

Preschoolers and Digital Media

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Yang

Getting to Know Fred (Frederica/Frederick) Smith



- 4 years old
- Attends Preschool
- Lives in Portland, OR

Background Knowledge and Skills^{1,2,3,4,5,6}

- Uses parents devices
- Knows colors and shapes
- Enjoys learning about letters and numbers

Attributes (Facets) for Fred (Frederica/Frederick) Smith

Motivations and Strategies^{1,2,4,5}

- Motivations
 - Listening to music or watching movies/television
- Approach to Learning
 - Attention span (memory management)
 - Perspective
- Attitude to Recovery
 - Permanence

Technology and Interaction^{1,2,4,5}

- Interaction Style
 - Bright colors and large icons
- Approach to Technology
 - Limited access

Getting to Know Miki (Michael/Michelle) Smith



- 30 years old
- Works as an Accountant
- Lives in Portland, OR

Miki enjoys music and frequently multitask by listening to it while performing simple activities. It helps eir to relieve stress and is useful for concentration. E also enjoys watching the latest movies, and catching up on television shows when e can, though e has little free time to enjoy those things. At night e tries to avoid using eir devices, so e can get a good night sleep.

Background Knowledge and Skills

- Listens to music in different situations
- Enjoys new technology
- Works full time

Attributes (Facets) for Miki (Michael/Michelle) Smith

Motivations and Strategies

- Motivations
 - Stay concentrated
 - Stress relief
- Approach to Learning
 - Good listener
 - Learning with others
- Attitude to Recovery
 - New technology
 - Don't like experimenting

Technology and Interaction

- Interaction Style
 - Prefers email / voice calls
- Approach to Technology
 - Likes newest/best technology

Software Product and Use Cases

iTunes version 13.0.1.01

- Updated interface
- Additional functionality
- Voice assistance
- Supports multiple users and sub-users



Use Cases

- Account switching
- Media switch (with voice assistance)
- Media selection



Mainstreamer Use Case: Switching User



Mainstreamer Use Case: step 1

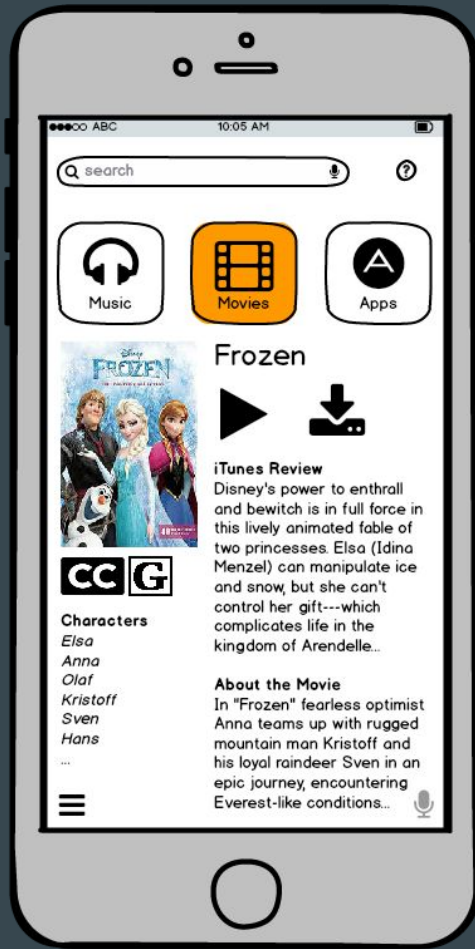
User's preschooler has been watching a movie, but now e wants to listen to music on eir own device

User rotates device to exit movie



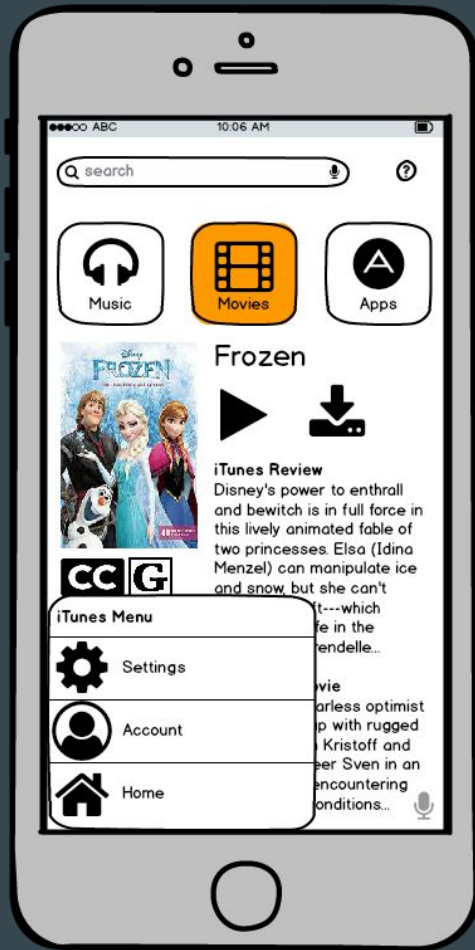
Mainstreamer Use Case: step 2

User touches "menu" button with finger



Mainstreamer Use Case: step 3

User touches "Account" button with finger



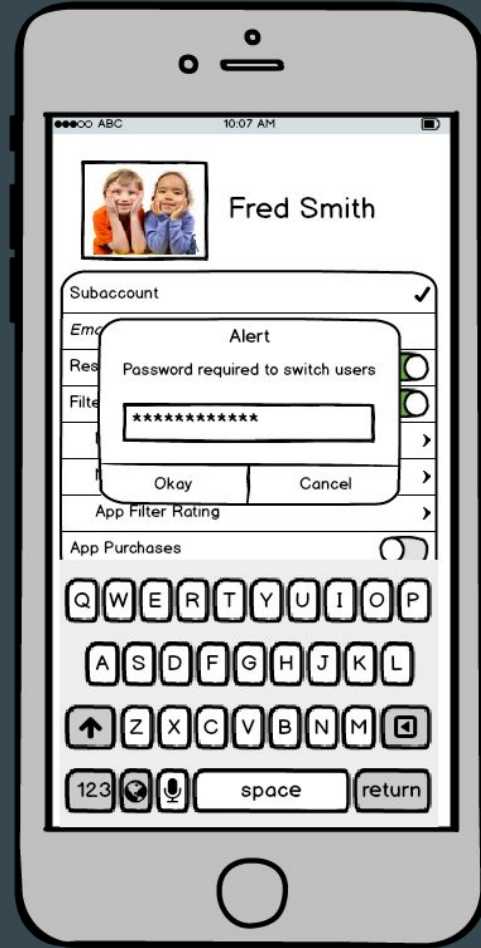
Mainstreamer Use Case: step 4

User touches "Switch Account" button with finger



Mainstreamer Use Case: step 5

User keys in password, and touches
"Okay" button



Mainstreamer Use Case: step 6

User touches "Miki"



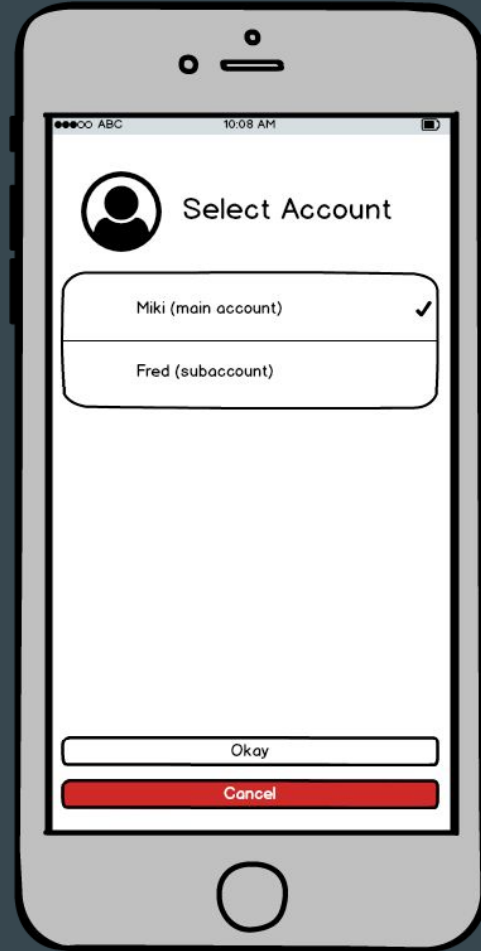
Mainstreamer Use Case: step 7

User keys in password, and touches
"Okay" button



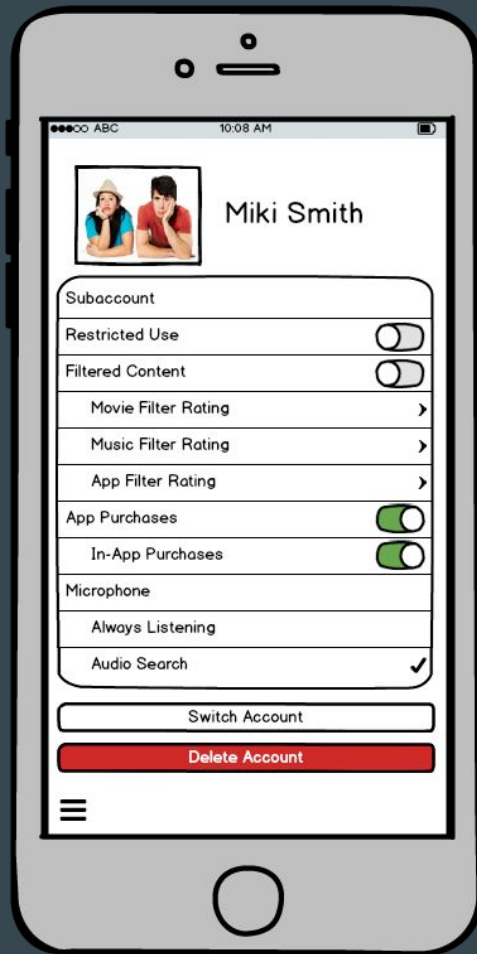
Mainstreamer Use Case: step 8

User touches "Okay" button



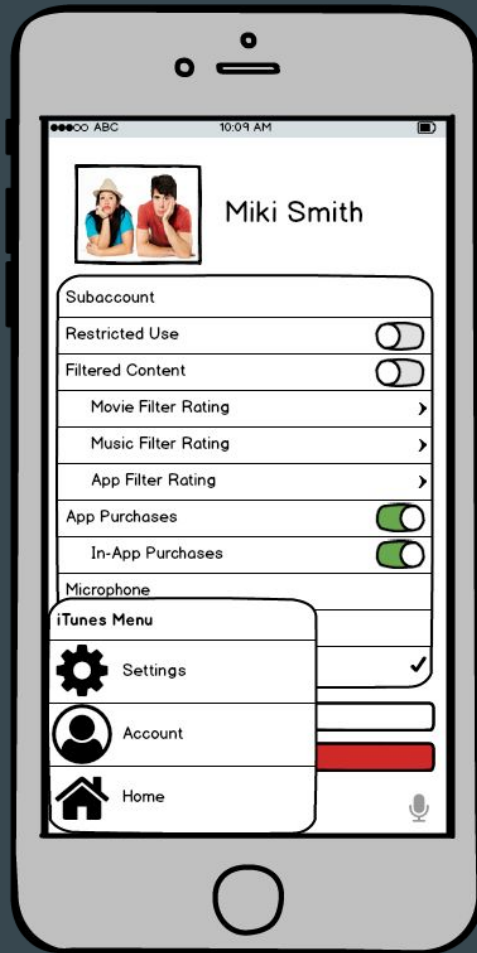
Mainstreamer Use Case: step 9

User touches "menu" button with finger



Mainstreamer Use Case: step 10

User touches "home" button with finger



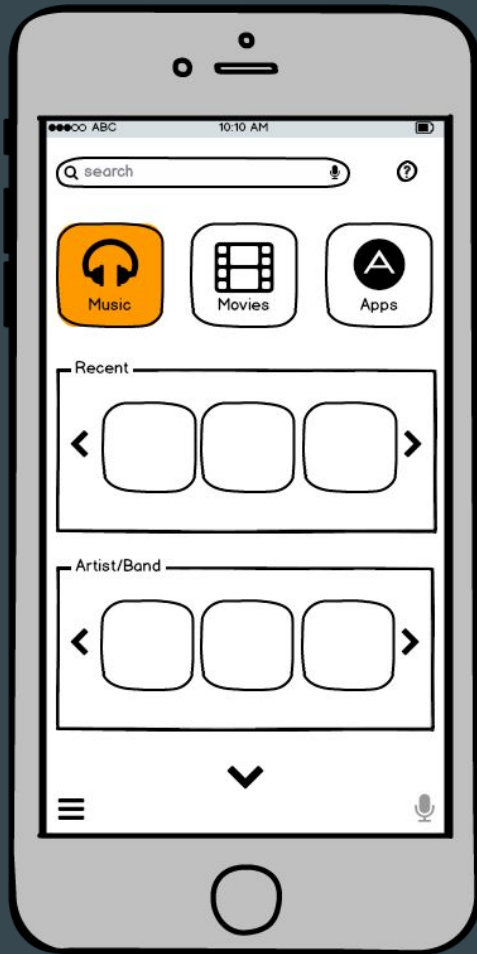
Mainstreamer Use Case: step 11

User touches "Music" button with finger

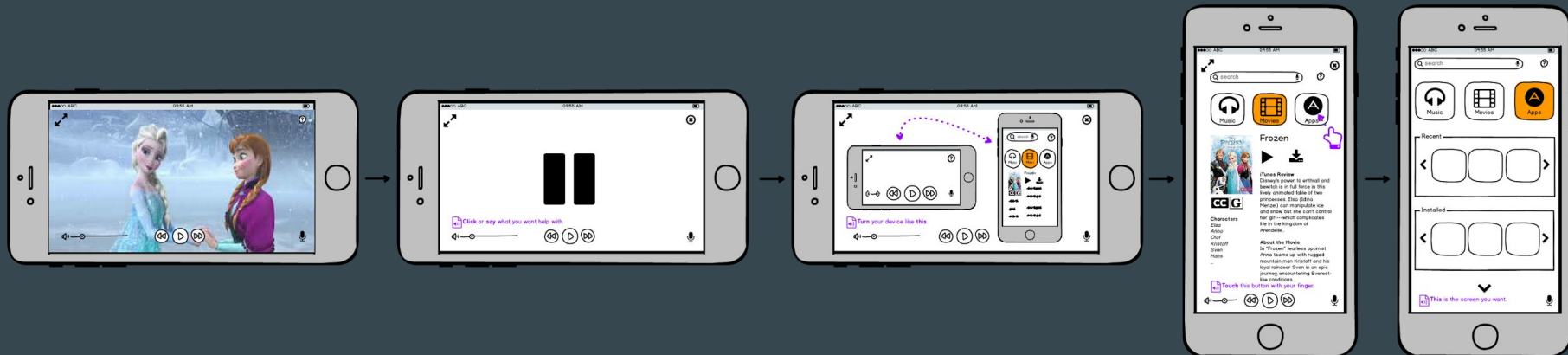


Mainstreamer Use Case: step 12

User selects desired playlist or music option



Underserved Use Case #1: Media Switching With “Help”



Underserved Use Case #1: step 1

User is watching a movie on
eir parent's mobile device
and wants to play a game
instead, but needs help
getting there

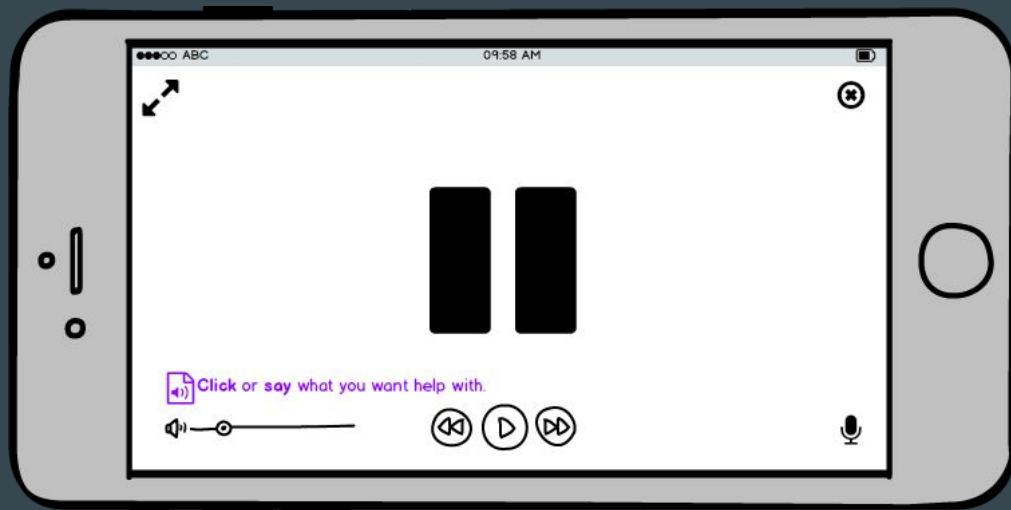
User says, "Help"



Underserved Use Case #1: step 2

iTunes says, "Click or say what you want help with"

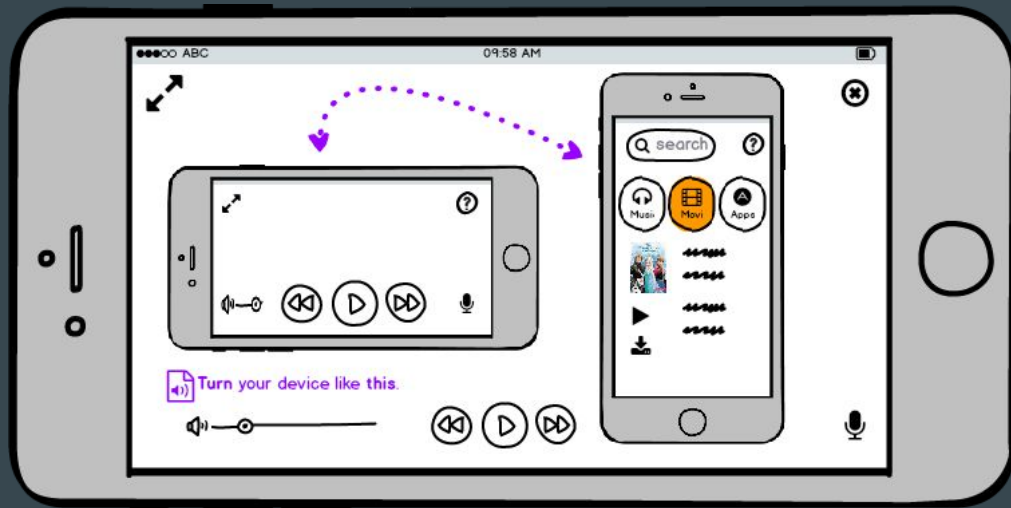
User says, "Play game"



Underserved Use Case #1: step 3

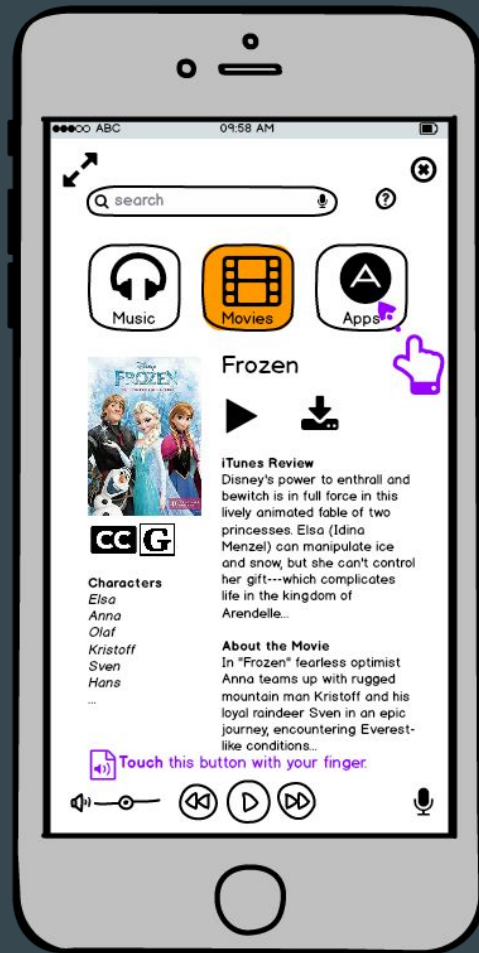
iTunes launches mini-tutorial video showing the user the steps to complete the task

iTunes says, "turn your device like this"



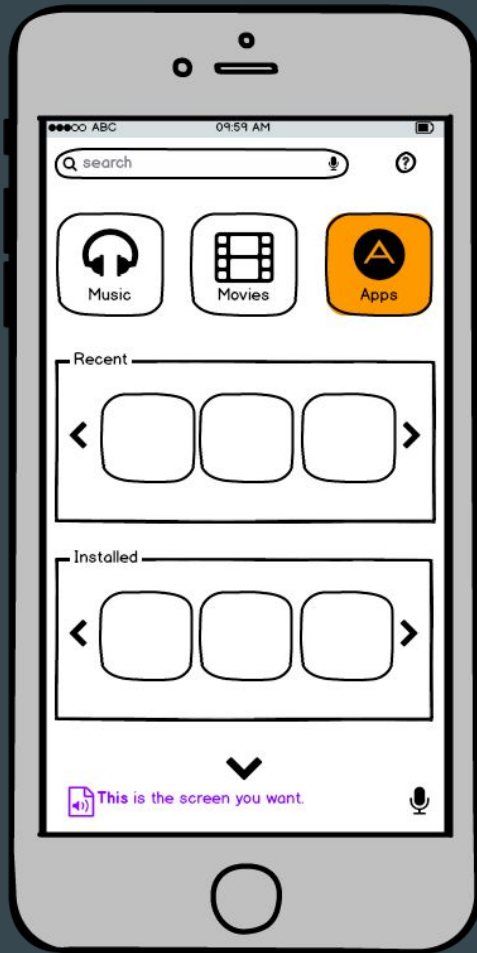
Underserved Use Case #1: step 4

iTunes says, "touch this button with your finger"



Underserved Use Case #1: step 5

iTunes says, "this is the screen you want"



Underserved Use Case #2: Media Selection



Underserved Use Case #2: step 1

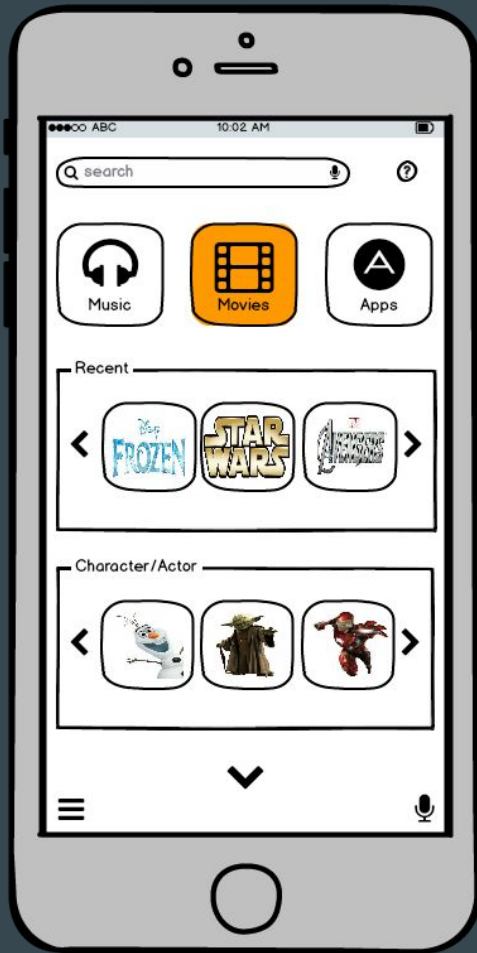
User wants to watch the movie "Frozen,"
but can only remember a character from
the movie

User touches "Movie" button with finger



Underserved Use Case #2: step 2

User touches "Olaf" button with finger



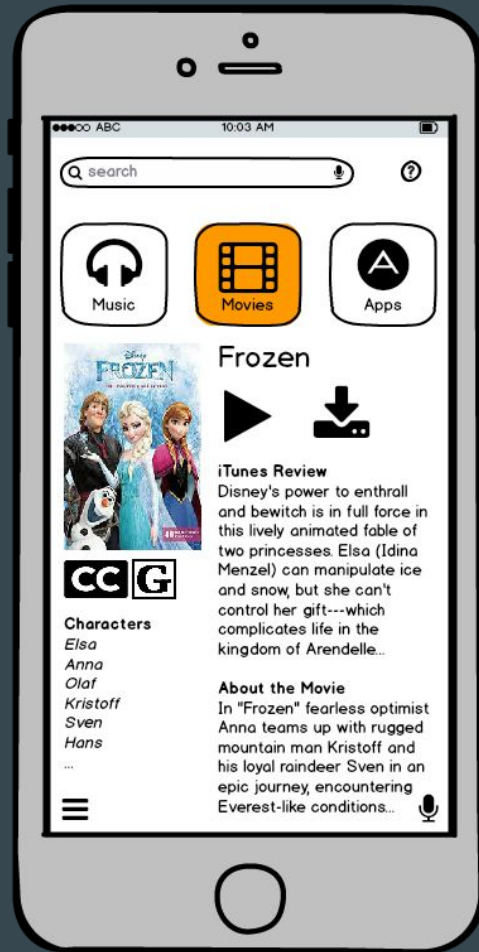
Underserved Use Case #2: step 3

User touches “Frozen” image with finger



Underserved Use Case #2: step 4

User touches play button with finger



Underserved Use Case #2: step 5

iTunes starts movie in
“widescreen” mode

User rotates screen to watch
movie

