



STEPPIN THRU TIME: TEAM 1 PRESENTING

# POINT-OF-VIEW & EXPERIENCE PROTOTYPES

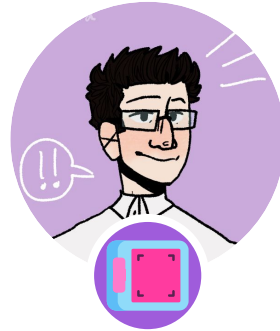
# TEAM INTRODUCTION



**Janine  
Fleming**



**Elizabeth  
Fitzgerald**



**William  
Song Liu**



**Hyunseok  
Hwang**



# OUTLINE

01

**ADDITIONAL NEEDFINDING (+2 INTERVIEWS)**

02

**POV'S AND HOW MIGHT WE'S**

03

**SOLUTIONS + EXPERIENCE PROTOTYPES**

04

**MOVING FORWARD**



01

## ADDITIONAL NEEDFINDING

Feedback from last week: emphasis on  
**"average user" & "extreme user"**

## INTERVIEW #1 - EXTREME USER



**THOMAS KOOK**

"I don't believe in the value of art"

Topic On Art:  
Interesting quotes

**"ART IS IN EVERYDAY LIFE, NOT IN MUSEUMS OR EXHIBITIONS!!!"**

**"I take photos of everyday art if the art is not transient - otherwise just enjoy the moment"**

**"I like going through jumbled up memories - fun things to find down there"**

"There is value in historic art because of the supply & demand makes sense to me"

## INTERVIEW #1 - SUMMARY



**THOMAS KOOK**

"I don't believe in the value of art"

Additional learnings:

He prefers the jumble up of contents then curated, categorized viewing of art.

He wants to learn to communicate his interpretations of art better but lack the vocabulary to do so.

He doesn't like to take photos of art if it is transient. Rather keep it in his memory.

## INTERVIEW #2- AVERAGE USER



**DAVID WALKER**

College Senior studying  
Psychology online

Topic On Art:  
Interesting quotes

**"AR is lame, I haven't seen one AR product that I actually like."**

"Engaging VR environment will be essential for the technology to be worthwhile"

**"If you come to the table with your definition of art as the only definition of art, I don't like talking to you."**

"Art is better experienced in person than viewing it on a 2D screen or 3D virtual environment"

## INTERVIEW #2- SUMMARY



**DAVID WALKER**

College Senior studying  
Psychology online

Additional learnings:

Traditional Art is better experienced in person!

Video games are also art. Challenging the notion of traditional art!

VR/AR technology is cool but there needs to be good content for it to be worthwhile.





02

## POV'S AND HMW'S

Initial POV of Yvonne

+ revised & selected 3 POV's

## INITIAL POV FOR YVONNE



**YVONNE LIU**

Docent at Cantor Art  
Centre

*We met Yvonne, an experienced docent at the Cantor Arts Center.*

*We were surprised to learn that she didn't remember her favourite arts.*

*We wonder if this means she doesn't like documenting art in the moment of viewing art.*

*It would be game-changing to provide her an application where she can log her art.*

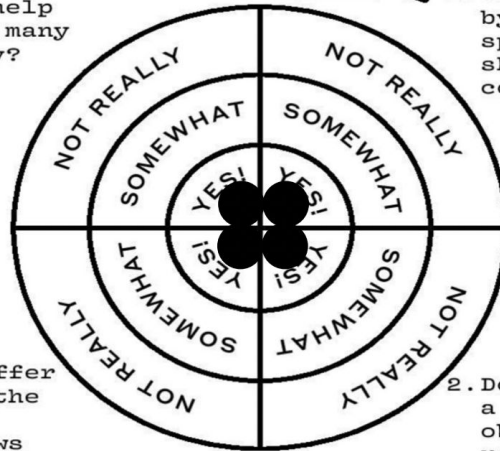
# INITIAL POV FOR YVONNE



4. Does your frame help you generate many ideas immediately?

3. Does your frame offer an insight about the person that is emotional and flows logically from your surprise?

Doc



Start Here

1. Does your frame start by focusing on one specific person and sharing relevant context?

2. Does your frame present a truly surprising observation or quote related to a pain point?

ce

# INITIAL POV FOR YVONNE - REVISED VERSION



YVONNE LIU

Docent at Cantor Art  
Centre



We met Yvonne, **an experienced docent** at the Cantor Arts Center and a lover of physical art.



We were surprised to learn that she **doesn't keep records or notes** on art pieces she's really enjoyed.



We wonder if this means that she gets frustrated when she tries to **remember the emotions** she feels as she looks at art.



It would be game-changing to give her an easy way to **re-experience emotions** she feels when interacting with art.

## 3 POINT-OF-VIEWS: DIVERSE CANDIDATES



**THOMAS KOOK**

"Everyday-art collector"

**REASON:  
INITIALLY THOUGHT AS  
EXTREME USER BUT  
TURNS OUT HE IS OUR  
AVERAGE USER!!!**



**VERONICA GRAHAM**

"AR/VR professor and enthusiast"

**REASON:  
OFFERS UNIQUE  
PERSPECTIVES FROM A  
CREATOR & TEACHER POINT  
OF VIEW.**



**YVONNE LIU**

"Docent at Cantor arts centre"

**REASON:  
ART LOVER, GAVE US INSIGHT  
INTO HOW PEOPLE  
REMEMBER ARTISTIC  
EXPERIENCES.**

# POV1: THOMAS KOOK



We met Thomas, who often **takes photos & videos of everyday art** and shares them with his friends via instagram stories.



We were surprised to notice he prefers going through **jumbled up, non-curated** collections of his art memories.



We wonder if this means people inherently enjoy and value the variable **reward of the Hunt** even in search of their memories.



It would be game-changing to make **going through art a fun experience** by finding the sweet spot between curated content and random content.



## HOW MIGHT WE...

make going through your camera  
roll a **surprising and fun** experience?

## POV2: VERONICA GRAHAM



We met Veronica, who is a **VR artist/creator** and also lectures a VR art class at Stanford.



We were surprised to notice that she believes a work of VR art is **a shared experience** between the creator and the player.



We wonder if this means that her goal as an artist is to establish **an emotional connection** with her audience.



It would be game-changing to give artists **a simple way to build** shared experiences with their audience.





## HOW MIGHT WE...

have artists **collaborate** with their audience on their next artwork?

## POV3: YVONNE LIU



We met Yvonne, **an experienced docent** at the Cantor Arts Center and a lover of physical art.



We were surprised to learn that she **doesn't keep records or notes** on art pieces she's really enjoyed.



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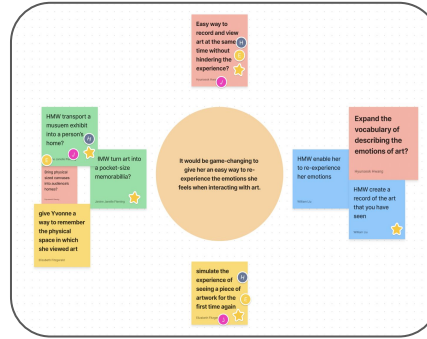
## HOW MIGHT WE...

**transport** a museum or an exhibit into  
a person's home?

# BRAINSTORMING METHODOLOGY: FIGJAM



Diverge



Converge



Aggregate

Then we voted again on the top HMW's and the result was...

# SELECTED HMW'S



**HMW simulate the experience of seeing a piece of artwork for the first time again?**

Elizabeth Fitzgerald



**HMW have artists collaborate with their audience on their next art work?**

Janine Janelle Fleming



**HMW transport a museum exhibit into a person's home?**

Janine Janelle Fleming





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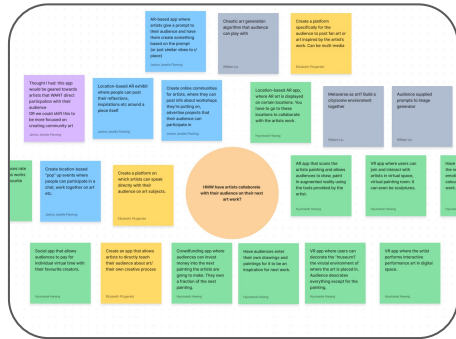
SOLUTIONS + EXPERIENCE PROTOTYPES

04

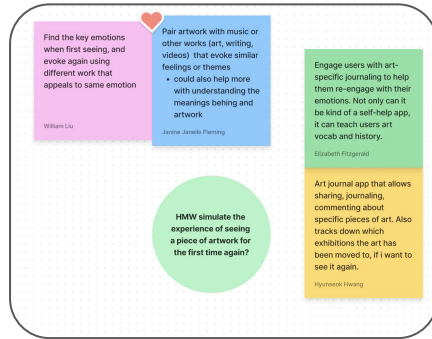
MOVING FORWARD: PIVOT TIME



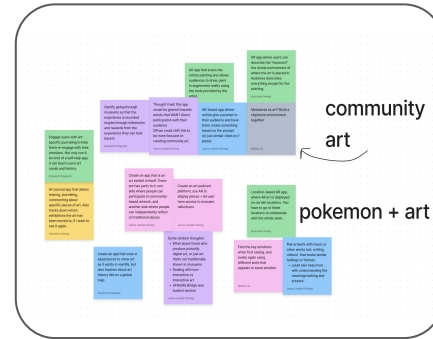
# AGAIN... SAME METHODOLOGY {DIFFERENT PICTURES I PROMISE}



Diverge



Converge



Aggregate

Then we voted again on the top SOLUTIONS and the result was...

## SOLUTION #1



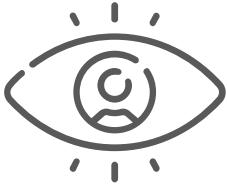
**An application that allows people to easily collaborate to produce a community art piece.**



## SOLUTION #1



**An application that allows people to easily collaborate to produce a community art piece.**



Community members have an aligned goal.



## METHODOLOGY



Community members have an aligned goal.

Location: Enchanted Broccoli Forest  
In-person

Duration: 30 minutes

Apparatus: 1 giant sheet of paper + pens + 10 **participants**



## METHODOLOGY



Community members have an aligned goal.





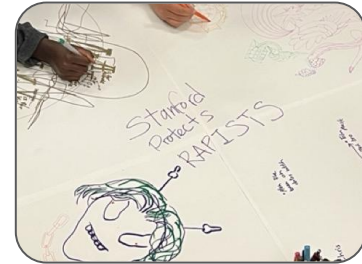
## FINDINGS



### Community members have an aligned goal.

#### Observations:

- People seemed to show willingness to add other people's drawings
- Collaborate other ways: sharing materials/passing markers
- Helped each other name their drawings
- Laughed together over their drawings
- Medium to amplify voice - "Stanford Protects Rapists"





## FINDINGS



Community members have an aligned goal.

### Observations:

- People started drawing individually
- Expressed worry about their drawing skills
- Defaulted to drawing random/silly things - doodling
- Most people stopped drawing after 10 minutes



## RESULTS



Community members have an aligned goal.

Responses from participants

- Liked how free-flowing it was
- Therapeutic and fun
- Wished there was more structured way to collab
- Felt restrained because they could only work with people next to them

Result: ASSUMPTION was wrong because there was no collaboration but got good new insights!



## RESULTS



Moving forward:

People showed discomfort in sharing their skills. If all users were anonymous, people may be better at expressing themselves?

Key emphasis on the positive emotions they felt from the experience!

## SOLUTION #2



**An application that pairs artwork with music or other works (art, writing, videos) that evoke similar feelings or themes.**



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**An application that pairs artwork with music or other works (art, writing, videos) that evoke similar feelings or themes.**



People can make emotional connections between new pieces of art and those which they have already observed.



## METHODOLOGY



People can make emotional connections between new pieces of art and those which they have already observed.

Location: Tressider Union  
In-person

Duration: 30 minutes

Apparatus: 1 Art Piece + whiteboard + candy + 9 respondents



## METHODOLOGY



People can make emotional connections between new pieces of art and those which they have already observed.





## FINDINGS



People can make emotional connections between new pieces of art and those which they have already observed.

*What do you feel, emotionally, when you look at this painting?*

: Pleasant, pretty cool, serene, gorgeous, creative, LOOKS NICE

*Does this remind you of any other art pieces?*

: **NO**



## RESULTS



Things that worked:

Happy to give their interpretation of what they see in art.

Things that didn't work:

Cannot make connection between a new art and previous arts.

Surprises:

The variety of interpretations the painting got.

New Findings:

People seem to enjoy interpreting art.



## RESULTS



Moving forward:

Maybe people find it difficult to connect the two arts together **BECAUSE** they don't have the tools for it.

Perhaps our product could provide them with answers!

## SOLUTION #3



**Location-based AR app, where AR art is displayed at certain locations for people to discover and interact with.**

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**Location-based AR app, where AR art is displayed at certain locations for people to discover and interact with.**



People are willing to move short distances to discover AR art.





## METHODOLOGY



People are willing to move short distances to discover AR art.

Location: Memorial Church  
In-person

Duration: 25 minutes

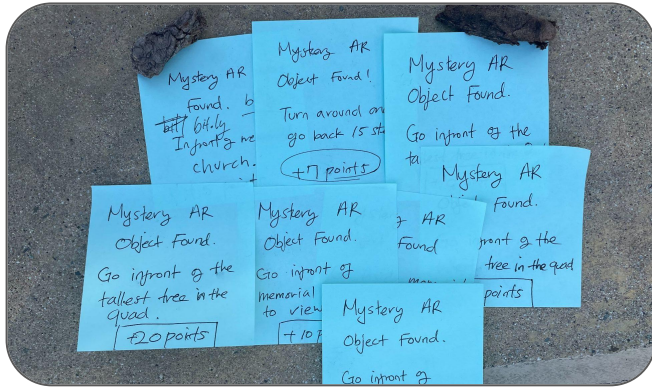
Apparatus: Sticky notes + pen + 10 people who threw away the sticky notes



# METHODOLOGY



People are willing to move short distances to discover AR art.





## FINDINGS



People are willing to move short distances to discover AR art.

Observations:

- People took the sticky notes when given to them, read it once and walked away.
- Some people looked around but no direct responses.
- TWO women found the “tallest tree” but they were part of another scavenger hunt.
- No one came to us to ask for clarifications.



## RESULTS



People are willing to move short distances to discover AR art.

Insight:

People are not fascinated by AR objects as much as we thought.

People are generally busy and making them move to a certain place is hard.

Perhaps *WRONG* location, Gates or Huang may have been a better choice.

Result: ASSUMPTION was **wrong**. People are not aware or are interested by Augmented Reality objects!



**WHAT'S NEXT?**



# WHAT'S NEXT?

Focusing on **Collaboration with ART**  
**in digital space!**  
(with a smidge of AR?)

# EXISTING MARKET ANALYSIS

## Google search: "Collaborative Drawing Application" result

### DrawPile

Free • Mac Windows Linux • Website [🔗](#)



Drawpile is a drawing program that lets you share the canvas with other users in real time.

### Aggie.io

Free • Web • Website [🔗](#)



Draw a picture together with your friends in real-time over the internet in your browser.

### Drawesome

Free • Web • Website [🔗](#)



Offers both Drawing & Guessing games as well as collaborative drawing lobbies.

### Doodle or Die

Freemium • Web • Website [🔗](#)



It's like the game of Telephone. Except with doodles. In Doodle or Die, players create chains of alternating drawings and captions with hilarious results.

### Gartic Phone

Free • Web • Website [🔗](#)



Online Telephone Game:

Write a quirky Sentence - Receive a description in turn and draw it - Let the next Person guess what's depicted - at the end the chain will be revealed.

### Drooodle

Free • Web • Website [🔗](#)



Make your own drawings or add to the drawings of others.

### FlockDraw

Freemium • Web • Website [🔗](#)



Flockdraw is a free to use online whiteboard based painting & drawing tool. It makes it easy to draw online free with multiple people for fun or business. You can have unlimited people in a room and the drawing updates in real time. Uses different colors, shapes and text.

### FlockMod

Free • Windows Web • Website [🔗](#)



Flockmod is a real time online group drawing app. No sign up or downloads required! Draw with your friends online now!

### Anondraw

Free • Web • Website [🔗](#)



Draw and paint live with friends or strangers on a big canvas. There is also a gamemode and gallery.

### Drawception

Freemium • Web • Website [🔗](#)



Classic game of Telephone but with drawing and thousands of players, ensuring miscommunication and chaos.

### PanelJam

Free • Web • Website [🔗](#)



Draw comics online with strangers and friends! PanelJam is the community where artists can have fun with comic strips one panel at a time in the collaborative online comic drawing game. Practice new subject matter, defeat artist's block, and connect with artists.

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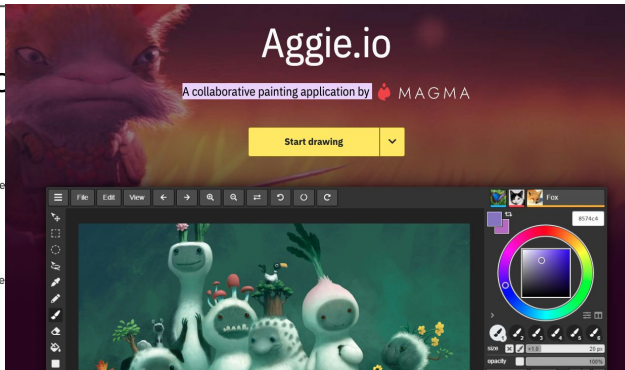
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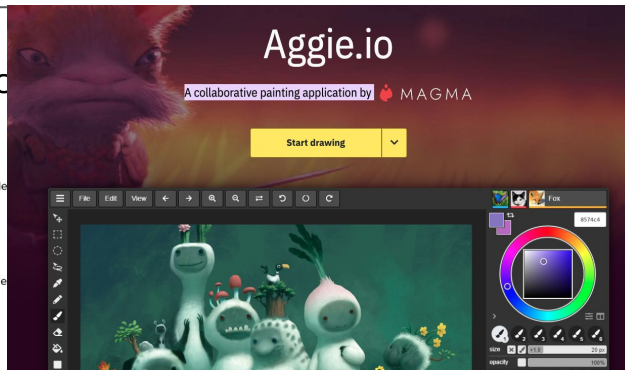
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## Anondraw

Free • Web • Website



COLLABORATIVE  
DRAWING

News About Download Help Communities

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Aug. 20, 2022

The third beta of the 2.2 series is now out. This one includes a special last minute addition courtesy of Askmeaboutlo

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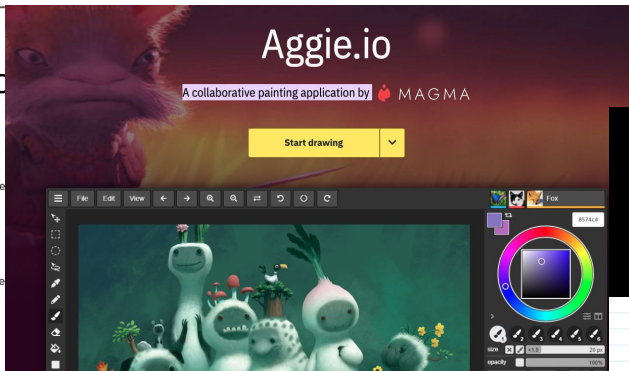
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Start playing now as:

doodleordie.com/profile/

Play!



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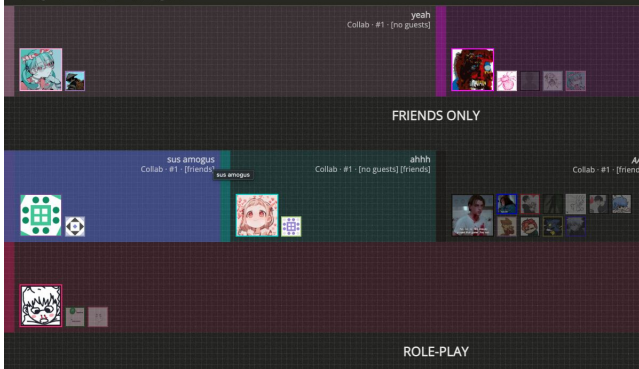
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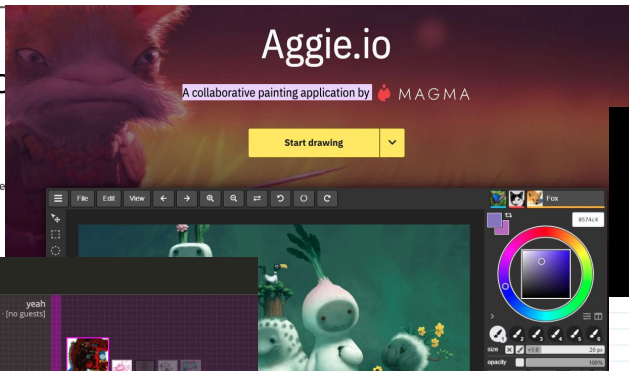
Drawing with Friends, for Fun, Together ⌵



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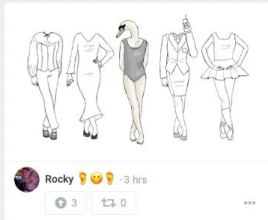
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dummythic · 2 hrs

1 5



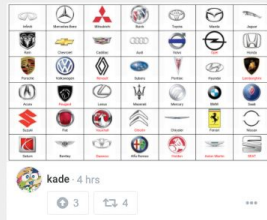
Rocky 🍌🍌🍌 · 3 hrs

3 0



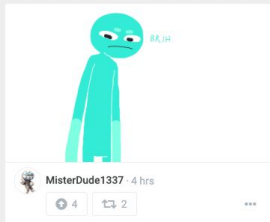
MisterDude1337 · 4 hrs

5 0



kade · 4 hrs

3 4



MisterDude1337 · 4 hrs

4 2



urdimbre 🍌 · 5 hrs

10 11



Dys · 6 hrs

3 0



luvi · 6 hrs

6 18

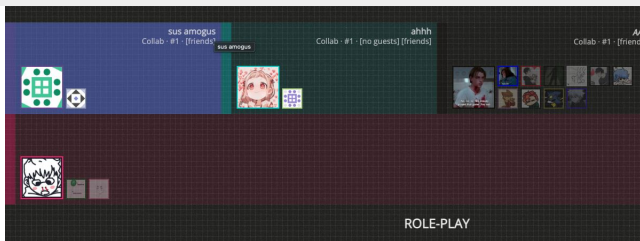
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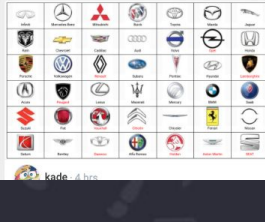
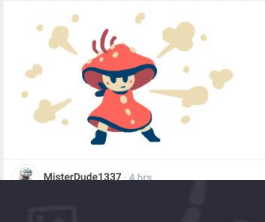
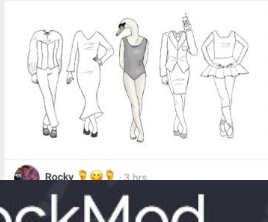


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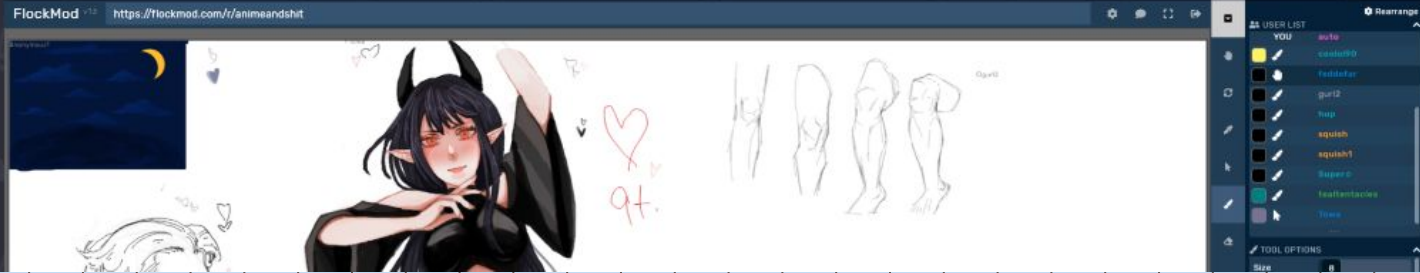


# FlockMod

Collaborative drawing application for the modern age

Flockmod is a realtime multi-user drawing application. Draw with your friends online!

Draw Now!



doodles.

arious results.

Play!

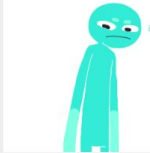


## MultiDraw - Draw with others in real time.

- ✓ **Responsive draw & chat application**  
Optimized for mobile and desktop devices
- ✓ **Build in SpeedPaint recorder**  
The Replay unfolds your collaborations right in front of your eyes
- ✓ **Advanced features**  
Supports pressure sensitivity and touch gestures
- ✓ **Private rooms**  
Your room, your URL
- ✓ **Private messaging**  
Send private messages to others across rooms
- ✓ **Password protected rooms**  
Protect your rooms and share the pwd via PM
- ✓ **Protected canvas**  
Others need your permission to draw on your canvas
- ✓ **Unlimited users**  
Invite all your friends, there is no limit



dummythicc · 2 hrs  
1 5



MisterDude1337 · 4 hrs  
4 2

# Draw Now!





# WHAT'S NEXT?

PIVOT TIME...



**QUESTIONS?**



# APPENDIX

