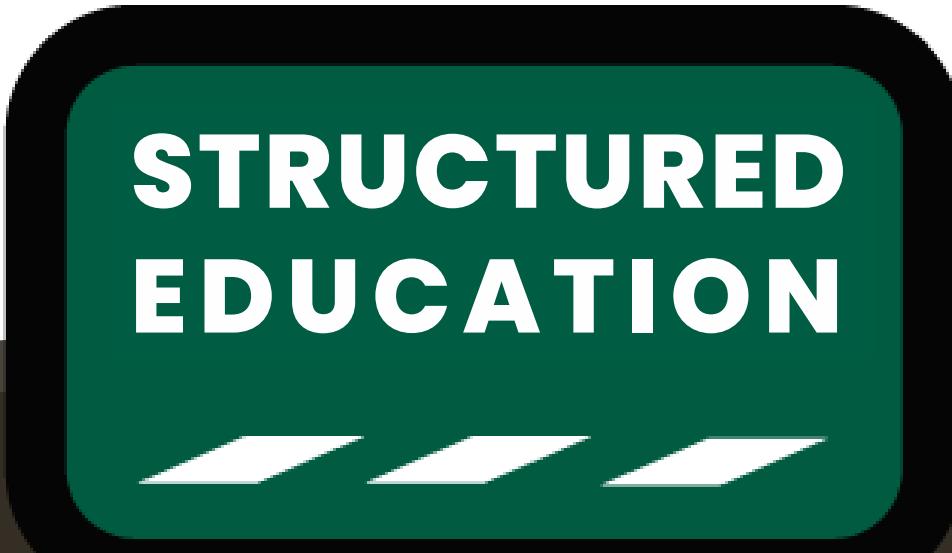


Early Learning Accessible Website

Lauren Driscoll



**STRUCTURED
EDUCATION**



Spring 2021

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Research Summary

What features well-known early learning websites typically had

- Separate Parents pages
- Lots of colors
- Primarily icon and image based navigation
- Animations

What features bad websites often lacked

- Design Principles
 - Too many colors
 - Poor hierarchy
 - Bad contrast
- Hard to navigate





Boowa & Kwala®

Education.com

20,000+ Worksheets

PRESCHOOL
KINDERGARTEN
1ST GRADE
2ND GRADE
3RD GRADE
4TH GRADE
5TH GRADE

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Around the world

818 Games

94 Songs

Special Occasions

Parents Schools

Search

Nick Jr (above) worked well due image-based navigation, consistent color scheme, and good hierarchy.

Boowa & Kwala (left) is a website that needed improvement due to its difficult navigation and poor hierarchy and contrast

Personas

Billie



Ellie



Rachel



Easily distracted, not doing well in school, parents say he needs engage in more educational material at home

Wants to learn more on her own and stay ahead of the game. Cannot fully read yet and relies on icons to navigate websites.

Needs something to engage and educate her kids. Prefers to have offline activities to prevent too much screen time.

Test Video

This video is only viewable by my professor for privacy reasons.

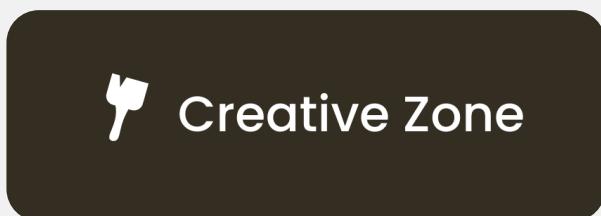
To summarize:

I met with three families and had them navigate early wireframes created for this website. I made separate questions for both the children and parents in order to understand how each may navigate the website.

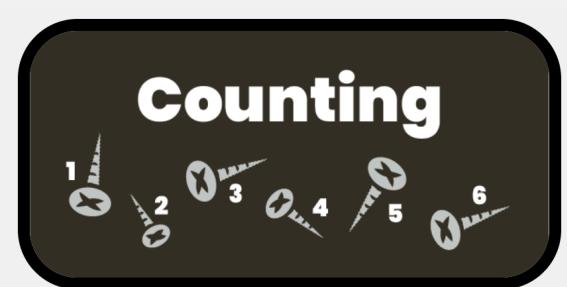
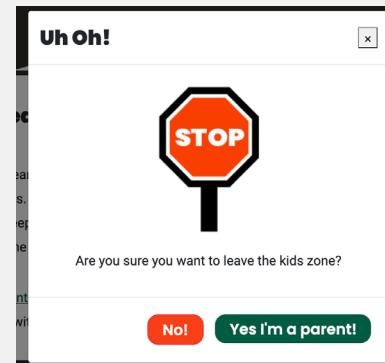
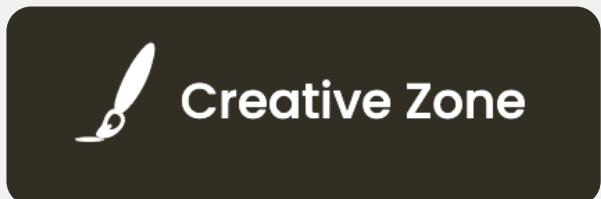
What I Changed

Most changes were minor and focused on the graphics that I made

OLD



NEW



STRUCTURED EDUCATION

Creative Zone Reading Zone Math Zone Parents Zone

The Reading Zone

Welcome to the Reading Zone! You can start by learning the alphabet, and when you feel ready check out our words exercise to learn basic vocabulary. All of our reading material comes with sound options.

ABCs
A B C

Words
B R I C K

Creative Zone

DRY

E

G

HAPPY

FIRE

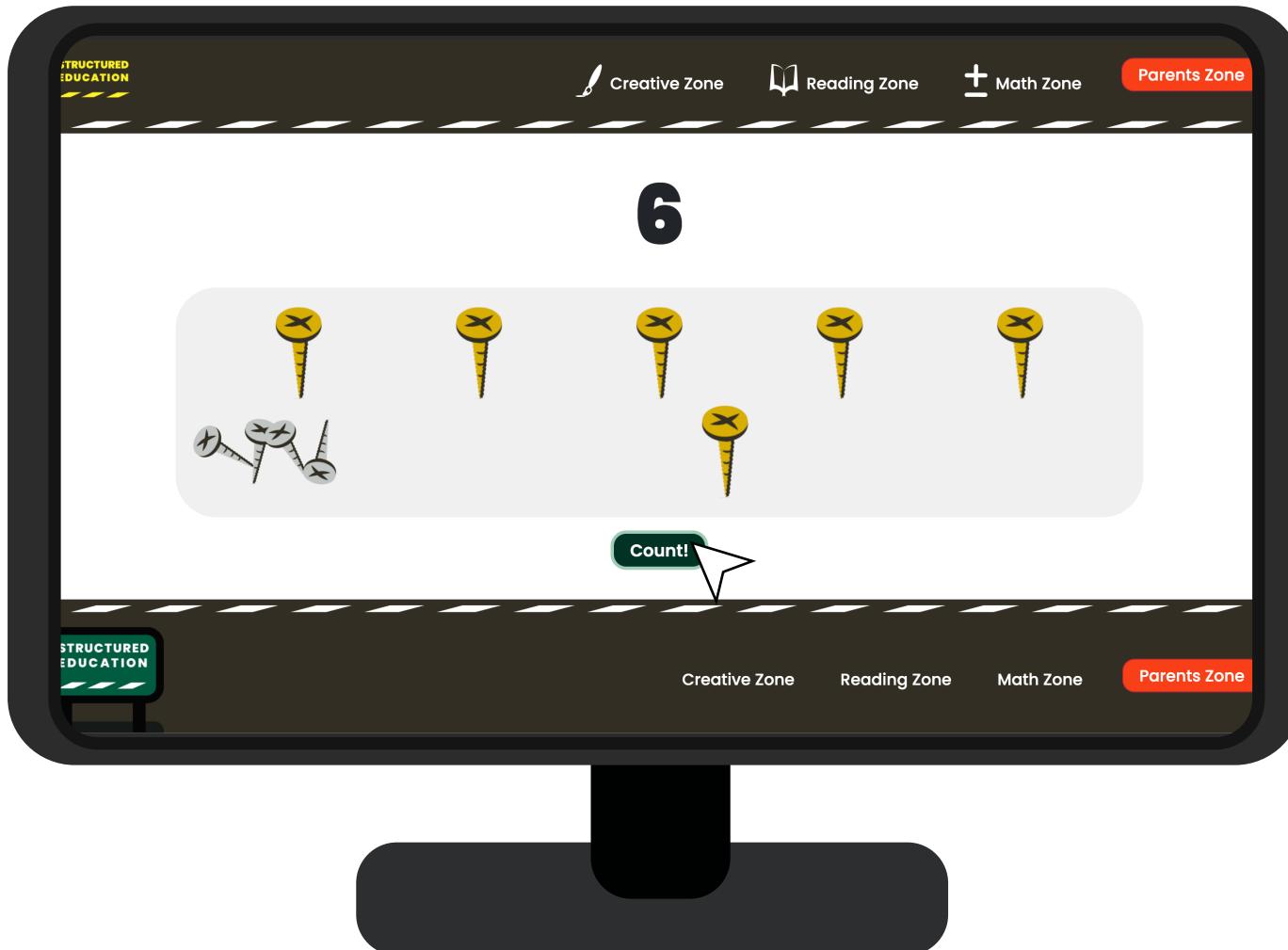
ITCH

Included animations throughout the design

Simple Navigation

- Icon Based
- Limited choices
- Strong Hierarchy
- Repetition

Learning activities were created to engage children instead of being blocks of information



Seperated Parents Zone

- Offline Activities
- Download worksheets
- Contact information

The screenshot shows a mobile device displaying the Structured Education website. At the top, there's a navigation bar with icons for Creative Zone (pencil), Reading Zone (book), Math Zone (plus sign), and Parents Zone (highlighted in red). Below the bar, the title "Activities" is centered above a large image of a man and a child painting a cardboard house. To the right of the image, there's a section titled "Build a Cardboard House" with a list of materials needed: 4ft x 5ft sheet of cardboard, Masking Tape*, Scissors, Crayola Finger Paint**, Paint Brushes*, and a link to "This Template". A small note at the bottom says "Any tape will do but this will be the least damaging to paint" and "Optional but will be more fun!".

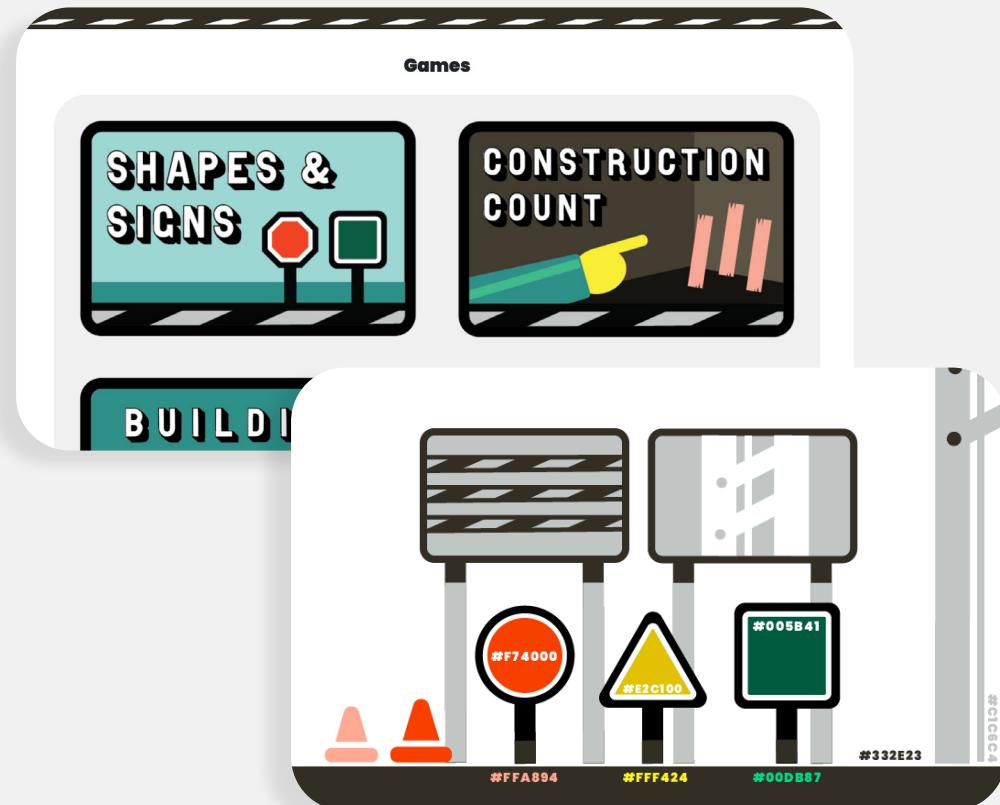
The screenshot shows a mobile device displaying the Structured Education website. At the top, there's a navigation bar with icons for Creative Zone (pencil), Reading Zone (book), Math Zone (plus sign), and Parents Zone (highlighted in red). Below the bar, the title "Parents Zone" is centered above a section titled "Make Learning Fun For Everyone!". It includes a paragraph about the belief in organized and fun learning routines, and a call to action for parents to reach out with questions or requests. To the right of the text is a photograph of a child's hands playing with colorful, decorated cardboard blocks.

Site Walkthrough

Click to view website.

Future Development

- Learn more JavaScript
 - Create functional games
 - Mobile device compatibility
- Development more content
 - Include more subjects
 - Material for older children
- Creative design
 - Background textures
 - More characters
 - Overall more 'fun' looking





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