

“A CONCENTRATION TRAINING GAME FOR CHILDREN AGED 5-6”



Listen

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Team Members



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Marketing & Art Design



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Function & Feature



Sign up / Log in



Main page



Tutorial page



Store page



Game level page 1



Game level page 2



Level prompt page



Game page



Score settlement page



Animal sounds learning page



Personal information Page



Account and security page



Iterations

Version
1.0

July 31

- First release to the App Store

Version
1.2

August 16

- Repair 2 core functions
- Optimize 2 visual effects
- Add tutorial
- Improve store functions

Version
1.1

August 7

- Fix 7 bugs
- Added 3 functions
- Optimize the experience in 7 places

Version
1.3

August 19

- Optimize the introduction on App Store
- Increase keyword coverage



Expert comment



Digital game-based learning refers to the use of games to promote learning, which can be used to improve students' cognitive, behavioral, and emotional abilities through simulated activities. The "Listen Diary" APP was made good use of digital game-based learning theory.



Jason., M.Ed.,
MA in Education, The University of Hong Kong



I personally think that the early education of children is not to learn knowledge, but to cultivate children's character and concentration. 3-6 years old is the best time for children to develop effective concentration. At this time, parents can cultivate their concentration in daily life with their children in interactive games. Listen is a good app. It is visually lively and cute, easy to operate, and combines the Schulte Grid and the Cocktail Party Effect, which fits the method I just mentioned.



Ziwei Zhang
MA in Anthropology,CUHIK



Expert comment

The operation logic of the app is simple, and the visual design meets the preferences of target users. I also noticed that the buttons were larger than those in a normal app, which allows for child experience friendliness. However, I personally think the layout of UI needs to be improved in the next iteration.



Jade W

MA in GSD, Harvard



At school, we often encourage students to train concentration by using Schulte Squares. The "Listen Diary" takes Schulte's principles and combines them with the cocktail party effect, which is innovative. From the perspective of visual design, the element in this app is very cute, and I believe it will be popular with children.



Weihong, Shao
Art teacher of primary school



User Tests & AD



ID: 何小含

Followers: 36,000+

- Tested for two weeks
- Recommend the game to followers



ID: 娜娜姐姐好甜哟

Followers: 110,000+

- Tested for two weeks
- Get 110+ likes



ID: 小媛米大幸福

Followers: 13,000+

- Tested for one week
- Get 540+ likes



User Test



Eason

5 years old

1st day:
Correct rate: 50%
Average reaction
time: 12.8s



Daniel

6 years old

Correct rate: 80%
Average reaction
time: 10.8s



Abel

6 years old

Correct rate:
80%
Average reaction
time: 11.8s

Correct rate: 100%
Average reaction
time: 2.7s



**The children got our
presents!**

App Datas

1,400+

Followers are on our social platforms

1,000+

Likes on our social media

302

Users review of our products

4

Users receive rewards after 21 days of persistence

• 2021.08.22

423

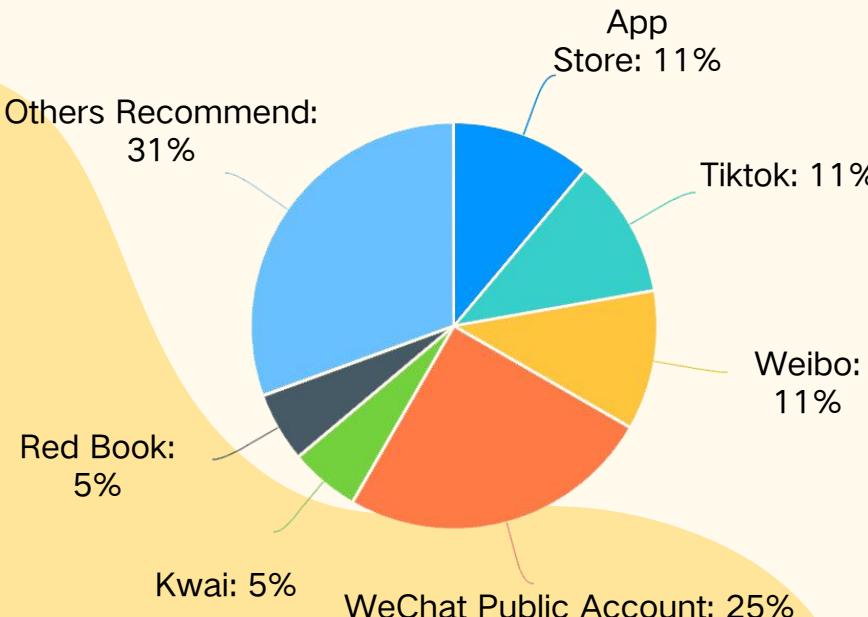
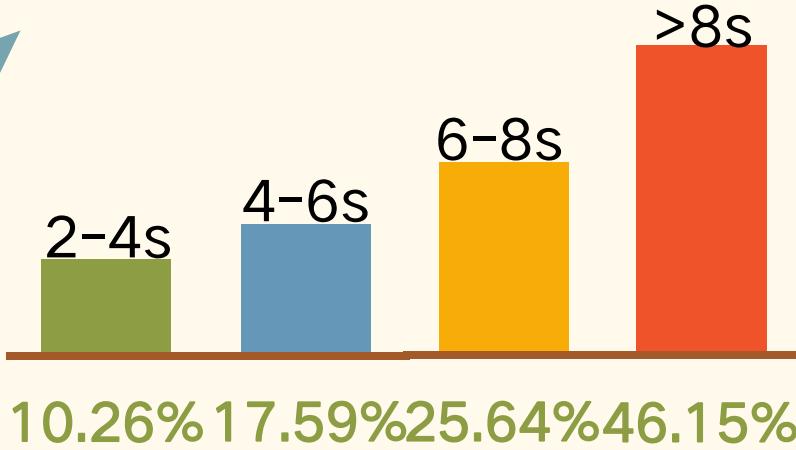
Users download our game through App Store



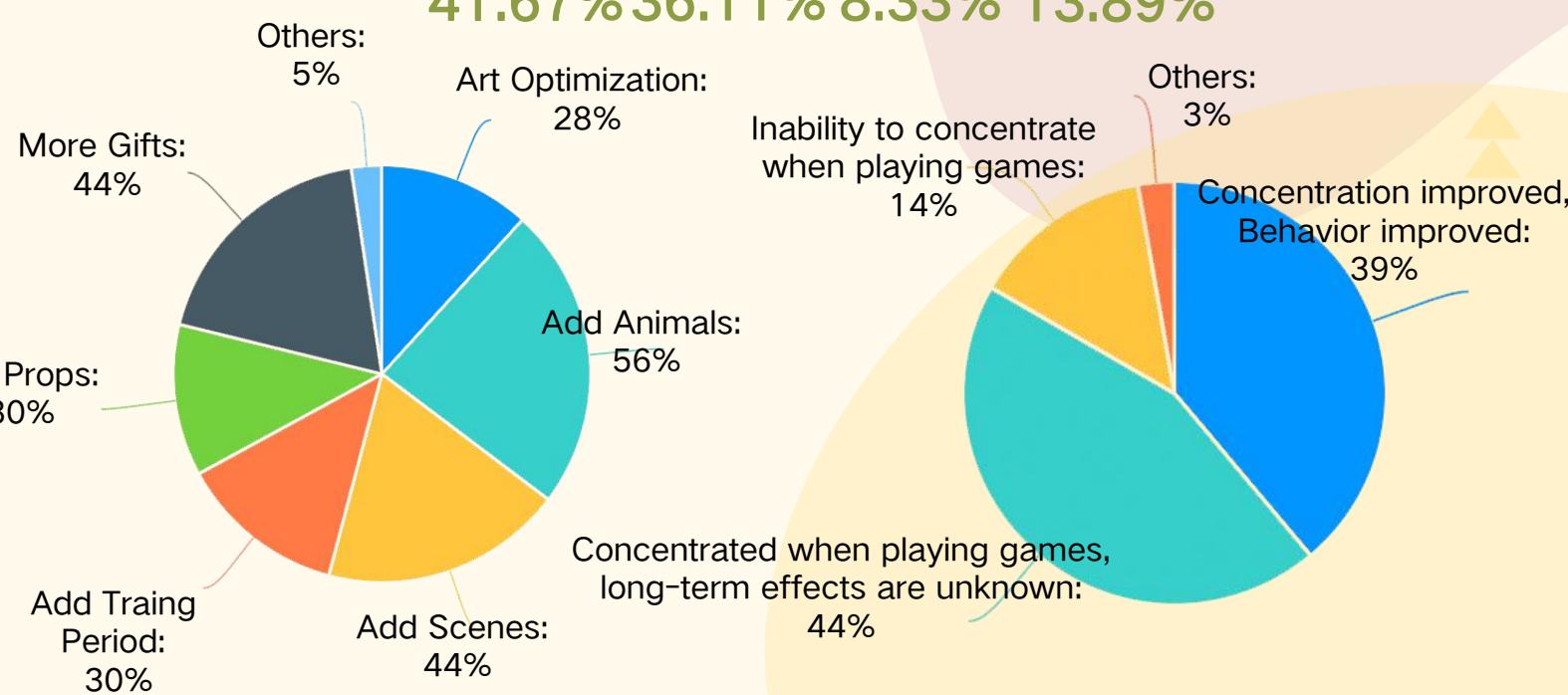
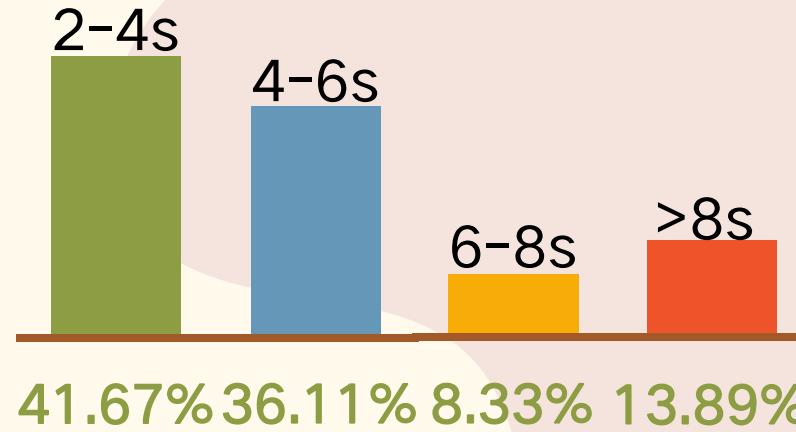


Feedback Analyze

Questionnaire 1, Week 1, 44 Interviewees



Questionnaire 2, Week 3, 36 Interviewees

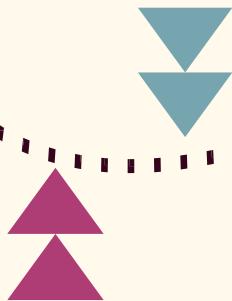




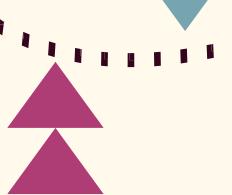
Milestones



The first offline user test
March 27



Mid-March
change FYP group member and project theme



Mid-June

Complete planning the product (game mechanics, interaction and all visual design)



Open 5 new media official accounts
End of June



"On Sale" in App Store!
July 31



Constantly test and fix bugs in APK
July



Early August
Iterate products based on user feedback



A total of 1,400 followers on the official account of the new media
Mid-August



Late August
Store downloads reached 400+



Future Plan

- Optimize visual effects
- Enrich the content
- Improve the tutorial
- Use scientific methods to evaluate user performance
- Provide more types of gifts for exchange
- Make it an online game
- Implement the profit plan



DO YOU HAVE ANY QUESTION ?



APP'S QR CODE

