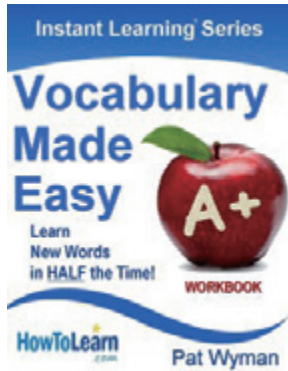# MONSTER & MONSTER

MAN XU

# 01 | OVERVIEW

**GAME + SPELLING + EDUCATION SIMULATION**

# THE SEED IDEAS

- I will create a world of monster plants. The app will encourage user to study vocabulary everyday while also planting and exploring the world of monster plants.
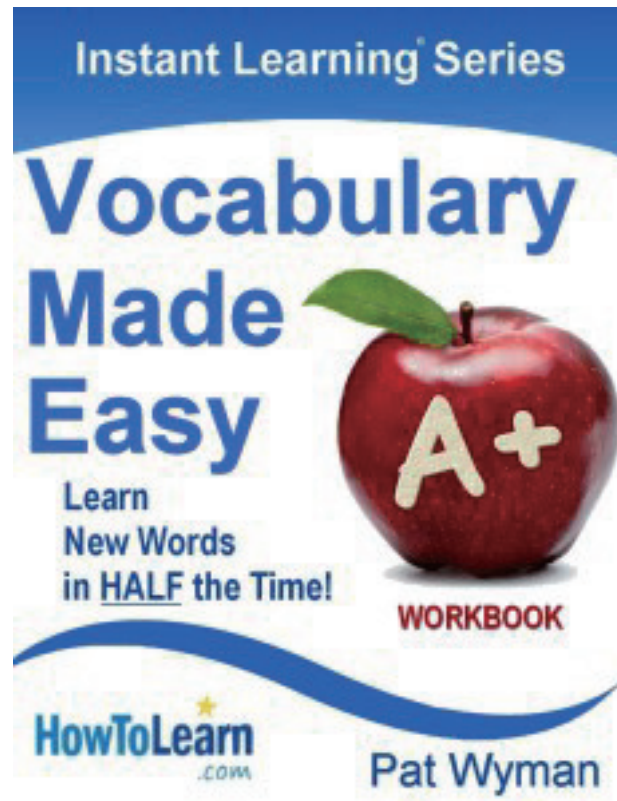
- Studying Bible with Puzzle casual game. At the same time, introduce the famous Biblical paintings in the world to users.

- This App would give user a lot of ideas for user's dressing. It can give user different ideas base on user's requirement, like eating at restaurant or watching movie.

- The app use game to help kids to practice spelling skills. At the same time, It will have a EDU （Education Simulation） system of monsters to encourage users to keep studying.
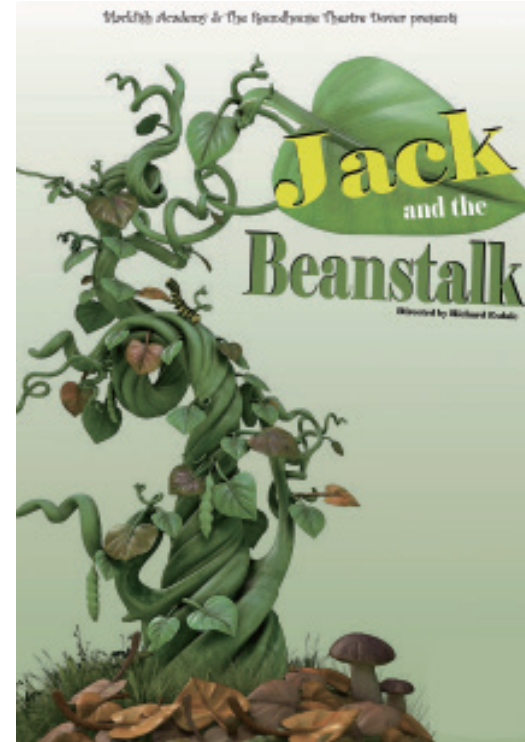
# THE CONCEPT VIDEO

- https://vimeo.com/158523870

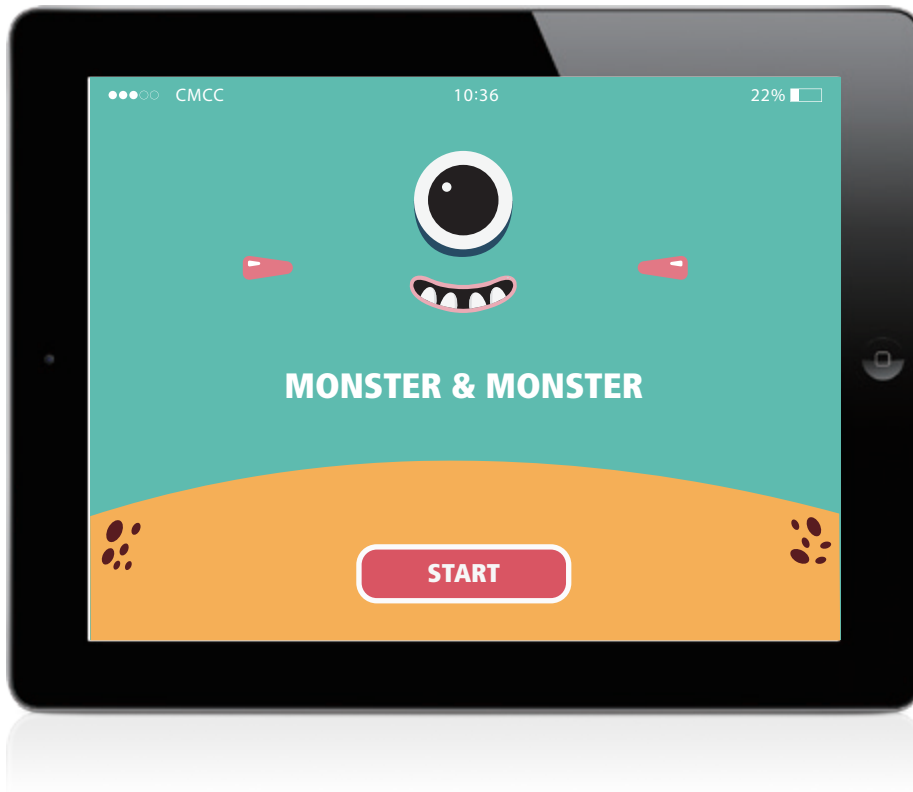## Project



● Jack and The beanstalk

## Problems





- 5 - 6 years old children will begin to develop math, reading, and other academic skills at school and at home.

But there are a lot of 5 - 6 years old children have the spelling problem, although they can read and understand a lot of words from parents, TV shows or books.

The issue will have negative effects when they enter the elementary school.

02.6

## Solution



- This project would makes a interesting interactive system for children.

- This project will uses small games to help children to practice spelling skill.

## The Primary Target Audience

- 5 - 6 age

- Girl/Boy

- This app is for 5 - 6 years old children who want to study English vocabulary and practice spelling skill use app.
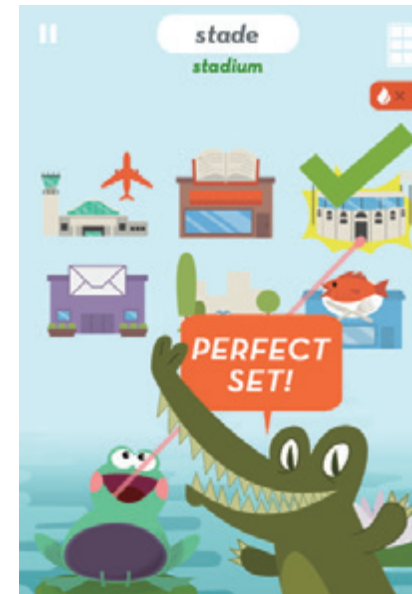
## The Secondary Target Audience

- 32 - 45 age

- Female/Male

- Parents who want using App to help their children to develop language skills, and they will download this app for their children.
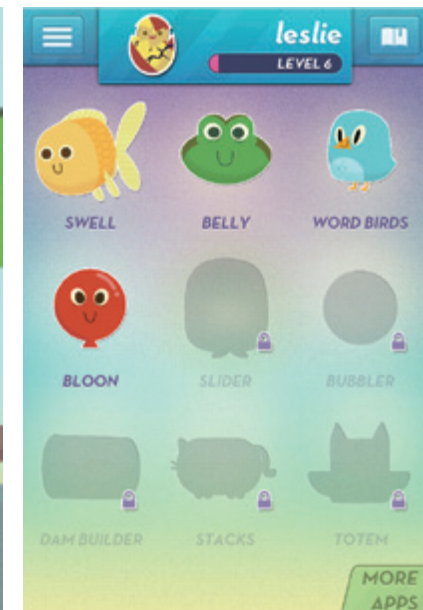
## Topic Competitor



## Kids' Vocab - MindSnacks

- With 9 addictive games designed to help under-stand words rather than just memorize them.

- Pros:
  1. There are a lot of interesting games for studying
  2. It has a lot of animation allow user to play with.

- Cons:
  1. It's a general english study App.



02.9

## Topic Competitor



### Chicktionary
### - A Game of Scrambled Words

- A free mobile app that provides word puzzles and word play.

- Pros:
  1.Interesing visual design and storyline.
  2.Real puzzle game.

- Cons:
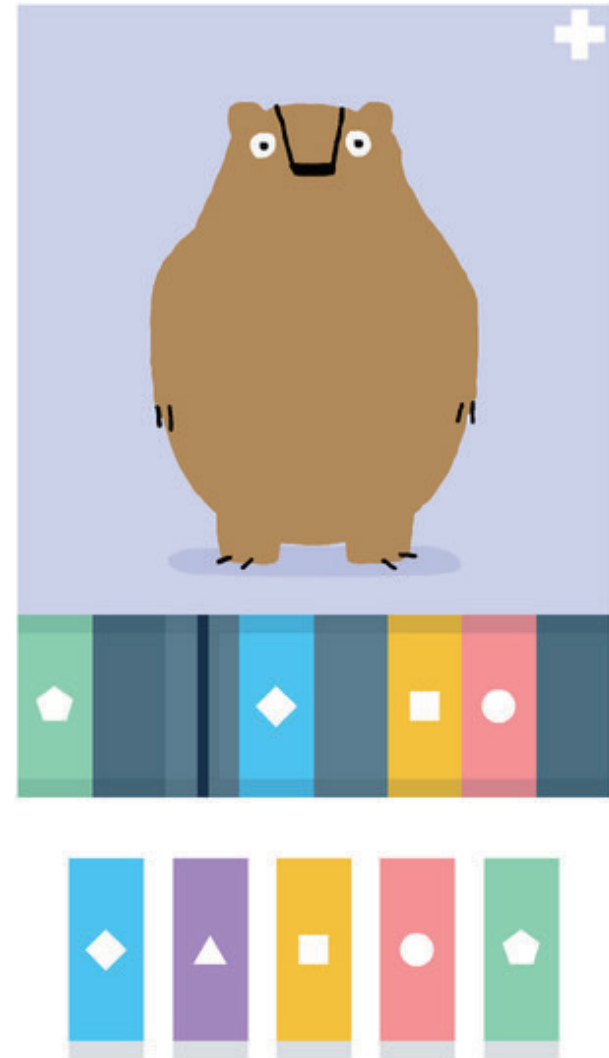  1. No clue to use.
  2. The content is hard for kids.

## Functional  Competitor



## LOOPIMAL by YATATOY

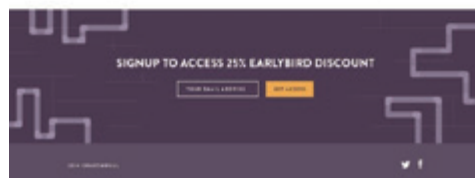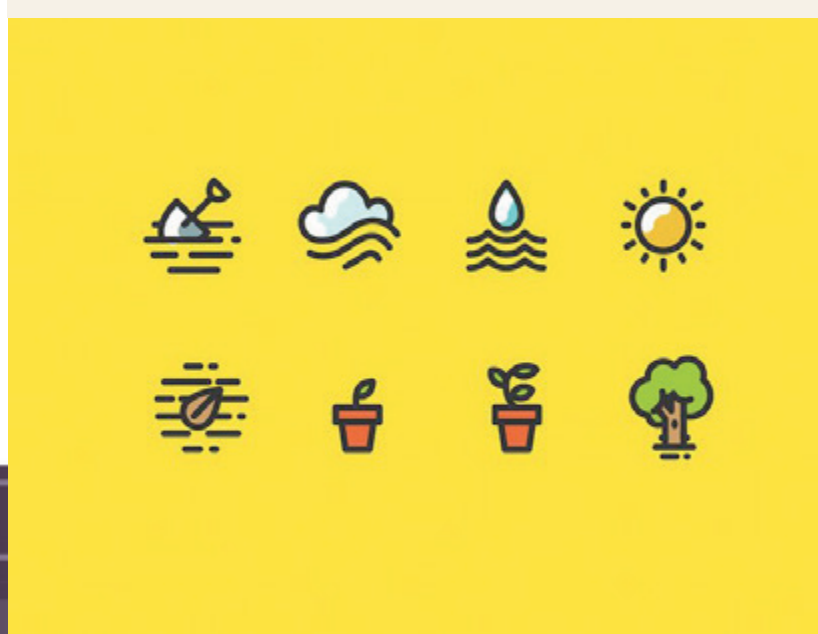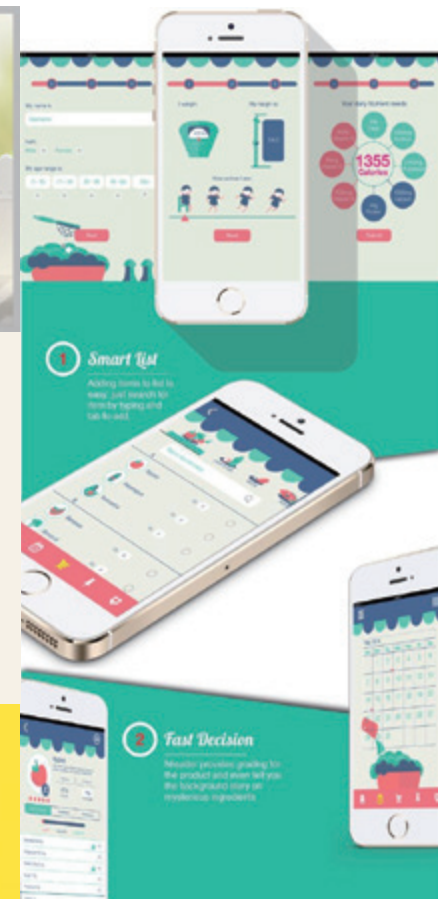● LOOPIMAL is a building kit of handcrafted animations and sounds.

● Pros:
  1.Good game mode.
  2.Good vision.

● Cons:
  1. It a music game for under 5 years old kids.

# MATRIX

| | Gerneral Language Education | Spelling | Choose level | Voice | Animation |
|---|---|---|---|---|---|
|  | ● | | ● | | ● |
|  | | | | ● | ● |
|  | | ● | | | |
|  | | ● | ● | ● | ● |

# THE MOOD BOARD

# 03 | Reseach & Survey

# Spelling issue with language development 5-6

http://www.education.com/question/son-smart-struggling-spelling-feel-failing-him/

My son is 6 years old. He can tell you how the solar system works...But we have so much trouble with his spelling...He is currently failing first grade mainly because of his reading and writing.

When i was younger i was really bad with spelling and reading i could read but not make since of a whole story i had a very hard time in school i hated not being able to spell and spending countless hours cryn/studying so much i cheated on every spelling test.

My 4th grader still struggles with spelling. It's a constant uphill climb for him.

My child is having the same problem .

My daughter experienced the same thing.

# Vocabulary development in school-age children

https://en.wikipedia.org/wiki/Vocabulary_development#Vocabulary_development_in_school-age_children

By age 3, children are likely able to learn these concrete words without the need for a visual reference, so word learning tends to accelerate around this age. By age 5, children tend to have an expressive vocabulary of 2,100–2,200 words. By age 6, they have approximately 2,600 words of expressive vocabulary and 20,000–24,000 words of receptive vocabulary.
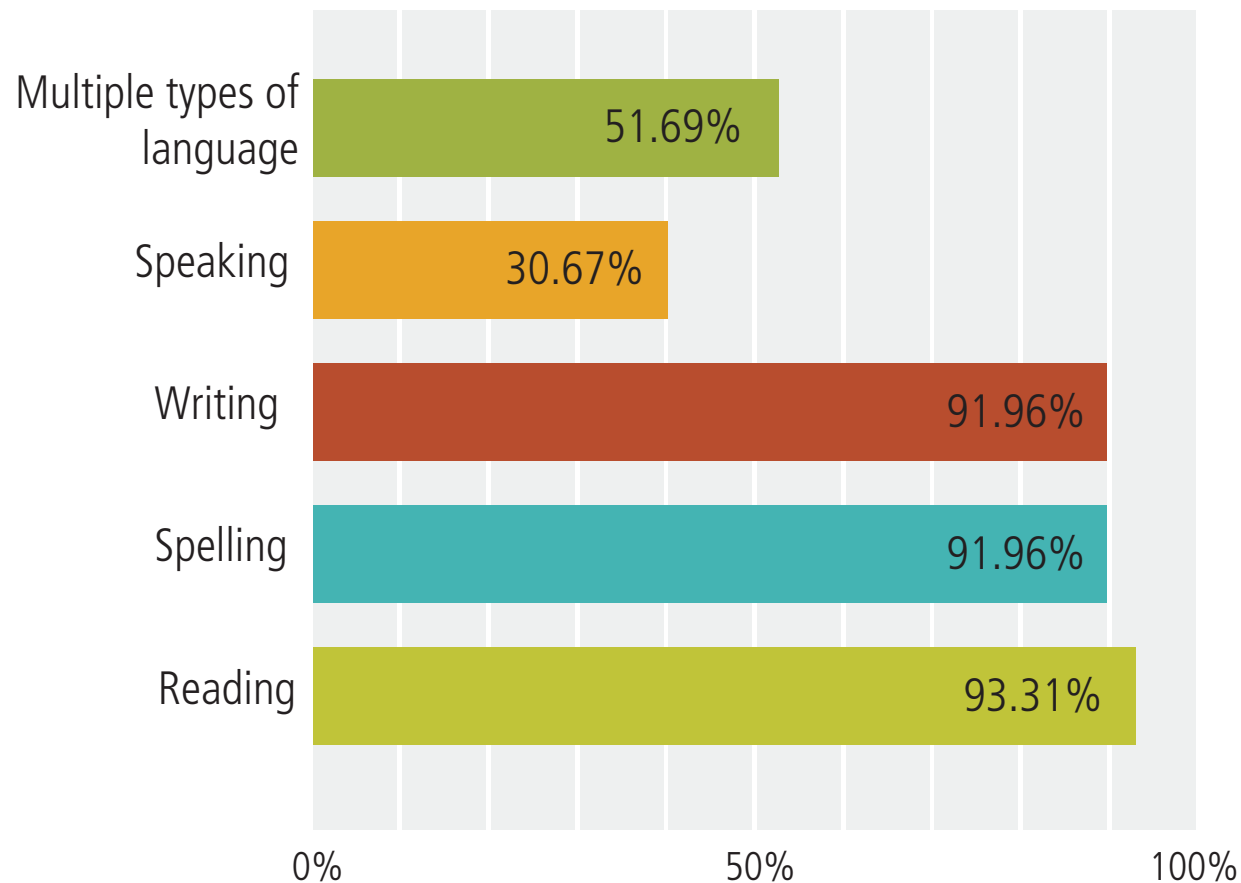


**Human Brain Development**
Synapse formation dependent on early experiences



03.2

# Vocabulary development problem
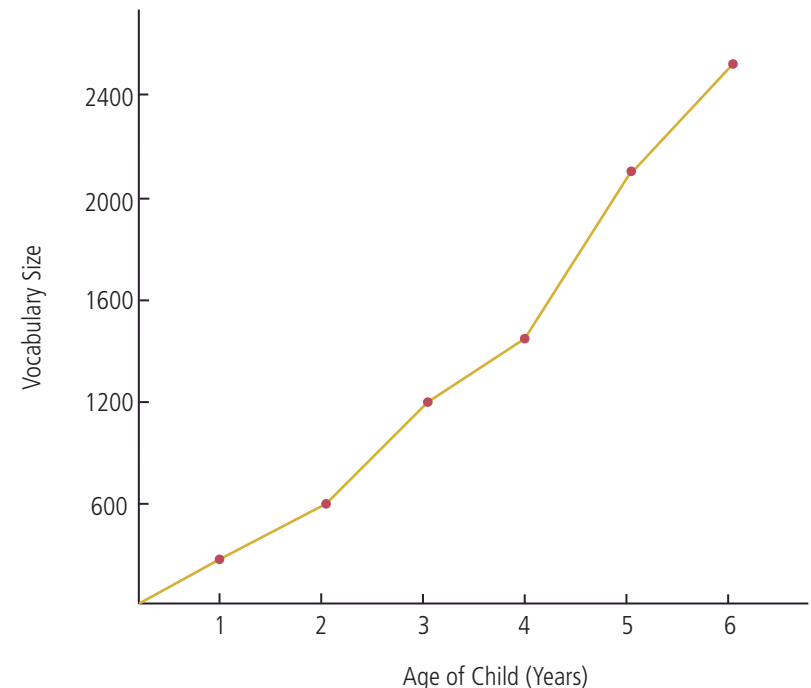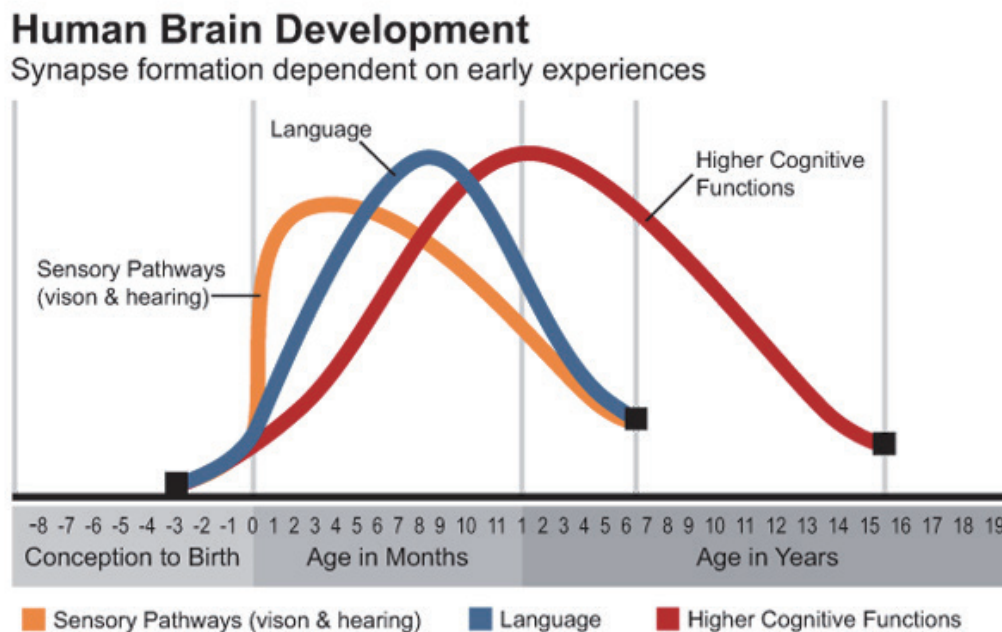
http://www.education.com/question/son-smart-struggling-spelling-feel-failing-him/

There is a lot of children aged 5 to 6 years old have a spelling problem, although they can read and understand a lot of words from parents,   TV shows or books. The issue will have negative effect when they enter the elementary school.

**The challenges with vocabulary development problem**

| Category | Percentage |
|---|---|
| Multiple types of language | 51.69% |
| Speaking | 30.67% |
| Writing | 91.96% |
| Spelling | 91.96% |
| Reading | 93.31% |

0%        50%        100%

# The expert

Sharon Evoy
Assistant Education Professor
**Eastern Oregon University**

## Awards

Mt. Valleys Reading Council President (honor council)

Various activities related to Language Arts Education, active participant in conferences: Oregon Reading Association, National Conference of Teachers of English, Oregon Reading Summit

Assisted in development of state benchmark assessment guidelines, co author of various language arts handbooks

The most children at age 5-6 have a working knowledge of expressive vocabulary (words they use in speaking) and receptive vocabulary (words they understand). These are the language areas they have been developing and using since they were born, having to do with speaking and listening.

However, at this age most children are at the beginning stages of learning about the graphic representations of language - reading and writing. Writing is a very important process in their developing spelling skills as it is essentially the purpose for spelling. As they express themselves on paper, some strategies they may use to write words included visual memory (remembering the way the word looks), saying the word slowly to listen for the sounds & writing the graphic representation (letters) - this is using their grow-ing knowledge of phonics. They may also think of a word that they know that has some part that sounds the same as the word they are trying to spell such trying to spell the word , "that" and already knowing the words "cat" &
"the" to spell the word "that" (I.e. the 'at' part & the 'th' part).

# What kids are doing with smart devices

http://uk.epinionglobal.com/blog/smart-devices-kids-first-touch-online-world/

## 3 - under 6 years old

**70%**
Play game

**50%**
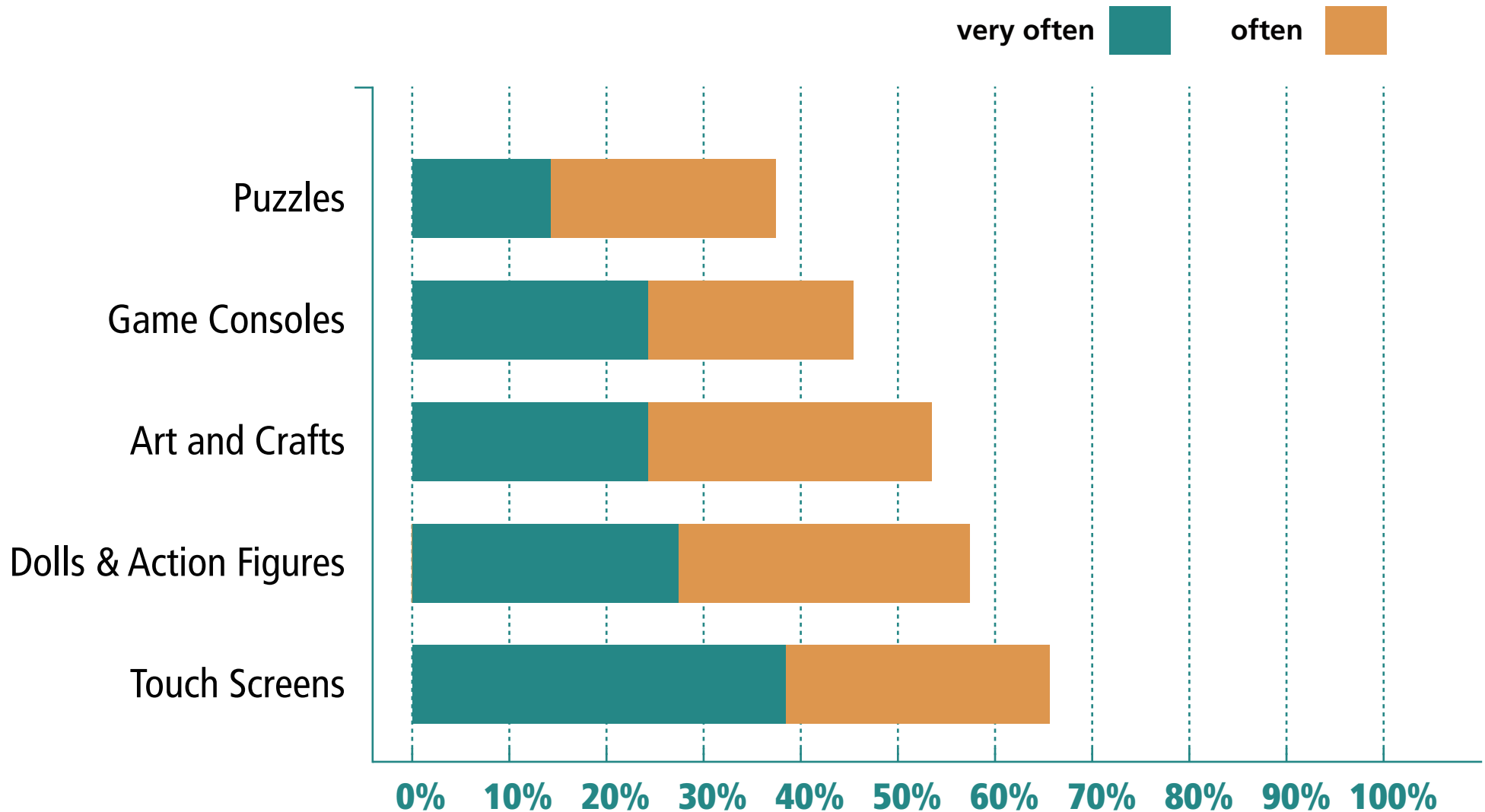Learn

**46%**
Simply play around

**45%**
Listen to music

## Frequency of play type

http://www.canadianliving.com/blogs/life/2014/02/24/touchscreen-devices-top-toys-for-tots/

**Children 12-year-old and under**

very often ▪  often ▪
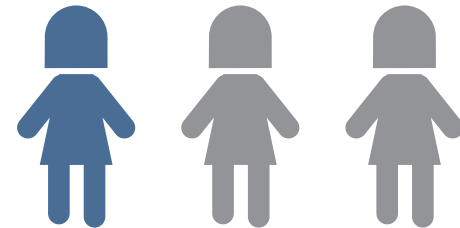
Puzzles
Game Consoles
Art and Crafts
Dolls & Action Figures
Touch Screens

0%  10%  20%  30%  40%  50%  60%  70%  80%  90%  100%

03.6

# Children's use of tablets

http://www.toothsie.com/tag/toothsie/

**TEENS**
(12 - 15 YEARS)

**64%**

**CHILDREN**
(5 - 15 YEARS)

**62%**

**PER-SCHOOL**
(3 - 4 YEARS)

**39%**

Children now more likely to use a tablet
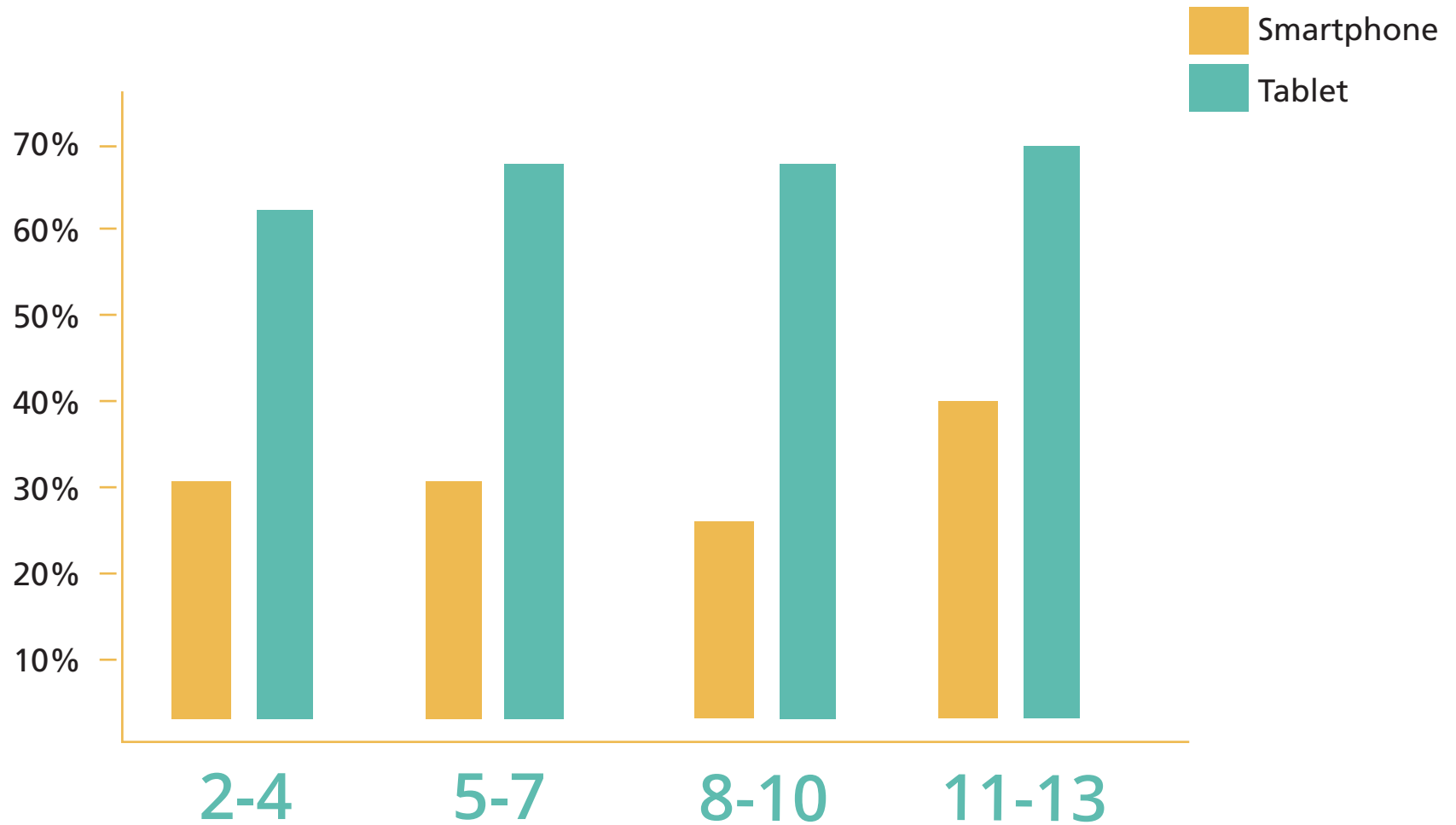（up by 47% since 2013）

# 1 in 3 Children now own a tablet
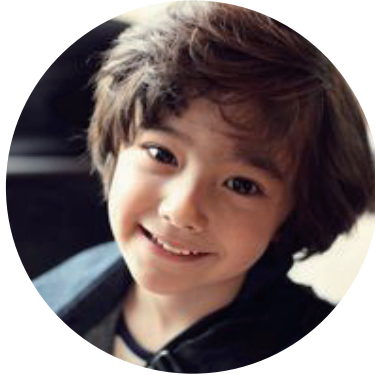
... and 71% of children live in a house
with a tablet

# Kid's use of tablets and smartphones

http://www.slideshare.net/JonathanBlumKurtz/nielsen-kidsaudiencebehavioracrossplatformsaug2015



03.8

# 04 | Proof of Concept

# TWO PERSONA

Tom

- 5 AGE
- San Francisco
- Boy
- Like playing game

Tracy

- 6 AGE
- San Francisco
- Girl
- Like watching cartoon

# THE KEY PERSONA



**TOM**

- Age:

  5 years old

- Location:

  San Francisco

- Interests:

  Drawing, Playing games, watching cartoon.

- Story:

  "Im 5 years old this year. I can read book by myself, but spelling is a big challenge for me. I need to practice spelling skill. But the regular method makes me feel boring, and I wish I can play games, at the same time I can practice my spelling skill."
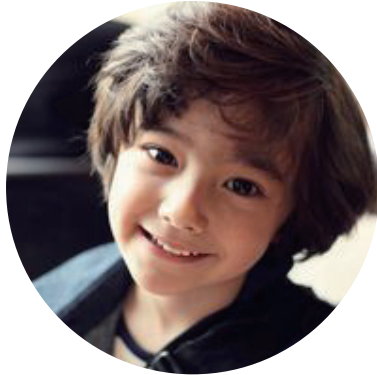
## The scenario

Tom

He wants to practice spelling skill at home. His mom download the Monster for him. Tom login to the app and choose the level. Then Tom is going to spell vocabularies by game. If he achieves the goal, he can feed his monster.

Loading Page

↓

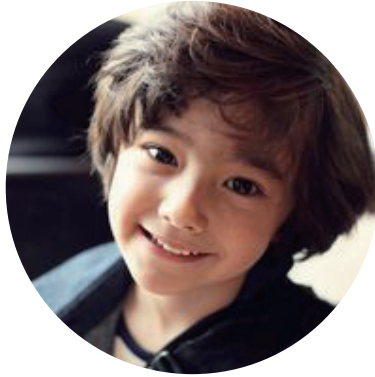Choose a Level

↓

Enter the level

↓

Play Game

↓

Get Peas

↓

Feed moster
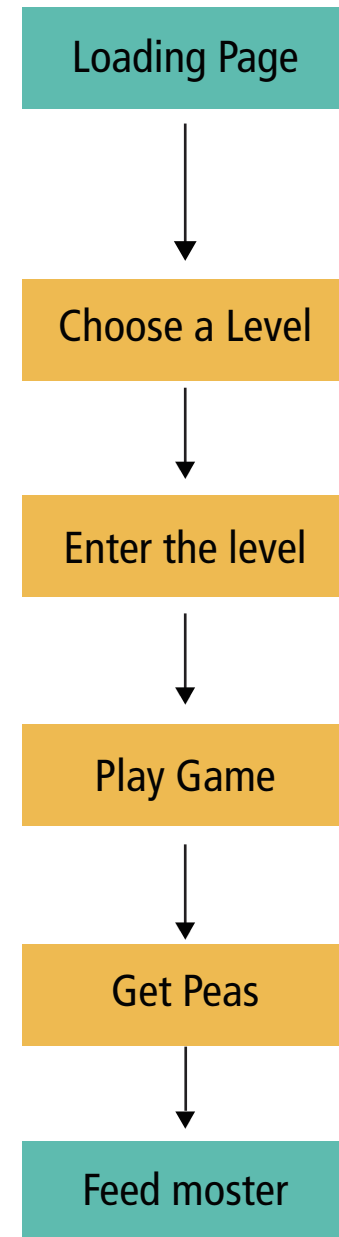
## 1/8
## Landing page

Tom opens the Monster & Monster App from his tablet. Tom clicks "START" button on the landing page.

# THE PROOF OF CONCEPT

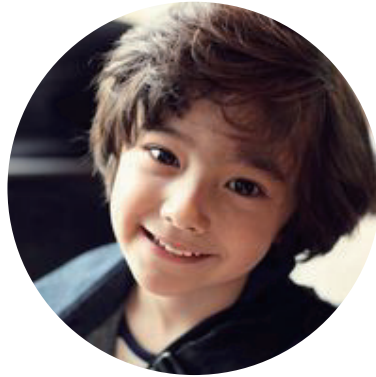## 2/8
## Choose level page

Tom chooses Level and he clicks "DOWN" button to enter Homepage.
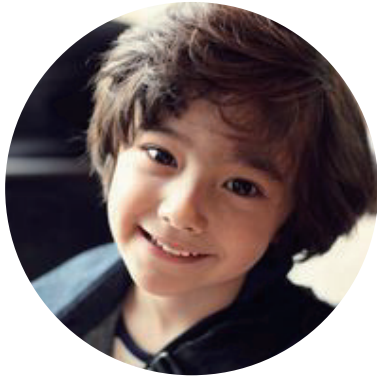
## 3/8
## Tree page

Tom enters the Level Tree page,  then he will start the class from Level 1.
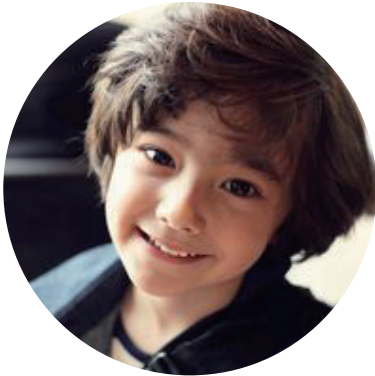
# THE PROOF OF CONCEPT

## 4/8
## Game page

Tom enters the Game page. Each level has five words need Spell-ing,and user has 1minute to finsih game. Also,the system will give the pronunciation of each words to user.
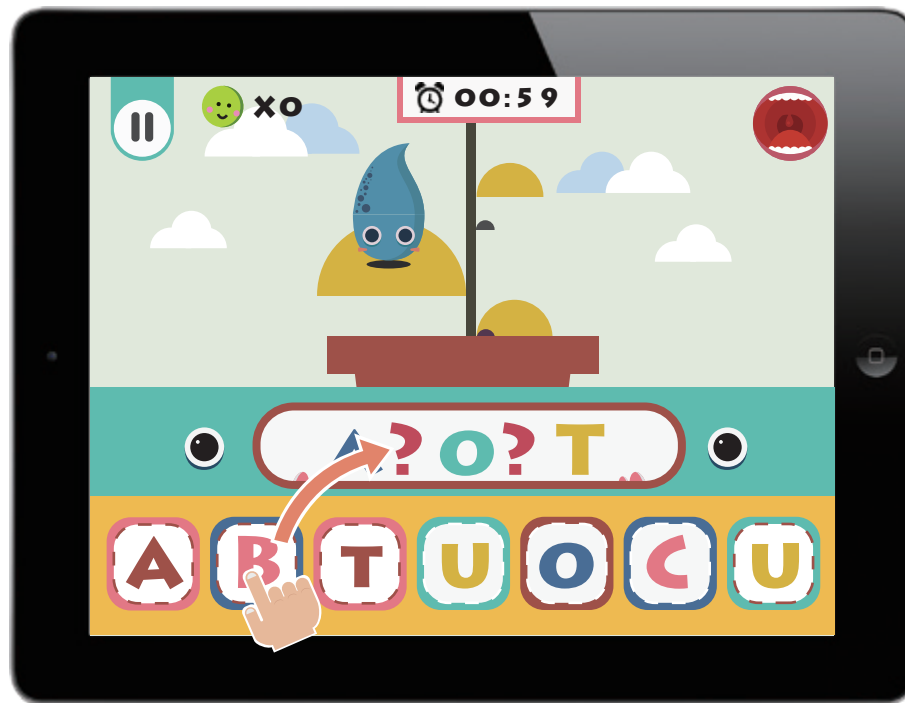
Score

Game time
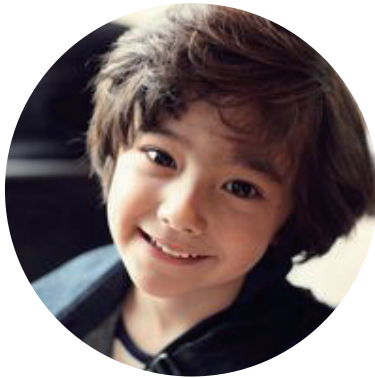
Pause button

Repeat

## 5/8
## Game page

He can drag the alphabet from random list which one he wants. If the answer is right,he will get a pea and the Monster will move up.

## 6/8
## Game page

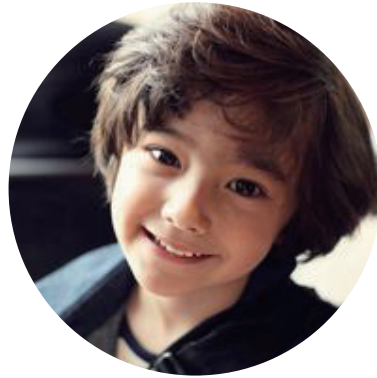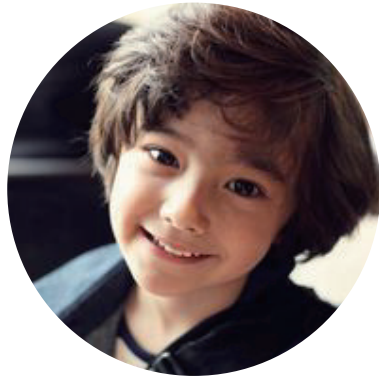Tom can click the Repeat button,then system will repeat the word.

## 7/8
## Game page

When the time out, the game is finsih. If user gets four or five right answers, the monster will move to Level 2. User can choose the New level in the Tree page.
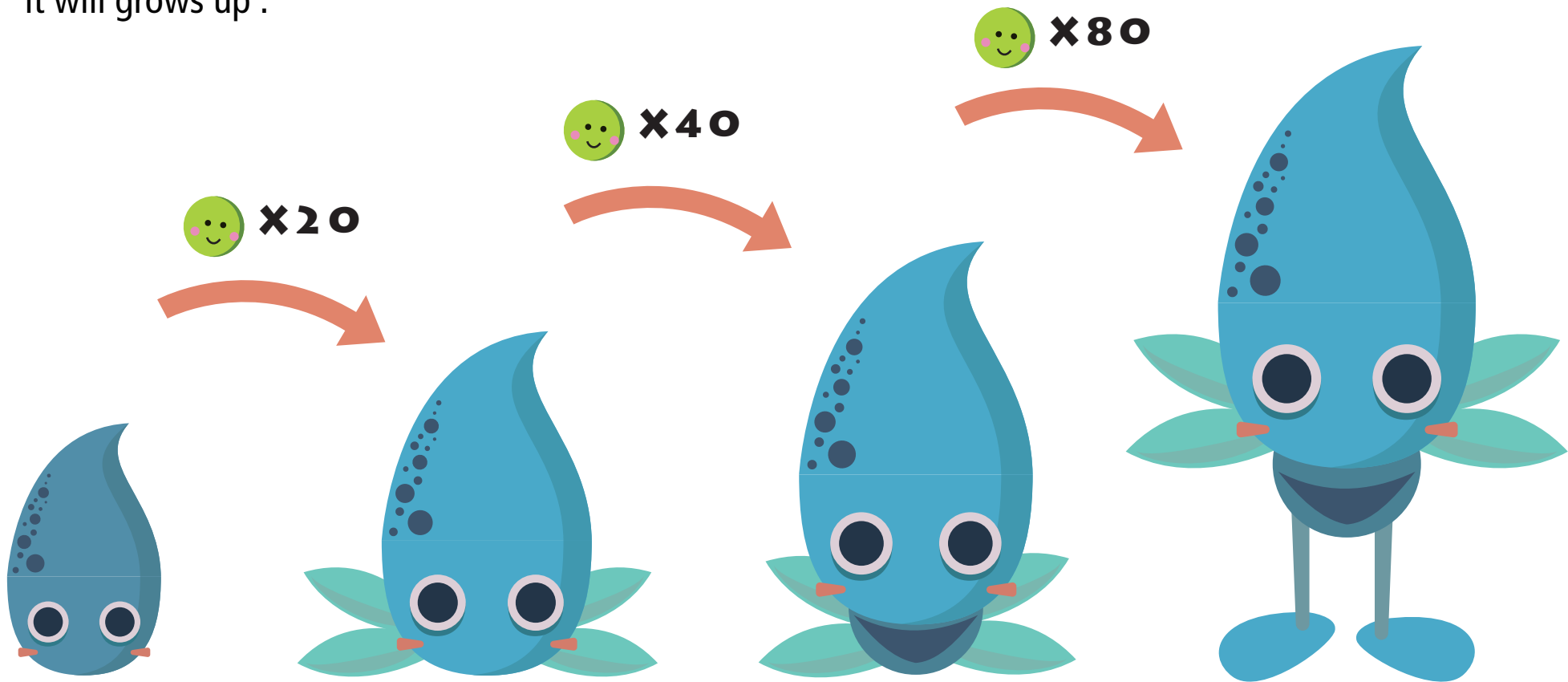
## 8/8
## Game page

When he finishes the game and get peas, he can feed the monster using peas.

## TIPS

When the Monster gets enough peas,
it will grows up .

**Tracy**

- Age:
  6 years old

- Location:
  San Francisco

- Interests:
  Playing games, watching cartoon.

- Story:
  "Im studying spelling and practice the skills use App. Because using app to practice is instereing. The traditional way is boring and I always ignore it. I do it everyday."
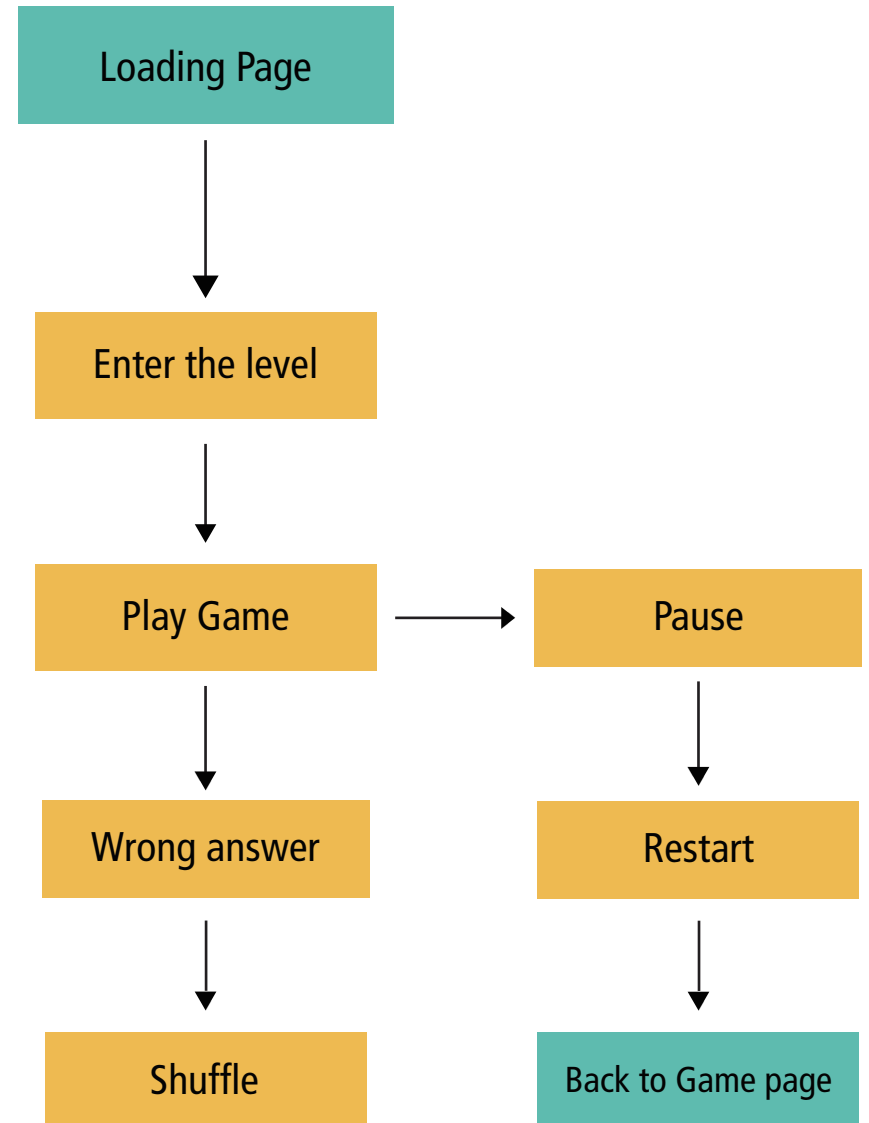
## The scenario

Tracy

She was a user of the app. She is in Level 5, but some words in this level Tracy can't spell well. She always did a mistake in this level, but she wants to pass the level, so Tracy clicks the pause button on the right corner of top.Then she can choose restart.
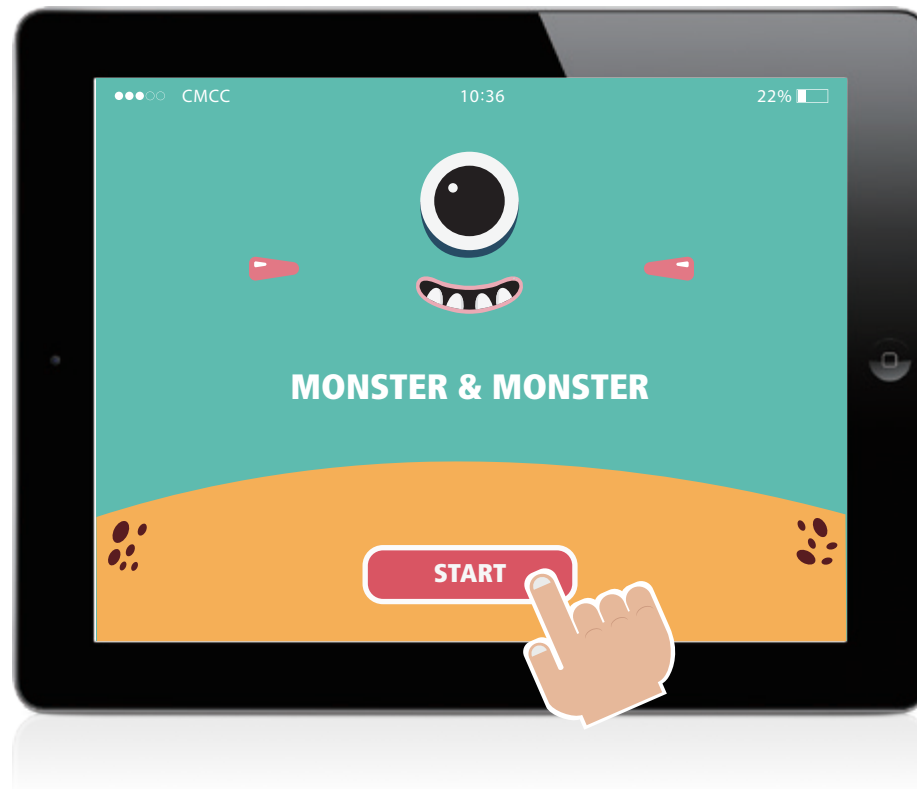
Loading Page

Enter the level

Play Game → Pause

Wrong answer

Restart

Shuffle

Back to Game page

## 1/5
## Landing page

Tracy opens the App from her smart phone. She has played it. She clicks "START" button on the landing page.



04.15

## 2/5
## Tree page

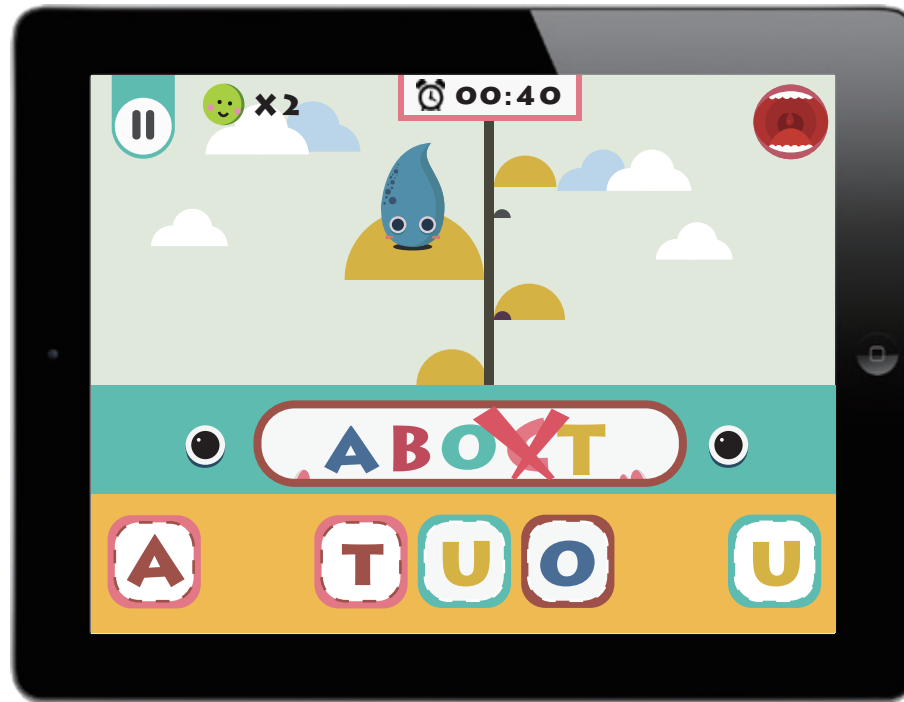Tracy enters the Level tree page and choose which level she wants.

# THE PROOF OF CONCEPT

## 3/5
## Game page

When she finished filling the blanks in the word.   The system will tell user the answer is not correct.

## 4/5
## Game page

If the answer is not correct. The monster will eat the wrong word, and spit all of them. At the same time, word list will shuffle. Then she can do it again. But she can't get a pea.
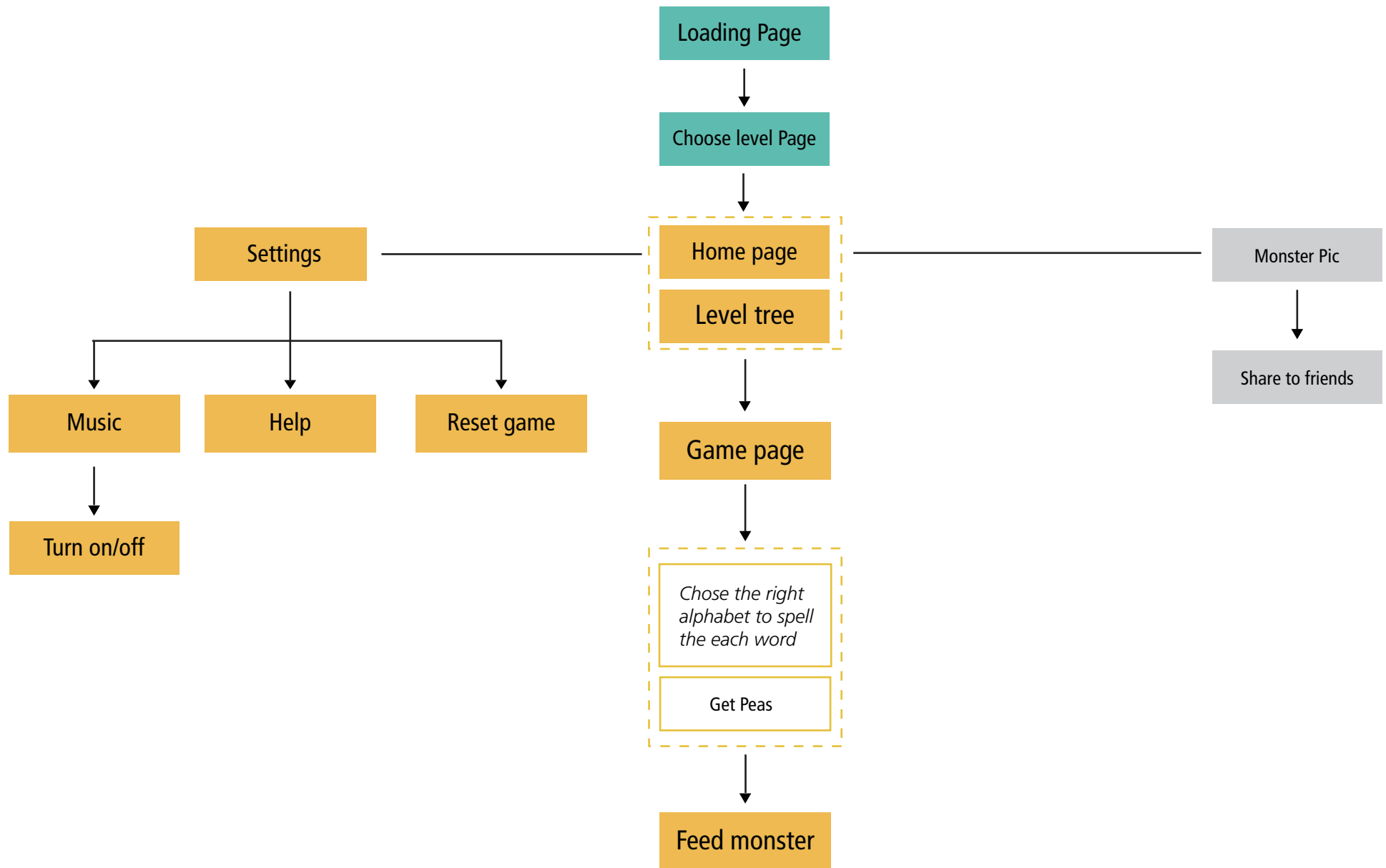
## 5/5
## Game page

If she clicks the Pause button on the left top, she can restart game of this level.
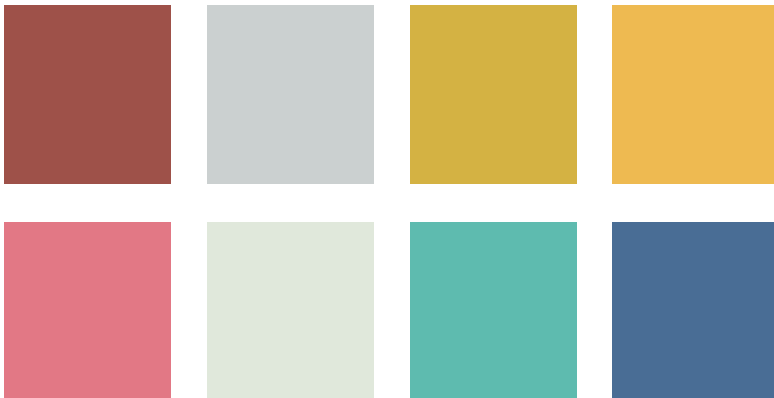
# 05 | User Experience

# THE CONTENT PLAN

Loading Page

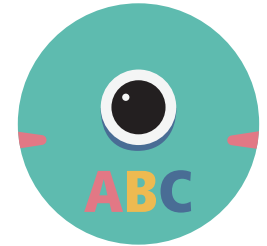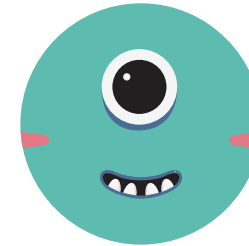↓

Choose level Page

↓

Settings ——— Home page ——— Monster Pic

Level tree

Music   Help   Reset game

Turn on/off

Game page

↓

*Chose the right alphabet to spell the each word*

Get Peas

↓

Feed monster

Monster Pic

↓

Share to friends

05.1

## Final Logo

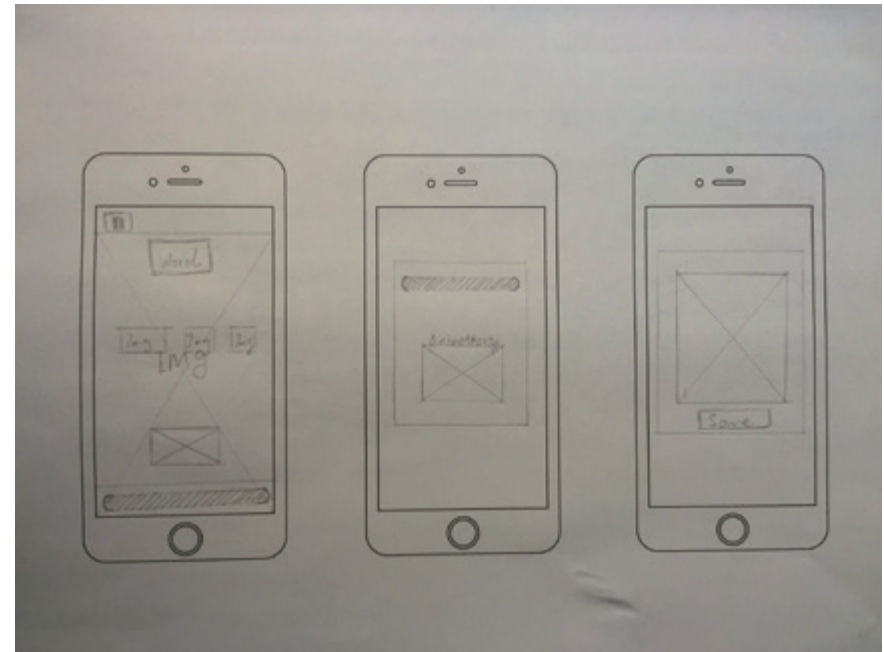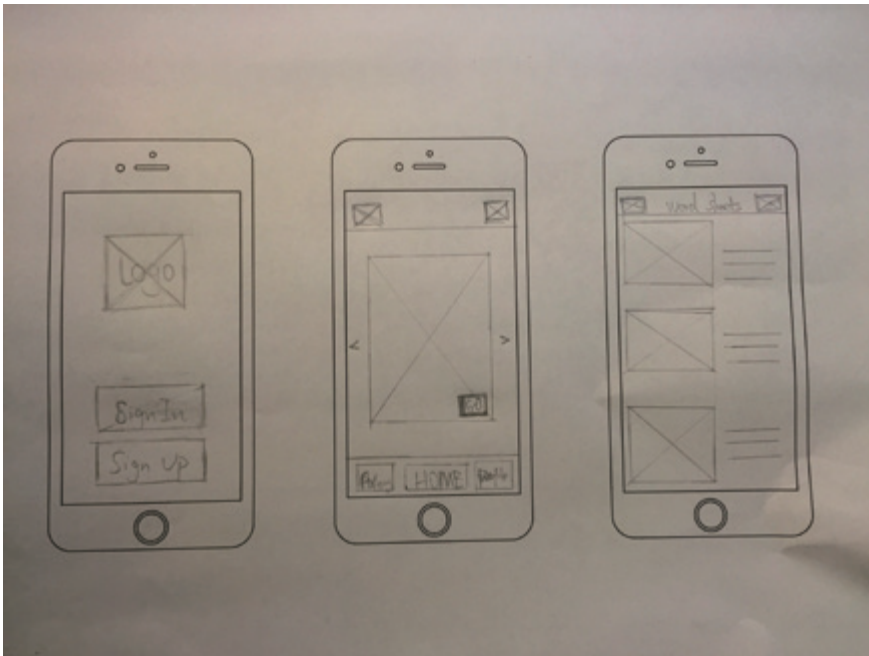## Color Palette

## Logo Option

## Logo and Game page Font

### Lithos Pro Black
ABCEDFGHIGKLMNOPQ
ABCEDFGHI
1 2 3 4 5 6 7 8 9 0

## Body Font

### Frutiger 87 Extra Black Condensed
ABCEDFGHIKLMNOPQRST
abcdefghi
1234567890

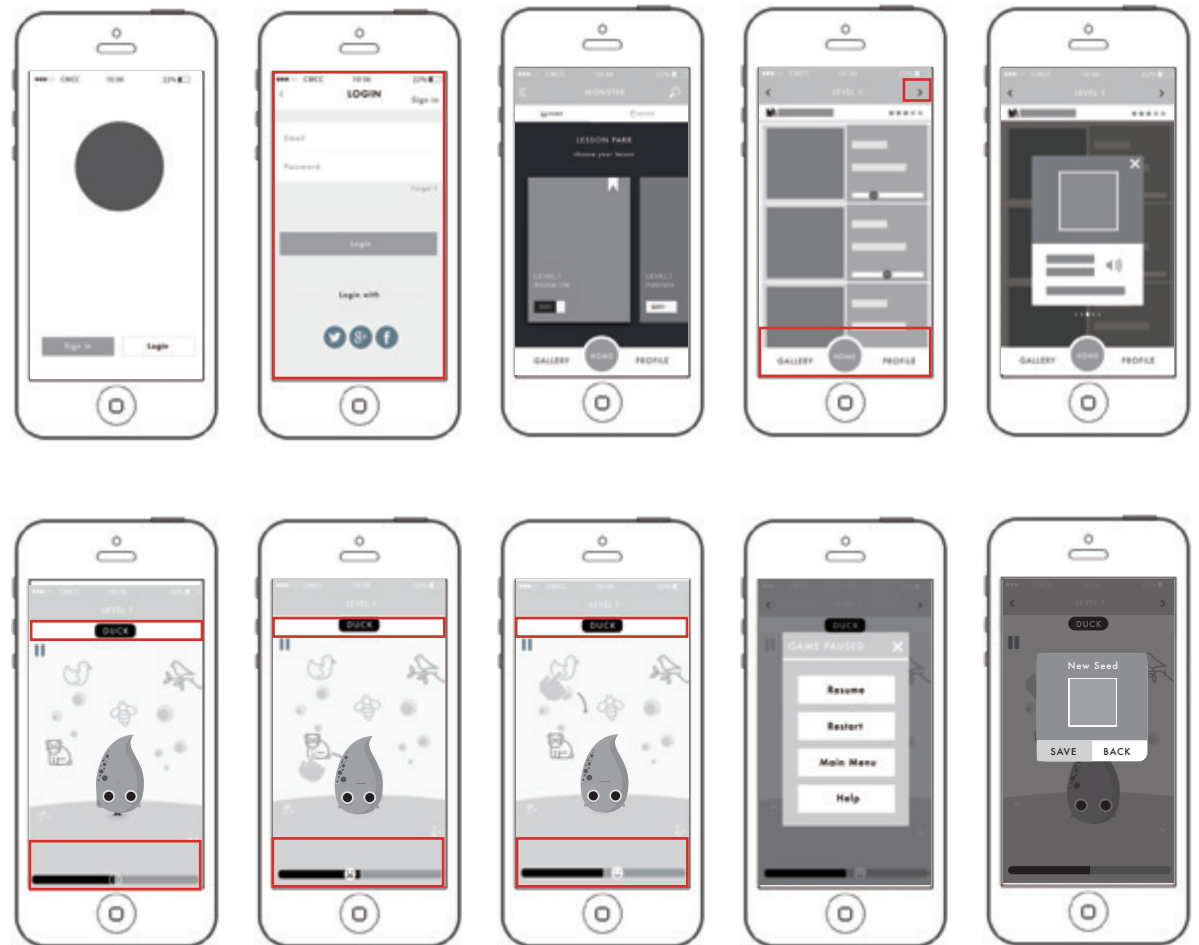## Sketch

# THE USER TESTING

Date: Nov. 5th/6th
Type: Paper Prototype test
Tester: Tony/Keith/Fiona

Bullet point list

1. R: "Sign in" page doesn't work for kids.
F: Delect the " Sign in" page

2. R: Testers were confused how to enter the game.
F: Change the Navigation Bar to a hidden button.

3.R: Tester think the Popout is small，and the Navigation Bar is confusing.
F: Enlarge the Popout and delect the Navigation bar.

4.R: Tester think the notice board of word is too small，and the progress bar on the buttom is confusing.
F: Enlarge the notice board and font size. Also, change the progress bar's style.

## V1 Prototype

Date: Nov. 14th/15th
Type: Prototype test
Tester: Gin/Keith/Andrew

Bullet point list

1. R:The "Choose level page" doesn't work for kid
F: Make the content easy

2. R: The word sheets page is useless.
F: Delete the page from system.
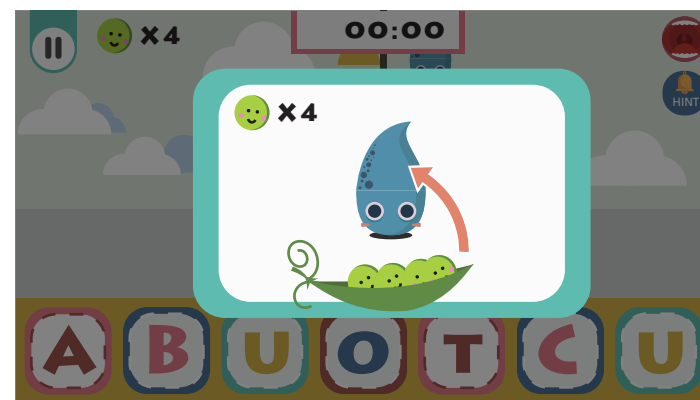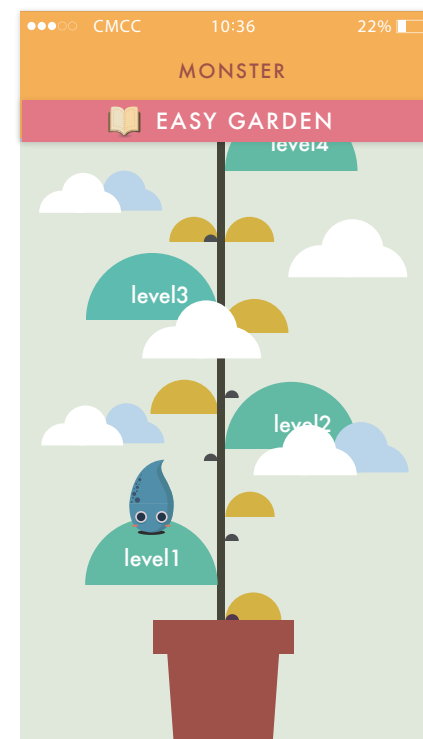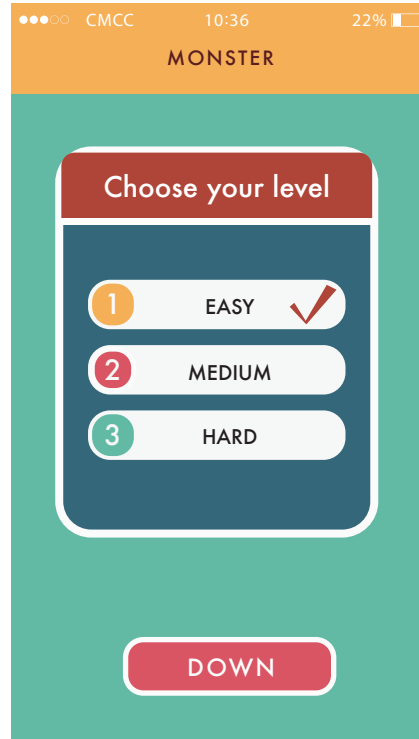
3.R: The button on the right corner is useless.
F:Delect the function.

4.R: The mode of testing is not good for kids. It's boring and useless. Tester think the game mode should be interesting and easy to use for kids.
F: I change the game mode.

## V2 Prototype

# THE USER TESTING

## Final design

## Participants

USER: Kids/Young person
AGE: 5-6 years old/32-45 years old
GENDER: All genders
Want to practice spelling skill/Want child to practice

## User Group

3 - 5 Kids
4 - 6 Adults

## Schedule

Recruit: Aug 5th  –  Aug 7th
Test dates: Aug 10th – Aug 15th
Report: Aug 20th

## Type

1. Paper Prototype
2. Clickable Prototype

## Scenarios to test

Enter the app/Play game/Review

## Background

The app use game to help kids to practice spelling skills. At the same time, It will have a EDUsystem of monsters to encourage users to keep studying.

## Research Questions

1.Spelling issue with language development 5-6
2.What kids are doing with smart devices?
3.What are the common questions of confusion for users?

## Goals

Identify the strengths and weaknesses of the project.

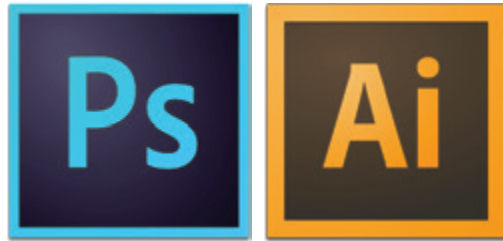## Script

Make appointment with users
Use paper prototype
Get feedback from testing
Summary

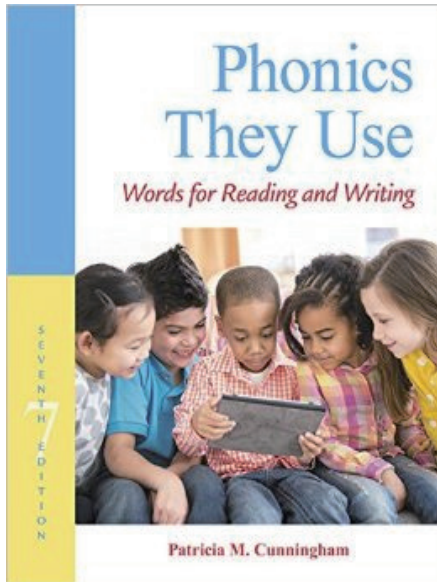# 06 | Development Plan

UI/UX
Development

HTML

CSS

JAVASCRIPT

MySQL

Technical
Development

## The content sources

- Phonics They Use: Words for Reading and Writing by Patricia M. Cunningham

  Phonics They Use, seamlessly weaves together the complex and varied strategic approaches needed to help students develop reading and writing skills and offers a collection of strategies and hands-on activities that provide a framework for teaching phonics.
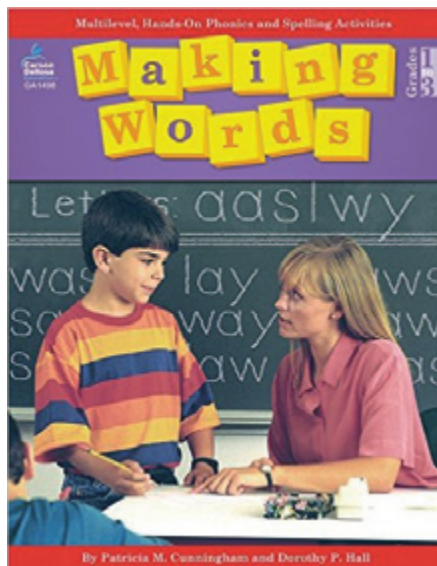
- Making Words: Multilevel, Hands-On Phonics and Spelling Activities

  An innovative, developmental approach to teaching phonics and spelling. This classroom resource contains lessons in which students select letters to build short and long words. It also includes effective tools for strengthening spelling and phonics skills. Making Words is a multilevel book that explores words and letter patterns while increasing vocabularies.

06.2

# BIBLIO**GRAPHY**

http://www.education.com/question/son-smart-struggling-spelling-feel-failing-him/

https://en.wikipedia.org/wiki/Vocabulary_development#Vocabulary_development_in_school-age_children

http://www.education.com/question/son-smart-struggling-spelling-feel-failing-him/

http://uk.epinionglobal.com/blog/smart-devices-kids-first-touch-online-world/

http://www.canadianliving.com/blogs/life/2014/02/24/touchscreen-devices-top-toys-for-tots/

http://www.canadianliving.com/blogs/life/2014/02/24/touchscreen-devices-top-toys-for-tots/

http://www.toothsie.com/tag/toothsie/

http://www.slideshare.net/JonathanBlumKurtz/nielsen-kidsaudiencebehavioracrossplatformsaug2015

Wilson Language Training
http://www.wilsonlanguage.com/dyslexia/resources/

Fry Frequency Word List for kids.
Fry covers about 90% of all words used in school books, library books, newspapers, and magazines.  The Fry word list is made up of "service words" (pronouns, adjectives, adverbs, prepositions, conjunctions, and verbs).

MONSTER & MONSTER

THANK YOU