mira etingof

illustration design

Procreate Folio UX Case Study

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UX DESIGN

What are Procreate and Procreate Folio?

Procreate is an iPad OS-exclusive app that turns any Apple Pencil compatible iPad into a drawing tablet with all the functionality of a Wacom Cintiq (or similar) tablet while retaining the portability of an iPad. Users can create and sell custom brushes and textures.

Procreate Folio is the browser-based community forum for Procreate users. It has an art feed of uploaded artworks as well as a few community message boards and a suggestion box where users can suggest features and other ideas to the developer team but as of yet does not have an iPad platform.

The Vision

Competitors:

- Adobe (largest competitor) has the CreativeCloud app, which has links and pages for community content
- Adobe is also venturing into the iPad OS space which has previously been dominated by Procreate
- Unlike Adobe, Procreate has a flourishing user-created media base with brushes and textures: much easier to create custom media in Procreate than Adobe

Problems/Goals:

- Internal suggestion box: user-submitted suggestions to the dev team marked with “planned,” “considered,” and “not planned”
- Many suggestions from the user base about integrating Procreate and Procreate Folio, marked “not planned”
- Opportunity to create a feature that will otherwise never come to fruition

HMW combine Procreate functionalities from across platforms so as to create a frictionless one-stop Procreate experience?

Proto-Persona: Devin

As an art student and painter I want to find new brushes or textures so I can further my craft and try new techniques.

Devin

Behaviors:

- likes to multi-task
- packed class schedule
- Loves learning from her peers and professors, enjoys the community of art school
- Uses her iPad for every class as well as to work on assignments while at work

Demographics:

- 3rd year art student
- Age 21
- lives in a large city
- work-study in the print lab

Needs & Goals:

- Explore and download new brushes
- Get inspiration
- Learn tips and tricks from other artists
- Post her work

Proto-Persona: Jamie

As a professional artist and illustrator, I want to provide custom brushes and textures so I can expand options for artists looking for unique digital material.

Jamie

Behaviors:

- Goes to many Children's media conferences
- Makes and sells custom brushes through Etsy
- Uses a lot of texture in his work
- Enjoys sharing his expertise
- Has a YouTube channel where he makes instruction videos

Demographics:

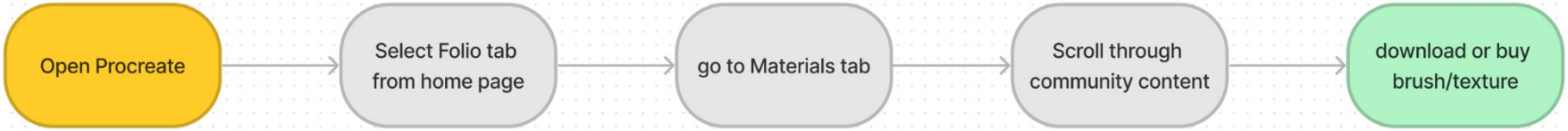
- Accomplished children's book illustrator
- Age 36
- Has a young family
- lives in a suburb
- Involved with the Society of Illustrators

Needs & Goals:

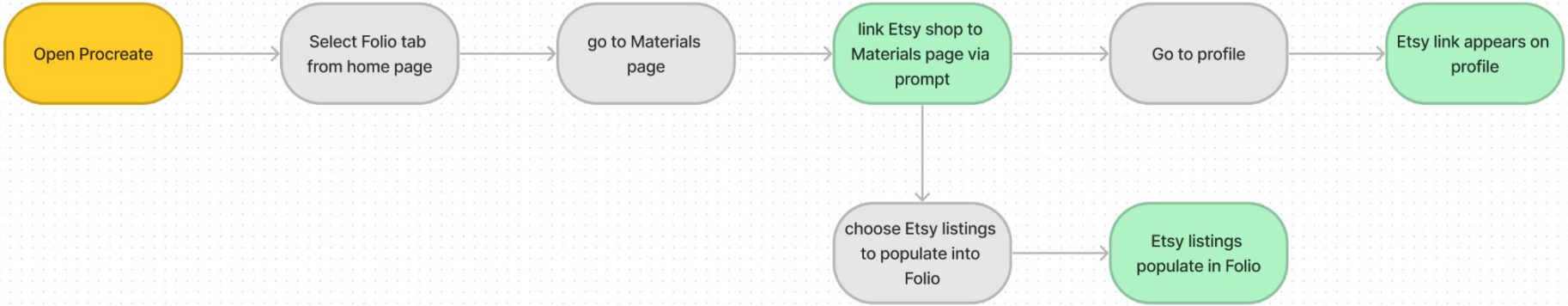
- advertise his brushes/YT channel
- have a positive impact on the art community at large
- offer advice to learning artists
- share his work with the community

Flows

Devin



Jamie



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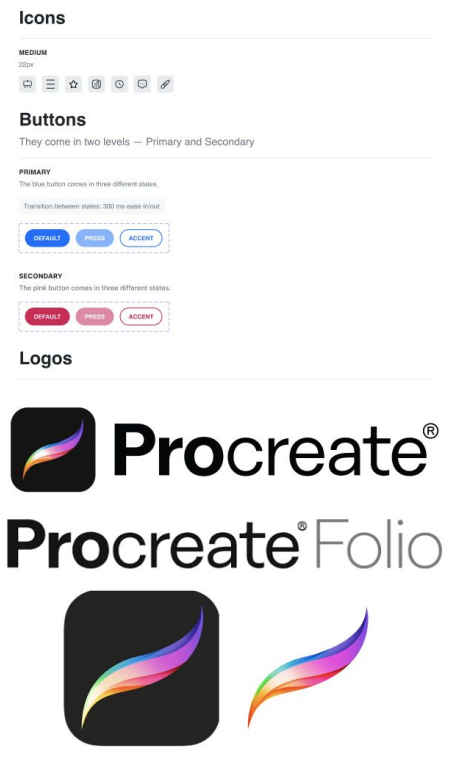
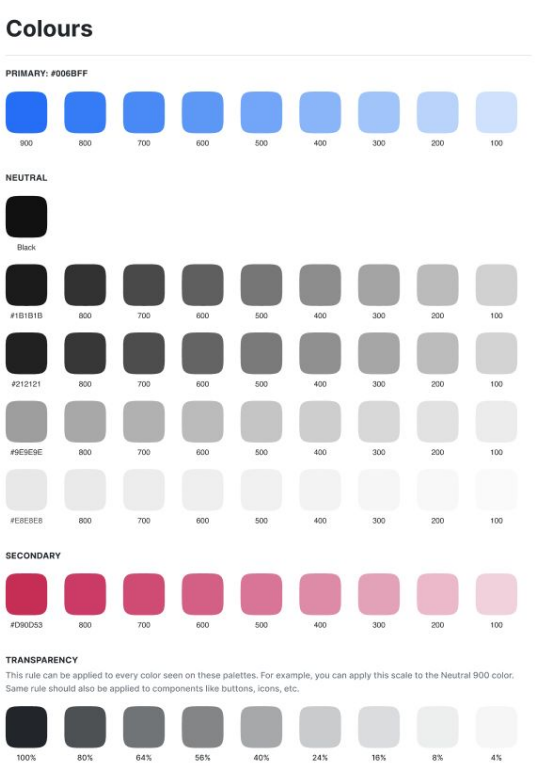
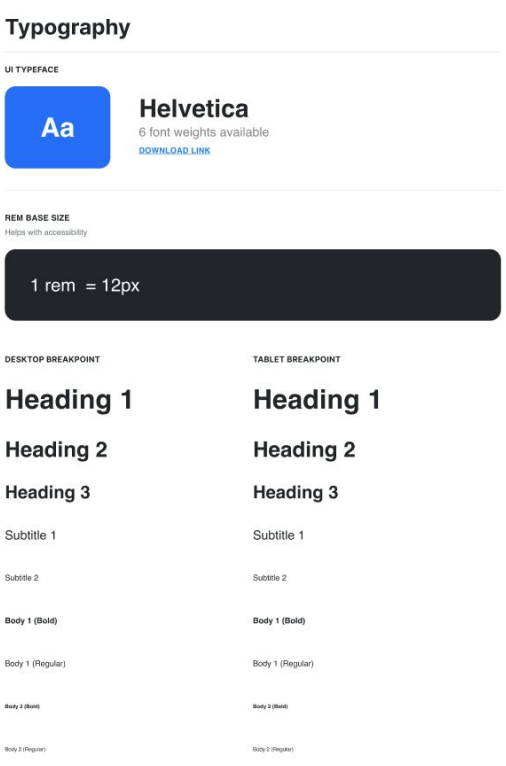
Design System



Procreate®

Procreate® Folio





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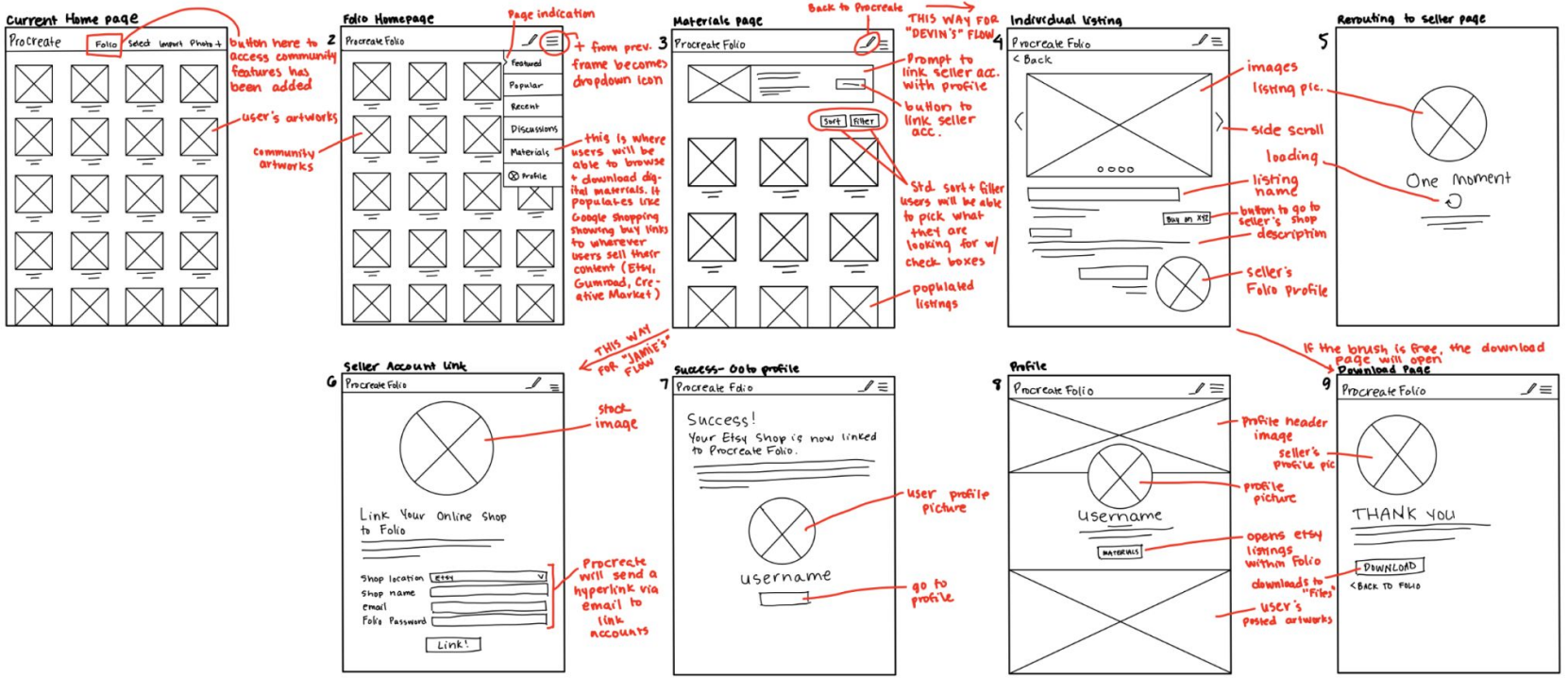
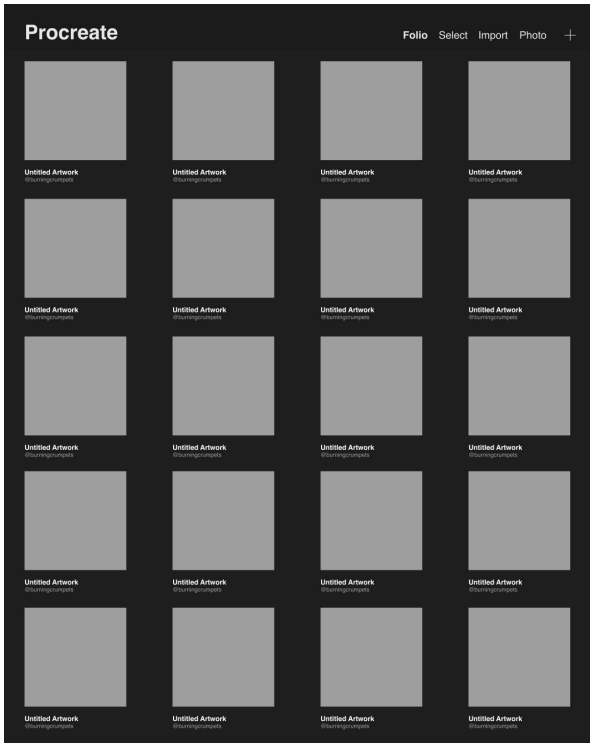
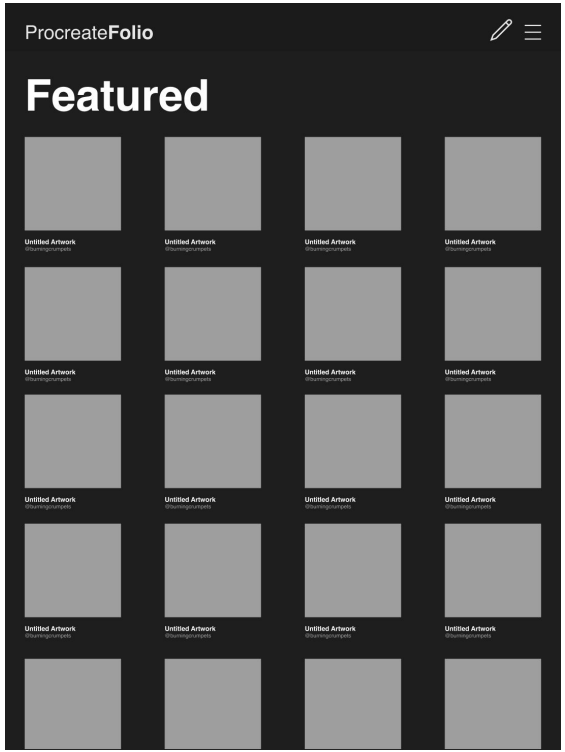
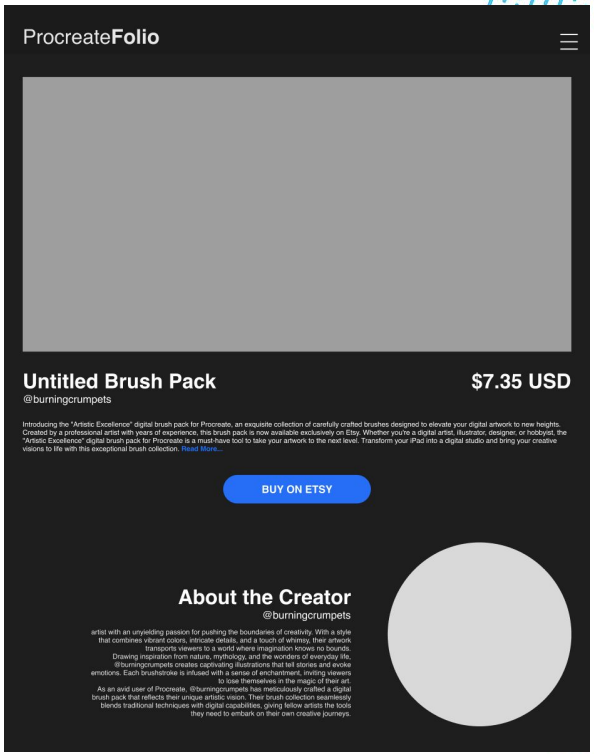
Low Fidelity



Medium Fidelity



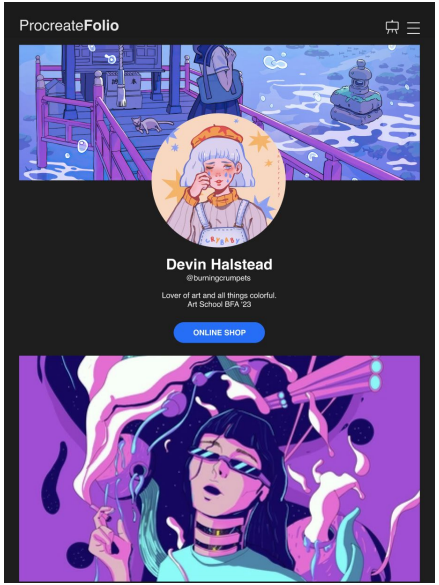


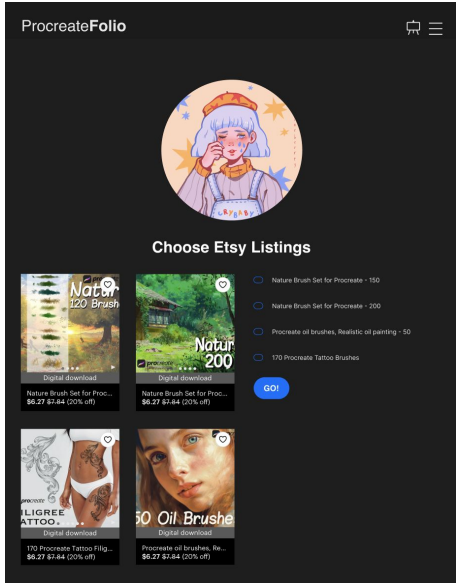


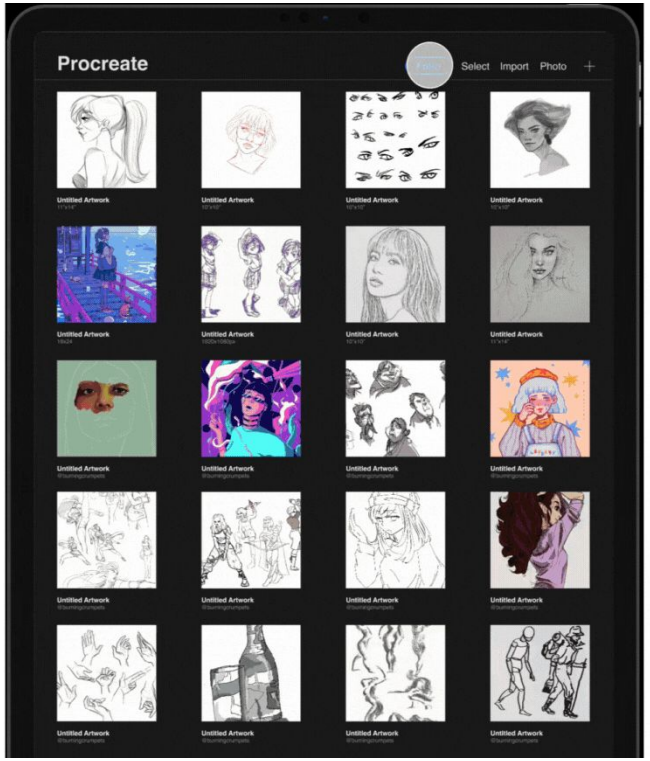
Usability Test 1: Insights

- Pencil icon is unclear and leads to clicking in circles - being taken back to the “drawing board” was not intuitive
- Materials listings should have a back button
- Add “don’t see again” to the Materials pop-up
- Folio button on first screen wasn’t visible enough

High Fidelity







Included “online shop” link to user profile, checkboxes for listing selection, and a back button

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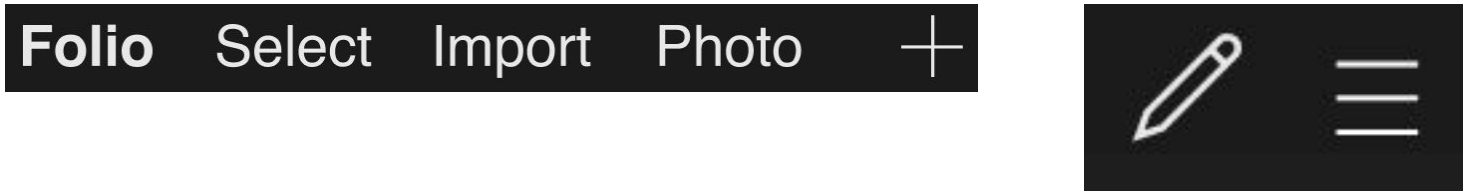
Major changes

Before



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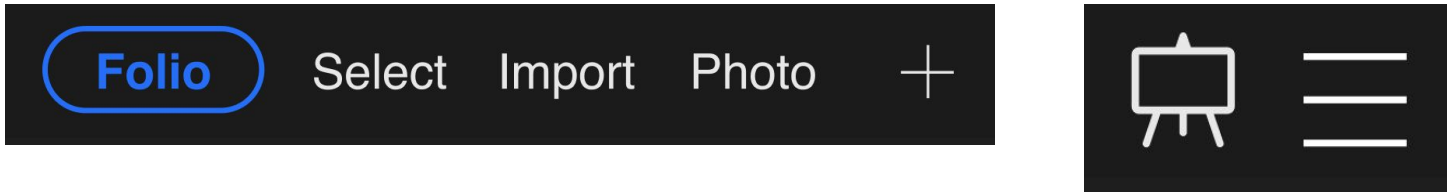
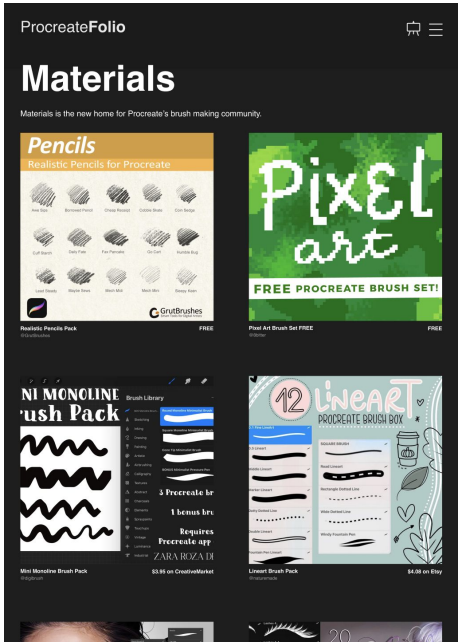


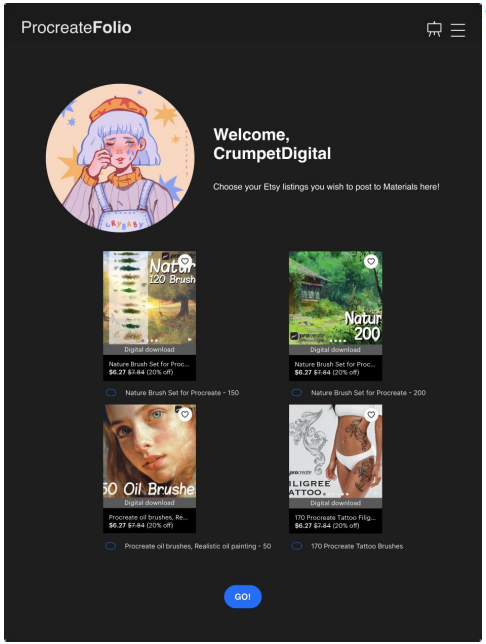
Folio button was made an accent color, pencil icon was changed to an easel to better represent that it returns the user to the “drawing board”

Usability Test 2: Insights

- Check boxes for Etsy listings need to be clearer what they are referring to
- Menu options would benefit from corresponding icons
- The change of the pencil icon to the canvas icon was successful
- Free brushes populating in the feed first would be helpful to users

Final Prototype





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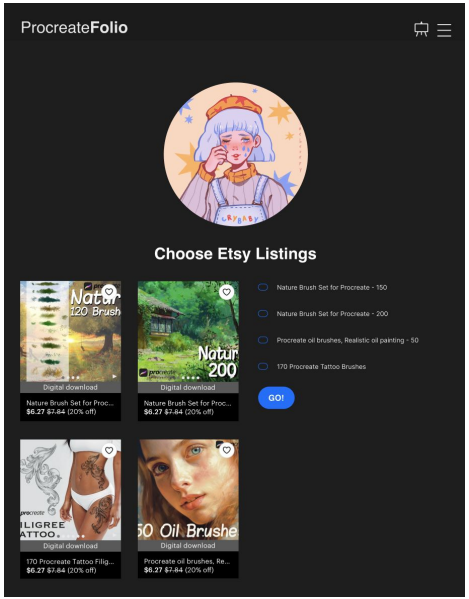
Major changes



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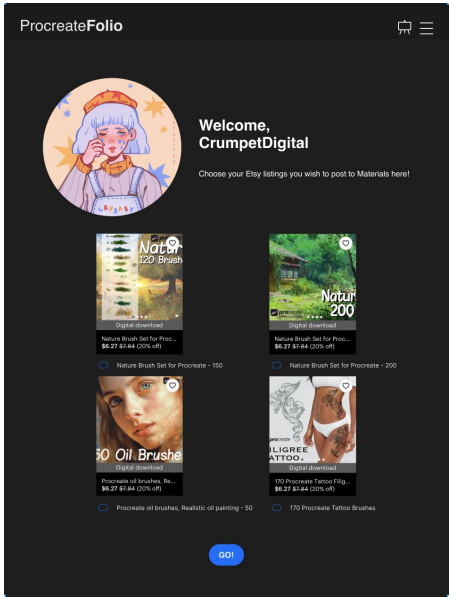

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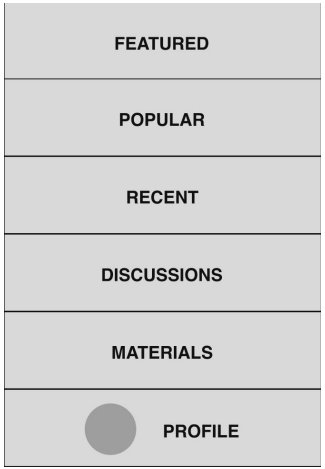

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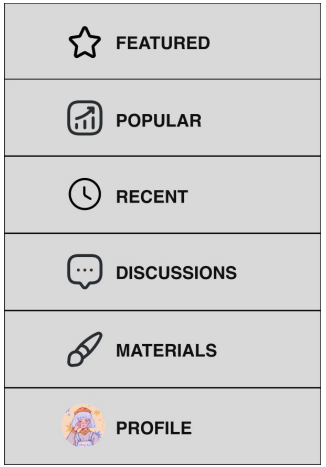

After

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Video Demonstration (with audio)

Reflection and Next Steps

- Explore more Figma plugins and other community content
- Explore other art softwares with thriving community bases - great source of inspiration
- The Procreate internal suggestion box is unique and very effective and should be adopted by more software developers
- Incorporate other community features into Folio - follow/subscribe feature, “like” feature, incorporation with social media
- Create a similar prototype for Folio discussion boards and an iPad OS version of the suggestion box

Links

[Design System]

[Prototype]

[FigJam]

Thank You!

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