

# Funfit

Problem: A product to decrease obesity in young children

# Introduction



Childhood obesity is a growing concern worldwide. Our project aims to develop a comprehensive website under TVOKids, the most trusted educational media brand for children in Canada to reduce obesity in young children and promote healthy living.

The website will provide valuable resources for parents, educators, and healthcare professionals to make healthier choices. With engaging and interactive content, we aim to make learning about nutrition, exercise, and healthy habits fun and accessible for children.

# About the Organization



TVOKids is the children's programming block on TVO, Ontario's public educational media organization. Since its launch in 1994, TVOKids has been a trusted source of educational and entertaining content for children and families across Ontario.

## Vision

TVOKids' vision is to inspire a lifelong love of learning in children. They aim to provide engaging, interactive, and age-appropriate content that supports children's development and helps them explore the world around them.

## Mission

TVOKids' mission is to empower children to learn and grow through media. They strive to create a safe and inclusive environment where children can play, discover, and develop essential skills while having fun.

## Message

TVOKids' main message to its young audience is that learning is exciting and accessible. Through their shows, games, and activities, TVOKids encourages children to be curious, creative, and confident learners. They emphasize the importance of education, imagination, and positive values in shaping a child's growth and development.

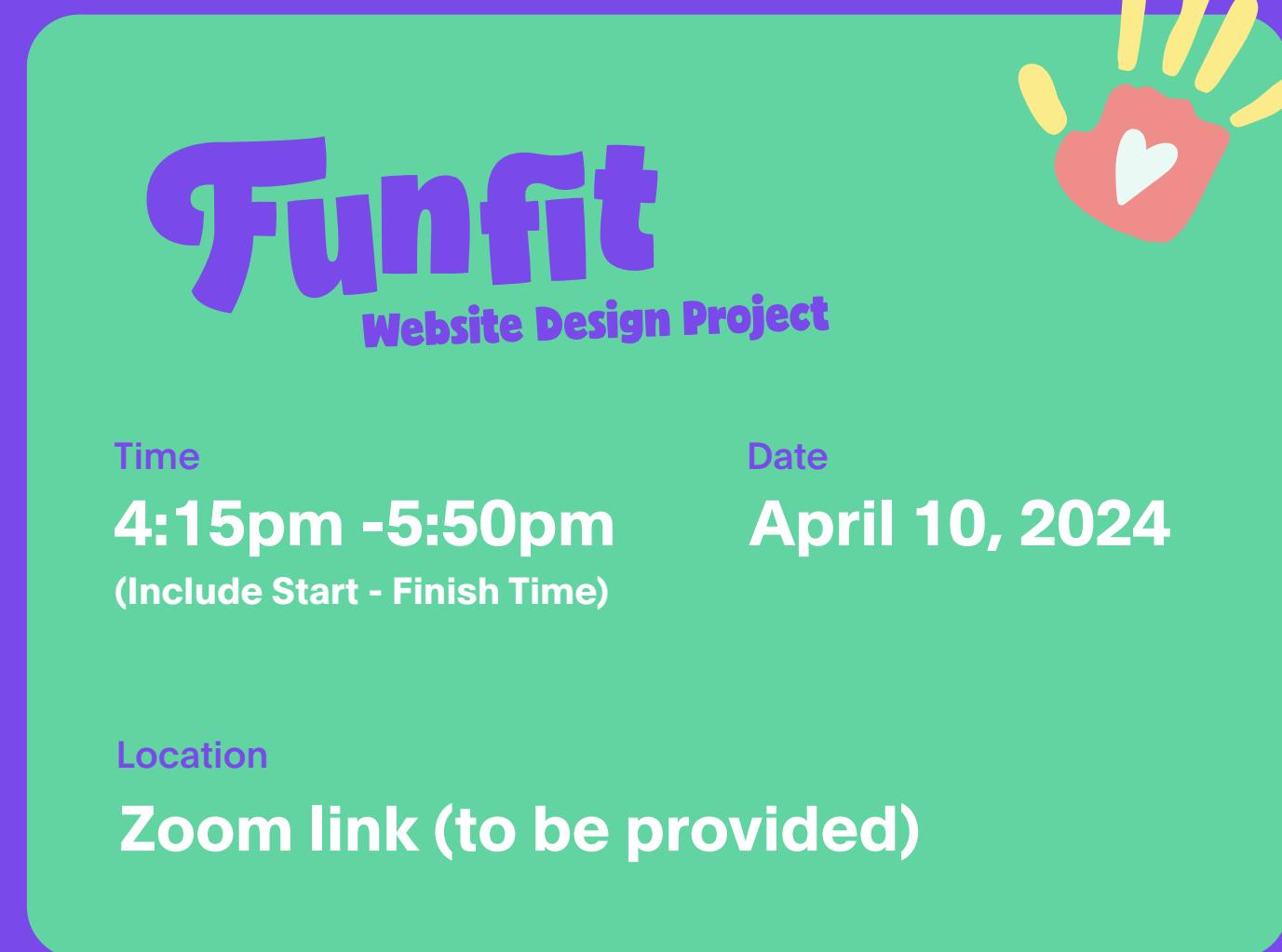


# Identify Stakeholders



	<b>Role</b>	<b>Involvement</b>	<b>Communication</b>
<b>1</b>	<b>TVOkids (Platform)</b>	Platform owner	Providing technical support and resources Updates on project progress
<b>2</b>	<b>Parents &amp; Families</b>	End users	Using the platform for education and health of their children Their feedback influence the channel's ratings, advertising revenue, and overall success.
<b>3</b>	<b>Children</b>	Young children ages 2-12	Actively engaging with the websites features and educational materials. Provide feedback with the website's usability and effectiveness in helping promote healthy habits.
<b>4</b>	<b>Health care professionals &amp; Educators</b>	Doctors, Nurses, Nutritionists, Teachers, Caregivers	Integrating website into a helpful and educational curriculum. Reviewing content for accuracy that is relevant to the health guidelines. Recommending improvements to the website and suggesting relevant topics.
<b>5</b>	<b>Content Creators &amp; developers</b>	Manage, design, and develop the project	Developing the material, Creating interactive content, and managing the technicals of the project Coordination of content, updates on development, and feedback on design
<b>6</b>	<b>Other Institutions (Govt. agencies, community organizations)</b>	Provide regulatory guidance, support policies related to health and education, represent local interests, and facilitate community engagement.	Integrate the project into public health and education initiatives, engage local communities, and raise awareness about the project. Promoting website within the community and raising awareness about childhood obesity and healthy living. Collaborate on outreach efforts and provide feedback on community needs.

# Project Kick-off meeting agenda



## Purpose

The purpose of this kick off meeting is to bring together the project team and stakeholders to align on the goals, objectives, and scope of the Funfit website creation project under TVOKids. Additionally, the meeting aims to establish a plan for the execution of the project, including roles, responsibilities, timelines, and communication strategies.

## 1. Introduction

- Meeting Agenda
- About Funfit and TVOkids
- Introduction of Project Stakeholders

## 2. Project Overview and Scope

- Project Summary, goals and objectives
- Project Scope
- Timeline

## 3. Roles & Responsibilities

- Presentation of project team members and stakeholders including their roles & responsibilities
- Task list & Deliverables
- Establish Communication plan and report structure

## 4. Budget and Resources

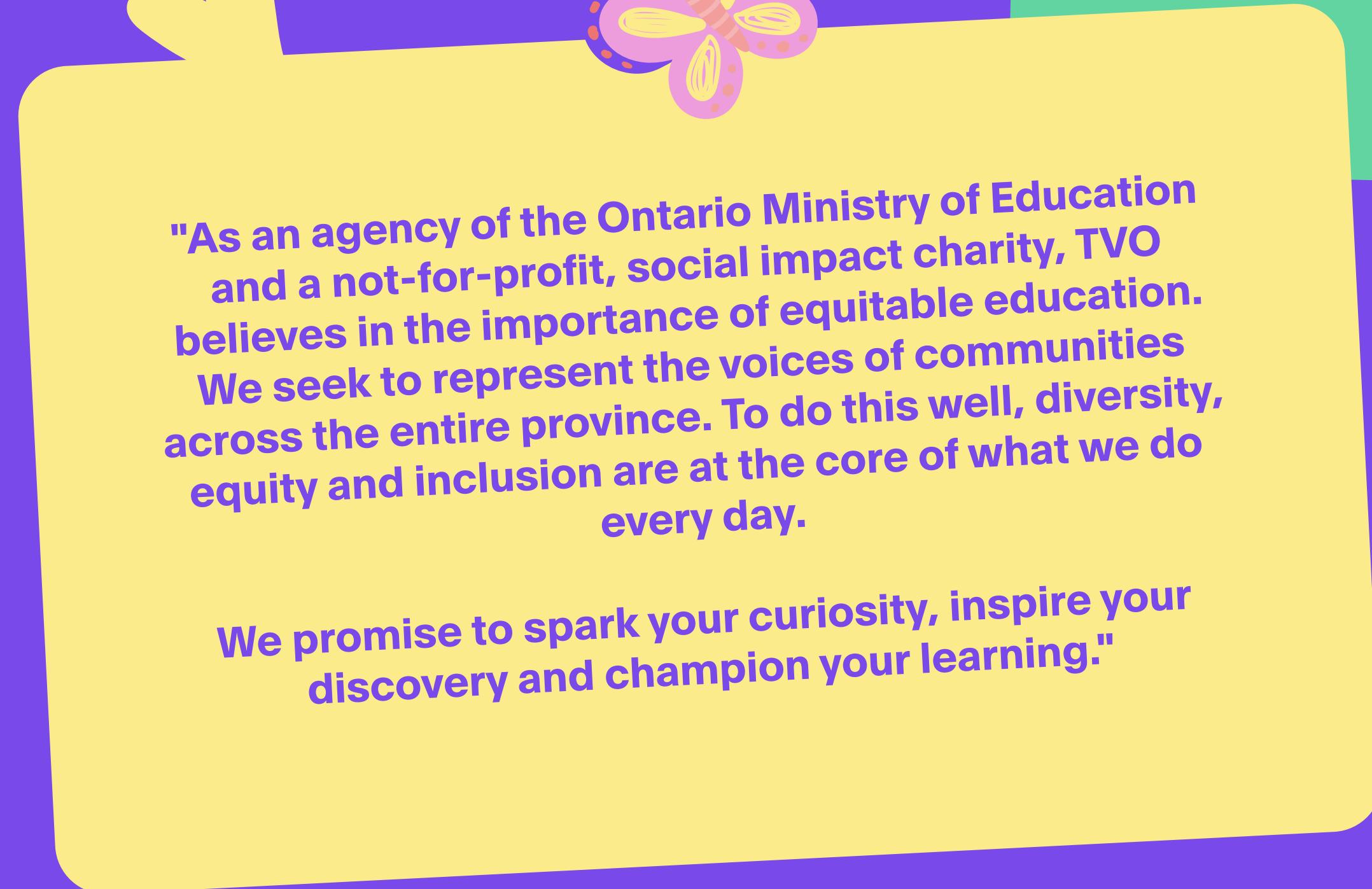
- Project budget
- Human, technology, content and legal resources
- Project constraints, assumptions, and potential gaps

## 5. Q&A and Closing

- Q&A and feedback
- Next steps
- Closing remarks

## Attendees:

1. Project Manager
2. Lead Developer
3. Content Manager
4. Design Lead
5. Marketing Coordinator
6. Health care professional
7. Nutrition expert
8. Educator Representative
9. TVOkids Representative
10. Stakeholders Representatives (Govt. agencies, Community organizations)
11. End User Representatives
12. Customers



"As an agency of the Ontario Ministry of Education and a not-for-profit, social impact charity, TVO believes in the importance of equitable education. We seek to represent the voices of communities across the entire province. To do this well, diversity, equity and inclusion are at the core of what we do every day.

We promise to spark your curiosity, inspire your discovery and champion your learning."



**"Obesity rates among children and youth in Canada have nearly tripled in the last 30 years."**

<https://tvo.me/who-we-are/#story>

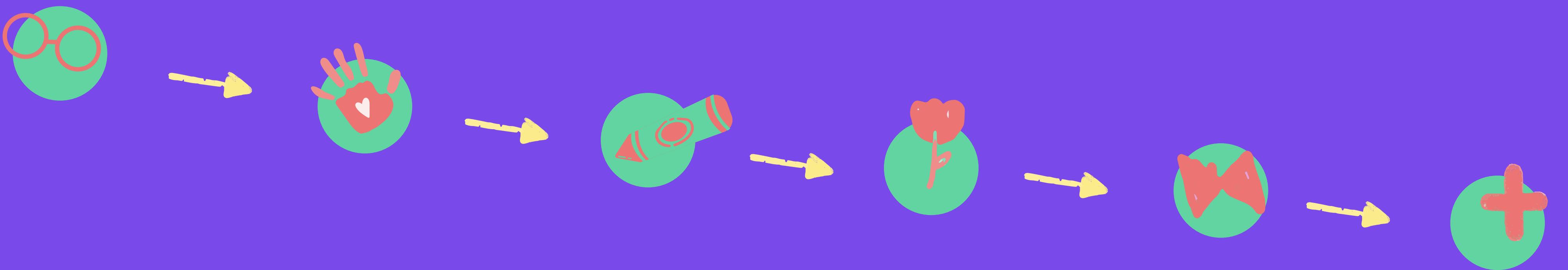
<https://www.canada.ca/en/public-health/services/childhood-obesity/childhood-obesity.html>

# Project Summary



**Funfit** website aims to provide a comprehensive platform for parents and caregivers to track and support their child's journey to a healthier lifestyle. It offers a range of features designed to make this process engaging, informative, and rewarding for both children and adults.

# Work Approach



## Research Analysis

Conduct research on child-friendly website design principles, including colour psychology and visual elements that appeal to children. Analyze competitors and existing platforms to identify strengths and areas for improvement.

## User Experience (UX) Design

Create wireframes and prototypes that prioritize simplicity, clarity, and user-friendliness. Ensure that important information related to nutrition, activity, and community support is easy to find and understand.

## Visual Design

Create a visual design that features indigo as the dominant hue, complemented by neutral and pastel colours. Use simple blocks, shapes, and readable fonts to cater to both kids and parents.

## Illustration Development

Develop simple illustrations that enhance the overall design and engage children in the content. Ensure that illustrations are age-appropriate and align with the website's educational goals.

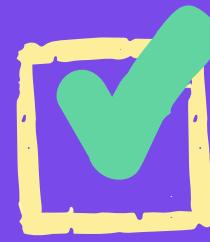
## Website Development & Testing

Starting from website features and functionalities, developers will write code, integrating design elements and ensuring seamless user experience. Testing is conducted after to ensure the website meets quality standards and user requirements.

## Deployment & Maintenance

After successful testing the app will be deployed in different distribution channels under TVOkids. Deployment involves configuring servers, setting up databases, and ensuring compatibility across devices and operating systems. Regular monitoring and performance optimization ensure the app remains functional, secure, and aligned with evolving user needs and technological advancements.

# Task List 1/2



## 1. Project Initiation

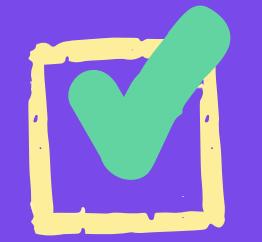
- Schedule a meeting with TV Ontario to finalize project requirements, expectations, goals, scope, and budget.
- Assign Roles and responsibilities for the team
- Research on child friendly design principles
- Analyze competitors
- Compile findings into a comprehensive report and get approval from TV Ontario and stakeholders



## 2. Design

### User Experience (UX) Design

- Establish information architecture
  - Create wireframes
  - Develop prototypes
- ### Visual Design
- Create a style guide with details
  - Obtain approval from TV Ontario on design

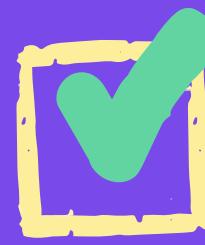
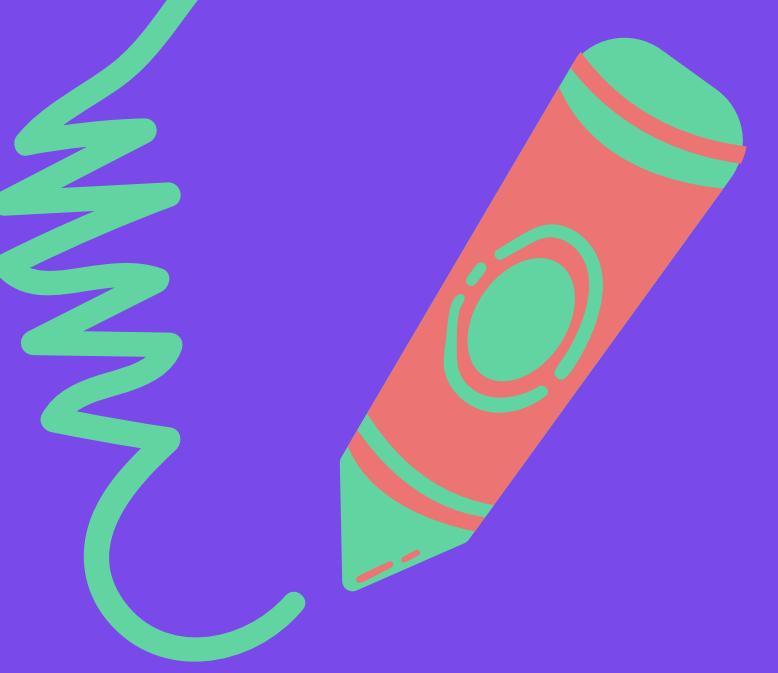


## 3. Development

- Develop the user interface
- Illustration Development:**
- Design visual elements for the app

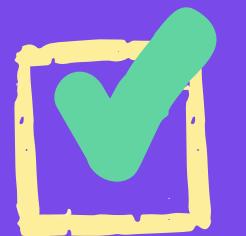


# Task List 2/2



## 4. Production

- consult nutritionist for healthy meal plans and food alternatives
- Create simple indoor and outdoor work out plans for kids by ages.
- Create simple interactive games that teaches kids different kinds of foods (go, grow, glow) ?
- Obtain approval from TVO kids and health professionals on the content information and design.



## 5. Testing and Quality Assurance

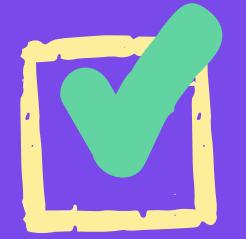
- . Identify and fix issues
- . Usability testing with a focus group of children and parents
- . Make improvements based on the feedbacks



## 6. Deployment

### Launch and Promotion

- . Plan and execute a launch strategy to promote the app to the target audience
- . Monitor app performance post-launch



## 7. Maintenance and Updates

- . Create a plan for ongoing maintenance
- . Regularly review app performance
- . Continuously update content

# Deliverables 1/2



## 1. Design Documents

- Project goals, scope, requirements, and budget document
- Style guide: Guidelines for consistent use of design elements
- Graphic design elements: Icons, illustrations
- Information Architecture and User flows
- Accessibility considerations: assessment and documentation of features to ensure compliance with standards
- Wireframes and Interactive Prototypes of User Interface
- Website Integration on the TVOkids platform
- Design Review Documentation: reports summarizing feedbacks
- Design Components for stakeholder reference and sharing



## 2. Content Development

- User Information and Data Analysis
- Stakeholder Interviews
- List of features and functionalities document
- User Experience report
- Content creation (development of written, visual, and interactive content)
- Marketing strategy document
- Content updating plan (review and approval)



# Deliverables 2/2



## 3. Front end Development

- User Interface and functionality development for the app
- HTML/CSS Markup - design based mockups
- Implementation of Interactive features (Progress Tracking Tool, Virtual rewards, and interactive games)
- Development of recipe tutorials that are catered to users.
- Responsive Design Implementation
- Cross-browser compatibility Testing
- Regular updates for bug fixes and improvements



## 4. Back-end development

- Database design ( Structures to store user data, records of growth, and community interactions)
- Server-side programming ( handle user authentication, personalized suggestions, and community forums)
- Implementation of algorithms for personalized nutrition and calorie suggestions.
- Test phase report (app performance, security measure, UAT results)
- App compatibility and monitoring plan



## 5. Deployment

- Deployment plan document
- Server configuration
- Deployment testings
- Disaster Recovery plan
- Rollout and Performance Monitoring report

# Milestone

Start Date: April 1 End Date: September 15

Phase	Details
Week 1	1. Project Initiation Kick-off meeting
Week 5	2. Design User Experience (UX) Design App design prototype Visual Design
Week 11	3. Development Develop the user interface Illustration Development
Week 19	4. Production Content Production
Week 21	5. Testing and Quality Assurance Identify and fix issues Usability testing with a focus group of children & parents Make improvements based on feedback
Week 22	6. Deployment Launch and Promotion
Ongoing	7. Maintenance and Updates Create a plan for ongoing maintenance Regularly review app performance Continuously update content

# Budget

Specify the budget for each phase based on resource requirements, tools, and other expenses.

# Progress Tracking

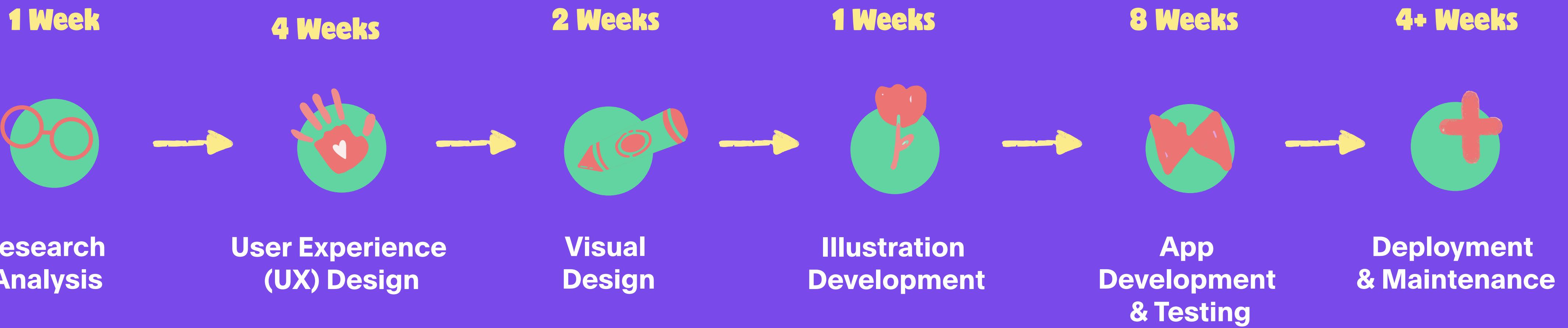
Implement a system to track the progress of each task and phase to ensure timely completion.



# Gantt Chart

TASK	ASSIGNED TO	DAYS	START	END	April				May				June				July				August				September			
					1W	2W	3W	4W	5W	6W	7W	8W	9W	10W	11W	12W	13W	14W	15W	16W	17W	18W	19W	20W	21W	22W	23W	24W
<b>Initiation</b>																												
Schedule a meeting with TV Ontario	Project Manager	7	2024-04-01	2024-04-07																								
finalize project requirements, expectations, goals, scope, and budget	Project Manager	7	2024-04-01	2024-04-07																								
Research on child friendly design principles	Content Manager	7	2024-04-01	2024-04-07																								
Analyze competitors	Content Manager	7	2024-04-01	2024-04-07																								
Compile findings into a comprehensive report	Project Manager	7	2024-04-01	2024-04-07																								
get approval from TV Ontario and stakeholders	Project Manager	7	2024-04-01	2024-04-07																								
<b>Planning and design</b>																												
Establish information architecture	Project Manager	28	2024-04-08	2024-05-05																								
Create wireframes	Content Manager	28	2024-04-08	2024-05-05																								
Develop prototypes	Content Manager	28	2024-04-08	2024-05-05																								
Create a style guide with details	Content Manager	28	2024-04-08	2024-05-05																								
Obtain approval from TV Ontario on design	Project Manager	28	2024-04-08	2024-05-05																								
<b>Development</b>																												
Develop the user interface	Lead Developer	35	2024-05-06	2024-06-09																								
Design visual elements for the app	Lead Developer	35	2024-05-06	2024-06-09																								
<b>Production</b>																												
Consult nutritionist	Nutrition expert	56	2024-06-10	2024-08-04																								
Create simple indoor and outdoor work out plans	Health care professional	56	2024-06-10	2024-08-04																								
Create simple interactive games	Content Manager	56	2024-06-10	2024-08-04																								
Obtain approval	Project Manager	56	2024-06-10	2024-08-04																								
<b>Testing and Quality Assurance</b>																												
Identify and fix issues	Lead Developer	14	2024-08-05	2024-08-18																								
Usability testing	Lead Developer	14	2024-08-05	2024-08-18																								
Make improvements	Lead Developer	14	2024-08-05	2024-08-18																								
<b>Deployment Launch and Promotion</b>																												
Plan and execute a launch strategy	Project Manager	7	2024-08-19	2024-08-25																								
Monitor app performance post-launch	Lead Developer	7	2024-08-19	2024-08-25																								
<b>Maintenance</b>																												
Create a plan for ongoing maintenance	Lead Developer				2024-08-26																							
Regularly review app performance	Lead Developer				2024-08-26																							
Continuously update content	Lead Developer				2024-08-26																							

# Project Roadmap



# Assumptions



## Client Responsibilities

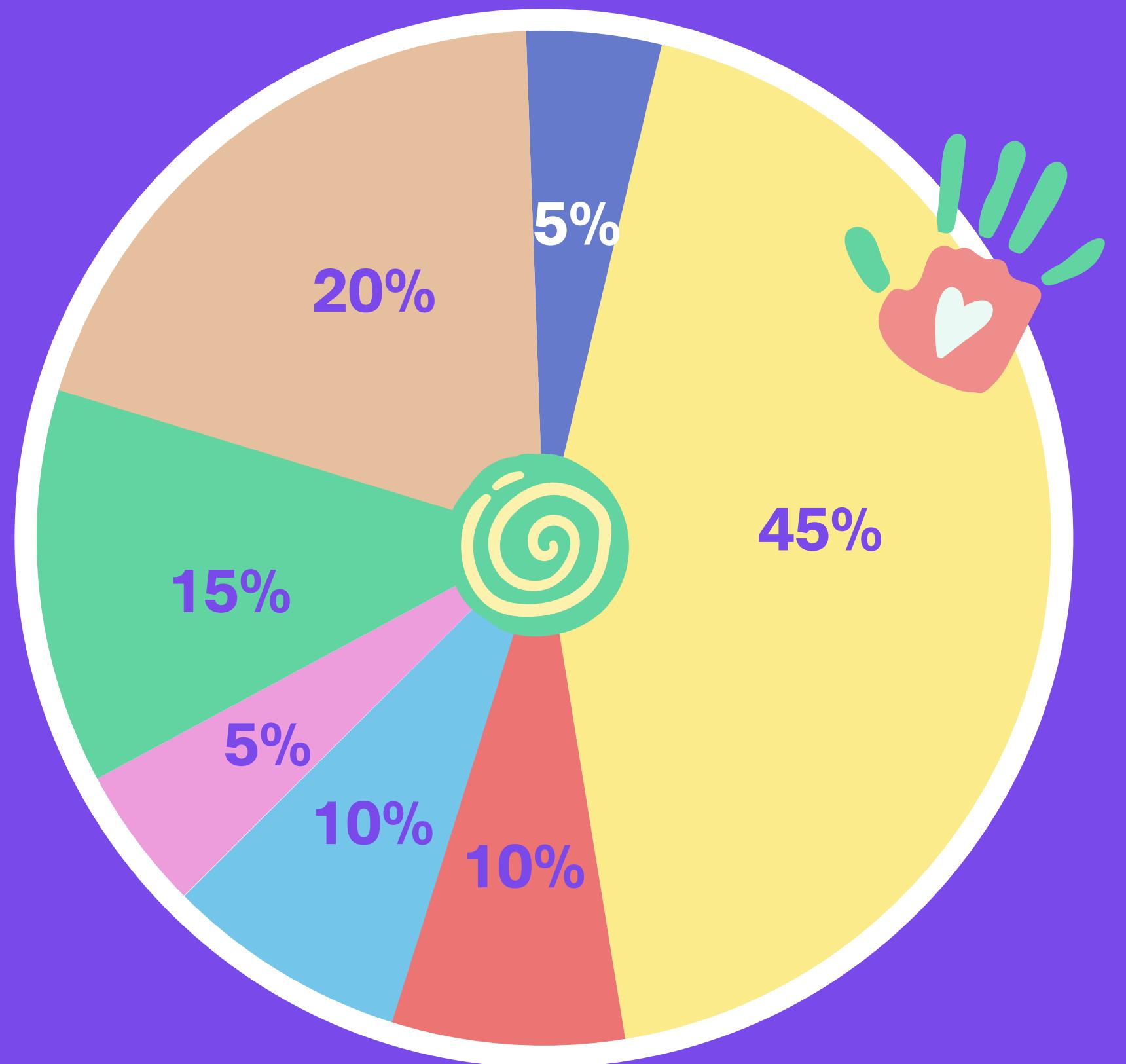
- 1** Assuming that TVOKids will provide the necessary technical support and resources as outlined in the plan.
- 2** Assumption that key stakeholders will be available for meetings and decision-making throughout the project.
- 3** Assumption that necessary resources (e.g., budget, equipment, materials) will be available as needed.
- 4** Assumption that stakeholders will provide timely feedback on deliverables to prevent delays.
- 5** Assumption that the client will provide all necessary brand materials, such as logos, color schemes, and brand guidelines, at the beginning of the project.



## Scope & Deliverables Management

- 6** Assumption that design materials will be regularly backed up and that a recovery plan is in place in case of data loss.
- 7** Assumption that GitHub's security features will be utilized to protect design materials from unauthorized access or data breaches.
- 8** Assumption that a 30-day warranty period will be provided after project completion to address any issues or defects in the deliverables.
- 9** Assumption that any issues or defects identified during the warranty period will be resolved promptly and at no additional cost to the client.
- 10** Assumption that the client is aware of and understands all legal and compliance requirements relevant to the project.

# Efforts & Costs



- Project Initiation: \$13,000
- Design: \$51,000
- Development: \$115,000
- Production: \$38,000
- Deployment: \$26,000
- Maintenance: \$13,000
- Contingency: \$23,500

**Total: \$235,000**



## Reference

About Us. TVOKids.com. (2018, February 21).

<https://www.tvokids.com/preschool/about-us#:~:text=Developed%20for%20every%20young%20learner,specific%20educational%20objectives%20are%20met>.

Centers for Disease Control and Prevention. (2023, November 21). Preventing childhood obesity: 5 things families can do. Centers for Disease Control and Prevention.

<https://www.cdc.gov/nccdphp/dnpao/features/childhood-obesity/index.html>

Childhood Obesity Resources. Obesity Action Coalition. (2023, June 9).

<https://www.obesityaction.org/education-support/learn-about-childhood-obesity/childhood-obesity-resources/>

Resources and links. Obesity Prevention Source. (2020, November 9).

<https://www.hsph.harvard.edu/obesity-prevention-source/resources-and-links/>

INM 410 SCC

Junko Fujita  
Panteha Vesali  
Fay 'Gabi' Mosquera  
Andrene Atuan