

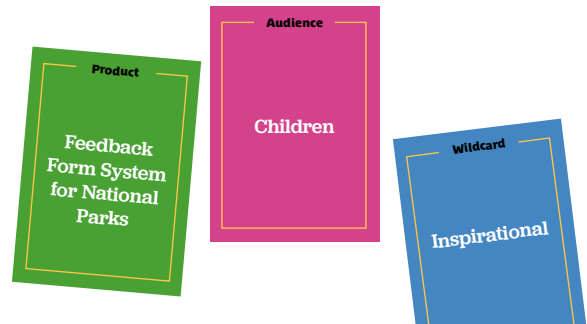
Junior Park Ranger App

UX Research and Proposal

Joyia Squires - DSGN480 - Spring 2020

The Prompt

The following cards, drawn at random, were used to keep my research direct and focused.



UX Design for Kids

Children have constantly growing and there are 3 main age groups of development. Ages 0-5, 6-8, and 9-12. Children's, motor skills aren't fully developed until ages 9-12, so "touchscreen designs for kids under 9 should emphasize swiping, tapping, and dragging."¹¹ They also can't tap precise, small areas, so **buttons need to be at least 2cm square.**¹¹

The age groups differ greatly in cognitive development. Most younger kids will take instructions literally, so wording is important.¹² Encouragement is also extremely important for game and

education apps. Children ages 5+ become much more competitive and enjoy games and activities that challenge them.¹³

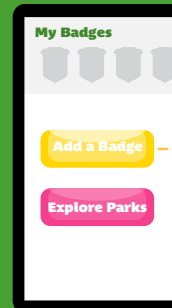
Since Junior Rangers are ages 5-13, using a rewards system on a website or app could encourage them to continue their learning and motivate them to stay involved with their national parks.



- 11: <https://www.nngroup.com/articles/children-ux-physical-development/>
12: <https://www.nngroup.com/articles/kids-cognition/>
13: <https://uxmag.com/articles/designing-apps-for-kids>

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Adding Badges



Home screen

3 simple navigation points with inviting, colorful buttons:

My Badges

Add a Badge

Explore Parks

Add a Badge

Camera opens and takes automatic photo when badge is aligned.

The camera reads which park the badge is from and it is "turned into" a digital illustration of itself.

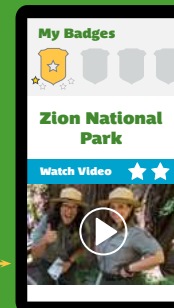
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Feedback Questions



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Collecting Stars



Earning your First Star

After completing the Feedback Questions and polishing your badge, you earn a star for your hard work.

Stars give competitive children (ages 5+) something to collect in order to continue learning about the park they just visited.

These could include videos, games, and quick quizzes to test their knowledge.

After collecting all stars for one park, kids could earn a special patch sent in the mail to them to celebrate their dedication.

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