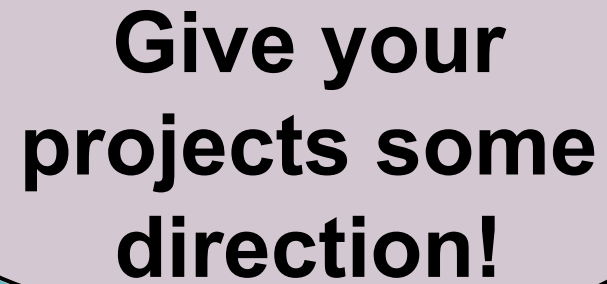**Amble**

Give your projects some direction!

How might we motivate people to learn and pursue creative activities in a way that utilizes their existing interests?

Many people struggle with finding creative outlets and staying motivated when learning new skills. Amble provides direction by giving users a personalized roadmap to achieve their artistic goals.

Core Tasks

Simple:
Input and save ideas
into one platform

Medium:
Explore interests in
a friendly, easy to
use manner

Complex:
Build on previous hobbies
by receiving suggestions
from the platform on what
to explore next

Storyboards
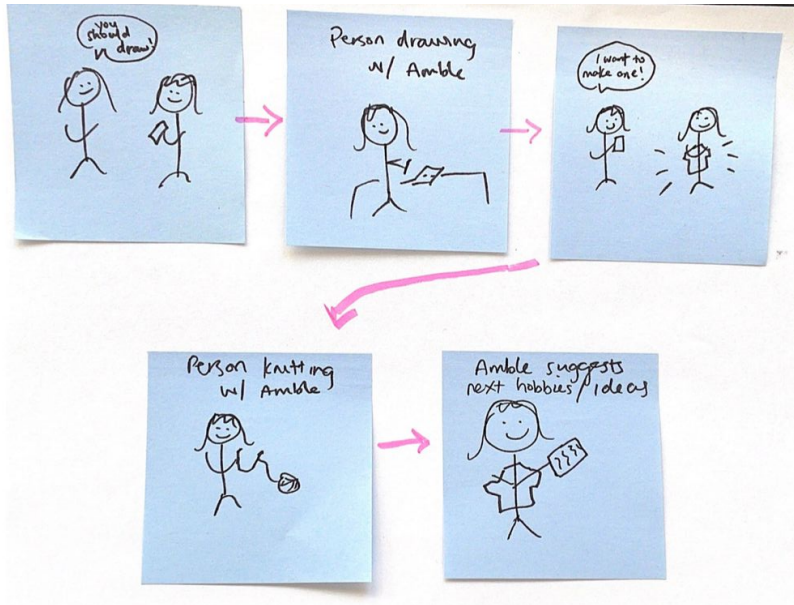
SCENE — 2 friends talking
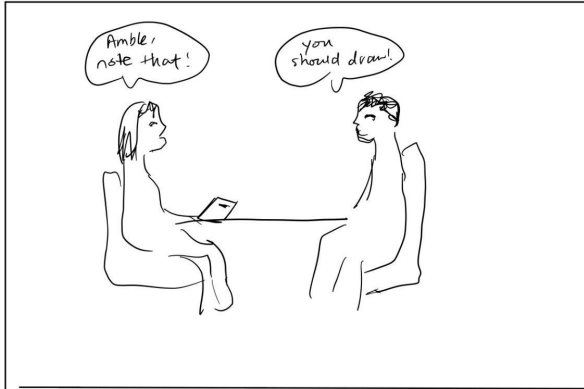
- 2 actors having a conversation, actor 1 wants to learn a creative skill & makes an amble note after hearing actor 2's suggestion

- Focus on making a note on amble

SCENE — learning to draw w/ AMBLE

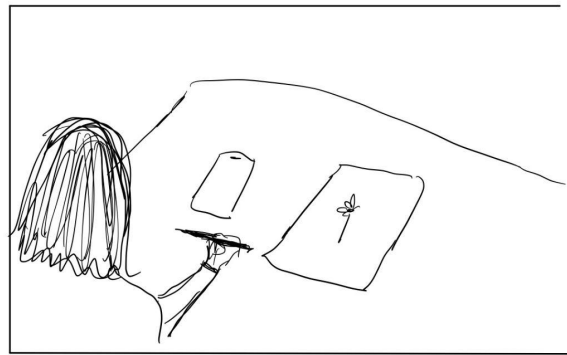- Actor shows a process of learning to draw a flower w/ the amble app

- convey that amble is teaching a multi-media curated experience based on input of interests / notes from user

SCENE — using amble to photo identify new interest

- Actor 1 likes Actor 2's hand knit top
- Actor 1 uses Amble to identify the knit material through camera recognition
- Actor 1's Amble can then teach her to make something similar

Values in Design

We have three goals:

1. We wish to make pursuing creative hobbies as painless and barrier-free as possible, making them more **accessible** and **equitable**.

2. We wish to avoid choice paralysis and information overload, so we care about the **efficiency** with which information is **organized**.

3. We wish to get more people engaged in creative activities, since it improves **well-being** and increases **productivity**.

Market Research

Pinterest: Pinterest provides examples and inspiration (often through images) based on a user's searches and activity within the platform. Our solution differs in that it provides curated multimedia experiences for how to pursue and learn a particular interest.

Roam: Roam organizes information that users directly provide e.g., notes, for the main purpose of productivity and professional organization. Our solution focuses on creative skills, consolidating information from outside sources into a user specific learning experience.