

TALLASSEE PARK

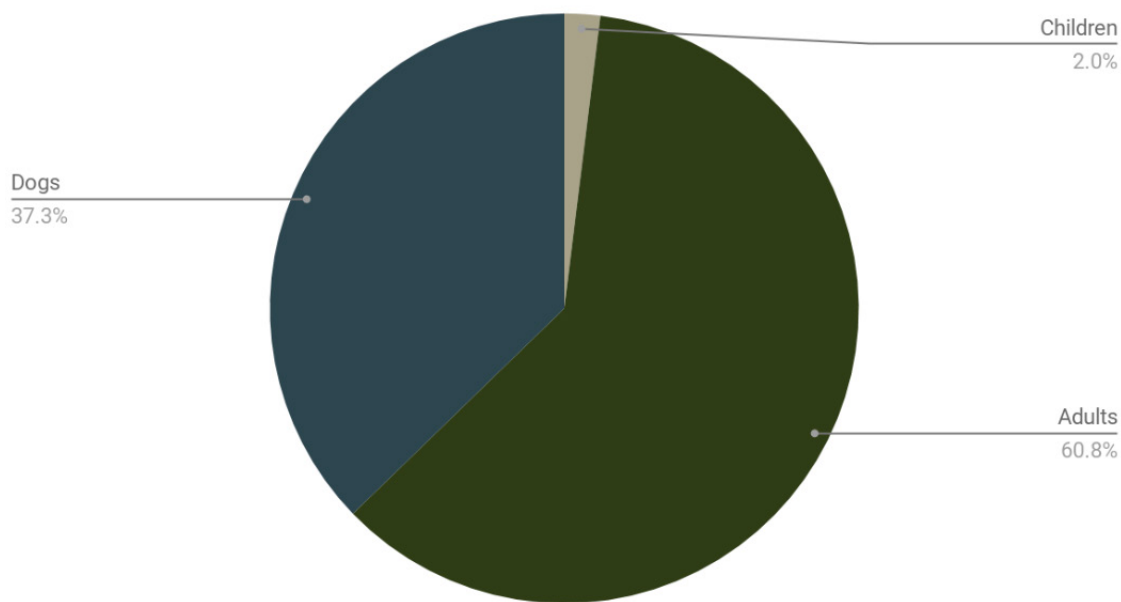
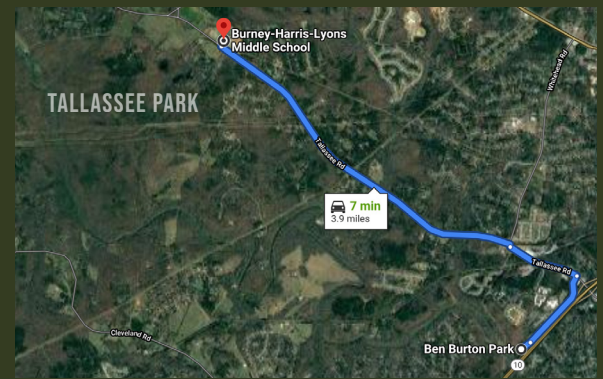
NMIX 4510

USER

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RESEARCH

OBSERVATORY RESEARCH



We went to Ben Burton Park to observe the usage of technology in a park. Ben Burton Park was chosen because it is close to Tallassee Park and we thought it would reach similar audiences. We observed the park from 4:00-5:30 p.m. on a Friday as we thought this day and time would bring a good representation of park visitors since it was after normal school and work hours. At the park we observed that there were mostly adults and dogs, with only 2% being children. We attributed this to the cold weather and the recent rain trends. Also, we noticed that no one was on their phones yet no one really engaged with nature either. From this conclusion, we believe the app for Tallassee Park would help facilitate people interacting and learning about the environment.

PERSONAS



MIDDLE SCHOOL STUDENTS

TRAITS:

Impulsive (3)
Rebellious (3)
Easily irritated (3)
Often mood swings (3)
Need to learn how to direct emotional impulses into productive channels (3)
Often seen as the time of identity formation (3)
Intensely social time (3)
"Puberty includes rapid brain growth and the potential to learn skills that last a lifetime"(6)

BENEFICIAL TO HAVE:

Small learning environments (3)
Connectivity (3)
Social interaction (3)
Engaged learning (real-life applications), make them active and not passive (3, 3)
Expressive Arts (3)
Emotionally Meaningful Curriculum (how would you handle this/What does this mean to you/how can you help) (3)
Visualizations/illustrations (8)

EFFECTIVENESS OF EDUCATIONAL GAME APPS:

Effectiveness of educational game apps
Make sure they can learn the material and reasons why, not just "test answers" (11)
"on average, using academic games in the classroom is associated with a 20 percentile point gain in student achievement" (11)

SOME ISSUES WE MAY RUN INTO:

Visually impaired children

MIDDLE SCHOOL TEACHERS



STUDIES FOUND:

"Middle school teachers have a profound opportunity to mentor and support students" (6)

"Now, researchers from the University of Missouri have found that 94% of middle school teachers experience high levels of stress" (16)

"critical that we find ways to reduce stressful school environments while also helping teachers cope with the demands of their jobs." (16)

"Because some science topics might not seem to pertain to a student's every day life, teachers must also make every effort possible to relate science topics to the real world." (10)

"The NSTA recommends teachers offer lab investigation for 80% of instruction time." (10)

General attitude towards gaming is positive (13)

They also use videos and music to engage learning (13)

Games need to be available and free of charge because not in the budget (13)

Prefer role playing games (13)

Game should be design for usability, short gaming sessions and obviously correct information (13)

CONCERNS WITH GAMES:

Access to students (13)

Technical issues (13)

Time Span (13)

PARENTS

Want to engage their children in nature

Want their kids to have a healthy relationship with technology (1), (12)

It is important to engage children in nature (7), (4)

Feel pressure to be good parents (14)

"87% of parents across the board say they work hard to be an even better parent." (18)

Tend to stay busy (14)

Much like teachers, they are stressed

"73% say parenting is their biggest challenge" (18)



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