

An aerial photograph of a city street grid, rendered in grayscale. A large, bright white circle is superimposed over the center of the image, highlighting a specific area. The word "WEST" is visible in the upper left corner of the map.

Binky Bear™

# BRIEF

This project focuses on the need for Binky Bear to extend its reach as a brand beyond traditional hard back book and into digital media: apps and e-books.

We tread a fine line here because one of our core values is to get kids (0-7) outdoors with their grown ups and away from screens and encourage them to explore the surrounding environment but we are aware that a lot of children have iPads, a lot of parents use the iPads to amuse the kids in the car and so whilst we will never abandon our hard copy format we want to extend into e-books and apps. We recognize that learning to harness the positive aspects of digital and use it to enhance the natural experience could be a great extra USP to have. Our books are located in real places: Alresford, Winchester and Central London and they are a unique read and explore concept.

Binky Bear books are photographic picture book adventures. They are written in rhyme and they each follow a route which can be traced as the child is read the book (just like in The Hobbit or Lord of the Rings) but unlike pure fiction, readers and Binky fans can then actually go to each location and using the map in the books, follow in Binky's tracks and have their own version of his adventure with their family and friends. So when someone buys our book they have in their hand the plan for a great day out in any of the three locations. We want to inspire families to get out and about and we want to provide a multi-layer 'Toy Story' style experience whereby a Binky Walk is enjoyed by the kids at one level and at a different level by the adults who get to see the historic sites of each location while the kids are following in Binky's tracks and for example trying to find the Cake Shop!

In summary, we would like students to focus on two things:

1. How to get the existing books into secure e-book format
2. How to develop an app to accompany the books that will give the kids an even richer experience tying the reality of what they see with digital technology to prolong and extend their experience of the world of Binky Bear

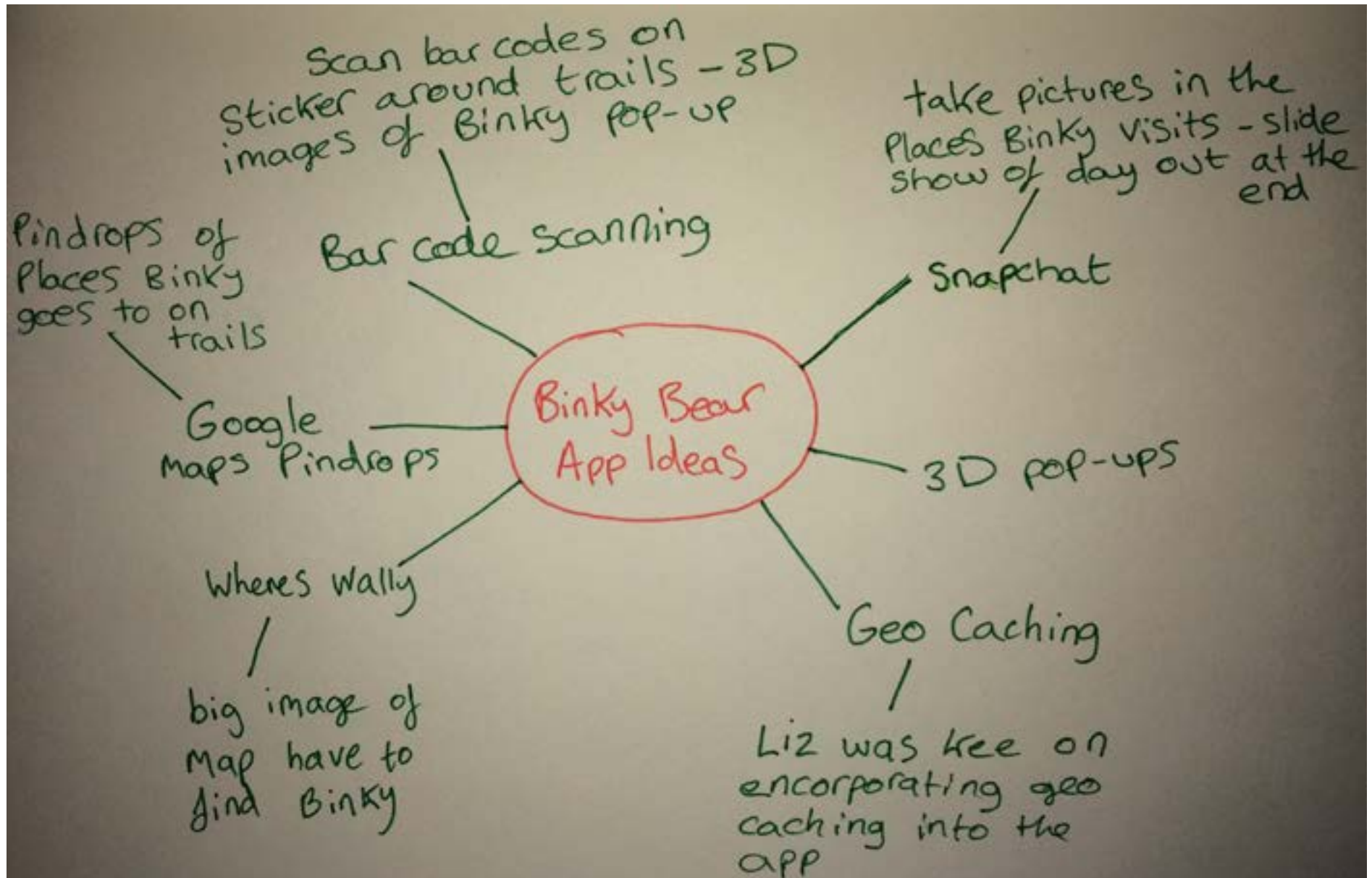
# GEOCACHING



“Geocaching is an outdoor recreational activity, in which participants use a Global Positioning System receiver or mobile device and other navigational techniques to hide and seek containers.” Wikipedia

Geocaching was an activity that the client wanted to take inspiration from for the app.

# BRAINSTORM



An aerial photograph of a city street grid serves as the background. A large, semi-transparent white circle is centered over the image. The word "BRANDING" is written in a bold, red, sans-serif font across the middle of this white circle. In the upper-left corner of the map, the word "WEST" is visible in a small, dark font.

# BRANDING

# STYLE GUIDE

Full Logo



Wordmark

Binky Bear™

Heading Font

AMATIC SC BOLD

Body Font

Poppins Regular

Colours





# BINKY BEAR WEBSITE



<http://binkybear.co.uk/>

An aerial photograph of a city street grid serves as the background. A large, semi-transparent white circle is centered on the image. Overlaid on this circle is the text 'USER RESEARCH' in a bold, red, sans-serif font. In the upper-left corner of the map, the word 'WEST' is visible in a small, dark font.

# USER RESEARCH



# WHO WILL BE USING THE APP?



Binky Bear Readers



Children



Families



Grandparents



Tech Savvy



Readers




Walking for Fun



Living in the UK



Siblings

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# PROPOSED CONCEPT

# SOLUTION IDEA

## MVP

Users follow the Winchester book trail using a map.

Each stop on the trail is marked on the map.

At every stop the user is asked a quiz question.

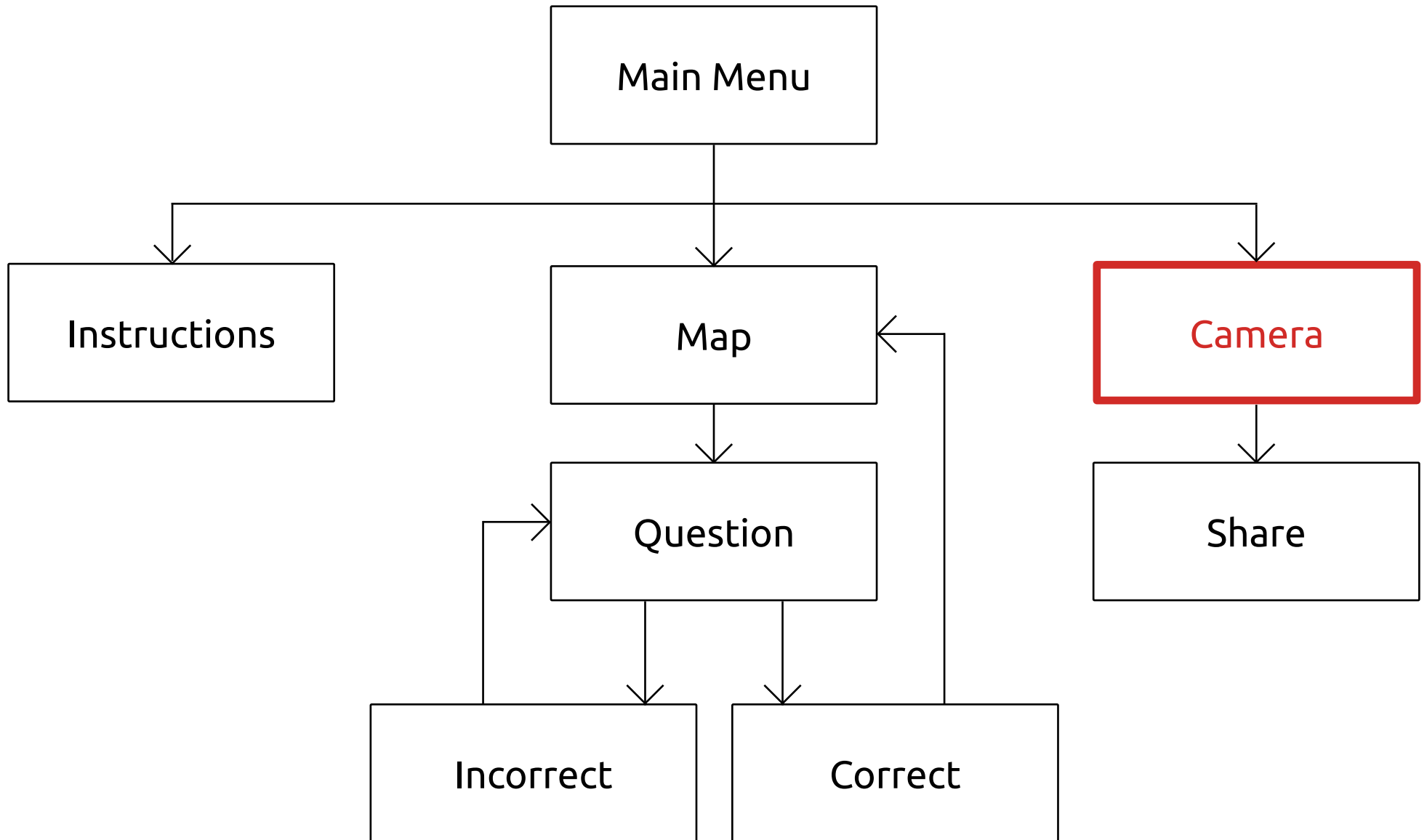
When the user finishes the trail and answers all the quiz questions correctly a photo filter is unlocked.

When the user takes a picture with the filter they are prompted to share the picture on social media.

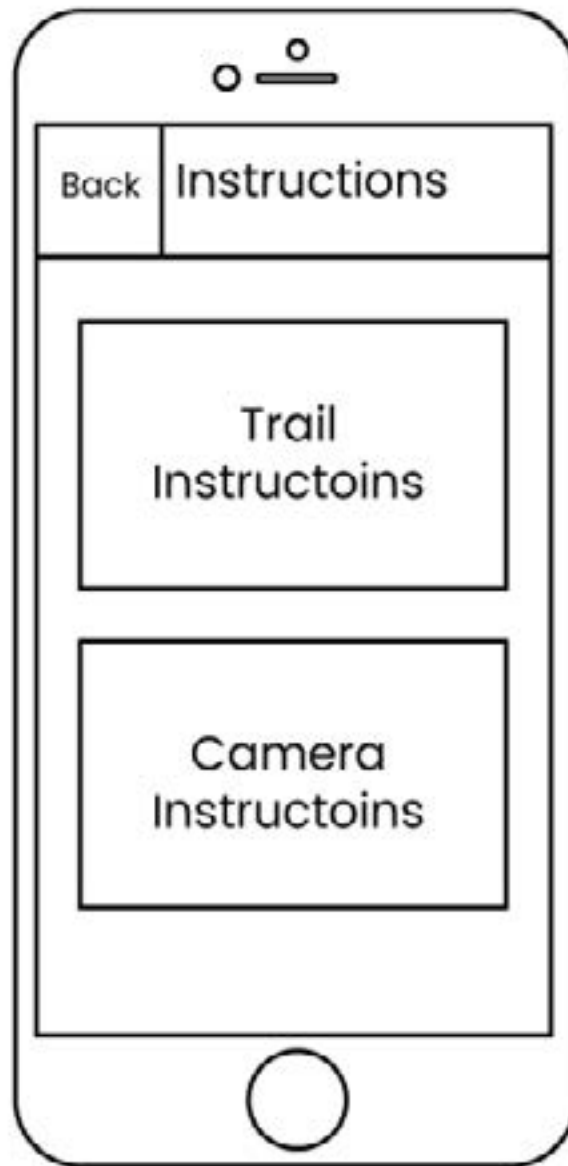
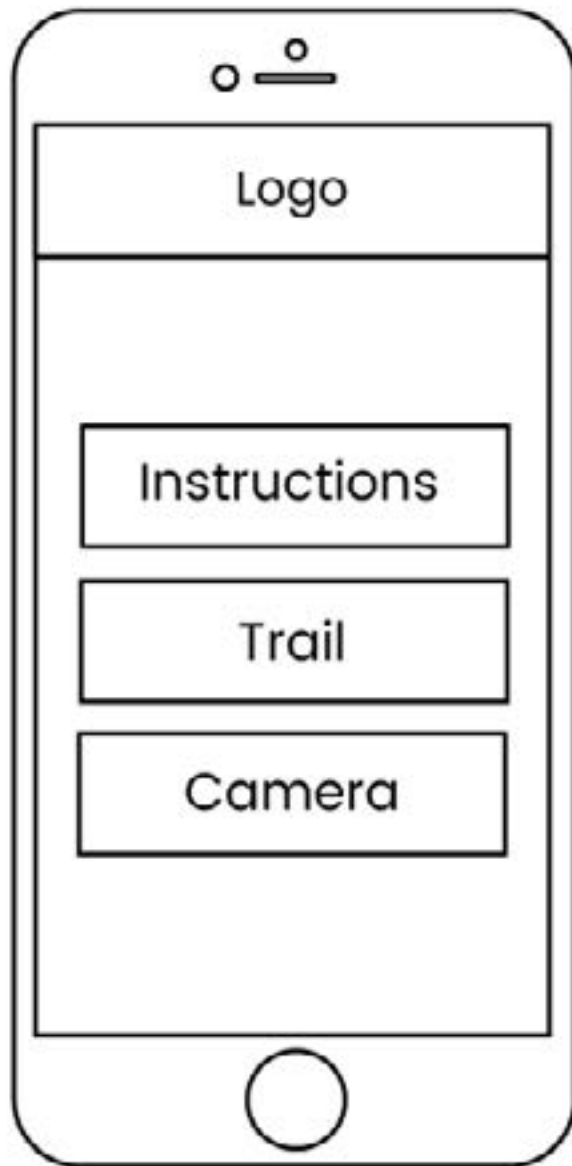
## Scope

Create trails for all the books. London, Alresford.

# USER FLOW

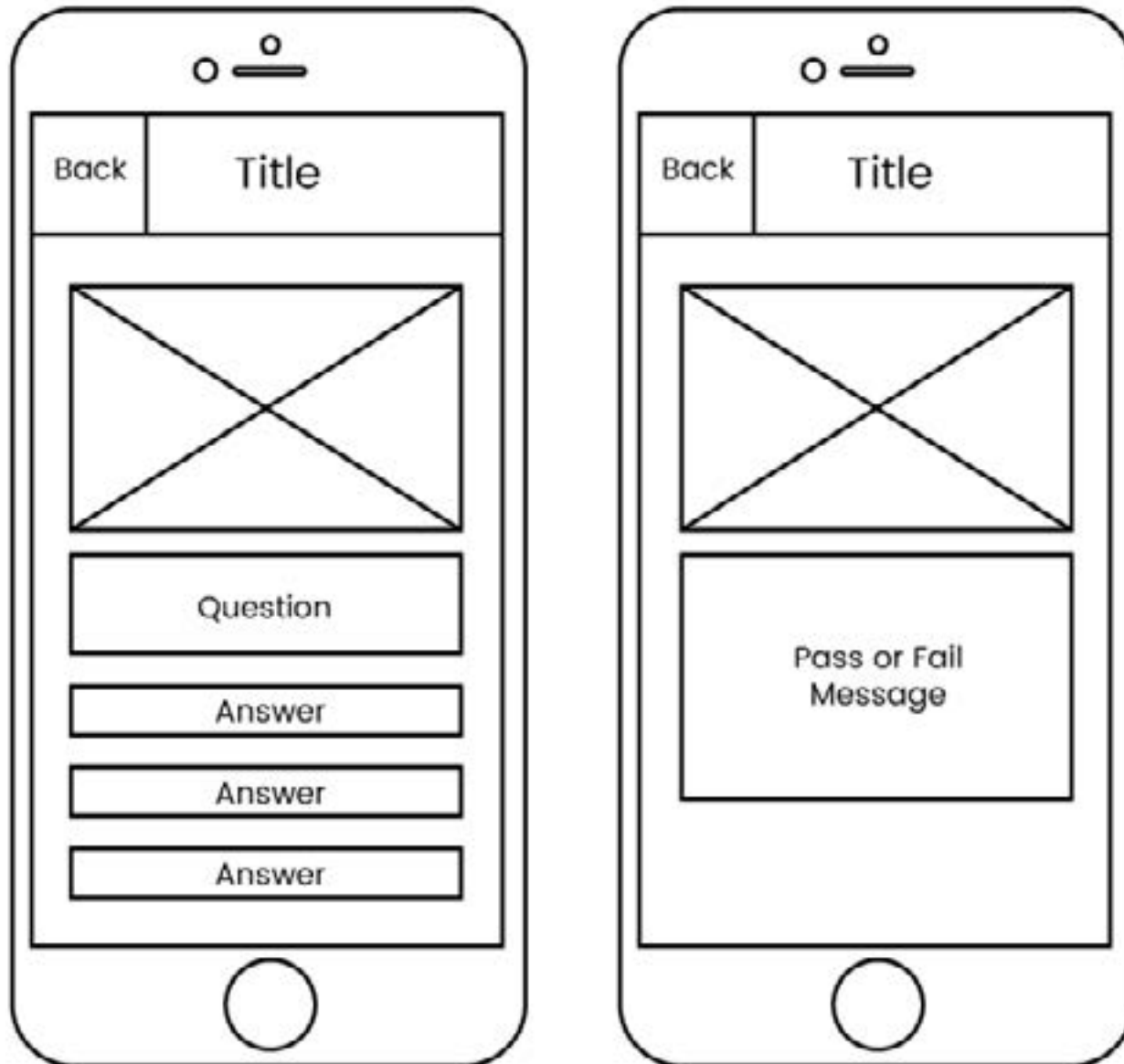


# LOW FI WIREFRAMES

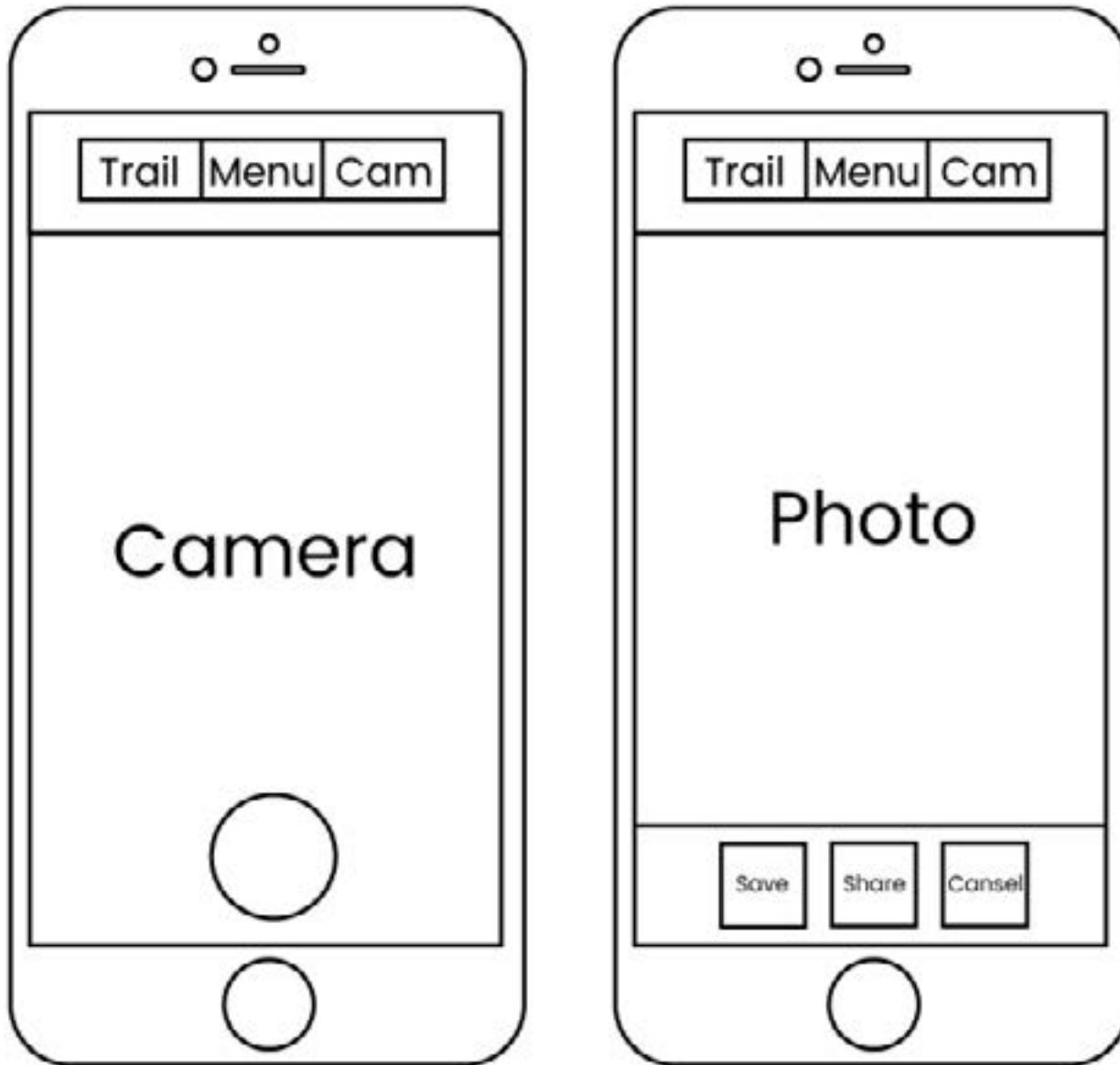




# QUIZ LOW FI WIREFRAMES



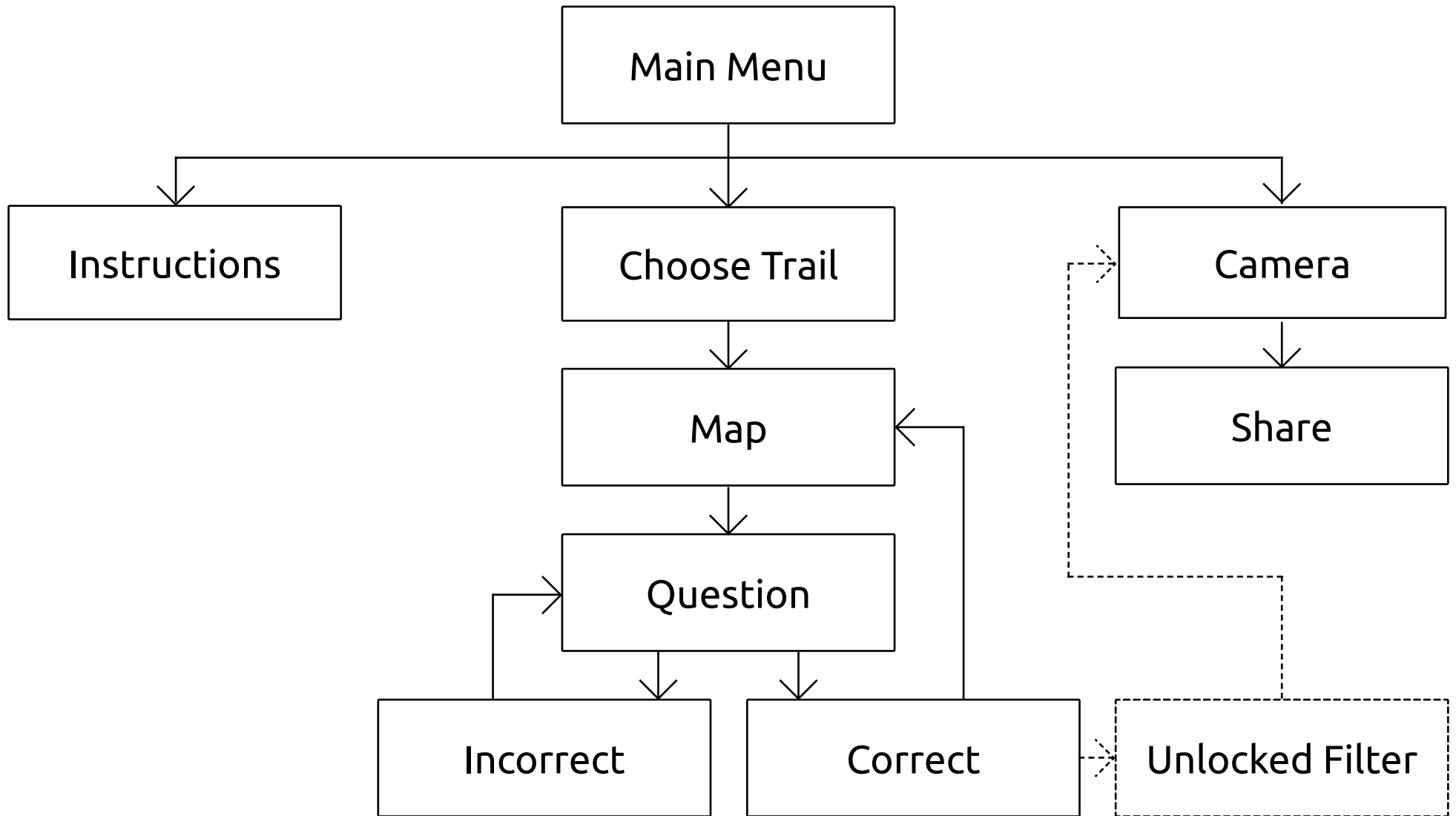
# CAMERA/ PHOTO LOW FI WIREFRAMES



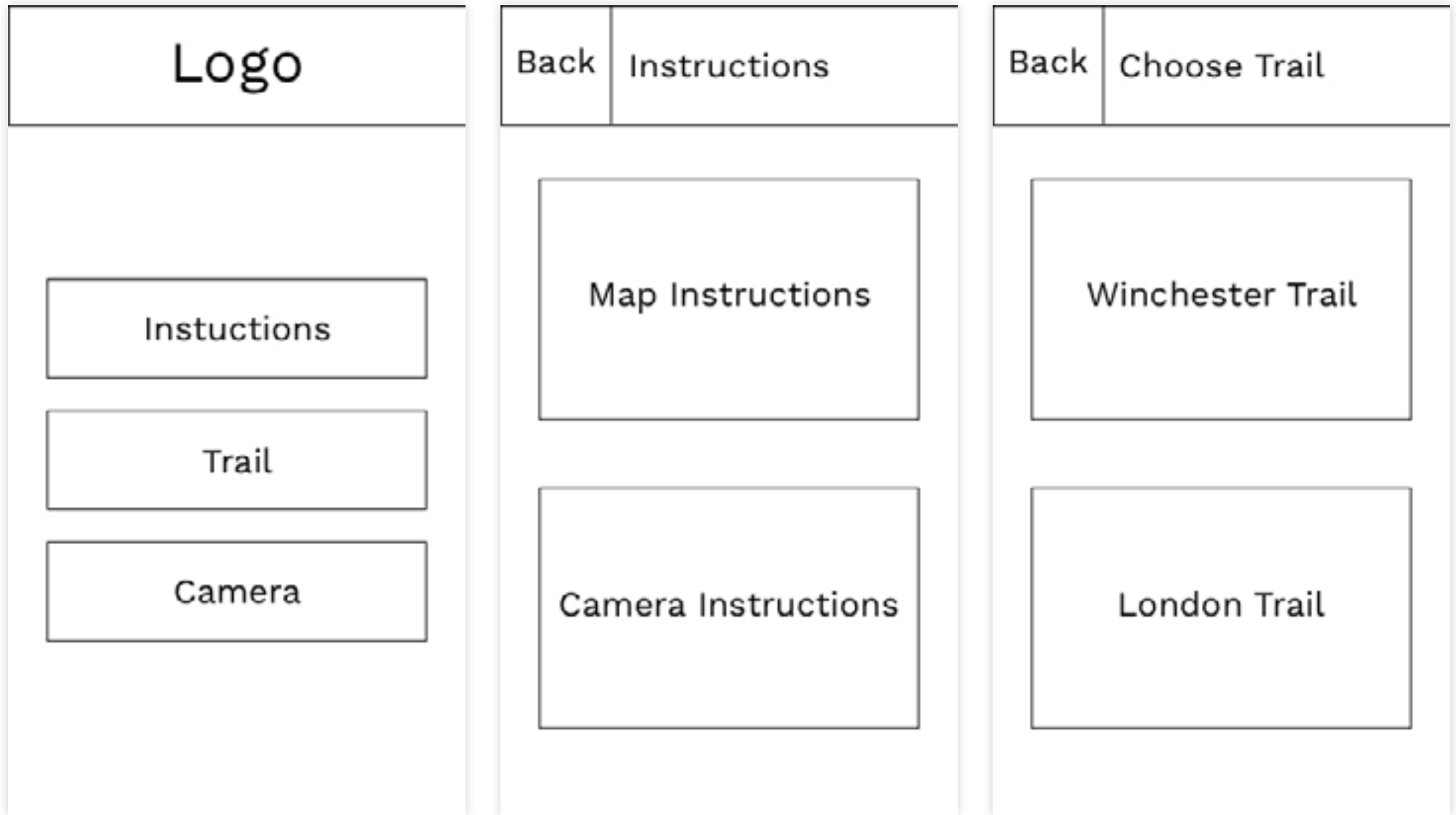
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# PROTOTYPE USER TESTING

# USER FLOW

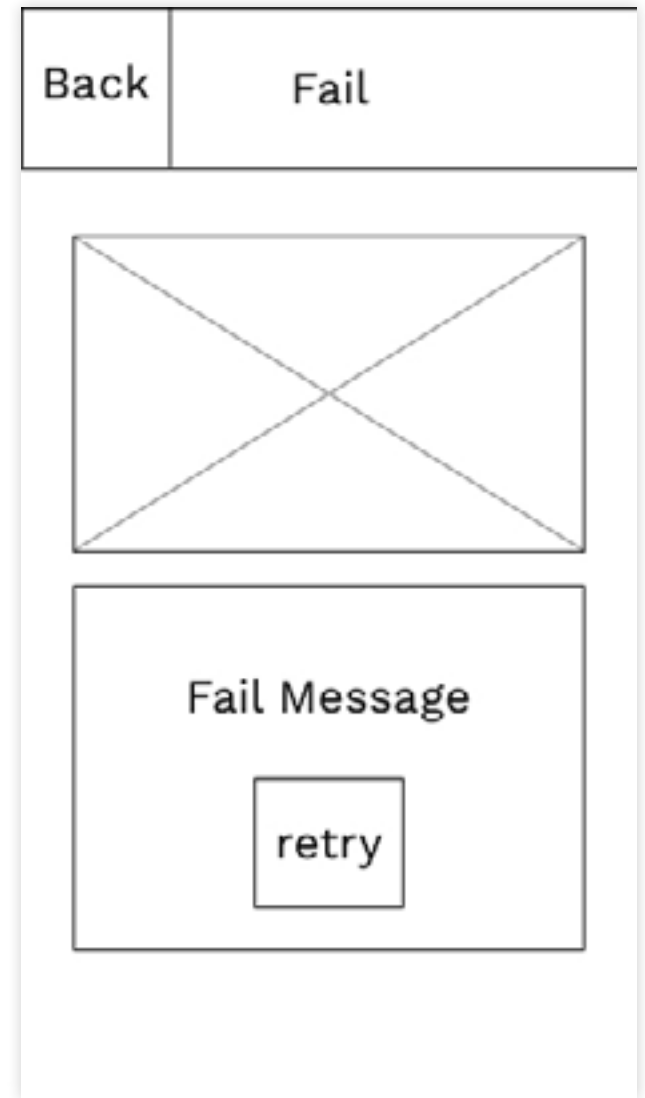
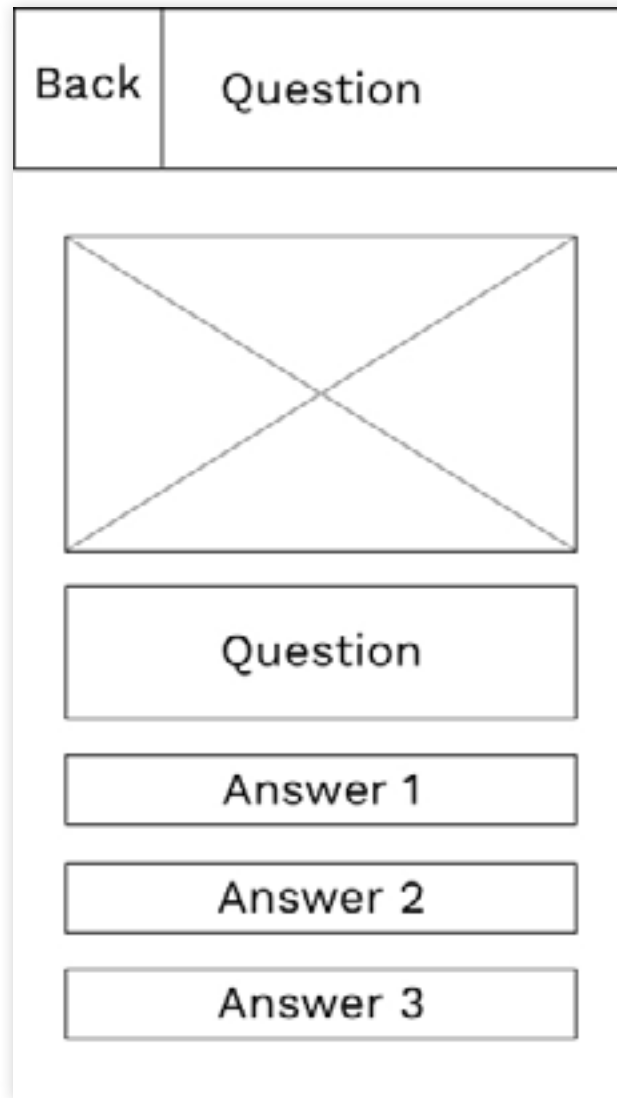


# WIREFRAMES

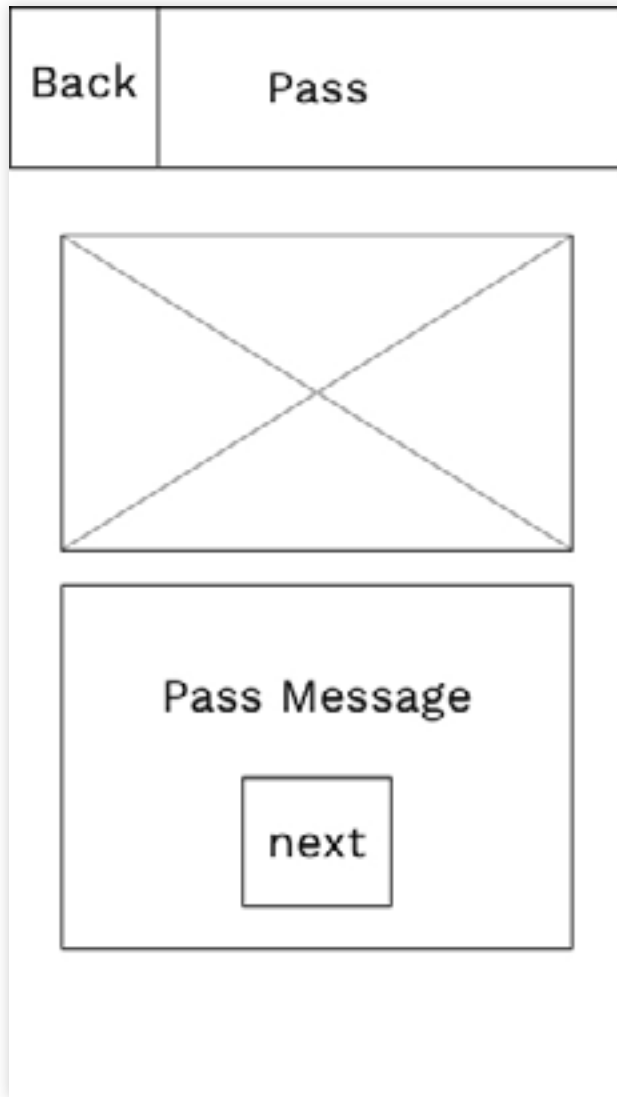




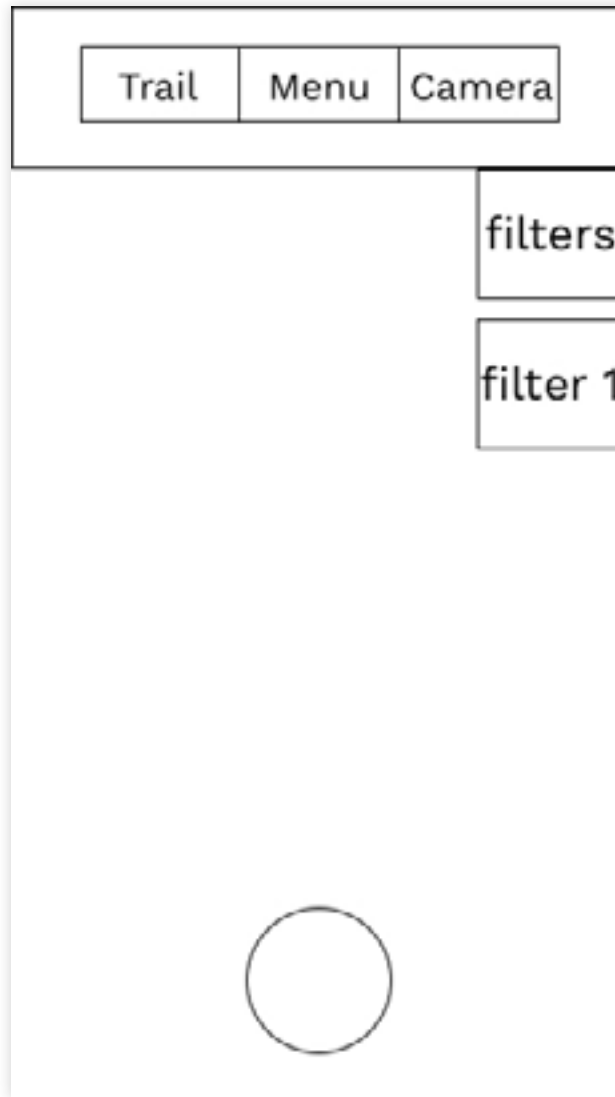
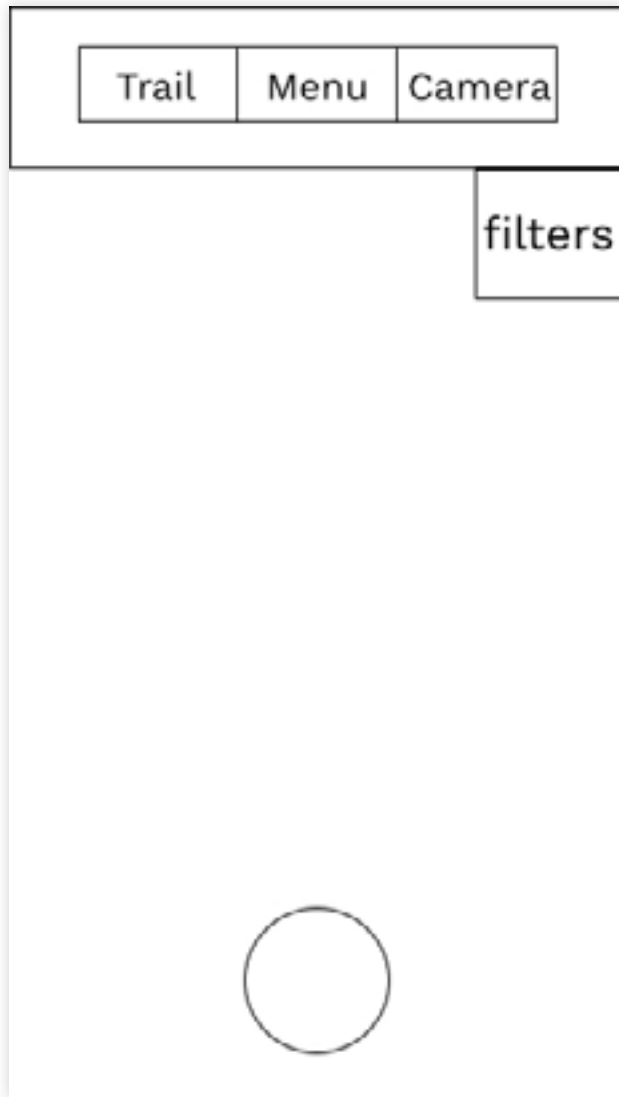
# MAP/QUIZ WIREFRAMES



# QUIZ WIREFRAMES



# CAMERA WIREFRAMES



# USER TESTING PROTOTYPE



Using a rapid prototyping app I created a lo fidelity prototype to demonstrate the concept to the client and peers. This allowed for quick feedback.



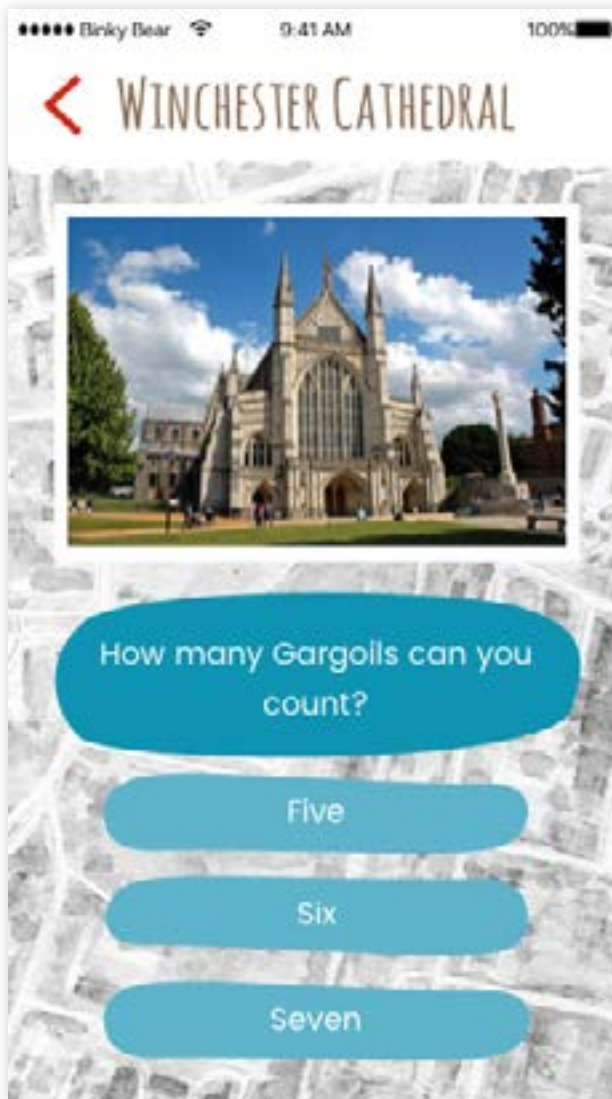
FINAL DESIGN



# MOCKUPS



# MAP/QUIZ MOCKUPS





# QUIZ MOCKUPS



# CAMERA MOCKUPS



# COMPLETED INDICATION MOCKUPS

