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Proposal
CM523 A1 Design and Interactive Experiences
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PROPOSAL

Our website is an animal protection website that includes dots linking game and animal introduction pages. Our website's goal is to let Gen-Alpha learn about the habits and characteristics of some of America's rare animals, increasing animal protection awareness and empathy, as well as building their capability to consciously care for their surroundings and actively participate in community, local, and wider conservation activities. Members of Gen-Alpha basically rely on technology to learn, play and interact. Therefore, we use a little game to increase interactive experience and intrigue kids into digging a little deeper about these rare animals.

Dots Linking Game

Our website mainly focuses on two parts. One is an interactive dots linking game. Our target audience will link the numbered dots in order and finally the image becomes a rare animal in America. The image will be displayed by a countdown page with the dots shown in order. It can be completed by dragging or clicking with unique sound effects and gravity visual effects. The time limitation mildly increases the difficulty of the game for one has to link the dots in the right order within the given time in order to complete the right drawing. When finally completed the image correctly, the website will play the sounds of the specific animal and jump to our introduction page. Besides, the website also accompanied with a timing tool, increasing some fun at the same time.

The website will use HTML and CSS to display the dots of the image and use Javascript to make the dots linked with visual effects.

Animal Introduction Page

Successful completion of the dot-linking game will unlock the introduction page (through an animated transition) of the specific animal. The introduction page works as some kind of reward for the little game. In the introduction page, we use data from WWF (World Wildlife Fund) to showcase the rare

animal's natural habitat, life habit, its place within the eco-system, what might happen if they go extinct and what we can do to better protect them. Players can go from this page to the landing page on which they can choose another animal and repeat the process.