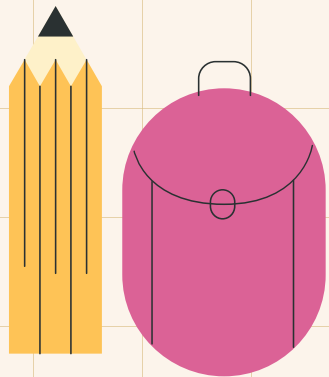


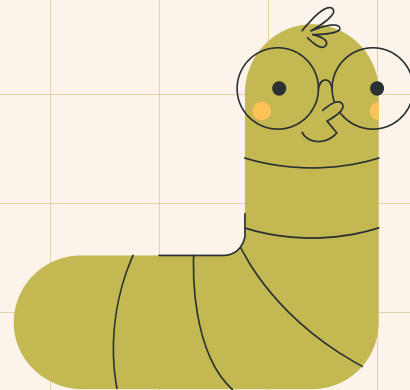
EmotiWorld

Raquel Walcott



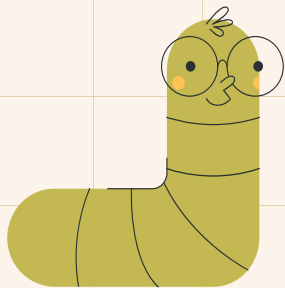


01



Project Overview





Project Overview

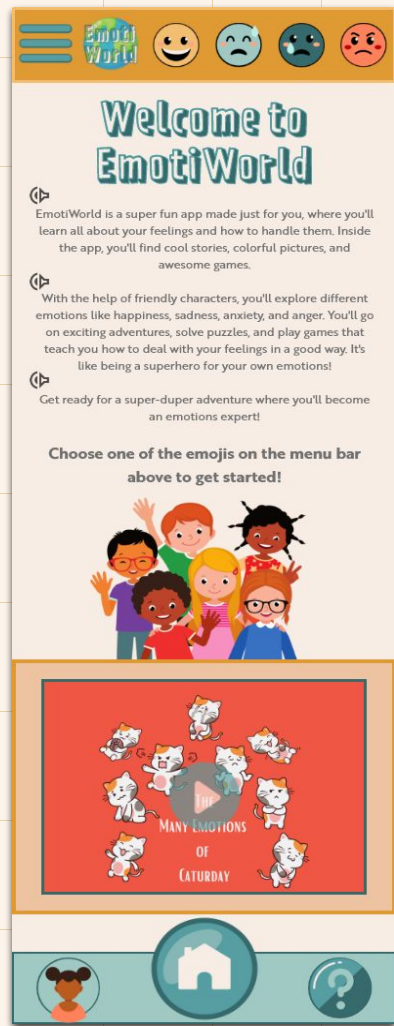
The Product:

A responsive website & companion app made to help kids learn about and manage emotions.

The target user is a grade school child between first-third grade

Project Duration:

June-July 2023





Project Overview

The Problem:

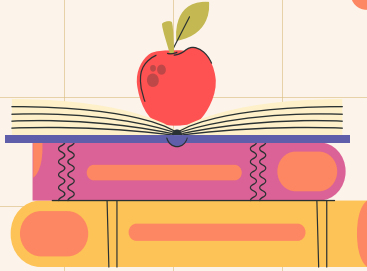
The problem identified is the lack of emotional education & management for many children. Emotional well-being is a crucial aspect of a child's development, as it directly impacts their overall mental health, social skills, & academic performance. However, many children struggle with understanding & managing their emotions effectively.

Addressing the social need for emotional well-being & healthy relationships can contribute to the development of socially competent & emotionally intelligent individuals, fostering positive interactions, & creating a more harmonious and empathetic society.

The Goal:

The goal of the app & site is to help empower children to learn about & manage their emotions effectively. By providing a user-friendly and engaging platform, we aim to equip children with the necessary skills and knowledge to navigate their emotions in a healthy and constructive way.





Project Overview

My Role:

UX Designer who has designed the EmotiWorld app & responsive website from conception to end product.

Responsibilities:

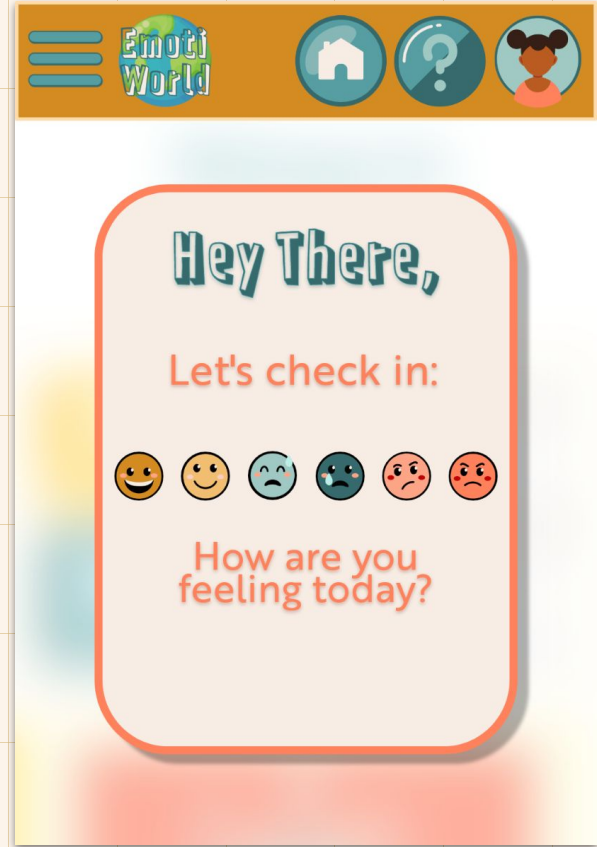
Throughout the project, I have taken on every role from creating user profiles, completing a competitive audit, conducting user research & interviews, paper & digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, & iterating on designs.

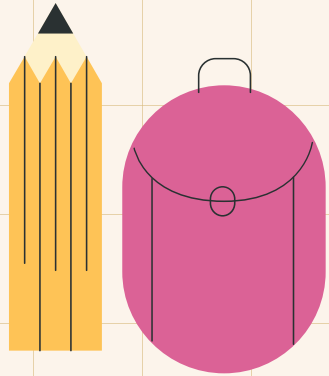


Quoted

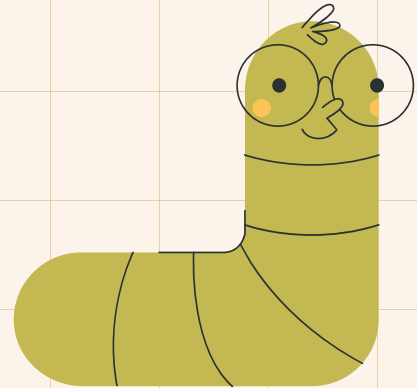
“Thinking from the perspective of a child, I appreciate that it asks about my my own emotions. Kids like that kind of interaction. I think asking them if they would like to learn more to help other people will help to get them involved with the learning.”

-Interview Participant B





02



Understanding the User



USER RESEARCH SUMMARY



Informal interviews, along with empathy maps & user summaries were created.

EmotiWorld primarily targets children between the ages of 5 and 11 (elementary school-aged). These children may be facing various challenges in understanding and managing their emotions. They may struggle with expressing their feelings, coping with stress, dealing with conflicts, or navigating social relationships. EmotiWorld aims to provide age-appropriate content and interactive features to engage and educate children about emotions.

Many of these children may not speak English as a first language or may not yet have developed strong reading skills. Regardless of reading abilities, we aim to ensure that all children are able to benefit from EMotiWorld.



Pain Points

Ensuring Accessibility & Inclusivity

EmotiWorld needs to be accessible to children with varying abilities, including English Language Learners, children with lower reading abilities, & children with special needs.

Considerations for inclusive design, such as providing alternative formats, accommodating different learning styles, & incorporating features for users with visual, hearing, language, or reading impairments, need to be taken into account.

Limited User Engagement

One of the challenges is ensuring consistent user engagement, especially with children who may easily lose interest or get distracted. EmotiWorld needs to be designed in a way that maintains their interest and provides engaging content and activities to keep them motivated.

Simplistic Design

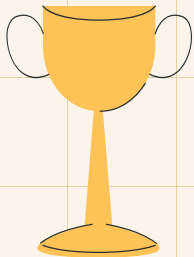
As many of these children will be using technology for the first time, the layouts, design, and navigation should be very simple and easy to work.



Persona 1: Ellen

Problem statement:

Ellen is a curious child who loves to learn new things who needs a simple site/app where she can learn more about her emotions because she is young & needs to learn to identify emotions & how to interact with them.



Ellen

Age: 8 years old
Education: 2nd grader
Hometown: Chicago, IL
Family: Mom & dad, little sister, old sister who has moved out.
Occupation: Student

"I love learning new things and being able to share them with my little sister."

Goals

- Finding fun games to play online.
- Using the internet to learn new things.
- I like things that are really colorful.
- I am a great reader!

Frustrations

- I am not allowed to go on the internet, I am only allowed to use apps my parents have approved of and allowed me to download on my tablet.

I love to read and write. I do very well in school. My mom works nights as a nurse and my dad picks me & my little sister up from school in the afternoons. Although I speak great English, my parents first language is Spanish. I am originally from Mexico! I love to draw with my friends and do gymnastics after school most days. On the weekends I like to spend time with my family and play with my little sister.



User Journey Map

Persona: Ellen

Goal: Learn about anger, how to manage it, and take a little quiz to test what you've learned

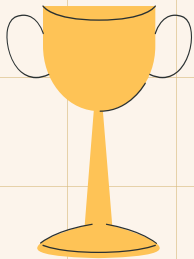
ACTION	Open website/app	Go to menu and search for anger	Read about anger	Read about how to manage anger	Quiz yourself
TASK LIST	Tasks A. Click on the app or go into favorites bar on device to open	Tasks A. search through menu bar for anger B. click on anger	Tasks A. read through the text and images about anger	Tasks A. click next to go to the next section B. read info on how to manage this emotion	Tasks A. click next to go to next section B. answer a few questions or complete a game to test what you've learned.
FEELING ADJECTIVE	Excited to learn and play	Happy and content when she finds the tab labeled "Anger". Curious about the material.	Excited and happy to get to read & learn. Confused by some of the text.	Anticipating the quiz or game at the end.	Excited to play



Persona 1: Samir

Problem statement:

Samir is an English Language Learner who needs a fun, simple way to learn about and manage emotions, without having to read too much because he is not yet a strong reader, but still wants the full experience of the app/site.



Samir

Age: 6 years old
Education: 1st grader
Hometown: Huston, TX
Family: Mom & dad, older brother & baby sister
Occupation: student

"I love to play games online, but I am not a great reader, so sometimes I get confused."

Goals

- To have fun online.
- To learn more English.
- To be entertained.

Frustrations

- Not a great reader.
- Wears glasses, needs larger texts.

I live with my family in a town in Texas, we are refugees from Syria. My parents do not speak a lot of English. Although I know some English, I am not very good at reading in English. I do not have a phone but my family has a computer at home and my parents let me use it to go online and play games. After school, my older brother watches us until my parents get home. I wear glasses to see better.



User Journey Map

Persona: Samir

Goal: Learn about anger, how to manage it, and take a little quiz to test what you've learned

ACTION	Open website/app	Go to menu and search for anger	Read about anger	Read about how to manage anger	Quiz yourself
TASK LIST	Tasks A. Click on the app or go into favorites bar on device to open	Tasks A. search through menu bar for anger B. click on anger	Tasks A. read through the text and images about anger	Tasks A. click next to go to the next section B. read info on how to manage this emotion	Tasks A. click next to go to next section B. answer a few questions or complete a game to test what you've learned.
FEELING ADJECTIVE	Excited to learn and play	Frustrated because there are so many words. Confused about where to go	Overwhelmed by the amount of words and information	Exhausted from trying to decode language.	Excited to play
		Add in read to me	Break up text with	Chunk text and info.	Speaker icon to



Competitive Audit

Based on the competitive audit, I decided that implementing a reward or incentive system would help kids to stay engaged. I decided to do this in the form of “coins” that kids can collect for correctly answering questions. They would then get to spend these in a shop for their avatars. Aside from that, the app/site also needs to be very colorful, fun, and friendly.

Nice Job!



You've earned
3 gold coins!

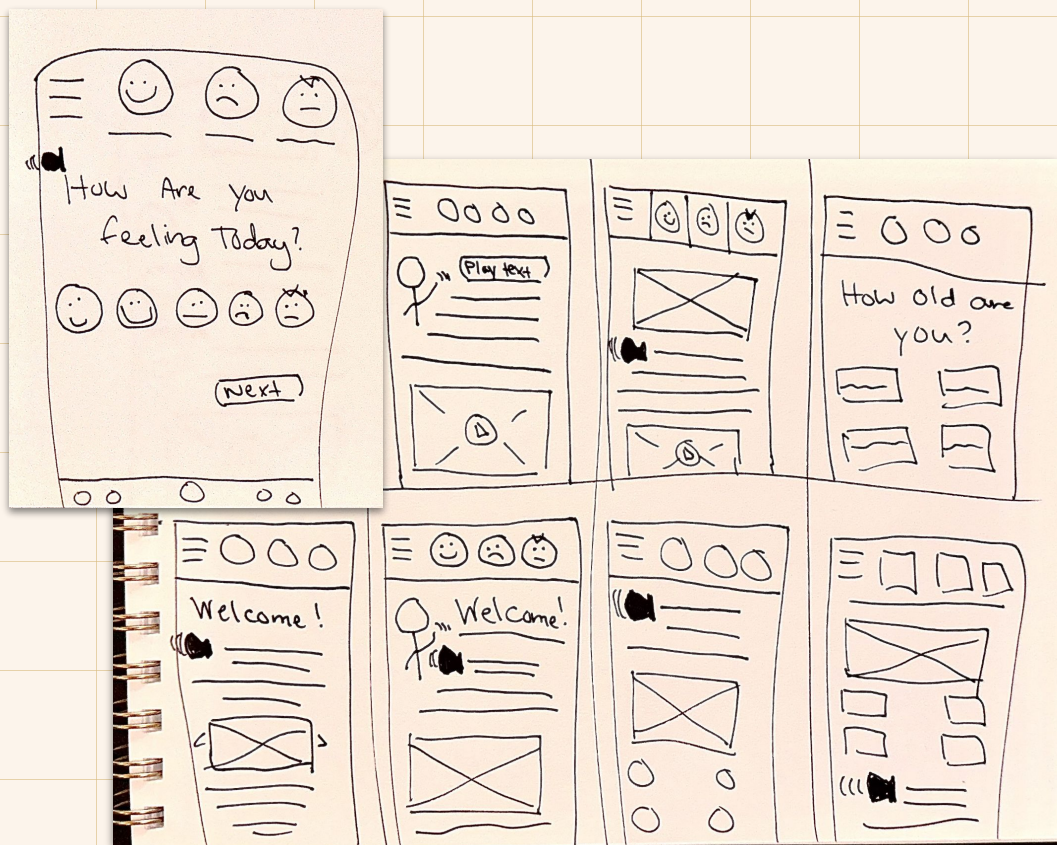


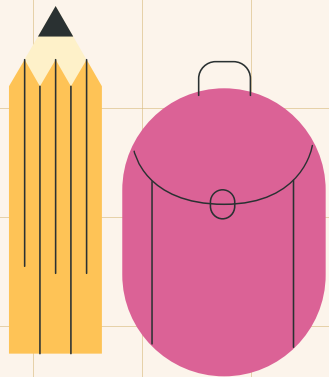
Ideation

I wanted to ensure that there were lots of visual aids and different forms of media to keep kids engaged.

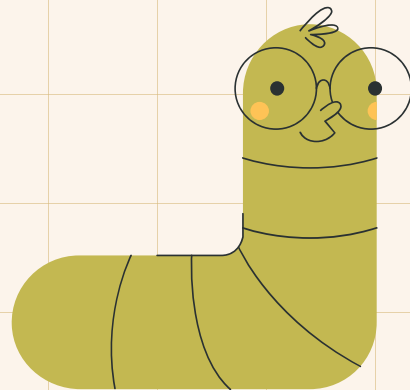
One idea that I went with is using the emojis as menu icons, this way even a child who can't read well or doesn't read in English could navigate some parts on their own.

I also wanted a pop-up menu that would ask for a daily mood check-in and could recommend materials based on the child's mood.





03



Starting the Design



Digital Wireframes

Above all, I wanted to ensure that this app responsive website were made easy enough for a first time device user, or a child to navigate.

The main menu implements emojis as opposed to text, making navigation easier for a low reader or a non English speaker. This top navigation is locked on the screen and scrolls with the child.

The bottom navigation is only implemented on the app, but adds to ensuring kids are able to easily navigate around the site.

Every Emotion starts with a summary landing page. Information is chunked out into bite size pieces of text and photos.



The app has a bottom navigation to ensure the flow is easy for kids to understand. Icons are implemented as opposed to text.



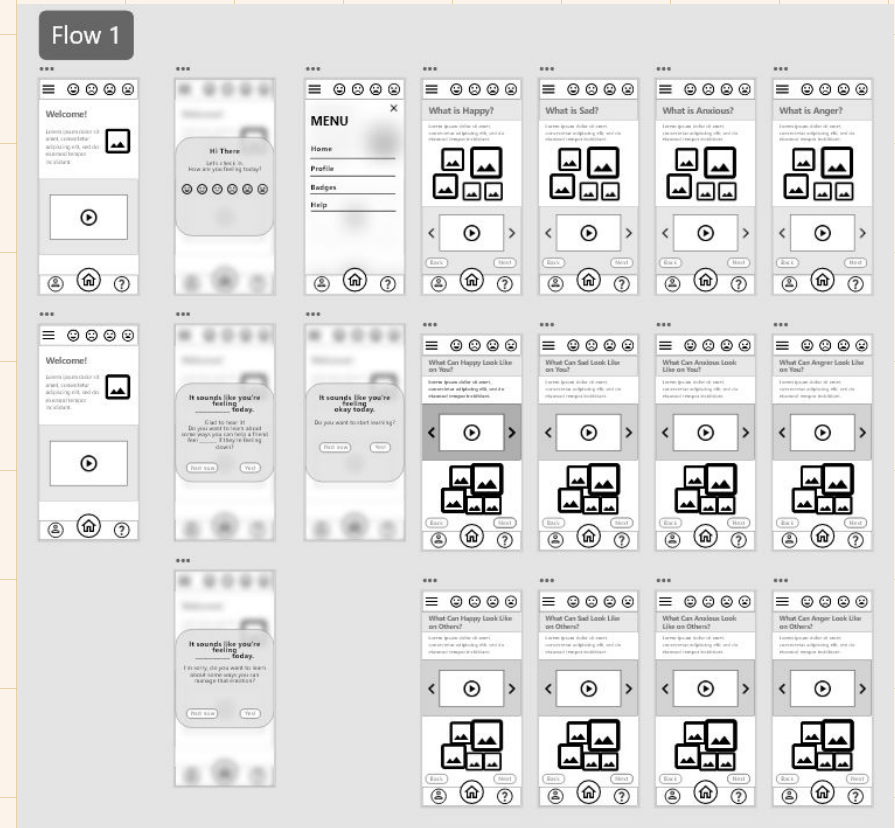
Low-fidelity prototype

Each emotion will take you through a brief summary of that emotion, followed by ways to identify that emotion within yourself, finally you would learn about ways in which you can manage the emotion.

Throughout the learning, there would be questions to gauge comprehension.

Speaker icons are used to indicate to the child that the text would read aloud for them.

[View the Low-Fi Prototype Here](#)



Usability study: parameters



Study type:
Unmoderated usability study



Location:
USA, remote



Participants:
5 participants



Length:
15-30 minutes



Usability study: findings

Below are the high priority findings from the Usability study.

1

Larger Text

3 out of 5 participants said that fonts should be larger.

2

Adding icons to the hamburger menu

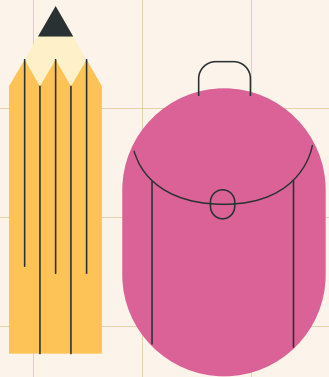
4 out of 5 participants said it would make more sense to implement icons on the pulldown menu as well.

3

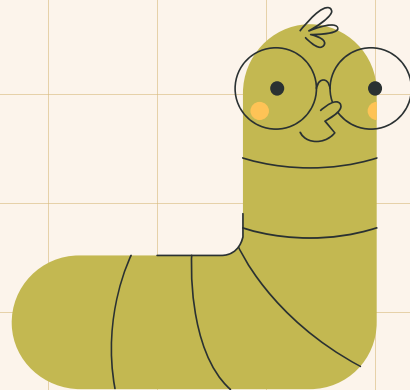
Question Mark Icon

2 out of 5 participants said that the help question mark icon should be on the top of the navigation as opposed to the bottom navigation





04



Refining the Design



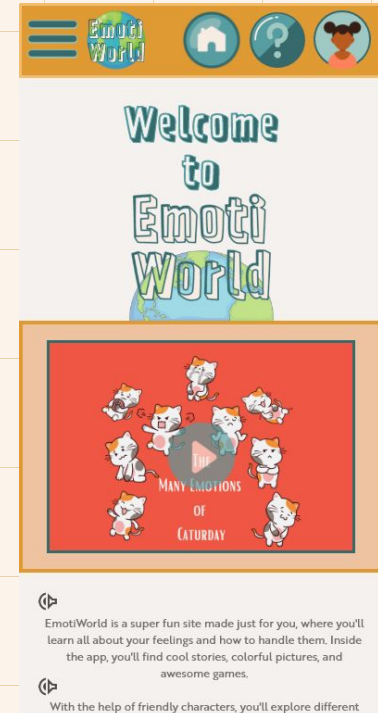
Mockups

Although I chose to keep the help icon on the bottom navigation of the app, for the responsive website it was moved to the top navigation so that kids wouldn't have to scroll to get to it.

Before usability study



After usability study

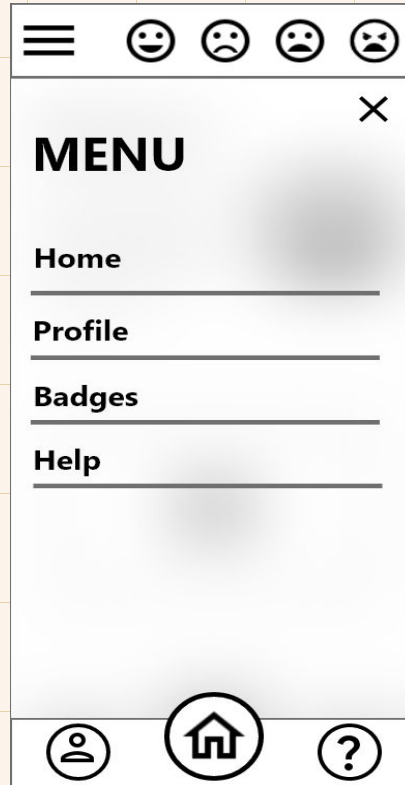


Mockups

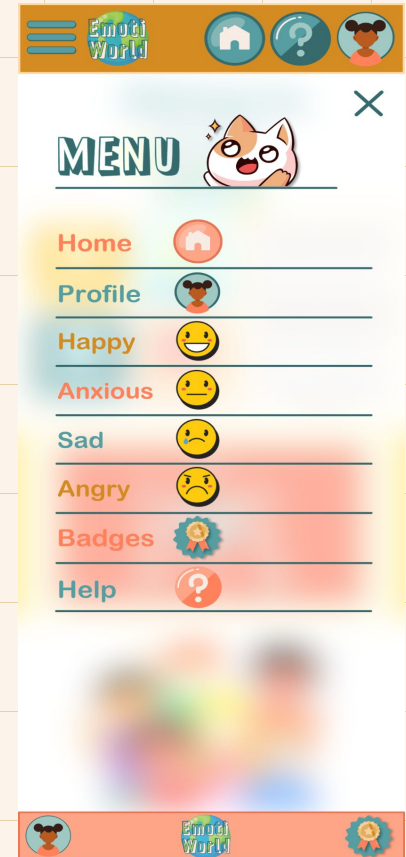
Participants said that since icons were implemented on the main navigation, that it would make sense to implement them on the pull down menu as well. I decided to go with a combination of text and icons for the hamburger menu.

This menu comes out and overlays over the main page.

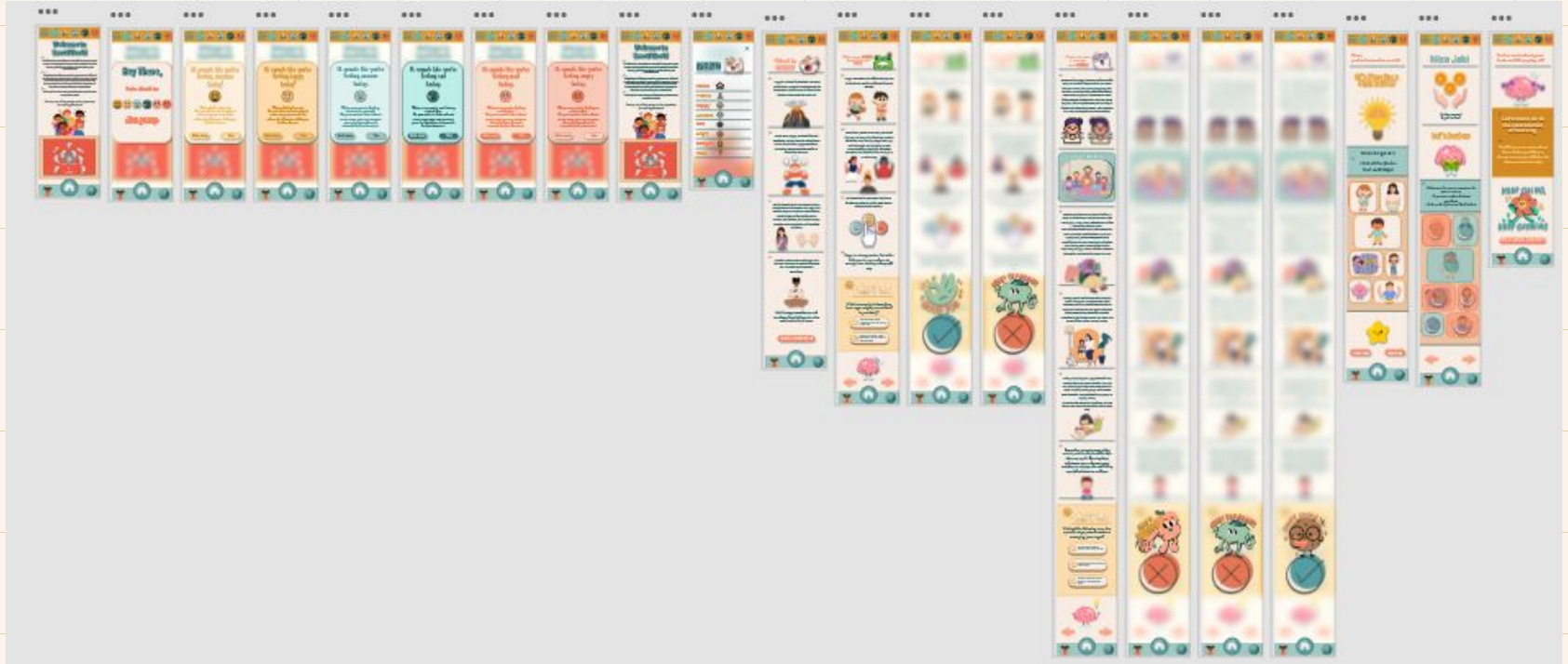
Before usability study



After usability study

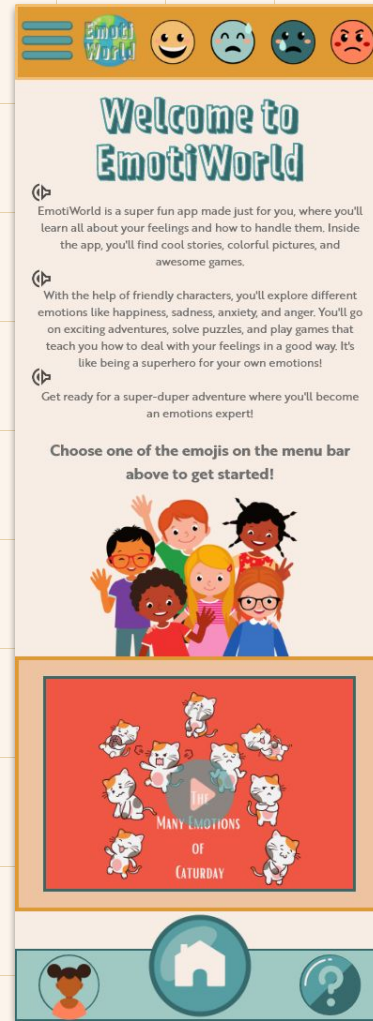


High-fidelity prototype



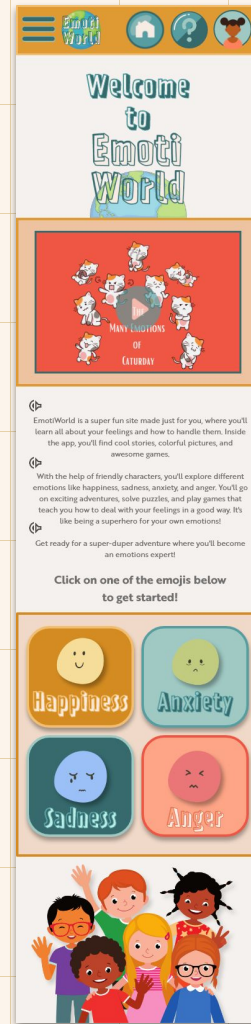
High Fidelity Prototypes

[View the Hi-Fi Prototype for the Mobile App Here](#)



High Fidelity Prototypes

[View the Hi-Fi Prototype for the Mobile Website Here](#)



High Fidelity Prototypes

[View the Hi-Fi Prototype for the Ipad site Here](#)



High Fidelity Prototypes

[View the Hi-Fi Prototype for the Website Here](#)



Accessibility considerations

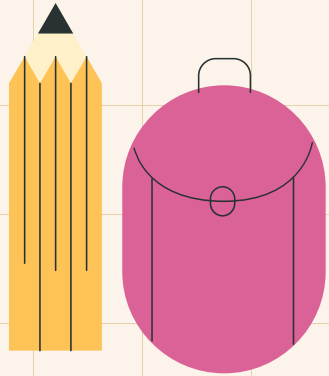
1

If fully flushed out, the text would read aloud, using the speaker icon. This was implemented for low readers, but would also benefit children with low eyesight.

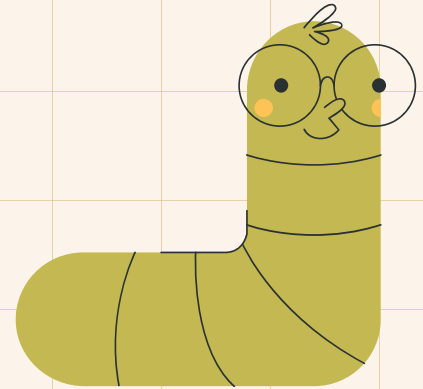
2

Icons & visual aids were heavily used throughout the app and responsive website to ensure that non-English speaking children would also be able to understand and participate with the app.





05



Responsive Design



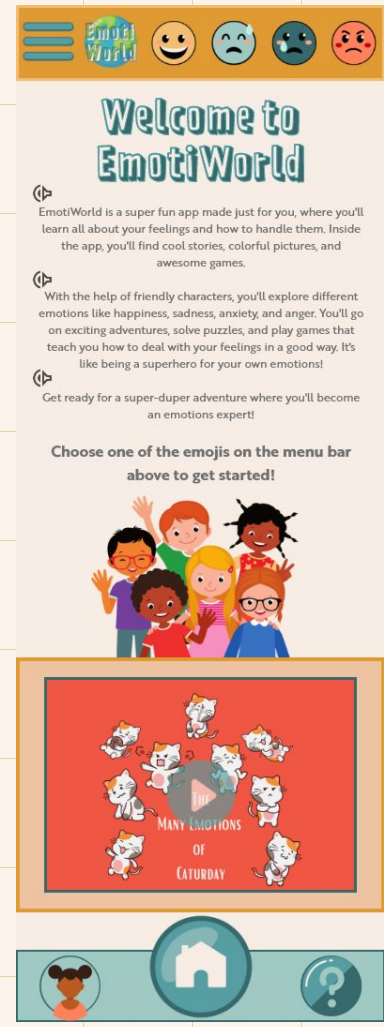


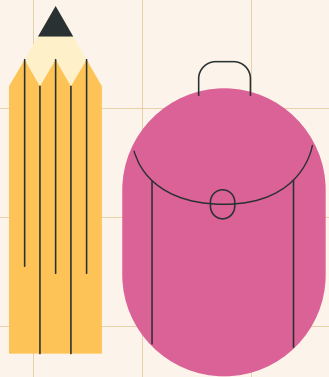
EMOTIWORLD SITE MAP



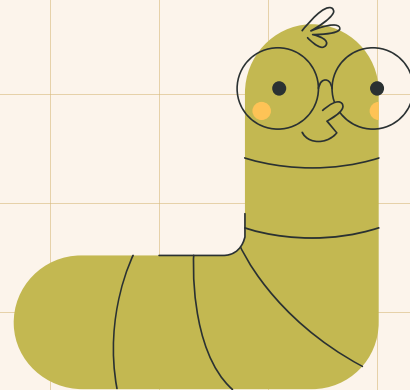
Responsive Designs

Various landing pages, based on device type.





06



Going Forward



Takeaways



Impact:

This app & responsive website would help to ensure children have a good understanding of various emotions and learn healthy methods of dealing with certain emotions. All kids deserve this kind of learning, but unfortunately it is not something that all schools provide or provide well. This app will help to close this gap for underprivileged kids, low income kids, as well as non English speaking kids.



What I learned:

I learned how important the layout design is for each device or screen type. I learned how to change the layout starting from the smallest device type and working your way up to a bigger device. This method helps to ensure that all the necessary details are included in the designs.



Next Steps

1

I would flesh out the option to have the text read aloud to you. The text would light up as each word is spoken. Not only is this helping the child to better understand the information, it is also helping them to become better readers.

2

I would add more animation, a place where kids could create their own avivar, and a store section for them to spend their coins in.

3

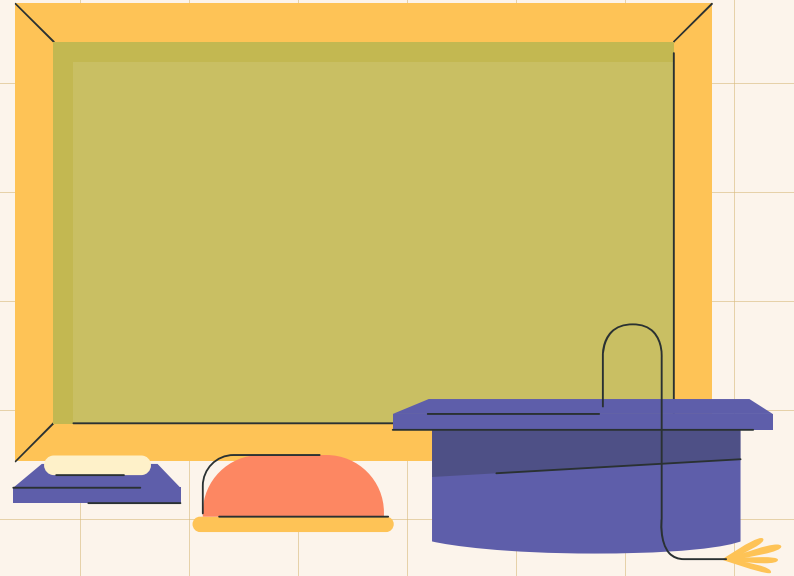
I would conduct a final usability study to ensure the app and site would be read for production.



Thanks!

Thank you so much for viewing and interacting with my project design! I appreciate your time and attention to something that I have put so much work into.

If you would like more information or to get in touch, please see my contact me at RaquelWalcott@yahoo.com



Thank you!

