UC Berkeley
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User Interface Design

iBCs

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A fun and interactive edutainment tool

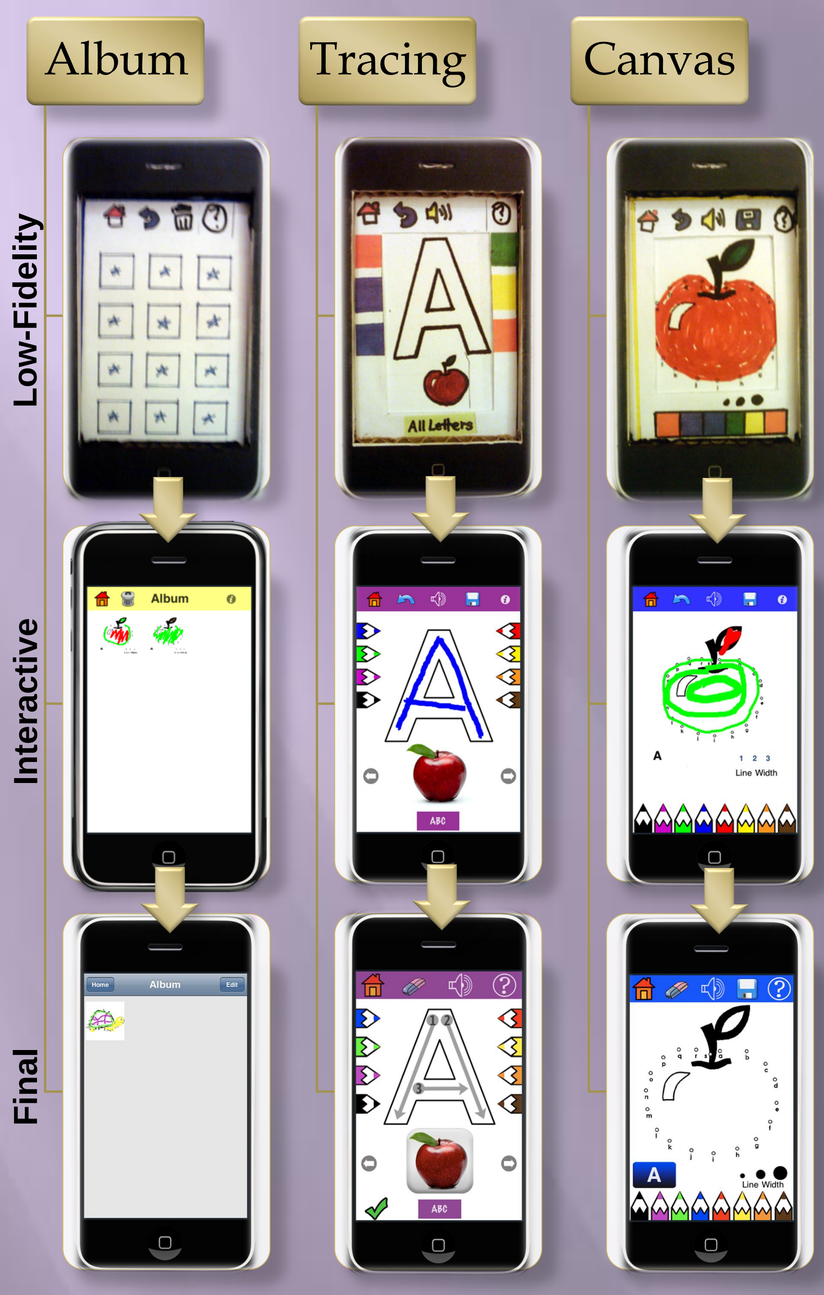
Problem

In a child's early development, providing an educational and entertaining environment for them to prosper in is the primary goal for many parents. Toys, coloring books, flashcards, and video games all help accomplish various aspects of this task, but the busy schedules of modern families make it nearly impossible to carry all these things around. Therefore, parents need a portable solution that includes an educational suite of activities aimed at both entertaining and teaching their kids.

Target User Group

Our application targets both the parents and their preschool-aged children ranging from three to five years old. Children within this age range are just beginning to learn letter/word comprehension and will benefit the most from our application. For the parents, time is a valuable asset when their child is in their prime-learning phase so making good use of every minute is key to maximizing their child's learning opportunity.

Here we see a user using the iBCs application home page.



Here is a table showing the three tasks during the three design iterations.

Final Prototype

Our final prototype is the culmination of many design iterations and the final result is an application suitable for release. From our initial planning to the final product, iBCs incorporates all our proposed features polished exclusively for our target user group.

Solution

We present to the user iBCs, an edutainment iPhone application that helps young children learn the alphabet through letter-tracing activities coupled with a connect-the-dots drawing canvas. In addition, with iBCs the user can also:

- **Trace numbers and words**
- **Color, save, and view pictures corresponding to a letter**
- **Learn though playing the matching game**

Additionally, the portability of the iPhone/iPod Touch enables parents to maintain the desired educational atmosphere wherever they go.

Design Evolution

• Low-Fidelity Prototype

Our low-fidelity prototype consisted of a cardboard iPhone cutout, sliding "views", and Wizard-of-Oz prompting. Following a list of predetermined tasks, we observed how the users interacted with our prototype as they attempted to complete the tasks.

• Interactive Prototype

Our interactive prototype combined all the planning and refinements we noted during our contextual inquiry and low-fidelity prototyping into a tangible iPhone application. In order to create a solid basis for our app, we chose three important tasks: Album, Tracing, and Canvas views to focus on and help us access the difficulty of each task as well as determine the significance of the remaining unimplemented tasks.

•Final Prototype

Many design enhancements went into our final prototype. From icon selection to coordinating color schemes, the final prototype was revamped with visual prompts that increases affordance and color activities that help retain our user's attention.