

9 to help the

6

old prevents accidentally game.

UX considerations

10 Bright, limited

11 2 Single

12 13 Simple

Slider is ok
Can move
gesture.

Reward
sound of
the c

Scr

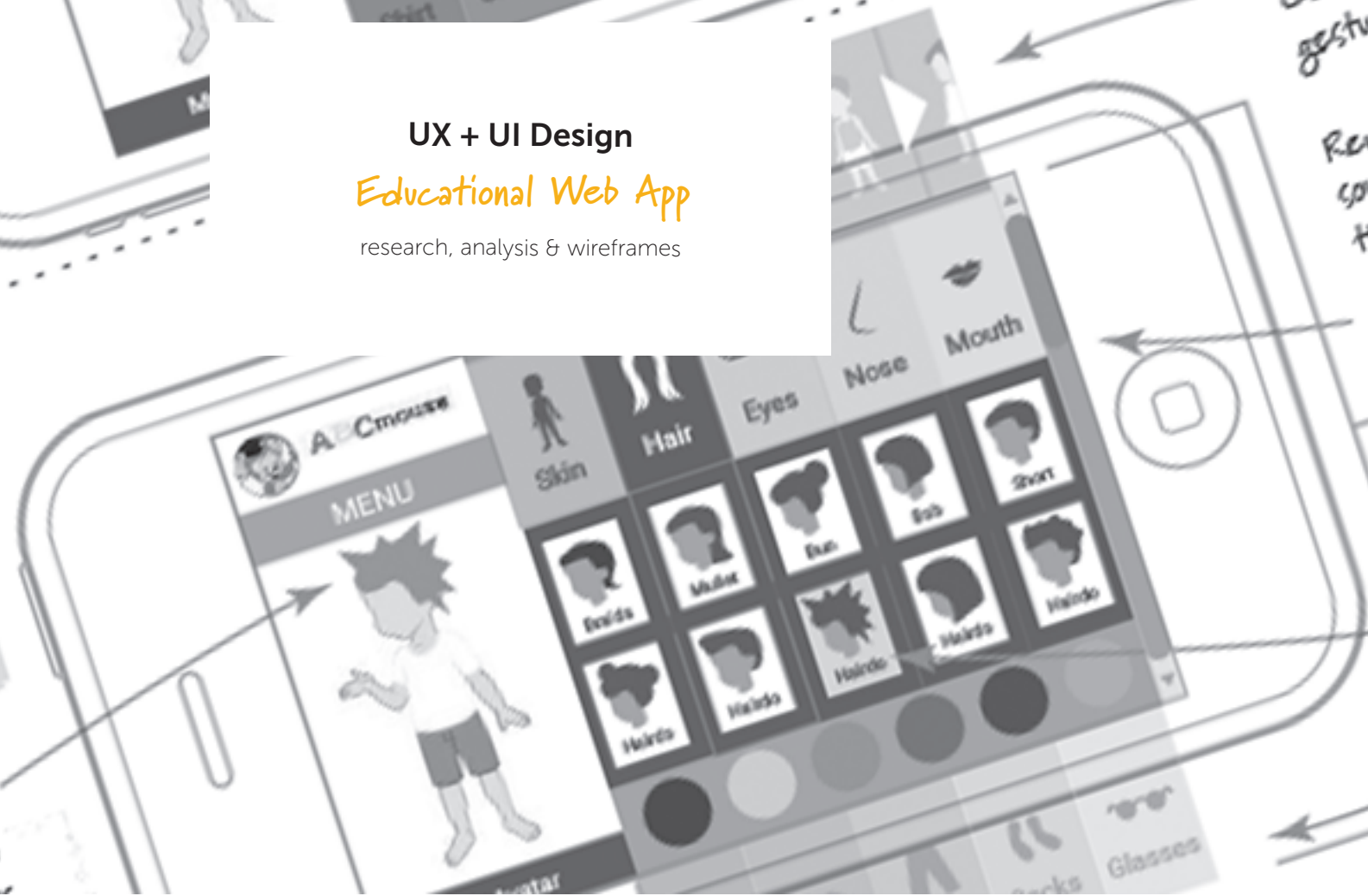
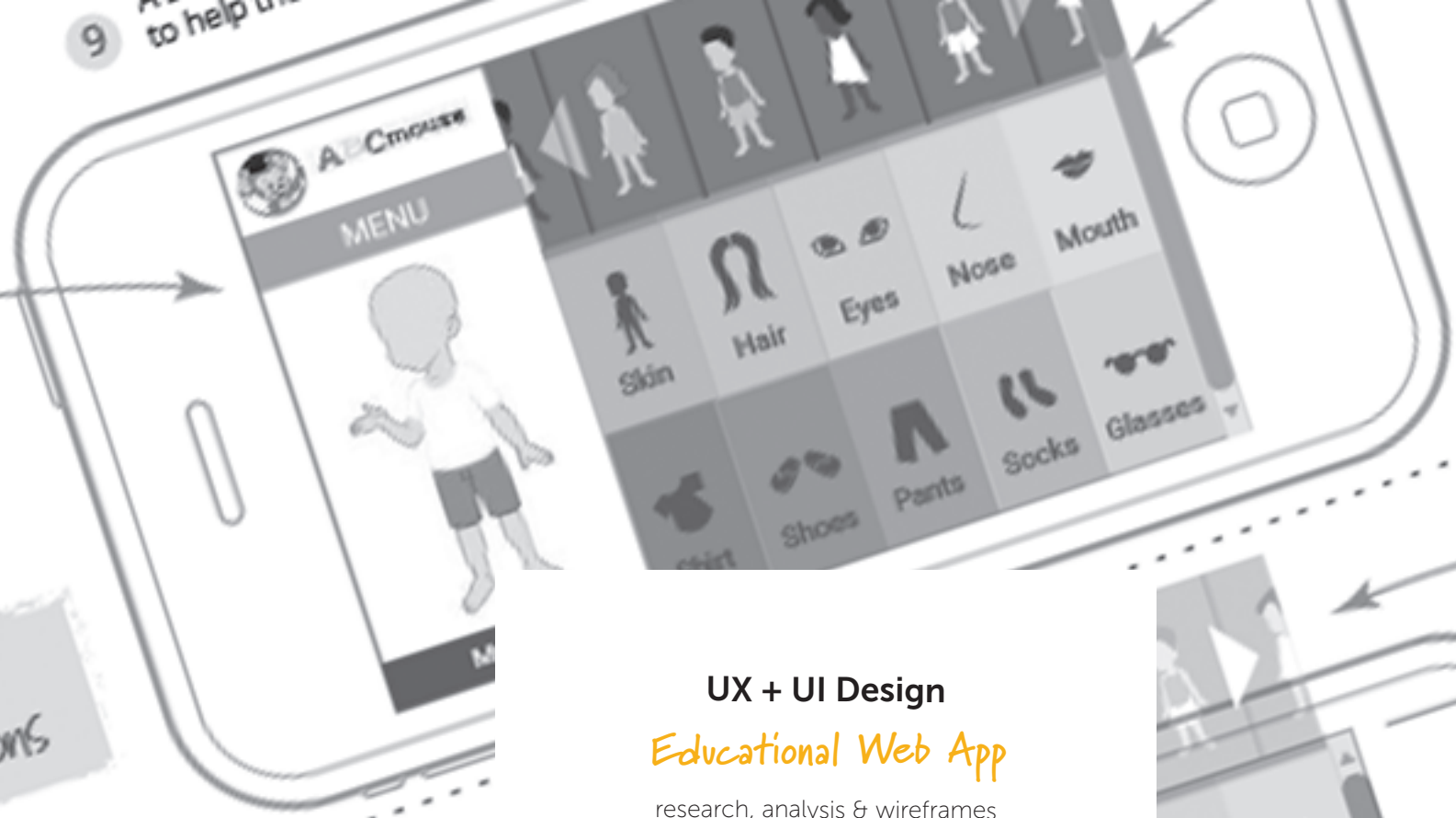
UX + UI Design

Educational Web App

research, analysis & wireframes

UI Elements

When the user taps
a row of a



ABCmouse.com | Assessment

TASK: Create a UI for abcmouse.com avatar section that is more intuitive. Design for desktop, tablet and phone.

USER: a 3 year old child

INFLUENCER: a tech savvy millennial parent

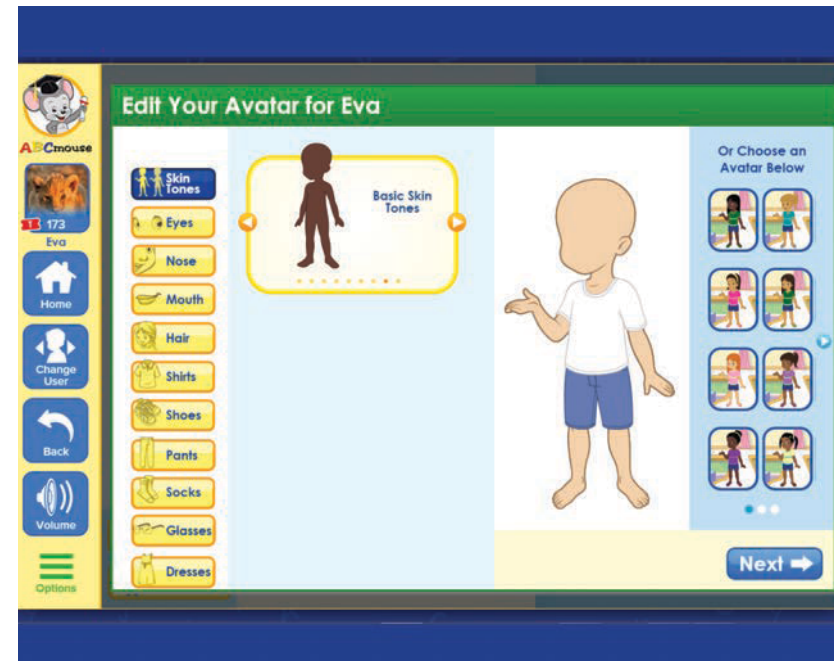
RESEARCH FINDINGS FOR PROJECT

<http://webdesign.tutsplus.com/articles/the-build-ing-blocks-of-designing-ux-for-kids--webdesign-17303>

- 1 **There are big differences in small ages.** This assessment applies specifically to a 3 year old.
- 2 **Motor skills are not fully developed.** Exaggerate Fit's Law. Super size targets. 3 year old hands are smaller and weaker than adult hands.
- 3 **Memory & Cognition.** Use "chunking" to break up information into smaller, more easy-to-remember pieces.

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<http://www.smashingmagazine.com/2012/03/12/dads-plea-developers-ipad-apps-children/>

- 4 **Affordance is king.** Make click-able things look click-able.
 - 5 **Pagination is primary.** Use single action arrow(s) on top half of page to avoid accidentally turning the page at the bottom of the viewport with forearms and wrists on touch screens.
 - 6 **The menu is a distant secondary action.** Add a transparency to de-emphasize it. "Childproof" the navigation by using the 2 tap method. The first tap removes the transparency, the second ones activates the menu.
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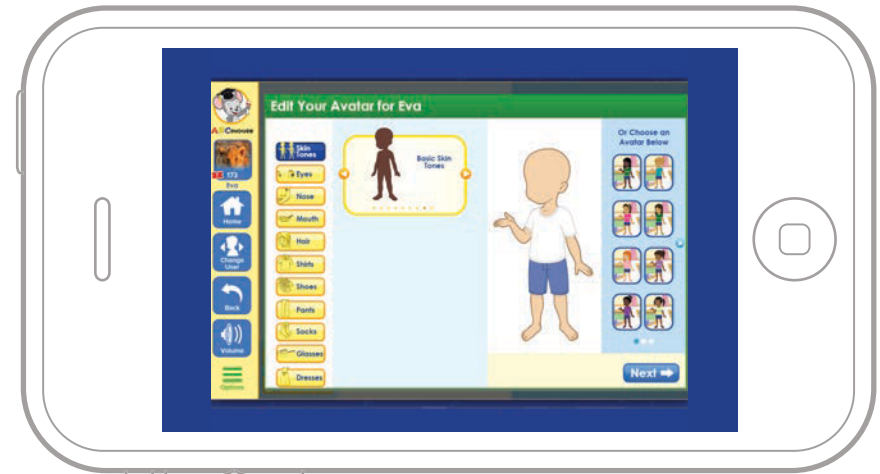


Current Desktop Design

ABCmouse.com | Assessment

<http://uxmag.com/articles/designing-experiences-for-young-kids>

- 7 **How children navigate.** Small children explore the interface by touching everything and seeing what it does.
 - 8 **Make interface elements fun.** Avoid using ui elements that are typically used by adults and replace them with colorful, interesting icons that will entice and interest the child.
- From Debra Levin Gelman. "Design For Kids." Rosenfeld Media, LLC, 2014. iBooks.
- 9 **Create a strong visual hierarchy.** Small children cannot distinguish main elements from secondary ones. They focus on details rather than the "big picture".
 - 10 **Use a bright but limited color palette.** 2-4 year olds use color to mentally categorize items before shape, size & location. Too many colors and textures will overwhelm them. Make sure color pallet helps reinforce visual ranking.
 - 11 **Assign single behaviors to elements.** 2-4 year olds with think the purpose of a rollover is to change color or make a sound. Clicking on the rollover again will not occur to them.
 - 12 **Separate the foreground from the background.** Since they focus on details, they cannot distinguish what is important or unimportant.
 - 13 **Make icons simple and concrete.** 3 year old users don't understand abstract images yet.



Current Mobile Design

ABCmouse.com | A more intuitive interface :)

UX Considerations

6 press + hold menu button prevents child from accidentally leaving game.

9 A strong visual hierarchy was created to help the child focus on the task at hand.

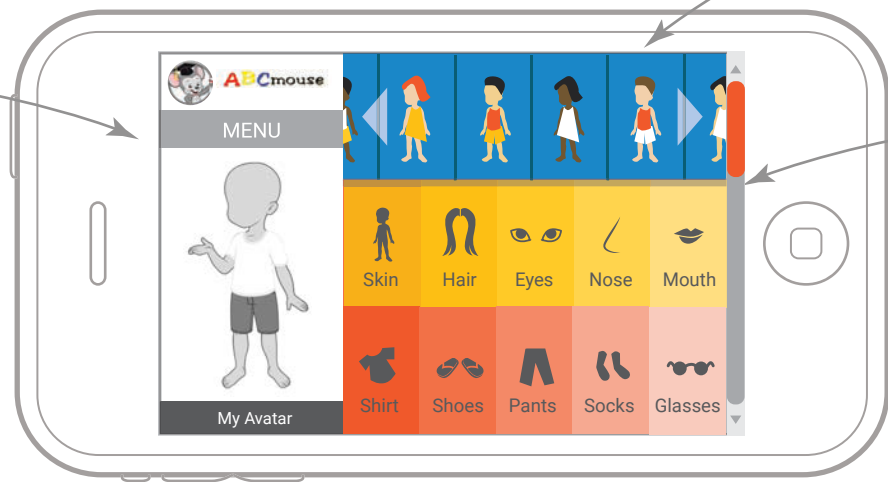
7 8 Children learn to navigate by touching everything & seeing what it does. I added a slider to the blue bar to encourage play.

3 "chunking" - visual separators are used between avatar and avatar attributes sections. Gradients of the same color are used within the characteristics and clothing areas.

10 Bright, limited color palette

11 2 Single tap super sized buttons

12 13 Simple concrete icons that are separated from the background.



UI Elements

When the user taps the subcategory of a characteristic, his/her choices will automatically appear on the blank avatar, just like the current design.

Slider is okay to use in this case. Can move by tapping arrows or using swipe gesture. Individual avatars can be selected.

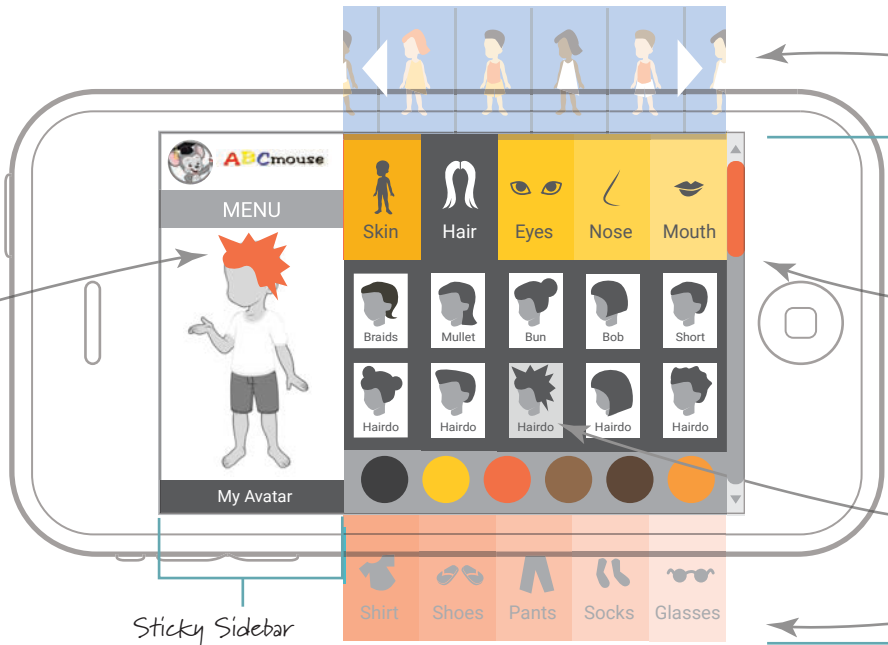
Reward the child for tapping a button with the sound of the word.

Scroll Bar

Wall of Buttons

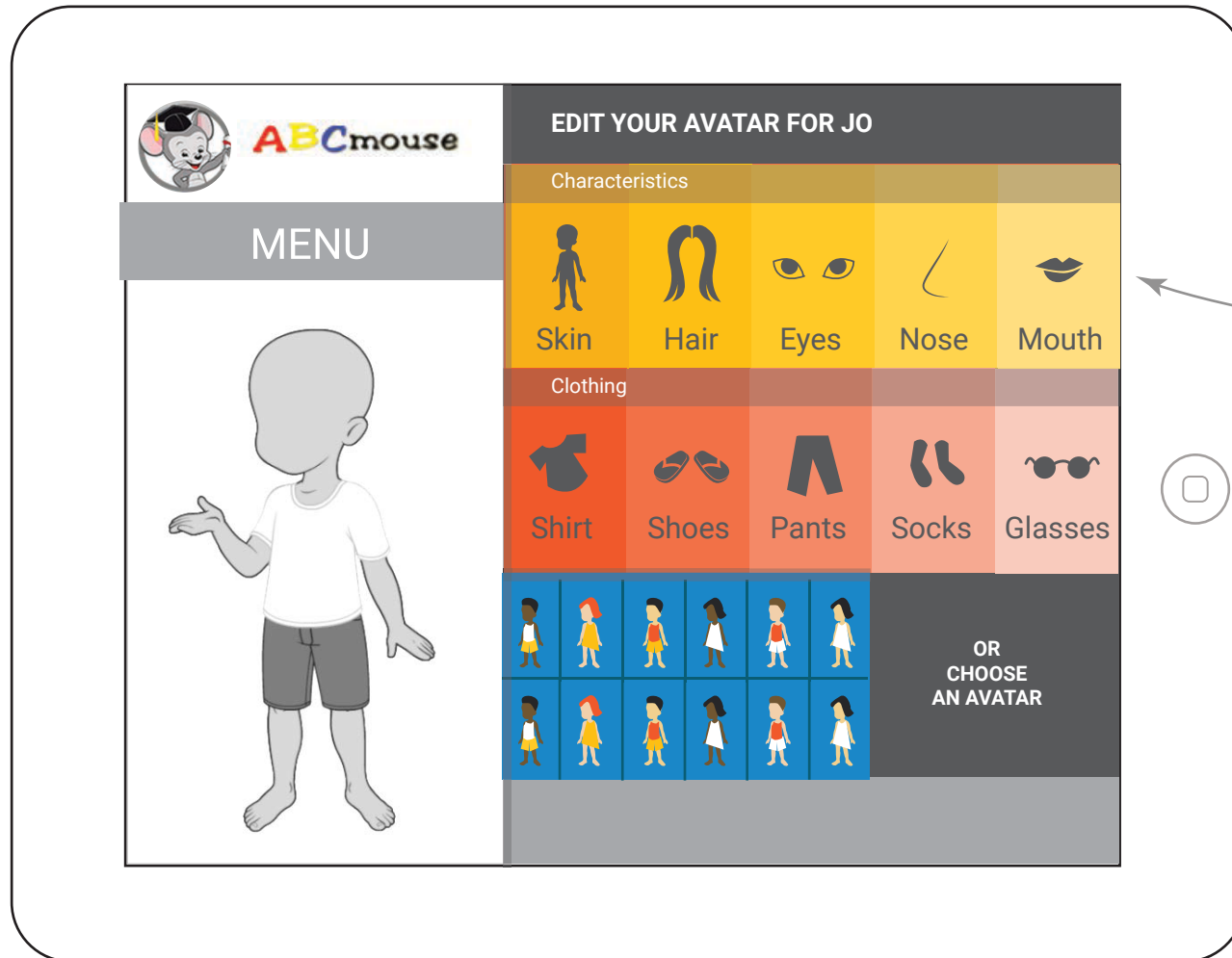
Selected item needs to be subtle so that the child will divert his/her attention to the blank avatar.

Clothing section will follow the same pattern as characteristics



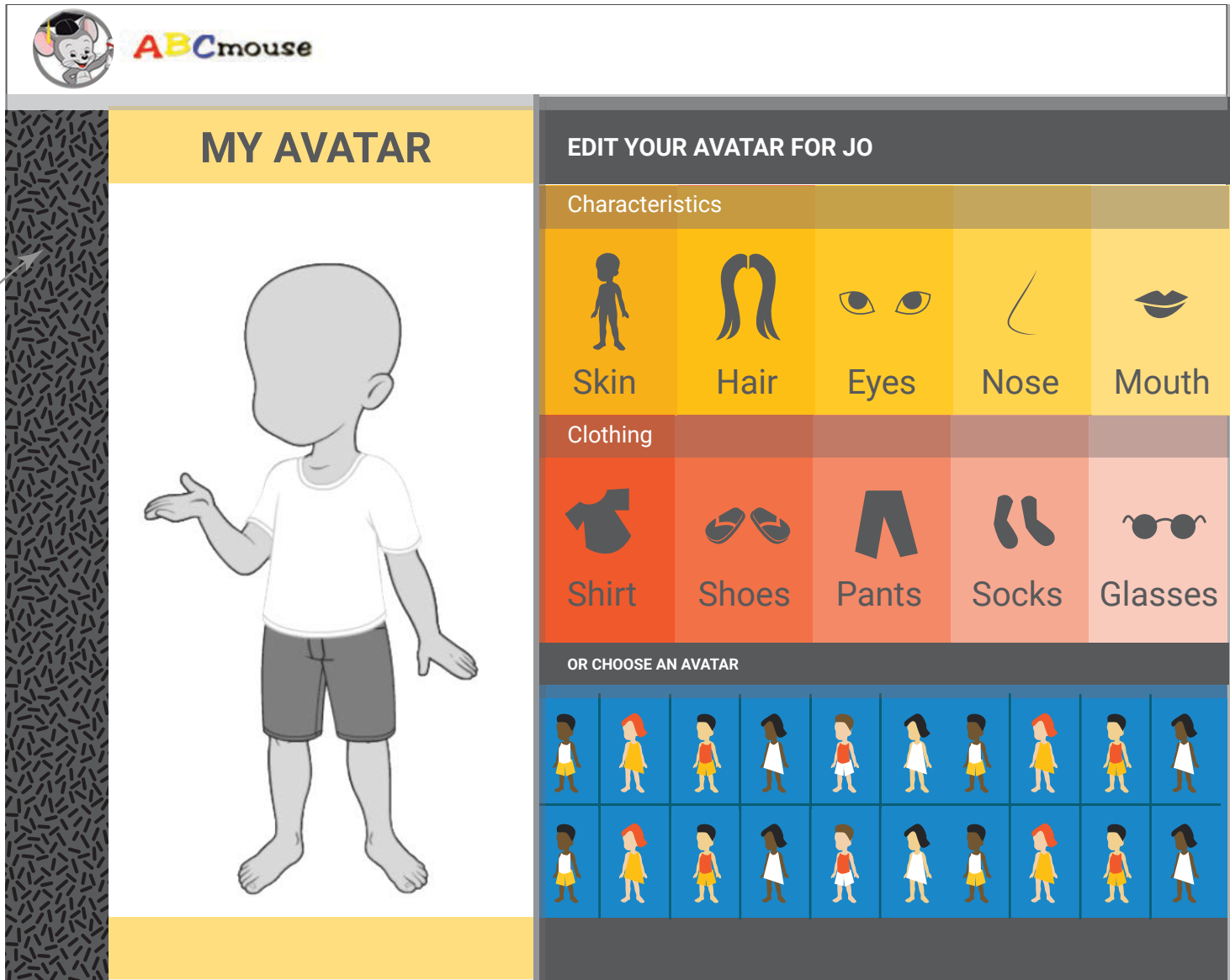
Sticky Sidebar doesn't move

ABCmouse.com | Tablet Design



Scroll Bar is hidden, will appear when the user taps a button that has a drop down area.

Area across bottom needs to be free of interactive elements to avoid accidental tapping or pressing by wrists and arms.



Expanded side menu has been brought back and placed out of the way to avoid distracting the child from the task at hand..

Since this is not touch screen. Okay to put interaction across bottom and along lower right of screen.