**Paper Prototype 1: Jessica - Globe**

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| **Pros** | **Cons** |
| Simple, playful and effective | Similar models exist (albeit for different things) - not much innovation |
| Allows high level of interaction | Does it show why understanding literacy rates is important? |
| Use of colour / light intensity is a good visual method – caters to people who may be unable to read properly | Is it clear who the audience is? Who would it be interesting to? |
| Informative and easy to understand the info being displayed | Not clear how the data would be displayed |
| Multiple ways to interact with the model – visual, sound, touch | Can you compare data? What is the data supposed to help us with? |
| Good balance between text, images and sound – not purely data focused – ideal for younger people | Not transferrable to other issues (if we choose to expand scope) |

**Paper Prototype 2: Emily – Unscrambled Homepage**

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| **Pros** | **Cons** |
| A Good way to add a playful element into a serious topic. | Might be difficult to integrate the playful elements with the more serious ones |
| Can be used to as a loading screen effect when added to a data heavy topic | Possible complex API for scrambling individual characters |
| Unscrambling of words playful and a good idea that can be carried through the website – tackles the serious element and the play well | Animations required might be difficult to do |
| A more direct way of showing what might be like if unable to read |  |
| Not too complex for target audience, should help to engage them |  |
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**Paper Prototype 3: Emily – Mini Survey**

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| **Pros** | **Cons** |
| Simple and fun! Allows users to learn about themselves without going to a database website and using ctrl + f to search up their own countries | Might be too simple? At least with regards to front-end and UI/UX |
| Blends with other ideas well – can be added to other conceptions | People might be reticent to give out location/personal data |
| Leading on from the idea that it might be too simple, this could be effective if our target audience and younger people | People might want to see all data (not just personalised data) |
|  | Less directly linked to the topic of literacy rates than some of the other options being explored |

**Paper Prototype 4: Emily – Storybook**

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| **Pros** | **Cons** |
| Appealing to target audience | Is it easy to implement? |
| Good way of interactive for kids (and attractive) | How would the story book link with the globe data? |
|  | Information limited on a certain page --- can be expanded though |
| Could use the book idea to display the homepage on I.e. when entering the website, the scrambled words & description is presented on a book – makes it more playful | Every time you would open the page, it would repeat the same story book intro |

**Paper Prototype 5: Wenda**

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| **Pros** | **Cons** |
| A lot of playful elements – strong link to the project brief | Complex and time consuming to build the game |
| Timeline aspect is good | Need to define cohesive storyline of how different parts of the website fit together |
| Original idea – game aspect most evident here | How do we determine what difficulty a game should be in relation to the literacy of a country? |
| Appealing to target audience | Targeted audience yet to decide – public or more specific? |
| Illustrates/refers to the importance of the issue the most – combination of serious and play | A lot of web page switches (not sure what it would be called) - might be difficult to integrate within a single page web application |
| Puts you in the situation directly as the user to experience real-life scenarios where reading is important - might build empathy |  |

**Paper Prototype 6: Hamza – Lightbulbs**

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| **Pros** | **Cons** |
| Innovative and new method of visualising as well as accessing the data | Different monitors may display varying luminance of the bulbs i.e it may be difficult to see the lights |
| Purely interactive | 3D world may be difficult to render in real time on a website |
| Has a strong playful element embedded into the website | Unsure of the simplicity or difficulty of allowing a user to walk around in a 3D space on a website |
| Simple concept that requires few assets i.e a 3D globe, 195 light bulbs and 3D text assets | Prevents the user from comparing data between countries |
| Inside instead of outside globe very creative and different to other existing ideas | More challenges in implementation |
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