

Comparative Research

The two real-world apps that I selected are called “Kids World Cultures – Educational Games for Travel” and “Culture Guide”, both available on the App Store. To begin, the interface of “The Culture Guide” does not have cramped information; when it loads, an interactive animation of the earth is displayed on the screen that you can spin and turn with your fingers or stylus. In addition, red pins on the globe inform users of which countries you can explore. Below this is a list of countries to choose and learn from, whether it be through their dress, music, or history. Since there are many countries available, you must download a place of interest first. In my opinion, it was thoughtful of the app developers to place your downloaded guides at the top of the list, so that you can find them quickly. The grid interface on subsequent pages is clean-cut and easy to read, with white text overlapping a slightly transparent black bar. Overall, using this app was informative and easy to navigate.

The intended audience of “Kids World Cultures” app was centered more on the youth; it also kept most of its features from their users. There are several continents/locations that you can explore and begin to learn from, yet only one location is free. The remaining ones require purchases to be made. When a free country is selected, a plethora of icons populate over a map graphic and the user has the freedom to choose what to explore. Some of the buttons do not respond when first pressed, such as the ‘X’ button when leaving a page of information or selecting a specific icon when others are directly next to them. There is not much breathing room between some icons and the amount of information with most of them are minimal.

On one hand, both apps convey important or noteworthy pieces of information about certain cultures. They also share a level of interactivity when experiencing the map and globe layout. However, the “Culture Guide is more” descriptive and extensive, which proves to be a more helpful and educational resource than the other app.



Kids World Cultures – Planet Factory Interactive on App Play store (left)



Culture Guide – Griffin Mobile on the App Store (right)