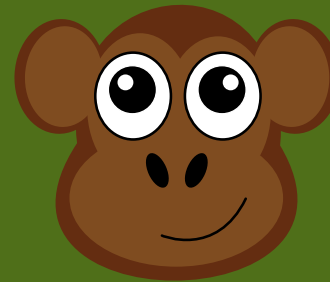A

RANDIMALS

PROPOSAL

TARGET AUDIENCE

Children in pre-school.

PROJECT DESCRIPTION

The Zoo Animal Interactive Story is a learning website aimed to teach about zoo animals to preschoolers. The preschooler will accompany a fellow animal enthusiast on a trip to the zoo.

The Interactive Story will run through 4 separate modules each of a different habitat. The preschooler will be able to participate in the story by filling in the blanks throughout the story. They would be given different objects, animals and not, to click on to help them learn about the various animals in each of their habitats. The story will emphasize on the animal's name, look, sound, and surroundings, to teach the preschooler.

Through graphics, sounds, and a clickable interface, preschoolers will be able to simply click through and interact with a visual storybook. At the end, preschoolers will also be given an activity to ensure they retain the information they were given for better understanding.

TEAM MEMBERS AND ROLES

Project leader: Jay Manalansan – Oversee the entire project, making sure all characteristics of the project are accounted for while designated jobs and creating timelines to reach these goals.

Content Strategist: Albert Fajardo – Creating and assigning competitive analysis tasks and persona templates. Ensuring that decisions for content stay within the confines of a preschool audience.

Database Developer: Lori Piedad – Design and implementation of the back-end system for the project using PHP and MySQL. Lead programmer of the storybook modules.

Visual and Sound Designer: Lorena Brito – In charge of the creation of graphics and sound to be used throughout the storybook.

PREREQUISITES:

1. Have seen or been around animals.
2. Experience using a computer, mouse, and website.

## LEARNING OUTCOMES/COMPETENCIES:

From this story book pre-schoolers will be able to achieve at least 3 out of 5 of the following:

1. Be able to recall animal names.
2. Identify certain visual features of animals.
3. Select what sounds each animal makes.
4. Indicate what are animals and what are not animals.
5. Recognize the habitat each animal lives in.

PROJECT FEATURES:

1. An interactive storybook that users can click through.
2. Tools for ensuring retention of the information.
3. Separate modules to teach about each animal by habitat.
4. Vector graphics and/or real images for each animal and habitat.
5. Real sound effects for each animal.
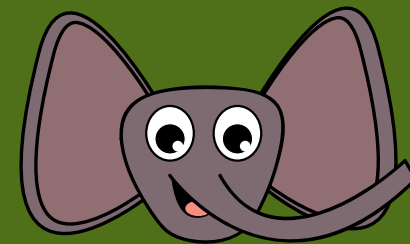
Randomals – Competitive Analysis

Criteria	Sheppard Software - PLAY (http://www.sheppardsoftware.com/ preschool/animals.htm)	Cookie – Wild Animals (http://www.cookie.com/kids/ games/wild-animals.html)
Audio	-Uses audio and type to help children who can't read	- Uses audio and type
Information	-Arranged by habitat (Farm, Forest, Jungle, Ocean) -Click on animals to hear their names and sounds -Graphical, colorful -Interactive	-movie (not inteactive) -character describes animal, tells you what their babies are called and habitat -not all animals have sounds -Graphical
Testing	-Interactive -Audio description of animal to click -if right, celebratory congratulations, isolates animal -keep clicking until correct, no error message, screen stays the same	-Interactive - Audio question -When clicked, repeats what is clicked -wrong: "try again" says what is clicked, red border added - right: "well done" repeats what is clicked, green border added
Flash	x	x

Randomals – Competitive Analysis

Criteria	PBSKIDS- DINOSAUR TRAIN (http://pbskids.org/dinosaurtrain/games/windowwatcher.html)	Cookie – Wild Animals (http://www.cookie.com/kids/ games/wild-animals.html)
Audio	-Lots of audio is used to help guide the child to play the game. -It is used for entertainment for game ambience to keep interest. -Some audio is also used to teach about the dinosaur. -All audio is kid friendly, kid's voices, playful adult voices.	-Teaching is done completely with 2.3 minute audio/video, showing the animal, baby animal, environment. -It uses type to highlight each part. A child is used to teach.
Information	-They split the screen for a window and a notepad. -The window scrolls as an animation of the different dinosaurs roam around. -The kid has to click on the dinosaur that matches the picture on the notepad. It is very simple.	-It's all done through a 2.3 minute video, there is no interaction of the user, they just have to sit and listen and watch. -Then at the end they play a matching game.
Testing	-The kid has to click on the animal. -There is no actually wrong answer, nothing happens if they don't click on the right creature. -When the dinosaur creature is clicked there is a brief audio explanation of the dinosaur, and a check appears next to the image on the notepad.	-This part is interactive, there is kid audio who asks you to find a certain animal, then you must click on the correct answer. -There is green highlight to tell that you have clicked on the right animal. -Audio tells you whether or not you are right or wrong, but it tells you what you clicked if you are wrong. -The wrong leaves the animal in a red highlight. -There are points you get but they are used for something else. There is no real assessment of how many you got wrong or right.
Flash	x	x

Randomals – Albert Competitive Analysis

Criteria	PBS – Parents (http://pbskids.org/cyberchase/math-games/logic-zoo/)	Dr.Seuss - Animals (http://www.seussville.com/games/lb_find_the_animal/index.html)
Audio	-uses audio for activity music	- Uses audio for mouse clicks
Information	-text with no voice over -drag and click animals to proper home -confusing interface -graphical -description of animals on hover	-Pictures that have hit spots to choose the right answer -Animals do not have sounds -Graphical -Text with no voice over
Testing	-Interactive -No audio on right or wrong answers -advance to next round if you get answers correct -if answer is wrong animal spins and resets	-Interactive - sound for incorrect answer -Sound for correct answer -3 Stars to win the game - Well done at end of game – game crashes a lot
Flash	x	X

Content	Sesame Street (http://pbskids.org/sesame/#/elmo)	Disney Junior (http://disney.go.com/disneyjunior/games/by-character)
Voice Over Audio	Yes	Yes
Large Buttons	Yes most buttons are animated to show the active state. All navigation has motion to it.	No most buttons are medium size and not all animate to show active state. Some have slight color change or minimal size change.
Design		
Layout	2 column	3 column
Color Scheme	Warm orange, green, and blue. Uses many colors to produce excitement.	Cool shades of blue. Red and green are used as accent colors.
Typography	Bold fonts overall.	Bold fonts on button. Other content has smaller text.
Usability		
Organization	Categorized by character and by activity. Within each character the activities are in categorized.	Categorized by character and by activity. Within each character the activities are in categorized.
Navigation	Buttons are large, animated, and have voice over or music. Multiple ways to get to the same content.	Buttons are large and animated. Only the larger activity and character buttons have voice over. Has multiple ways to get to the same content.
Technology		
Flash	Yes	Yes

Results

Over all the sites used audio and large buttons. The color schemes were bright and inviting for young children. The best part about both sites was the multiple navigational elements that allow the users to access their content. I think for our target audience we will stay away from using too much body copy and stick to visual elements.

Teacher

Karie Miller

30

Orange County

Technical comfort: Moderate

Pre-K Teacher

Back story

Karie has been married for 3 years and has no children. Her average work day is from 8am to 3pm. Karie likes to spend time with her husband on her days off by going out with their friends or just relaxing at home. Karie is a very organized person and likes to make sure she has teaching material for her students.

Motivations

- Needs material for her classroom
- Heard about the "book" from an online website
- She is concerned it could be difficult to use

Frustrations

- Worried it will cost money
- Will it meet Pre-K teaching standards
- She is concerned it could be difficult to use

Their ideal experience

- Product will be easy to use
- Easy for children to understand
- Can keep a childs attention
- Free to use
- Demonstrates pre-k learning techniques
- Game or activity should not be long or dragged out

Quote

" Creating a positive learning experience is very important "

Single - Parent

Linda

38 years old

Urban - United States

Technical Comfort : Moderate

Business Woman

Feel free to doodle!

Back story

Linda is a single parent of two young children. She works hard five days a week from 9am to 5pm. After work, she dedicates her time to her children. Her work schedule is hard to balance with her home life but she still manages to do it. She is loving mother, but she needs help sometimes. She wants the best education for her children. She spends a lot of time together playing educational games. She is constatnly looking for more ways to better her children's education but still let them have fun.

Motivations

- Find a safe environment for her children to learn and have fun
- Make sure what her children are learning is accurate and educational
- Needs to be something easy for children to use
- Provides a fun and interactive learning experience

Frustrations

- Is it safe for young children to use?
- Will young children be able to use it?
- Is the information accurate?
- Will it be fun for my children?

Their ideal experience

- Website ensures safety and security
- Fun, interactive, engaging
- Educational and accurate
- Easy for children and parents to use and understand the information

Quote

" I want my children to grow up in a good educational environment. "

Secondary Persona

Judith Allen

5

Westminster, California

She can control the mouse with some help, but it is easier for her to use a tablet touch screen.

Back story

Judith is an only child. Her mother is a dentist and her dad is the owner of a local ice cream shop. They live a two story home with two pets dogs. Judith was diagnosed with mild autism at the age of three she has a private tutor five times a week. She works on her behavior. When her tutoring is over she is rewarded with her tablet to play games. Her ability to pick up on patterns is excellent. She levels up in games occasionally her success with a game depends on how often she plays. If she can't figure out a new game in a few clicks she will lose interest.

Motivations

Judith is playing with this interactive story because her parents have introduced it to her. Judith needs ease of use, clarity and a playful interface. The main concern would be the level of difficulty of the interaction

Frustrations

Judith will not use the interactive book if it's too hard to navigate or understand. Introductions to different animals are too long If introductions to different animals are too long she will lose interest.

Their ideal experience

- Visually interesting interface
- Easy to navigate
- Large text
- Clear pronunciation of words
- Each Introduction to a new animal is not too long

Quote

" I want to read again! "

Single - Toddler

Samantha

3 years old

Urban - United States

Technical Comfort : Beginner

Preschool

Feel free to doodle!

Back story

Samantha has just started going to preschool and she finds it fun, but she still gets shy when she has to try new things. She isn't exactly afraid to try new things, but she gets easily frustrated if things don't go the way she thinks it will. When Samantha is comfortable, she will go and play as if nobody is watching her. That is why her mom finds herself constantly needing to pull her back a little when she wants to teach her something valuable.

Motivations

- Have fun choosing things I want to choose.
- See fun things that I did.
- Feel like I am learning.

Frustrations

- I don't want to feel like I can't do something.
- I don't want to be sad.
- I don't want to do poorly.

Their ideal experience

- I will get to see fun looking animals.
- I can click and make things happen.
- I can show my parent/teacher something I did.

Quote

" Look! Look! Look what I did! "

Zoo Trip

hi! let's learn about zoo animals!

parents

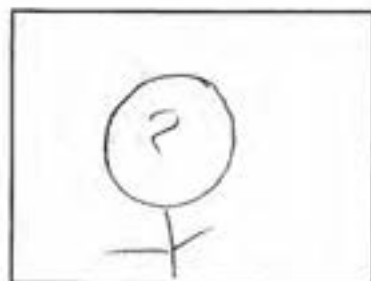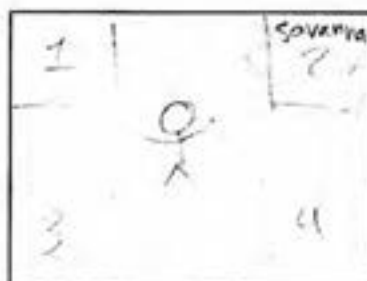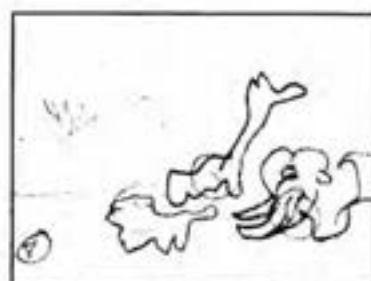# Storyboard for _Zoo Trip_____, page ____
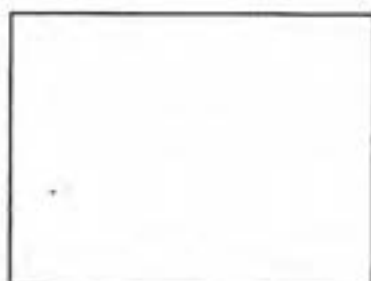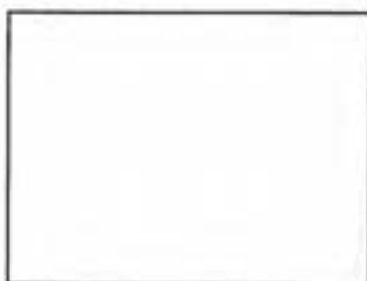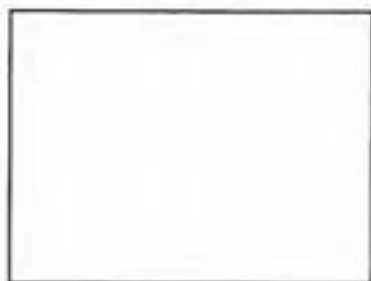

Title page
with start

Welcome
character

User then
gets to choose
what enviroment
they want.

animals then
are displayed
and name/sound
will actual unvever.

the back
button on the
animal page

Lorena Brito

Title: Animal Finders

Description: In the interactive world of Animal Finders the child is welcomed by Eddy the ant, where they can start their adventure. Eddy allows the child to pick a habitat. After picking the habitat the screen shows a picture and the name of the habitat. When a few seconds have passed three different animals from this habitat will appear. At that point the child can pick an animal. Once they pick an animal then they are introduced to the learning objectives. (Look, Sound, Name, Habitat) of each.
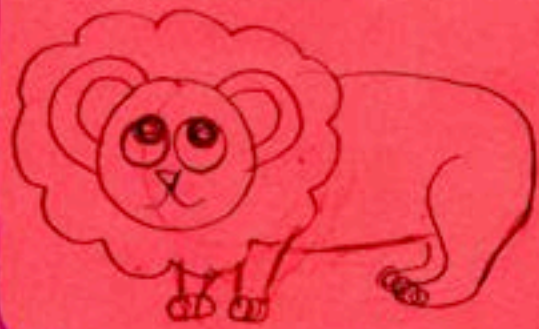
Design Concept

Jay Manalansan

Title: Zoo Explorer

Description: The preschooler goes on a trip with Alex another kid. He takes you on an exploration of the four different habitats: Jungle, Savannah, Mountains, and Arctic. He is always at the bottom of the screen with narration. You can read and hear his words. He helps guide the preschooler to different habitats and asks various questions like "There is a monkey with a long tail, can you find the monkey?" Questions designed to teach and help the toddler find the different animals. The toddler will complete these habitats with a checklist to show his progress. Then at the end Alex will ask for help remembering what they saw. They play a matching game to remember "Which animal with stripes lived in the jungle?" After it is finished, the toddler will be an official Zoo Explorer and then it will have links to extra features of the website, such as an Animal Guide encyclopedia where they can further learn about the animal and click on buttons to hear it make noises.

Interactive Story Book — ZOO Explorer!
- 4 modules by habitat

1 - HOME   1024×768
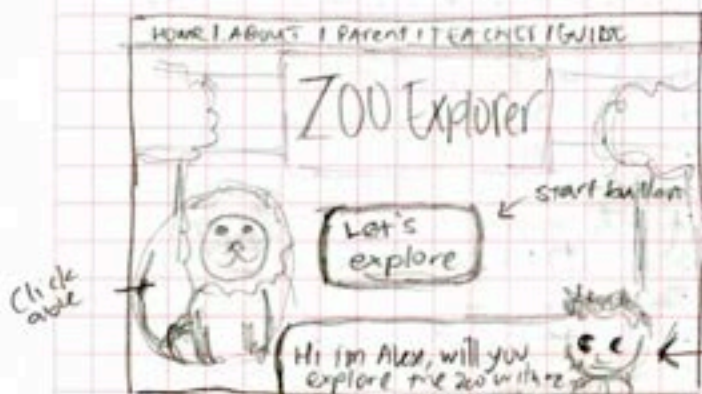
— NAV (FADE opacity when not mouseover)

- Home screen starts with Alex always at the bottom. Everything he says will be written there.
- Click Let's explore to start
- Other items (Lion) will be clickable, but will make a sound.

Clickable →

← start button

← story line is here.

"Hi! I'm Alex will you explore the zoo with me?" — Audio/Text

2 - CLICKED "Let's explore"

— NAV (FADE)

- Give hints about each zone
- Let them decide, but help guide (I like the Jungle)
- Maybe bigger buttons with graphics or symbols
- background should be playful but not distracting

"We can go to the Jungle where its green, the savannah where its hot, the mountains where its high, or the Arctic where its cold. I like the Jungle, where do you want to go?..." — Audio/Text

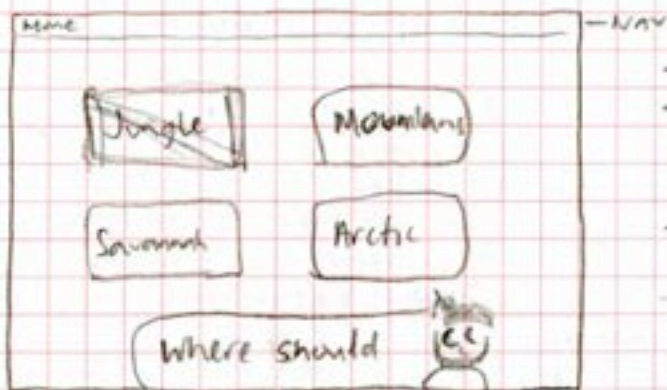## 3 - Clicked "Jungle"

— NAV FADE

- All elements on page clickable
- Alex tells you he sees ___ can you find it? Asks you to click on it
- Checklist for things to find
- Gives you a check for each right answer, tells you what you did click if it's wrong.

"There is a monkey with a long tail, can you find the monkey?" audio/text
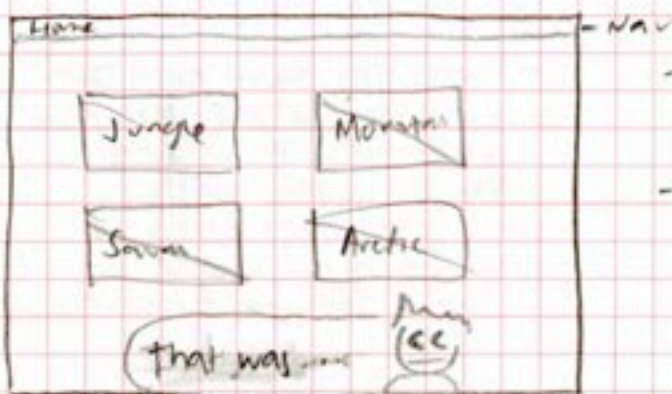
4 - "After checklist complete"

Home — Nav

Jungle | Mountains
Savannah | Arctic
Where should [figure]

- Lead back to zone menu
- Should show we completed the zoo with distinct color highlight. Or maybe omit option
- Again guide to a place, but let them choose.

"Where should we go now? I like the cold Arctic"

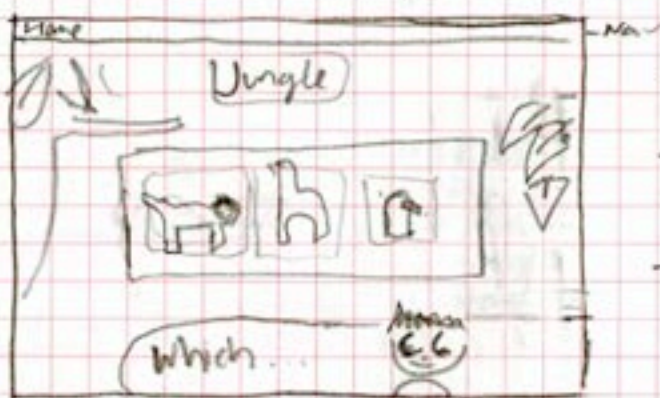5 - "All zones complete"

Home — Nav

Jungle | Mountain
Savan | Arctic
that was [figure]

- Complete zones leads to matching/missing animals game.
-

"That was a lot of fun. Can you help me remember what we saw?"

6 - "Missing animals game"

Home — Nav

Jungle
[animal boxes]
Which [figure]

- Box appears with different animals
- Child should click which animal lives in the right zone.
- This happens for each zone.
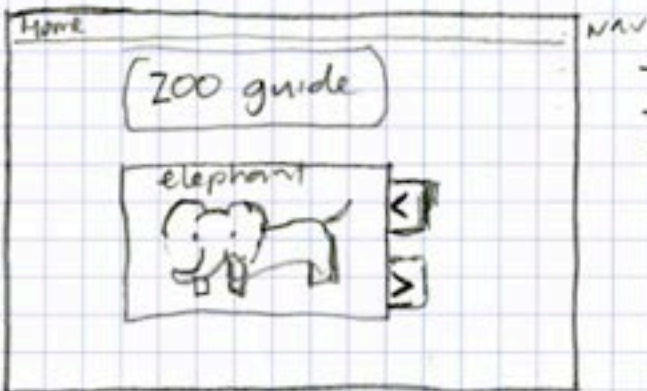
"Which animal with stripes lived in the jungle?"

Steps 3-4 repeat until All 4 zones are done

7 - "Finished game"

HOME ———— NAV

You are an official Zoo explorer!!
check out ...
extra features

We did it

- Finished screen
- officiating them as zoo explorer!.
- Links to other activities on the site.

"We did it! Thanks for exploring the zoo with me!"

8 - "Extra features"

Home ———— NAV

Zoo guide

elephant

< >

- Guide of animals
- learn more
- hear sounds.

User

confirm parental permission

select habitat

select animal

view about (parent/teacher)

Server/ Database

Admin

Sign in

Add Habitat / Anminal

Edit Habitat / Animal

Delete Habitat / Aniaml

Server/ Database
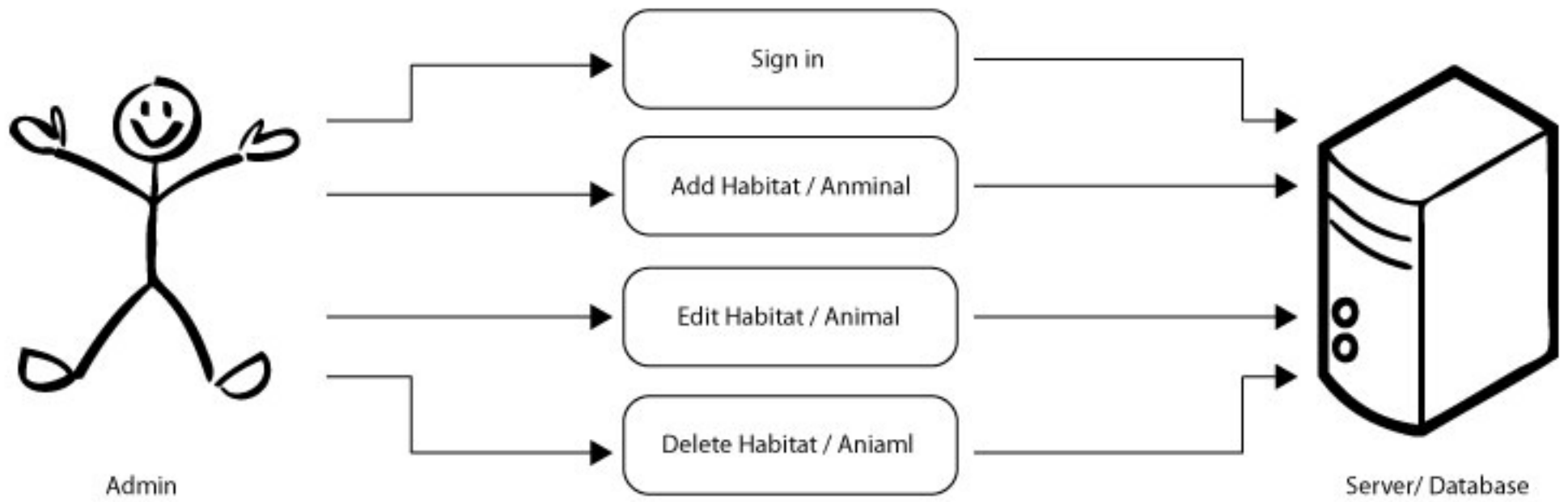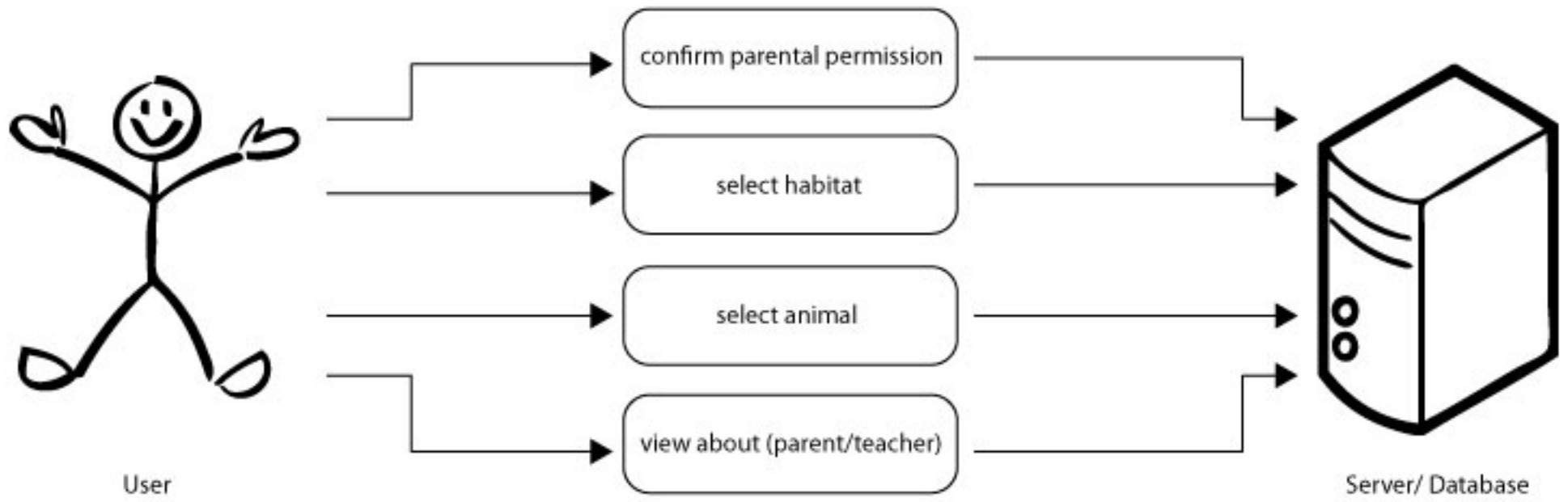
Content	Subject	Graphics	Sound
Pages			
Home	Start button		
	Habitats		
Parent/Teacher	About Information		
Admin/Database	CMS		
Encyclopedia	Animal Guide		
Graphics/Audio			
Habitat	Jungle	Vector	Scene Ambience
	Savannah	Vector	Scene Ambience
	Mountains	Vector	Scene Ambience
	Arctic	Vector	Scene Ambience
Animals	Monkey	Vector	Animal Noise
	Elephant	Vector	Animal Noise
	Tiger	Vector	Animal Noise
	Lion	Vector	Animal Noise
	Giraffe	Vector	Animal Noise
	Zebra	Vector	Animal Noise
	Hawk	Vector	Animal Noise
	Bear	Vector	Animal Noise
	Bobcat	Vector	Animal Noise
	Polar Bear	Vector	Animal Noise
	Penguin	Vector	Animal Noise
	Whale	Vector	Animal Noise
Character Guide	Main Character	Vector	Voice
Effects	Correct Answer		Chime
	Wrong Answer		Chime
Habitat buttons	Jungle	Vector	
	Savannah	Vector	
	Mountains	Vector	
	Arctic	Vector	
Text			
Storyline	Complete story		
Hints/Tags	Names of habitat		
	Names of animal		
	Names of objects		