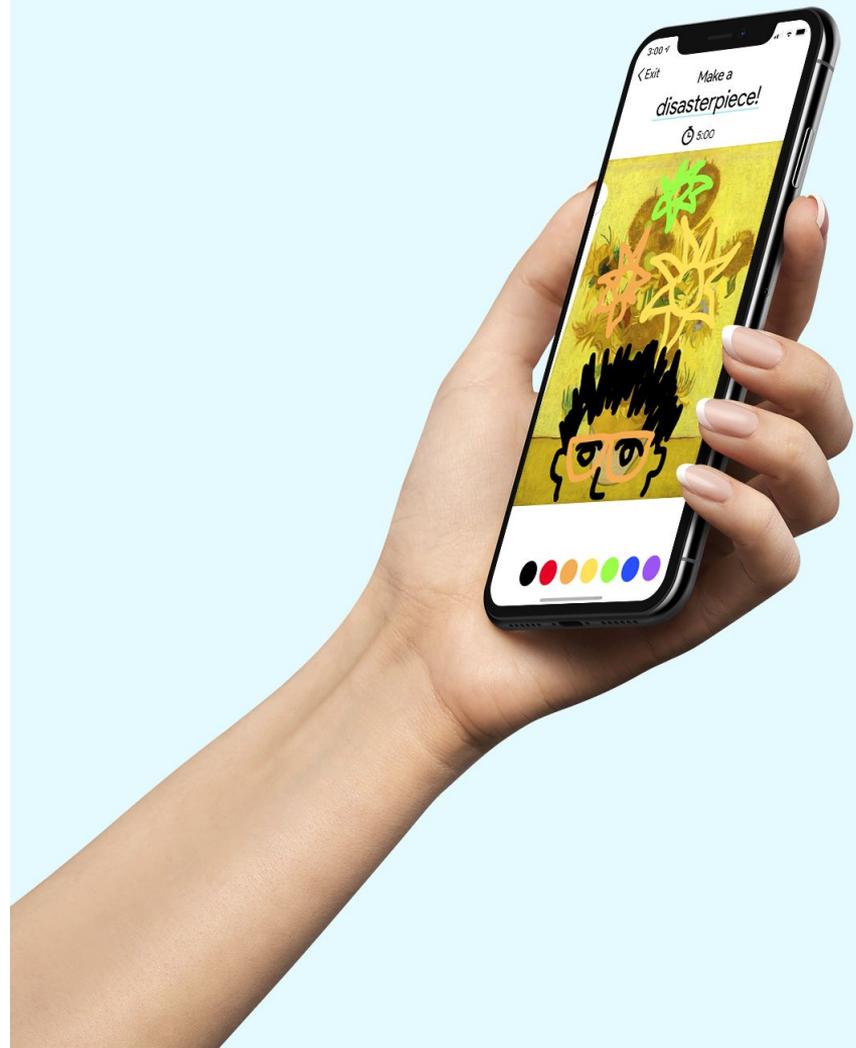


Hi, I'm Artbot.

—

Midway Milestone
Team Articulate



Our rundown for today:

Problem & Solution Overview

Value Proposition

Heuristic Evaluation

Solutions

Prototype Implementation

Tools

Hard-coding/Wizard of Oz techniques

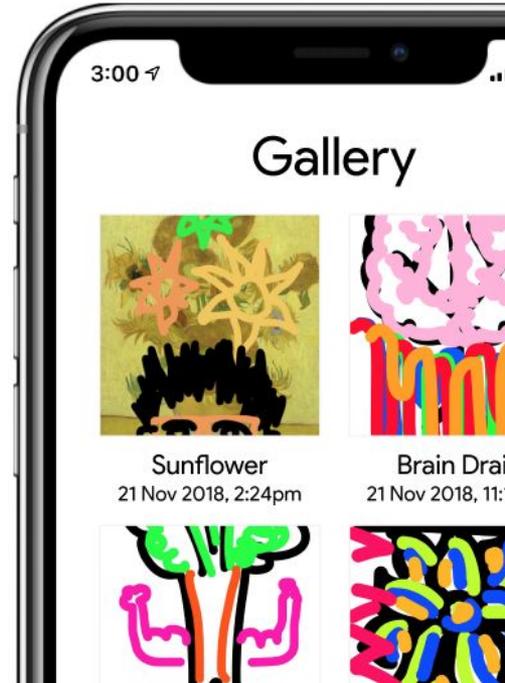
Demo

Your antagonistic, artful companion.

We set out to tackle the dreaded problem artists of all levels face during the creation process – **the block**.

The block happens when artists become **too attached** to their work and are unable to see a path forward in their work that satisfies them.

Artbot frees artists from this mode of thinking using a **gamified approach** coupled with **long-term check-ins**.



We learned a lot from our heuristic eval!

We realized we weren't being totally consistent with our internal graphic standards.

- The **blue underline** was being used a variety of ways. Is it a link? Used for emphasis?
- What distinguished an **inset screen** from a **new screen**?
- Why were some screens **all blue** and **others white**?



...like, a lot. 😞

We weren't being cognizant of how users would approach some aspects of the app.

- Our complex task (long-term daily check-ins) was **not reinforced well enough** through the app.
- We chose a weird action for users to do when **changing pen thickness**.
- Why does **Creative IQ** matter? What do users think when Artbot is **happy** vs. when it's **sad**?

Heuristic Evalu

1. Problem

Artbot is an app that he
creative sessions that a
create “disasterpieces”

2. Violations Foun

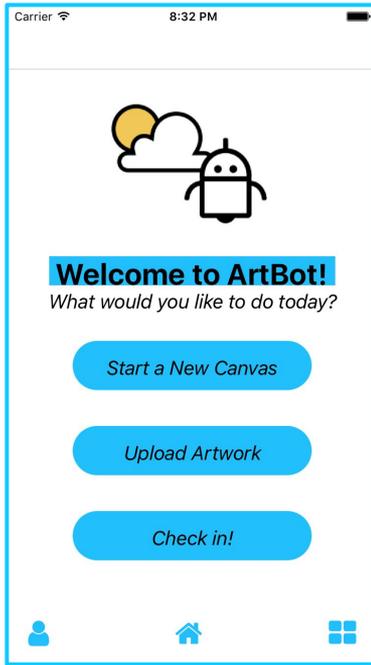
1. **H7 - Flexibility**
The navbar dis
solve the issue
especially with
you realized yo
access the galle

Suggestion: Ke

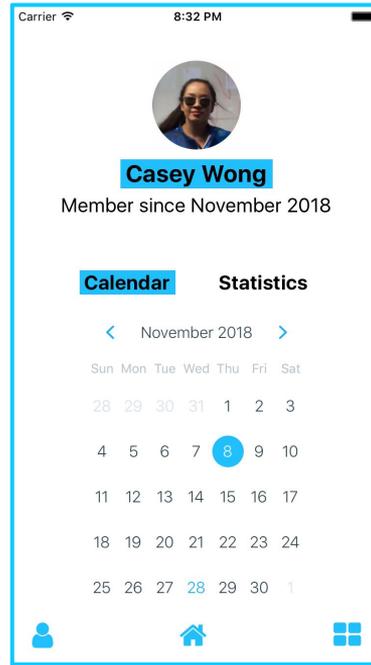
Here's (some of) what we're changing:

- **Check-in opportunities in the Gallery and Stats**
- Make prompts a pop-up to maximize real estate
- Use a progress bar timer that moves across the screen
- Clarify what Creative IQ means
- **Artbot's temperament is calm vs. disruptive**
- Camera Roll rather than Upload
- Group creation options away from check-in
- Blue underline = clickable
- **Let users save and remove images**
- Pinch for pen width
- Delineate the drawing canvas
- Add a carousel to the gallery

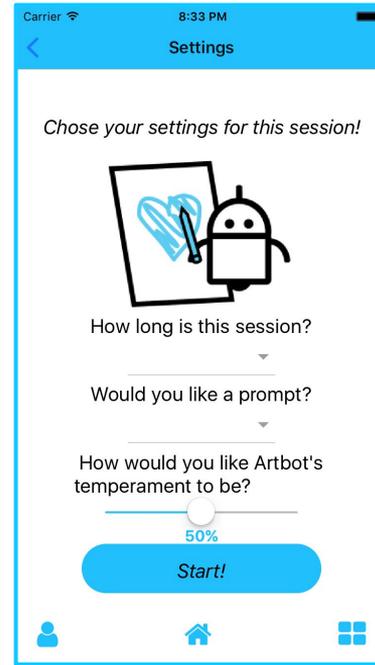
We've implemented a lot! 🤖



Home



Calendar



Settings

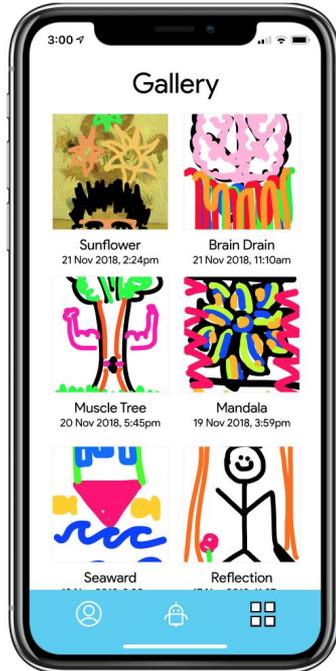


Canvas

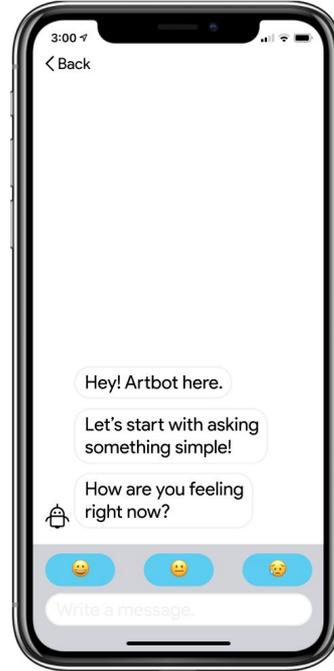
...but we've still got a long way to go. 🙄



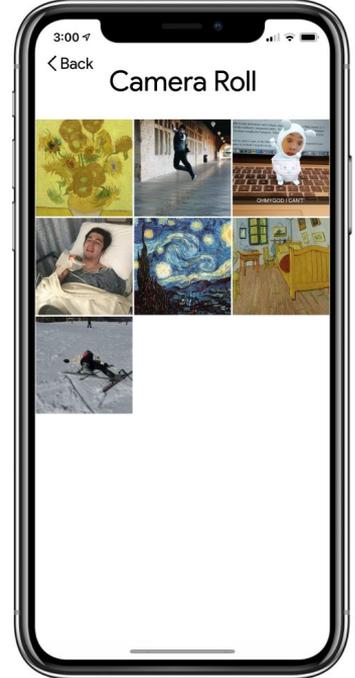
Statistics



Gallery



Check-In



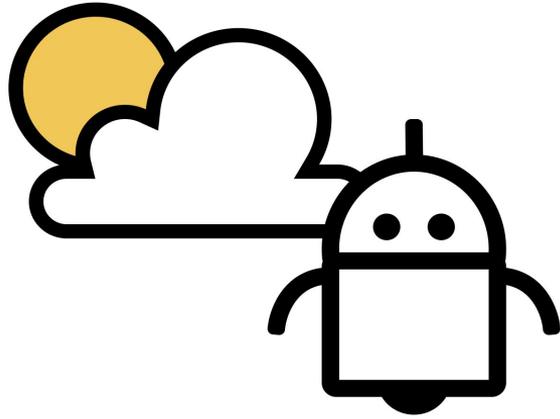
Camera Roll

We're gonna fake it 'til we make it.

The goal of our hard-coded elements is making the app feel lived-in.

- Users will be given a **dummy account** to navigate the app.
- **Images** and **previous statistics** will be hard-coded for users to navigate with.
- The chatbot will have **pre-programmed responses** depending on how users respond.





Let's demo it!

To sum things up:

- **We reviewed the heuristic evaluation** and revised our task flows accordingly;
- We're now **more intentional** in terms of the visual guidelines for the app, bringing attention back to the user and their disasterpieces;
- And we're **on track** right now to finish! 🤖



Thanks!

♥ Articulate