



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

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



Listen



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Team Members



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Operation & AD



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Content&Technical Support



Function & Feature



Sign up / Log in



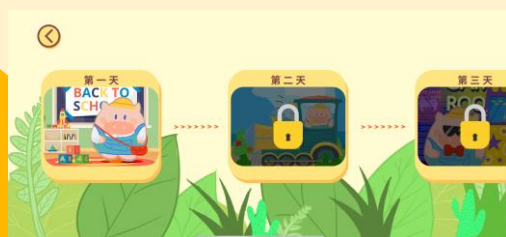
Main page



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 1.1

August 7

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

Version 1.2

August 16

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

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, CUHK





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 was a careful consideration. However, the gameplay is not very exquisite, and there is no internet connection. I hope you could improve these issues in the future when iterating.



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



Daniel
6 years old



Abel
6 years old



**The children got
our presents !**

1st day:

Correct rate : 50%
Average reaction
time : 12.8s

Correct rate : 80%
Average reaction
time : 10.8s

Correct rate : 80%
Average reaction
time : 11.8s

21th day:

Correct rate : 100%
Average reaction
time : 3.8s

Correct rate : 100%
Average reaction
time : 2.3s

Correct rate : 100%
Average reaction
time : 2.7s



App Datas

● 2021.08.22

1,400+

Followers are on our social platforms

1,000+

Likes on our social media

302

Users review of our products

4

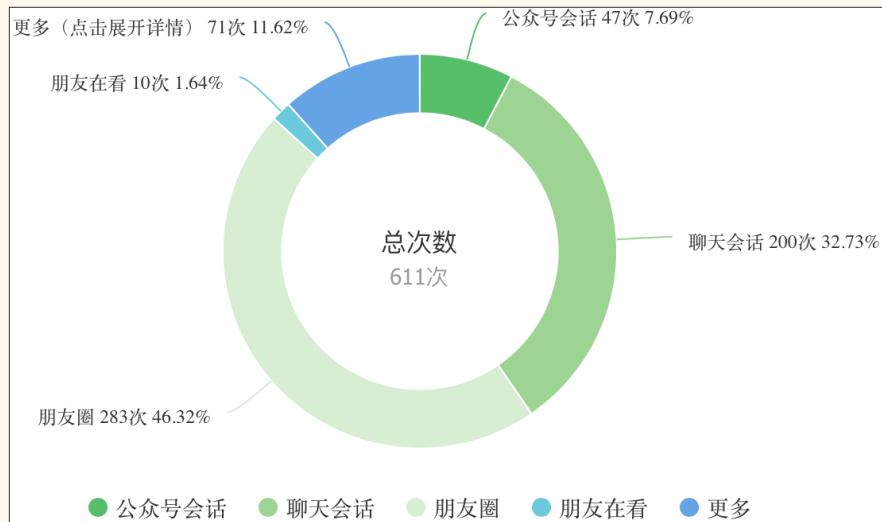
Users receive rewards after 21 days of persistence

423

Users download our game through App Store

Listen's Background Data

Impression	Purchase quantity	Sales	Use times
1,291	423	\$0	1,289



评分及评论

查看全部

4.6

满分 5 分

302 个评分

轻点评分：



一种寓教于乐的学习方法

8月11日

★★★★★

Annie... Fritsch

作为家长，希望孩子可以把学习和游戏结合起来，寓教于乐也是一种教育方法。《雷森日记》更多 足了我对教育类游戏的需求，孩子在游戏中

开发者回复

周三

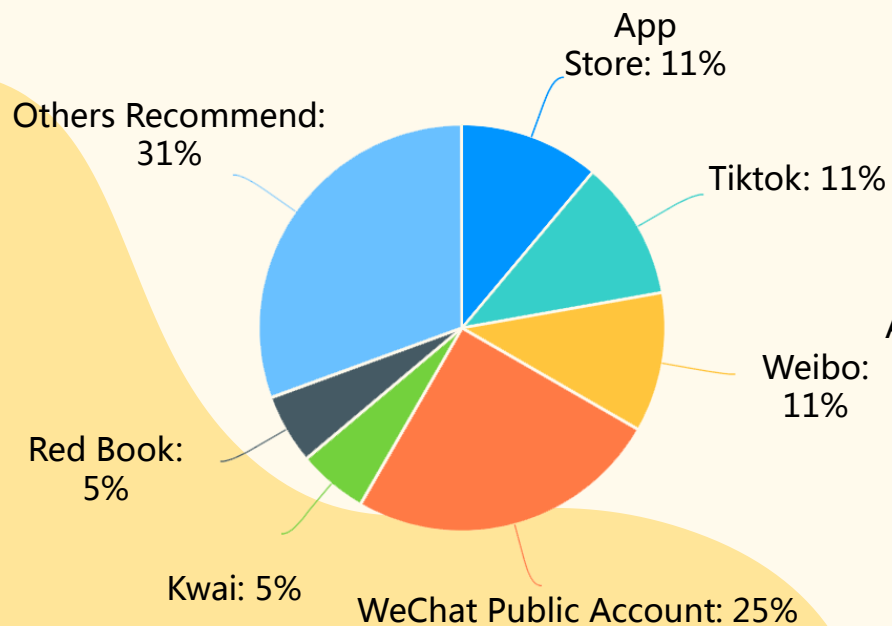
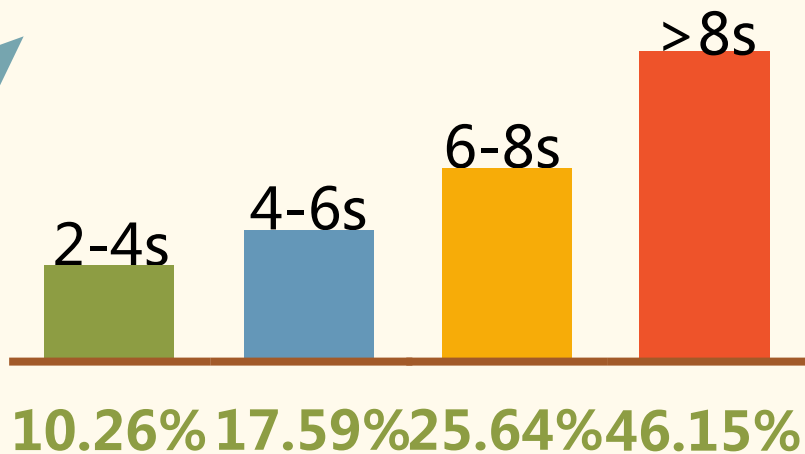
感谢您宝贵的建议，让雷森日记与您一起培养孩子优秀的学习习惯~



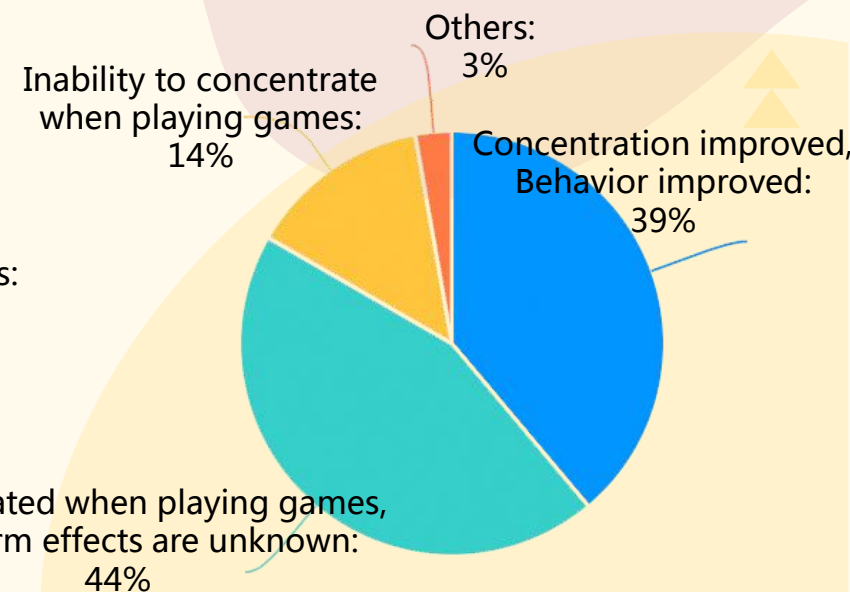
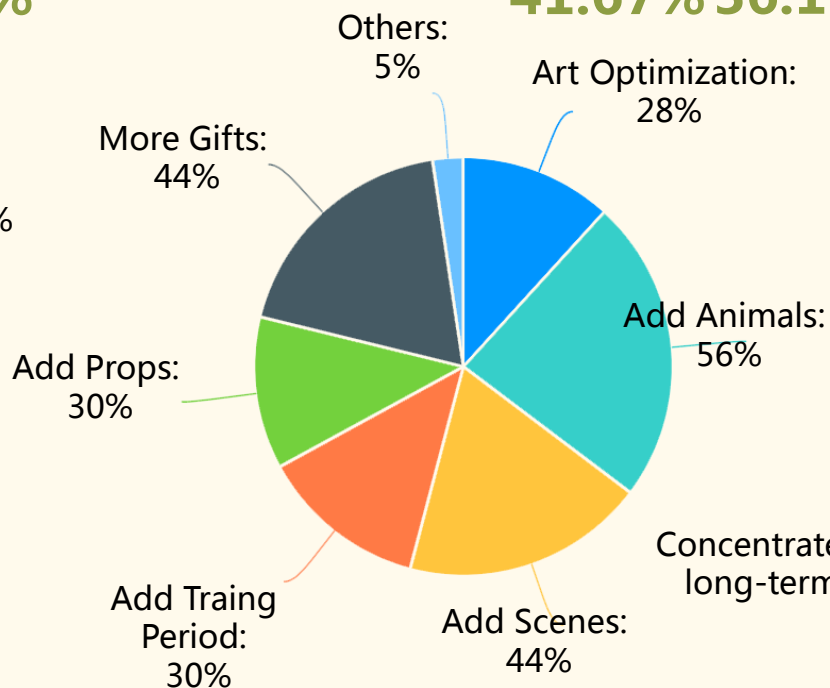
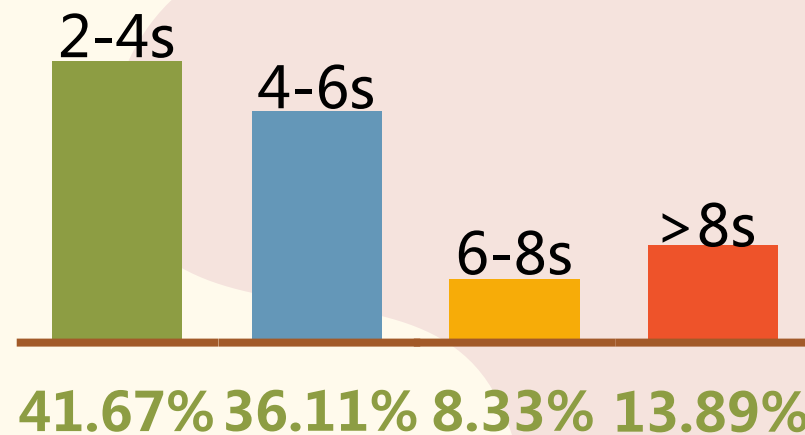


Feedback Analyze

Questionnaire 1, Week 1, 44 Interviewees



Questionnaire 2, Week 3, 36 Interviewees

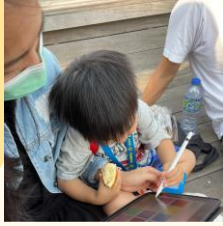




Milestones



The first offline
user test
March 27



Open 5 new media
official accounts
End of June

"On Sale" in App
Store!
July 31

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

Mid-March
change FYP group
member and
project theme

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

July
Constantly test and fix
bugs in APK

Early August
Iterate products based
on user feedback

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

