

write on



- enhancing writing creativity -

team euphoria



david e. '21



sam m. '22



jake w. '21



anatole s. '20

our problem space



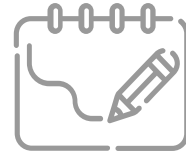
song



fiction &
non-fiction



poetry



casual
{journaling}

our problem domain



creation



revision



sharing

initial pov



We met Scott, a 22 year old author studying at Princeton while in Australia.



We were amazed to realize that he waits for inspiration to strike before he starts his writing process.



It would be game-changing if we could find a way to inspire his creativity and encourage more writing topics.



finding more needs

meet beatrix & tommy

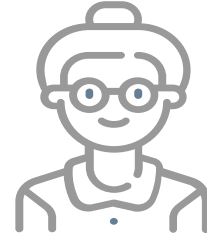


needfinding: tommy

We interviewed **Tommy**, a 22-year old singer-songwriter from the Seattle area who has released music on Spotify.

We noticed that **writing daily** is key to getting through **writer's block**, and we also learned that **reviewing** one's previous works **can provide inspiration** for new pieces.

needfinding: beatriz



We interviewed **Beatriz**, a middle-aged woman who has dedicated the last couple of years to writing classes and pursuing her creative interests.

We learned of the **importance of writing daily**, often during the same hour of the day.



POV'S

POV #1



We met Beatriz, a grandmother studying at the University of Miami who writes every day and is working on her autobiographical novel.



We were amazed to realize she meditates everyday before beginning her writing to clear her mind.



It would be game changing if we could make writing more carefree.

for beatriz, how might we...

create a **safe space** for writers to **experiment** in

make writing **personal** and **meditative**

make writers more **comfortable** in sharing work with **strangers**

remove the **roadblocks** to writing

find and share **productive** writing habits

POV #2



We met Christian, a 24 year-old aspiring rapper from Houston, TX who will be releasing his debut album in Spring 2021.



We were amazed to realize how difficult it was for him to find legitimate sources, both in information and people.



It would be game changing if we could provide crucial and legitimate information for aspiring artists.

for christian, how might we...

connect artists to
reputable industry
figures

disseminate **info** to **new**
artists

provide creators
with **mentors** from
similar fields

focus on providing more
structured,
informational guides

validate **legitimacy**
of established artists

POV #3



We met Noelle, a writer and actor in New York who abhors sharing early stages of her written work.



We were amazed to realize that Noelle uses twitter as a space to find prompts and work with other writers.



It would be game changing if we gave authors a space to collaborate and communicate at any time.

for noelle, how might we...

make the **GitHub** of
story writing

introduce authors
to one another

give authors a way
to share their
unfinished story
ideas

create **trending prompts**
for quick ideation similar
to Twitter

show writers
immediate and
frequent feedback

[#1] how might we...

provide more **sources of
inspiration** for artists



We met Beatriz, a grandmother studying at the UofM who writes every day and is working on her novel.

We were amazed to realize she meditates everyday before beginning her writing to clear her mind.

It would be game changing if we could make writing more carefree.

[#2] how might we...

**compile relevant information for
entering diverse industries**



We met Christian, a 24 year-old aspiring rapper from Houston, TX.
We were amazed to realize how difficult it was for him to find legitimate sources.
It would be game changing if we could provide crucial information for aspiring artists.

[#3] how might we...

**create a comfortable space for
writers to experiment in**



We met Noelle, a writer and actor in New York, who hates collaborating in real time.

We were amazed to realize that Noelle uses Twitter to find prompts.

It would be game changing if we could give authors a space to collaborate/communicator.



our assumption:

Users fears negative feedback and will alter their viewing permissions on further publications dependent on feedback. The typical user will publish anonymously to everyone but will offer their name to friends



our solution:

An interface that allows for writing to be uploaded with toggled viewing permissions. Users can decide viewing, feedback, and anonymity options,

experience prototype

#1

we wanted to see how prompts / feedback would affect permission toggling

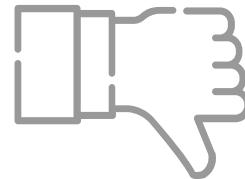
user picks a prompt and
then writes for 2 minutes



user picks permissions
(anonymity and who to
share w/)



slightly negative
arbitrary feedback given



prototype #1 insights



simar

a 26 yr-old who
constantly journals

felt a bit confused by the task at hand, since **some prompts are not built to receive feedback** (the personal ones, especially). also, giving canned feedback was not ideal.

he sees **identity as an opportunity for writers to connect with audiences**. he would **choose anonymity if a topic is contentious**.

we learned that the **prompt that he wrote about changed the audience he chose** to share the piece with.



our assumption:

Users want prompts and prompts push individuals out of writer's block and into creative flow.



our solution:

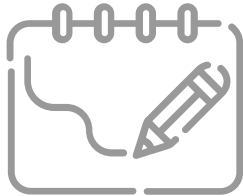
Provide prompts or rapid fire questions to writers in the form of videos, quotes, questions, book quotes, and unfinished writing to promote creativity.

experience prototype

#2

we wanted to see how helpful prompts would be in encouraging creativity

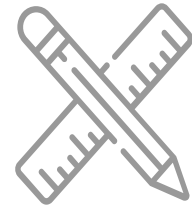
user writes without a
prompt



user writes with a
prompt



compare the results



prototype #2 insights



aris
a middle aged man
pursuing writing

we found that the **amount of writing was roughly equal** with or without prompts - he didn't feel different.

during the free-write he continued a thought he had earlier in the day, while the **prompts led him to personal reflections.**

we learned that an artist's mental state tends to be different with **fiction vs. non-fiction.**



our assumption:

Viewing old writing will spark creative inspiration, encouraging better revisions and allowing for more input from the writer.



our solution:

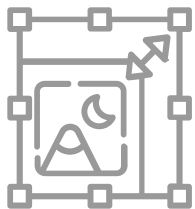
The Graveyard: provide writers with a platform to rediscover their previous work.

experience prototype

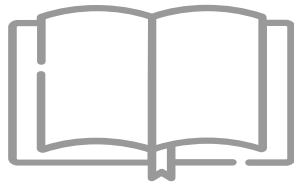
#3

we wanted to see how old writing would inspire new writing

user brings 3 old pieces
they've written in the past



allow writer 5 minutes to
read over old writing and
then 5 minutes to write more



observe how old work
influences new writing
and whether writer
revised vs restarted



prototype #3 insights



valo

a 22 year old poet

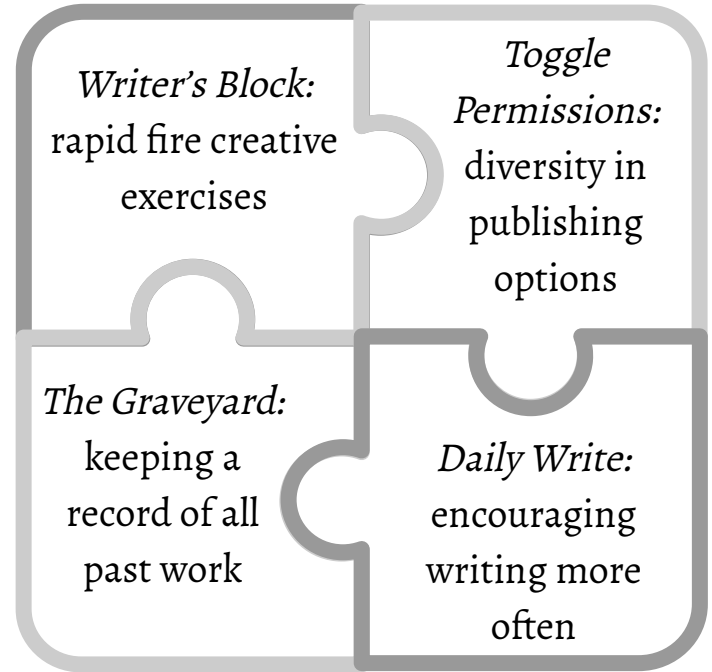
she **opted for editing and adding** to her previous work. she acknowledged the **friction of starting a new work.**

fresh eyes gave her space to see **what words (in retrospect) could be clearer.**

the time constraint also encouraged her to edit/revise instead of starting fresh.

our solution

we think there is an opportunity to provide artists with a **writing method-agnostic platform** that at once spurs **creativity** and provides a **safe medium** through which to **share work** as they please.



summary

01

artists benefit from writing ideas down and revisiting their old ideas

03

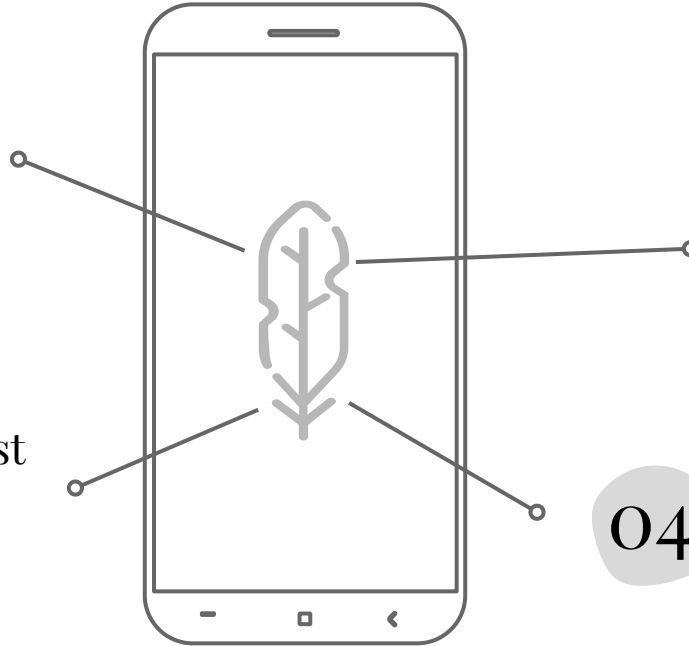
writing is personal at first but eventually worth sharing

02

writing is different for everyone

04

getting rid of writer's block requires persistent engagement





thank you for
your time!

hit us with your feedback

