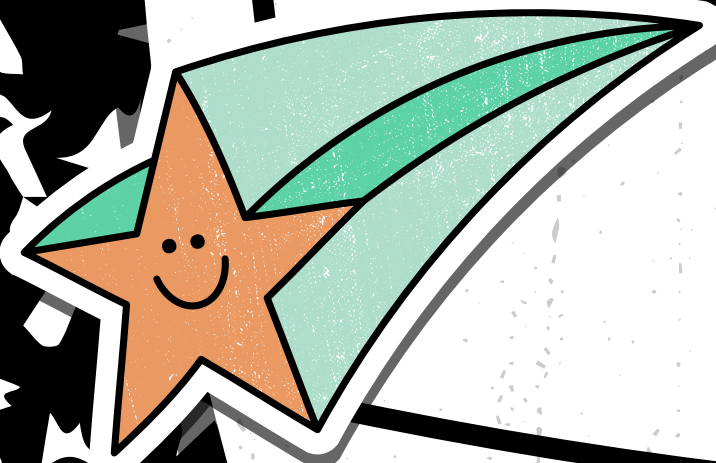


Hi! We are

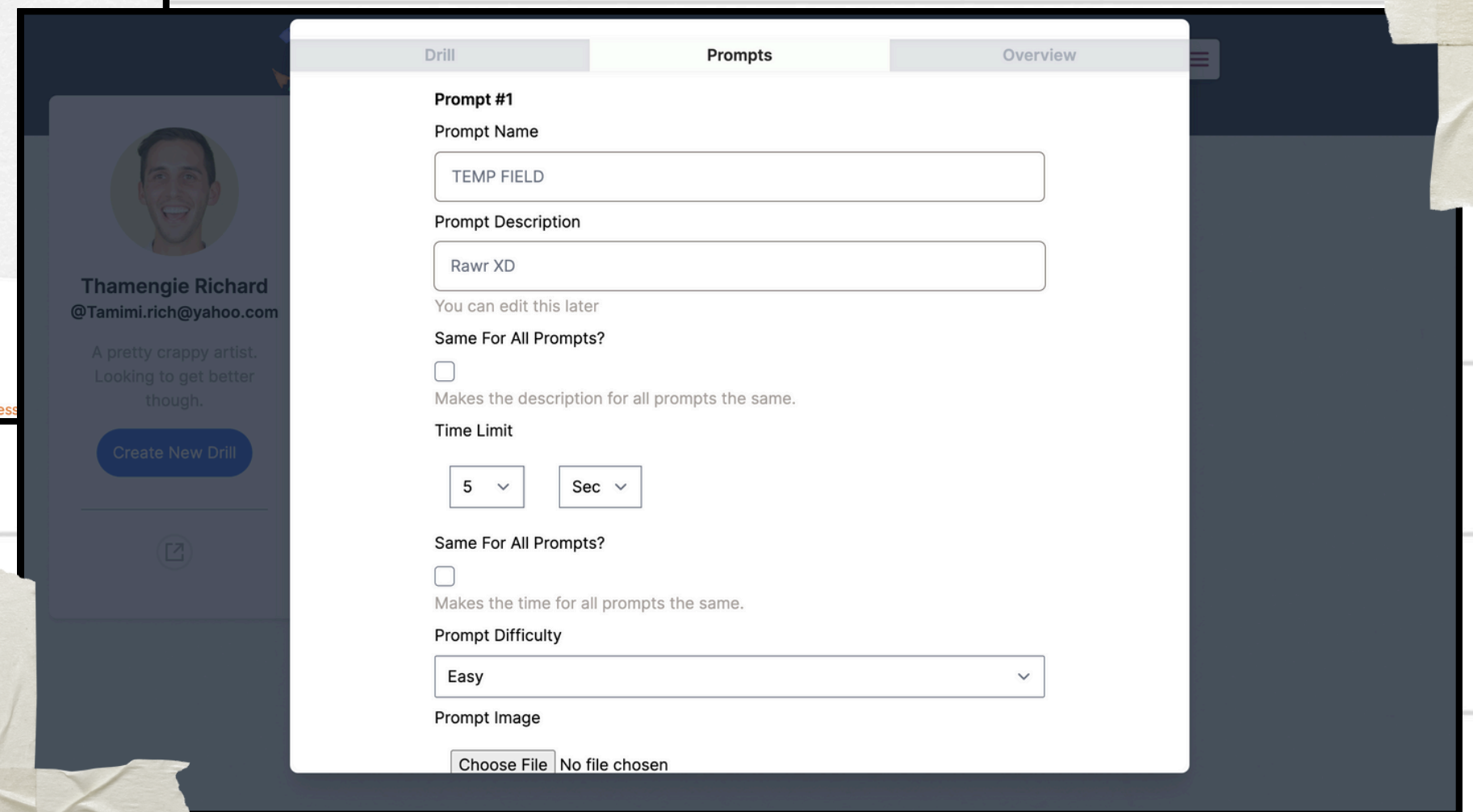
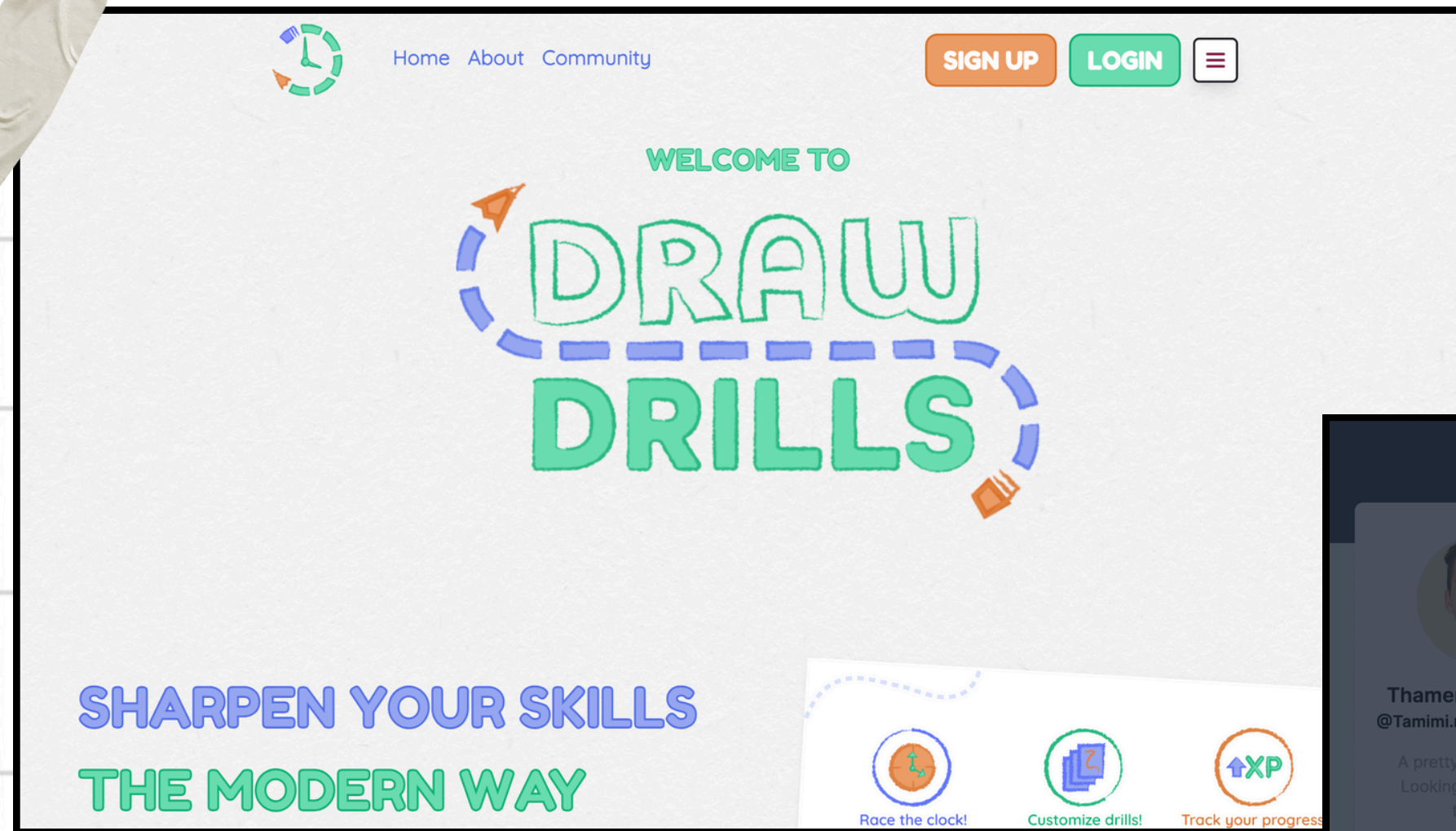
Team DJTJD

UX Design Sprint #4

Danielle Katz, Jordan Collins,
Thamengie Richard, Janadia
Fowler, Danielle Jack



Current Website



What Do The People Think?



Hailey Watson

"The color theme is very creative...its not primary colors, not something I've seen together necessarily that I associate with one thing so it's new, its different..."



Cece Gutman

"Initially, I like the colors and the simplistic, more childish looking design.. The check marks are encouraging and kind of cute"



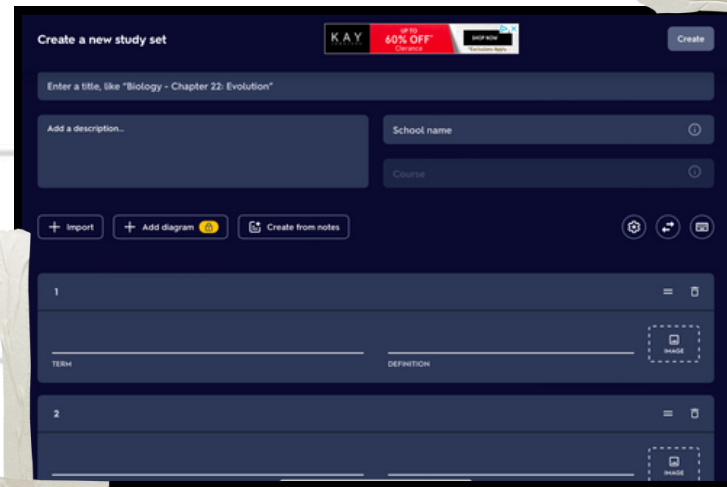
Lo Stark

"I like the color scheme of the front page so far. It feels very educational."

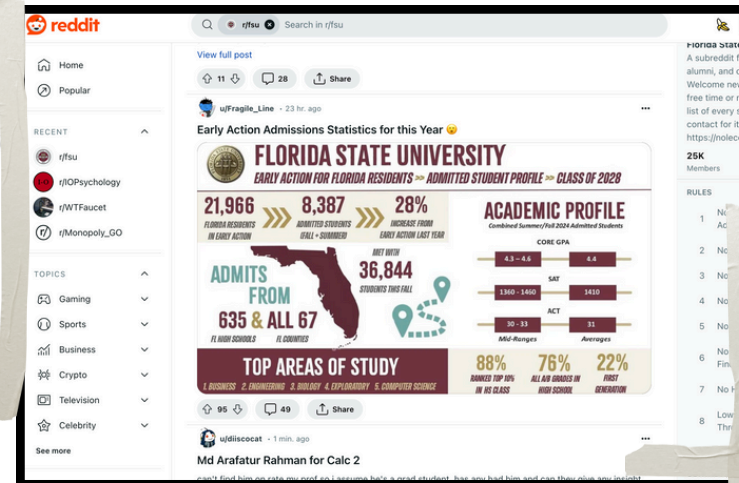
Prior Research & Planning

Inspiration

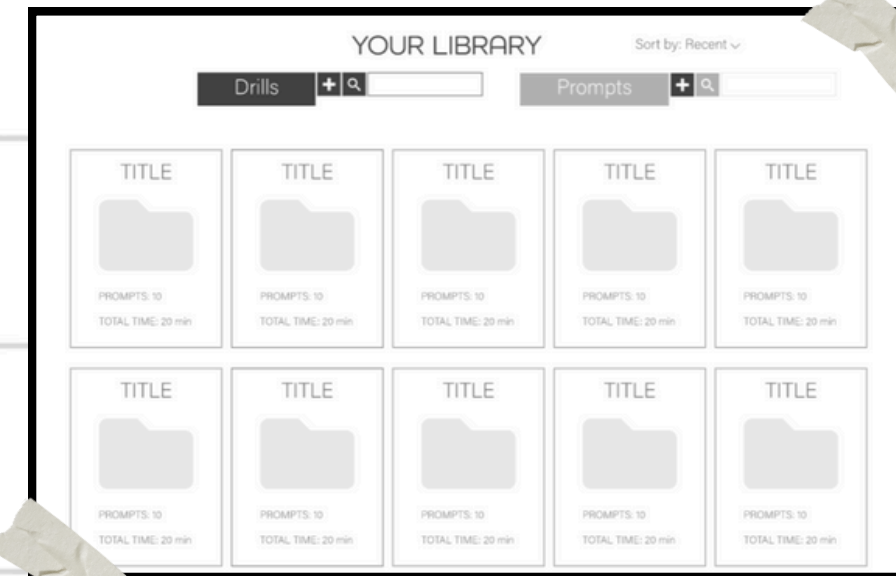
Wire frame from Developers



Quizlet



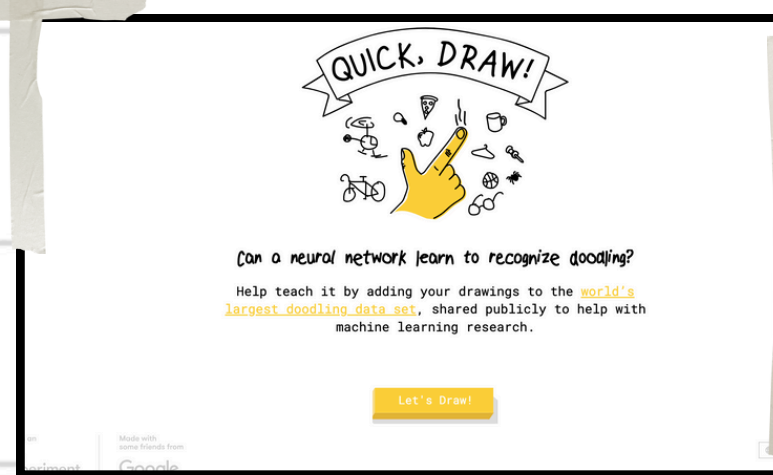
Reddit



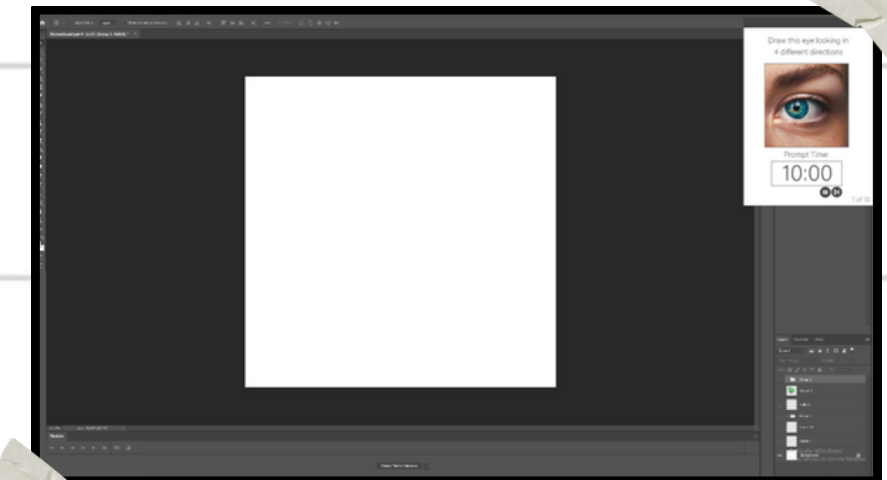
Layout of drills page



Scribble.io



Quick, Draw! by Google



Overlay/picture-in-picture

Developer Meeting Feedback



Don
Developer

What is the purpose of XP? Is there going to be a reward system that uses XP?

- So that feature may or may not be deprecated? Currently you get XP by just clicking and completing a drill. But we (at least me) are not too sure what to do with the idea of XP.

To bring in more money, what if maybe some of the games were paywalled behind a premium version of a Draw Drills account?

- That would be a good incentive, yeah

Do you think that our proposed mini-games would add too much pressure on your servers and dev workload? If so, do you suggest we reduce the amount or just scrap it for now?

- They could probably handle it on a small scale but nothing larger right now. In terms of reduce or scrap, I'm gonna preemptively shoot down multiplayer stuff not because it's bad, but because we have no infrastructure set up to handle it currently

Developer Meeting Feedback



Diego
Project Manager

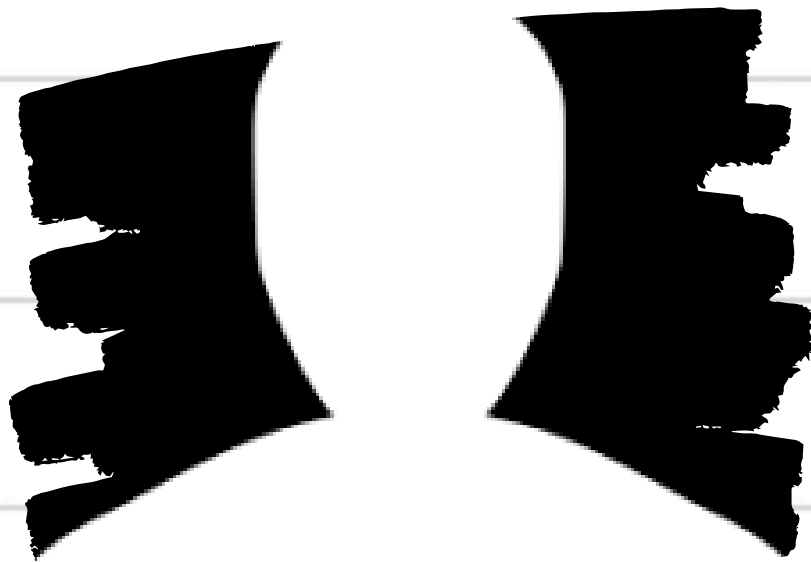
What are some visions and goals you have for the site?

- Core Functionality for analog art (beta version, you have access to that)
- Expanded features for analog art (working on that rn internally)
- Alpha release for analog art (wider public access)
- Monetize, add users, general scale up of alpha analog release
- Add functionality for digital art (desktop application or toolbar that allows artists to use digital tools to train i.e. photoshop, etc)

How do you feel about allowing donations? What do think about us implementing a subscription model?

- Donations: easiest way, competitors do it, a community of really dedicated users would maybe actually make this work to cover some costs, obviously not scalable, is going to be our first step since it can be as easy as pointing people to a patreon.
- Freemium subscription tiers: something like normal SaaS, charge people for a monthly cost to use the tool, can get creative with the tiers and the perks, pricing, features unlocked, etc. would probably require some major refactoring to integrate stripe or some other payment tool, plus the business logic of tiers, pricing, etc. would almost 100% have some sort of free tier

Developer Meeting Feedback



Kara
Artist

Do you think it's helpful to be able to pause a drill?

- I think that is dependent on what you want the experience to feel like for the user. Now that the product is more defined I think I would remove that feature to give more stakes to the timing aspect of the exercises.

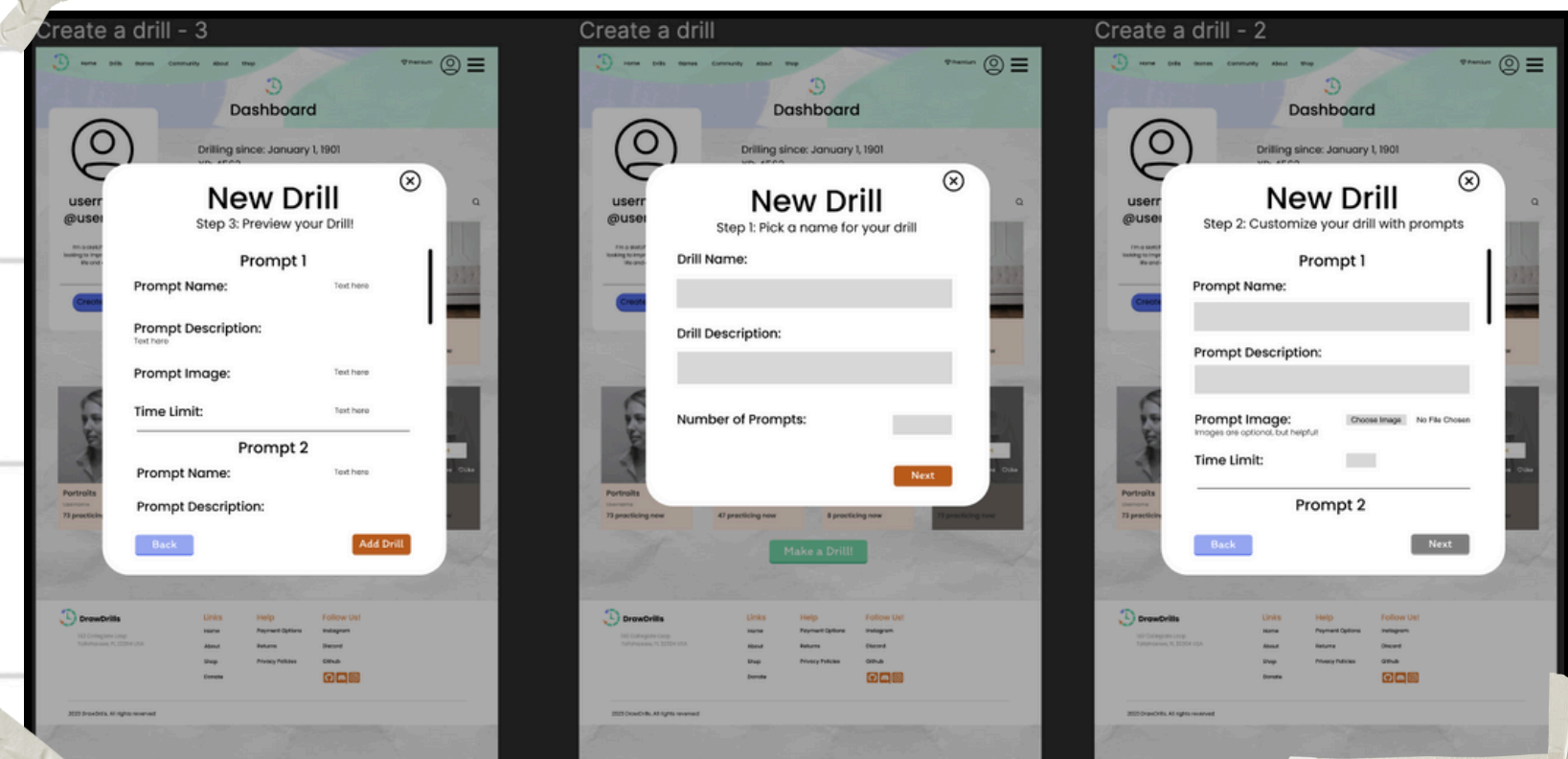
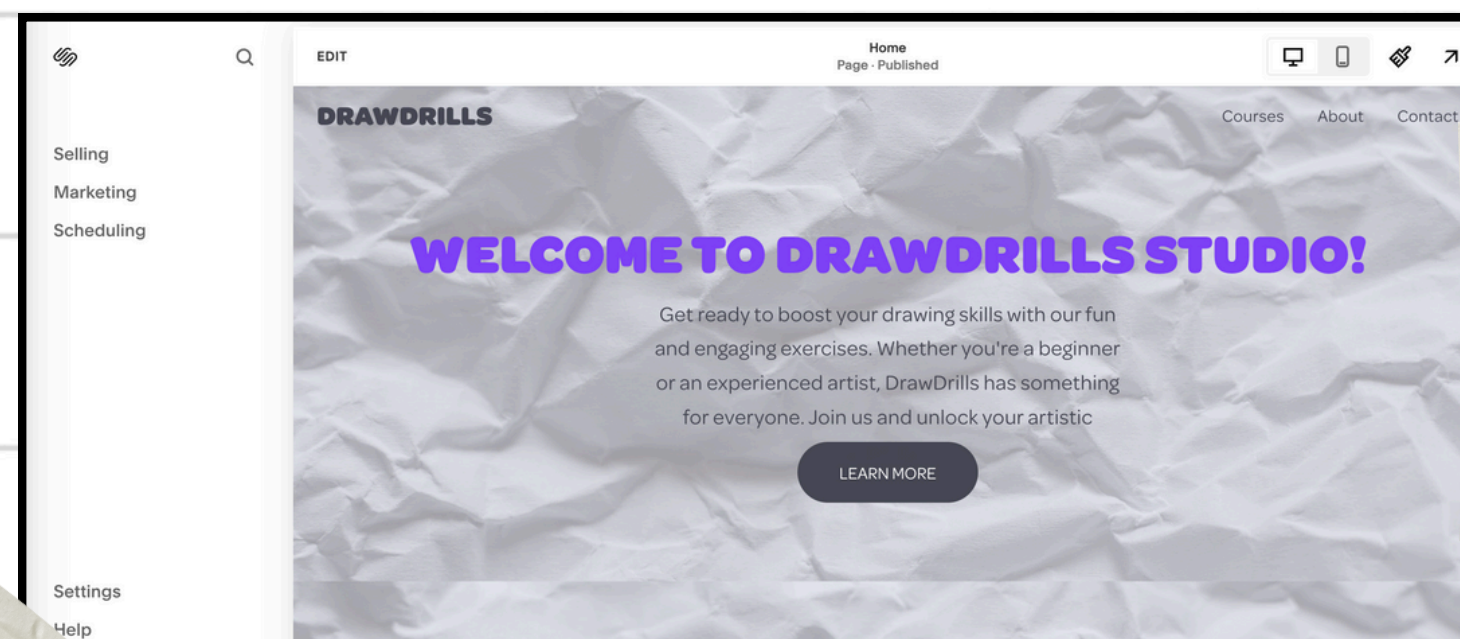
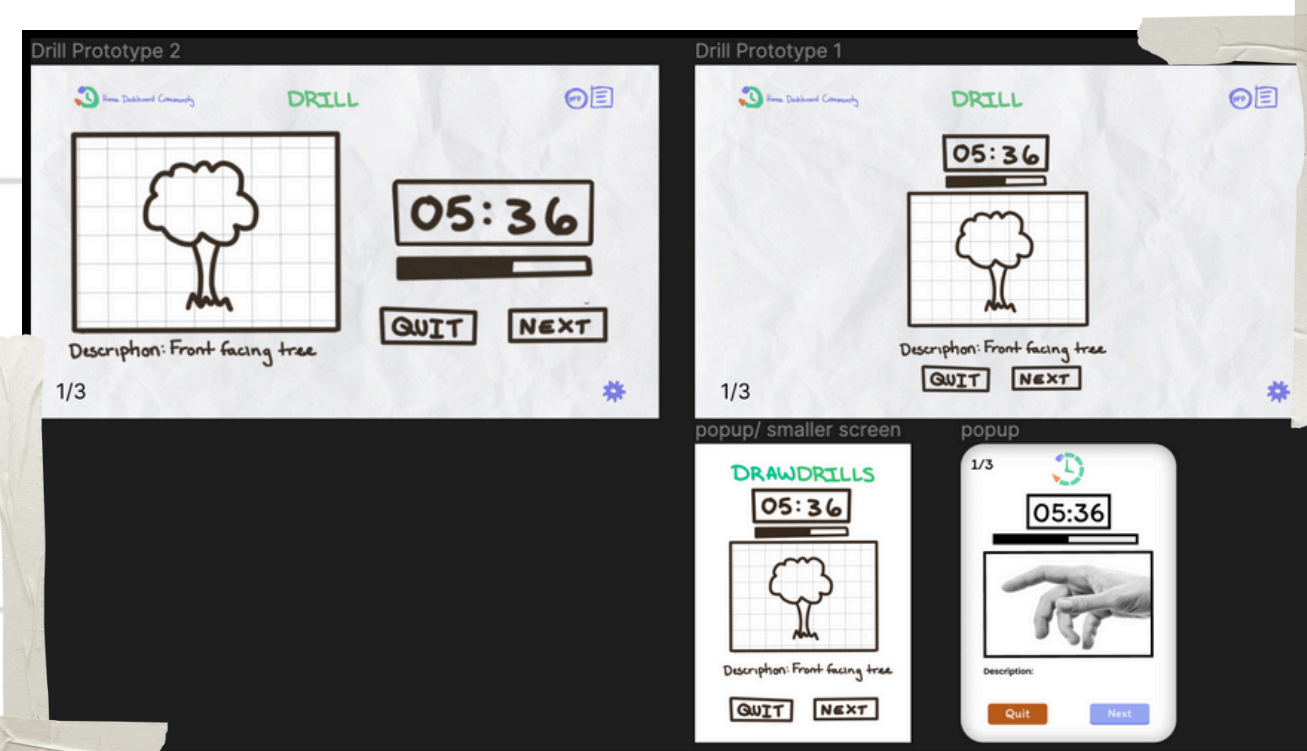
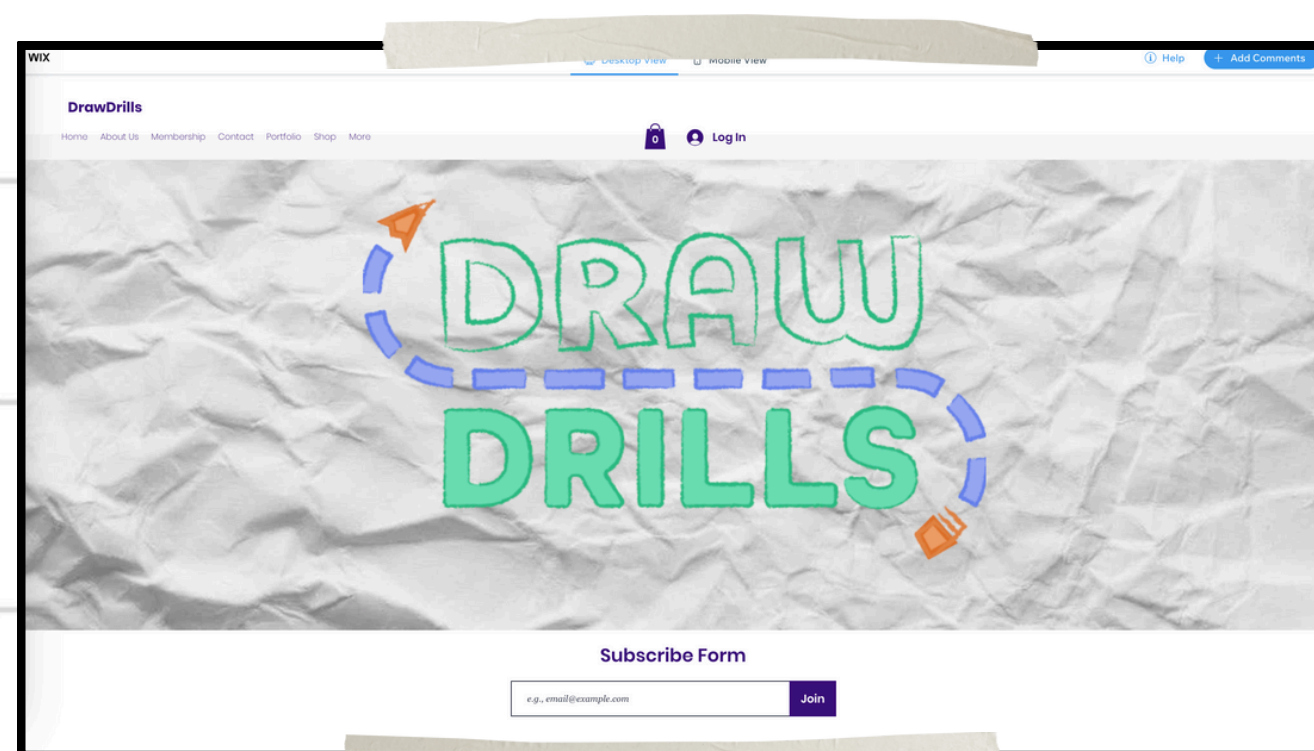
What made you pick out the current color scheme?

- I chose this color scheme because I wanted something light and bright that could appeal to a bit of a younger audience.
- Green and orange are both colors that stimulate creativity but we also wanted it to feel more like a leisurely activity that was very approachable so the blue was added to ground it a bit and round out the palette.

What do you think about instead of XP, we use a badge system (kind of like playstation trophies) for completing certain tasks when logged in?

- Yes, I always thought the plain XP didn't have much meaning. If we go with the skills route i'd like to have some sort of system that keeps track of which skills you have developed. And maybe award once you practice a skill for a certain amount of time

Prior Iterations

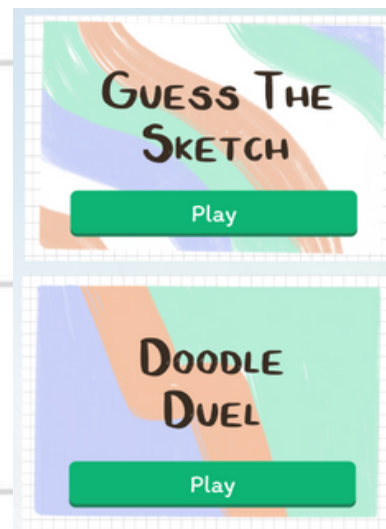


Go To Figma

<https://www.figma.com/file/NBxAsmJDVHv4pyW8yA4TPx/DrawDrills-Website?type=design&node-id=0%3A1&mode=design&t=rlxEv7FkIQHeJr8H-1>

Design Decisions

Picture



Decision

Mini Games

Justification

Broadens DrawDrill user base and gives artist a nice break during practicing

Source

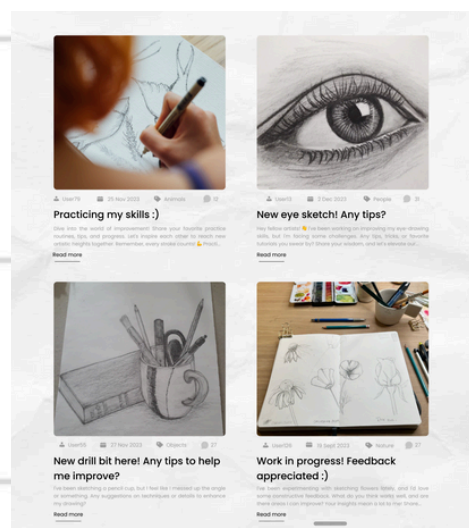
What is the Role of Mini Games?



Badges

Incentive to create drills and participate on the website

Gamification



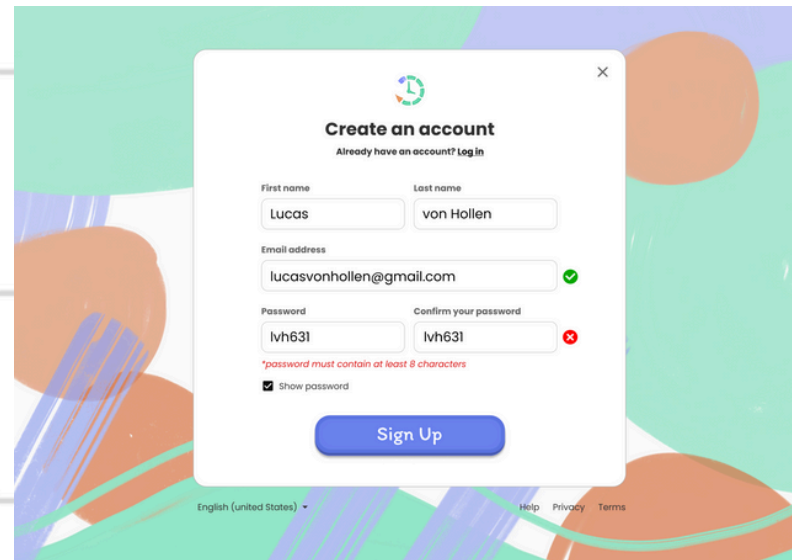
Community page

Users can form connections and get feedback

Community Forum 101

Design Decisions

Picture



Decision

Update
password policy

Justification

Users should feel
that their art is
protected.

Source

NIST password
guidelines 2023

	Free	Premium
Play a variety of minigames with other Drillbits	✓	✓
Add friends to follow and collaborate with	✓	✓
Show off your work by uploading images to your gallery	🔒	✓
Create an unlimited amount of drills to share with the world	🔒	✓
Browse the website in dark mode	🔒	✓
Make posts to our community and share feedback with comments	🔒	✓
Enable NSFW in your settings to tag and access drills	🔒	✓
Cost per month	\$0/month	\$10/month
Ready to jump into premium?	Buy Now	Support us by donating! Donate

Premium
membership

Generates income
and invests the
users into the
product

“The UX behind
subscriptions” –
The UX collective



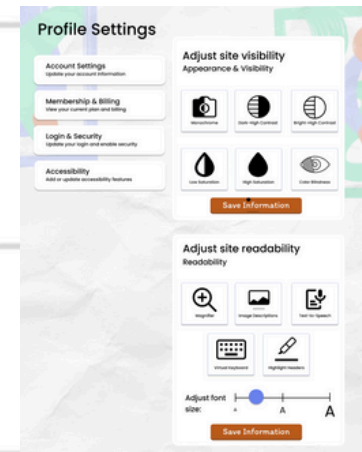
Merch
shop

Generates income
and serves as
marketing for
DrawDrills

Benefits of Selling
Branded
Merchandise for
Your Business

Design Decisions

Picture



Decision

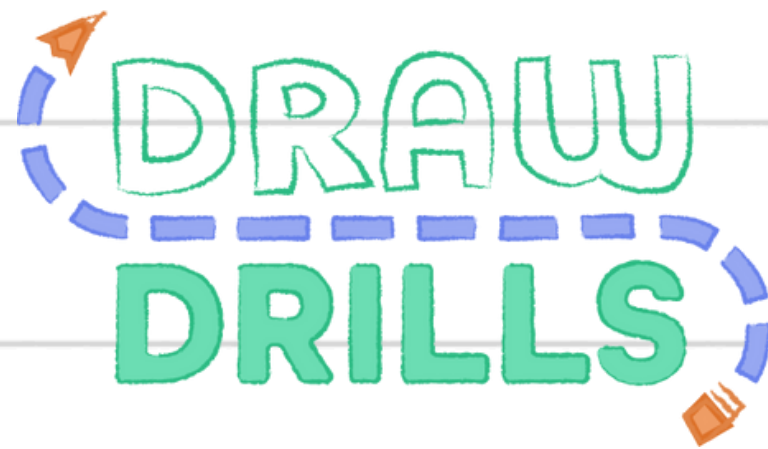
Accessibility features

Justification

DrawDrills is an educational tool that should be accessible to all

Source

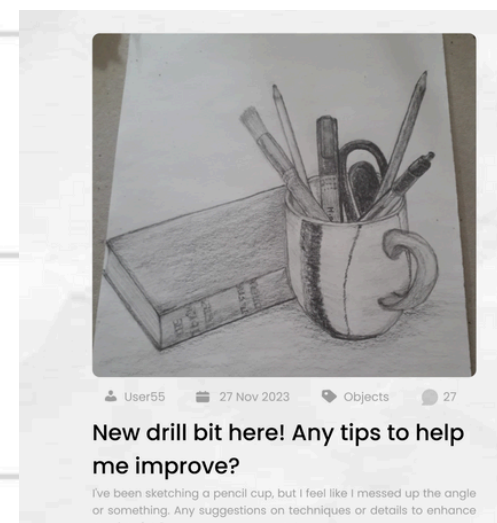
Americans with
Disabilities Act
resources for web
accessibility



Keep logo
and color
scheme

The majority of our
user testers liked
the colors

User testing & Color
Psychology.org



Motivational
quotes and
positive feedback

Motivates users to keep improving their skill and keep coming back unto DrawDrills

An Analysis of Educational
Software/Website
effectiveness -
International Journal of
instructional media

Lets talk money

3 ways to generate income



Merchandise Store

Premium Membership

Donations

Expenses to maintain the account



Marketing

Server Upkeep

Infrastructure

User Feedback



Jake Nilssen

"The UI is intuitive and clear. It directs you where to go and the pages look great."



Diordyne Maxime

"Very intuitive, I like how it all makes sense"



Susan Contente

"At first, it looked like a kids game but when I looked at the art, I could see it being something I would use"

Developer Prototype Feedback

Don's Remarks:

"It looks really good. But then again, I am a dev and my 'looks really good' has a 'your mileage may vary' rating. But I like it."

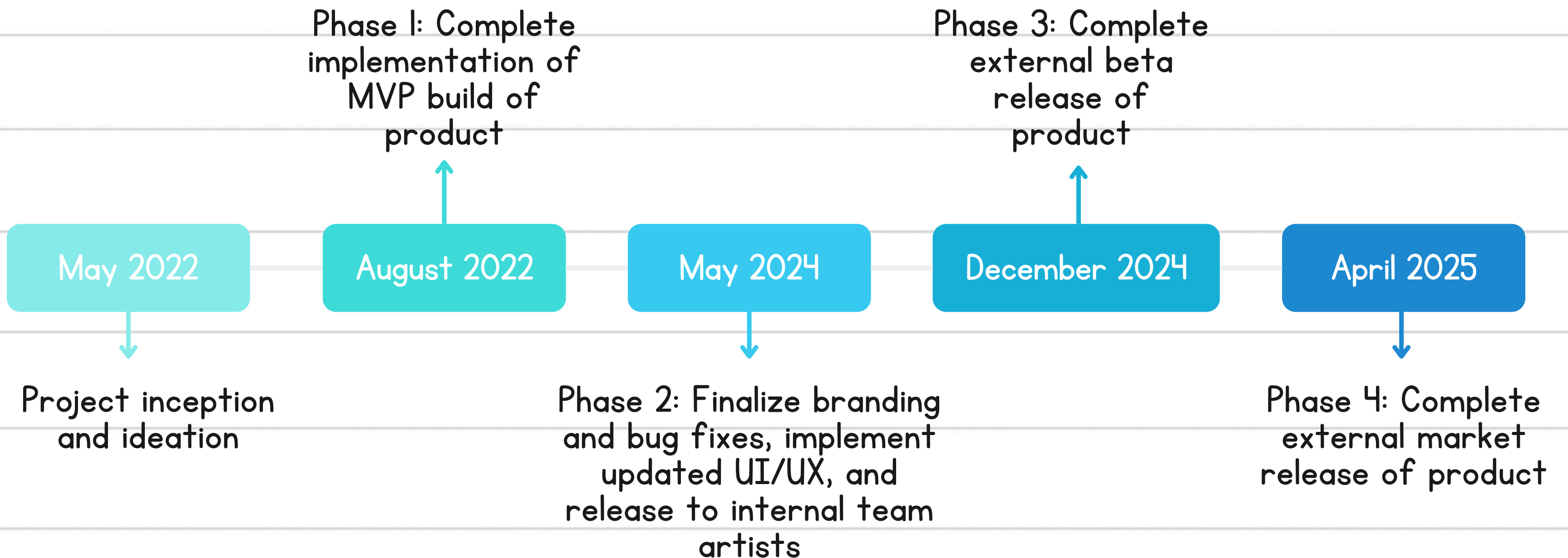
Diego's Remarks:

"Overall: This looks great. The Figma itself is a high quality deliverable, would not look out of place compared to things I see in the wild professionally speaking."

Kara's Remarks:

"I love the way this (backgrounds) isn't cut off in a box like the ones on the other pages. Maybe consider implementing this on all pages."

Implementation timeline



Sources

[ADA guidance on web accessibility.](#)

[NIST Password Guidelines: Summarized via Auditboard.com](#)

[Microsoft best practices for account lockout threshold](#)

[Gamification](#)

[HTML Canvas Drawing With Mouse and Touch](#)

[Picture-in-Picture for any Element, not just <video>](#)

[The UX behind subscriptions](#)

Sources

[Benefits of Selling Branded Merchandise for Your Business](#)

[What is the Role of Mini Games?](#)

[Community Forum 101: Basics, Benefits, and Brilliant Strategies](#)

[Color Psychology.](#)

[Recurring payment vs. one time payment](#)

Thank You!