

Project Name : MINDS (Movement for the Intellectually Disabled of Singapore)

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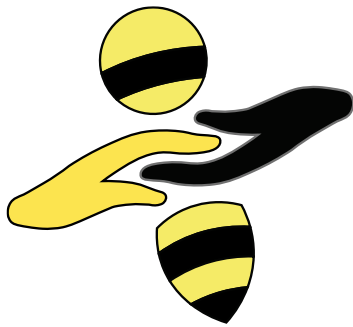
Date of completion: 7/23/2022

Details of Company or Portfolio :

Name of company:

Bee bold

Logo of company:



Tag Line :

"Bee the best you can bee"

There are some that look down on down syndrome children, making children doubt themselves in terms of their capabilities.

Describe target audience :

Key Demographic :

Age range : 7 - 14

Gender : 50% Male, 50% Female

Common Job title : Housekeeping, musicians, painters, customer service care

Key Psychographics :

Enjoys engaging in different activities such as DIY or arts and crafts

Not good at communicating as they are unable to control facial expressions, gestures, etc.

Challenges :

Slow in learning and unable to do complex things.

Lack of confidence to speak up and meet new friends.

Preferred Channels :

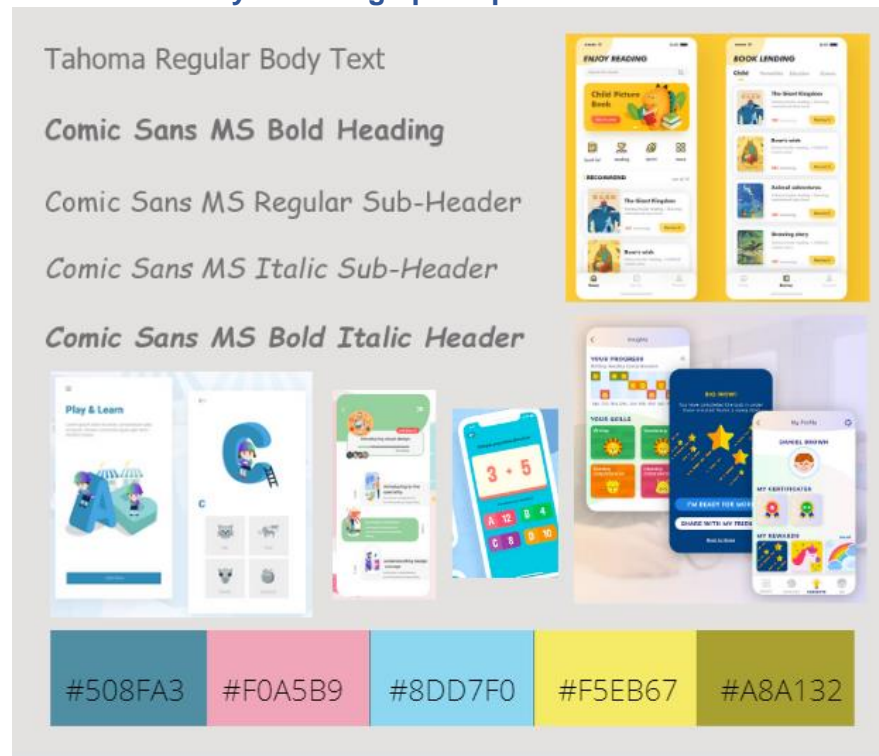
Physical activities through touch, smell, hear, vision.

Communicates slowly and tries to express themselves to other party

Preferred content types :

Videos

Websites

Moodboard + style + Design principle :

Triad colour harmony: The colour scheme use are light and bright colours, use to catch attention and interest of target audience

Yellow: Conveys hope, cheerful, warmth to my target audience. Just like how sunshine and some artworks uses yellow to create the feel of reaching towards a goal, is it the same applied to this.

Pink: It symbolizes love, affection. I want the children to feel that we are here for them and they can rely on us. They are not alone and do not have to feel bad about themselves.

Blue: Often use to calm and cool ourself, it allows target audience to feel relaxed, free, and serenity when using the application.

Brand Story :

How bee comes around that represents my logo as well as is a constant element in my phone application because I want to emphasise on how children suffering from down syndrome can still be positive, even though they might be different from others, we can still

work together. The two hands in the middle of the logo conveys the support and care this application will bring to them. The wings of the bee has been replaced by two hands as it conveys that they are able to succeed in life and go as high as they could too just that they need that extra help and guidance as they are slightly different from other children.

Throughout the history, MINDS has embodied its mission of empowering every individual with special needs and their families to enable them to participate as fully as possible in society. MINDS are grounded in the belief that every individual with special needs has innate talents and strengths to be nurtured. They provide a continuum of programmes and services to optimise their outcomes and quality of life.

Purpose :

Enhanced learning with special support:

Bee Bold allows children with down syndrome to learn while having fun. With the special support catered to them, the application fulfilled more than what other normal applications do. Some special support will be reading of texts, simple and easy choice of words, as well as having easier navigation and more of vision, looking of images and videos rather than just plain words.

Learn personal skills:

Bee Bold teaches the basics of what we should do and how we should act in order to have a better interaction and life skills. Down syndrome children needs more time and patience to learn regardless of academic or daily routines. Hence, this is where Bee Bold features and contents are made specially for our target audience.

Typography :

Size:

Text: 24

Header: 30

Sub-header: 28

Simple and easy to read fonts: Tahoma

With a little cursive look: Comic sans

Tahoma Regular Body Text

Comic Sans MS Bold Heading

Comic Sans MS Regular Sub-Header

Comic Sans MS Italic Sub-Header

Comic Sans MS Bold Italic Header

Layout Arrangement :

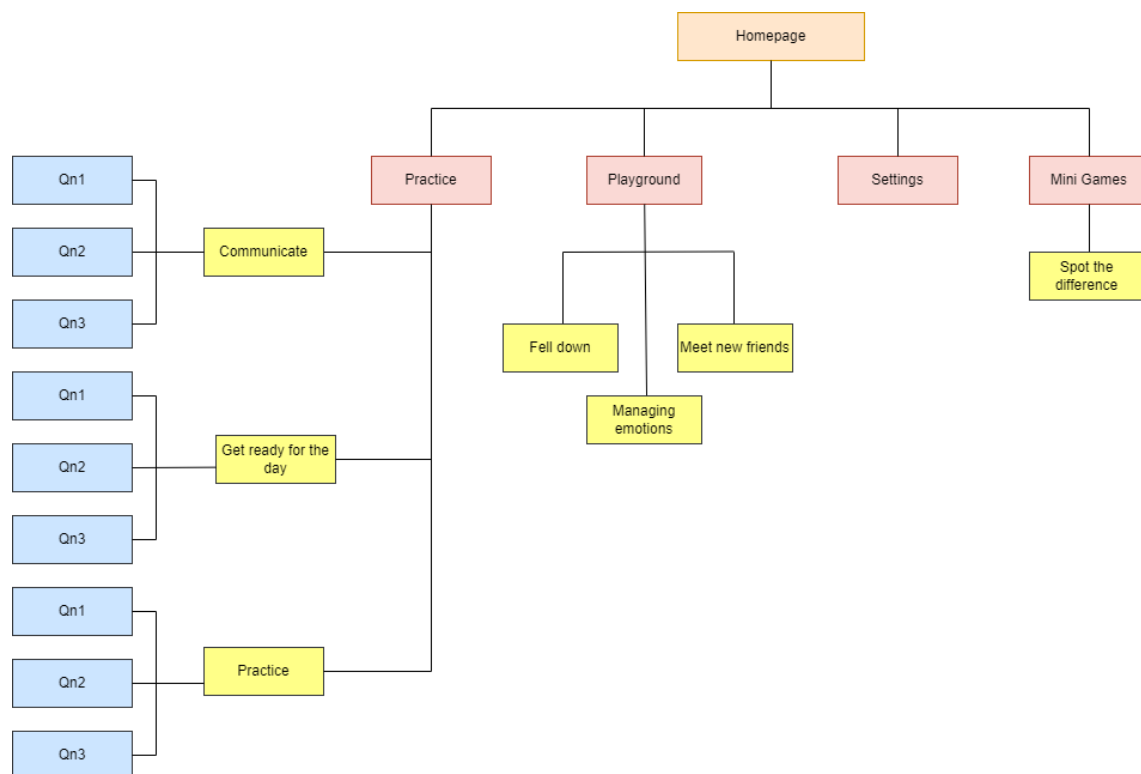
The layouts for home page is not in order, it has 3 navigations at the top and one at the bottom. Main focus is applying the fun and interaction. The layouts for practice page is design and text on both sides alternatively with scroll to where it brings users to specific pages according to the icons they press onto, all the questions are in cards form and easy to navigate, no need to scroll. Playground page is also like home page where layout is not in order as it includes 3 buttons for user to click onto.

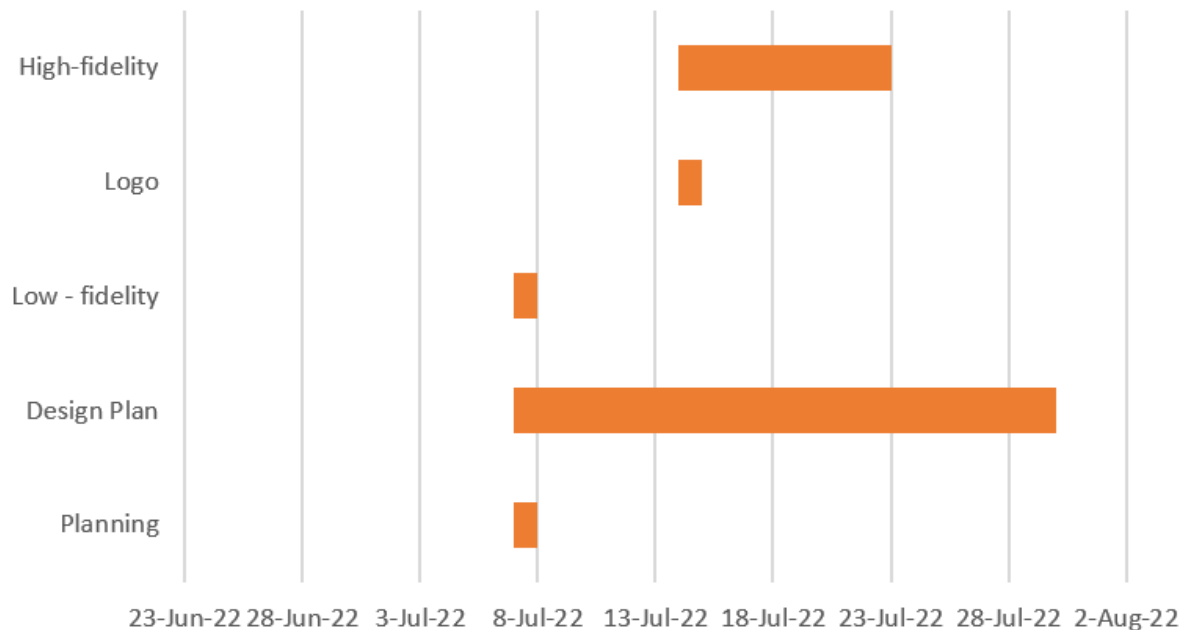
Single column

Cards

Scroll

Sitemap :



Gant Chart :**Feedbacks :**

Unbiased Feedbacks from team members

Wafiqah:

The design is really nice and I love the animations for your starting screen, I understand that navigations could be done a little better, and maybe you could add difficulty levels? But it's a really good design overall!

Paulo :

I love how your colour scheme in the prototype, I think the pastel and light colours really shows the joyous and fun side of the app and your animations throughout the app is consistent.

I personally loved the games included. I think they are very engaging towards your target audience and the thought process throughout it is good.

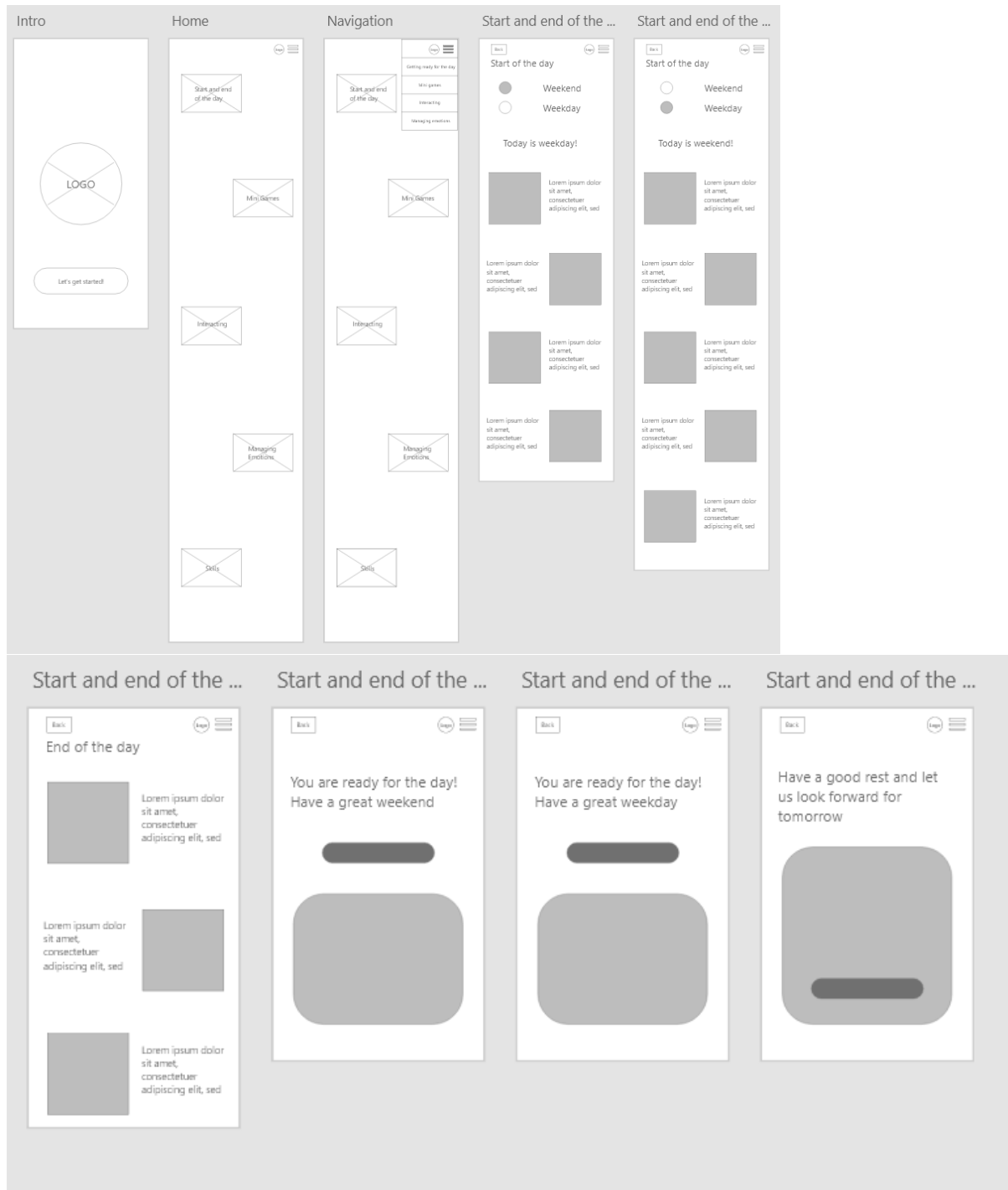
Great job

Mirza :

my feedback to your design, no biases, straight legit feedback, your pages and concepts on your application is very user friendly. Colour scheme is very nice and bright, gives off very cheerful vibes to the user. Navigation is actually very good and smooth. The games were also very well made and created. Overall your app is very smooth, have consistency and very user friendly in my opinion. Suitable for you target audience

Amera :

I like how colourful it is, as it is very vibrant and I think it will definitely capture the attention of the target audience. The pictures are also well-used, and the animations makes the application very fun to use! A lot of the animated gifs/pictures are also interesting. I particularly love the playground feature as the features seem very advanced.

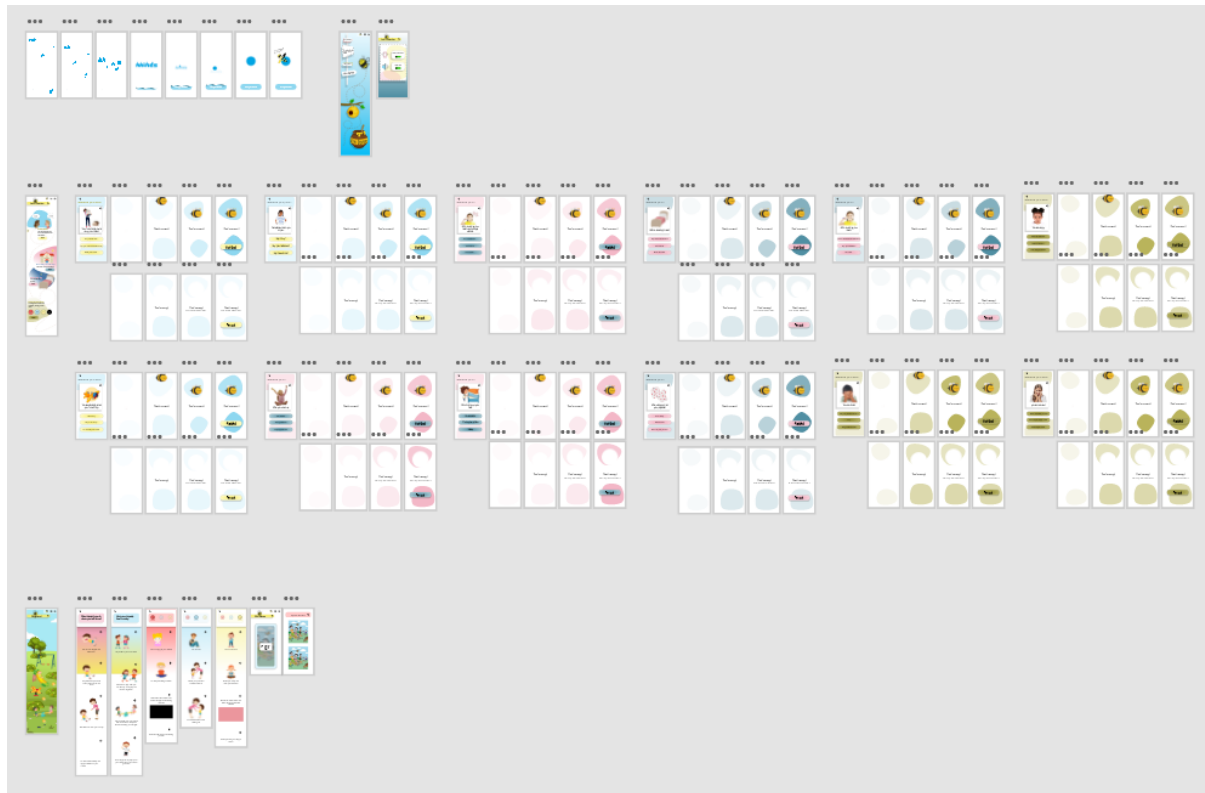
Low fidelity wireframe:



High fidelity wireframe:

Insert your high-fidelity wireframe here. Full set of ALL the pages in JPEG or PDF format.

E.g.

**Link in XD for Prototype:**

<https://xd.adobe.com/view/913be2d4-f975-4b4b-9eb4-33a30ef073cc-c468/>

Plugins:

LottieFiles, Icons 4 Design

Iteration reflections:

The changes made during process are the contents of the application, the design, as well as layout and how user navigates the application. The changes that I made for design is more suitable and interactive to my target audience. There are more fun animations added and extra support provided such as voice read out to help children with down syndrome. Navigations are being modified to clicking and scrolling down rather than scrolling from left to right as making it more straight forward, users will be much more comfortable to use.