



Eat Me Nots

PROCESS BOOK



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Project Objective

Purpose:

Entertainment and educational.



Company Objective:

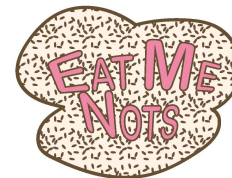
To popularize brand amongst target audience. Company is starting off as an interactive website for kids with games, and short videos. The company wants to grow popular enough to develop into e-commerce as well.

Design Objective:

The website for Eat Me Nots will be a learning center for children. It will have educational games for interactivity and to promote basic learning. Short character episodes will be created to teach audience moral values and lessons. When established brand is popularized kids appeal will be added as e-commerce.

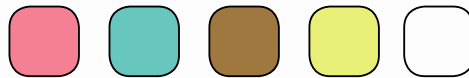


Logo Design





Style Guide



HOBOTD

LOGO TYPE

HELVICTA

HEADINGS AND BODY



Target Audience

Primary Target Audience:

The primary target audience represents the user who will have the most interaction with the website. The primary audience is school aged children ranging from 4 to 8 years old, boys and girls. The audience is beginner to intermediate interface user. They are coming to the website for entertainment and educational purposes. Parts of the website will require help from a parental figure.

Secondary Target Audience:

The secondary target audience represents the user who will have a low level of interaction and will assist the primary user with particular interactions and navigation of interface. The audience is parental figures with intermediate to advanced interface user. Parental user will be primarily interested in educational benefits of interaction.



User Persona

Emma is 5 years old and is in Kindergarten. She is an explorer of art and the world around her. She is learning basic math, reading, and writing at school. She loves bright colors and cute animals she sees on TV and the computer. Once a week at school she has computer lab where she plays learning games. At home she mostly watches TV, colors, and plays with Legos. She plays online games and downloaded apps from her mom's tablet. Emma only gets to use her mom's tablet while she is waiting and tagging along on her mother's errands. She plays with the tablet in appointment waiting rooms, in the car, and in the basket at the store.





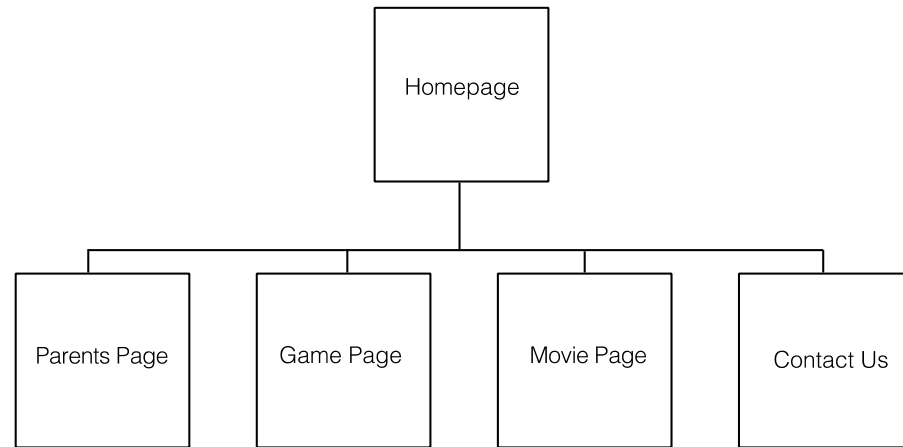
Navigation System





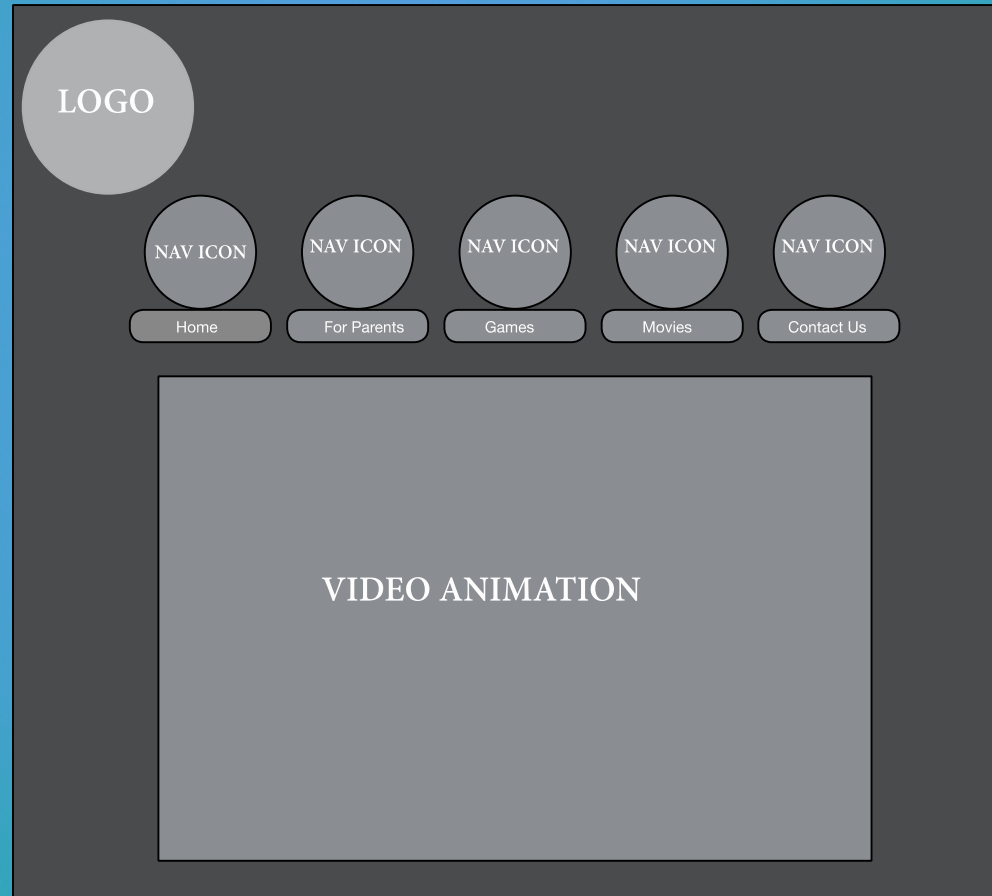
Site Map

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Wire Frame





Digital Mock Up





A/B Testing

Which nav labels can you read the easiest?

A

Home

Parents

Games

Movies

Write Us

B

Home

For Parents

Learning Games

Videos

Contact Us

Results:

Target audience found "A" to be the easiest to read. "B" could be made out with symbols or icons and read with little ease.



User Survey

First Interviewee: Boy 6 years old, 1st grade reading level, intermediate user.

1. What would you like to do on this website?

I would like to play games.

2. Where would you go first?

To watch the movies.

3. What else would excite you?

It would be cool to have reading books.

Second Interviewee: Girl 7 years old, 1st grade reading level, beginner user.

1. What would you like to do on this website?

Watch the movies.

2. Where would you go first?

To draw or color.

3. What else would excite you?

Making my own treat.



SWOT Analysis

PBSkids.com

S

- bright colors
- Animations
- simple nav
- parents page
- catagorized by characters
- catagorized by games type

W

- home logo is too small inside site
- No way home for parents page
- color causes eye fatigue

O

- Unify interface color palette
- increase nav button size

T

- softer color palette is more inviting
- learning static of site

Boowakwala.com

- icons as nav
- animations
- parents page
- games catagorized
- statics for parents
- always get home

- too many homepages causing confusion
- too many click to purpose
- organization of pages

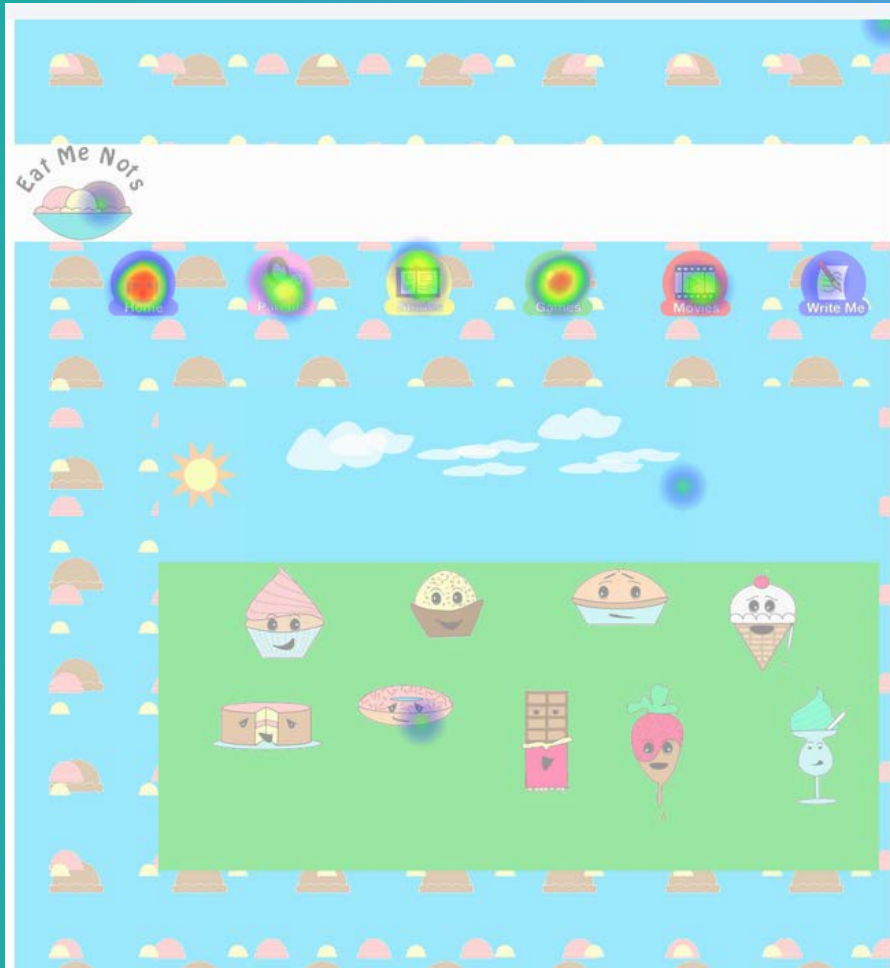
- Unify logos and nav
- more appeal towards parents

- e-commerce



Usability Testing

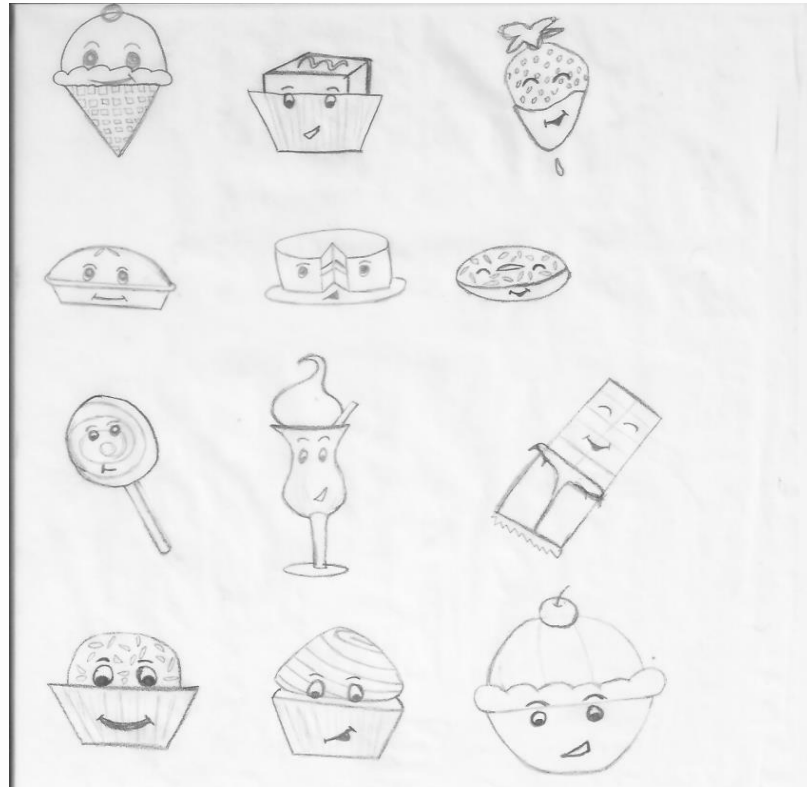
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Age	Gender	Country	Time to click (ms)	X	Y	Why did you click there?
20 m	IN		135033	0.7625	0.457661	parents
20 m	IN		138498	0.452344	0.244624	parents
20 m	IN		138945	0.289844	0.256048	parents
31 f	IN		67490	0.30625	0.265457	I am a parent,wants to know more on that page
20 m	US		25315	0.148438	0.25672	The home page is usually the first place you'd go to on a website if you aren't looking for anything specific
29 m	US		15794	0.464063	0.6875	I like donuts
48 f	PH		16259	0.145313	0.263441	I'm not quite sure what this site is about and I think this will page will give me a good idea of what it is.
33 m	US		39486	0.466129	0.267083	This looks like a children's page and my kids like stories.
29 m	US		14493	0.77456	0.258868	
29 m	US		20276	0.611169	0.260647	
29 m	US		26188	0.144778	0.265095	
20 f	US		5172	0.135938	0.260081	It will take me to the home page of the site
22 m	US		8652	0.620313	0.272849	I like games.
23 m	US		22585	0.151563	0.247984	says home
31 m	US		21264	0.635156	0.252016	I fist would check out the games because I am a gamer then I would check out the home to see what this site is all about.
31 m	US		23809	0.153906	0.272849	I fist would check out the games because I am a gamer then I would check out the home to see what this site is all about.
31 m	US		33864	0.098438	0.182124	I fist would check out the games because I am a gamer then I would check out the home to see what this site is all about.
25 m	IN		37443	0.467328	0.253476	Those are my interests stories, movies and parents in priority with others
25 m	IN		53554	0.783706	0.268596	Those are my interests stories, movies and parents in priority with others
25 m	IN		61612	0.312242	0.275711	Those are my interests stories, movies and parents in priority with others
31 m	CA		12504	0.621423	0.253212	I like playing games, very simple
29 m	CA		34721	0.924219	0.25672	
21 f	US		32539	0.314844	0.266129	Because I thought it would probably contain information for parents regarding the site or services.
30 m	IN		9348	0.79375	0.264113	movies
21 m	IN		17249	0.13079	0.265799	This page itself gives me no idea about its objective. I'll check the Home page to learn more about this website
33 m	US		13860	0.993328	0.004305	
25 m	GB		17732	0.469531	0.25336	I want to see what it's about
22 m	US		12210	0.616406	0.259409	I like playing games
35 f	US		30649	0.627344	0.255376	Because I like to play online games.
21 f	US		9756	0.626628	0.257693	I like games.
49 m	VE		12839	0.461719	0.236559	It's the first place I saw
30 m	IN		14863	0.146094	0.262097	I clicked on HOME, so can know more about the site.
29 m	VN		17546	0.148438	0.267473	i like this
29 m	VN		22512	0.153906	0.25672	i like this

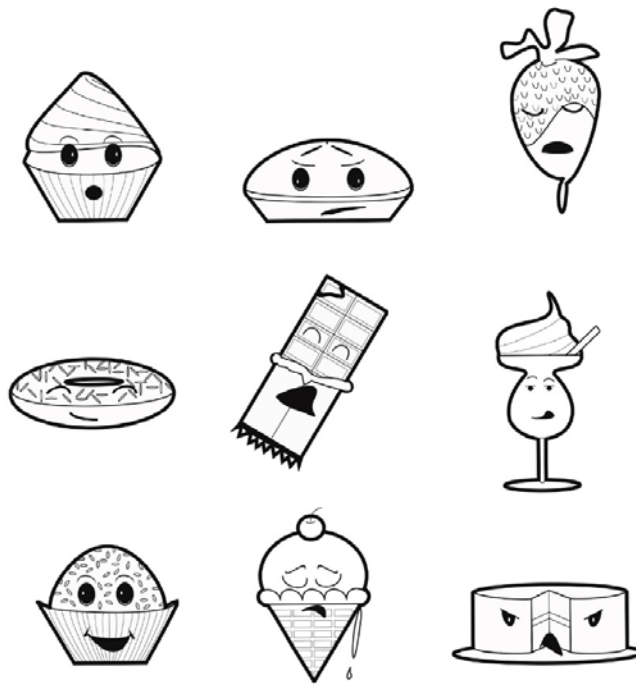


Sketches





Digital Roughs





Final Illustrations

