PROJECT 3 BRIEF

Motivating and teaching children to read is a timeless yet challenging problem across all age/grade levels. Scholastic has worked toward addressing this issue by partnering up with teachers at schools to engage students in reading. In the past, they've ran book fairs in schools, arranged reading clubs in classes, and leveraged sponsorships to keep students engaged. However, Scholastic wants to expand upon their approach, utilizing more digital technology and involvement from positive role models to further increase reading.

THE PROBLEM

Scholastic book clubs have a storied tradition, yet have hit a lull in recent years. In today's increasingly digitized world, Scholastic has had difficulty taking full advantage of technology to maintain reading engagement outside the classroom. Scholastic has always believed in the importance of incorporating positive role models in students' lives to increase reading engagement. They see high potential in using digital technology (in the form of a website or app) to help these role models keep students accountable and engaged in reading.

SOME THINGS/INITIAL FEATURES TO CONSIDER
- What role models do students have? How can they help students read more?
- Explore design solutions that can help role models use technology to encourage increased readership in grade school students
- In addition to improving engagement with reading, how can engagement with existing (or new) Scholastic activities be increased as well?
- What kind of incentives can you offer role models and students?

TARGET DEVICES
Website (desktop or mobile) *OR* native mobile application (iPad or iPhone)

METHODS
1. Discovery and Research
    - Competitive analysis
    - User research
    - Personas
2. Sketching and Ideation
    - User stories and journeys
    - Rough sketches
    - Multiple possible solutions
3. Narrowing Scope and Structure
    - User flows and scenarios
    - Wireframes and sketches
    - Sitemaps and diagrams
4. Prototyping and Testing
    - Clickable prototype(s)
    - Usability testing and results
    - Multiple prototype iterations

END DELIVERABLES
- Project Case Study Presentation
    - Sketches and proof of ideation process
    - Proof of multiple design iterations
    - Key screens and wireframes
- Design specifications document
    - High-level personas
    - User flows
    - Sitemap
    - Wireframes and/or mockups
- Interactive prototype(s)