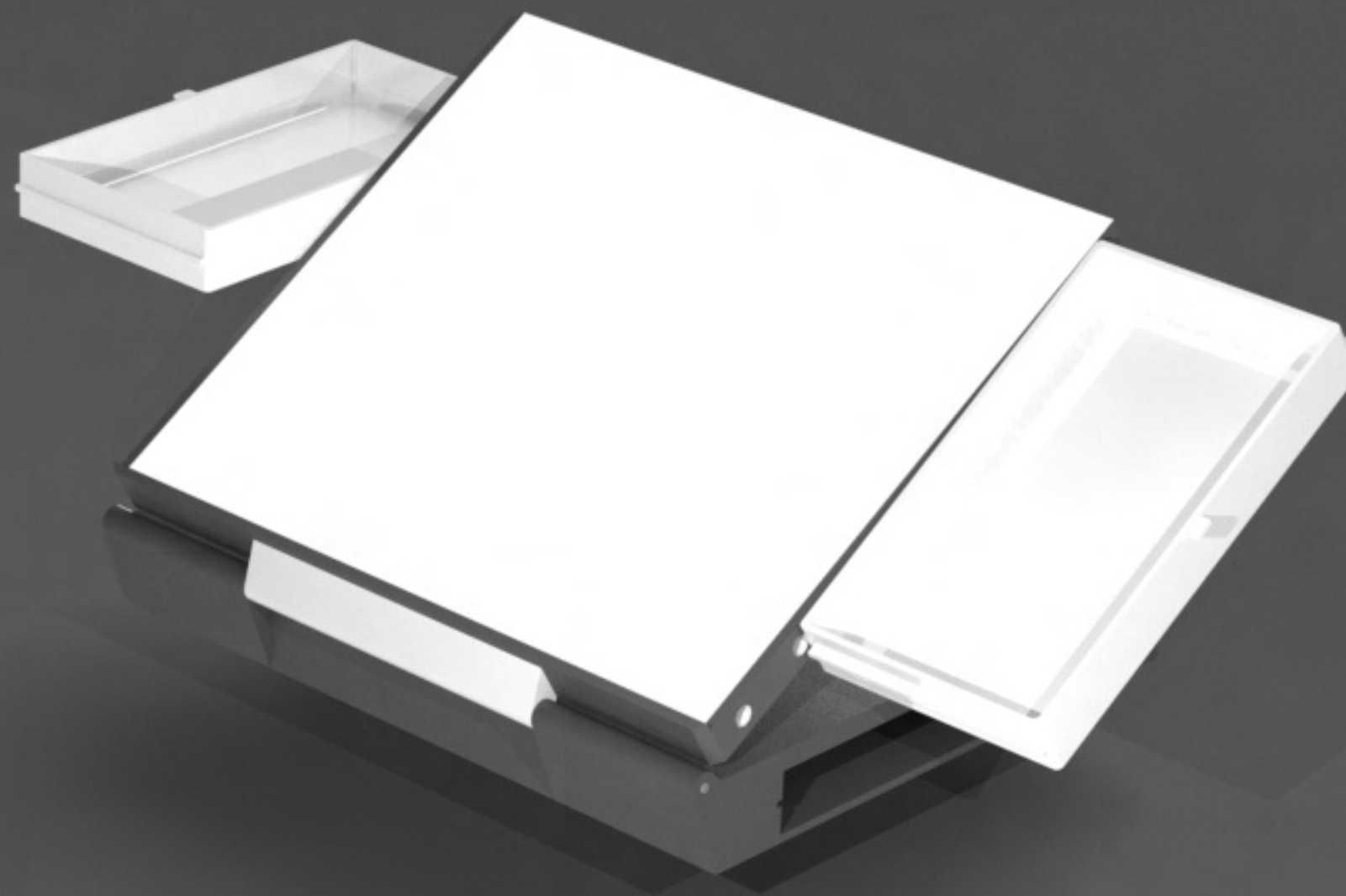


PicturePal

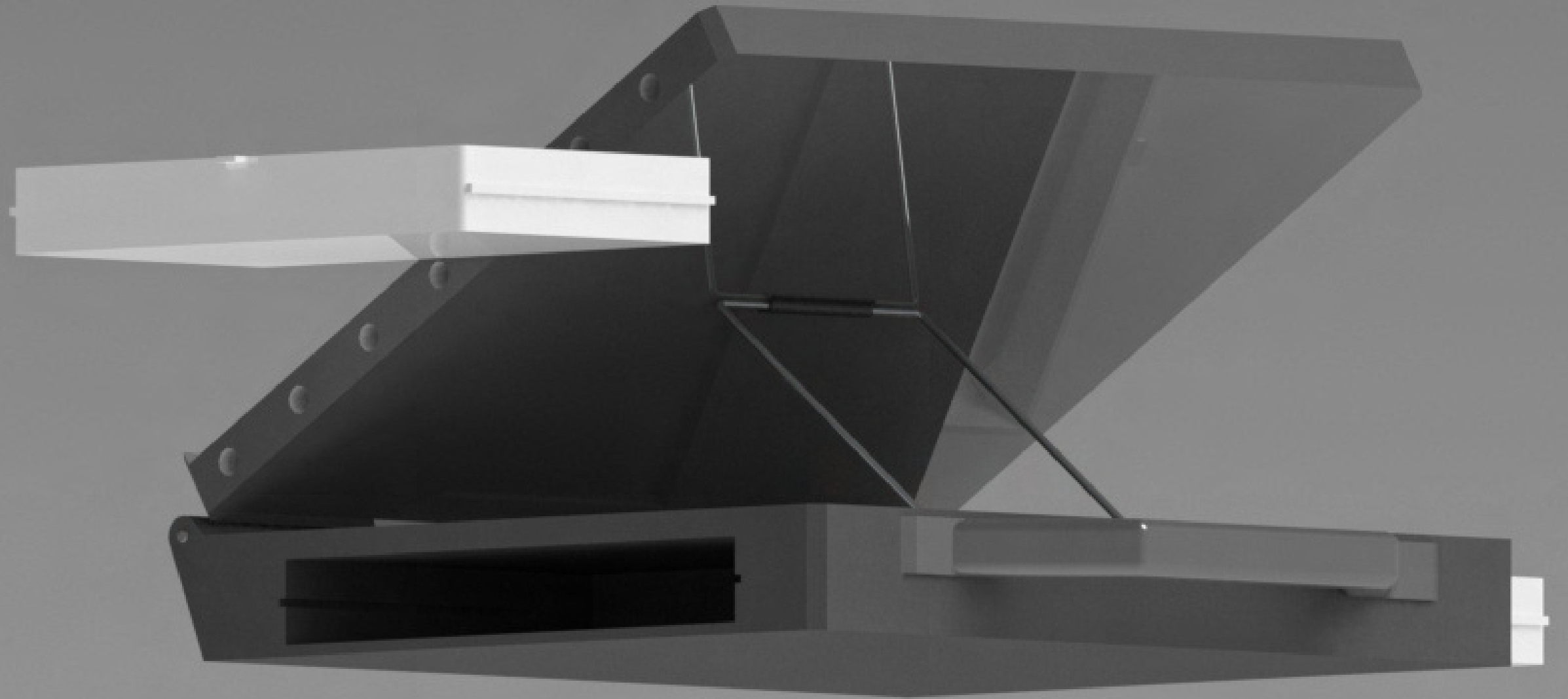
Bringing out the creative in YOU.

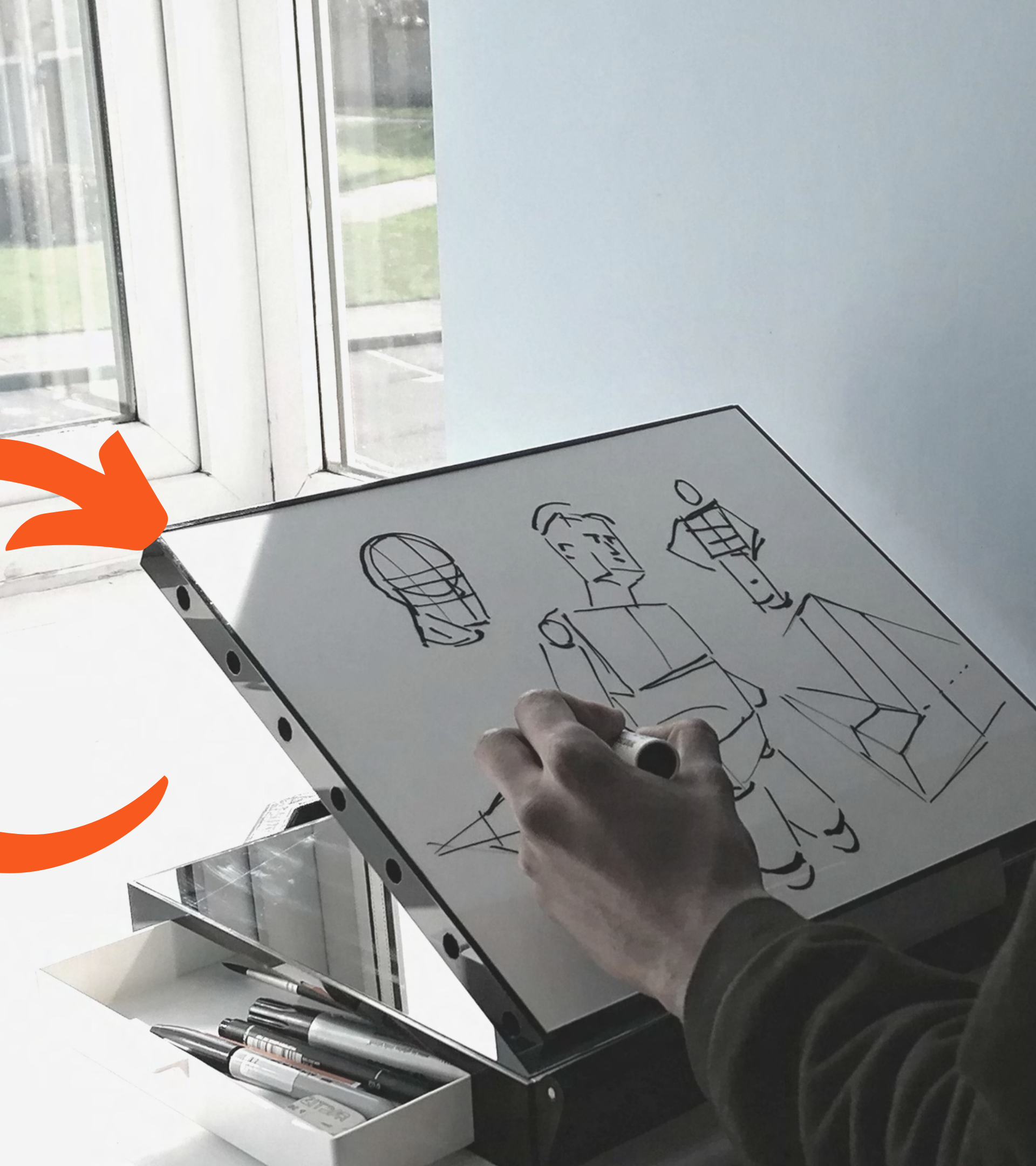
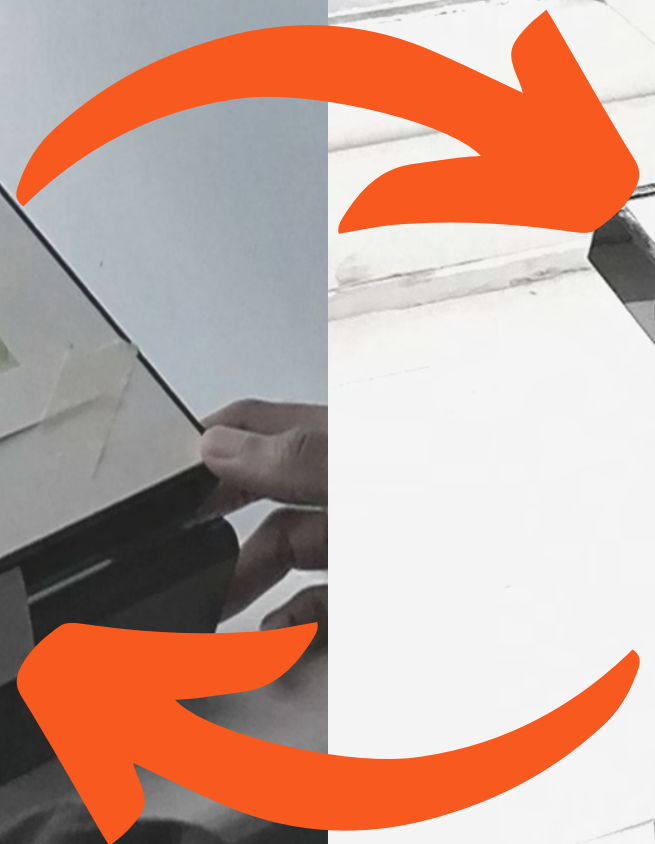


JERIN SABU | 17331153

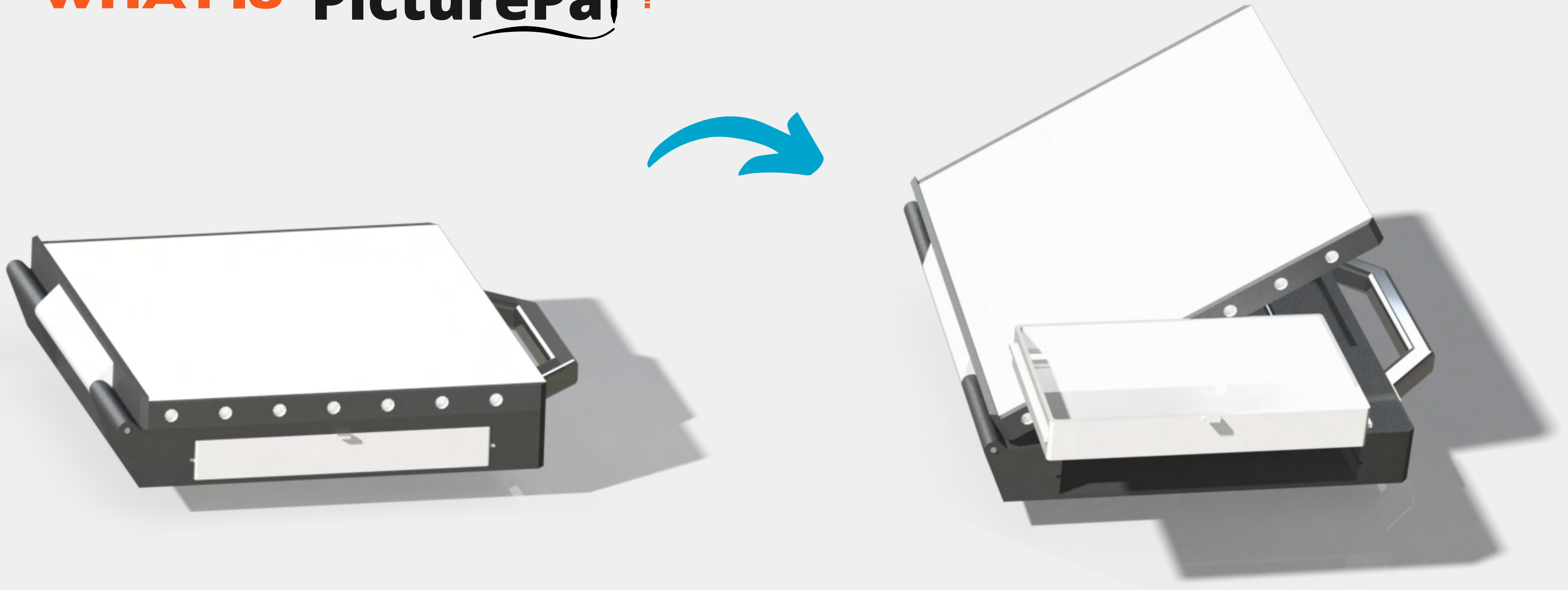
PicturePal

Bringing out the creative in YOU.





WHAT IS PicturePal?



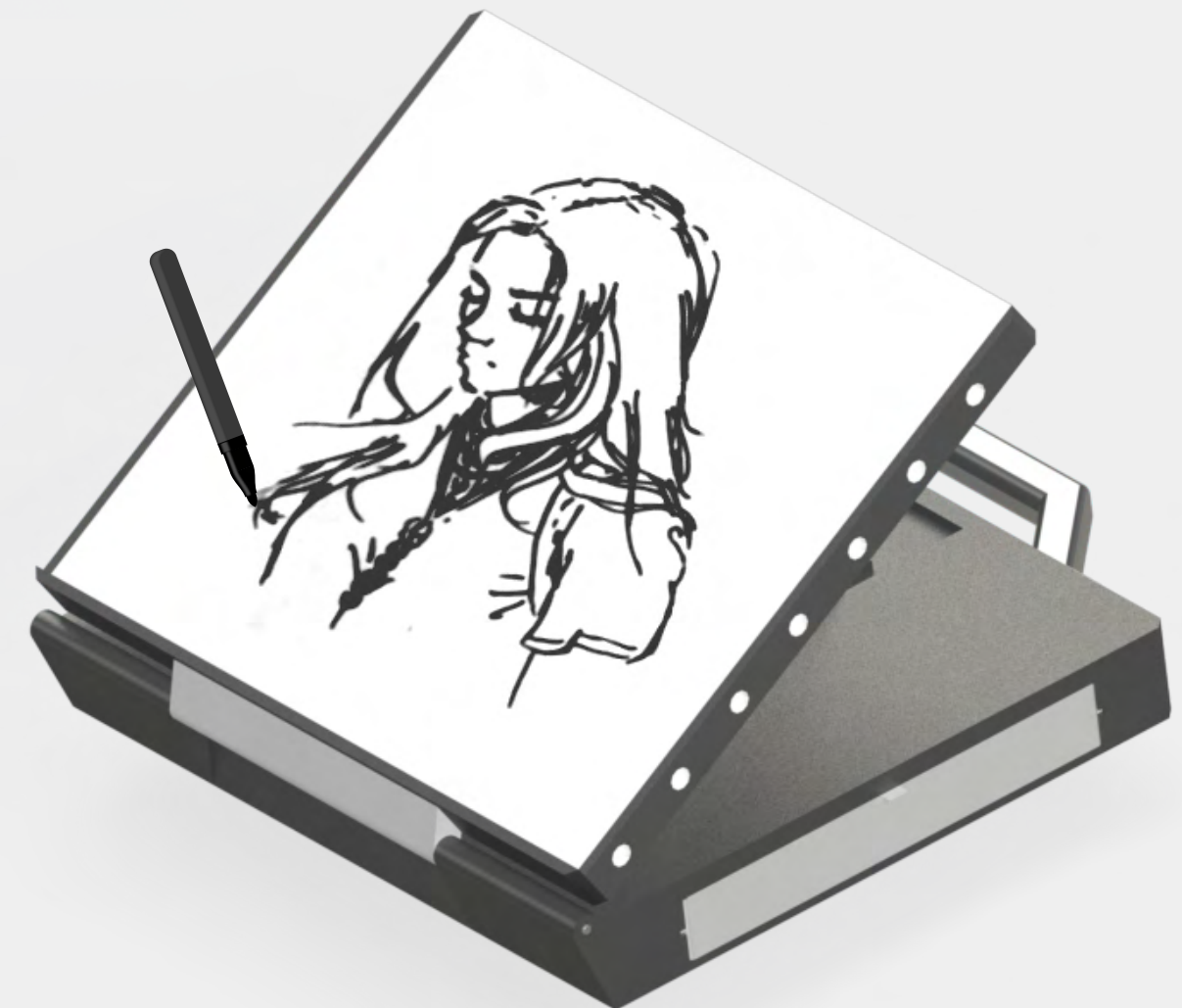
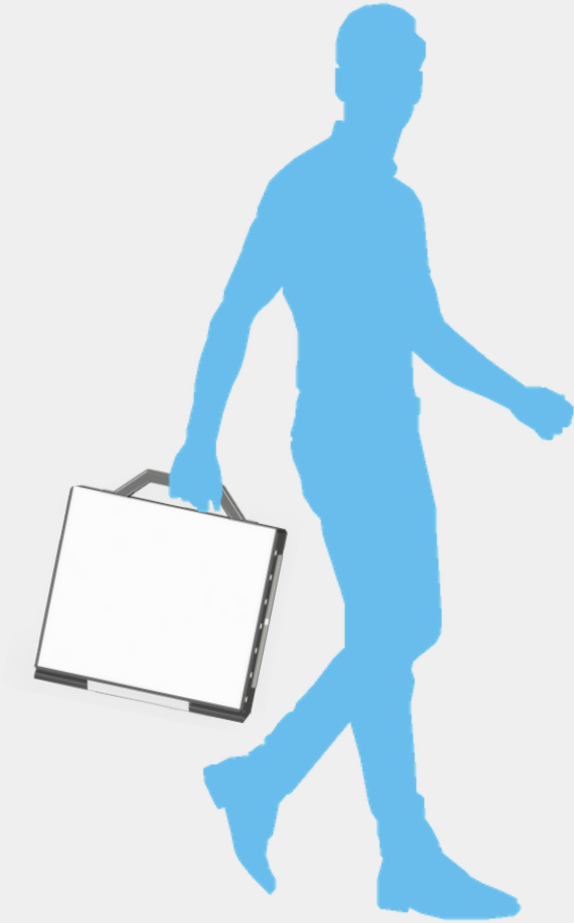
PicturePal provides artists with a new way to enhance their art and encourages skill growth. It is a multifaceted art board that enables users to quickly and easily set up their workspace for projects ranging from detailed pieces to quick scribbles.

FEATURES

Portable design allows user to constantly be on the move in a typical busy modern life. This means that the user can take their art tools and workstation with them wherever they may be.

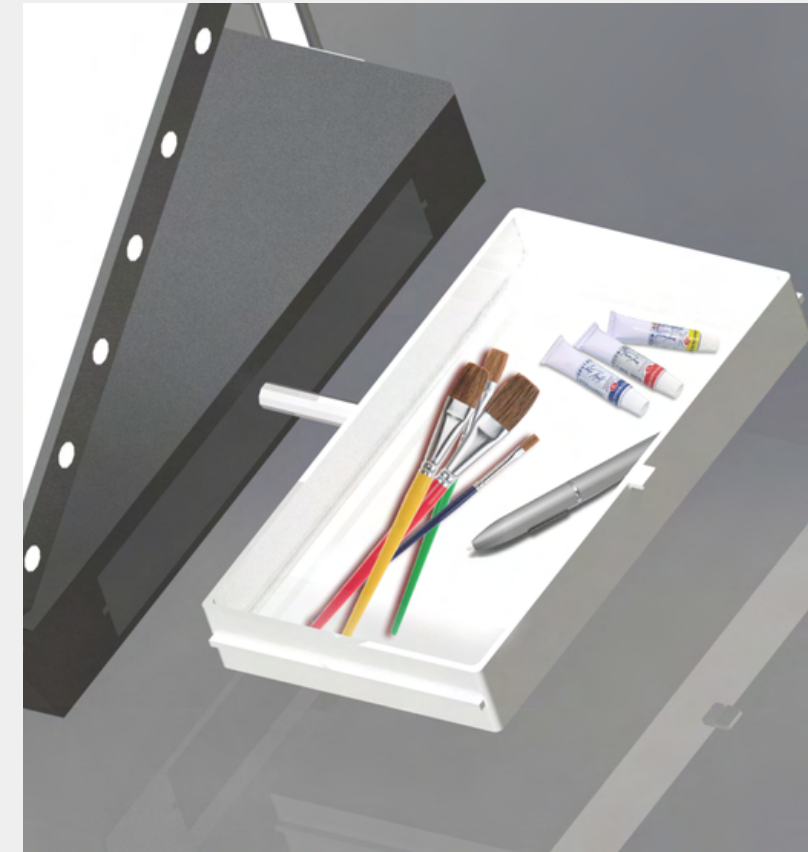
Board can be fit compactly on a desk or even placed on the user's lap and can be adjusted at different angles.

Drawing surface is fitted with a dry-erase whiteboard to encourage and accommodate quick sketches of idea/notes or even a simple relaxing session while chilling on the sofa.

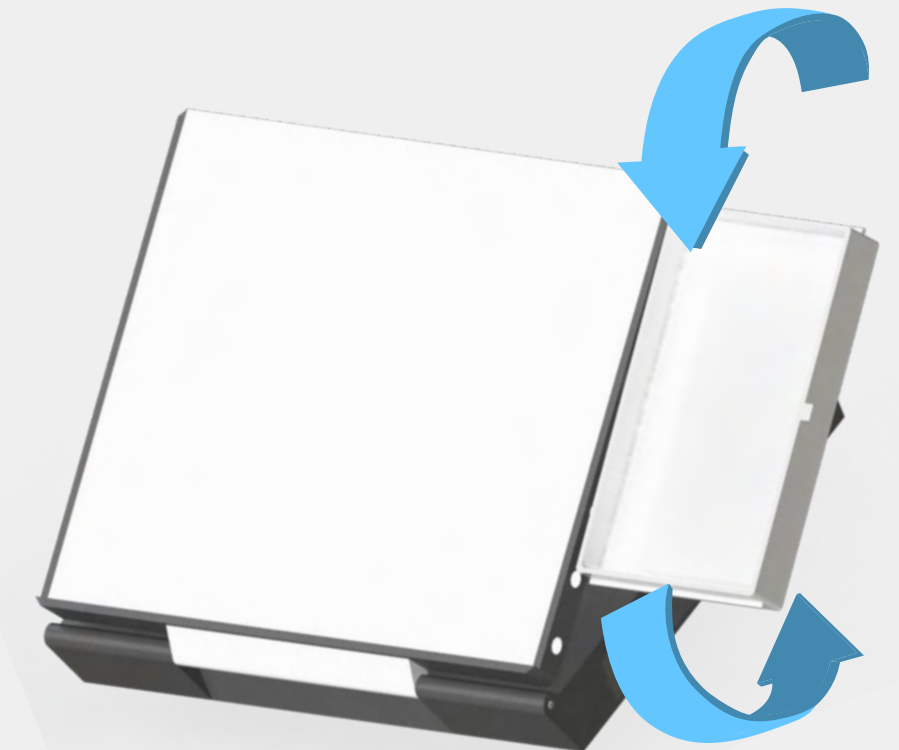
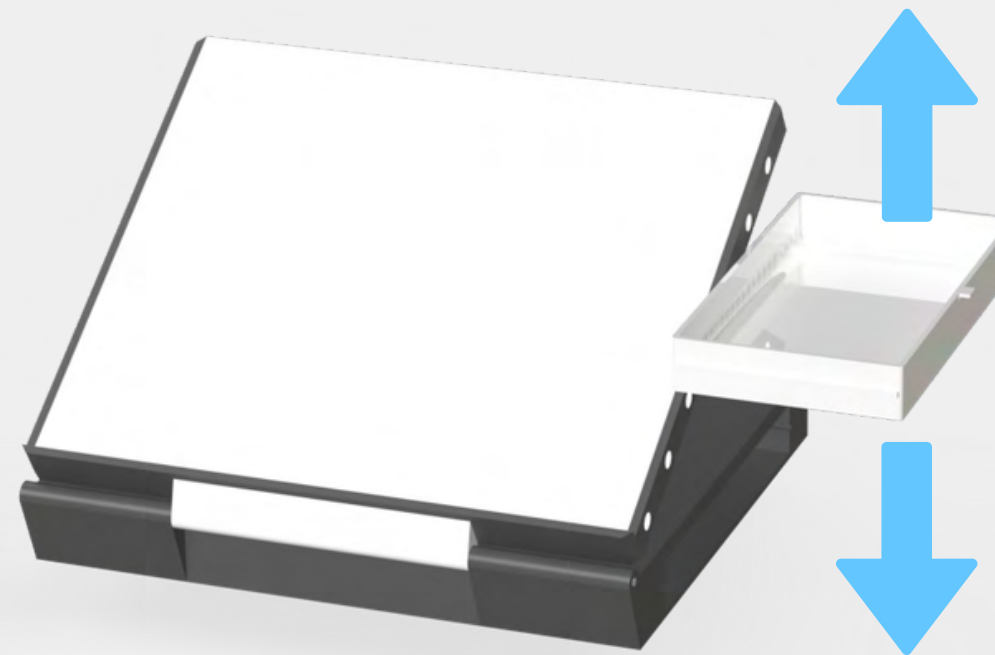


FEATURES

Pull-out compartment for storage of art tools/materials doubles up as a palette that can be easily cleaned.



Storage palette can be attached to sides of board at multiple heights as well as multiple angle to accommodate maximum user customizability.





CONTENTS

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 - **THE OPPORTUNITY**
 - **DESIGN PROCESS**
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 - **IDEATION**
 - **DEVELOPMENT**
 - **MODEL MAKING**
 - **TESTING**
 - **PROTOTYPE MAKING**
 - **WORKING PROTOTYPE**
 - **VALIDATION**
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THE PROBLEM

When artists want to expand their creative skills and produce more art there are a number of barriers.....



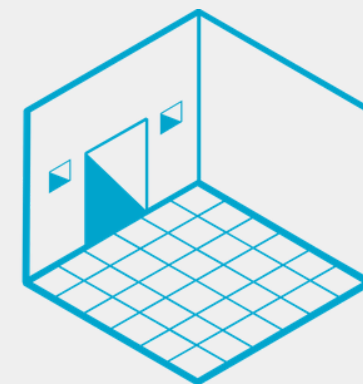
Psychological barriers such as the fear of producing a bad result after hours of drawing or lack of motivation



Modern life has proven to be getting busier by the day so it becomes increasingly difficult to find time to engage in a very time demanding task such as art.



Art materials can become a very expensive investment for some users. Though there are multiple levels of quality for these materials, the cost alone of some products can discourage new users.



Young creatives mostly inhabit smaller living environments such as apartment buildings in heavily concentrated urban settings or are confined to a room in their family's house and have limited space.

THE OPPORTUNITY

The Art Supply Store industry was measured to have a market size of **\$789.2M** by revenue in 2020 and is poised to expand 1.6X in terms of value and is foreseen to expand at a Compound Annual Growth Rate (CAGR) of **4.5%** during the forecast period of 2020-2030.

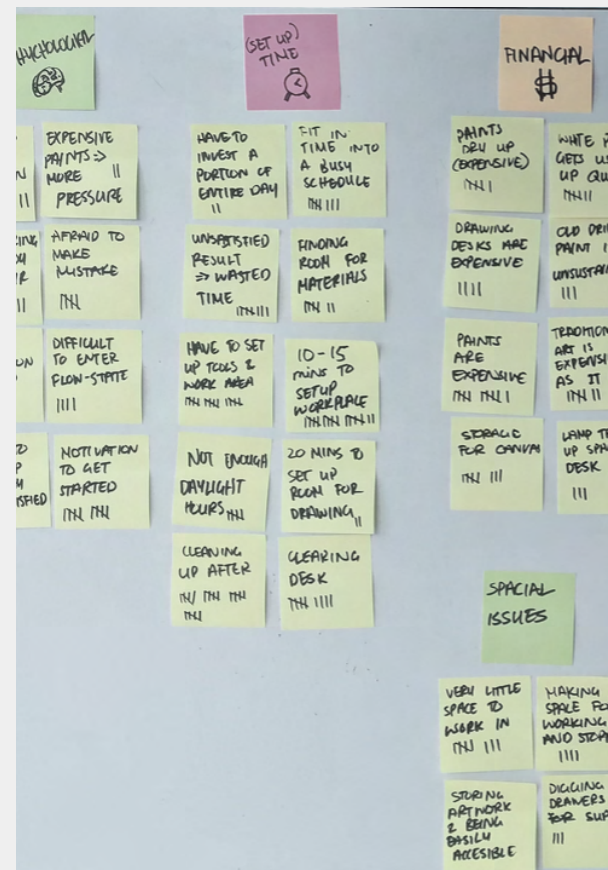
Employment of multimedia artists and animators in the US is projected to grow by **4%** from 2019 to 2029.

Modern professions that utilize painting as part of their work include graphic designers, illustrators, costume designers, concept artists for entertainment media, animators etc. All of which are sustainable careers encouraged and supported to pursue now as opposed to 20 years ago.

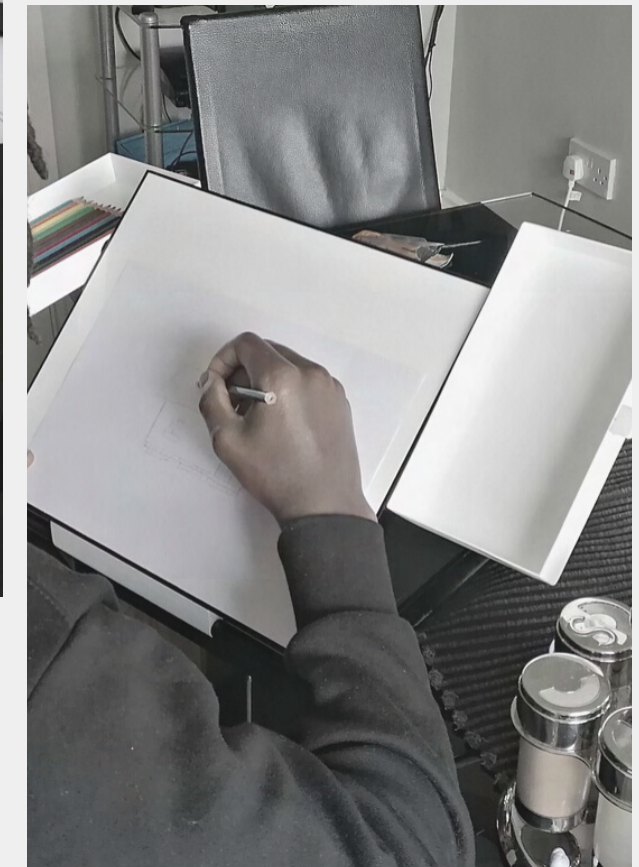
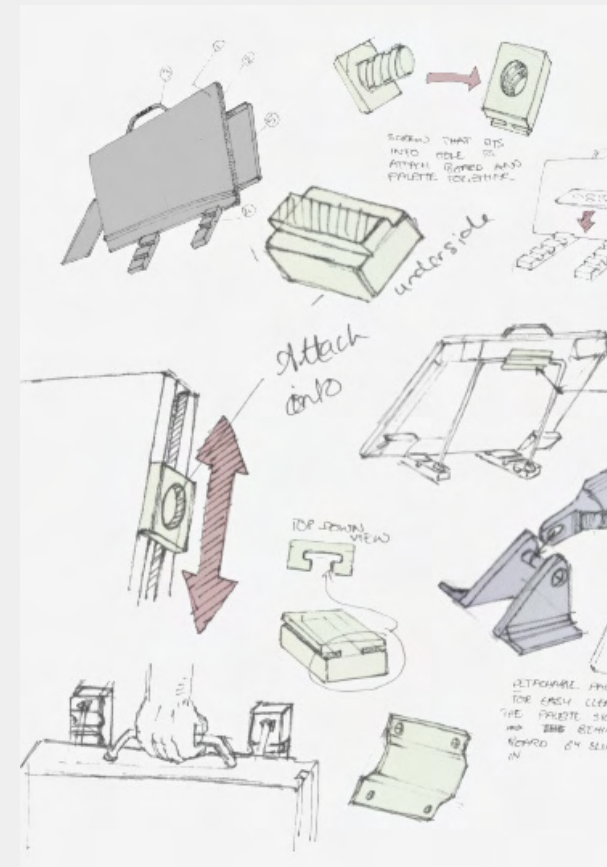
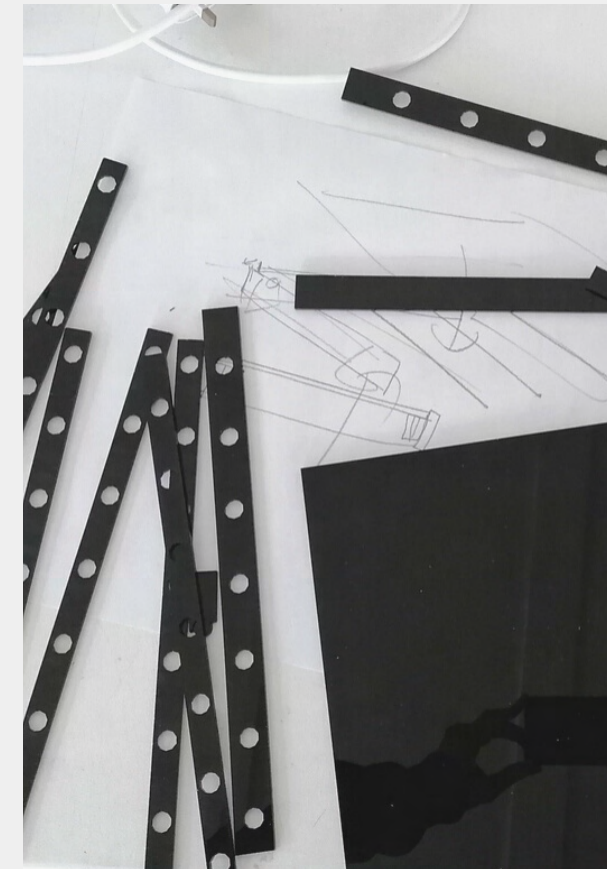


DESIGN PROCESS

DEFINE



PROTOTYPE



EMPATHISE



IDEATE

TEST

RESEARCH

To understand what obstacles users face, I conducted research to gain insights and potential sparks of ideas. A mixture of online surveys, user interviews, and conversations with professionals were conducted in order to gain a further understanding of the problems faced by artists

Also, my I've to fill and refill my water every few mins cause I mainly work in watercolor and it gets murky quick

Another issue some people I know have is having to squeeze out fresh paint every time you setup because the old paints are dry. If you only work with a handful of colors it becomes wasteful just letting the paint dry and throw it away Hope that helps 😊

I've my table set up near a window so I've a nice light source, but with winter coming up I'll have to use this lamp that omits warm light which will destroy the colors White light is recommended

Yesss Oh God I hate it when my damn paints dry up like I like to use high quality paints but sometimes I put too much on the pallet and it dries up So annoying 😞

- could do w some sort of storage for my canvases

- my palette 🎨 is wooden and it's hard to see the colour of my paints because there's already layers of paint on it

Hey oooh I have so many hahah the main ones are having to readjust my light all the time, never having my chair at the perfect height for my desk, having a flat desk (I know you can buy drawing desks but they're so fuggin expensive), having to keep all my art stuff in drawers beside my desk because I don't like clutter but then having to go digging in the drawers for stuff lol

Hi Jerin, thanks for reaching out 😊
I've a separate set up for traditional and digital art so everything is set up like I need but the lighting is not great for my traditional station
There's no space to put it near a good light source so I usually use a lamp which takes up space on the desk

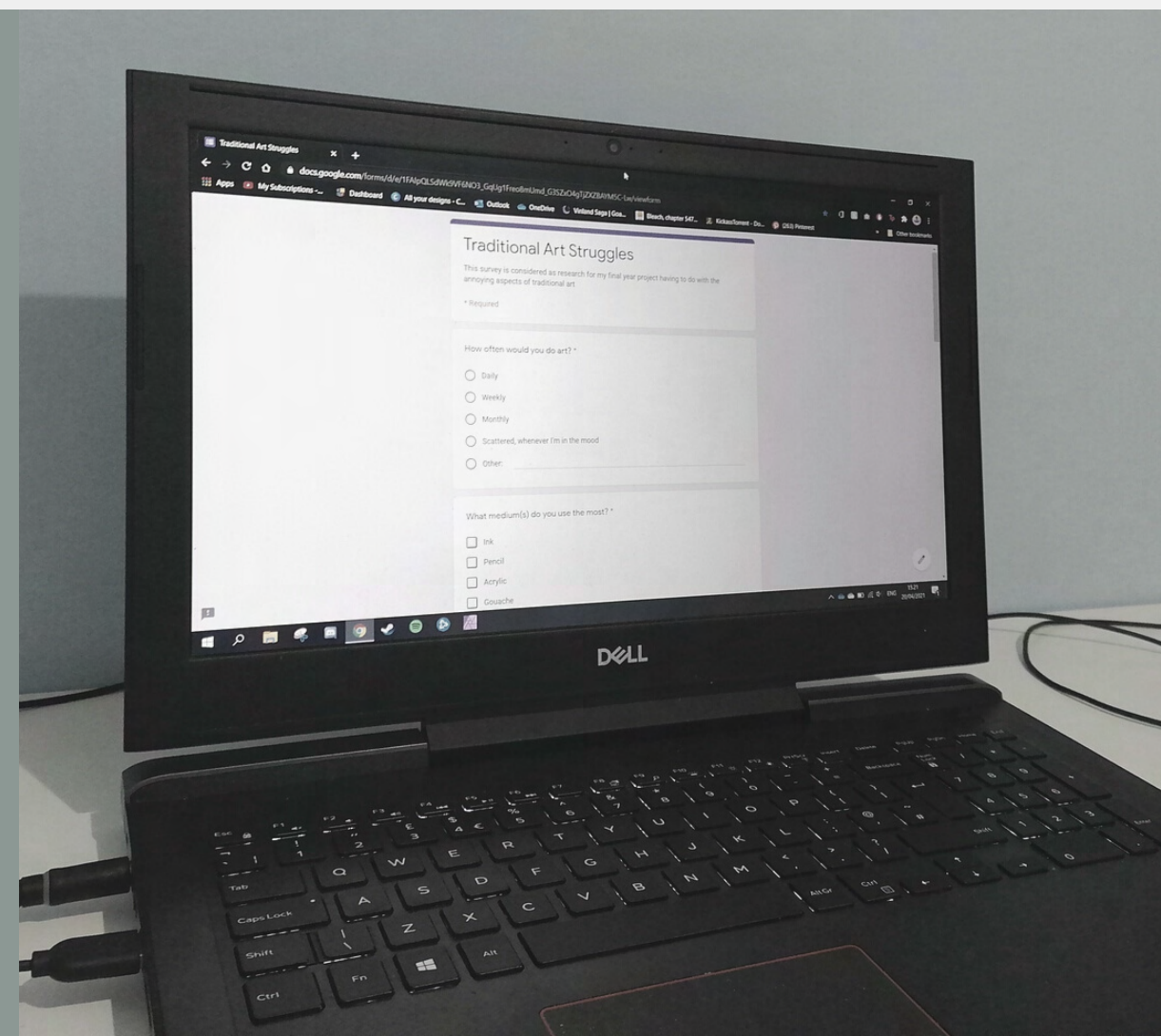
The worst bit for me is getting started

Like organising myself

Also when I'm working on something where I have to use an eraser a lot, the little bits always end up everywhere and then they get under your shit and they come through on the drawing and ugh :((

-Washing brushes

- setting up

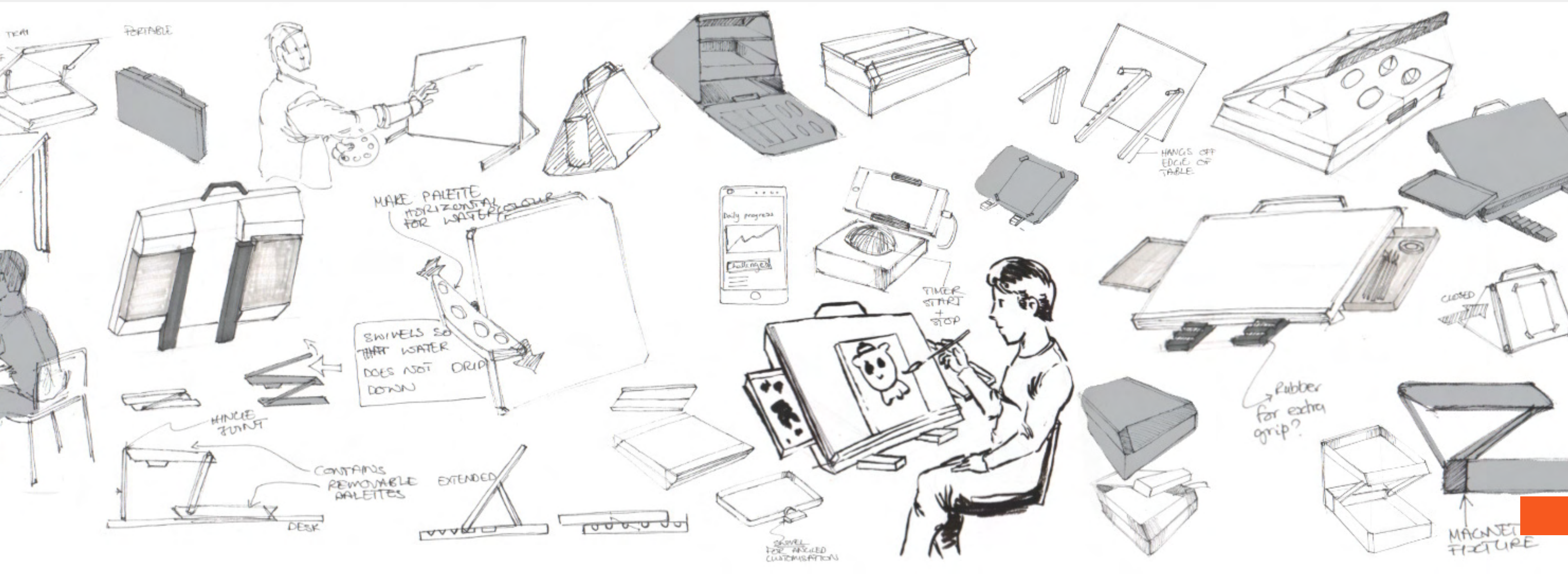


INSIGHTS

Once the general research was conducted, it was time to sort out the data and draw up key findings and insights. An affinity map was made to group important data into categories to identify the main problems that my project would need to provide a solution for.

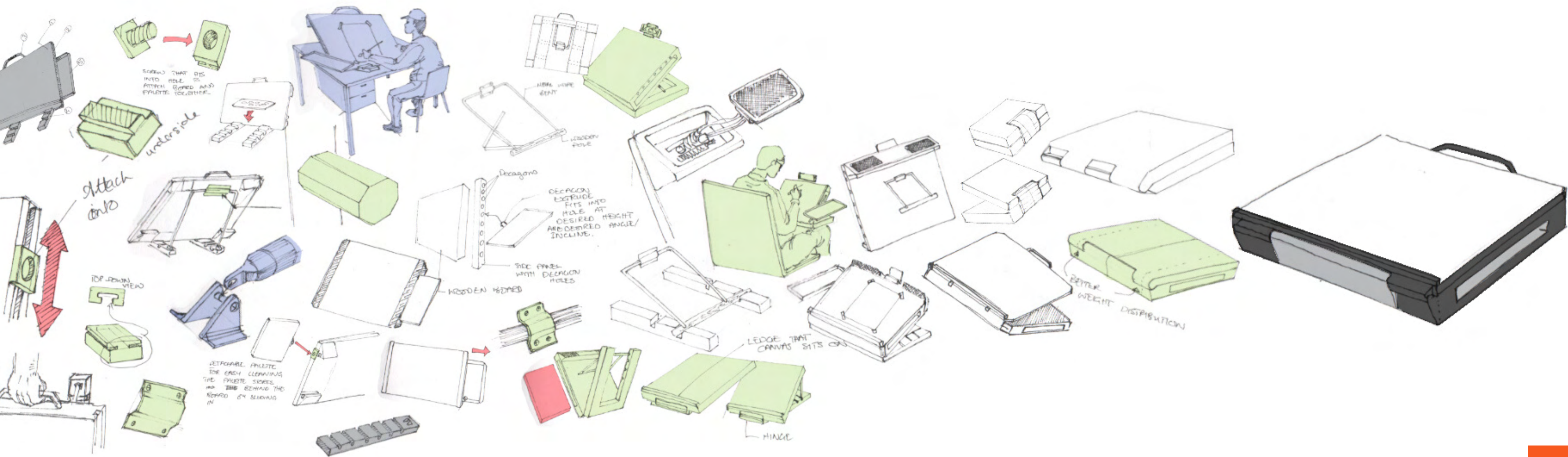


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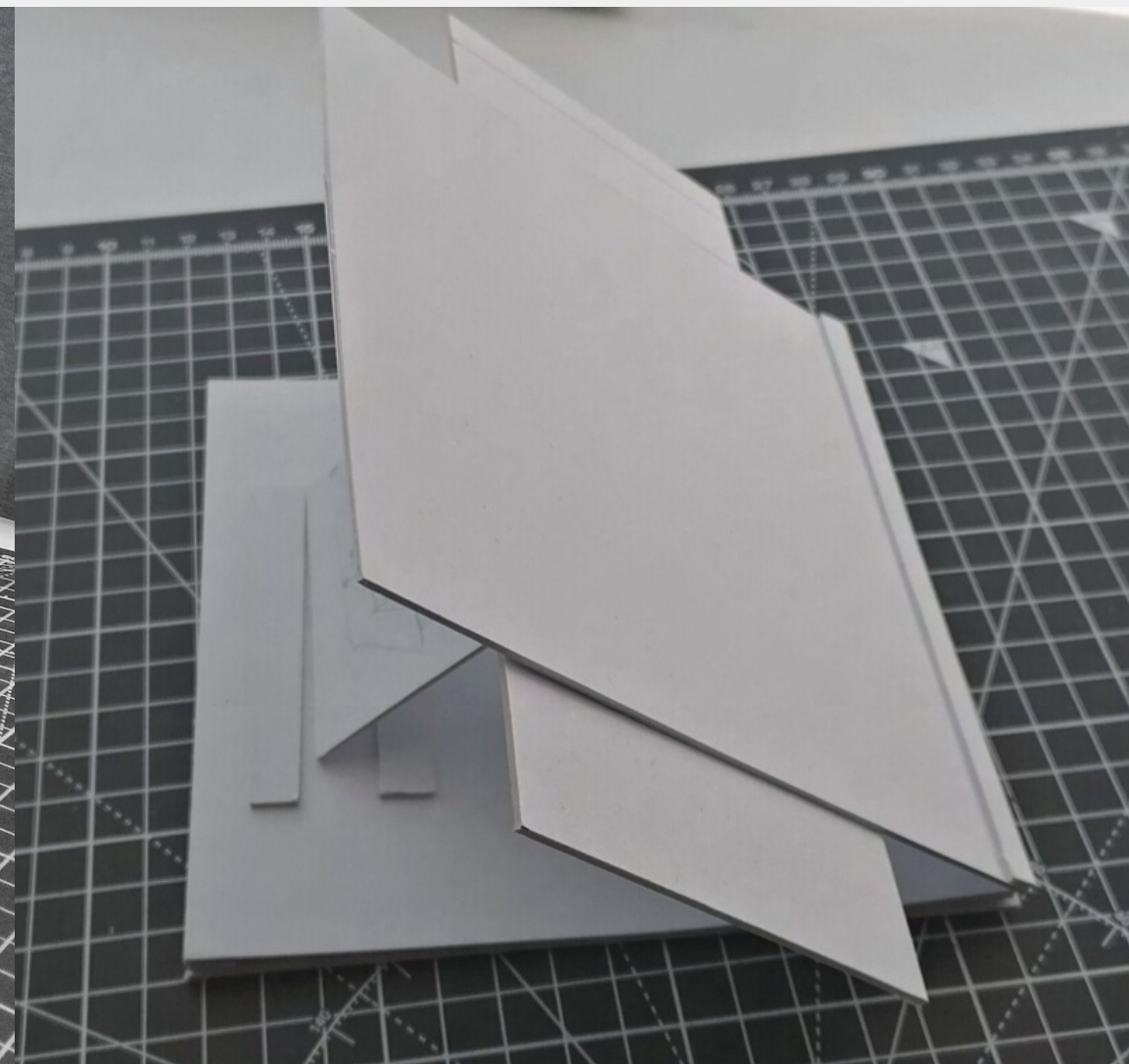
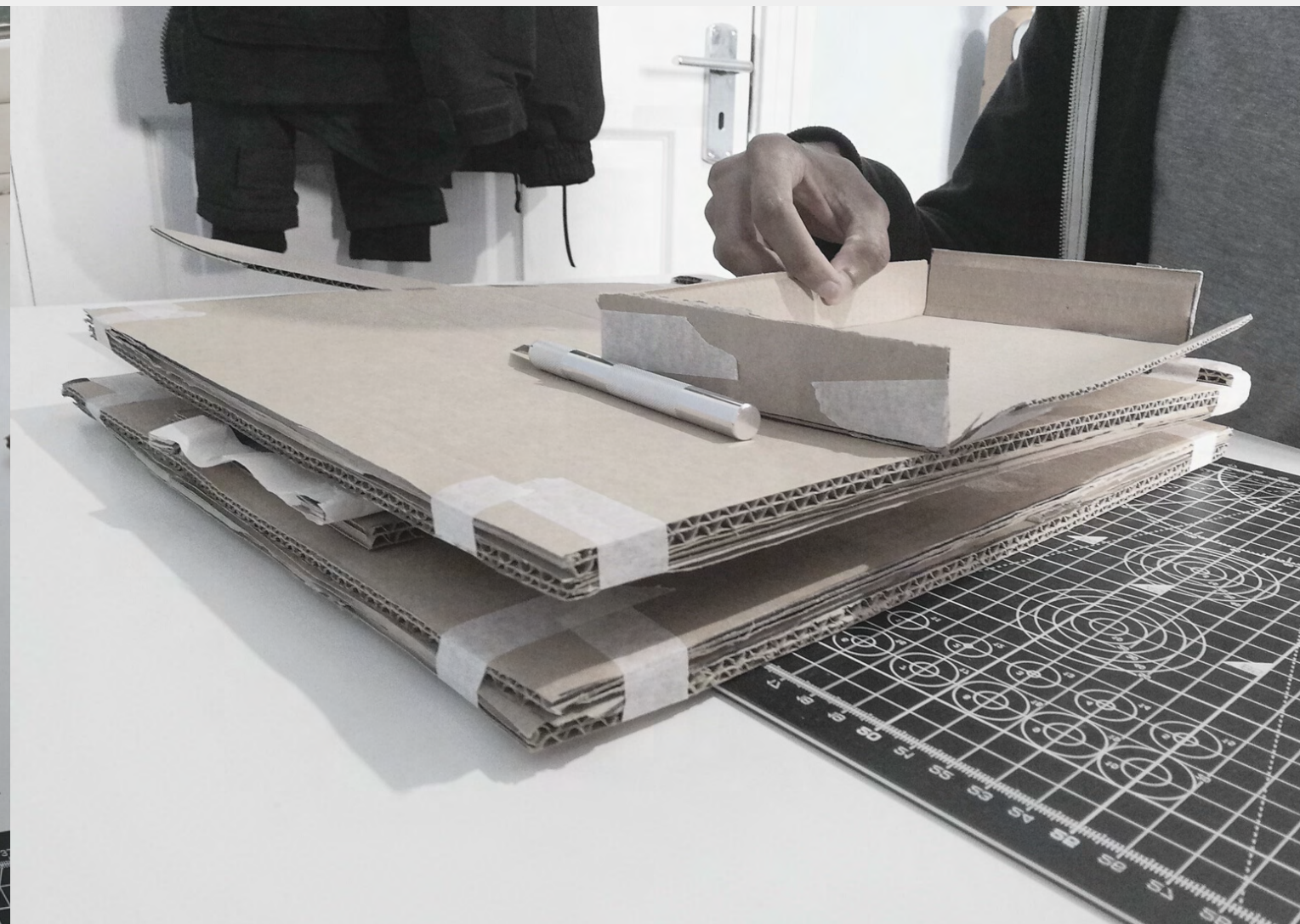
DEVELOPMENT

After narrowing down my concepts and choosing a specific direction, I was able to transform my product through multiple phases and iterations to produce the optimal design for my product.



MODEL MAKING

Since my product is one that users would heavily interact with physically, I needed to ensure that the size, proportions, and features would help the user in their artistic endeavors and not obstruct them. Common and cheap materials like cardboard, paper, tape, and glue helped me make low fidelity prototypes to identify any major faults with my design.



TESTING

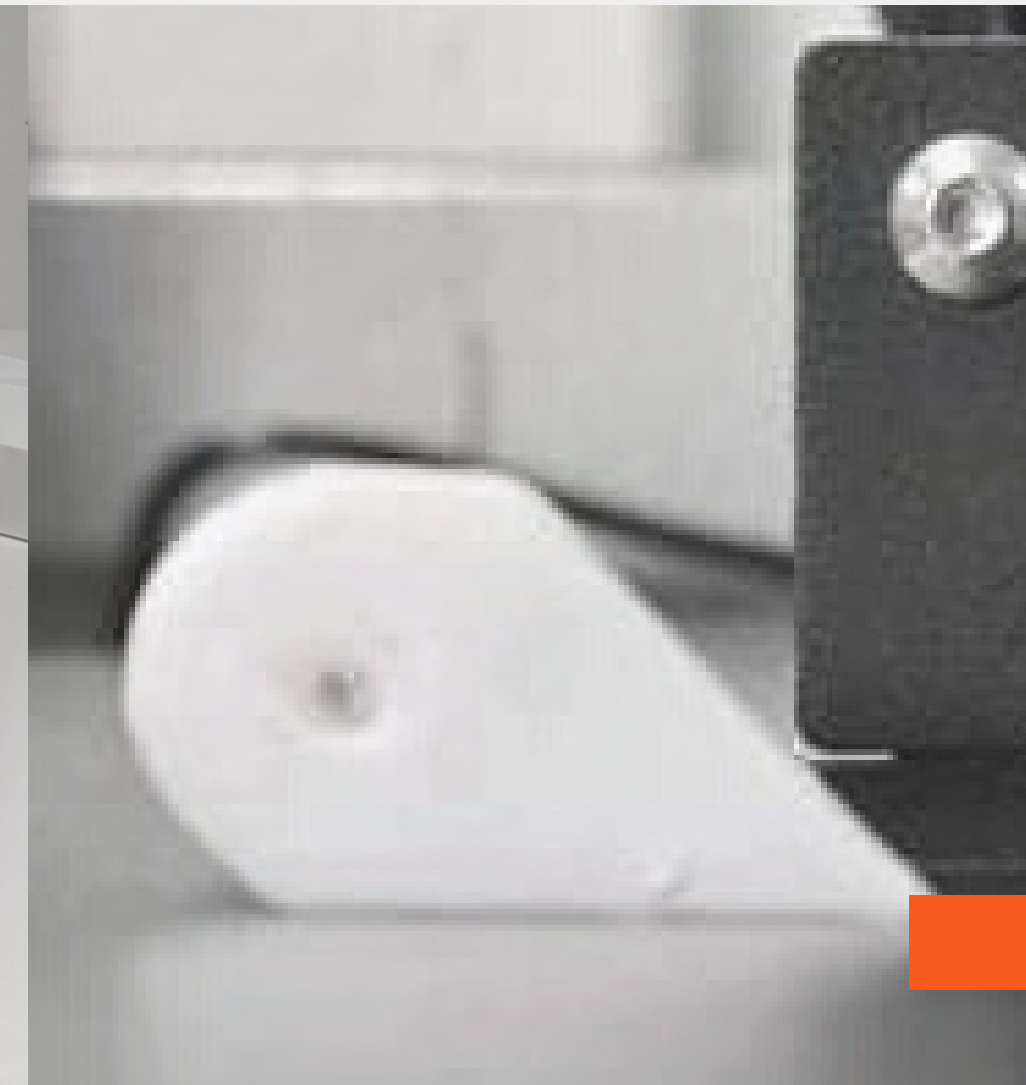
Using the prototypes and simulating how I interact with the product allowed me to identify the strengths and weakness early on in the development phase and correct the weaknesses before investing a lot of resources.

During this stage I established the main dimensions of each component in my product.



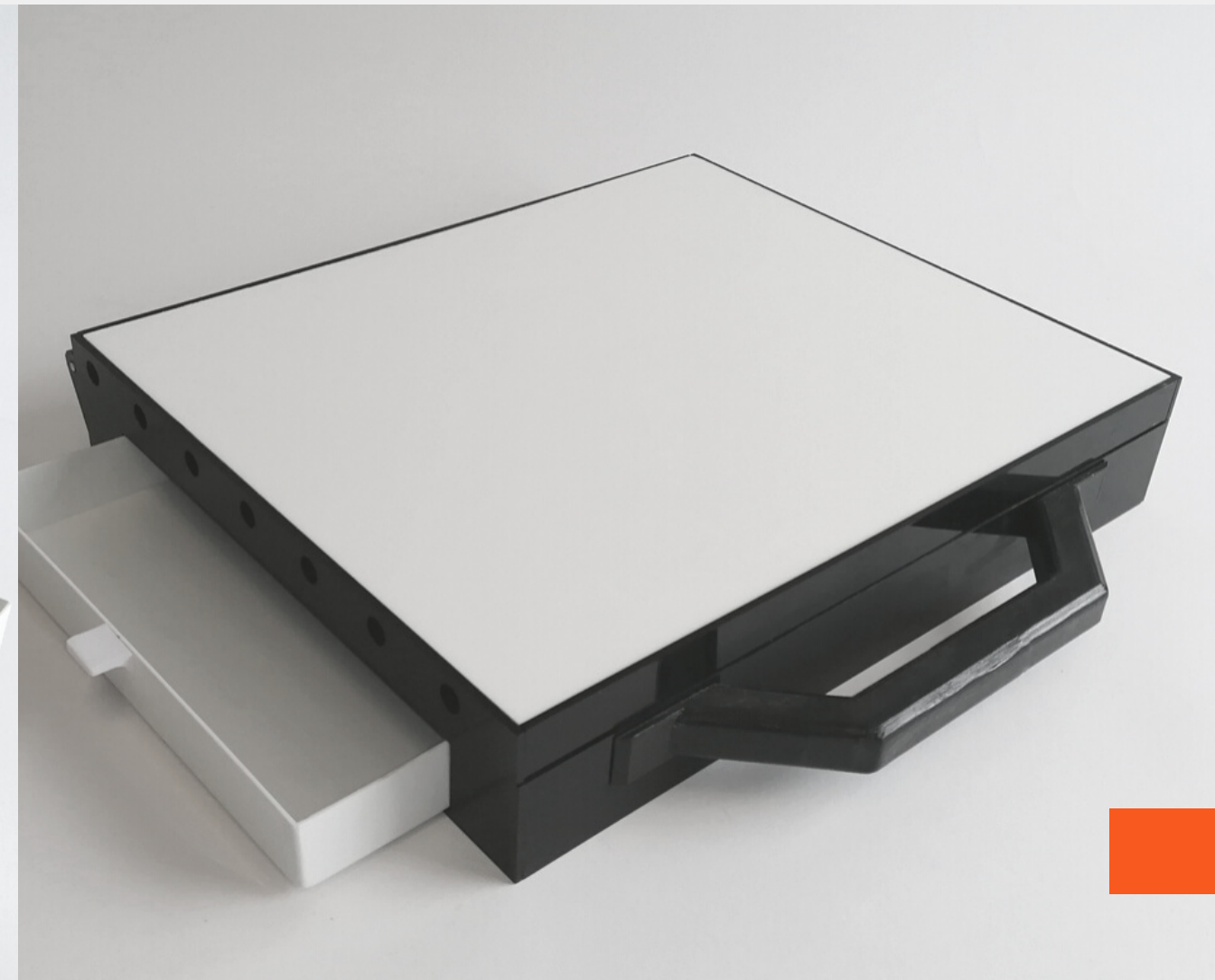
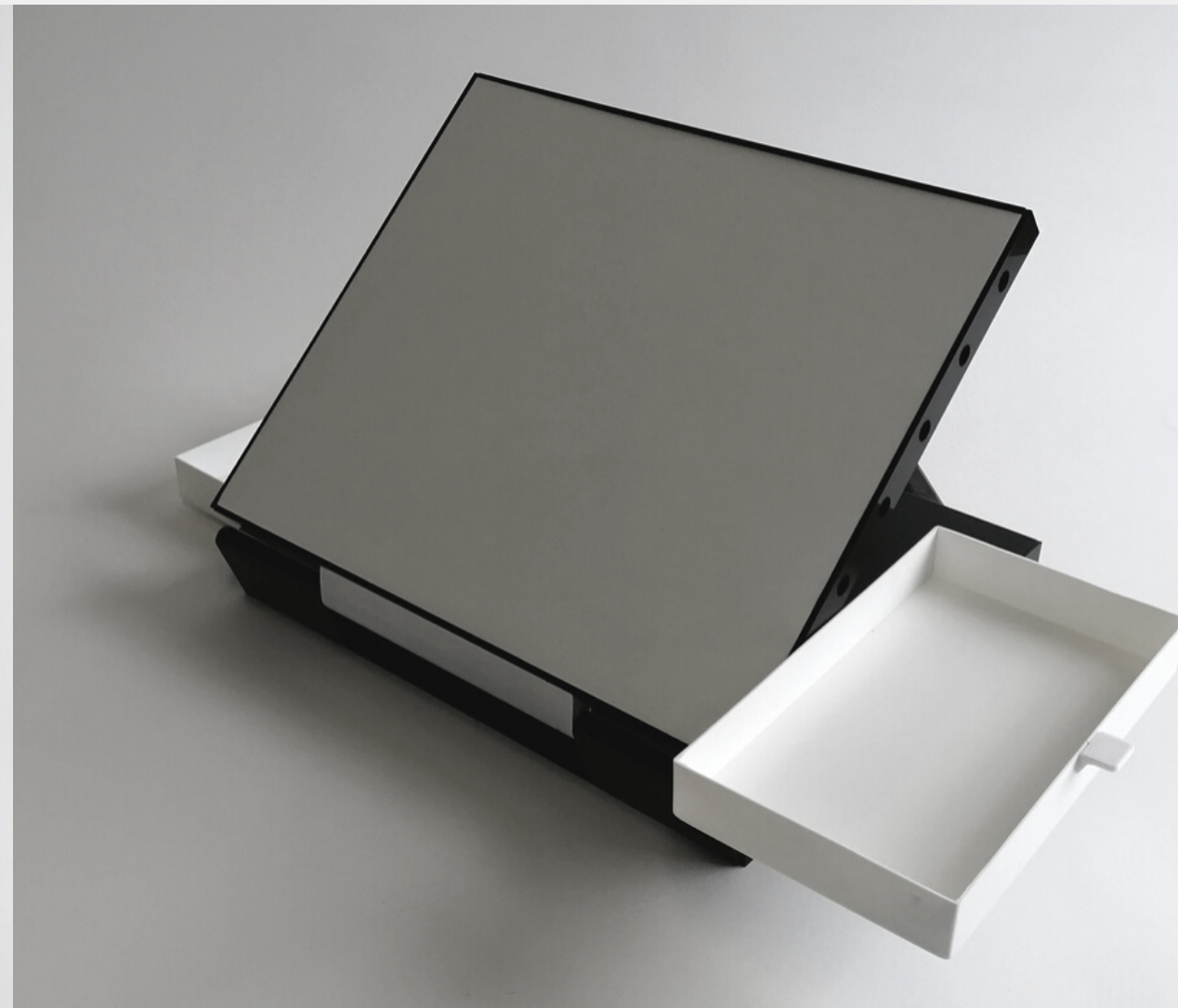
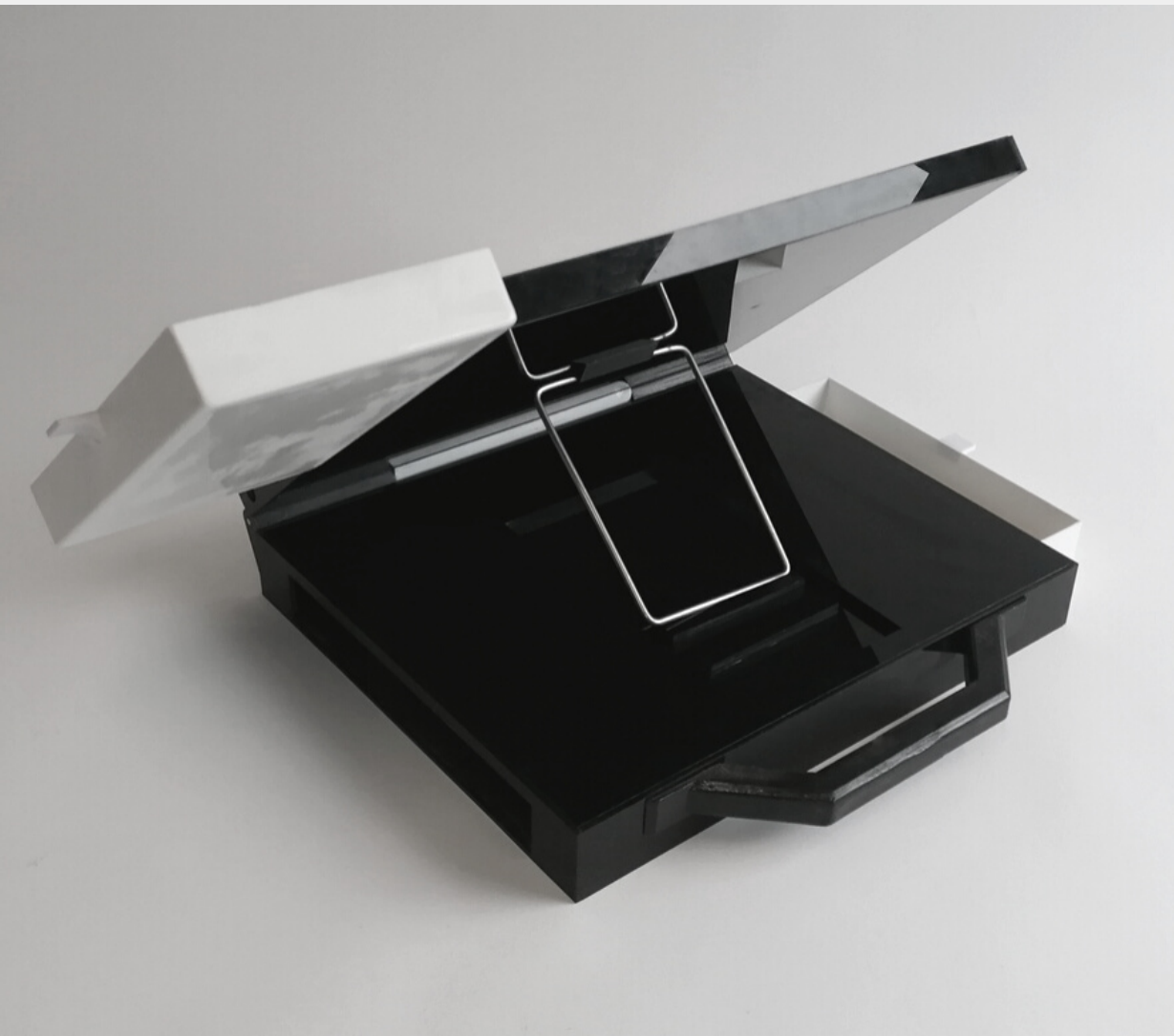
PROTOTYPE MAKING

The final prototype was made with a combination of laser cut black acrylic sheets for the edges and base, 3D printer parts for the handle and hinges which were then spray painted, vacuum formed molds for the palettes, and white acrylic sheet to demonstrate the white board.



WORKING PROTOTYPE

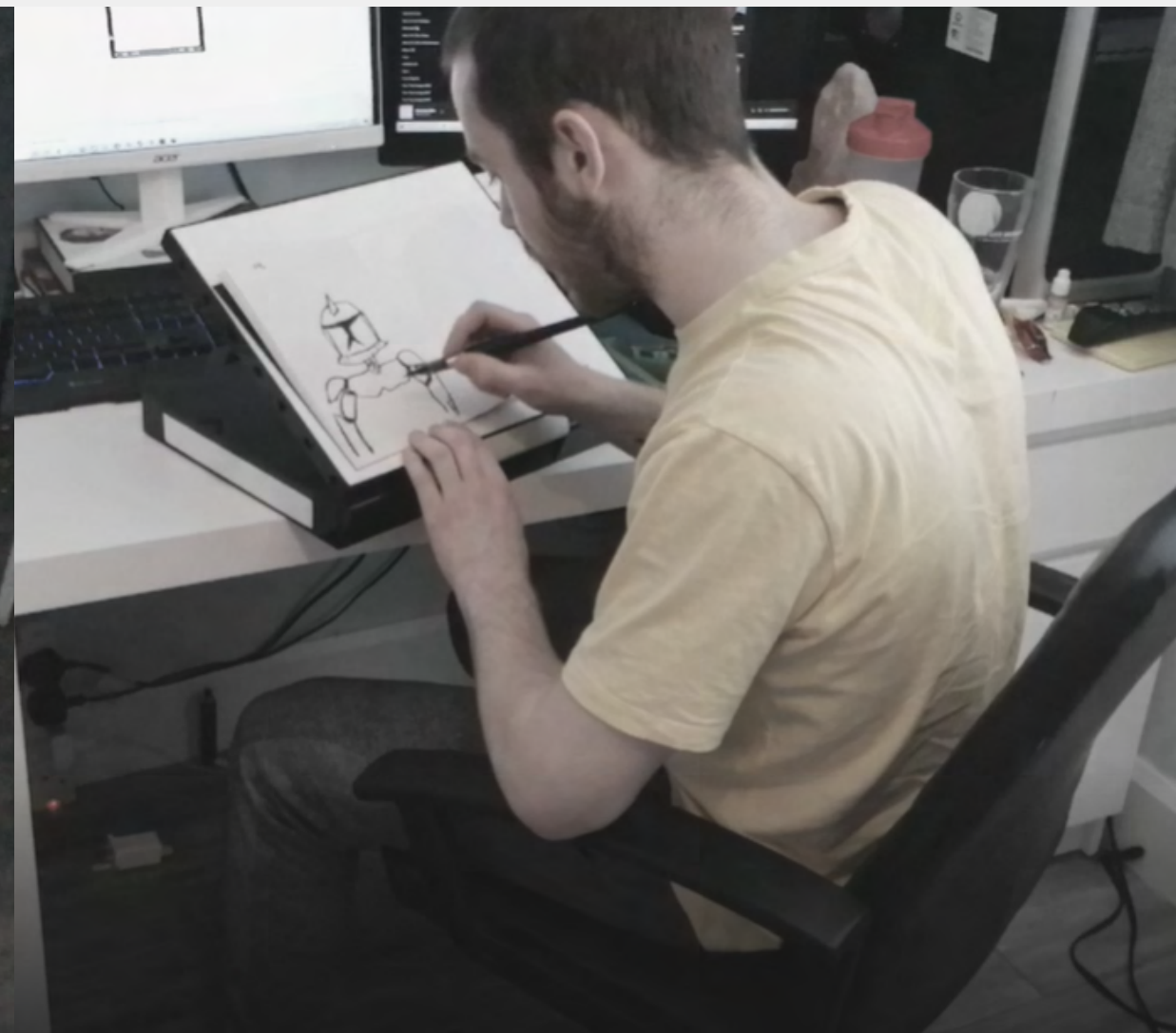
As the final step of the development phase, I constructed the final working prototype which performs all of the tasks that a commercially made model would do.



VALIDATION

To validate my design, I asked friends and colleagues who have a history of doing art either as a hobby or professionally to interact with the product by doing a few quick sketches and give their initial thoughts about their experience.

Most feedback was positive as it felt like a comfortable and natural product to be using and didn't require too much time for adaptation from the users.



**THANK YOU FOR
YOUR TIME.**

