

## Peekapak Child Education Platform



Peekapak is an arts based character education program which offers Social and Emotional learning (SEL) through beautifully illustrated stories. Our design team developed a child facing platform to complement the already existing teachers' and parents' platforms, as a potential source of revenue.

### Project Details

Client Peekapak

Platform Web App

Skills UX Research

UX Design

Software Sketch

Ketnote

Timeframe 2.5 week sprint

Design Team 3 Designers

### Project Overview

My team designed an interactive platform which creates an environment that merges magic, play and fun for the child to learn. In addition, we redesigned the parent facing platform to enable parents to be fully engaged in the social and emotional learning of their child.



## The process

We started out by researching Social and Emotional Learning for children and why it's important for a child's long term success. We dove into the current offerings of Peekapak, from the view of the teacher and the parent and finally what was currently available in the market, who might be a competitor to Peekapak.

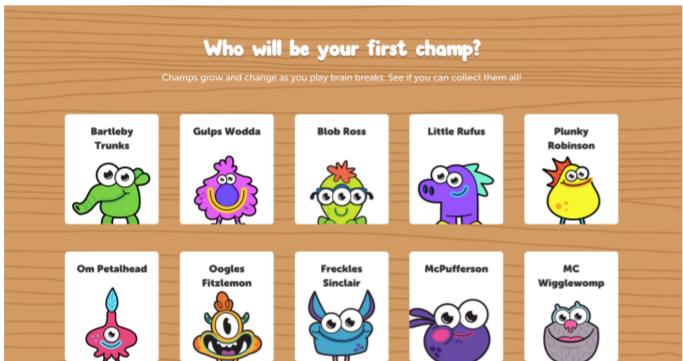
### Prodigy Math



### Pottermore



### Go Noodle



### Full Competitive Analysis

Service Name	ABC Mouse	Second Step	Prodigy Math	Starfall	Time4Learning	Quandary
Grades	PreK-1st	preK - 8th	K to 3rd	PreK-2nd	PreK - 12th	2nd-8th
Ages	2 - 7 years	2 - 14 years	4-9 years	2 - 8 years	2-14 years	8-14 years
Platform(s)	computer, mobile devices thru web browser	Computer, mobile-response for information of product. Product is not an online platform.	Web and Native apps	Web and Native apps	computer, mobile devices thru web browser	web
SEL Learning Usability	No haven't logged in yet	yes Somewhat easy. Lots of content. If you know what you are looking for you can find it. Otherwise, it takes a few minutes to go through everything.	no pretty easy If you know what you are looking for you can find it. Otherwise, it takes a few minutes to go through everything.	No kind of confusing to navigate, poor user experience	No didn't create login	yes Great animations, lots of reading.
Printables/Activities	Yes	Family receives video, talk to teacher, send letters.	no	Yes	yes	Decision making exercises
Cost	\$7.95/mo 30-day free trial	\$179 for unit lesson, materials and Staff Training, \$999 for \$2,249 for bundles of 6-8. Aimed at schools.	\$8.49 - \$8.95 per month depending on commitment	FREE/\$35 per year \$15 - \$30/mo subscription for expanded content	\$15 - \$30/mo	Free
Look & Feel	clean, well developed, professional	Has a clean look and is content heavy. Creates trust through key words like teacher approved and recommended.	Looks fun and makes you want to explore the world	dated, kind of busy, lots of things on the screen		Great animations, content heavy for reading
Strengths	visuals, comprehensive offerings	WEBINARS! They cover safe touches/child protection. Unlimited online staff training.	Age appropriate math.	Free program, wide curriculum	grade offerings	Problem solving

### Key Research Insights

I need guidance on what morals to teach my child and how to do that

How can I engage with my child and the story?

I want to know I have some wider support should I need it

### Key takeaways from research



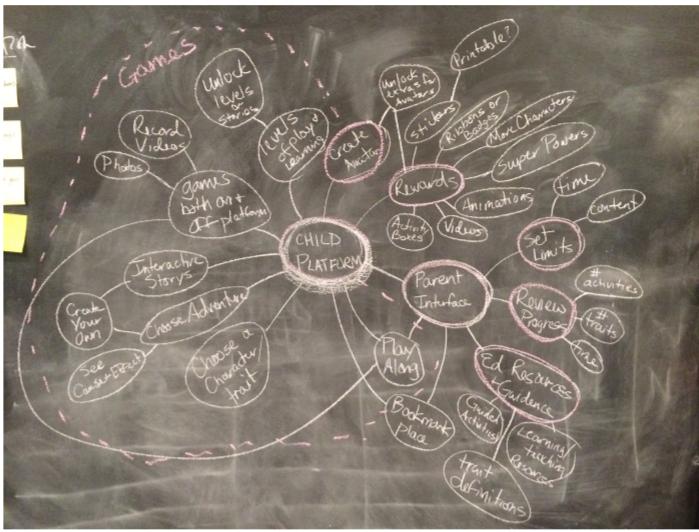
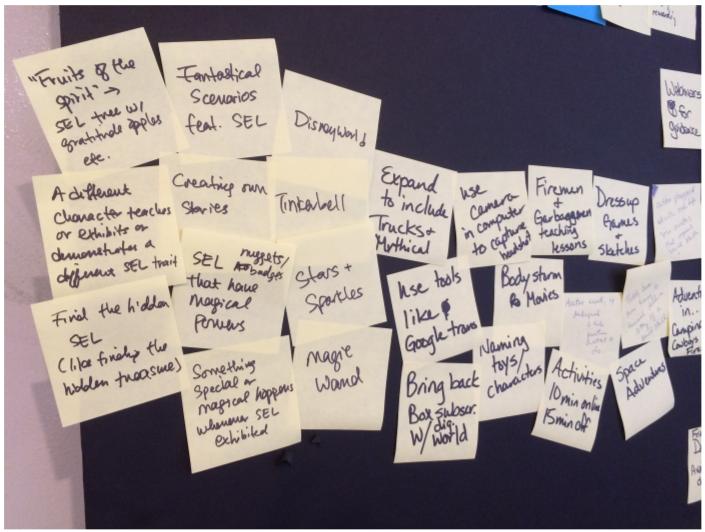
Childrens' needs:  
simple, fun, play, engaging,  
adaptive, personalised, rewarding



Business needs:  
Source of income, easy to sign up,  
easy to use, simple design, cohesion  
between the 3 platforms (teacher,  
parent and child)

## Ideate

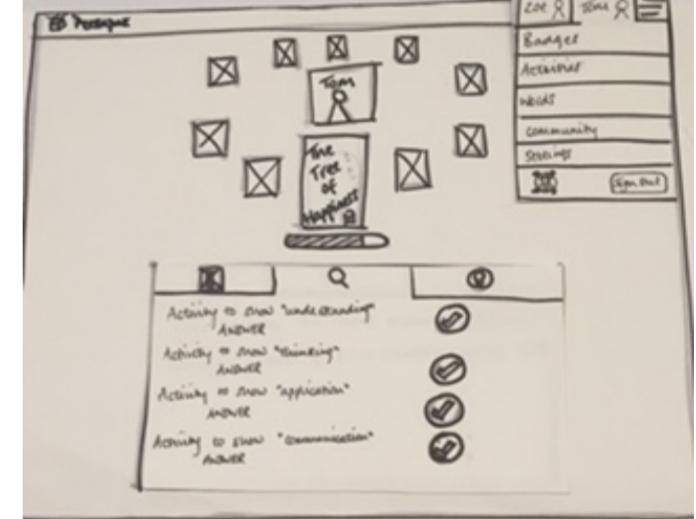
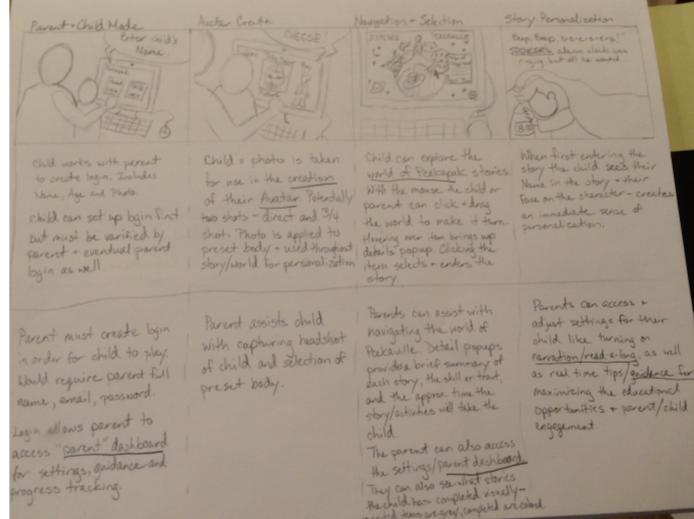
We arranged an ideation session with the stakeholders where all worked individually to come up with ideas for the child's platform. Afterwards, the affinity map was produced. These ideas were used to begin sketching.



## Sketches and Storyboards

Research told us that:

- Parents wanted to be more involved in their child's learning and wanted guidance themselves
- Children needed to keep wanting to return therefore something engaging was needed



## Prototype

After testing the sketches, users told us they wanted:

- More consistency between the child and parent platforms
- In story guidance as well as guidance in the parent mode
- An overview of what was available for the child to learn



## Validate

Testing the prototype gave us the following insights:

- The ability to change between children (users) was needed
- A community aspect was desired so parents could chat to other parents about learning
- The controls should be accessible via the parent side only
- The sound icon is confusing, doesn't relate to 'hear instructions' very well

