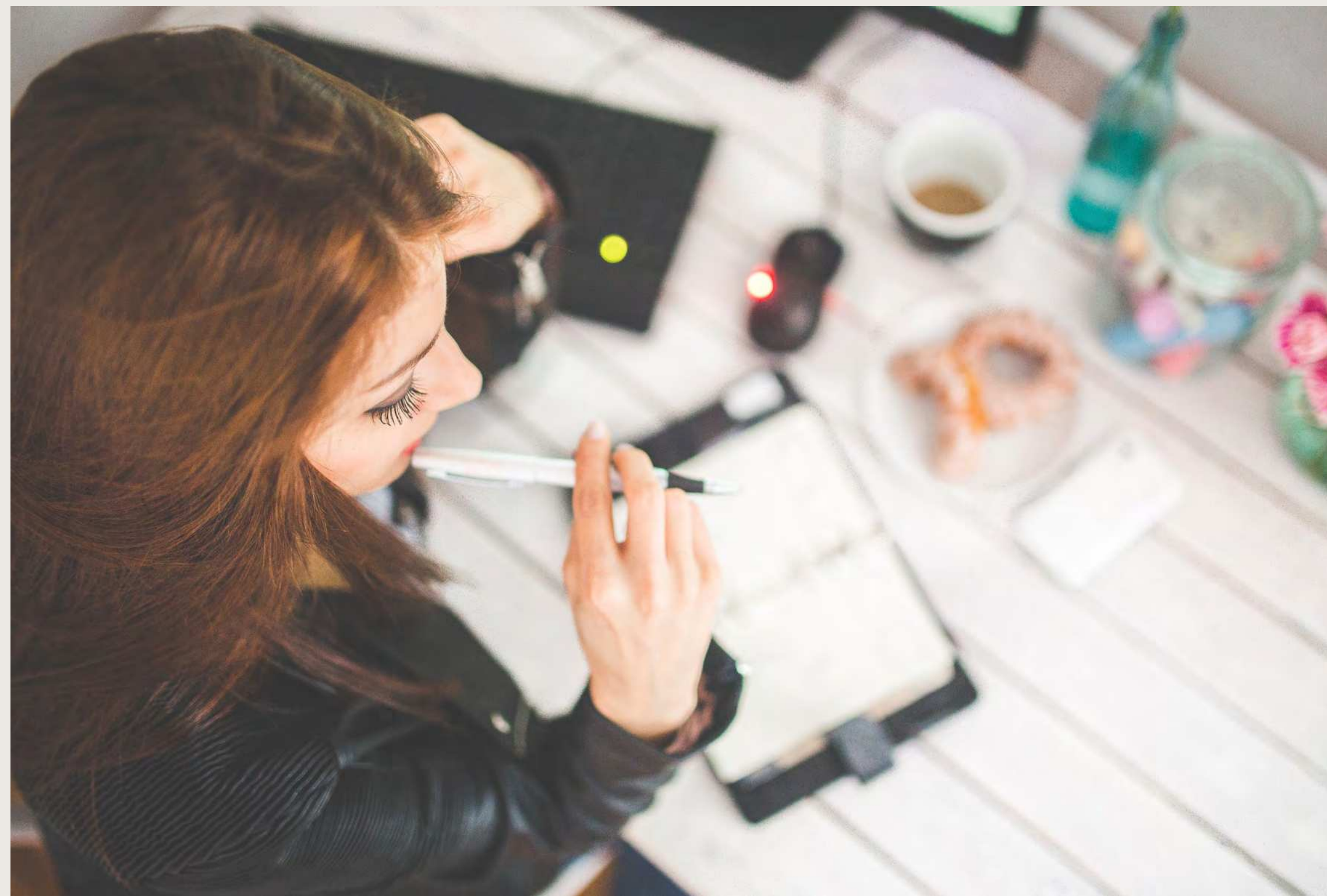


# IDEATION TECHNIQUES

Procreate, SketchBook, and ArtStudio



SOLA AWOJODU

# Ideation Techniques



## BRAINDUMP

Very similar to the brainstorm technique, braindump is a silent ideation technique achieved individually. With a timer set, participants write down their ideas on sheets of paper, cards, or sticky notes. Generally, it's important to write down one idea per note. When the time is up, all ideas are posted on one board for further assessment and development.

## SKETCH

Creating rough sketches of possible solutions is a visual way to generate ideas. Sketching sparks creativity and innovation, things needed for a successful ideation session. The key to the sketch technique is to refrain from committing a lot of time to well-developed sketches. The sketches should be as simple and rough as possible with just enough detail to convey meaning.

## MINDMAP

Mindmapping is a graphical ideation technique that starts with a problem statement in the middle of the page. Participants write related ideas and solutions on the same page in the space around the problem statement. Finally, lines of connection are drawn between the various ideas on the page. This technique builds a web of relationships.

## BRAINWRITE

Brainwriting is a silent ideation technique in which participants write down their ideas on paper. Next, the paper is passed onto another person to elaborate on the idea. After a few minutes, papers are passed on again. This process can be repeated multiple times to build on ideas. Individually, one can create an initial list of general ideas and cycle through the list, revisiting each list item a couple of times to develop their ideas further.



# Illustration App Point Of Views

## POV STATEMENTS



### Procreate

Users that produce detailed projects over a longer period **need** access to their entire edit history **because** work can easily be destroyed or deleted permanently with no restorative capabilities.

Users that utilize Procreate regularly **need** access to external or cloud-based storage **because** Procreate projects require a lot of memory and can easily max out iPad storage.



### Autodesk SketchBook Pro

Users that want to export their work on transparent backgrounds **need** Portable Network Graphic (PNG) capabilities **because** other apps and software are sought out to perform this step, which interrupts the creative process.

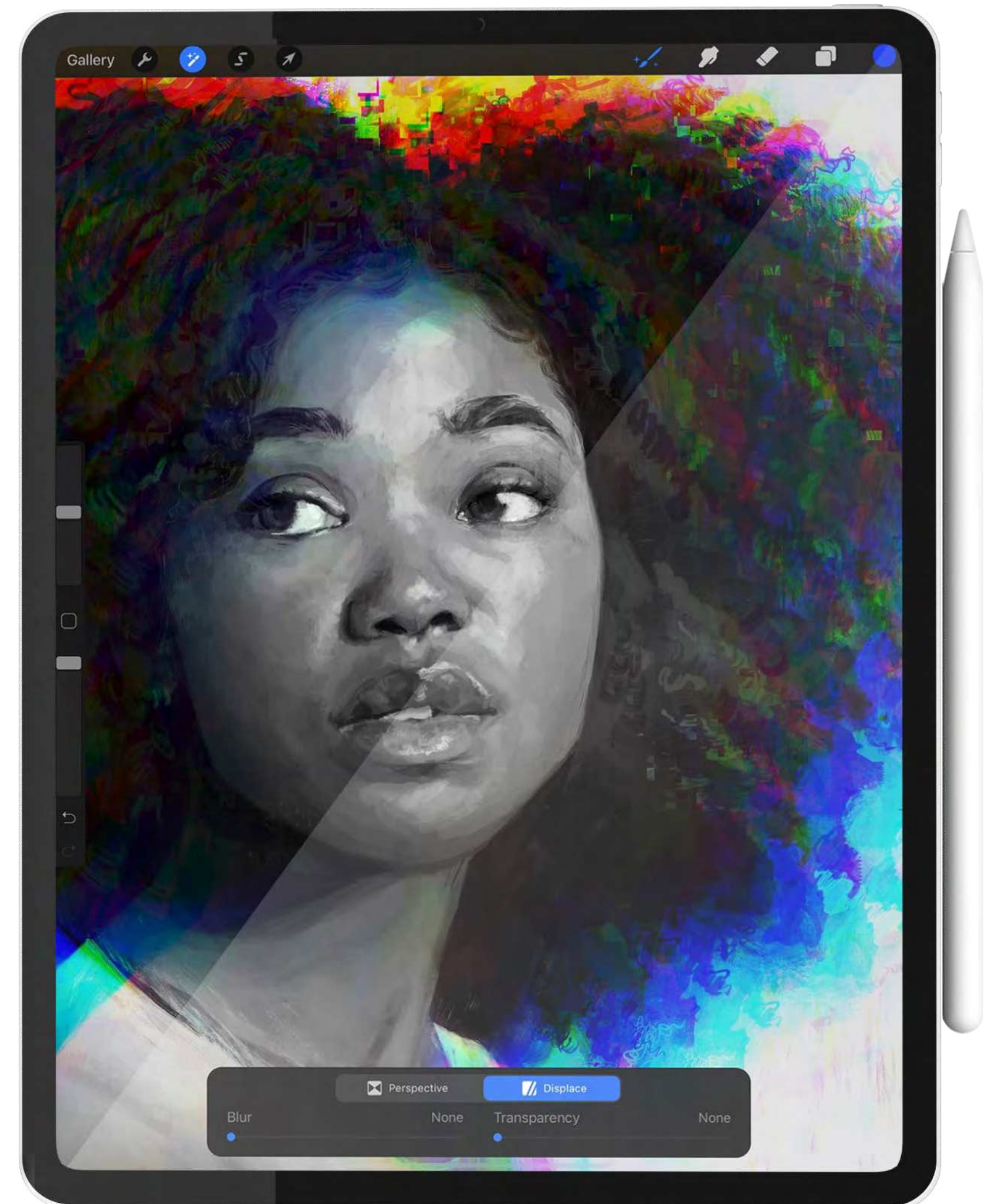
Users that use multiple layers and want to export a file with their layers intact **need** more layer functionality **because** SketchBook offers limited layers based on file size and only exports flattened images.



### ArtStudio Pro

Users that want their creative experience to be suitable for them and seamless **need** a customizable user interface **because** other illustration apps offer this feature which makes the process more workable and enjoyable for artists.

Users that want to create animations **need** animation features **because**, at a higher cost, ArtStudio does not offer animation capabilities while other illustration apps do.





# Procreate Overview

## METHODOLOGY

Avid Procreate users love the app and would like to have access to their complete edit history. Additionally, users need a way to store old Procreate projects externally. While seeking a solution for my first Procreate POV statement, I found that mindmapping helped me flesh all of my thoughts out. This opened the door to mindmapping, which was a great technique for organizing and simplifying each of my ideas. For my second POV statement, sketching helped me think creatively while brainwriting helped me think practically.

## USEFUL TECHNIQUES

Mindmap, Sketch

## IDEAS WORTH PURSUING

- **POV Statement 1:** Backup Feature, History Panel, Edits Panel
- **POV Statement 2:** iCloud Storage, Procreate Cloud Storage

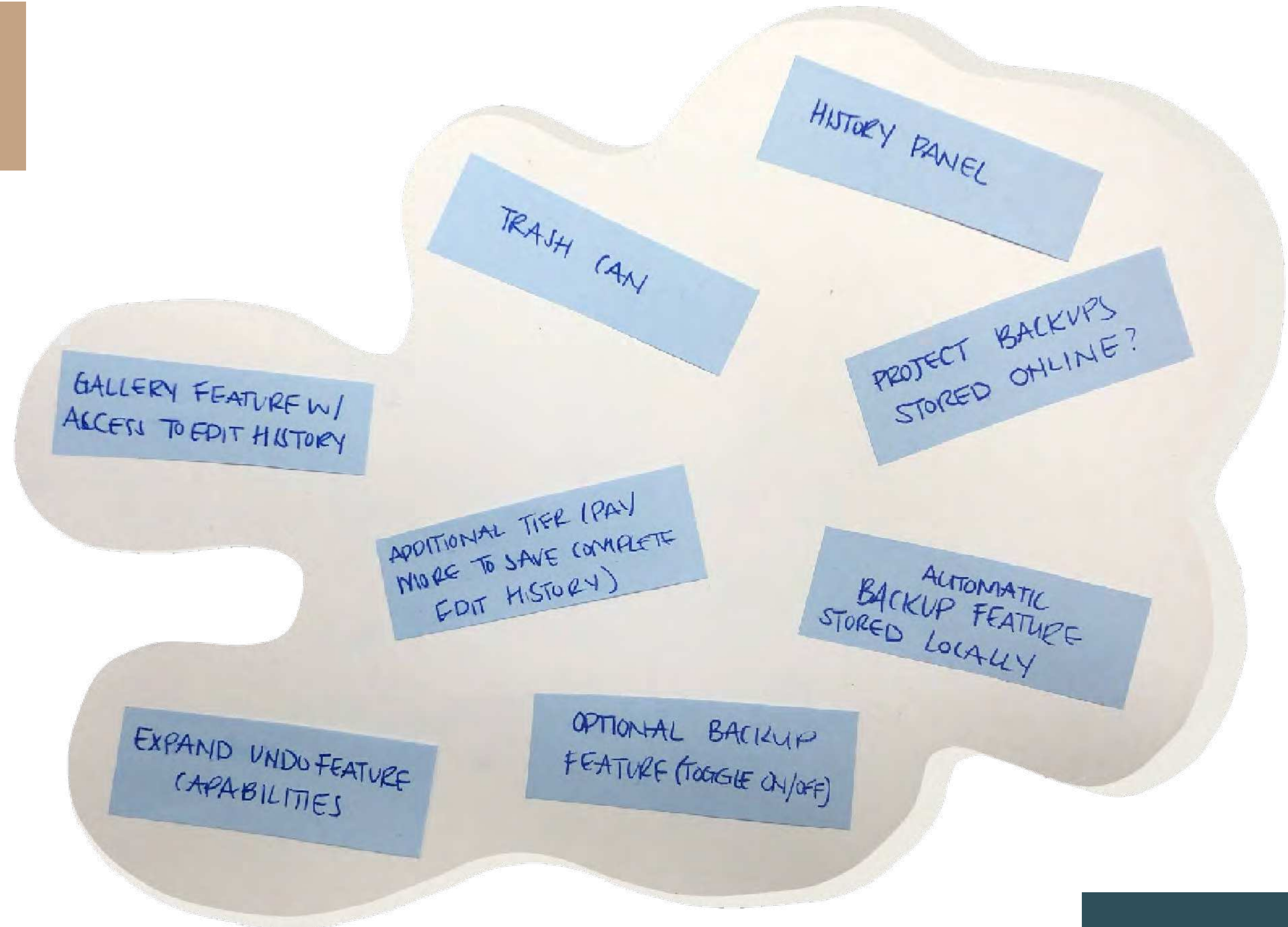




# Procreate Braindump

## POV STATEMENT 1

Users that produce detailed projects over a longer period **need** access to their entire edit history **because** work can easily be destroyed or deleted permanently with no restorative capabilities.

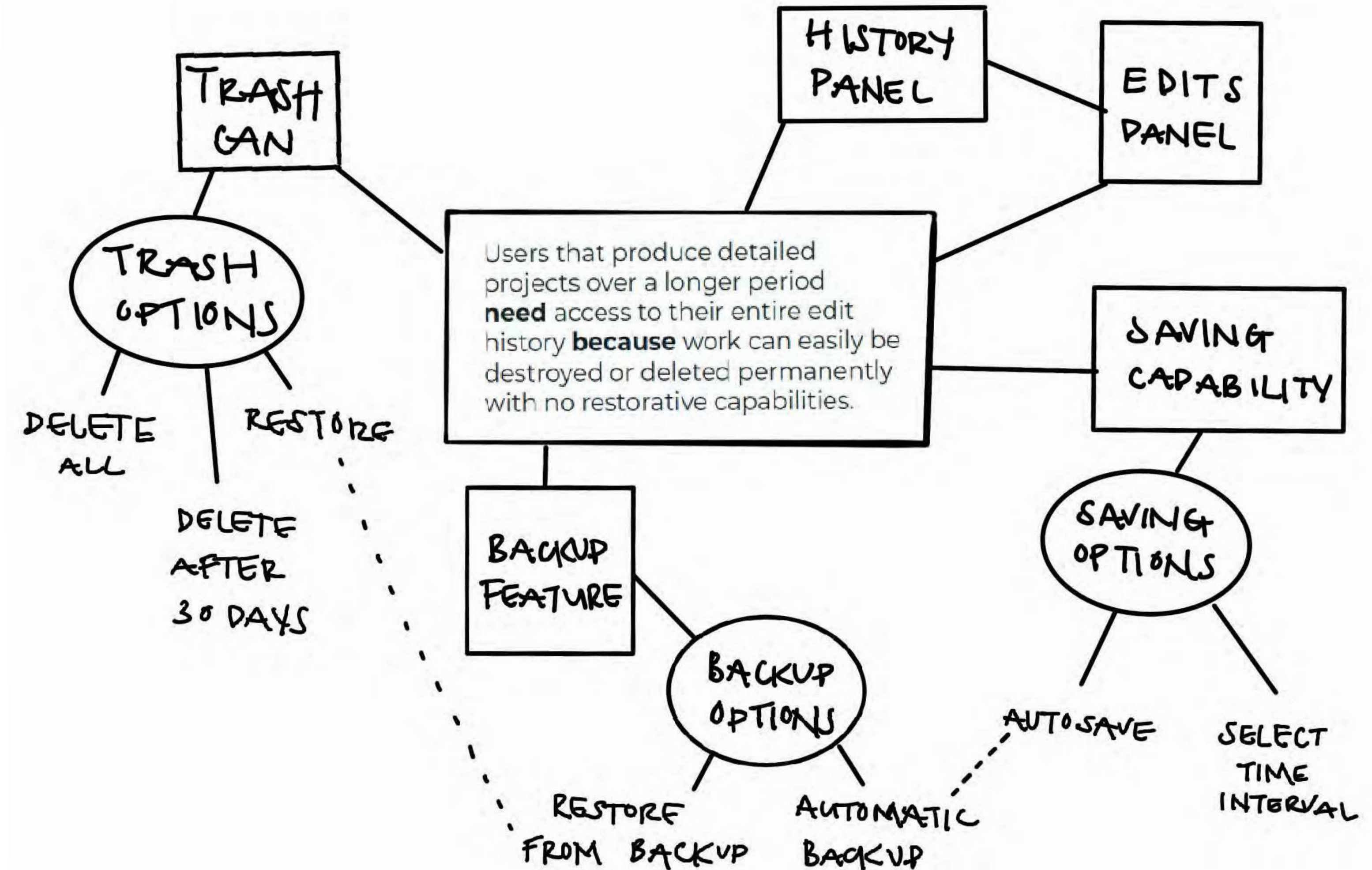




# Procreate Mindmap

## POV STATEMENT 1

Users that produce detailed projects over a longer period **need** access to their entire edit history **because** work can easily be destroyed or deleted permanently with no restorative capabilities.

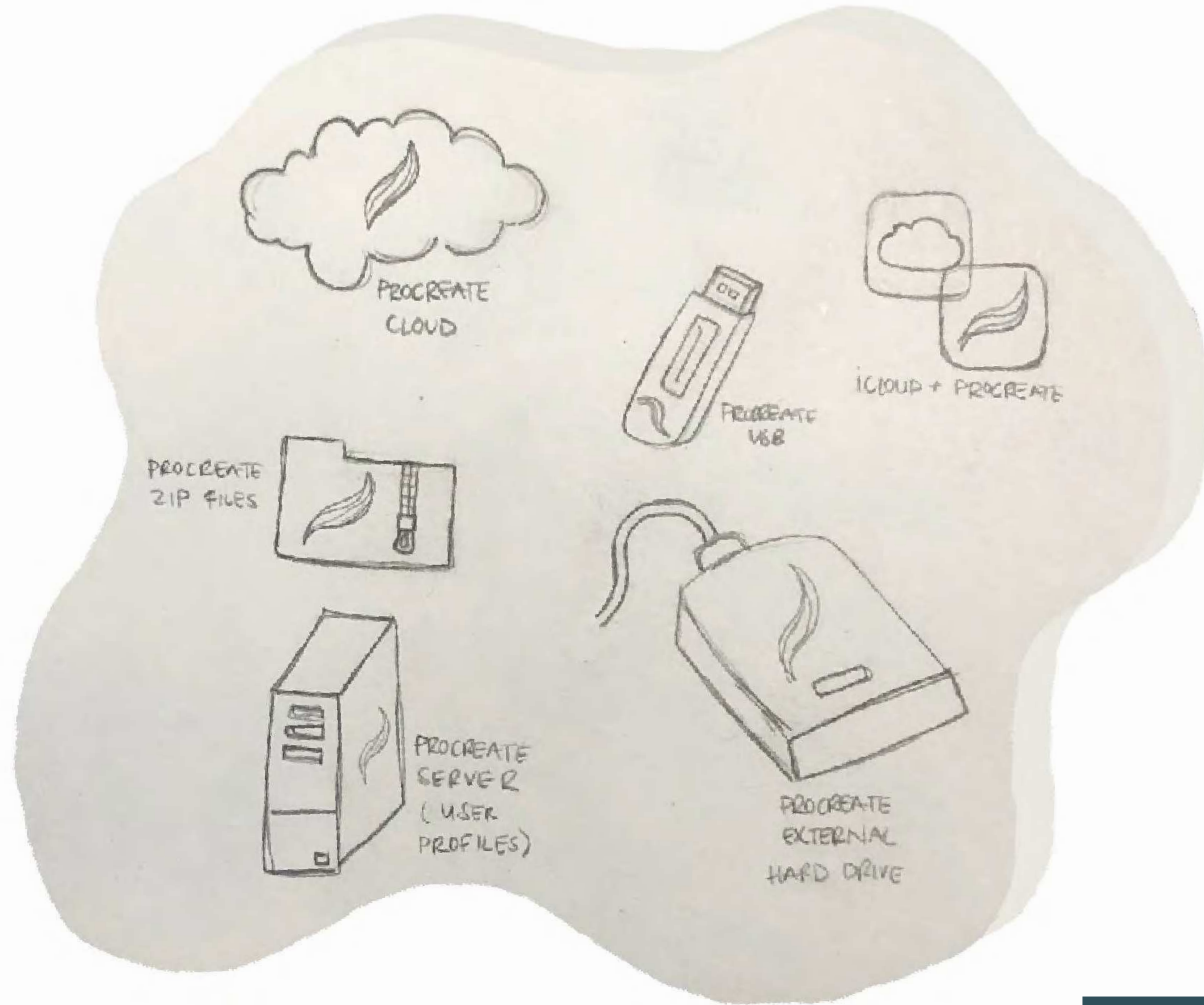




# Procreate Sketches

## POV STATEMENT 2

Users that utilize Procreate regularly **need** access to external or cloud-based storage **because** Procreate projects require a lot of memory and can easily max out iPad storage.





# Procreate Brainwrite

## POV STATEMENT 2

Users that utilize Procreate regularly **need** access to external or cloud-based storage **because** Procreate projects require a lot of memory and can easily max out iPad storage.

### PROCREATE PROVIDES COMPLIMENTARY USB

- Shipped to the user as part of a one-time purchase of the app
- Users can purchase a procreate-branded larger USB or external hard drive if needed

### PROCREATE PROVIDES AN EXTERNAL HARD DRIVE

- Optional fee for a procreate branded external hard drive
- Cost increases with the amount of storage space

### A MONTHLY SUBSCRIPTION TO USE PROCREATE CLOUD STORAGE

- Procreate's own cloud storage platform
- A monthly fee to transfer files back and forth (maybe \$4/month)

### PROCREATE ADDS ICLOUD STORAGE CAPABILITY

- Makes it easier for procreate users to transfer and access files seamlessly
- One-stop shop

### PROCREATE ADDS ARCHIVE FEATURE

- Allows users to compress files
- Compressing old files makes room for new ones





# SketchBook Overview

## METHODOLOGY

SketchBook users would like to be able to export their work with a transparent background, utilize multiple layers in one project, and export projects with their layers intact. Mindmapping offered solutions for both SketchBook POV statements, highlighting a potential feature that could solve two problems at once. Brainwriting worked well in determine which solution would be best for the second SketchBook POV statement.

## USEFUL TECHNIQUES

Mindmap, Brainwrite

## IDEAS WORTH PURSUING

- **POV Statement 1:** PNG Export Option, Export Option & File Type Expansion
- **POV Statement 2:** Export Layers Option, Increase Layer Limit

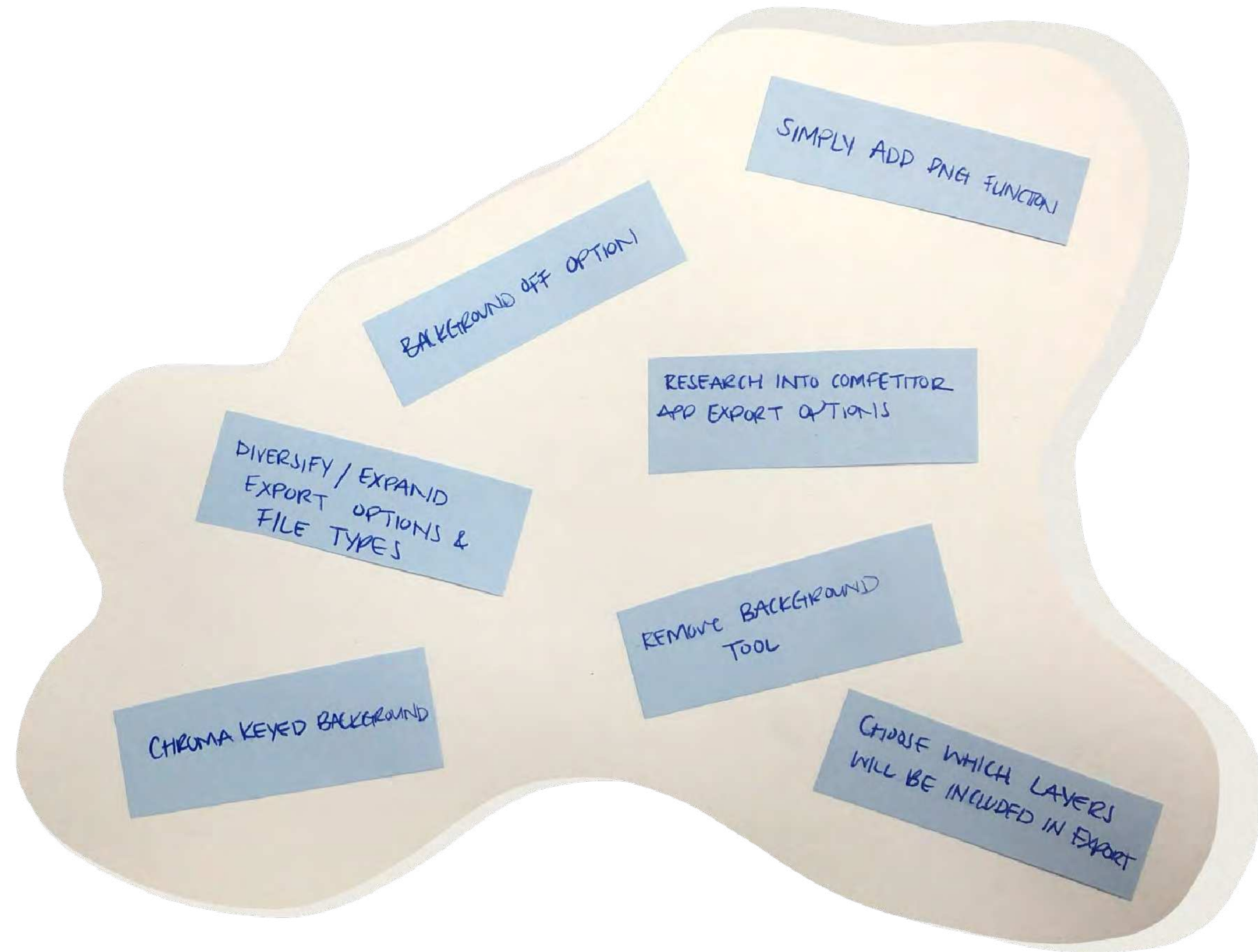




# SketchBook Braindump

## POV STATEMENT 1

Users that want to export their work on transparent backgrounds **need** Portable Network Graphic (PNG) capabilities **because** other apps and software are sought out to perform this step, which interrupts the creative process.

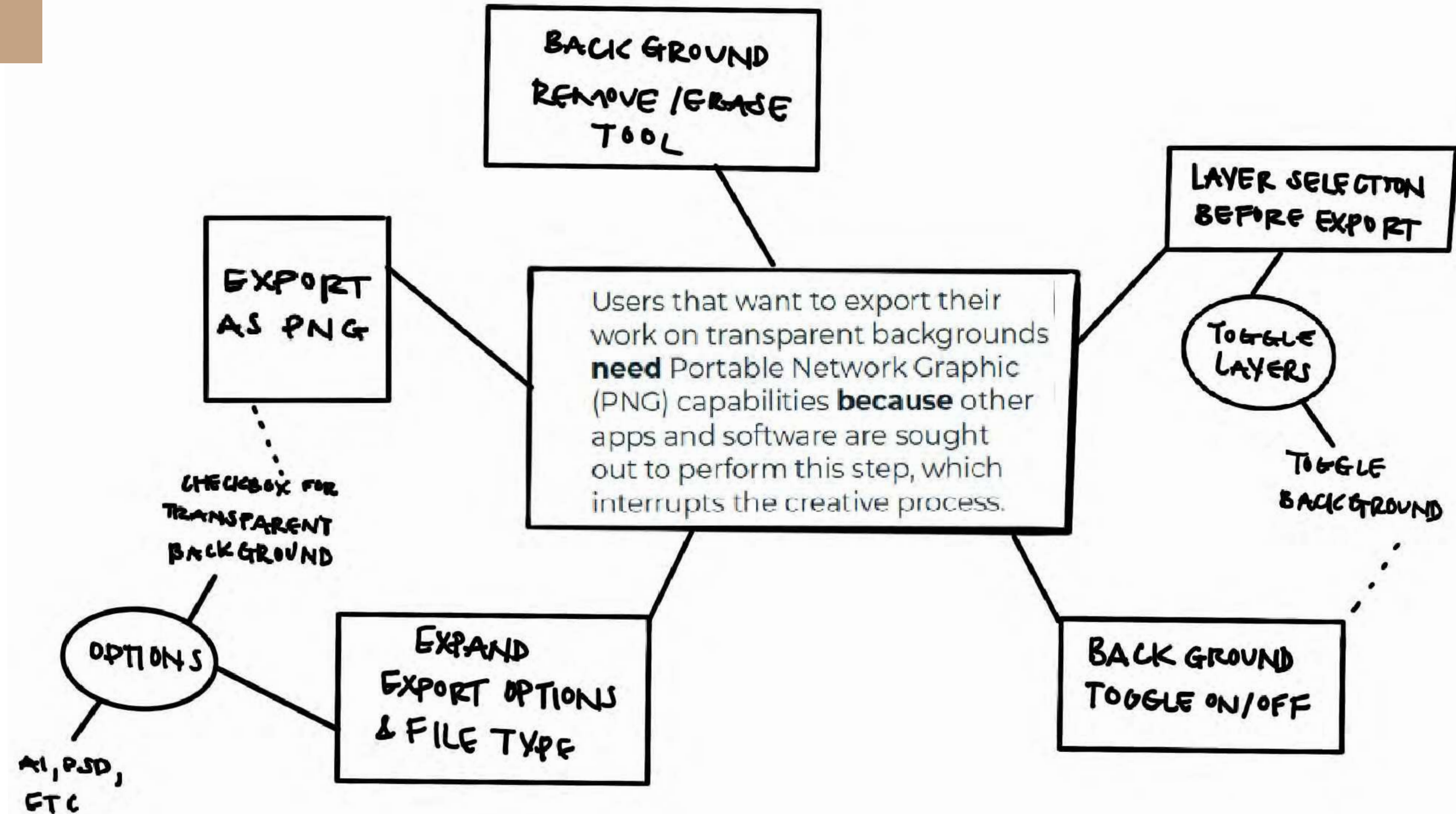




# SketchBook Mindmap

## POV STATEMENT 1

Users that want to export their work on transparent backgrounds **need** Portable Network Graphic (PNG) capabilities **because** other apps and software are sought out to perform this step, which interrupts the creative process.

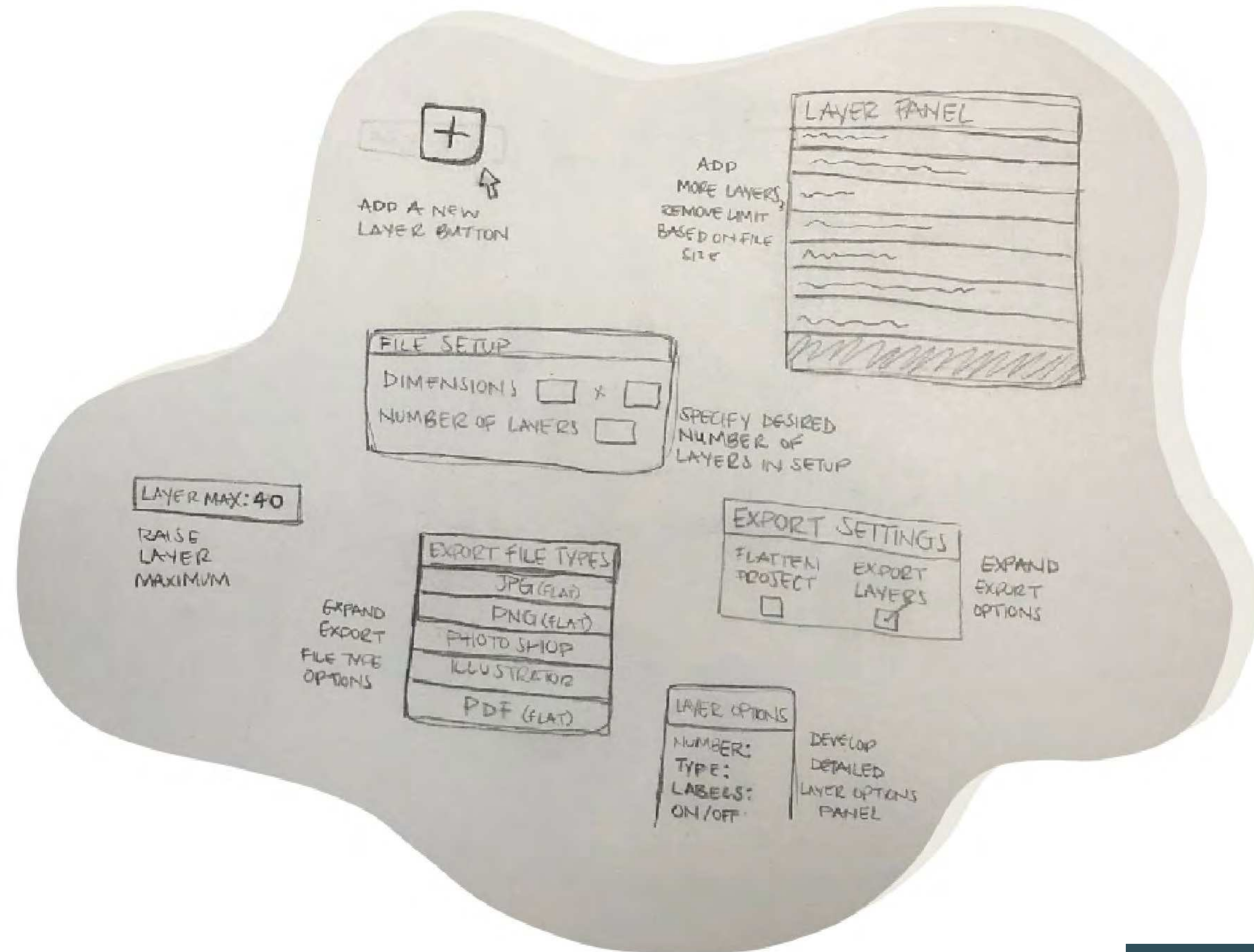




# SketchBook Sketches

## POV STATEMENT 2

Users that use multiple layers and want to export a file with their layers intact **need** more layer functionality **because** SketchBook offers limited layers based on file size and only exports flattened images.





# SketchBook Brainwrite

## POV STATEMENT 2

Users that use multiple layers and want to export a file with their layers intact **need** more layer functionality **because** SketchBook offers limited layers based on file size and only exports flattened images.

### NEW LAYER BUTTON

- Users can add additional layers at their leisure using a button in the layers panel
- Layer max alert once the last layer is added

### INCREASE LAYER LIMIT SUBSTANTIALLY

- Remove layer limit based on file size
- Add overarching layer maximum for all files. (maybe 40-50 layers)

### DEFINE LAYERS AT THE START OF A PROJECT

- Users can enter a value for the number of layers they need during the file creation process
- Users need to plan ahead because this is not editable

### ADD AN EXPORT LAYERS OPTION

- Users can select whether they want to export a file with layers or a flattened image
- This would be indicated via file type. flattens image: jpg, png, pdf, etc. layered file: sketchbook file, illustrator, photoshop, etc



# ArtStudio Overview

## METHODOLOGY

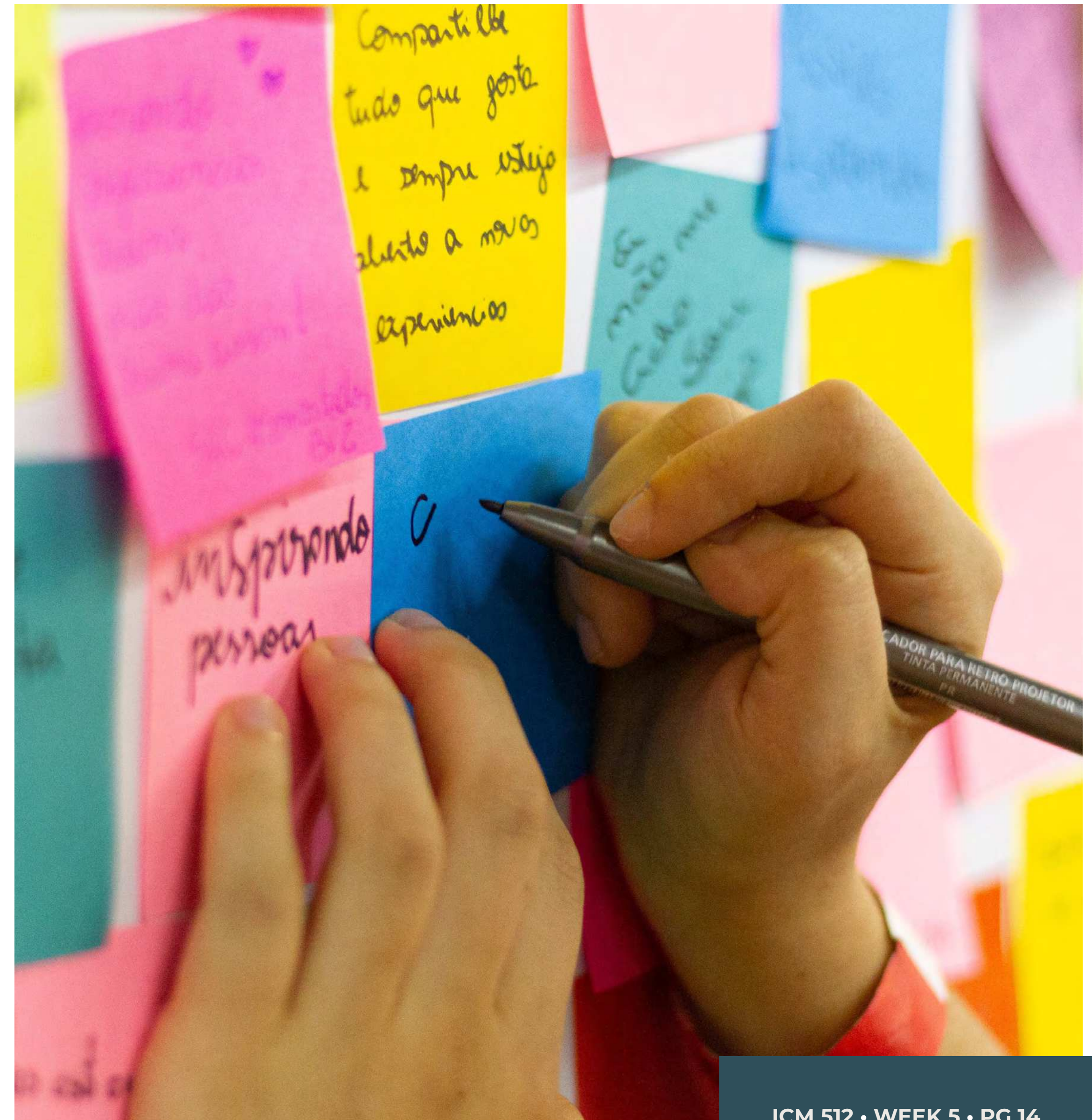
ArtStudio users believe that their experience with the app would be much better if they could customize the user interface to suit their needs. Considering ArtStudio's cost, users would also like to have animation capabilities. Once again, while assessing the first POV statement, I found that mindmapping was a useful way to start ideating and transitioned well into mindmapping. For my second ArtStudio POV statement, I found that sketching helped me view things alternatively and generate innovative ideas.

## USEFUL TECHNIQUES

Braindump, Mindmap, Sketch

## IDEAS WORTH PURSUING

- **POV Statement 1:** Preference Panel, Full Customization
- **POV Statement 2:** Separate Animation Project Section, Animation Panel

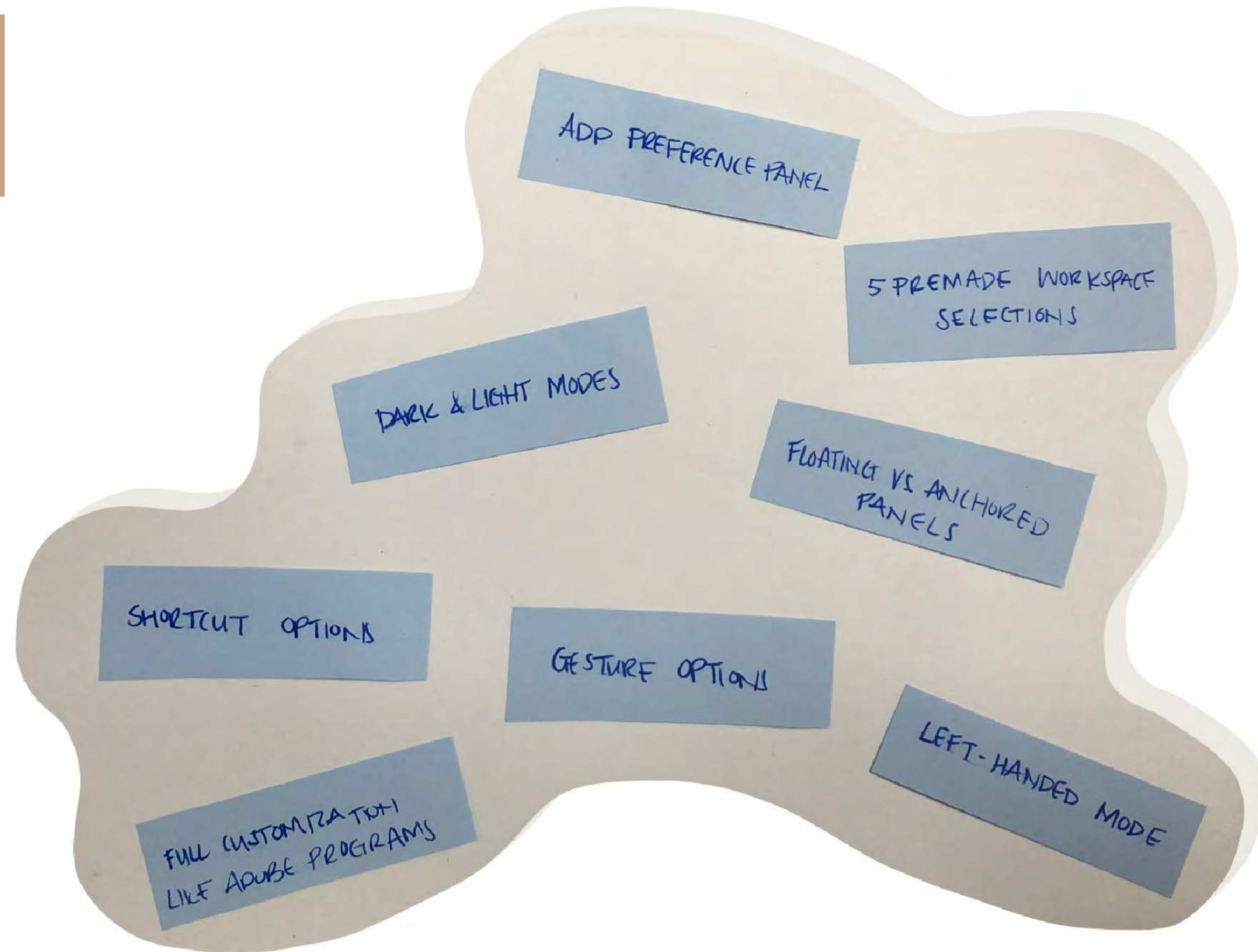




# ArtStudio Braindump

## POV STATEMENT 1

Users that want their creative experience to be suitable for them and seamless **need** a customizable user interface **because** other illustration apps offer this feature which makes the process more workable and enjoyable for artists.

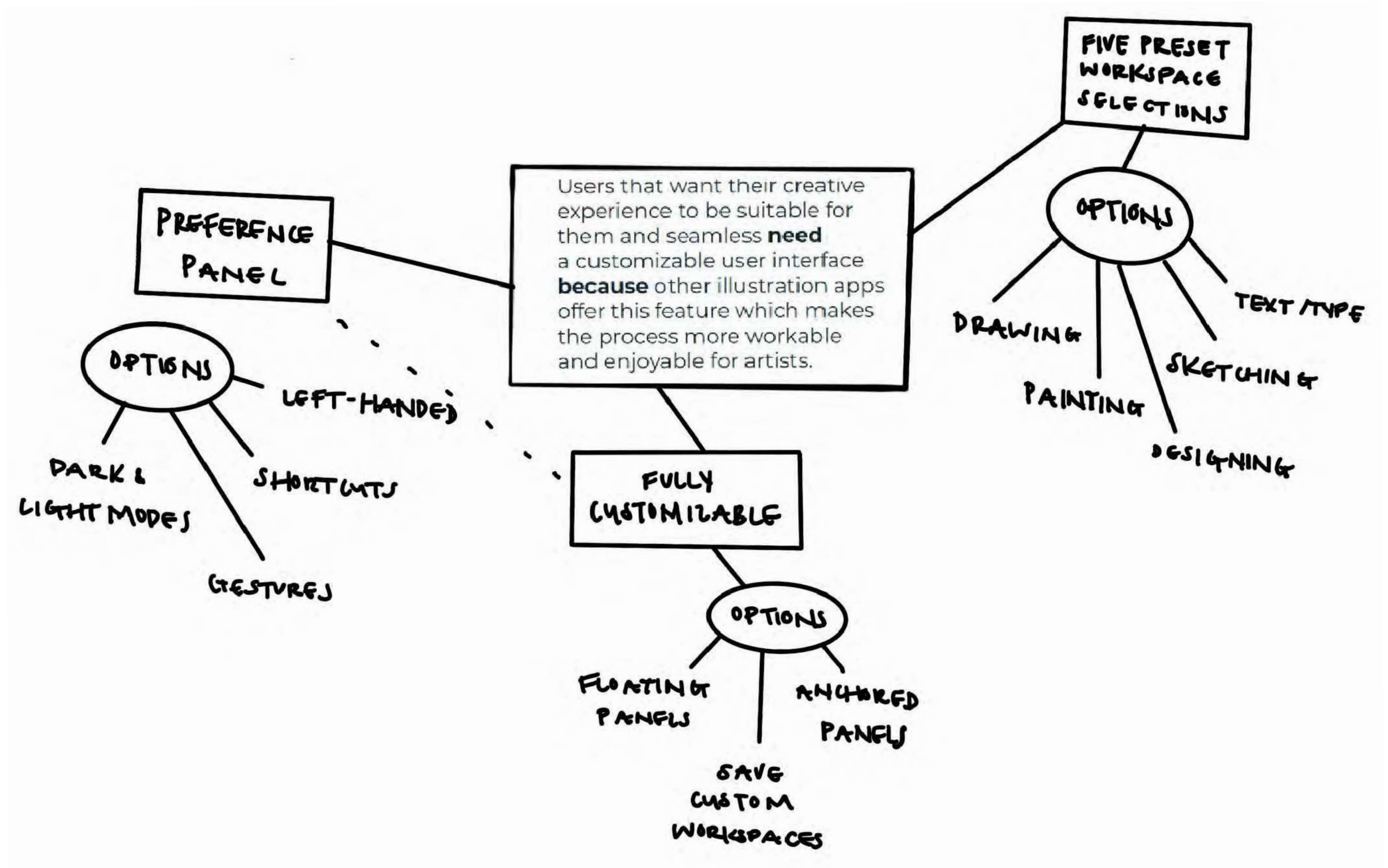




# ArtStudio Mindmap

## POV STATEMENT 1

Users that want their creative experience to be suitable for them and seamless **need** a customizable user interface **because** other illustration apps offer this feature which makes the process more workable and enjoyable for artists.



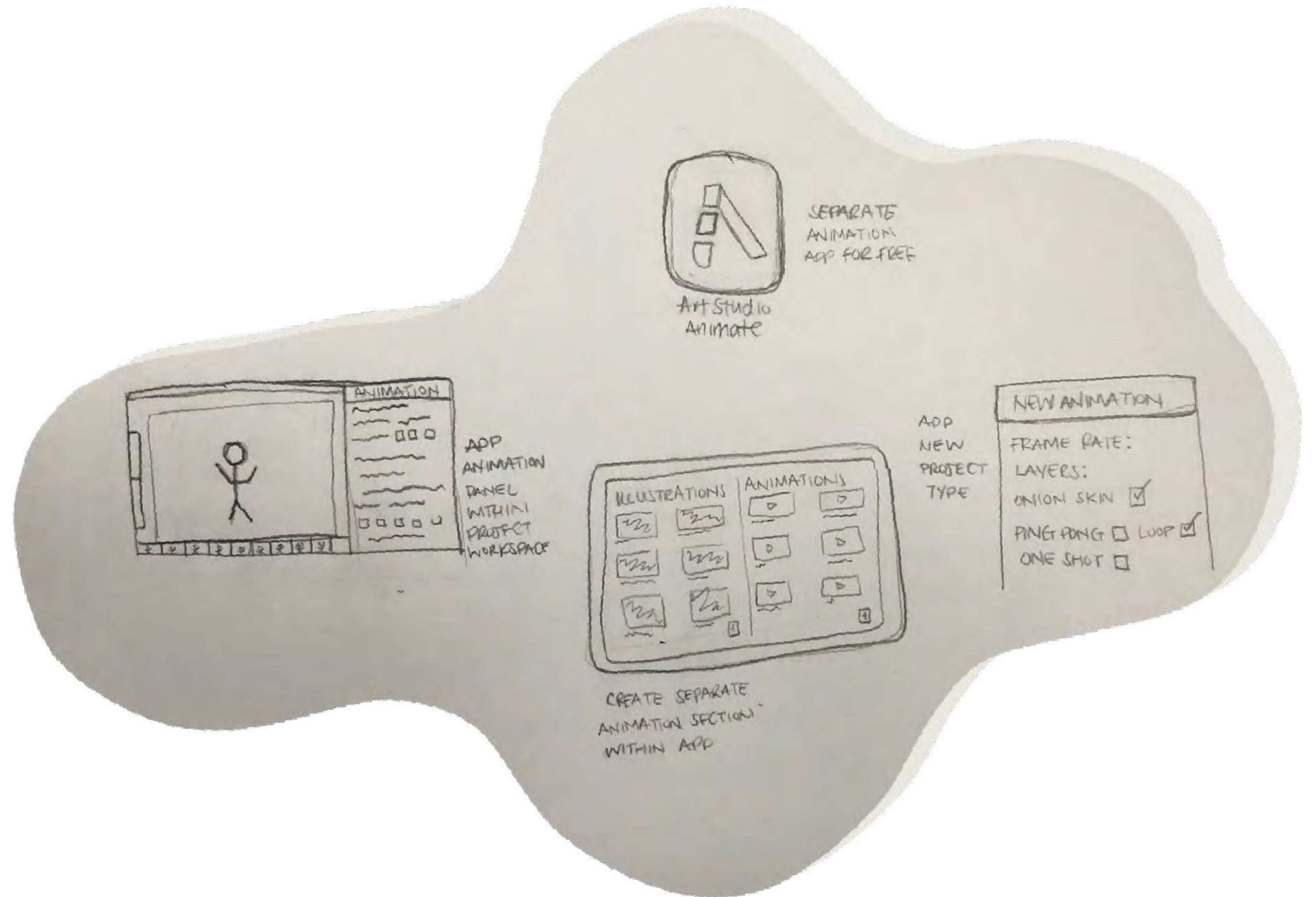




# ArtStudio Sketches

## POV STATEMENT 2

Users that want to create animations **need** animation features **because**, at a higher cost, ArtStudio does not offer animation capabilities while other illustration apps do.





# ArtStudio Brainwrite

## POV STATEMENT 2

Users that want to create animations **need** animation features **because**, at a higher cost, ArtStudio does not offer animation capabilities while other illustration apps do.

- CREATE A SEPARATE ARTSTUDIO ANIMATE APP
- Free of charge
- Comes with the purchase of the ArtStudio pro app

### INCLUDE ANIMATION PANEL WITHIN THE PROJECT WORKSPACE

- A feature included in ArtStudio's workspace that users can open once they want to start animating
- Capability of turning working files into animations

### CREATE A SEPARATE SECTION WITHIN THE ARTSTUDIO APP FOR ANIMATION PROJECTS

- New projects specified as animations
- Completely different animation-specific workspace