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DES157B

Capstone Project Brief

Project Goals

My primary goal is to create an interactive site that engages and teaches children about Davis and the Centennial Seal in a fun, minimalistic way. My secondary goal is to use libraries and utilize coding lessons we've gained from class. My project intends to benefit children in elementary school by providing an understanding of the community they're growing up in and its origins.

Design Strategies

For the overall look and feel, I want it to be colorful in bright pastel colors such as yellow and green, (with a city of davis logo possibly in the corner that has the gold and navy blue colors). I want it to be simple and minimalist, with a rounded look but also illustrations and animations (if it's not too much to accomplish). I want it to be very simple and immediate to navigate, with reward systems/pop ups animations & text.

Interaction Strategies

I plan to have sound feedback for the kids, for example possibly from clicking, dragging and dropping, putting in the right puzzle piece (or finding an object if it's a treasure hunt, etc.) and providing some kind of reward system. This may be points, or a bar that shows how close they are to completion/winning something, and bouncing and/or shining animations. If I have characters, I'll try to add subtle sound effects for them.

Experience Goals

My intended experiences for the users are for it to be fun, engaging, simple and easy to follow. I want it to stay in their mind as well, and subtly provide an educational experience - when I pop up/include information about

history/Davis/the seal, I'll need to make it really simple and concise to break it down to be easy-to-digest for the kids.

Target Users

My target audience is elementary school children, most likely younger to middle grades (kinder-4th) who live in Davis and like to play online (Educational) games. These games are very common for kids in school now: I tutor 4th graders every week and they get to play math and reading games on their school laptops whenever they finish homework, and it really excites them. The games are also all very simple, and very cute looking.