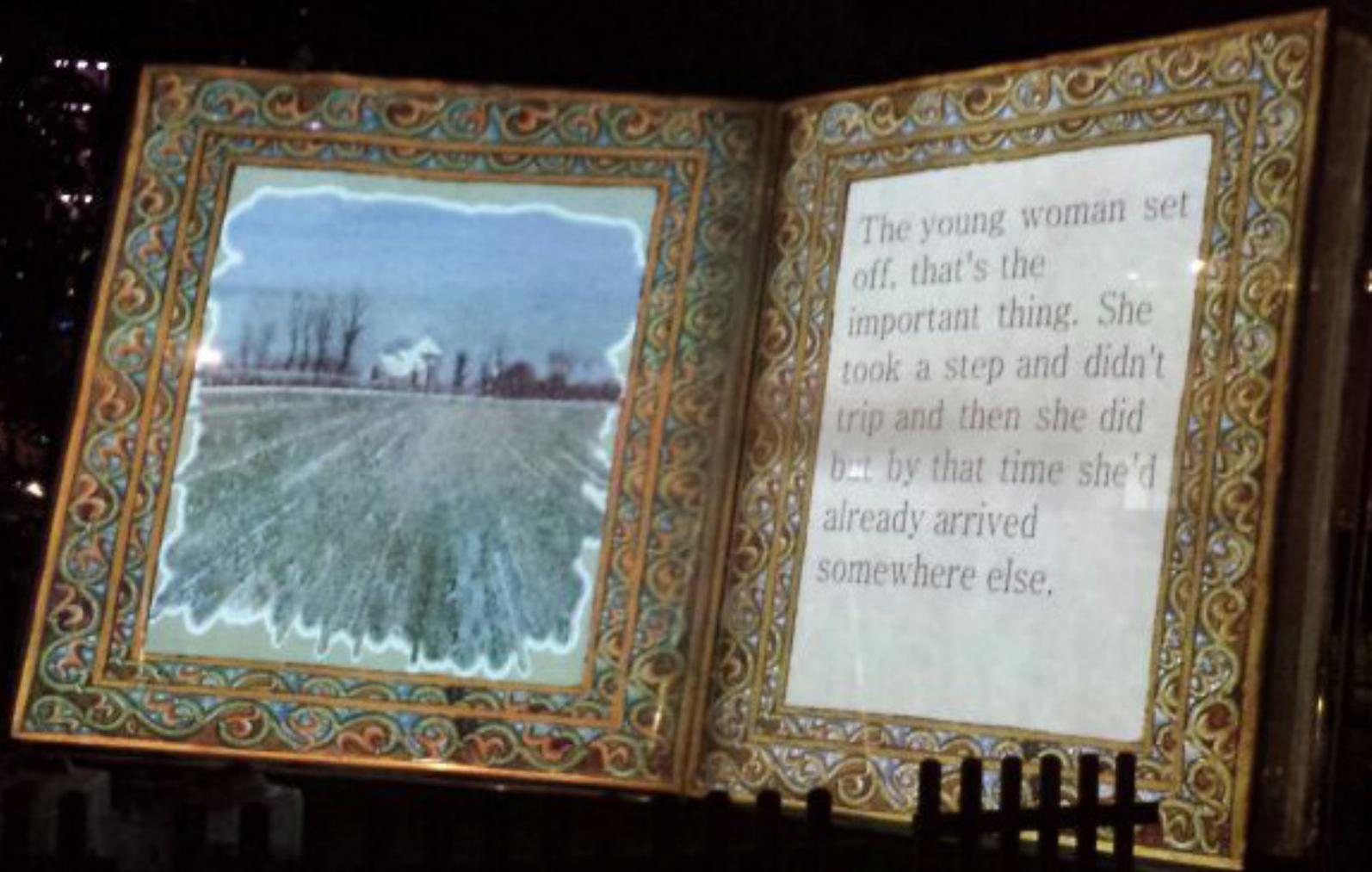




StoryTime



The young woman set off, that's the important thing. She took a step and didn't trip and then she did but by that time she'd already arrived somewhere else.

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Introduction and Overview



“ ‘StoryTime’ is a mobile app that combines children’s storybooks with FaceTime. Aimed at both parents and young children, the intention is to enable stories to be read and listened to remotely. This simple, yet ingenious idea is the perfect solution for children and parents alike, who have a separated family unit and are unable to spend every day with each other, whether it be due to work commitments or domestic arrangements. ”



Facts and Figures



“Children’s on-screen reading overtakes reading in print.” -The National Literacy Trust survey

“For the first time children are reading more on computers and other electronic devices than they are reading books, magazines, newspapers and comics”
(Bacon: 2013)

“Digital books allow children faster and less expensive access to books” (Bacon: 2013)

“39% of children and young people read daily using electronic devices including tablets and eReaders, but only 28% read printed materials daily. The number of children reading eBooks has doubled in the last two years (from 6% to 12%).” -The National Literacy Trust survey

“Children say they prefer to read on screen. Over half (52%) said they would rather read on electronic devices but only a third (32%) would rather read in print.” -The National Literacy Trust survey

“Nearly all children have access to a computer at home and 4 out of 10 now own a tablet or a smartphone, while 3 in 10 do not have a desk of their own.”
-The National Literacy Trust survey

“Sales of children’s e-books nearly tripled over the first six months of this year compared with the same period in 2011, figures from the Publishers Association (PA) showed yesterday.” (Hall: 2012)

Key Selling Points



FACETIME

'StoryTime' is one of the few apps that integrates stories with a FaceTime feature. This enables parents to read stories to their children remotely. As they read the child the story, they can see their loved ones reactions too.



PERSONALISED

'StoryTime' not only offers a large library of stories, it also has the option to personalize these stories by replacing the characters name with the child's name.



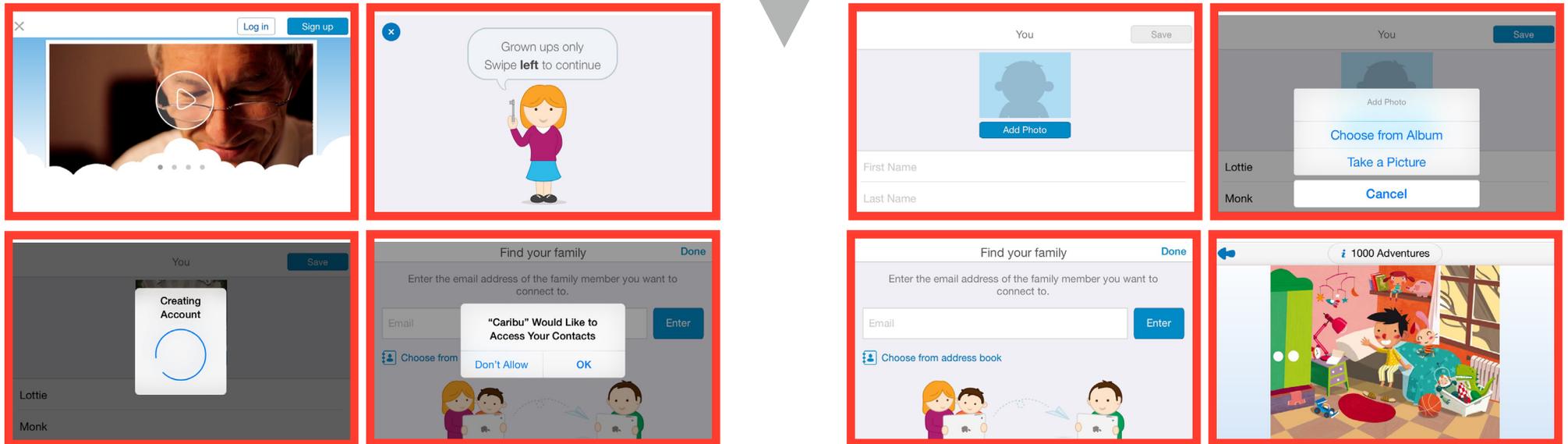
INNOVATIVE

'StoryTime' allows stories to come to life through the voice, expression, interaction and visuals.

Competitor Analysis



CARIBU

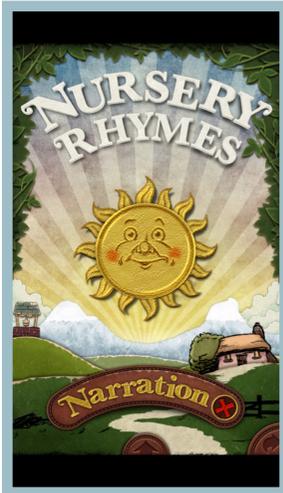
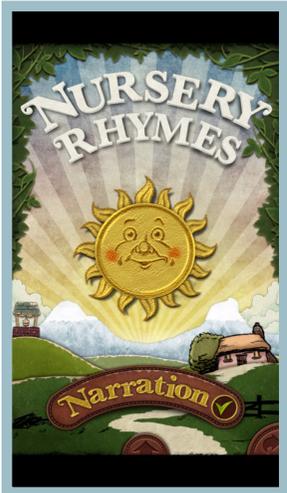


Caribu is the main competitor. The app has similar functionalities to 'StoryTime' in that parents can read stories to their children with both graphics and FaceTime involved. On opening of 'Caribu' a user is faced with a promotional video and an option bar at the top with 'Log In' and 'Sign Up' buttons. After this, there is a screen that is restricted by touch direction that is specifically for 'Grown Up's'. This is both useful and practical to ensure that only the adult has an ability to control the device and enter sensitive and important data. After the data is entered, an account is created and a user can begin to find their intended recipients. They can find recipients in two ways: through importing the already existing contacts, or searching 'Caribu's network of users. For safety and privacy issues regarding children the intention is that users of 'StoryTime' will be restricted to connect only with recipients through importing existing contacts. Searching a global network could potentially be problematic for a child if they are unsupervised at this stage of the process, resulting in connecting with an unknown contact by mistake. A weakness of the 'Caribu' app is that some screens do not have the option to return to a previous screen- this is frustrating if incorrect data is entered. The app visuals do not adapt to screen orientation and the name 'Caribu' does not portray the apps main purpose, nor is it easy to pronounce. Finally, similarly to 'Rhymes', the number of stories available is extremely limited, with only one book included, otherwise payment is required. As a result of using 'Caribu' it is apparent that an immediate 'Log In'/ 'Sign Up' screen will be useful for 'StoryTime'. Once logged in, users of StoryTime will have the option of 'favouriting' stories, changing their display name etc. In addition, I have considered a responsive design to ensure the stories featured on 'StoryTime' can be read at both portrait orientation and landscape orientation.

Competitor Analysis

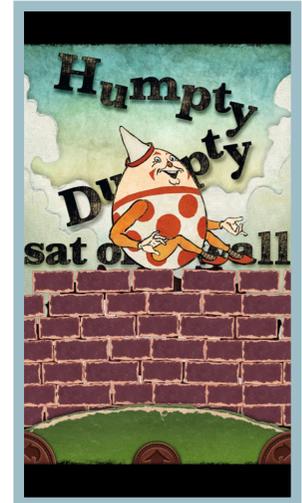
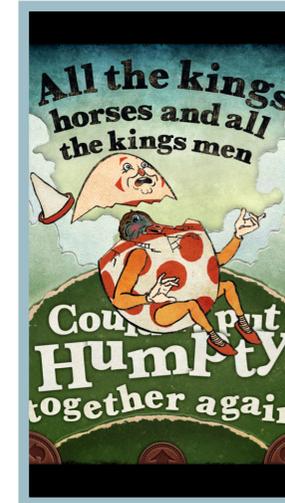


RHYMES



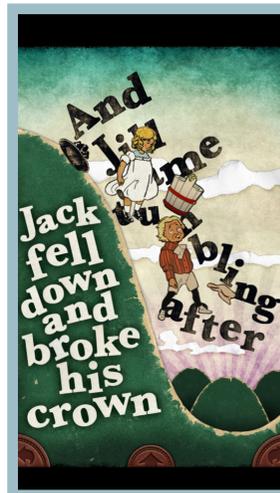
The nursery rhymes are both animated and interactive, featuring detailed graphics to appeal to their primary target audience, children.

A user can navigate through the rhyme using the 'previous' and 'next' buttons. The middle arrow, is a not-so obvious menu. Once clicked, the menu shows the limited number of nursery rhymes available. By swiping to the left a user can browse through the eight rhymes and select one to read. There are more rhymes available that a user can purchase.



Rhymes claim that the app “lets parents read bedtime stories to their children... remotely” (Dredge: 2011) with the function of FaceTime. However when testing and downloading the app, this feature is not evident.

The app opens onto its title page with two simple options of selecting whether a user would like narration or not. Choosing no narration, not surprisingly, gives no narration, however when selecting the option to have narration, a user listens to a pre-recorded voice. There is no option for FaceTime.



'Rhymes' should offer a user more rhymes to read, as eight is limiting. It would also make for a more logical navigation process if a user is presented with a menu screen before a nursery rhyme.

Having said this, the illustrations are extremely attractive, engaging and detailed and the style of drawings is what I aim to achieve in 'StoryTime'.

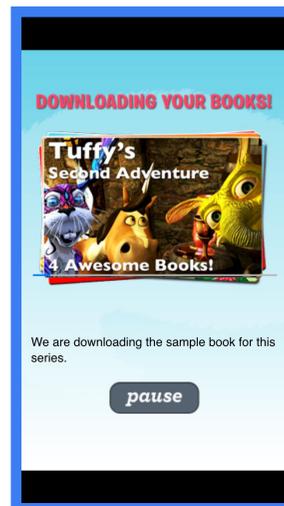
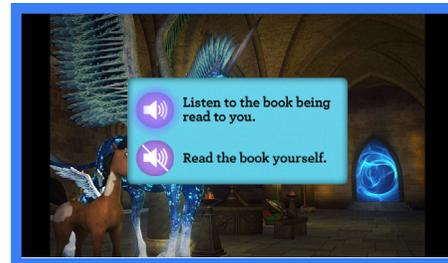
HOW IS 'STORYTIME' DIFFERENT/BETTER?

- The parent and child can see each other through FaceTime.
- A larger number of stories will be available.
- Different navigation controls available to the parent/child.

Competitor Analysis



READ ME STORIES



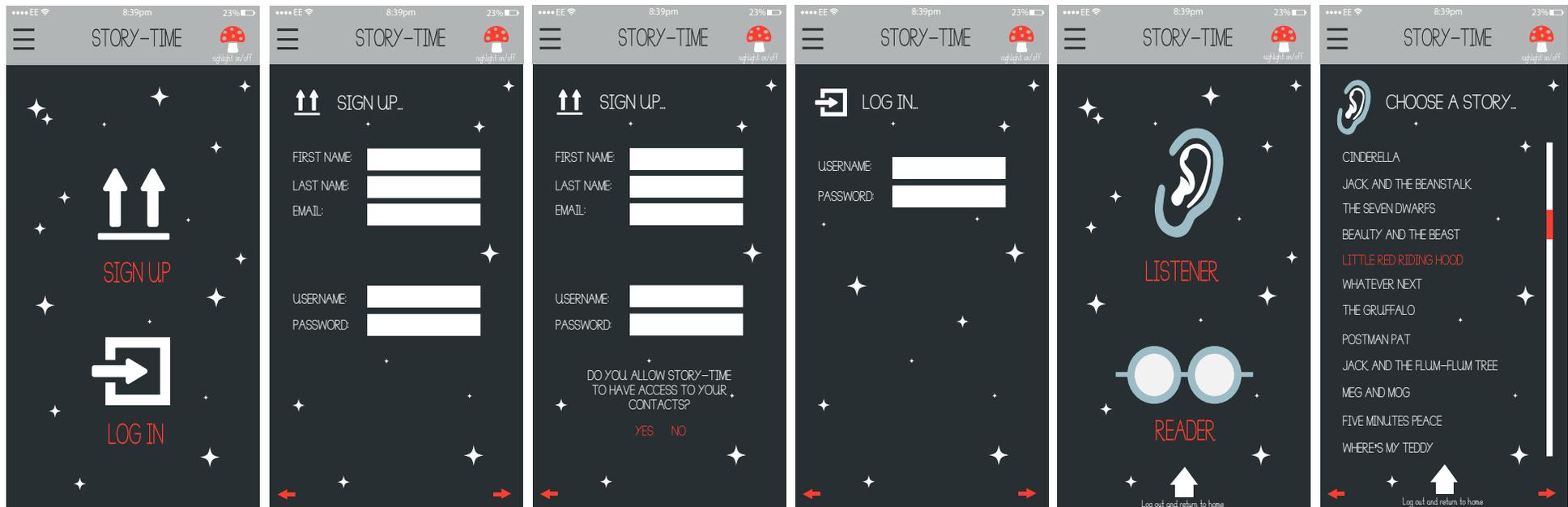
The third competitor is 'Read me Stories'. The app allows a user to choose a story and select whether they want the book read to them or to read the book themselves. Unfortunately, each story has a short download time, which could result in a loss of attention from the child.

The following screens show each page of the story. Each word is highlighted as it is read aloud to help the child follow the story. The illustrations are very attractive and hold depth through the gradients and textures.

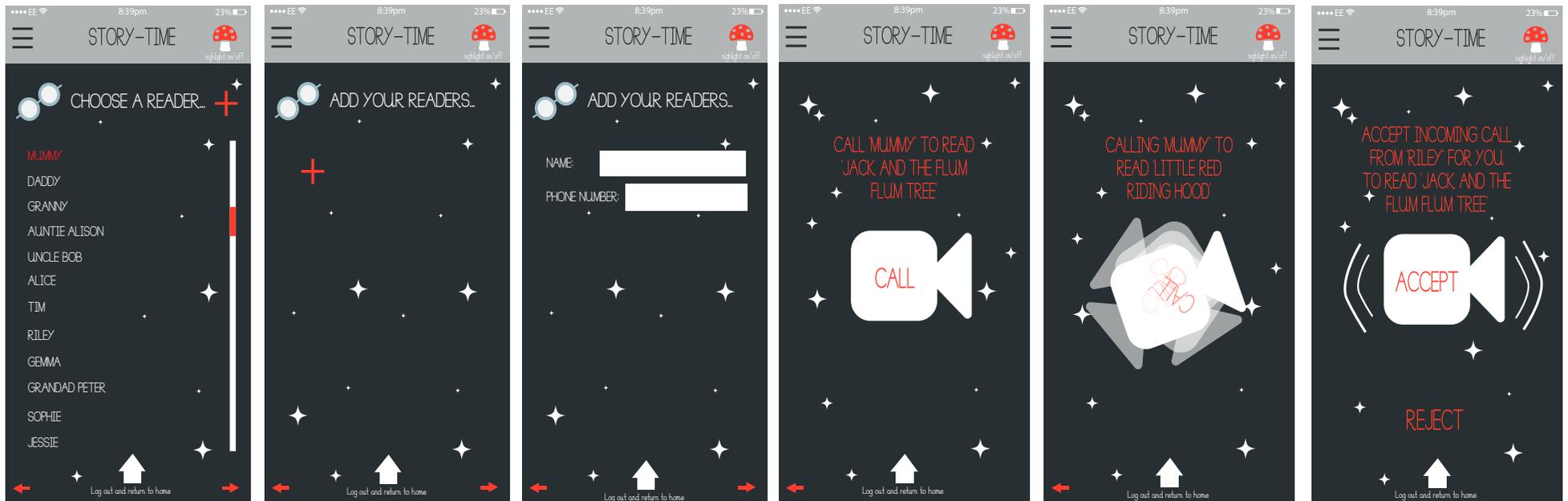
It is apparent that the app has several inconsistencies within the orientation, style of buttons and font. In addition to this, there is no means of returning back to the menu, whilst the story is being read. Instead, a user has to close the app completely and reopen.

'StoryTime' will have consistent designs, fonts, layout and buttons. This is crucial for a user as it gives a positive user experience with little chance of confusion whilst navigating through the app.

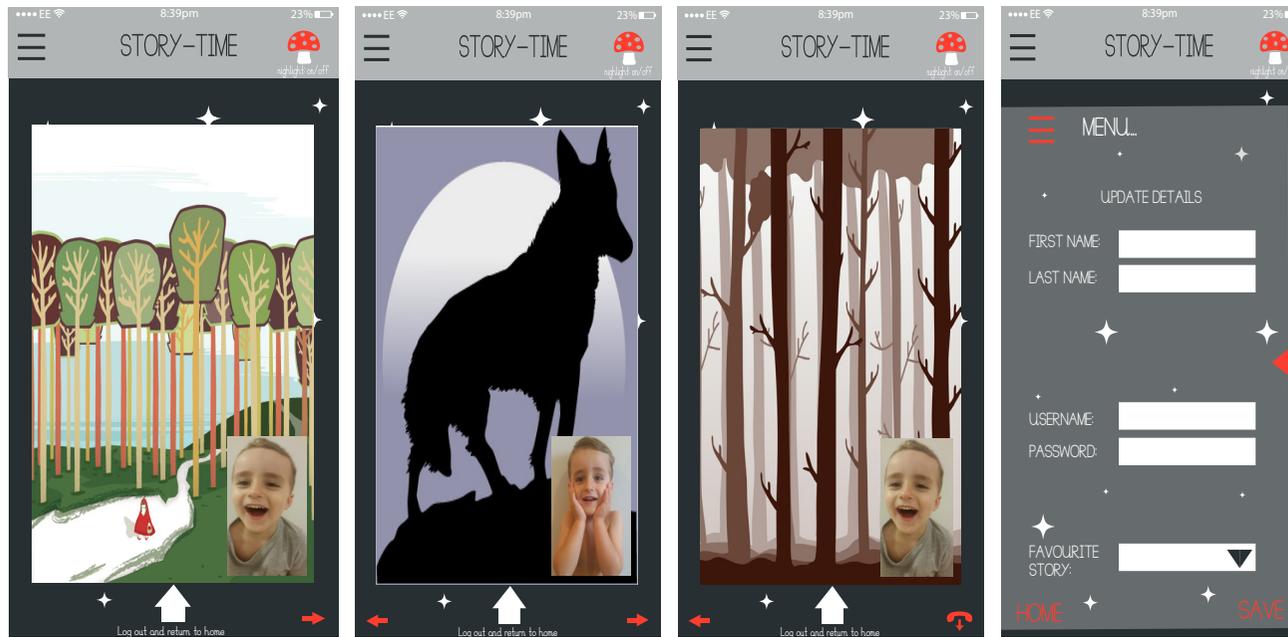
Wire Frames



Wire Frames



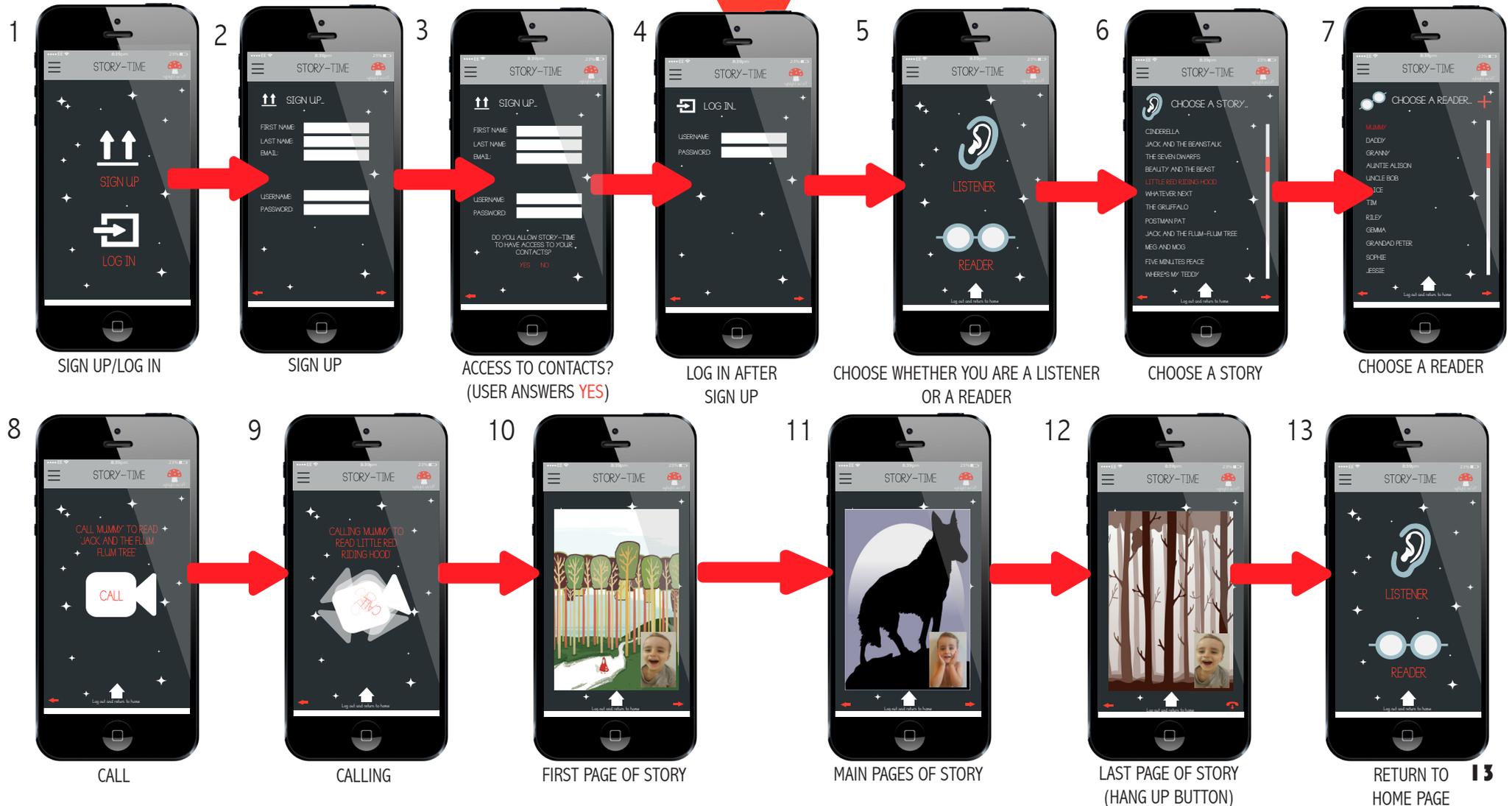
Wire Frames



Site Structure



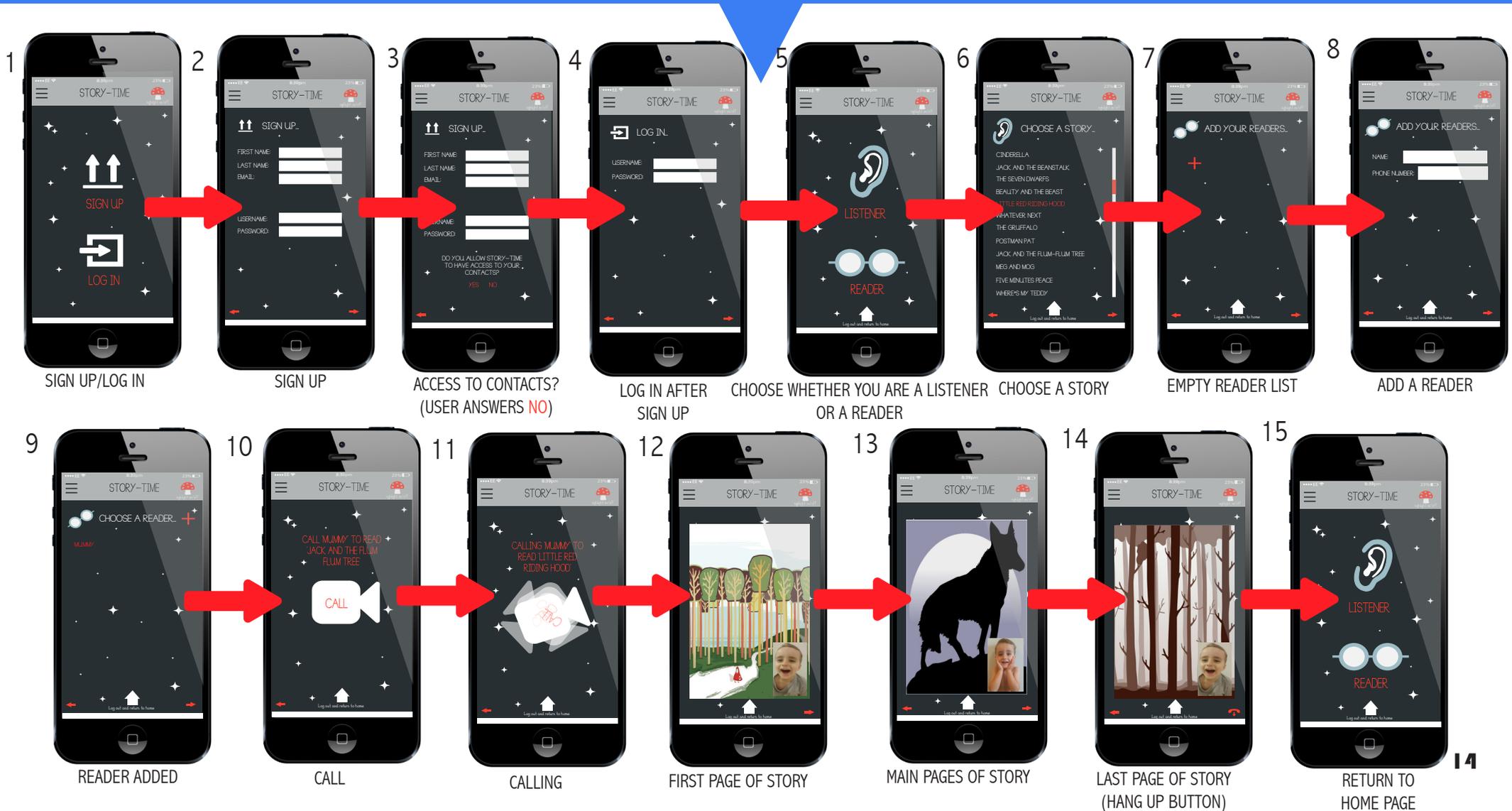
PATH ONE- ACCESS TO CONTACTS (YES)



Site Structure



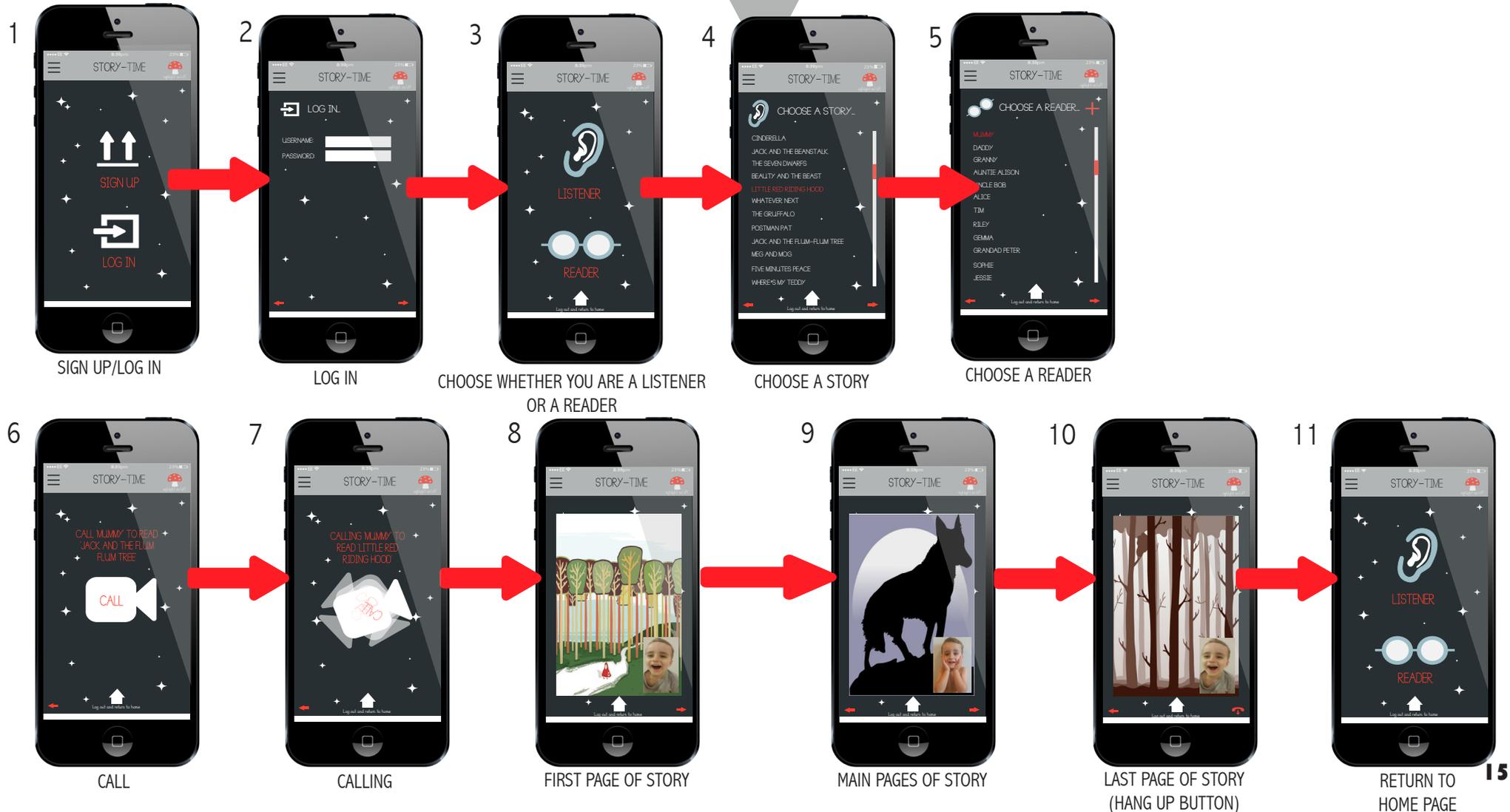
PATH TWO- ACCESS TO CONTACTS (NO)



Site Structure



PATH THREE-DIRECT LOG IN (NO SIGNUP)



Design



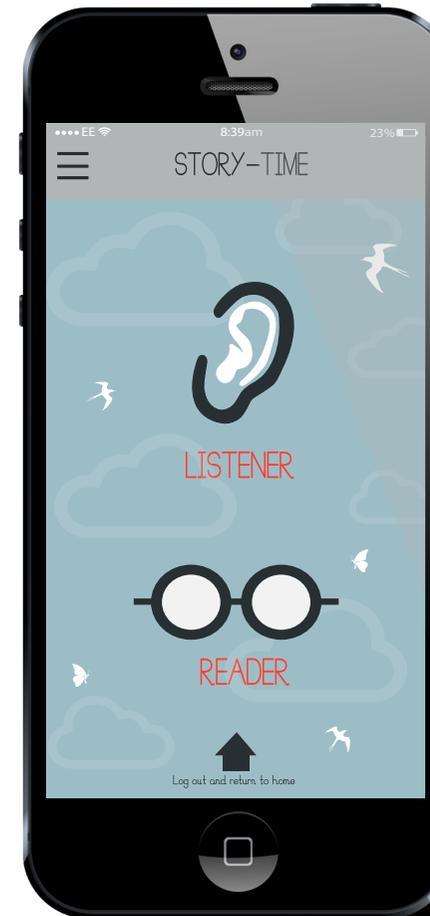
LANDSCAPE DESIGN



COLOUR PALETTE



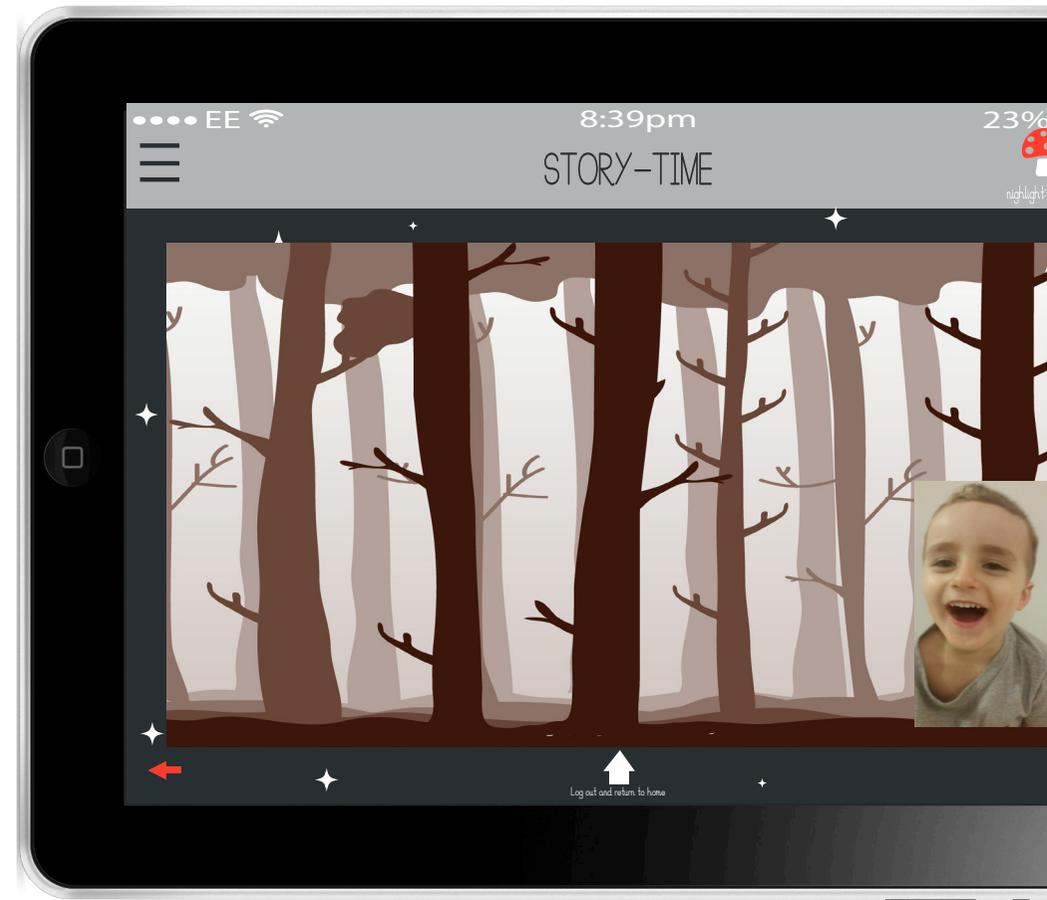
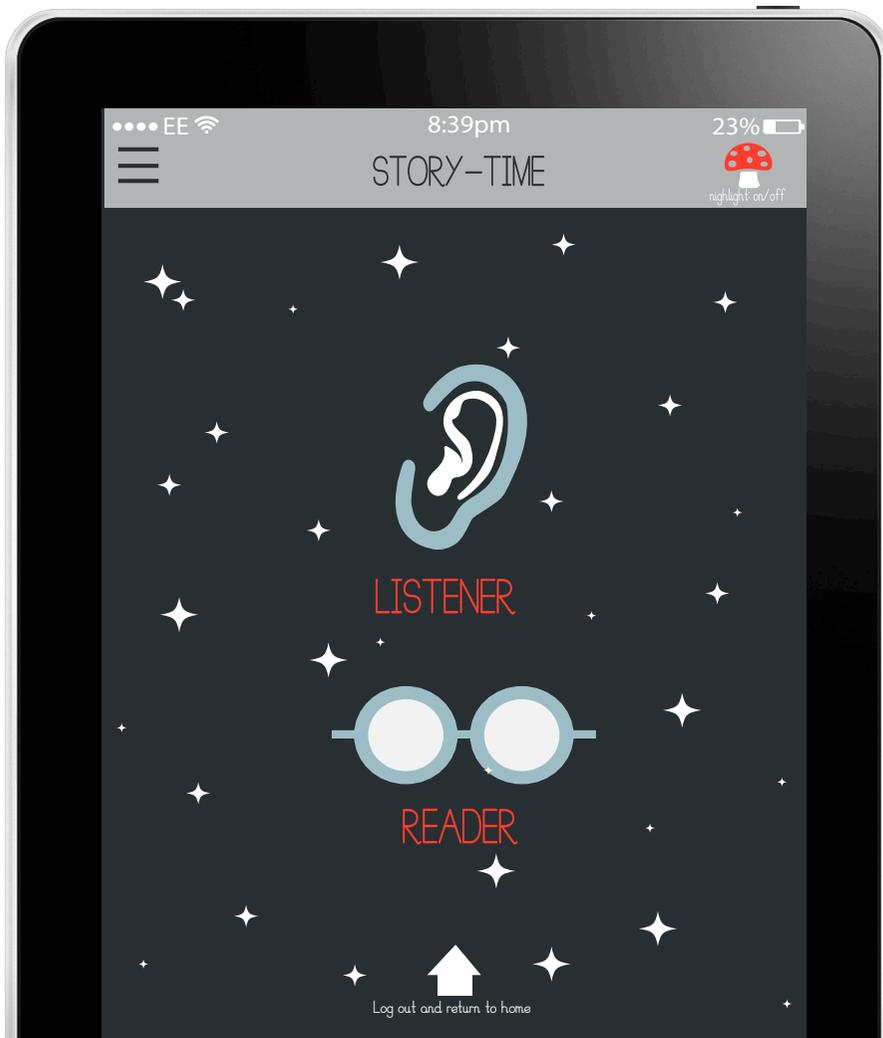
DAYTIME DESIGN



NIGHT-TIME DESIGN



Ipad Design



Functionality



FACETIME

Integrates FaceTime into the app using the following line of code:

```
[[UIApplication sharedApplication] openURL:[NSURL URLWithString:@"facetime://tel-number"]];
```

ADAPTIVE CONTROLS

Depending on whether a 'Listener' [child] or 'Reader' [parent] is selected there will be different controls.

ACCESS TO CONTACTS

The app will ask a user whether they would like 'StoryTime' to access their contacts. If the user accepts this, their personal contacts will then be imported into the app.

ADAPTIVE DESIGNS

Day/Night design of app adjusts according to time

PERSONAL EDIT

The option to edit the story narrative to your child's own name.

TORCH ACTIVATION

Activate mushroom as a 'night-light'

FAVOURITES

The option to favourite stories

NAVIGATION BUTTONS

The app has various navigation buttons including 'next', 'previous', 'log out' and 'menu' selections



Standards Compliance and Accessibility



1) SCREEN DESIGNS FOR BOTH ANDROID AND IPHONE

2) CONTRASTING COLOURS FOR READABILITY



3) CLARITY IN FONT TYPE AND FONT SIZE

SAMPLE TEXT

4) KEY COLOURS FOR NAVIGATION

5) CONSISTENCY IN DESIGN

6) CREATE DEPTH

7) MOVING BUTTONS FOR PENDING ACTIVITIES



8) "TRANSLUCENT UI ELEMENTS HINT AT THE CONTENT BEHIND THEM" (APPLE: 2014)



Risk Analysis



DESIGN RISKS

DESIGN RISKS

RISK	LIKELIHOOD	IMPACT	ACTION
The design produced could potentially be too detailed for the selected software to run.	Highly Likely	Software will grind to a halt and could quit unexpectedly.	Produce the graphics with this in mind. Create vector graphics, and be prepared to convert into JPEG if required.
The design may not be suitable for the target audience.	Highly Unlikely	The app will not prove successful or popular with its audience.	Carry out extensive research into what kind of design the audience prefers.
Design may not be suitable or practical for a landscape view on Ipad or Iphone.	Unlikely	An unsightly mobile app, causing buttons and graphics to be stretched.	Produce adapted designs for both landscape and portrait views for Iphone and Ipad.

Risk Analysis



TECHNOLOGICAL RISKS

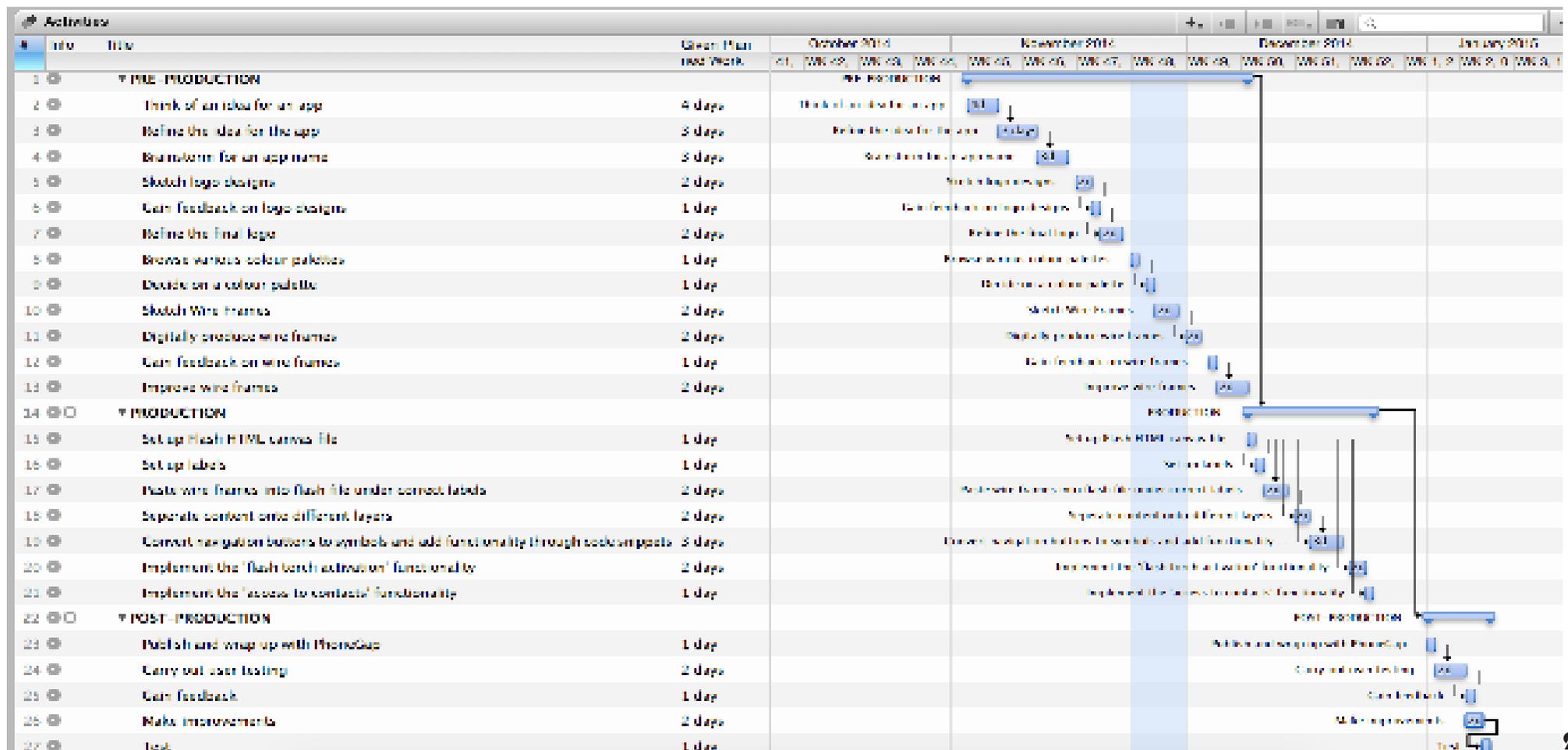
TECHNOLOGICAL RISKS

RISK	LIKELIHOOD	IMPACT	ACTION
Computer could potentially crash	Likely	All work will be lost.	Take action to prevent the risk of losing work, by making regular and multiple back ups of work.
Varied performance of the app on different internet browser during testing	Highly Likely	Will raise questions with regard to the functionality if some buttons work in certain browsers but not in others.	It is likely that these issues will be solved once the Flash file is published and packaged as app.
Inexperience with Phonegap and Cordova	Highly Likely	This may impact on certain functionalities such as the 'flash torch activation' which is a required feature in the 'StoryTime' app. In addition to this, problems could be encountered in the final stage of packaging up the app.	Ensure a good understanding of Phonegap and Cordova by watching several tutorials and reading forums that feature similar related issues.

Time-scale



VISUAL DIAGRAM



Time-scale



EXPECTED START DATES, PREDECESSORS AND MANPOWER

#	Info	Title	Given Plan and Work	Flag Status	# Prede- cessors	Expected Start
1		PRE-PRODUCTION				03/11/2014
2		Think of an idea for an app	4 days			03/11/2014
3		Refine the idea for the app	1 day	2		07/11/2014
4		Brainstorm for an app name	1 day	3		12/11/2014
5		Search logo designs	2 days			12/11/2014
6		Gain feedback on logo designs	1 day	5		19/11/2014
7		Refine the final logo	2 days	6		20/11/2014
8		Browse various colour palettes	1 day			24/11/2014
9		Decide on a colour palette	1 day	8		26/11/2014
10		Search Wire Frames	2 days			22/11/2014
11		Digitally produce wire frames	2 days	10		01/12/2014
12		Gain feedback on wire frames	1 day			04/12/2014
13		Improve wire frames	2 days	12		05/12/2014
14		PRODUCTION		1		09/12/2014
15		Setup Flash HTML canvas file	1 day			09/12/2014
16		Setup levels	1 day	15		10/12/2014
17		Export wire frames from flash file under correct labels	2 days	15		11/12/2014
18		Separate content into different layers	2 days	15; 17		15/12/2014
19		Convert navigation buttons to symbols and add functional by through code snippets	1 day	15; 18		17/12/2014
20		Implement the flash touch simulation functionality	2 days	15		22/12/2014
21		Implement the screen to content functionality	1 day	15		24/12/2014
22		POST-PRODUCTION		14		01/01/2015
23		Publish and wrap up with PhoneGap	1 day			01/01/2015
24		Carry out user testing	2 days	21		02/01/2015
25		Gain feedback	1 day	24		06/01/2015
26		Make improvements	2 days			06/01/2015
27		Test	1 day	26		08/01/2015

Info	Role	Type	Project	Rate	Standard Rate
	USER TESTERS	Person	PROJECT	U.T.	£25.00/hour
	DEVELOPER	Person	PROJECT	D.	£25.00/hour
	DESIGNER	Person	PROJECT	D.	£20.00/hour

Cost Breakdown



DESIGN £1,760.00

Task	Hourly Wage	Est. Hours
Decide fonts	£20	2
Decide colour palettes	£20	2
Producing graphics	£20	50
Logo	£20	10
Wireframes	£20	10
Mobile design	£20	7
Tablet design	£20	7

FUNCTIONALITY £1,150.00

Task	Hourly Wage	Est. Hours
Implement designs into Flash	£25	5
Navigation Buttons	£25	4
Accessing Contacts	£25	5
Adaptive Controls	£25	7
Favourites	£25	3
FaceTime	£25	20
Wrap and publish in PhoneGap	£25	2

TESTING £475.00

Task	Hourly Wage	Est. Hours
User Testing	£25	4
De-bugging	£25	8
Accessibility	£25	4
Standards Compliant	£25	2
Final Test (Live)	£25	1

HARDWARE £2,307.00

Apple Mac	£1,449
Iphone	£539
Ipad	£319

SOFTWARE (per year) £219.12

Adobe Creative Cloud	£219.12
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LICENSE (per year) £63.00

Apple Developer License	£63
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£5,974.12

