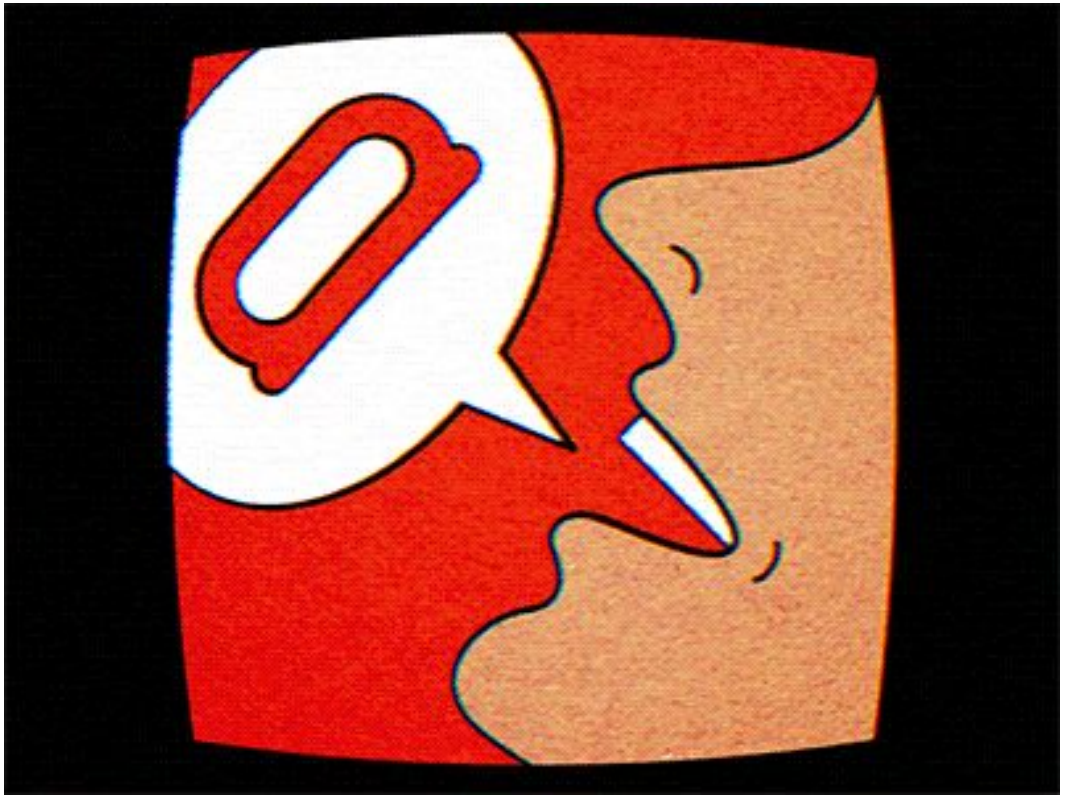
KIDpedia app

Challenge:

Develop interactive & educational app for young children in multiple languages



Background

KIDpedia set out to build an educational app targeted to young children, focusing on alphabet recognition and early literacy skills. The app uses interactive animations, sound effects, and games to make learning letters, numbers and shapes engaging and fun.

The UX team set out to create an intuitive and engaging experience that supports both children's learning and parents' involvement.

Goals

1. Increase Engagement and Retention: Improve the app's appeal for young learners, encouraging repeated use and deeper learning.
2. Simplify Navigation for Early Learners: Design an intuitive interface suited for young children to help them learn basics of other languages like German, French, Spanish.
3. Optimize for Different Learning Styles: Adapt content and interactions to accommodate children's varying learning preferences and developmental stages.

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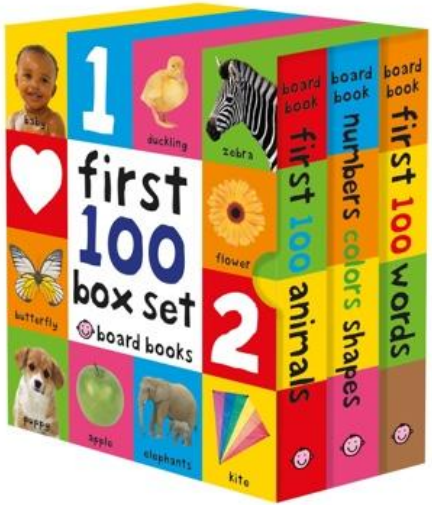
Research traditional competitors



Key Findings

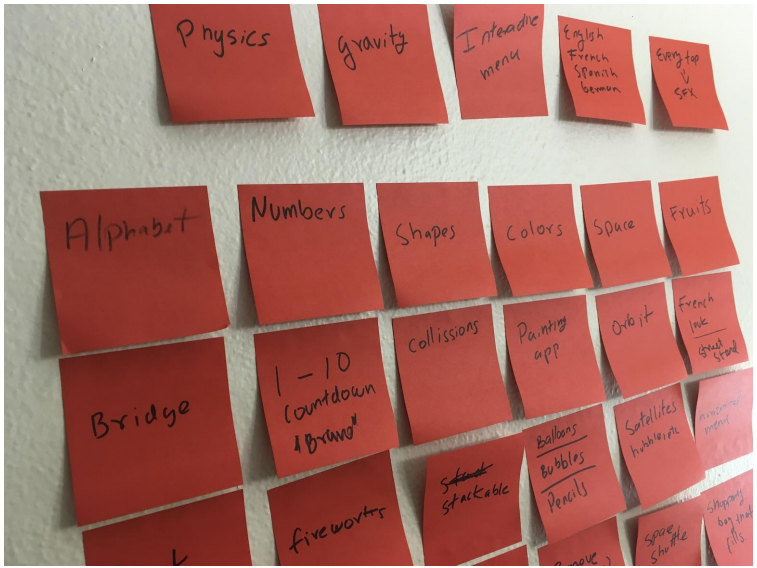
Children's Interaction: Young users enjoyed engaging with the animations and sound effects, but they often struggled with navigating between screens and repeating activities.

Parental Involvement: Parents expressed a desire for more control over which content was exposed in the experience.

Design Needs by Age Group: Different age groups had distinct interaction patterns. Younger children (ages 3-4) preferred touch interactions and visual cues, while slightly older children (ages 5-6) engaged more with structured challenges, like completing specific letter-focused tasks.

Key Findings

Using these insights, the team defined personas, mood boards, and scope of overall project.



Design Solutions

With these personas and research findings in mind, the UX team focused on creating a streamlined, engaging experience for both children and their parents.

Enhanced Child-Centric Navigation

Icon-Based Navigation: Replaced text-based navigation with clear, colorful icons that help children identify different sections (e.g., “A-Z” for alphabet review, “Shapes” for other interactive experiences).

Swipe and Touch Gestures: Added swipe functionality to help young children intuitively move between letters and sections. Larger touch targets made interactions easier for small fingers.

Interactive Learning Path

Guided Alphabet Journey: Introduced a visual “Alphabet Path,” where each letter appears as a stop on a journey. This path guides children through learning in a structured sequence, reducing the need for manual navigation.

Content: Each scene is available and unlocked so children can return to their previous experience and move freely within the app.

Engagement Features

Introduced audio and visual feedback such as microanimations, to celebrate progress and encourage continued use.

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Prototyping

Prototyping and Iterative Testing

The team developed wireframes and an interactive prototype that incorporated these design enhancements. Several rounds of usability testing followed, focusing on:

Ease of Navigation: Observing if children could independently navigate through the Alphabet Path and return to previous sections without help.

Parent Interaction: Testing the new progress dashboard to ensure it was intuitive and provided actionable insights for parents.

Child Engagement with New Activities: Evaluating how children responded to the variety of activity types and rewards.

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User research

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Iteration based on
user testing

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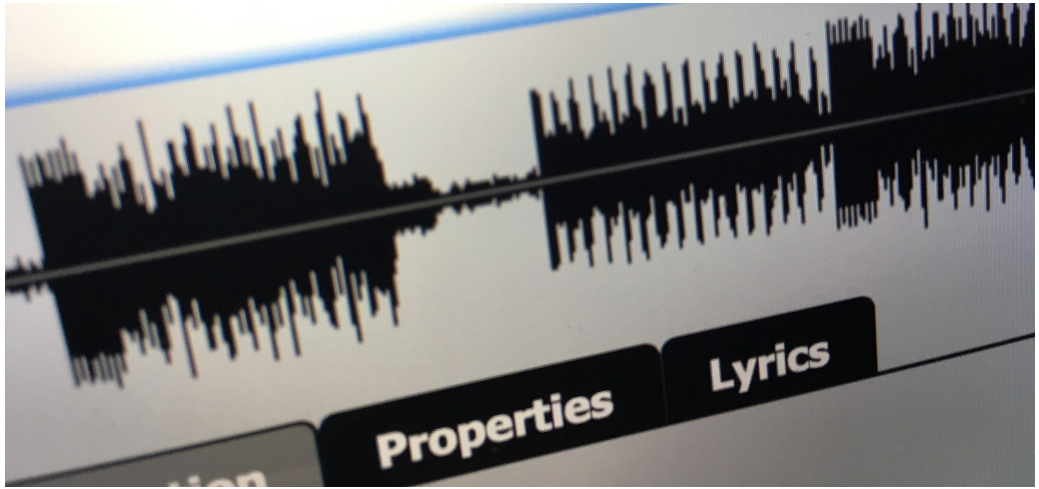
Audio feedback and microanimations were designed and implemented depending on the which UI element was active.



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Key Learnings

Design for Independence: Designing intuitive navigation that young children could use without help was crucial for both usability and engagement.

Iterate Based on Real Use Cases: Testing the app with actual young users highlighted nuances in how different age groups interact, enabling the team to make more informed design adjustments.

Conclusion

The User Experience in the live version of KIDpedia is a highly engaging, easy-to-navigate educational app that aligns with the needs of both young learners and their parents. By focusing on user-centered design, the UX team successfully enhanced the app’s usability, engagement, and educational impact, establishing KIDpedia Alphabet as a go-to tool for early literacy development.

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Validation

KIDpedia is available in local libraries around the US on a royalty base and iOS app store.