**About the Project**

* *Name of product* 
  + *Left Unread,*
* *What is the serious problem being addressed?* 
  + A lack of understanding of the inequalities around the globe in terms of education (reading and writing at minimum).
  + Giving a new visualisations to what the numbers mean e.g. is 97% literacy rate bad at all? It might be if the 10 neighbouring countries are at 99% (just an example).
* *Who is this going to help? What's the impact? What's the motivation?* 
  + Raising awareness of inequalities in literacy rates globally, ability to quickly identify gaps to inform programmes to address them
* *Who is going to use it? Why will they use it?* 
  + For everyone who are interested in literacy and education and would like to know more about education around the globe
  + The website will show the user important information of unbalanced literacy rates around the world, calling for the improvement of education in less developed regions.
  + Governments and NGOs could use them for analysis but probably mostly will be an educational tool
* *How does the project integrate play?*
  + A visual and appealing design – visual way to display useful information
* *What game/play mechanics will be being used?* 
  + Interactive element? E.g. ability to zone in on a particular area
  + Playful display of images
* *How will the play or game element help?*
  + Through the use of innovative visuals
  + Combining colour and sound in a unique way to lean towards a more playful nature
  + Make learning more interesting through playful elements/more likely to remember something that was a bit different/caught your eye
* *What are you going to make?* 
  + A website showing the inequality in terms of education, with the ability of interacting in various ways, including but not limited in words, graphs, maps and sounds.
  + Links to charities/things you can do to help/more information about why literacy rates are how they are/how this impacts people
  + Interactive minigame simulatingpeople being illiterate.
* *What features will your project have? What is the scope of project?*
  + 3D assets potentially, global coverage of literacy rates with further segmentation into gender and cultural reasons for lack of reading and writing skills. Can be expanded to provide regional analysis
* *What are the technical challenges? Are you using an external API/database?*
  + Will need to scrape the data from government/third sector websites or access government APIs to form the database for the project
  + Will need to figure out a way to present that data in a visually appealing way – also maintaining the innovative spirit, the website / informatic should not just be a recreation of what has been done before
  + How might we have used new mediums e.g. sound, colour, haptic touch to convey information?
  + How might someone who does not know how to read or write be able to understand the information?
* *Will this be for mobile or desktop? (or both!)*
  + Desktop

**Issues:**

* Simulating the data for those who are unable to read would be difficult
* How can we make it different to what already exists?

**Building on the Idea**

What have other sites done well?

* Displaying factual data in various forms e.g. tables, graphs, charts
* Easy access to download the data
* Discussion and explanation of the method used to obtain this data
* Analysis of their data quality
* Links to resources sometimes provided, fact sheets, NGO initiatives, etc
* Easy access to individual country stats

What have other sites done poorly?

* Analysis of the data not always well developed – lots there but not synthesised meaningfully
* Making an interesting and interactive design with elements of playfulness

How can we introduce a game element to the existing data?

* Opportunity to interact with the data through interactive data visualisation – e.g. to access further info on country level data
* Making the webapp accessible for people with visual impairments (e.g. Incorporation of sound) - could consider designing a website around requirements of visually impaired people (e.g. Responsive to keyboard input, improved image description, integrating with special software for navigating the web)
* Potential ways of comparing life with ability to read and not?
* Simulating not being able to read:
  + Words/textual data scrambled/out of order
  + Unfamiliar characters, Unicode or from other languages

Additional Ideas:

* When entering the page, have an image aimed to simulate not being able to read, which then forms into a description of the problem and of what the web page is about
* Then takes you to an interactive globe where the user can drag it around, click on different areas to see more detailed information
  + Inspiration: me too rising – visual display of literacy rates on countries e.g. brighter for areas with higher literacy rates? Colours? <https://metoorising.withgoogle.com/>
  + Richard Mattka portfolio (look for inspiration in imagery and sound) <https://richardmattka.com/>
  + Visualizing countries by share of earth? <https://www.visualcapitalist.com/countries-by-share-of-earths-surface/>
    - Look at for research in ways to use the earth to display data
    - <https://zen.ly/>
    - <https://paperplanes.world/>
    - <http://news-lab-trends-experiment.appspot.com/>
    - <https://music-globe.jtp.io/>
    - <https://experiments.withgoogle.com/chrome/globe>
  + Making literacy one aspect of the visualization, once implemented, begin tackling other international issues, (food poverty, gender discrimination etc) in essence an interactive, international fact-file on a host of topics.
* Attached information could be: breakdown of data, links to charities that help, links to more information related to the area
  + <https://ourworldindata.org/literacy>
  + <https://en.wikipedia.org/wiki/List_of_countries_by_literacy_rate>
  + <https://data.unicef.org/topic/education/literacy/>
  + <https://literacytrust.org.uk/parents-and-families/adult-literacy/>
  + <https://worldliteracyfoundation.org/>
* Use of sound? (e.g. voice of racism, me too rising, Richard Mattka Portfolio, Keep Portland Weird)
  + <https://voiceofracism.co.nz/>
  + <https://www.midwam.com/en>
  + Could this respond to where the mouse is e.g. makes different sounds when the mouse is hovering over different areas
  + Louder sounds found countries with lower literacy rates – where the focus may need to be!
    - Adding on to sound, we could make this a website friendly for those with visual impairments – hovering over different countries mentions the name of the country as well as a sound – depending on the volume the user may deduce the literacy rate levels of that country.
* Menu options in squiggles as well?
* Different types of descriptions for different areas of literacy rates

**Who is our user?**

* People in school who need the data
  + If they were writing an essay, would they just go to our world in data, or something like that?
* 12-16 year olds, where they can grab facts about it and keeps it interesting, but they aren’t writing an academic paper
* General public – people that are interested but don’t know much about the issue
* Charities
* Media (e.g. Ted talks)
* Emphasis on making change, analysis aspect
* Academics

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| --- | --- | --- |
| **User** | **Pros** | **Cons** |
| Academics (people in school, university etc who need data for research purposes). | * Could be a new way for them to conduct research – have some different aspects * Providing sorted helpful data instead of raw one * Inspiring and thinking differently? | * Would these users be more likely to use websites that are strictly data driven? (e.g. data sets) * This might not be detailed enough for them * Would they appreciate the aspect of “play” * Websites like this already seem to exist |
| Children (for awareness purposes / education) | * Children spending lots of time online, opportunity to encourage interaction with productive/educational material by making it fun to engage with | * Children perceive and understand data through various mediums – not every child will benefit from / understand certain visualisations of the data |
| General public who are interested in related issues | * Could give us a lot of scope in terms of making a product that is both informative and fun * Would allow for added value element of encouraging philanthropic action around the issue | * A bit of a vague audience potentially? * Where would this be marketed? * What does the general public plan on doing with this knowledge? Can we find out? Seems difficult... |
| Charities | * Encourage people to care more (donate, volunteer) about less educated regions * Appeal for investment by local government and non-profit organizations * Also gives scope for a product that is both informative and fun – engagement is important | * Is this something that would really be a useful resource for charities? Perhaps needs some more research around what is useful for them * Duty of care? |
| Raising awareness among adolescents | * Allow the younger generations to understand the inequalities around the globe – more appreciative of the people they meet from around the world / all the cool backgrounds! | * Potential superiority complex e.g. If I am more literate then I am better * Would they care? Do they have the power to make change? |
| Raising awareness among adults | * Adults have money they can spend to give to charities | * Adults, depending on the medium of the pwa, may either want less data to give to their children, or more to use themselves. |

**Our User**

Later stages of primary school and early high school

**Added value**

* Visualisation aspect
* Evaluation of data – what do these numbers mean?
* Interactive format – engagement with the data
* Catered the evaluation of the data to our audience