Product Vision Statement

Vision: We intend to create a website that displays current research on somatic engagement in early childhood education so that a wide variety of individuals can learn and apply this information.

Motivation / Opportunity:

The decrease of somatic engagement in early children's development and learning has caused classroom learning styles to take on a more stationary approach. While children were once very actively engaged in their studies by learning through drawing, building and creating, new technology (even educational games that advertise how they will help children to learn more faster and at a younger age) has transformed learning into a more sedentary activity with much less physical movement. Physical movement (or engaging the whole body) is known to help children develop synapses in the brain more fully. Our client is passionate about spreading information regarding somatic engagement and sharing her research, so that the next generation of educational games and practices can recapture the importance of somatic engagement. She imagines creating a site where individuals passionate about re-incorporating somatic engagement into early childhood development can learn and share ideas.

Currently, there are very few other sites available dedicated to somatic engagement. Therefore, our vision is to create a website that informs parties who can make valuable and lasting changes to our education system or who care about childhood education. We want to create a website that is easy to use for a variety of individuals and easy to update so that our client can continue to add content as her research continues. We hope that interactions with the site will reflect the concepts of somatic engagement, so that while individuals are reading about the importance, they are actually engaging in this beneficial learning style. We want to highlight the importance of somatic engagement in the classroom and encourage practices that take the best of both classical learning styles and new technological advancements and combine them for the benefit of the students and their education. Finally, we hope to engage interested parties in the website by providing them ways to submit their own ideas, view the ideas of others, ask questions, and download detailed research on the topic.

Product Position Statement

Our team is constructing a website that will be a center for ideas, research and examples of somatic engagement. Currently, there are no other websites available that are similar to the solution we have created. This product would be an important tool for researchers, teachers, policy makers and parents as it raises awareness about the importance of somatic engagement in child development and education. It also provides a space where a community of individuals who want to make changes to improve education for future generations of children can talk, learn and influence the educational community.

- **Users:**

Our website targets several different end-users. The first target user will be researchers and intellectuals interested in pedagogy, games and narrative. This group will most likely be focused on viewing our client's research papers on somatic engagement. These users may already have an understanding about somatic engagement and be looking for content and data on the subject. They may also be new to the field of somatic engagement and hoping to find resources to begin to understand its effects on early childhood development or how engagement varies across different learning techniques.

The second target group will be teachers in nursery school, pre-K, and kindergarten through 6th grade. These users will most likely be researching somatic engagement in hopes of understanding the best techniques for teaching new topics and material to their students. They may also be interested in the idea forum where they can both view ideas on how somatic engagement can be encouraged in early childhood development or on viewing the research done by our client on the different levels of engagement across learning methods such as reading, oral rhymes, or video games.

Our third target group is parents of young children who want to encourage their child to develop and learn to his full capabilities during the first years of his life when the brain is most rapidly developing. This parent may not know much about somatic engagement, and would be able to understand somatic engagement more in depth through viewing the landing page content composed of short summaries and facts about somatic engagement and its importance in early childhood development. Parents may also be interested in viewing ideas on the Idea Forum, or submitting questions to the client if they hope to clarify or greaten their understanding of somatic engagement.

Policy makers of state and federal education and social programs may also be a party interested in our client's website. These users will be looking for information and research to help them decide upon where to allocate funding and what standards to uphold in education. Having information about the importance of somatic engagement could be crucial when these users are given the power to decide what types of educational games will receive funding or how school curriculums will be built. Therefore, they should be able to get an overview of the importance of somatic engagement from the landing page, and if necessary, download the research papers for supporting evidence in proposals or discussions of policies. They may also wish to submit questions to professor Madej through the Idea Forum for clarification about somatic engagement.

Feature List:
- **Necessary:**
  - Reflect the importance of physical interaction in learning through interactive animation and sound effects.
  - Design an aesthetic that is "professional yet playful".
  - Present content that gives an overview of the client's research on somatic engagement.
  - Have a separate page where interested users can read an abstract of the client's research papers.

- ○ Have a separate page where interested individuals can download the full research documents.
  - ○ Be able to keep track of who downloads the research documents.
  - ○ Have a separate page that contains an Idea Forum where the client can post ideas and activities that encourage somatic engagement.
  - ○ Include a submission form on the Ideas Page for User's to submit ideas that can be then displayed on the Idea Forum.
  - ○ Include a video or picture of the Somatic App being developed.
  - ○ Include an overview of the Somatic App, and if there is an App available to be downloaded, provide the link to the download page.
  - ○ Include a Question form on the landing page where Users can submit questions to the client about her research or the website.
  - ○ A navigation bar that a user can use to quickly locate a specific area of the landing page that interests them.
  - ○ Text that appears when the user hovers over the navigation bar so that he can decide which button to select to bring him to the desired section of the landing page.
- ● **Nice to Have:**
  - ○ Make the "O" in the SOMA logo rotate
  - ○ Sound that plays when a user hovers over the trees.
  - ○ Sound that plays when a user hovers over the flowers.
  - ○ Boy on the slide slides when a user hovers over the slide.
  - ○ Girl on the rings moves back and forth when a user hovers over her.
  - ○ Rocking horses rock back and forth when a user hovers over them.
  - ○ Sun should rotate constantly.
  - ○ Fish in pond move.
  - ○ Boy on tricycle changes direction on arrow key press.
  - ○ Boy on tricycle changes direction on scroll.
  - ○ Flowers move on hover.
  - ○ Kites in children's hands move.
  - ○ Airplane and banner moving.

- ● **Constraints (e.g., non-functional):** There are several ilities that we desire to account for in the design of our final product. Maintainability and extensibility are both important for the future sustainability of the website. We want to create a product that can expand and grow as the client continues to work on and complete research in Somatic Engagement. These requirements mean that in our website architecture it is important to consider how to afford space for future research. Usability is also important. This constraint has influenced our interface design and what affordances and tools we allow the user to understand the layout of the website as well as how they can navigate quickly to sections of interest while still understanding where in the larger context of the website they are located. We also want to make sure all of the

processes such as submitting questions or requesting research are smooth, work without error a high percentage of the time, and are readily understandable.