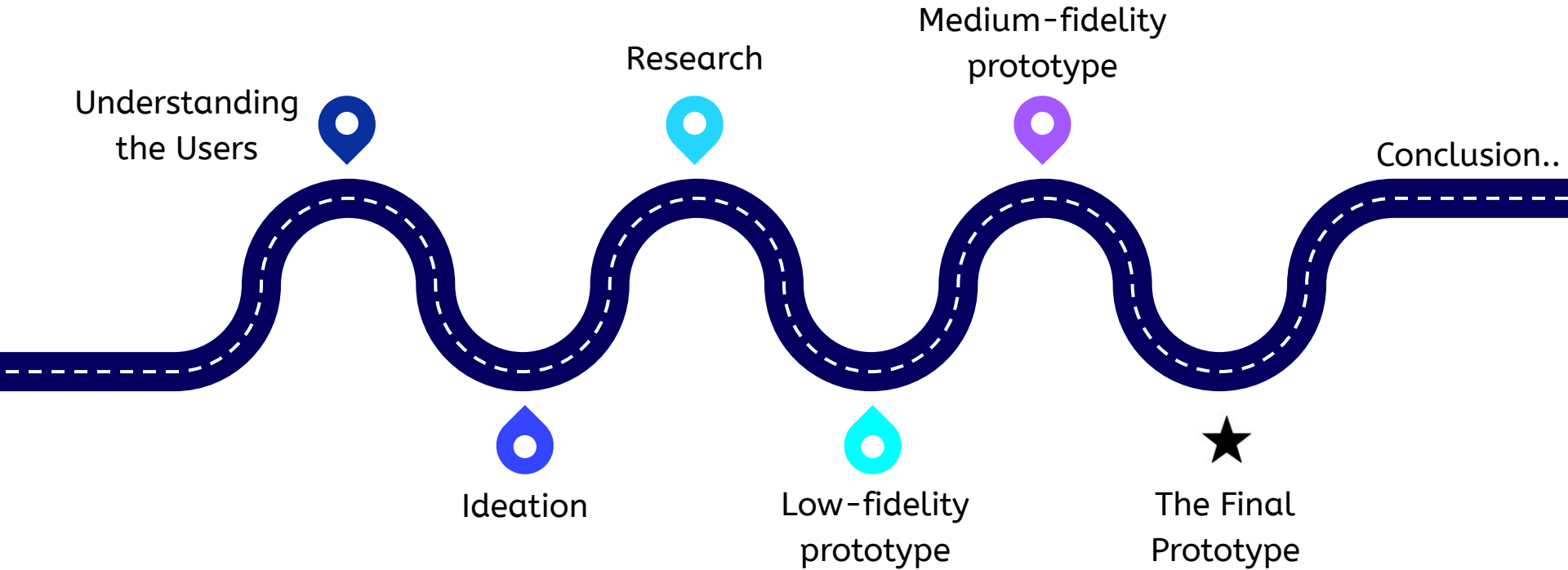


UNICEF Wellness Survey

Presented By: **Shannon, Taylor, Duncan, Mary, William, and Julia**



The Agenda



Meet Parker

Parker is a 9 year-old boy struggling with his school and social life. His parents are also quite distant with him. He struggles talking about his problems because he has no one to talk to and cannot communicate effectively.

“I **need** to feel heard, to have fun, and to be engaged.”



UNICEF and Municipalities



“We **need** a better way to gather accurate data on the well-being of Canadian children and youth.”

Problems / Obstacles

- UNICEF does not want the survey branded to them
- School boards have complicated and varying research ethics

Canadian Parents

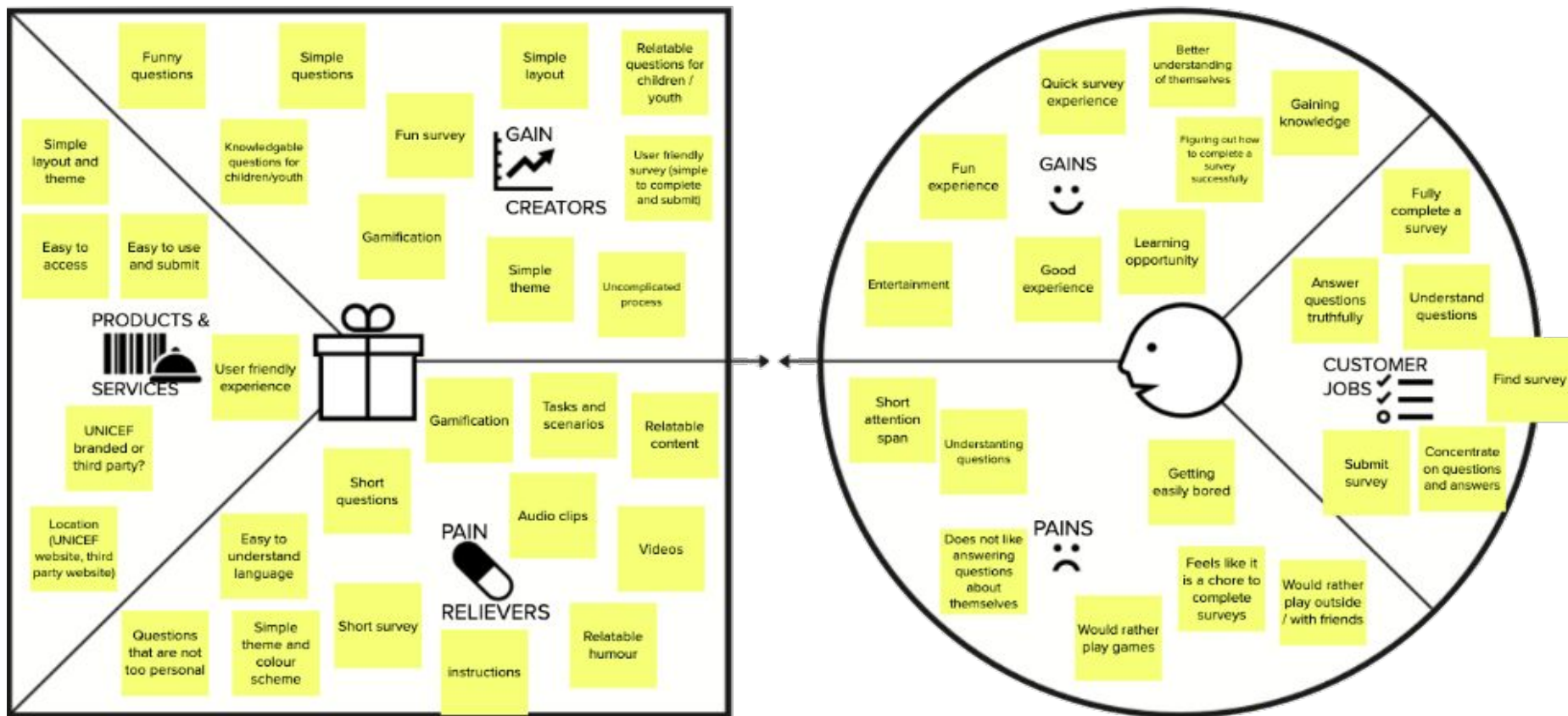
“We **need** to understand where our child’s information is going and if it is being protected.”



Problems / Obstacles

- May not feel comfortable with their child filling out surveys
- Many do not feel comfortable with municipalities having access to their child’s survey results

Value Proposition Canvas



Journey Map

Persona 1 should be your primary persona, i.e. your ideal user

Persona 1

Parker



High energy
- no patience

Plays video games

Interested in sports (mainly soccer)

9

Boy


To understand what the questions mean

needs to be engaged in survey

Persona 2 should be a different profile from Persona 1 so you can explore different perspectives.

Persona 2

Twila



Good with technology

Long attention span








Interested in school








15

Girl

Not comfortable sharing a lot of personal info

Entering highschool may be stressful

STAGES	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6	STAGE 7
STEPS	Find out about the survey	Figure out how to access it	Download the app or use the website version of the survey	Fill out personal information session	Read through the instructions	Fill out the survey	Submit survey
FEELINGS							
PAIN POINTS	Unsure of what he is getting into		Not great with technology	Don't know the answers to some of the questions about personal information	Most likely skipped the tutorial	Not sure about what some of the questions are asking	
OPPORTUNITIES		Excited to try new game				Is engaged with the features and progression of story	Sense of accomplishment after finishing game

STAGES	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6	STAGE 7
STEPS	Find out about the survey	Figure out how to access it	Download the app or use the website version of the survey	Fill out personal information session	Read through the instructions	Fill out the survey	Submit survey
FEELINGS							
PAIN POINTS	Doesn't want to talk about personal info			Didn't know the answer to some of the questions Not comfortable answering some of the questions		Not sure about what some of the questions are asking	
OPPORTUNITIES			Process went smoothly		Reads the tutorial and understands how it works	Likes the visual appeal of game Hasn't been bothered by any "personal" questions/hasn't noticed	Thought it wasn't as personal as she thought it would be

Gamification Inspiration

Games

- Minecraft
- Animal Crossing
- The Sims
- Toca Boca
(Toca Life World)

Similarities

- Creative
- Rewards and achievements
- Not stressful to play

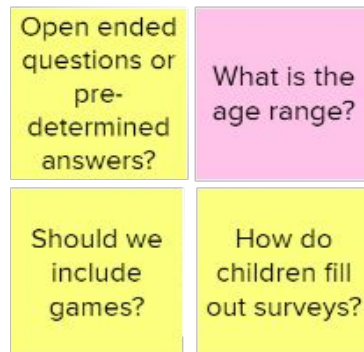


Affinity Map

Suggestions



Questions



Survey Features

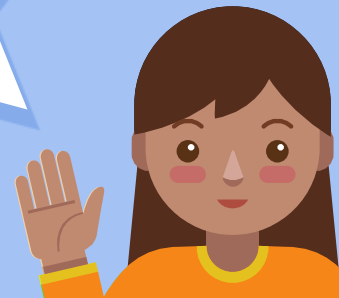


Analytics Features

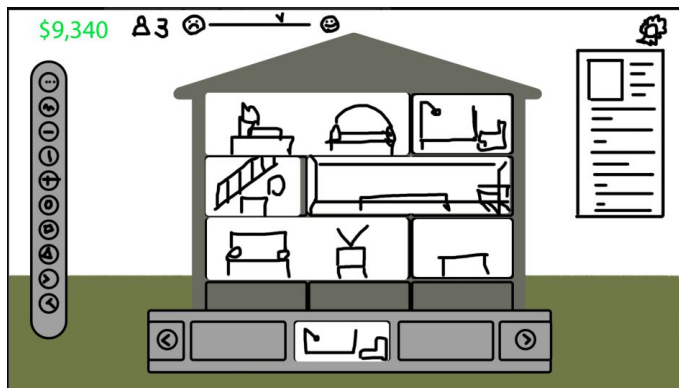
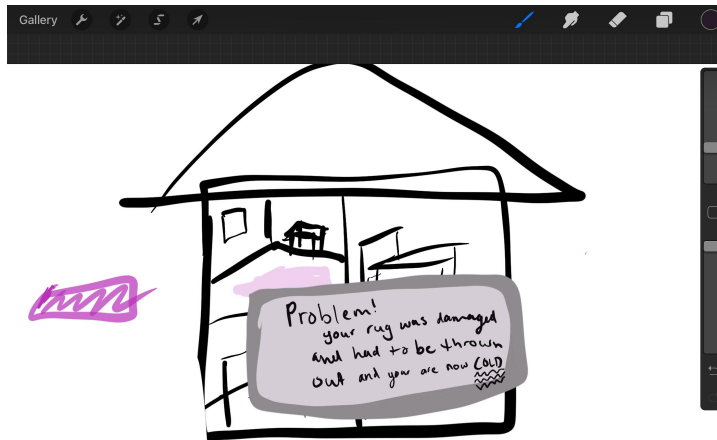


Client Input

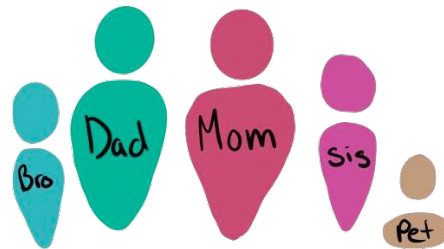
- Creative questions and gamification encouraged
- Can be available in mobile and web
- Specific issues need to be identified
- Pets often referenced when children speak about their happiness



Low-Fidelity Prototype



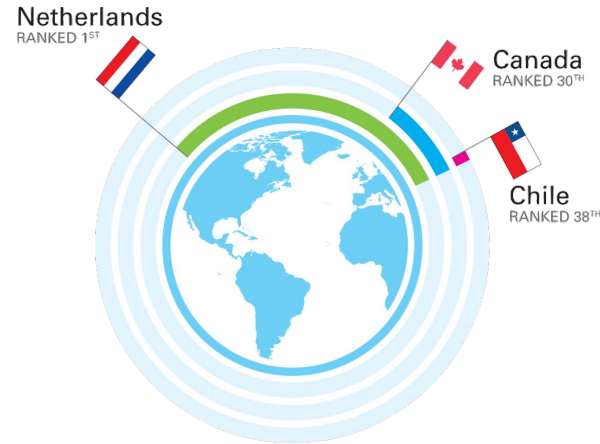
Characters



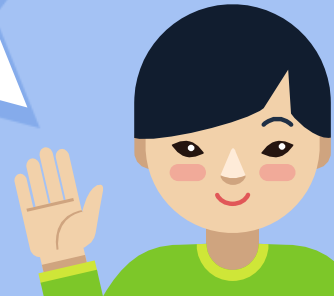
UNICEF's Report Card 16 (2020)

Some things measured:

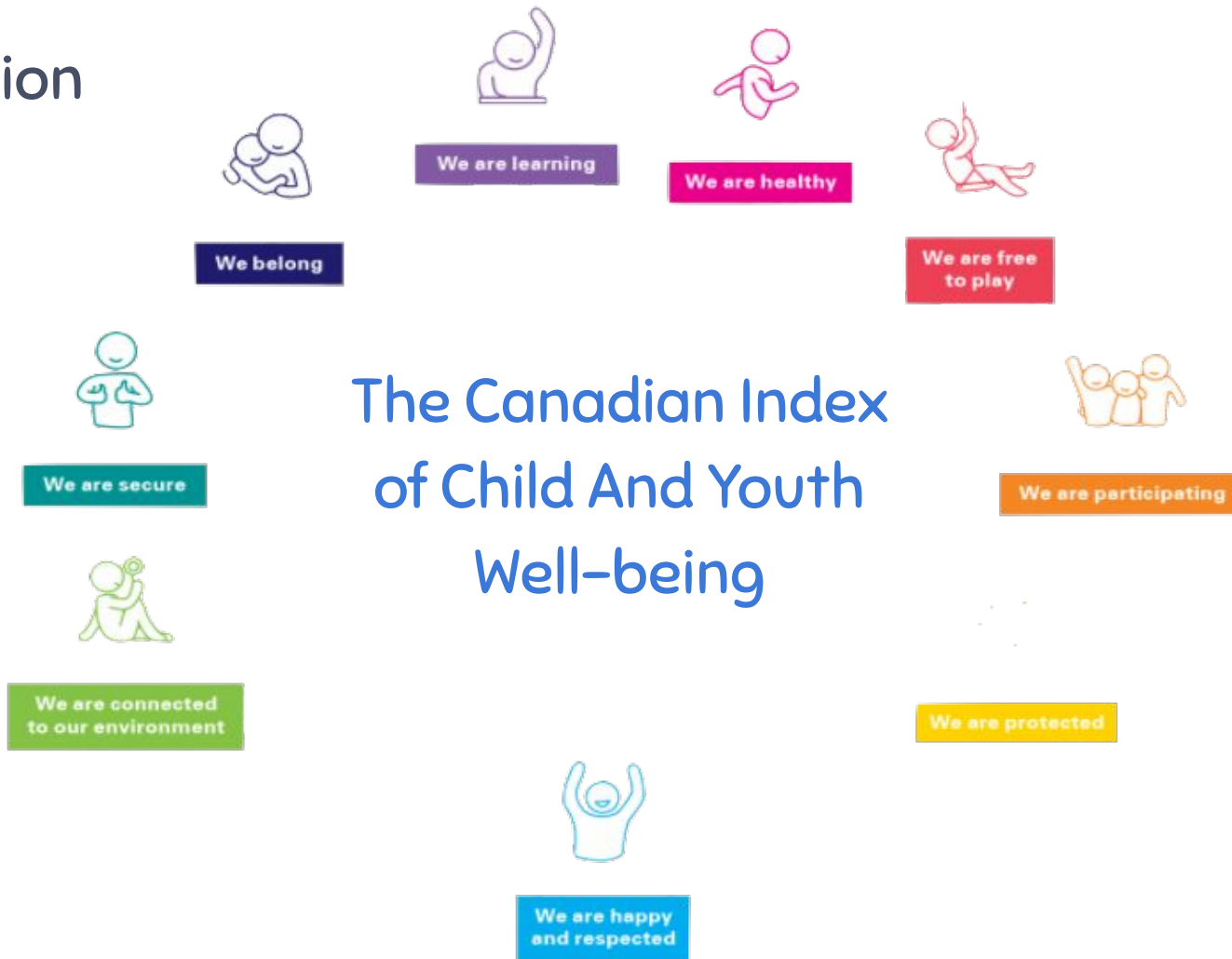
- Belonging at school
- Social and family support
- Education
- Food and water quality
- Bullying
- Child poverty
- Life satisfaction



We used this study as a guideline for our survey questions.

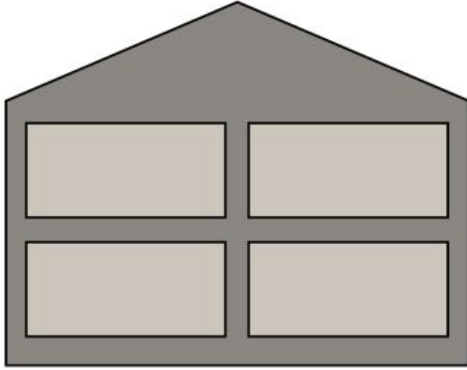


Inspiration

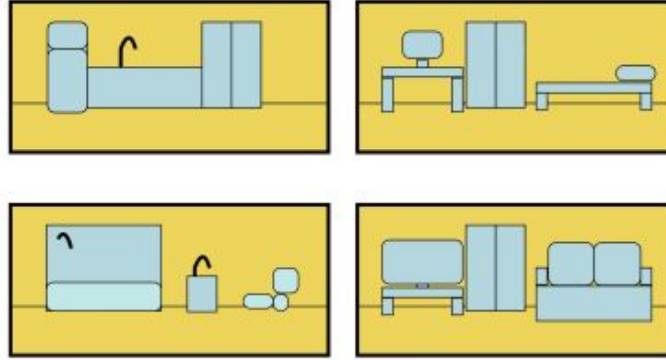


Medium-Fidelity Prototypes

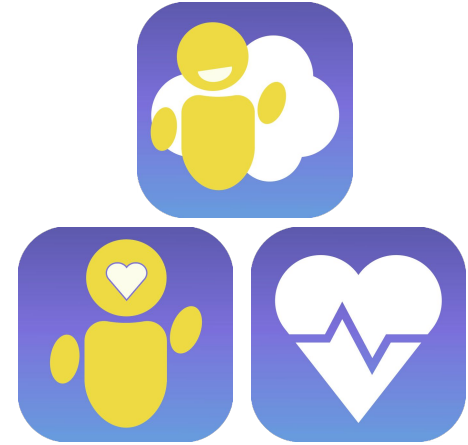
House



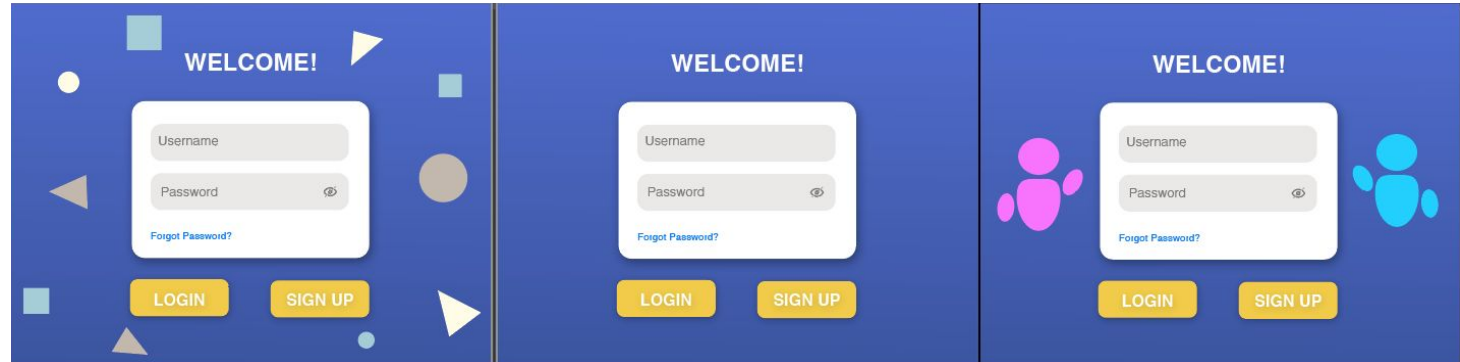
Rooms



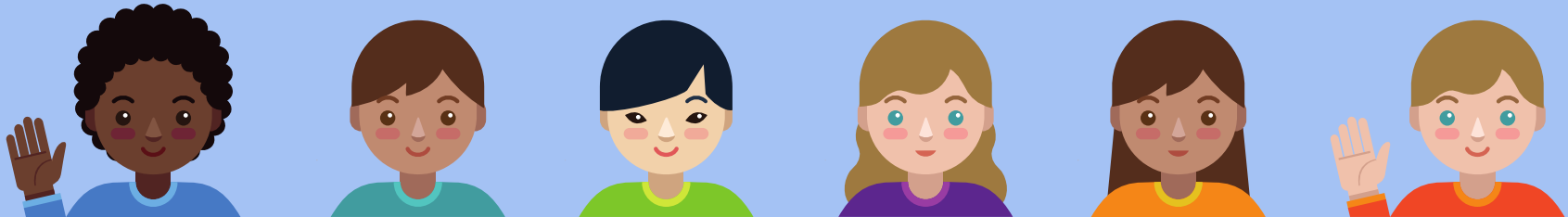
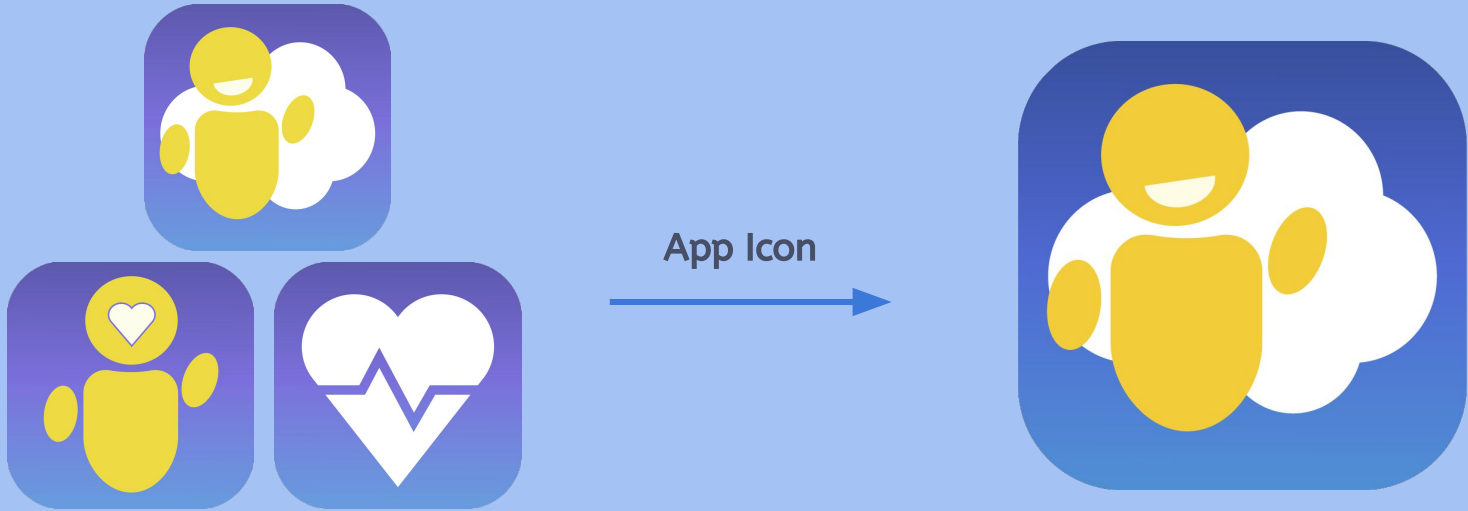
App icons



Log-in
page

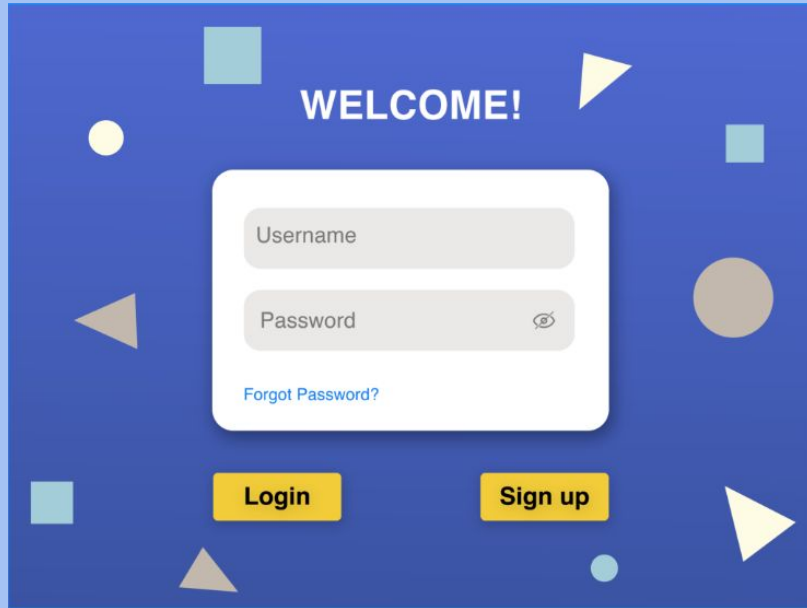


The Final Prototype



The Final Prototype


Login page



A login page prototype with a dark blue background decorated with various geometric shapes (squares, circles, triangles) in light blue, yellow, and brown. The page features a white rounded rectangle in the center containing a login form. The form has two input fields: 'Username' and 'Password' (with an eye icon for toggling visibility). Below the password field is a blue link that says 'Forgot Password?'. At the bottom of the white rectangle are two yellow buttons: 'Login' and 'Sign up'.

WELCOME!

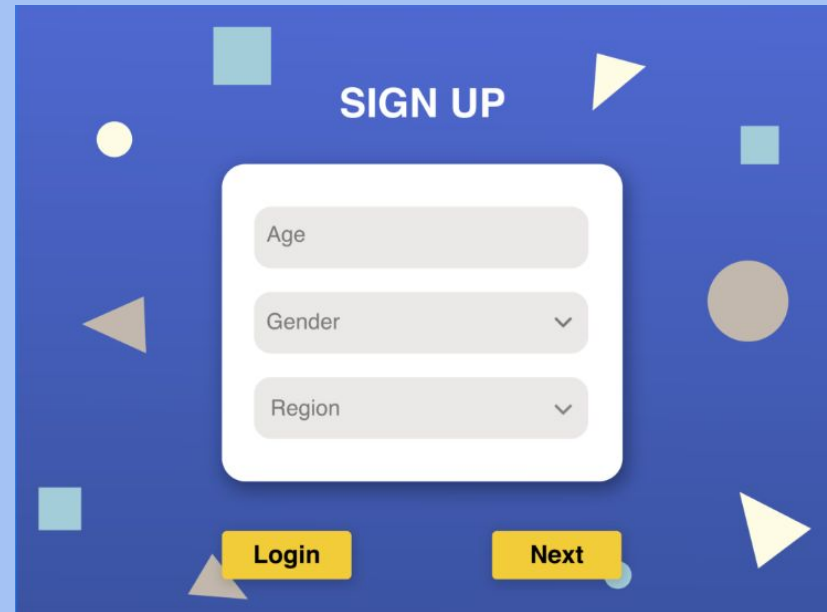
Username

Password 

[Forgot Password?](#)

Login Sign up


Sign up page #1




A sign up page prototype with a dark blue background decorated with various geometric shapes (squares, circles, triangles) in light blue, yellow, and brown. The page features a white rounded rectangle in the center containing a sign up form. The form has three input fields: 'Age', 'Gender' (with a dropdown arrow), and 'Region' (with a dropdown arrow). At the bottom of the white rectangle are two yellow buttons: 'Login' and 'Next'.

SIGN UP

Age

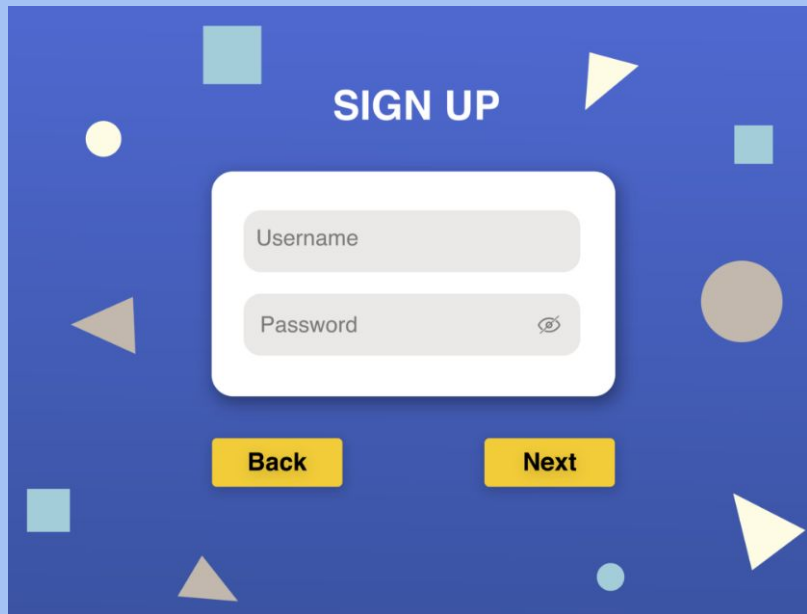
Gender 

Region 

Login Next

The Final Prototype


Sign up page #2



A mockup of a sign-up page with a dark blue background decorated with various geometric shapes. The page features a white rounded rectangle containing two input fields: 'Username' and 'Password' (with an eye icon for toggling visibility). Below the inputs are two yellow buttons labeled 'Back' and 'Next'. The title 'SIGN UP' is centered at the top in white.

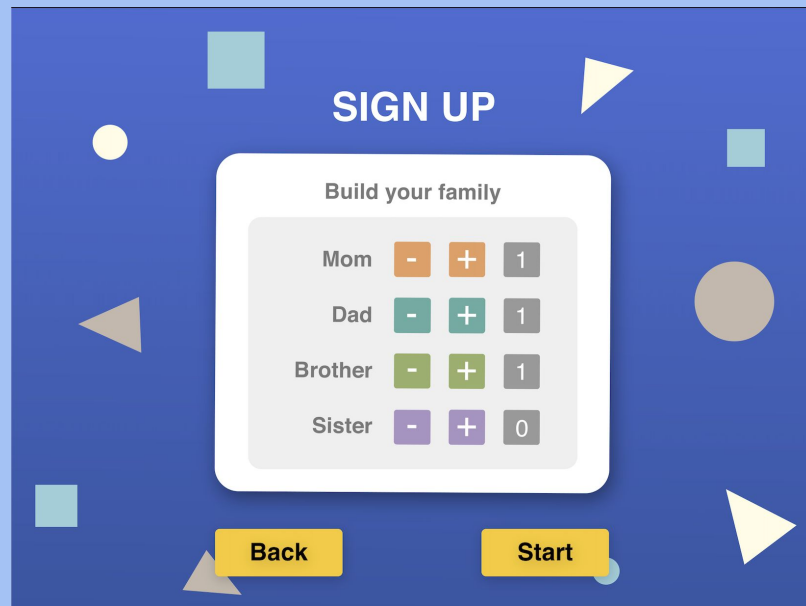
SIGN UP

Username

Password 

Back **Next**

Sign up page #3



A mockup of a sign-up page for building a family, with a dark blue background and geometric shapes. It features a white rounded rectangle with the title 'Build your family' and a table for family members. Below the table are two yellow buttons labeled 'Back' and 'Start'. The title 'SIGN UP' is centered at the top in white.

SIGN UP

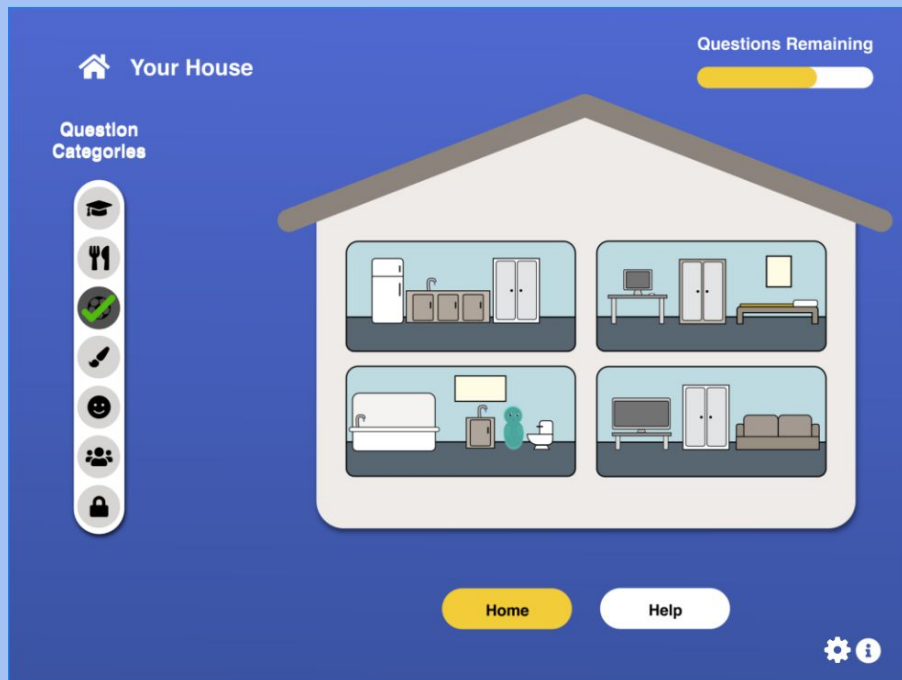
Build your family

Mom	-	+	1
Dad	-	+	1
Brother	-	+	1
Sister	-	+	0

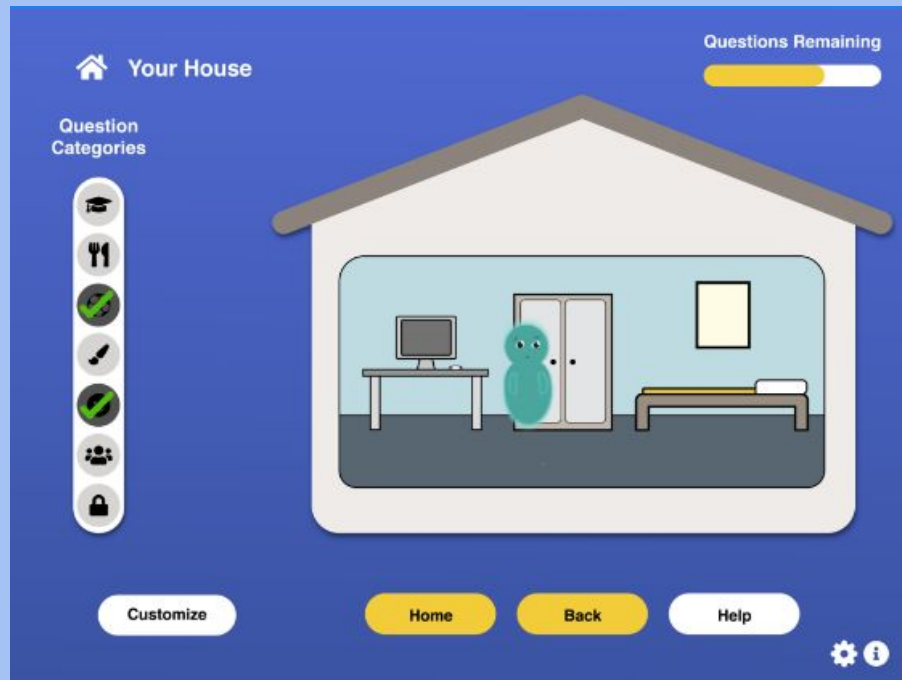
Back **Start**

The Final Prototype

House view

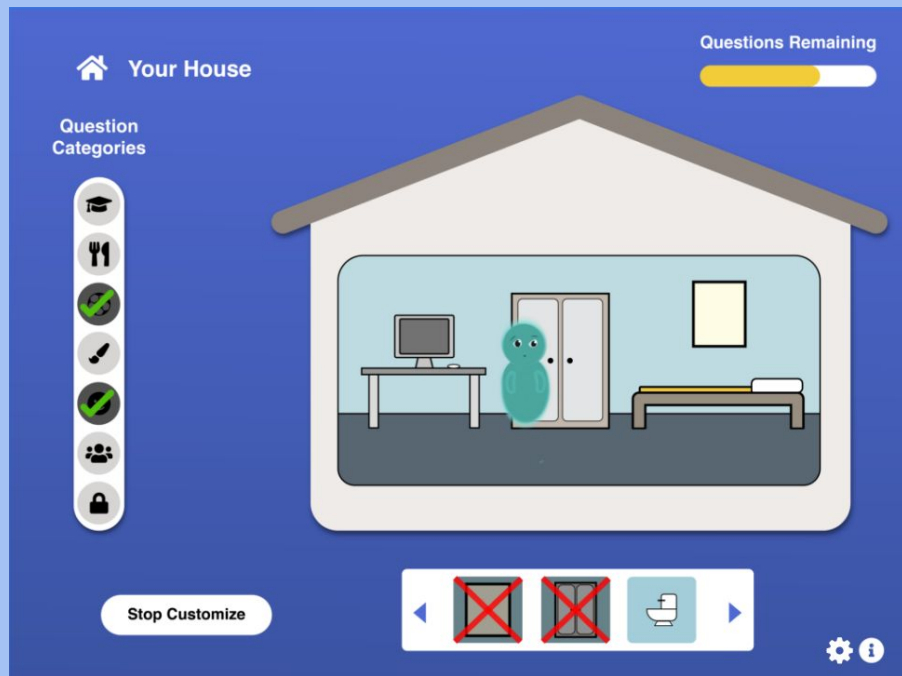


Single room view

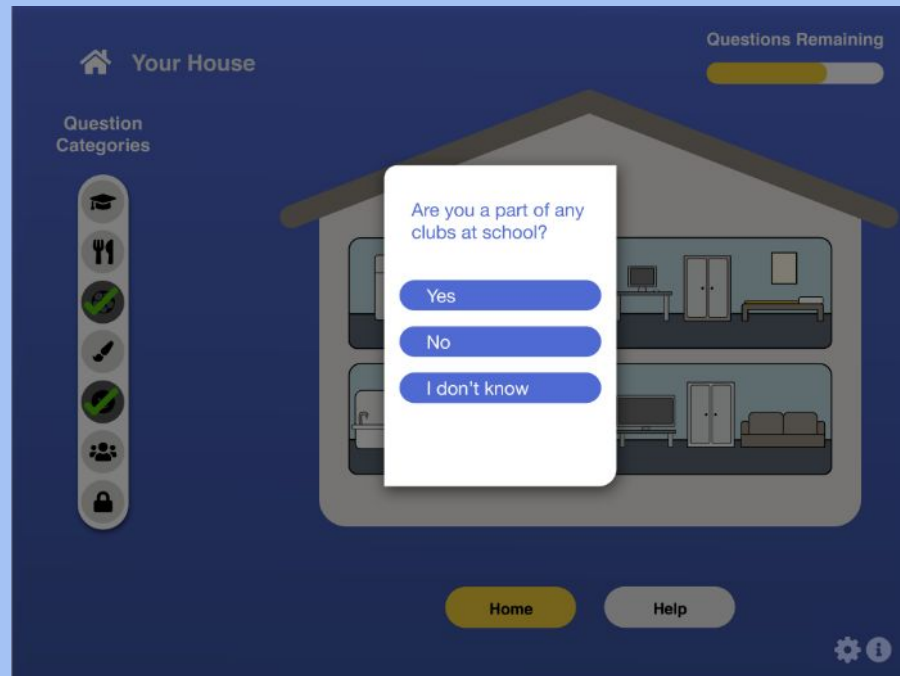


The Final Prototype

Customize menu

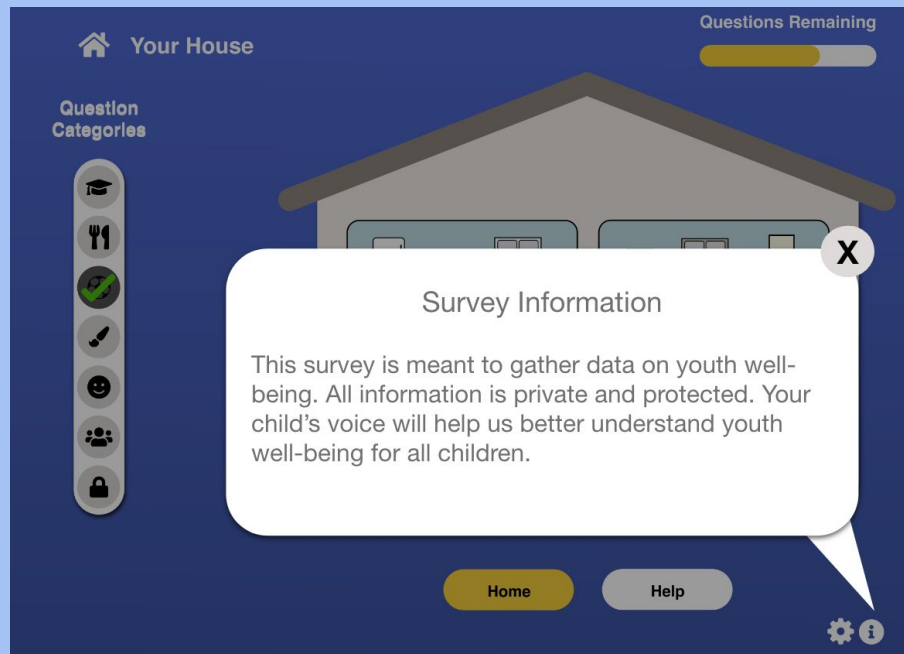


Question pop-up

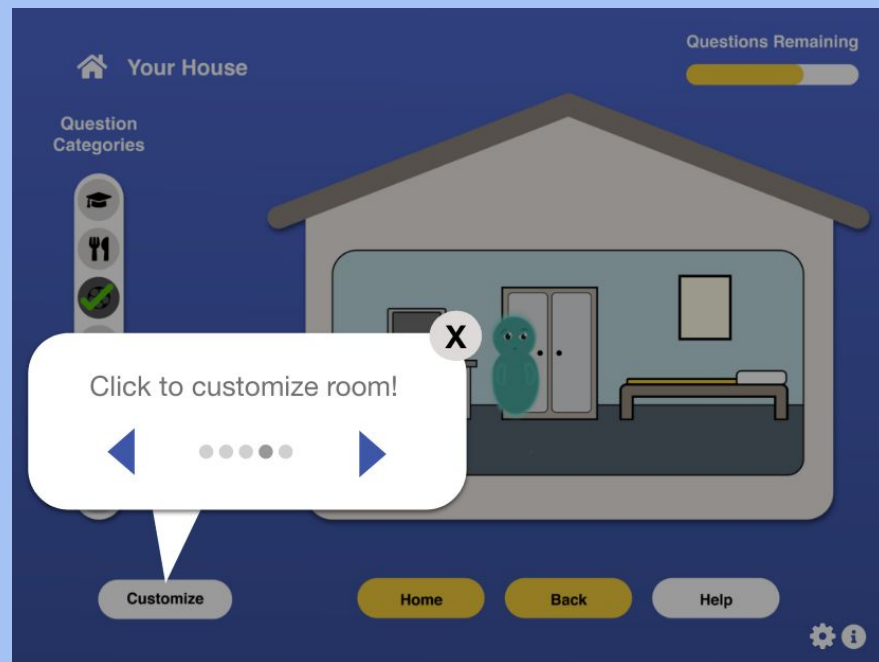


The Final Prototype

Survey info pop-up



Tutorial pop-up



Conclusion

We brought together childrens' gameplay while encouraging children to spend time thinking about their well-being.

Together, with building valuable data for UNICEF and municipalities, while keeping children engaged, we can accomplish **a lot**.



Possible Future Improvements

- Expand the game into community building and school life
- Including more questions
- Build the survey on an independent website along with the application



Possible Obstacles

- How can youth be made aware of and have access to the survey?
- School boards may not want to participate



Thank You for Listening!

Any Questions?

Shannon Halycz

Taylor Heine

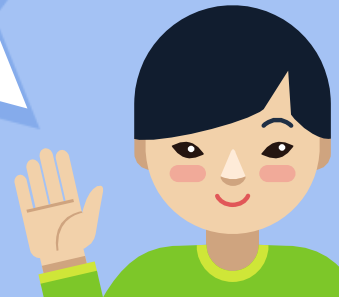
Duncan Katzel

Mary McDonald

William Metcalfe

Julia Purza

= The Snoopy Seven (crew 7)



Works Cited

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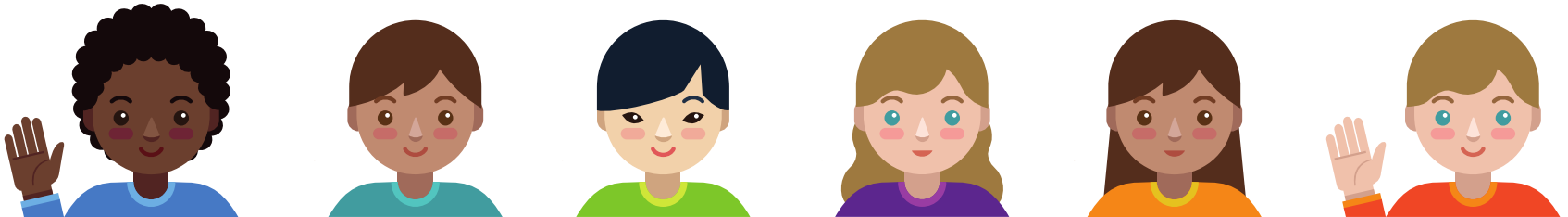
Appendix

- Interactive prototype 28
- Additional Research 29-30
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- Tutorial pop-ups 33-35
- User Testing 36



Interactive Prototype

<https://xd.adobe.com/view/022f1d03-1fcc-4eb1-8f5b-b462f262ca5b-577c/>



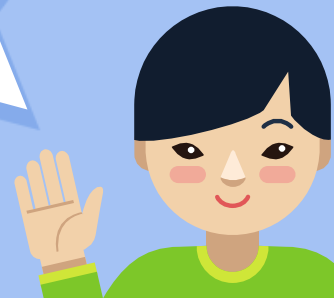
Primary Research Findings

33% of parents say 12 is an ideal age for children to receive their own phone.
40% say 14 is best.

20% of parents gave their child their own phone at age 12. **33%** at 14.



Many parents allow their child to use their phone at a young age.



Primary Research Findings

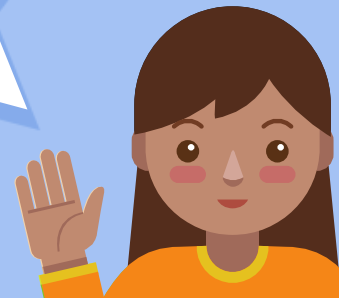
60% of parents say their child has filled out a survey.

86% of parents are comfortable with their child filling out a well-being survey.

60% of parents are comfortable with municipalities using the information.



46% of parents claim to allow 21-30 hours of screen time per week. **33%** allow unlimited time.



How do you feel
about your grades?



Do you play sports?

Yes

No

What do you play?

Soccer

Baseball

Swimming

Basketball

Are you a part of any
clubs at school?

Yes

No

I don't know

Are you a part of any
clubs at school?

Yes

No

I don't know

Have you ever been
bullied at school?

Yes

No

I don't know

You are wanting to
go play with your
friends because you
have been busy with
school and it's nice
out. You ask your
parents. What would
they say?

Use sink

Get bottled water

I don't know

Are you a part of any clubs at school?

Yes

No

I don't know

It's dinnertime. Do you eat in your room or with your family at the dining table?

I eat alone

I eat with family

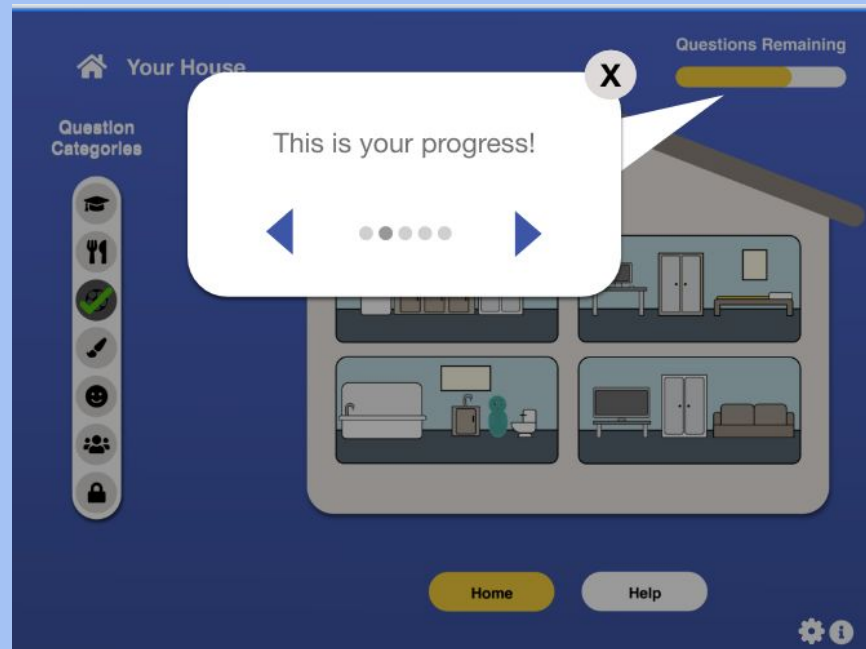
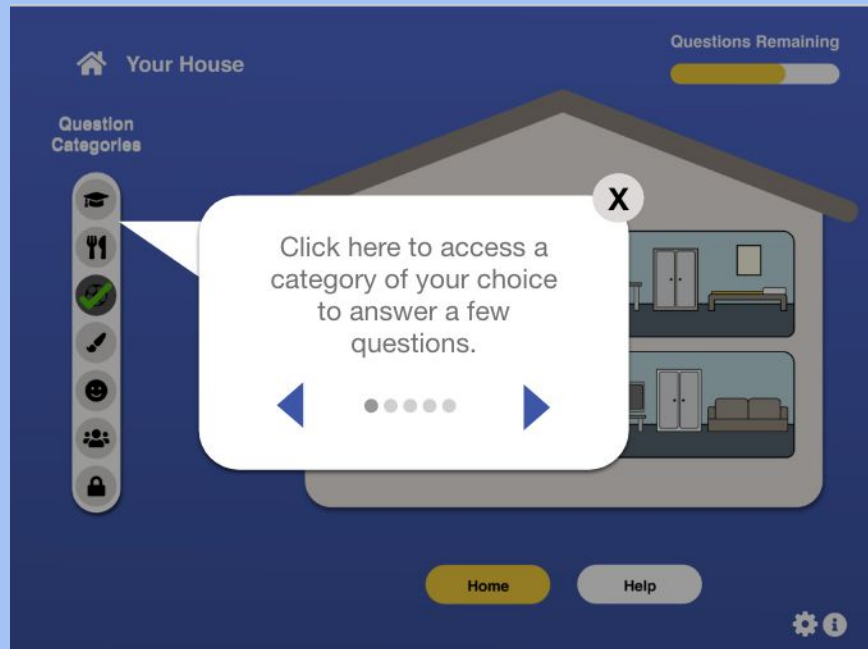
I don't know

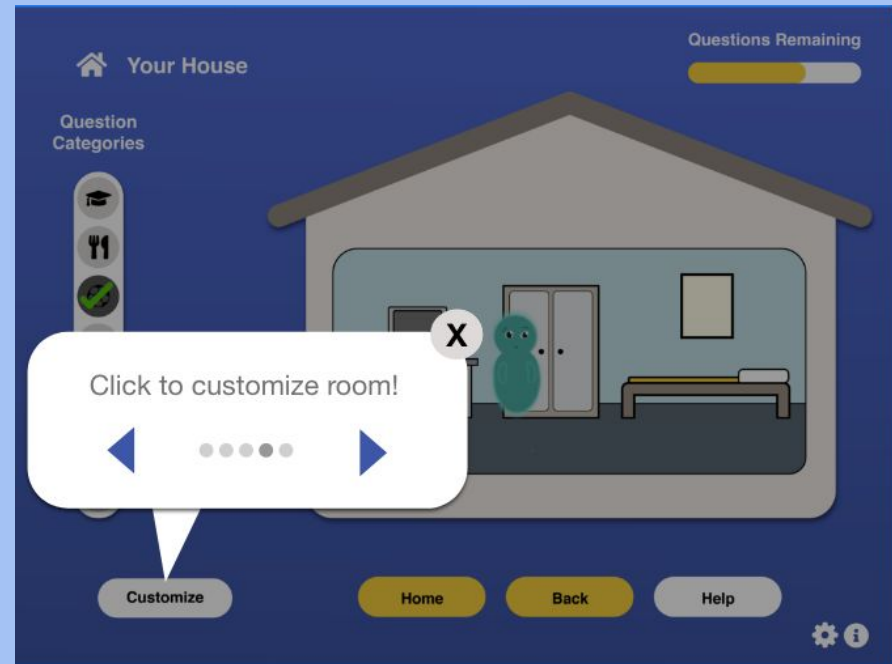
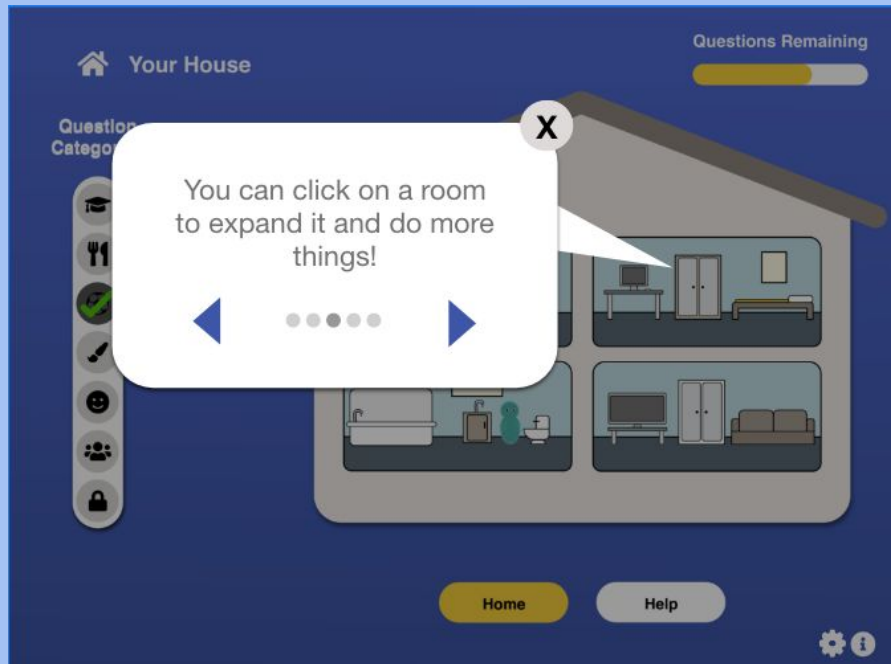
You're going to sleep, do you...

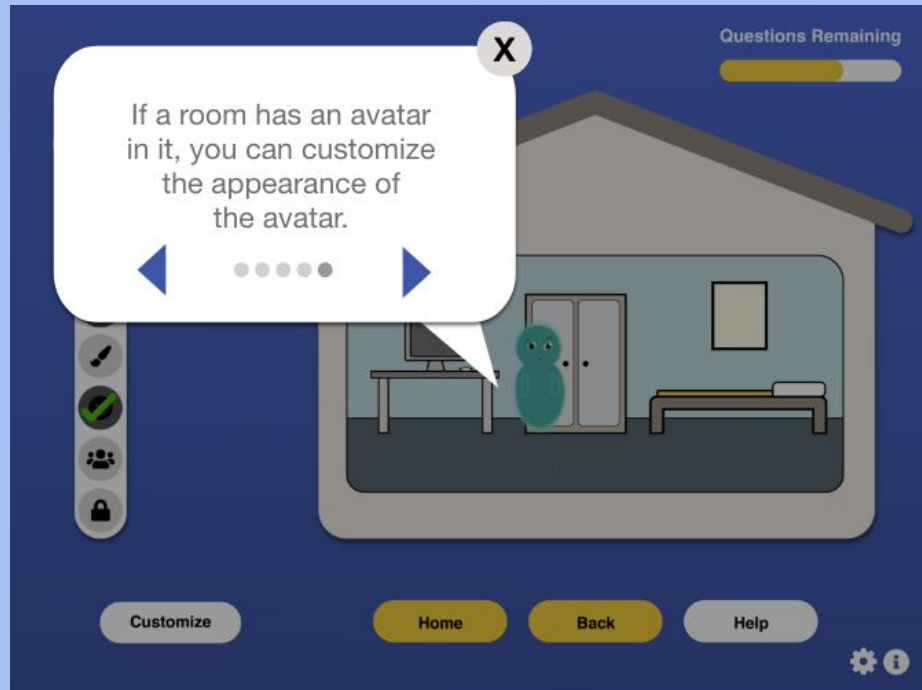
Close your door

Leave your door open

I don't know







User Testing Results

- Question categories menu was confusing
- Would like to see how many questions they need to answer
- Would like some ability to customize home
- Colour choice of home is hard on the eyes
- Didn't understand what some of the buttons did
- White text on yellow buttons was a little hard to see

