CREATIVE BRIEF

KIDS PORTAL DESIGN AND DEVELOPMENT

PROJECT SUMMARY

This project involves working with the Dr Egg Adventures team to create and design an interactive, online portal page for children aged 6 - 12 years of age which can be integrated into the Dr Egg Adventures WordPress website.

A wireframe for this Kids Portal can be viewed here.

Just as action packed as 'ABC 3 Kids' or 'Lego.com for kids', this portal will give kids the chance to discover and interact with the Dr Egg Adventures characters, storyworld and products in a whole, new level.

The portal will contain multiple screens that each include elements such as clickable characters, popups/dialogue boxes, animations, downloadable resources such as PDFs and links to the

The portal needs to be responsive for desktops and tablets.

It also needs to have the capacity to integrate with WordPress plug-ins such as MailChimp, CRM Entries and WooCommerce. This will allow users to download free resources in exchange for being added to the company mailing list.

Users will also be able to make purchases for the 'Dr Egg Adventures Book and Puzzle' Apple and Android apple game, e-books and merchandise within the portal.

Further opportunities included in this project involve optimising our WordPress website to be responsive on mobile and tablets and upgrading the 'Dr Egg Adventures Laboratory' React/ javascript SANDBOX to include functionality according to requirements set by the NSW Department of Education. These functions include integration into Learning Management Systems (LMS) and in-app assessments.

PROJECT OBJECTIVES

The Kids Portal needs to provide kids the opportunity to creatively explore the characters and storyworld of the Dr Egg Adventures from our company website.

A wireframe for the design of this portal can be viewed here.

The Kids Portal needs to support other Dr Egg Adventures products such as the *Dr Egg Adventures Laboratory*, a curriculum-informed EduTech product that is built as an interactive, online platform (SANDBOX) using React/Javascript. The *Dr Egg Adventures Laboratory* is being trialled with Catholic, Independent and Government schools from January - June 2021.

The portal can also be integrated into the *Dr Egg Adventures Laboratory* SANDBOX (e.g. as an external hyperlink) so kids/students can access it in their classrooms.

From July 2021, parents and children will also be able to access the *Dr Egg Adventures Laboratory* from the company website.

The Kids Portal needs to integrate with WordPress plug-ins such as MailChimp and CRM Entries so we can store user data.

The Portal should also provide access to our WooCommerce store so users can make purchases within the portal.

Careful consideration and research into ethical policies and national legislations such as children's data privacy should be taken into consideration when developing the Kids Portal.

TARGET AUDIENCE

- Children aged 7 to 12 years.
- NSW Stage 2 (Years 3 - 4; Ages 7-12) NSW Primary School Students .
- Parents

‘DR EGG ADVENTURES LABORATORY’ BACKGROUND

The *Dr Egg Adventures Laboratory* provides engaging learning opportunities via multiple pathways, including ‘problem-based’ animation episodes and online and offline learning activities and modules, where students engage in specific threads of STEM and AI learning. Teachers will be provided with support materials to facilitate student learning.

The Dr Egg Adventures Laboratory features:

- Unique Dr Egg Adventures storyworld, characters and landscapes art and 2D animations.
- One online SANDBOX where students and teachers can engage and explore a virtual version of ‘Dr Egg’s Laboratory’ by interacting with the items, characters and 2D videos that accompany offline learning modules within classrooms.
- One Hard Copy (/ Offline Booklet) and Electronically Downloadable Booklet for students that provides background information on the Dr Egg Adventures storyworld and scientific learning activities. These learning activities include conducting real life (offline) experiments in school grounds such as ‘fast growing seeds’ (Scientific Method) and design activities such as interviewing family members to collect data in order to design a companion robot (AI design thinking)
- One Hard Copy (Offline Booklet) and Electronically Downloadable booklet for Teachers that provides background information on the Dr Egg Adventures storyworld and learning activities.

These learning activities include conducting real life (offline) experiments in the school grounds such as ‘fast growing seeds’ (Scientific Method)

Learning resources will be designed in close collaboration with digital technology and STEM education experts to meet Australian (ACARA) curriculum standards (Stage 2), curriculum (Level 1 and 2) including:

- Scientific Method
- Scientific Investigation

ASSETS

Please refer to the following folder for information:

- **‘Dr Egg Adventures’ Branding Assets**
- **Kids Portal Wireframe**
- **'Dr Egg Adventures Laboratory' SANDBOX UI Assets**
- **'Dr Egg Adventures Laboratory' SANDBOX UI Style Guide***
- **Print Style Guide**
- **Art Assets:**
    - **2D Characters**
    - **Character Tools**
    - **World Art**
    - **Lab Bench**
    - **Laboratory**

    - **'Dr Egg Adventures Laboratory' Teacher and Student Booklet Assets**

- **Music and SFXs (Sound Effects)**

*Please note that this style guide is outdated and has been replaced with individual UI assets

DELIVERABLES

Students will be engaged in the follow tasks:

1. Design and testing an interactive, online portal for children aged between 6-12 years of age.

2. Design and testing the responsiveness of the portal on desktops and tablets.

3. Integrating the online portal into the Dr Egg Adventures WordPress website.

4. Research into ethical policies and national legislations such as children's data privacy should be taken into consideration when developing the Kids Portal.

Additional opportunities include:

1. Optimising the Dr Egg Adventures WordPress website to be responsive on mobile and tablets.

2. Commence research and execution of a range of integration systems for use in Dept of Education schools (all requirements will be provided) including:

    - LMS integration capacity into digital learning environments such as google classroom, moodle, canvas, microsoft teams
    - Assessment Results Data API
    - Common Cartridge standards
    - Australian Accessibility ICT Standard AS EN 301 549
    - Communication system between teaching personnel and an individual student
    - Communication system between students
    - Filesharing
    - Metadata collection