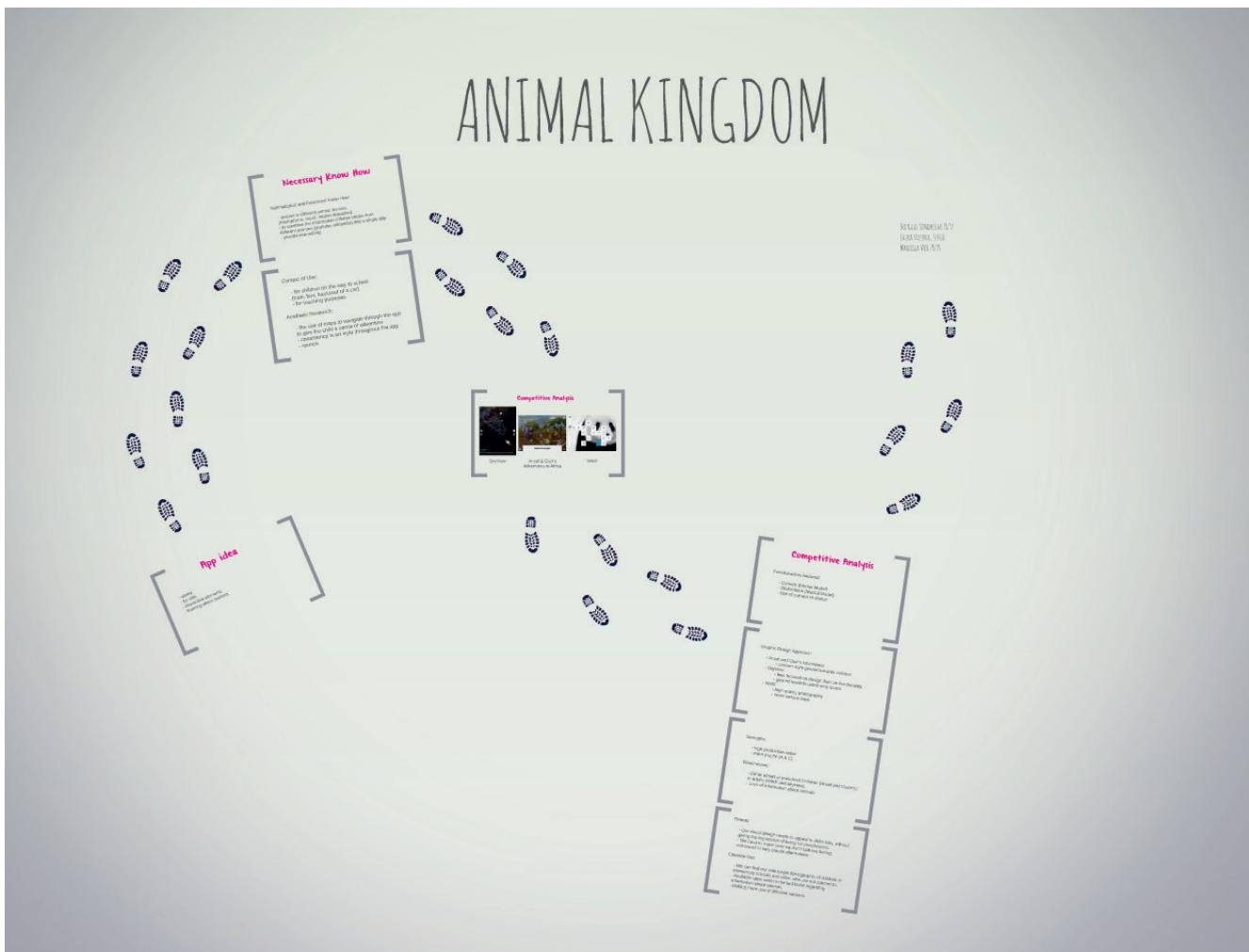


ASSIGNMENT 1: DOMAIN ANALYSIS



App idea

- ebook
- for kids
- interactive elements
- learning about animals

Necessary Know How

Technological and Functional Know How:

- access to different sensor devices (microphone, touch, motion detection)
- to combine the information children obtain from different sources (youtube, wikipedia) into a single app
- provide interactivity

Context of Use:

- for children on the way to school (train, bus, backseat of a car)
- for teaching purposes

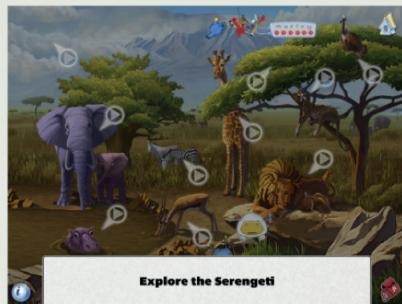
Aesthetic Research:

- the use of maps to navigate through the app to give the child a sense of adventure
- consistency in art style throughout the app
- sounds

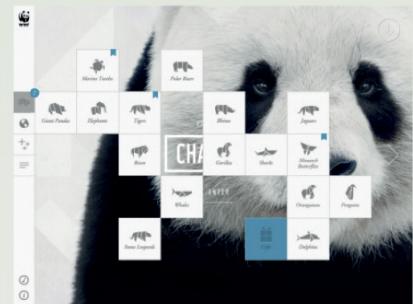
Competitive Analysis



SkyView



Ansel & Clair's
Adventures in Africa



WWF

Competitive Analysis

Functionalities featured:

- Camera (Mental Model)
- Stickerbook (Mental Model)
- Use of camera of device

Graphic Design Approach:

- Ansel and Clair's Adventures
 - cartoon style geared towards children
- SkyView
 - less focused on design than on functionality
 - geared towards astronomy lovers
- WWF
 - high quality photography
 - more serious tone

Strengths:

- high production value
- more playful (A & C)

Weaknesses:

- Either aimed at preschool Children (Ansel and Claire's) or adults (WWF and skyview).
- Lack of information about animals

Threats:

- Our visual design needs to appeal to older kids, without giving the impression of being for preschoolers.
- We have to make sure we don't look too boring compared to very playful alternatives

Opportunities:

- We can find our own target demographic of children in elementary schools and older, who are not catered to.
- Available apps seem to be lackluster regarding information about animals.
- Making more use of different sensors.

ASSIGNMENT 2: PERSONAS

Annika Killesberg

Age: 6

Parents: Mom (Sandra), Dad (Marius)

First grader at Sunny Hillside Elementary

Only child

Activities: Ballet (extracurricular)

Interests: drawing, watching cartoons.

Favorite channels: Discovery Channel and Cartoon Network

Characteristics

- shy, quiet
- likes animals. Has lots of stuffed animals (favorite: panda)
- in her free time she likes to draw
- enjoys playing games

Scenario

Annika hears of the app from a friend in her class. When her mom arrives to school to pick her up she ask her mom if she can get the application on her mother's iPad. She enjoys the app for the drawings of the animals and likes to interact with the app, especially to see the character animations.

After lunch she has to go to her ballet lessons. Her mom will drive her there. On the way out of the house she checks that she has her mother's iPad. It's a lengthy ride.



ASSIGNMENT 2: PERSONAS

Name: Felix Friedemann

Age: 8

Family: Single Mom (Verena, 37) and bigger Sister (Ann, 14)

Occupation: 3rd grader at elementary school

Intersests: Dinosaurs (RAAAAWWW!!)

Collection of 20 plastic dinos) and Predators

(also plastic figures of the most deadly ones like lions !)

Activities: Football Club

Aspirations: Wants to work with animals, dangerous ones too!!



Characteristics:

- Very active, doesn't just want to sit down and read, he has to be part of it.
- Has his very own treehouse in the backyard
- Rarely a day, he doesn't come home with scratches and bruises from playing outside and climbing on trees
- Occasionally is allowed to use Mom's tablet to watch his favourite Let's Players on Youtube.

Music:

Felix loves Sportfreunde Stiller and frequently listens to it. But right now his favourite song is Astronaut by Sido and Andreas Bourani.

Scenario:

It's a rainy day, but non the less Felix is excited. His friend Achim told him that koalas have two thumbs! As soon as he arrives at home he asks his Mom if he could use her tablet to find information about it. She allows it but tells him to make it quick, because lunch will be ready soon. He fires up the Animal Kingdom app, where he already discovered that the koala lives in Australia. He directly goes to the gallery to the Australia Section and clicks on the koala to get more Information. Turns out Achim was right, koalas have two thumbs. While he's already browsing the Australia category, he also checks out all those cool poisonous animal that live down there.

ASSIGNMENT 2: NAVIGATION DESIGN

Page Carousel:

- flick gesture
- page indicator displays how many pages are in the carousel

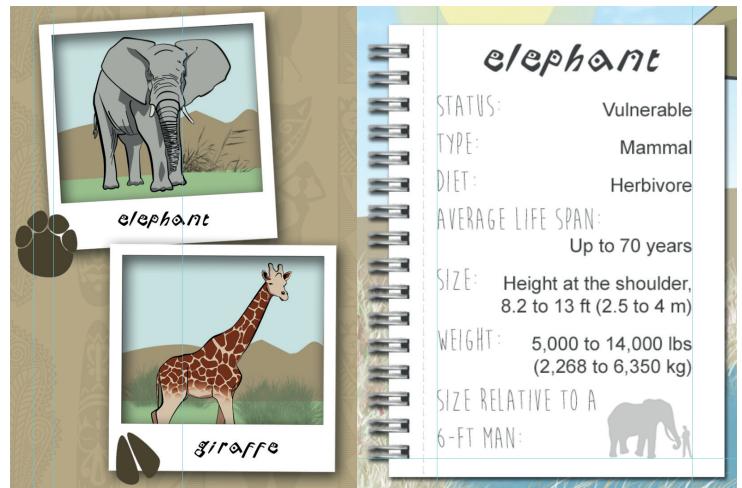
Slide in/ out Navigation:

- scene navigation:
 - back to gallery
 - back to map

Metaphor:

- compass (world map)
- map (explore)
- photo album (icon & polaroids)
- field glasses (explore)
- jeep (explore scene)
- notepad (more information)

Menu-Burger



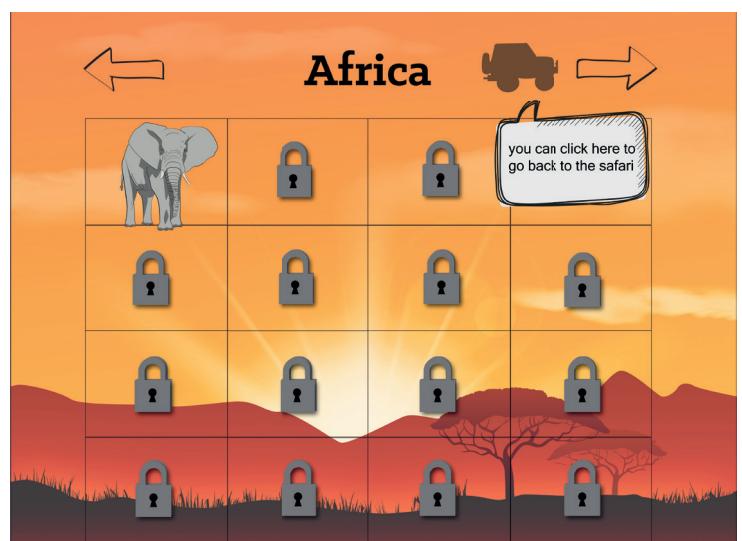
Conclusion:

- The paper prototype as well as the myBalsamiq prototype proofed to be far too limited for our needs, testers weren't able to get how the app should work without advanced Prototyping tools.
- individual Design
- Only a few design patterns (Carousel, Burger)
- Easy Navigation by selfexplaining metaphors - „wellknown Items“
- Metaphor: to make it obvious what it is used for

ASSIGNMENT 2: GRAPHIC DESIGN

Gallery evaluation:

- looks like „memory“ or levels (other levels aren't unlocked yet)
- jeep doesn't look clickable
 - should look more obvious
- should use other metaphors than locks
 - animal tracks
- arrows look clickable
- should use randomly placed pictures



ASSIGNMENT 3: EVALUATION STRATEGY & EVALUATION MATERIAL

Why am I evaluating?

- Navigation of the gallery

Which usability or UID principle am I exploring?

- Visibility (arrows, icons: map, jeep, polaroid)
- Affordance (gallery with polaroids)
- Feedback („animal not found yet.“)
- Simplicity (obvious navigation for kids?)
- Structure (gallery - polaroids - areas - collect pictures)
- Consistency

What type of data do I want to collect?

- Heat Map and Scan Path of Navigation

What am I evaluating?

- Task 1: find the different areas
- Task 2: find more information about the elephant

What constraints do I have?

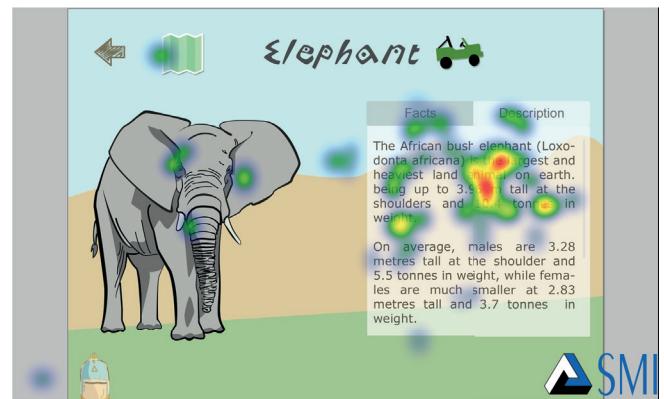
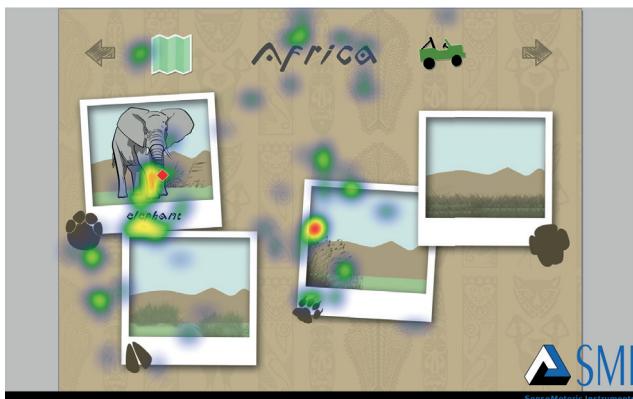
- no children to test our prototype
- eyetracking works with static click prototypes and not with interactive elements

Which usability principle am I exploring?

- Learnability
- Memorability
- Satisfaction

ASSIGNMENT 3: EVALUATION RESULTS

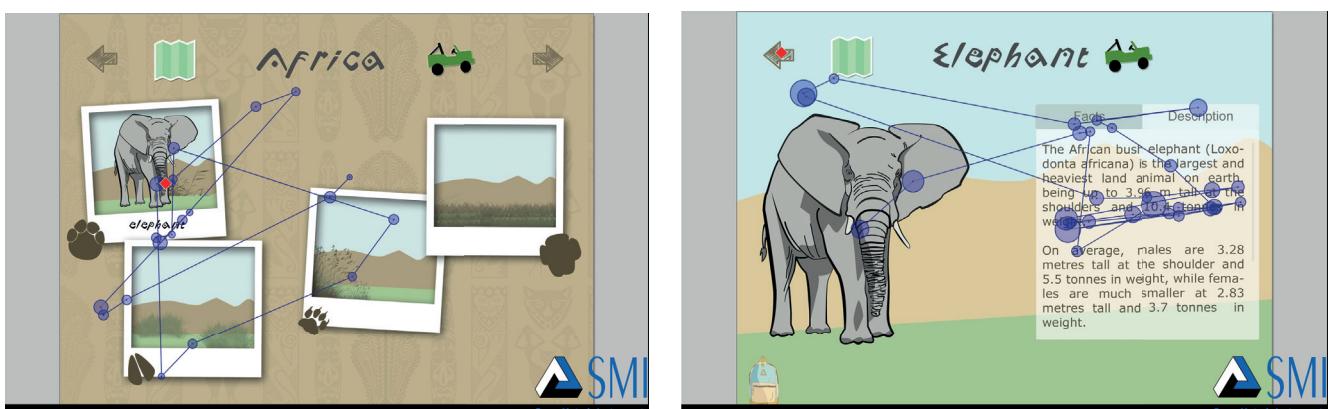
Heat Map



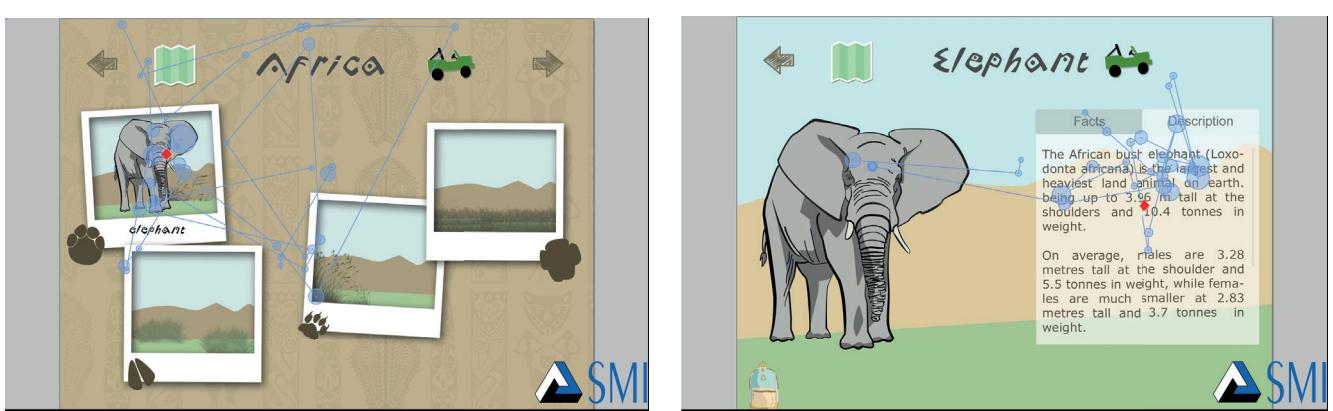
Scan Path Lina



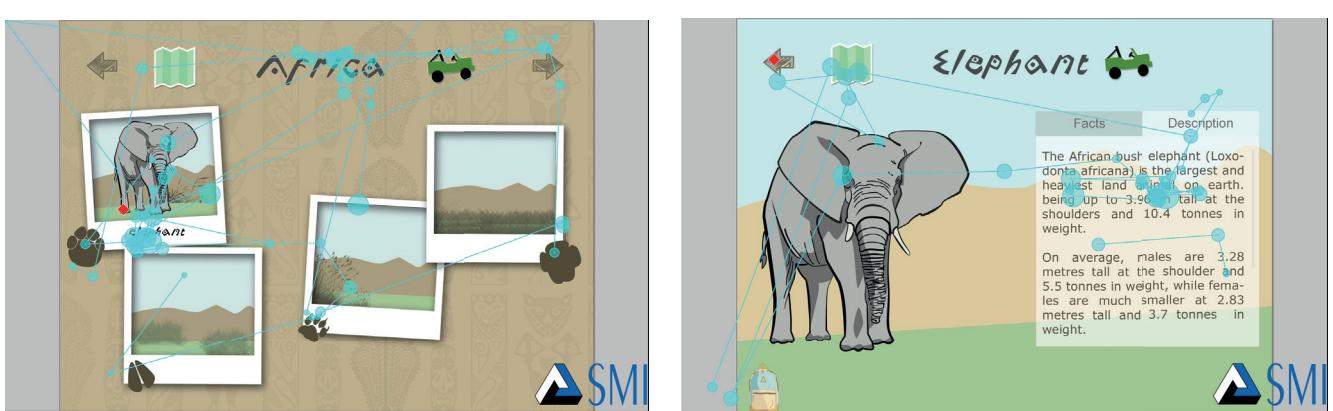
Scan Path Luisa



Scan Path Per



Scan Path Torsten



ASSIGNMENT 3: EVALUATION RESULTS

- Purpose of arrows in Gallery wasn't clear. Testers didn't realize that you could change regions by clicking on them.
- Left arrow was mistaken for identical looking back arrow.

old:



new:

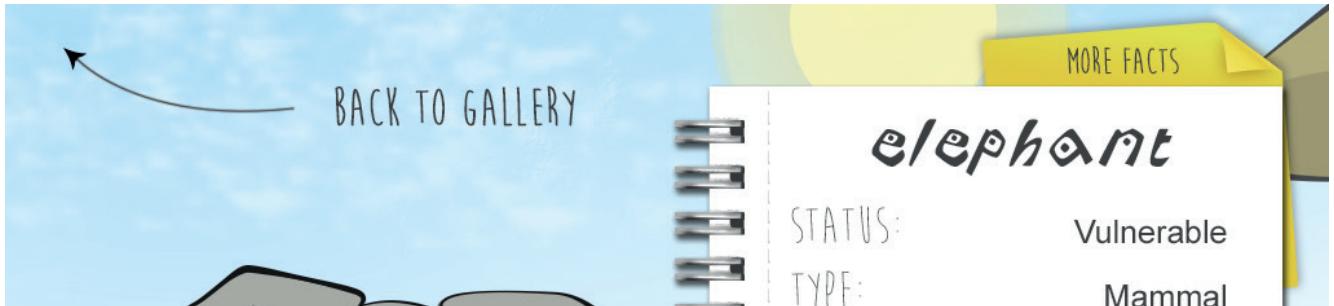


- Detail Page: Tabs weren't recognized as such.

old:



new:



ASSIGNMENT 3: CHANGE REQUESTS

TASK/ISSUE	RECOMMENDATION	IMPORTANCE
Gallery navigation is unclear	Add names to the arrows to improve affordance	Must have
Polaroids are to sorted	Arrange the polaroids ramdomly	Should have
Little interaction	Add more interactions	Should have
Diffrnt metaphor for the locks	Use animal tracks (& as hints)	Must have
Sounds	Add sounds to the screens	Nice to have
Detail Page: Tabs are un-clear	Use a better metaphor	Must have

ASSIGNMENT 3: PROTOTYPE

Goal

OS: iOS

Logical Resolution: 1024 x 768 pixel

Focus on elephant as example. It's the only animal with a playable animation and extended detail page.



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