



MAJOR PROJECT

Bussiness and Cultural Context
&
Commodity

Web-Design & Content Planning 2021-22

Anto Antony George

Digital technology has already changed the world – and as more and more children go online around the world, it is increasingly changing **childhood**.



The Problem

Web is an open space with lot of **junk** content.

A category who is suffering with this problem is **parents** with their **young kids**.



Parents frequently turn to the internet

- for knowledge on how to positively train and mentor their children about digital media
- how to filter the content their children consume online.

In today's context, I think there is a significant scope for a website addressing to this issue.



Parents have questions like -

- Where can I find good entertaining content for my child ?
- Is digital engagement a threat to my child's well-being?
- Threats Eg: *Lot of inappropriate ads
clickbate and misinformation
quality less entertainment contents*
- How can I give digital contents to my child to explore and develop independently with enough oversight? 

a concept based on

Digital Parenting

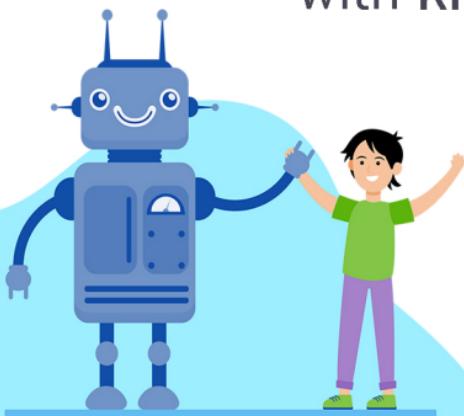


A resourceful educational website for parents with small kids that focuses on providing quality information on **digital entertainment contents** and **digital safety**.

Purpose: **Providing digital literacy to parents**

Target Audience

Website primary target audience is **parents with kids under the age of 16**



The website plan to include -

Awareness for parents about different digital issues that could happen to their child

Educative guide for managing a child with sufficient digital exposure

Aggregate educative mobile games, YouTube channels, and movies that can help shape the kids to becoming better version of themselves.



Target Audience

- For parents who are **not aware** about the potential digital risks their children would face.
- For parents who search for a **collective information source** where they can find **best digital content** for their kids.



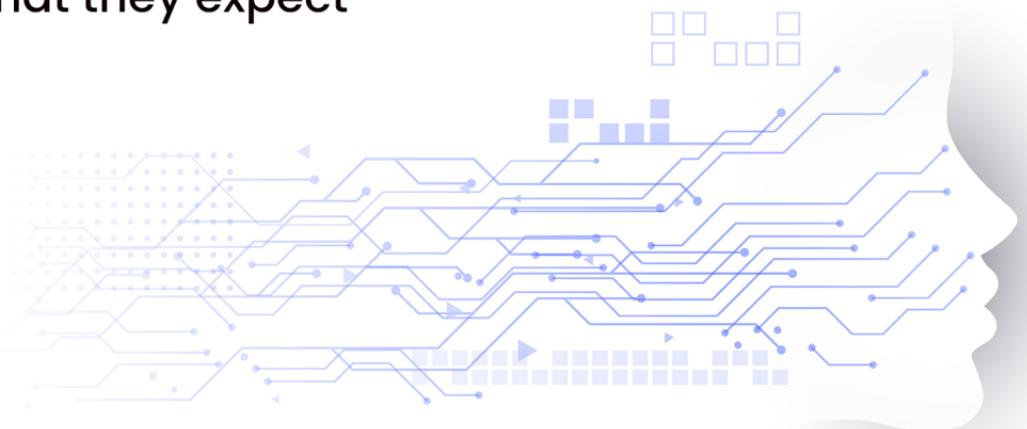
Some research findings (based on UK)

- In 2020, nearly all children aged 5-15 went online.
- More than four in ten children reported using social media sites or apps before they reached the minimum age requirement
- half of 12-15s have experienced some form of negative online experience

Major concerns of parents about child online safety

- companies collecting information about what their child does online
- child seeing content that might encourage them to hurt or harm themselves
- their child being bullied online
- child giving out details to inappropriate people
- pressure on child to spend money online

have created some **user personas**
considering different parental behaviours
and what they expect





The Permissive Parent

Age 29

Small Business
One Kid(age-12)

Mike

Behaviour

Mike set rules but rarely enforce his kid
he thinks like “your child will learn best with little interference from you”
but he is cautious about what his kid is doing

What he wants

Scared of unhealthy online behavior of his kid,
wants a space where he could find good contents

anxious about the effects of screen time
because of the over usage of digital devices
by his kid. Want to train his kids effectively use
screen time



The Parent of modern age

Age 32

Nurse

One Kid(age-12)

Andrea

Behaviour

know how to handle the technology

Always try to provide good quality digital contents for her kids

She thinks technology helps and our kids are smarter and learn faster

Painpoints

Hard for her to understand what is good and what is bad

Struggles to filter the best contents out of junk

want to learn more about new unknown threats to her child



The Conscious Parent

Age 29
waitress
One Kid(age-14)

Susan

Behaviour

Susan always try guide their children about different hazards and threats of digital media
Excessive use of social media is affecting a strong bond between her and her child.
She is not a technically skilled women

What she wants

She want to aquire more knowledge and stay aware about modern digital threats on children, but dont know where to start

She is not confident enough to talk to his child on technology due to lack of knowledge

Research Plan

- Plan to **Interview** more parents and understand their problems more deeply and provide educative information based on that
- Plan to conduct **online surveys** with open ended questions for a set of users
- Will try to source information from **professionals** like paediatric psychologists with authentic knowledge on the subject

Content creation

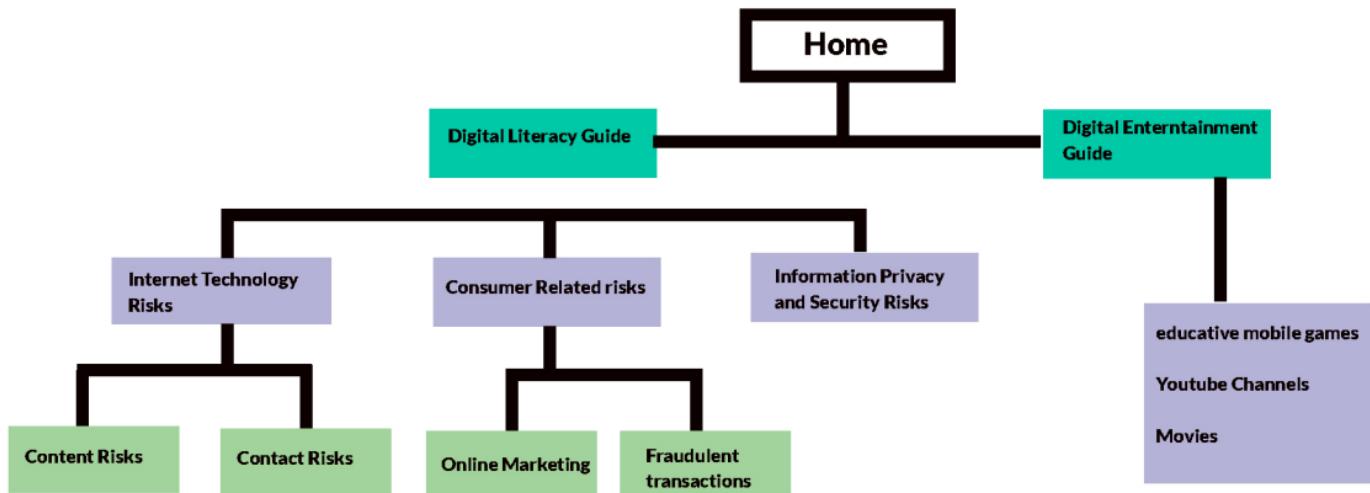
Comprehensive articles explaining digital risks



- well organized and minimal structure
- with the help of meaningful good illustrations

Select the best contents suitable for kids
based on avg audience reviews and suggestions

Information Architecture



Explaining a basic architecture of the website

thank you