



Scribble Pet

Switching to a drawing tablet can be daunting. Scribble Pet is here to change that by making the learning process fun and interactive.

Problem

The past decade saw the rise of **artists switching from tradition art mediums to the digital art mediums** for its versatility and efficiency. **Wacom** has been a **forerunner** in this space, offering numerous drawing tablet options making it the go to option for most first-time users. However **this switch is unintuitive for most users**, despite the abundance of resources available online.

How Might We

Improve the engagement factor by reducing the learning curve of a non-screen tablet for a first time user?

Solution

The **tech demo** consists of three games each focusing on different capabilities of the drawing tablet. The games are designed to **build muscle memory and help the transition feel less awkward** while also reducing the confusion caused by the lack of hand-eye coordination.

95% of the users say

A first-time user finds the hand-eye coordination annoying and frustrating.*

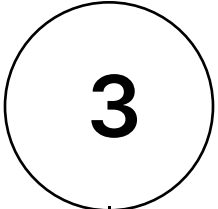
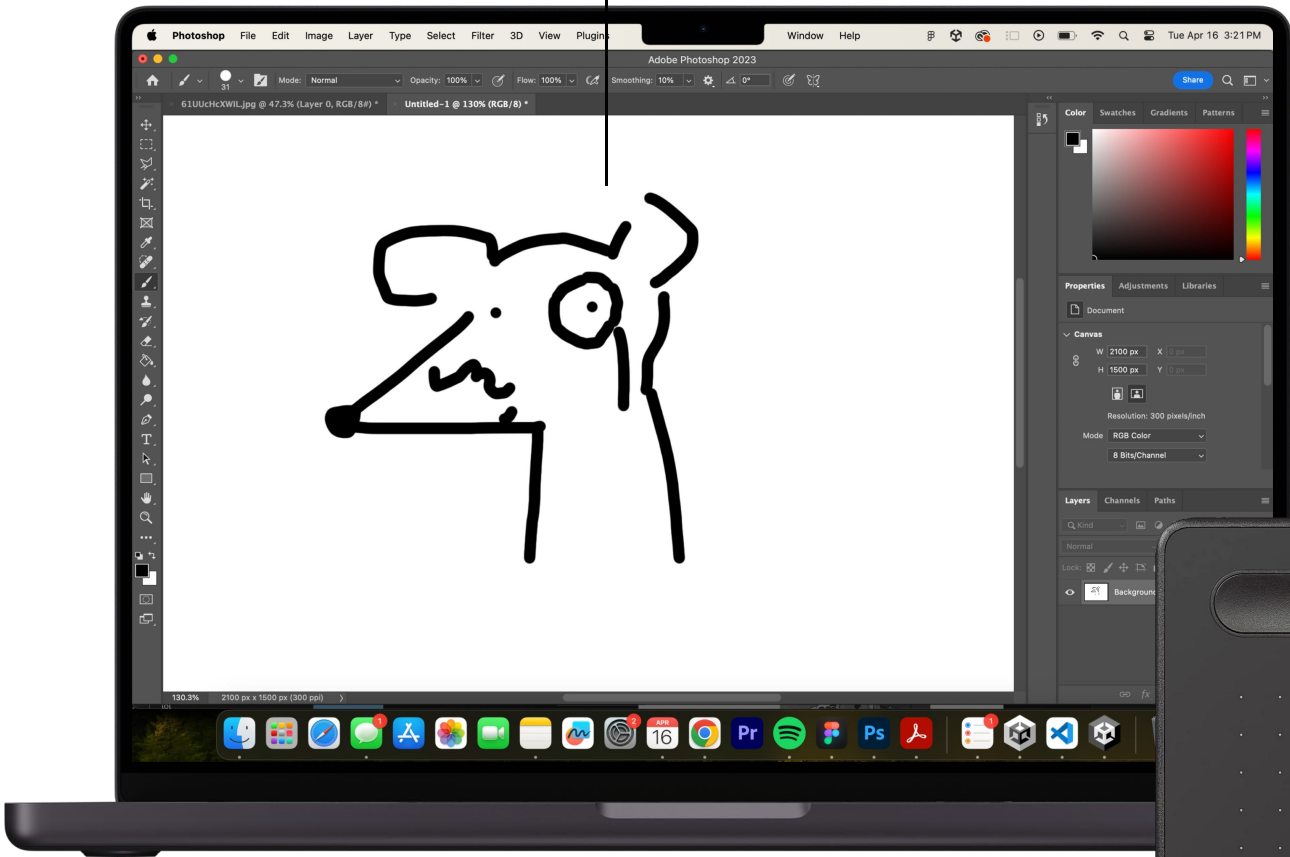
85% of the users say

A first-time user finds it difficult to draw within the physical limits of the tablet.*

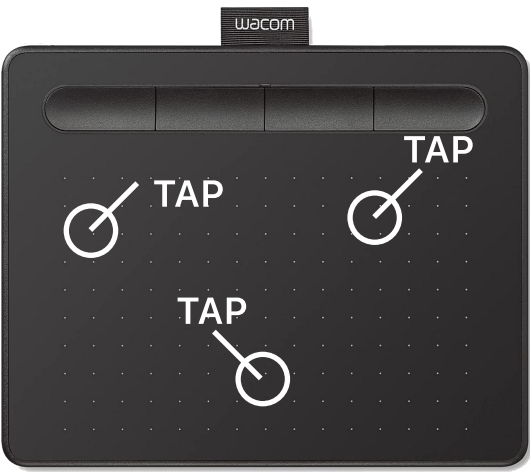
70% of the users say

Figuring out the pressure sensitivity of the digital pens takes a couple of trials.*

Research



*Data acquired through Contextual Inquiry with both professional and amateur digital artists using the Wacom tablet.

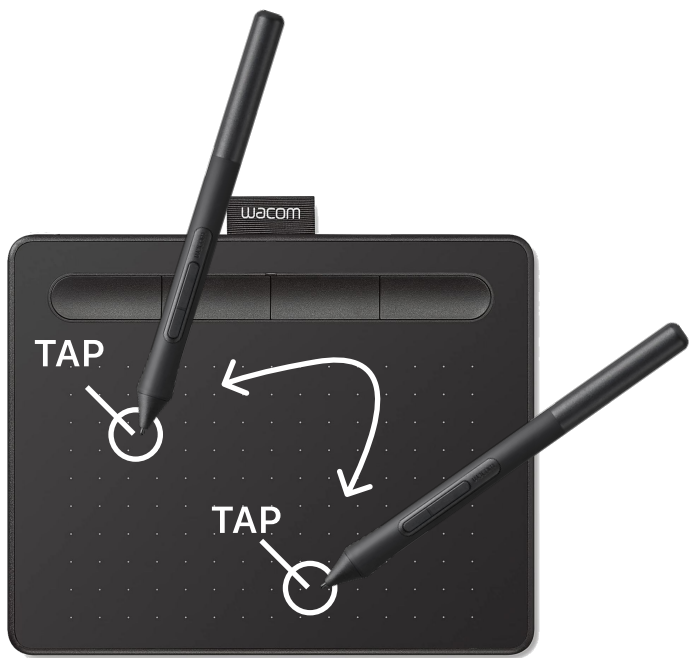
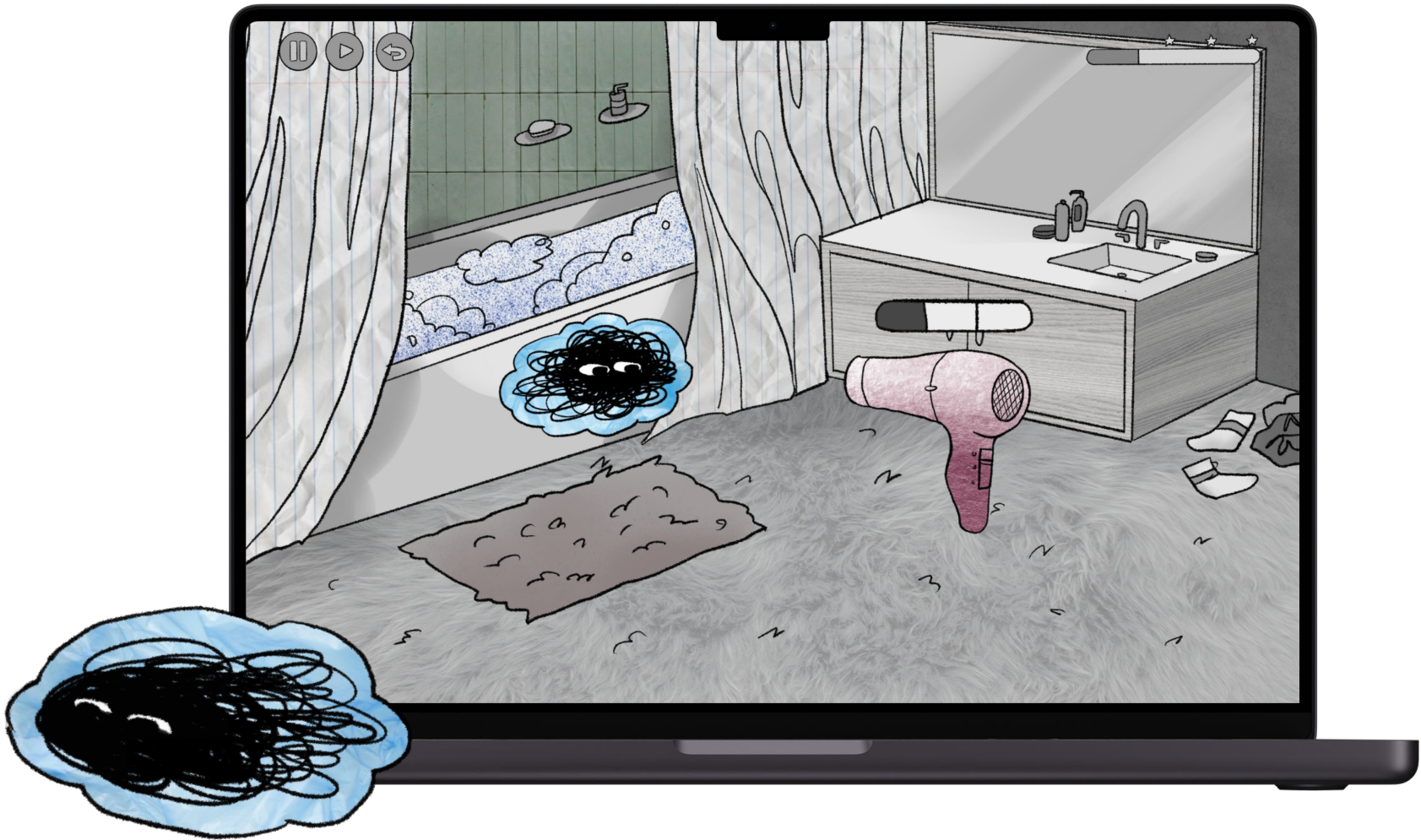
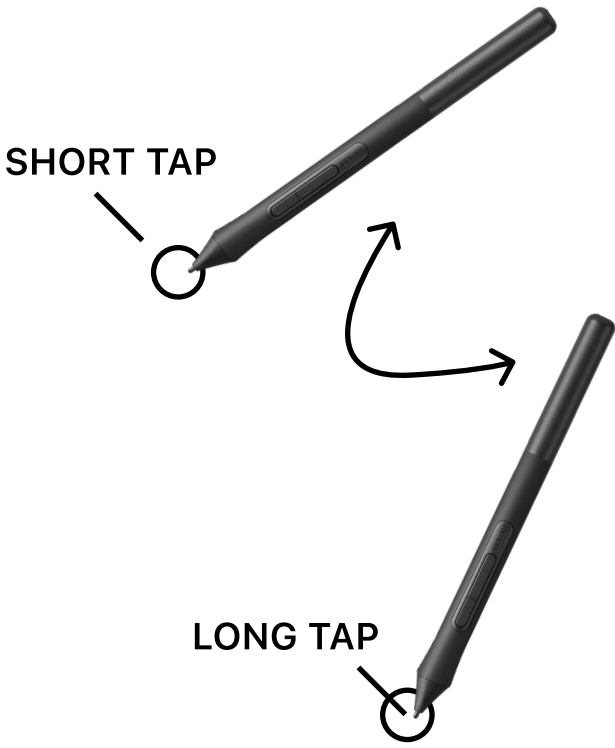


Game 1 - Find Scribbly

The aim of this game is to find Scribbly as he hides at different spots in the scene. This **helps users become accustomed to the dimensions of the drawing tablet and the working space**.

Game 2 - Scribbly Jump

In this game, Scribbly tries to run away from the shower head by jumping from platform to platform. The player control's Scribbly's jumping distance by applying different pressure. This is designed to **help users grasp the pressure sensitivity of the digital pen**.



Game 3 - Scribbly Dry

This **game combines the skills learnt** in the above 2 games and puts them to test. The goal is to apply the right amount of pressure to control the hairdryer. If they press too hard Scribbly gets scared and runs away causing the player to chase Scribbly down.