his friend comes in



they collaborate together



they get a copy of
their work from Art¹²



they share their
work



with multiple people





Link to video: <https://youtu.be/kgT3nzMHrsY>