

10 LINES

GET CONNECTED. GET INSPIRED. GET ON THE SAME PAGE.

Presented by Team Art Attack

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INTRODUCTION

Mission Statement/Value Proposition

10 Line's mission is to channel the creative energy that arises from collaboration in order to defeat creative paralysis, such as artist's block. Its goal is to provide an intuitive interface that allows users to connect with friends or meet new ones through a visual form of collaboration and social networking. It also takes advantage of the idea that constraints can fuel creativity, teaching users to adapt to unexpected situations in response to the previous users' interactions, and to create a work of art through spontaneously figuring out each part step-by-step. Its value proposition is concisely put as "collaborative drawing for kickstarting creativity".

Problem/Solution Overview

We discovered from our interview that artistic progress can be slow and painful, even for artists. Business¹ or academic² necessities can take the enjoyment out of art, and require artists to churn out creativity like a paper mill. In our interviews, multiple people spoke to us about the desire to integrate their art into their lives in a more spontaneous and fun way.

10Lines seeks to solve this problem by creating a platform for casual collaborative art. Drawing with other people has several advantages. First, social interaction brings more experience and more fun to the table. Second, artists will have a guaranteed, realtime audience in their collaborators. Third, collective authorship means collective credit for the result, so participants will not lose much face over a bad picture.

Finally, we also introduce some constraints to stimulate creativity: each user can only draw 10 lines and everyone has to take turns drawing 1 line at a time. The 10 line restriction tells users they obviously won't be drawing the next Mona Lisa. The 1 line-per-turn restriction tells users they must cede total control to other players after their turn. With the odds stacked against

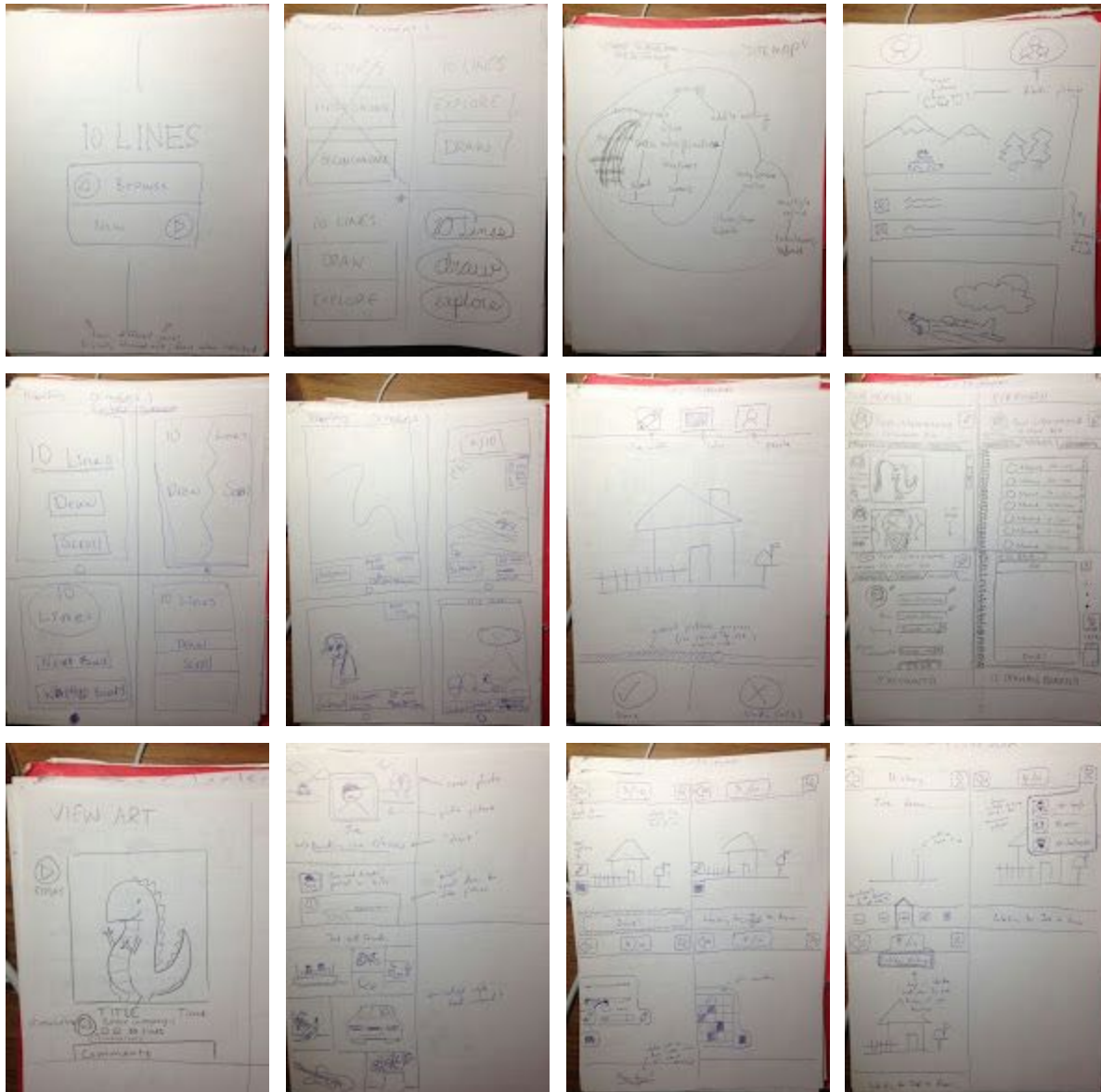
¹ Interview with Nadine Priestley - "I spend the least amount of time with my camera."

² Interviews with students Joyce and Ben-zhen, on the topic of job searches and portfolios.

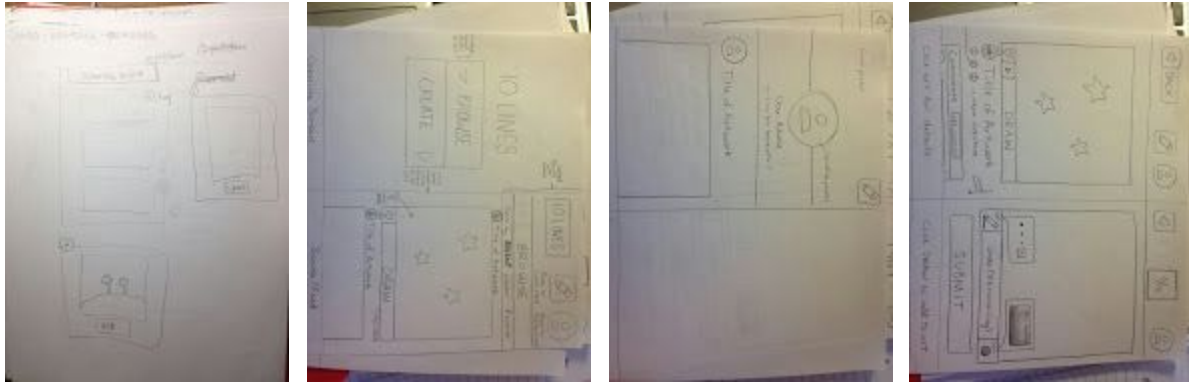
them, people can get surprisingly creative in an attempt to assert their dominance and their skills.³

SKETCHES

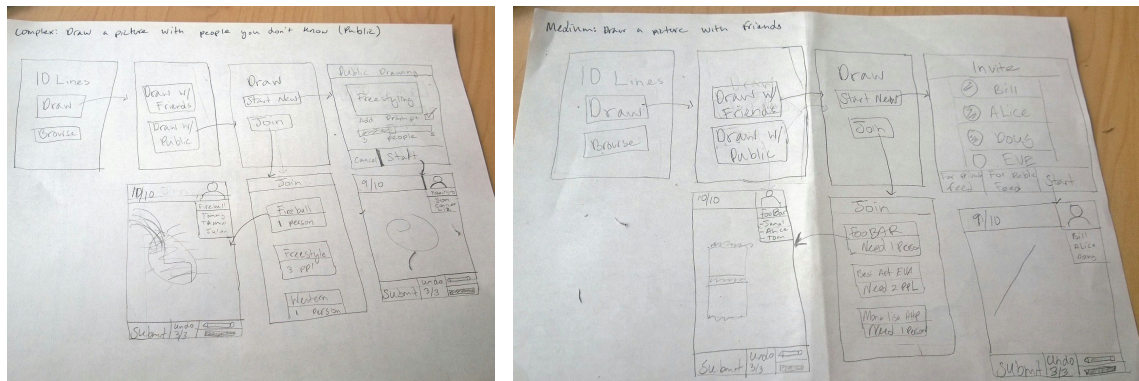
1. Overview images of the 15-20 sketches



³ Observation from week 3 field trials.



2. Top two sketches story boarded

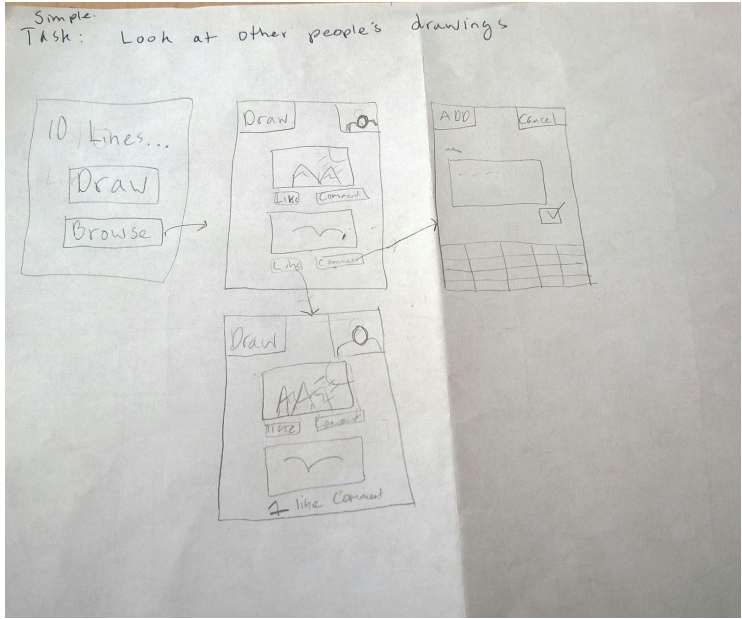


The left-hand storyboard shows how the action of collaborating with the public (i.e. with people who may be your friends or strangers) may be implemented. There is a fork in the screen with the “Start New” and “Join” buttons which lead to either creating a sketch from scratch and opening that up to the public or adding to an existing sketch.

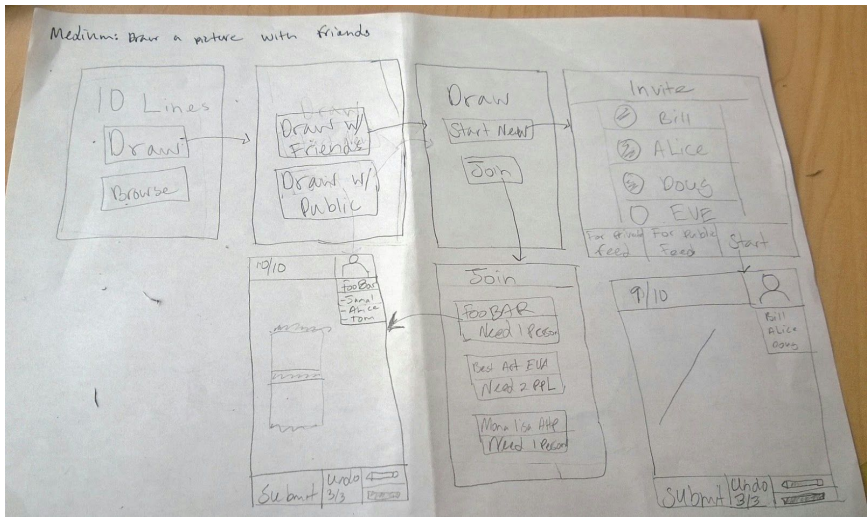
The right-hand storyboard shows how to draw with friends. One flow demonstrates how to set up a new session by inviting friends, and the other flow demonstrates how to join an existing session you’ve been invited to.

SELECTED INTERFACE DESIGN

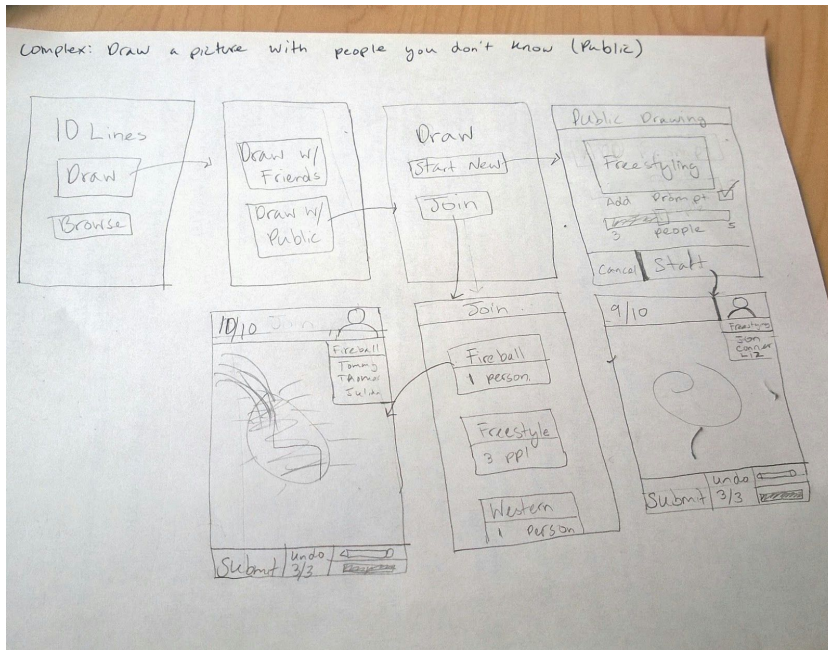
Simple Task: Browse to view your friends’ drawings or public drawings



Medium Task: Draw a picture with your friends



Complex Task: Draw a picture with people you don't know (public)



Reasons For Selection

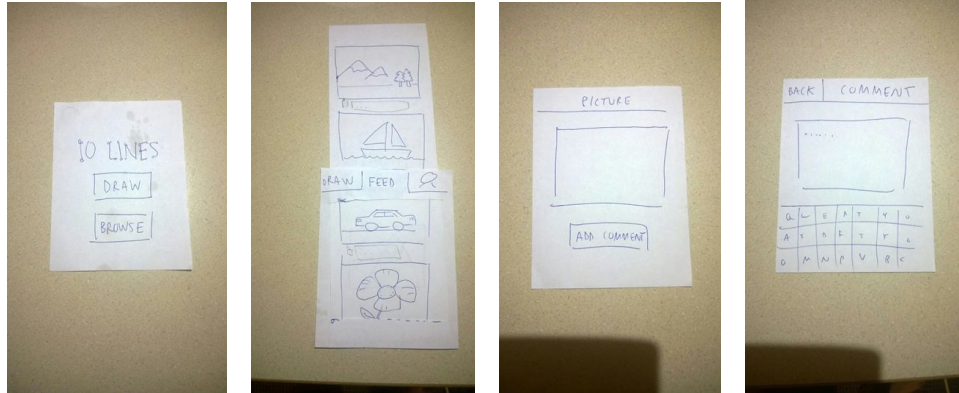
The essential functionalities for 10Lines is to allow users to (1) create a new sketch and invite others to join, (3) browse existing sketches to join, and (3) draw together (i.e. add to an existing sketch). The selected prototype was the one that we thought would accomplish this with the least amount of friction.

This lo-fi design uses the metaphor of a "sketchbook" since it presents a user with a digital paper and a digital pen. There are no fancy drawing tools like brushes, paint buckets, stroke styles, and so forth. This serves as an advantage because such tools distract the user with decisions that delay the actual act of drawing. A "sketchbook" is also a familiar concept for many people and provides a good way for users to think of our app. This strengthened our choice to proceed with this design.

PROTOTYPE DESCRIPTION

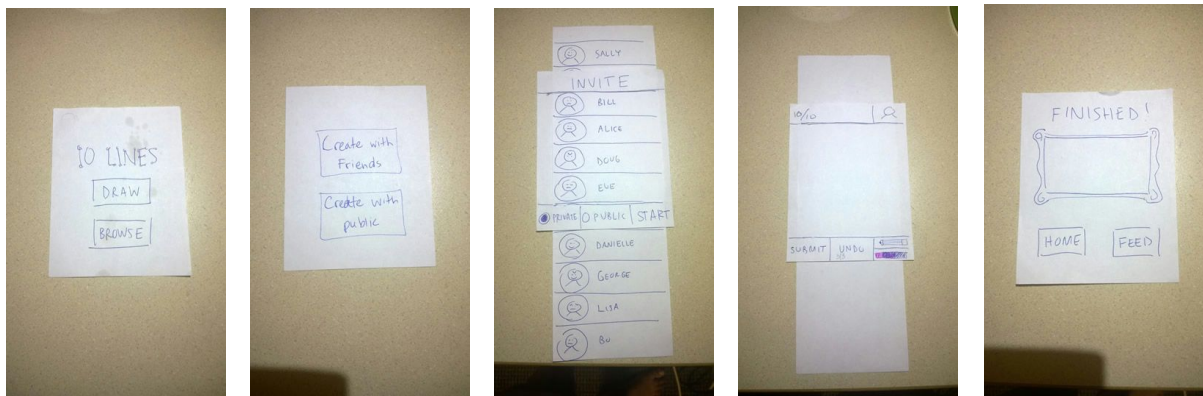
Prototypes were made with phone-sized sheets of paper and pen. Dynamic content was left blank so that it could be filled in by the test user. Scroll-able parts of the UI were simulated by slotting one sheet of paper through another.

Task 1: Browse through other people's art and add a comment to a picture you like.



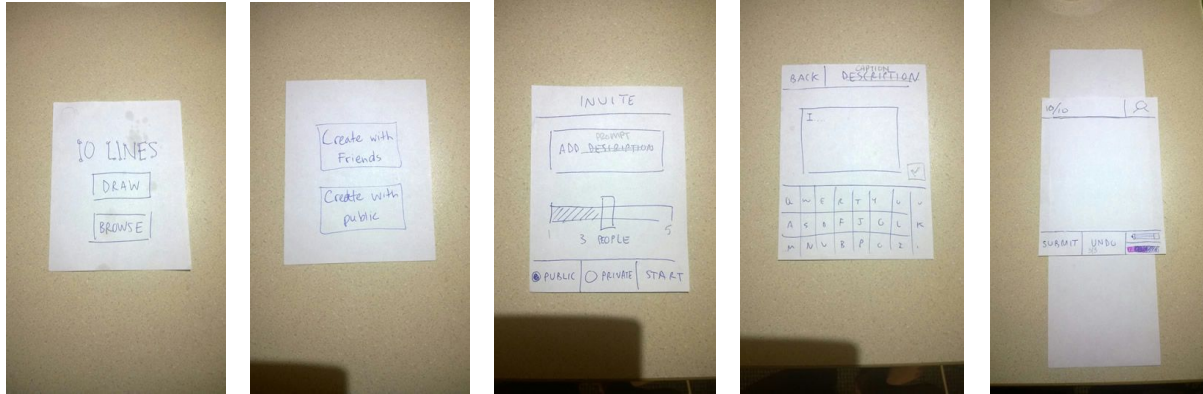
To complete this task, we expected users to open the home screen (Figure 1), then tap on “Browse”. This should take them to a feed (Figure 2), where they can scroll up and down to view completed pictures, with the most recent submissions at the top. If they like a picture, they can tap on it to see a larger version (Figure 3). They can then tap the “Add comment” button, which will take them to a page where they can enter a comment (Figure 4).

Task 2: Draw a picture with your friend Alice who is geographically far away.



To complete this task, we expect users to open the home screen (Figure 1), then tap on “Draw”. This should take them to a new screen (Figure 2) that prompts them to start a drawing session with a friend or with the general public. By tapping “Create with friends”, users will reach a screen where they can invite friends to join them in a drawing session (Figure 3). After inviting friends, they can tap the “Start” button, which will take them to the drawing screen (Figure 4). After everyone has drawn 10 lines, users will automatically be directed to the “Finished” screen (Figure 5). From there they can tap “Home” to go back to the home screen or “Feed” to browse other completed pictures.

Task 3: Draw art with a current event theme with other anonymous public users.



To complete this tasks, users start again from the home screen (Figure 1), which should hopefully be quite familiar to them by now. We expect them to tap “Draw,” which brings them to the “friend or public” screen (Figure 2). This time, they should tap “Create with public”, in order to reach a screen (Figure 3) for them to set up the drawing session. They can use the slider to set the number of people allowed to participate in the drawing. They can tap “Add prompt” to reach a popup screen (Figure 4) where they can describe what they want to draw - ideally something related to current events. After that they can tap “Back” to get back to the setup screen (Figure 3), and then tap “Start” to get to the drawing screen (Figure 5).

We also have a 4th task that was not used - see Appendix A.

METHOD

Participants

Participants were selected based on their likelihood of being in our target audience. Since 10Lines is meant to be a fun and light-hearted application, we looked for users who might be stressed or bored but who might enjoy such an app. Participants were not offered compensation, nor did they ask for any or seem to expect any.

Environment

In keeping with the app’s casual aesthetic, we conducted tests outdoors under the warm sunshine. We sat participants down on one side of a table and fiddled with our prototypes from the opposite side.



Tasks

Our three tasks were slightly modified from last week in order to be more relevant and action-oriented, showing specific actions that users might want to accomplish with 10Lines:

1. Browse through other people's art for inspiration
 - a. Possible motivations for this task: boredom, being stuck on an art project
2. Draw a picture with a friend who is geographically far away
 - a. Possible motivations for this task: best friends who are going to college on opposite sides of the country
3. Draw art with a current event theme with other anonymous public users
 - a. Possible motivations for this task: political events such as the upcoming election might spark conversation about the ethics of particular candidates
 - b. Clarification: This is what we meant by "current event commentary" last week. We considered art as a kind of visual dialogue.**

Procedure

We introduced ourselves to participants and gave a brief overview of the premise of the app and asked if they were willing to try it out and give us feedback. Since our app did not deal with sensitive topics mental illness or personal finance, we did not deem it necessary to use official consent forms. Verbal consent was agreeable to all participants.

For each test, Selina acted as observer; Nyasha/Ben-han were the facilitators, and Sarah was the camerawoman. Filming each test allowed us to go back and review each test session for user cues that we might have missed. We also encouraged users to provide verbal feedback, often by building on a smaller comment they had made, asking them to go deeper and explore why a certain task flow felt strange, or how the app made them feel. This was directly related to our test measures.

Test Measures

Our basic success criteria was to see the user move between screens and complete each task without our assistance. We wanted to test whether the flow between screens was logical and intuitive enough for users accustomed to gestures on a smartphone. We expected the user to be able to hit the right buttons and jump to the right screens in a second or two. Extended pauses or failure to find an important button was considered an indication that the navigation flow had to be redesigned.

RESULTS

Key process data results were:

- Users liked the concept of the sketchbook and felt that it freed them to draw anything they wanted without judgment
- While the three tasks were clear to accomplish, users felt like “it was a game that never ends” because the task flows are cyclical and feed into each other, eventually leading users back to the same screen they started with

Key bottom-line data results were:

- Participants did not stall for significant amounts of time at any screen; interactivity was pretty fluid overall
 - The average time for a task to be accomplished was 45 seconds
- There were 2 incidents of errors/confusion when trying to create a public sketch and seeing that the subsequent screen also contained buttons with the word “create” and “join”
 - Common response was “Didn’t I just do that?”

DISCUSSION

Although we have not yet had time to iterate based on user feedback, we think our interface design will benefit greatly from all our field trials. On the whole, it was successful, but testing did reveal several pain points.

One high-level problem was that users wondered how to quit the app, or when the game would “finish.” We were somewhat surprised that this was a problem at all, since they automatically adopted mobile interaction paradigms (swipe to scroll, pinch to zoom, etc.) when interacting with every other part of our app. Why not quit how you quit every other app? Once prompted with this question, users swiped the screen upwards and tapped an imaginary home button. We concluded this might have been a problem simply because our lo-fi prototypes did not contain details like the frame of a phone.

The aforementioned problem also sparked discussion among our team on whether we should consider rewiring the screen interactions in our app or whether it would cease to be a problem when implemented in a higher fidelity prototype. It also sparked questions on how to potentially conduct this rewiring, and what functions might be simplified or merged. While we originally saw this situation as one of the flaws with lo-fi paper prototyping, it actually was very useful in opening up new conversation about important aspects of our app.

Looking toward the future, the changes we will make lie mostly in refining the concept of the sketchbook metaphor, expanding it beyond the drawing screens and into typefaces, user input gestures, and more, in order to create a cohesive feel. It will also relate to structural and hierarchical changes in our screen flows to eliminate the sense of it being a never-ending game. It will also be more feasible at later stages with higher fidelity prototypes to take more care and finesse with interactive buttons, etc. Overall, we will strive to dive deeper into creating an immersive, rather than cognitively dissonant, environment. This realization came from the help, both verbal and physical, implicit and explicit, from our user-testing.

APPENDIX

A. Unused task: Look at your friend Wally's completed pictures.



In this task, the user would tap "Browse" (Figure 1), then tap the person icon on the top right of the feed screen (Figure 2), to get to their personal profile (Figure 3). From there, they can tap "Friends" to see go to a list of their friends (Figure 4), and select Wally. This brings them to Wally's profile (Figure 5), from which they can tap "Drawings" to see his completed pictures.

Word Count: 2107