# PlayGround – where learning is fun

Abdullah
Narayan
Mayesha
Vatsala
Shipra
Sami

# Our target Users are those:

- Looking to learn a language on the go and as a complement to other study materials.
- Target age: 15-30 yrs.
- Age is just a number, Oldies can play too, because no steep learning curve.
- Highly motivated to learn a new language.
- Every user of DuoLingo.

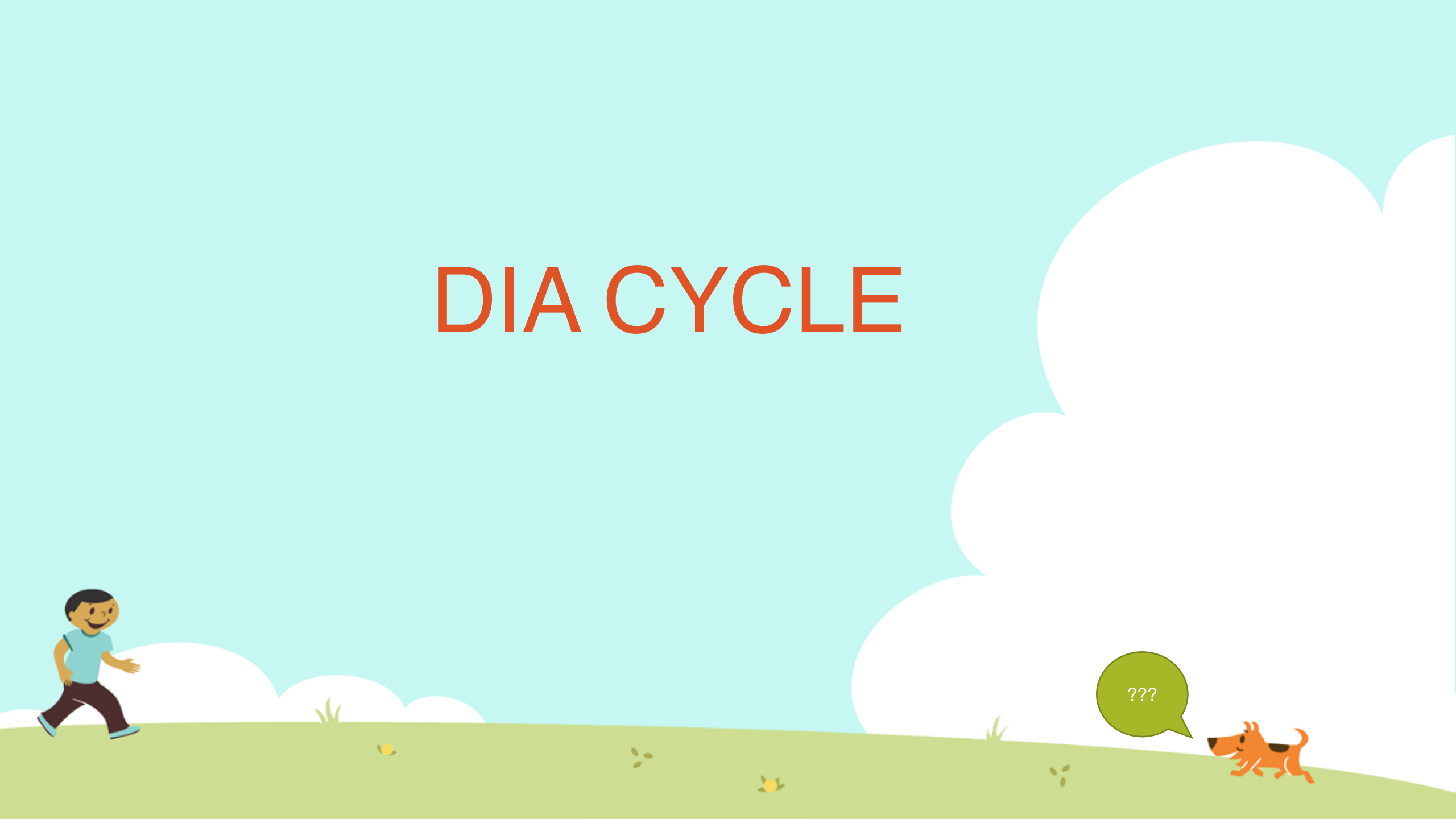
# What do the users want:

- Learning language progressing from the Beginner to Advanced level.
- Playing the simple yet addictive game along with learning multiple language.
- Challenges and Gamified levels.
- Play different games frequently on mobile and desktop.
- Using the app while commuting, or in wee hours to learn.

# Context:

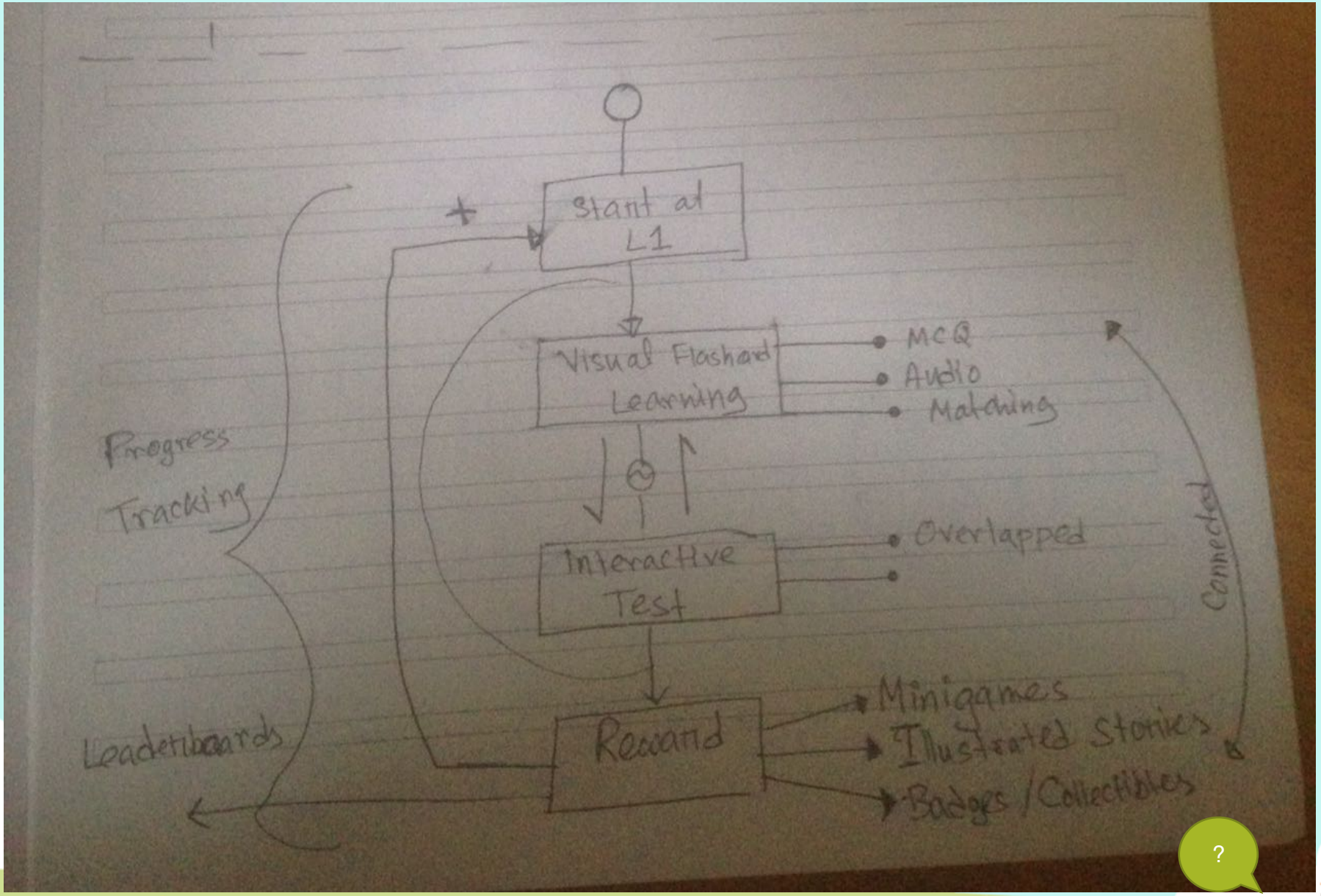
- Learn and play at the same time.
- Simple UI, even my grandma can play it.
- ‘Just gained knowledge’ of the new words/phrases to move forward in the game.
- Unlocking new mini games as the level increases.
- Games are designed such that one can only progress when scores are good in a level.
- We will show one mini-game in in the prototype.

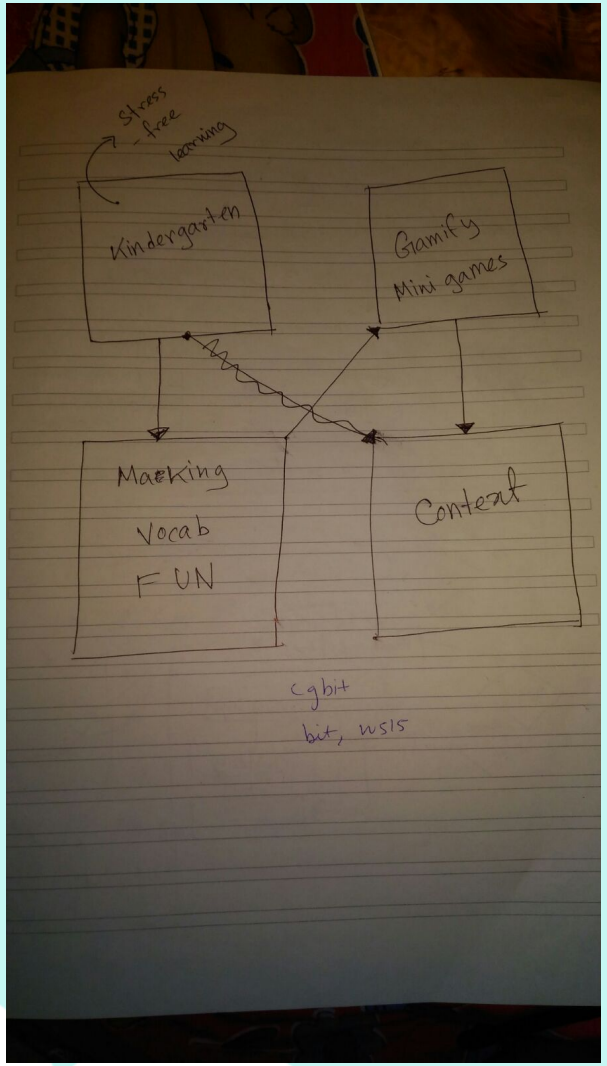
# DIA CYCLE

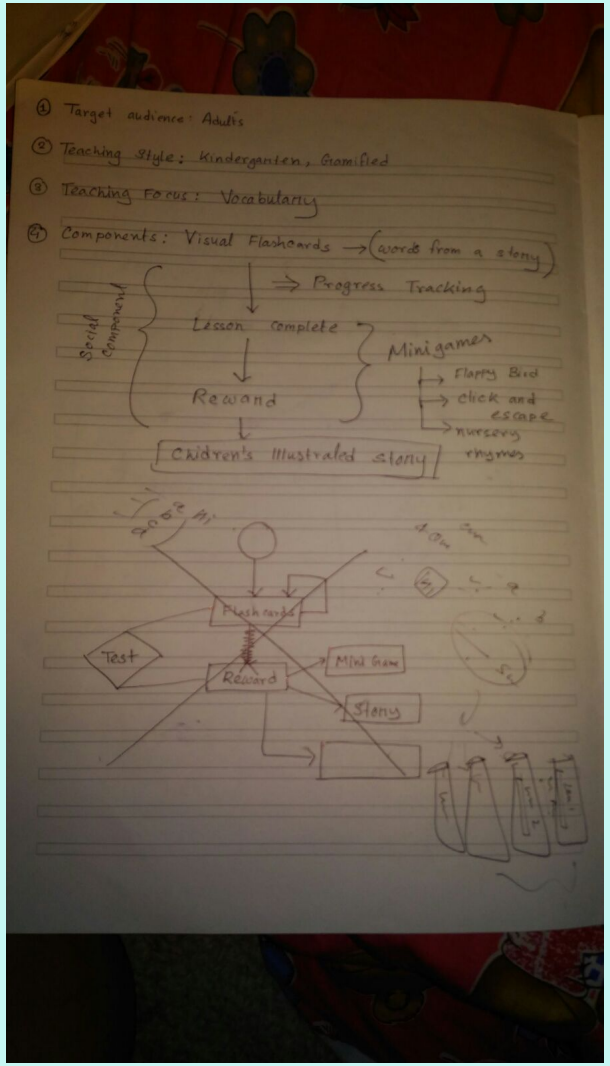


# Brainstorming Sessions

- Coming up with ideas for an App to learn a foreign language.
- Everyone was given a card to write down their ideas that come to their mind
- Next, we discussed each ideas and brainstormed over it, where everyone got a chance to speak up and justify their thoughts.
- Some of the ideas were: A flashcard app, an app to translate entire texts on the website to help in reading, an app to help beginners of a language find a book, app for guessing the correct words by seeing the picture, app to listen, ,understand, translate and practise speaking through short stories and jokes.
- After a week of continued discussions, we finalized the idea of PlayGround because we wanted to build an interactive game and not just an app.

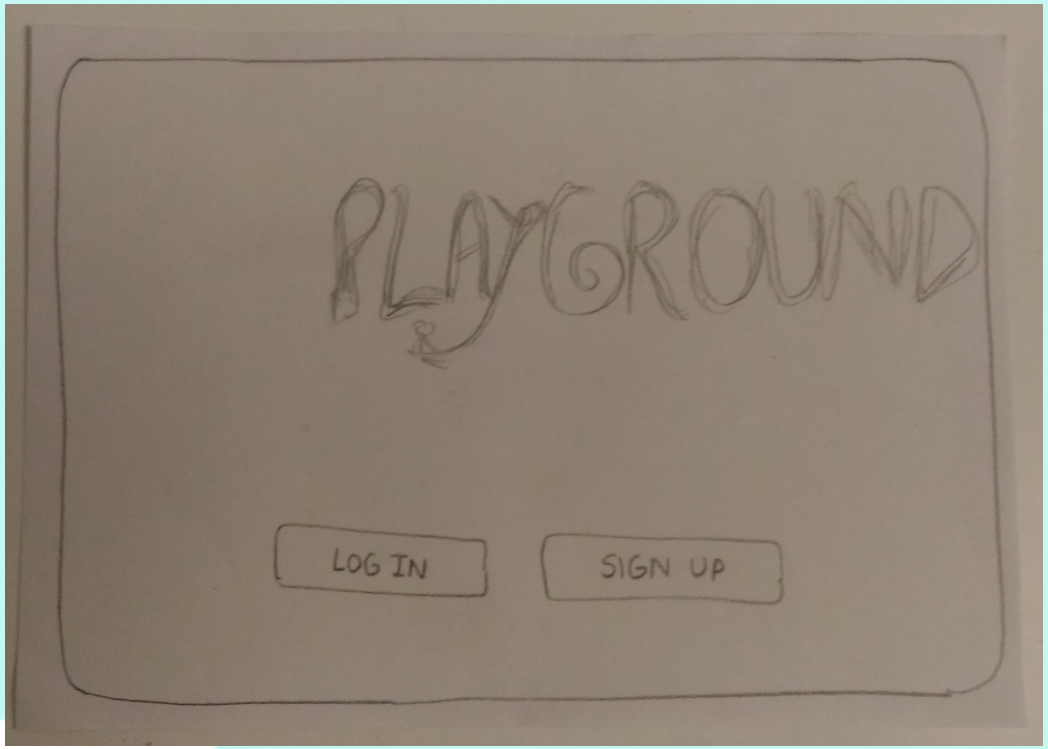

Start at L1
Visual Flashard Learning
MCQ
Audio
Matching
Interactive Test
Overlapped
Reward
Minigames
Illustrated Stories
Badges / Collectibles
Progress Tracking
Leaderboards
Connected
?

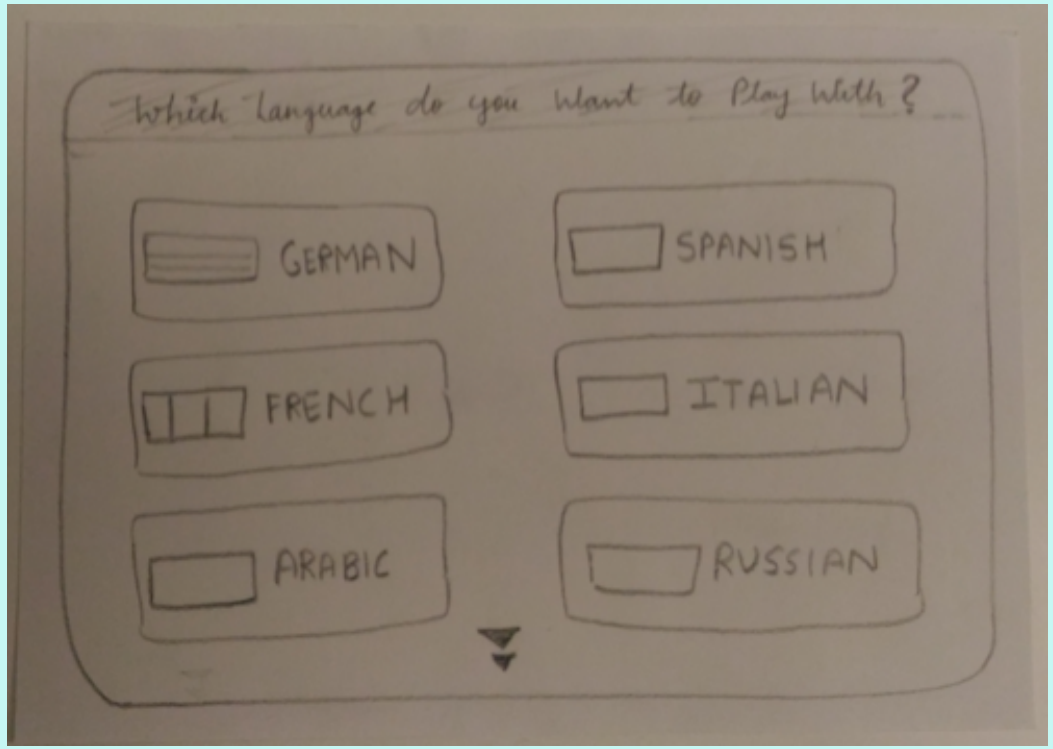

Stress - free learning
Kindergarten
Gamify Mini games
Making Vocab FUN
Context
cybit
but, usis

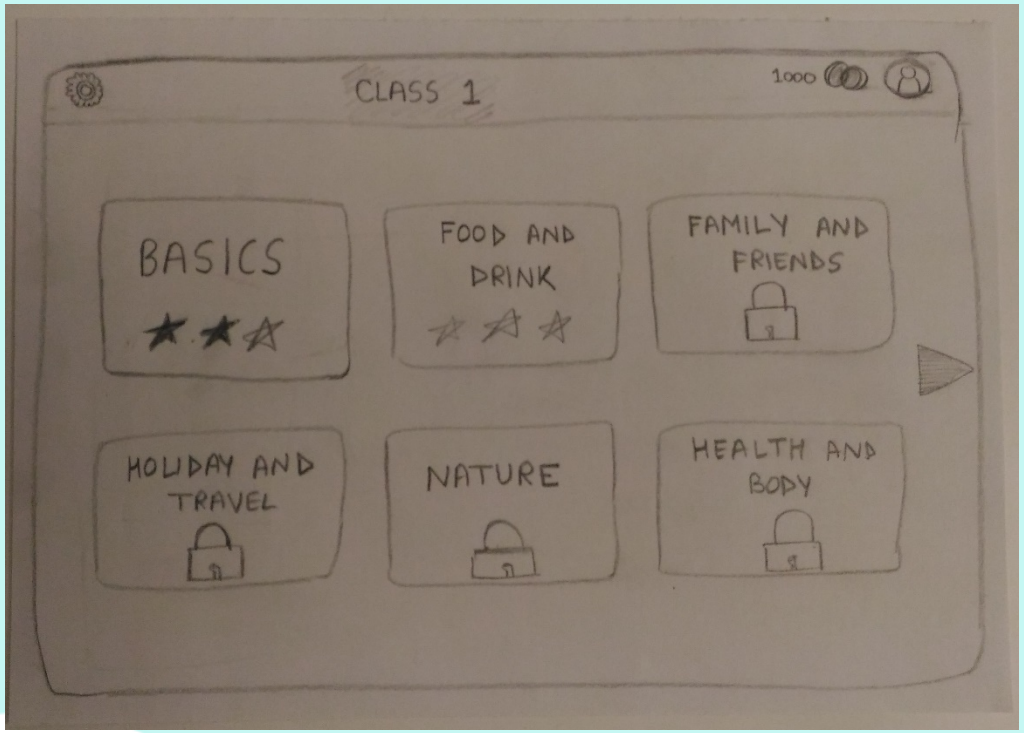

① Target audience: Adults
② Teaching style: Kindergarten, Gamified
③ Teaching Focus: Vocabulary
④ Components: Visual Flashcards → (words from a story)
Progress Tracking
Social Component
Lesson complete
Mini games
Flappy Bird
click and escape
nursery rhymes
Reward
Children's illustrated story
Flashcards
Test
Reward
Mini Game
Story

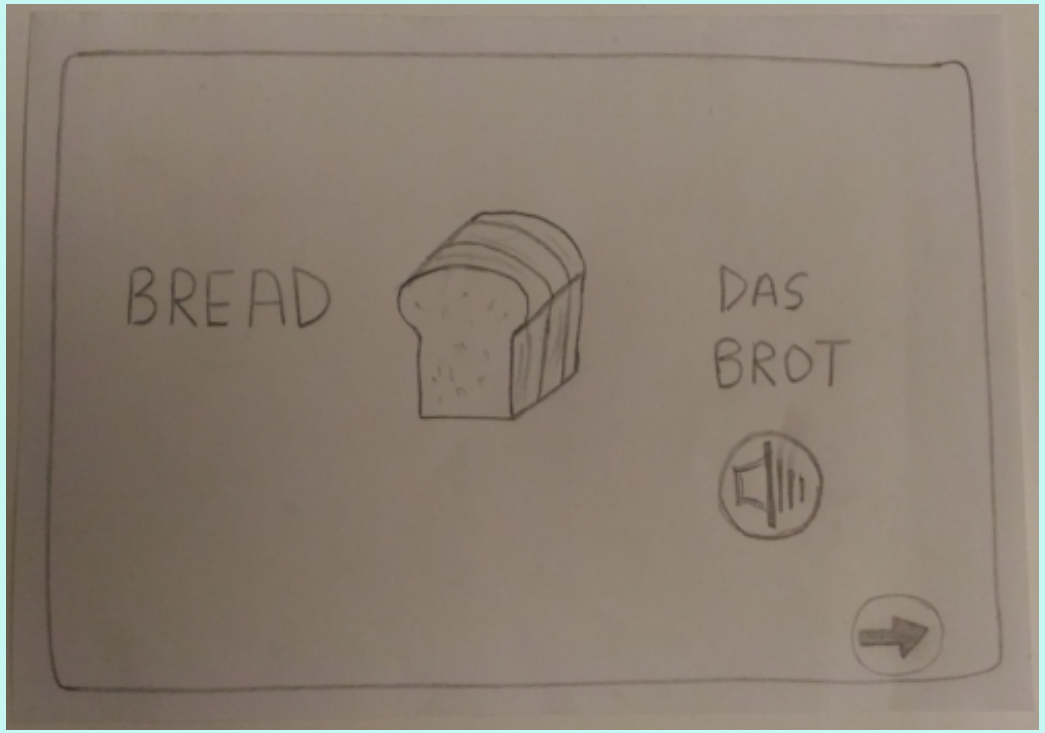
# Paper prototype and Game Planning

- First step before the actual implementation was the paper prototype.
- Lay out of different user screens and a rough overview of the gameplay.

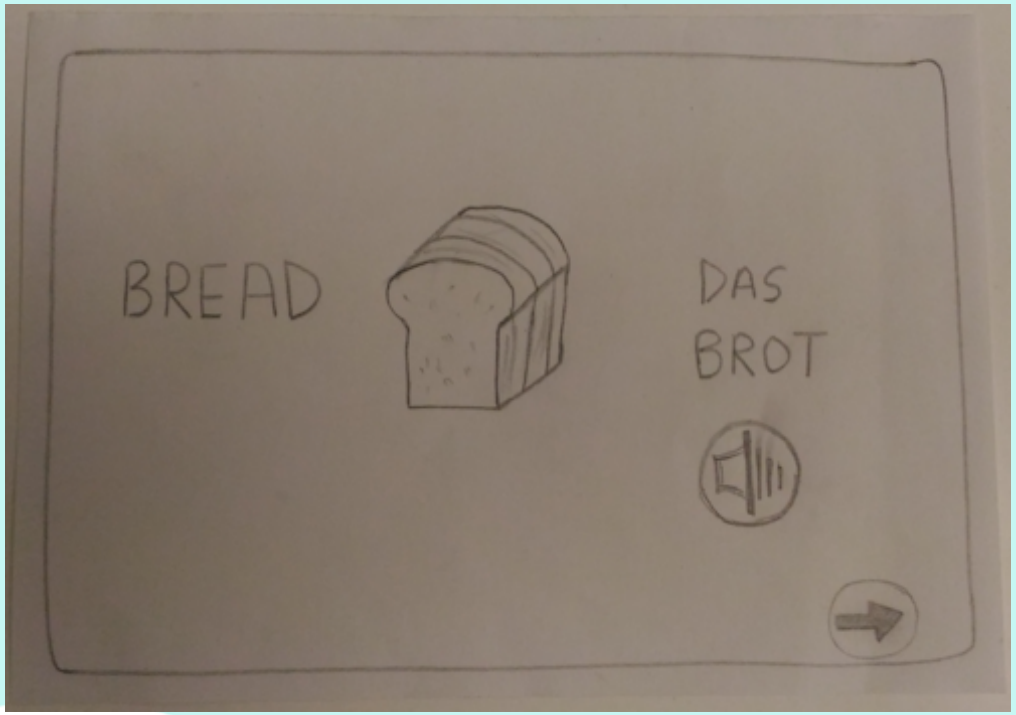

PLAYGROUND
LOG IN
SIGN UP

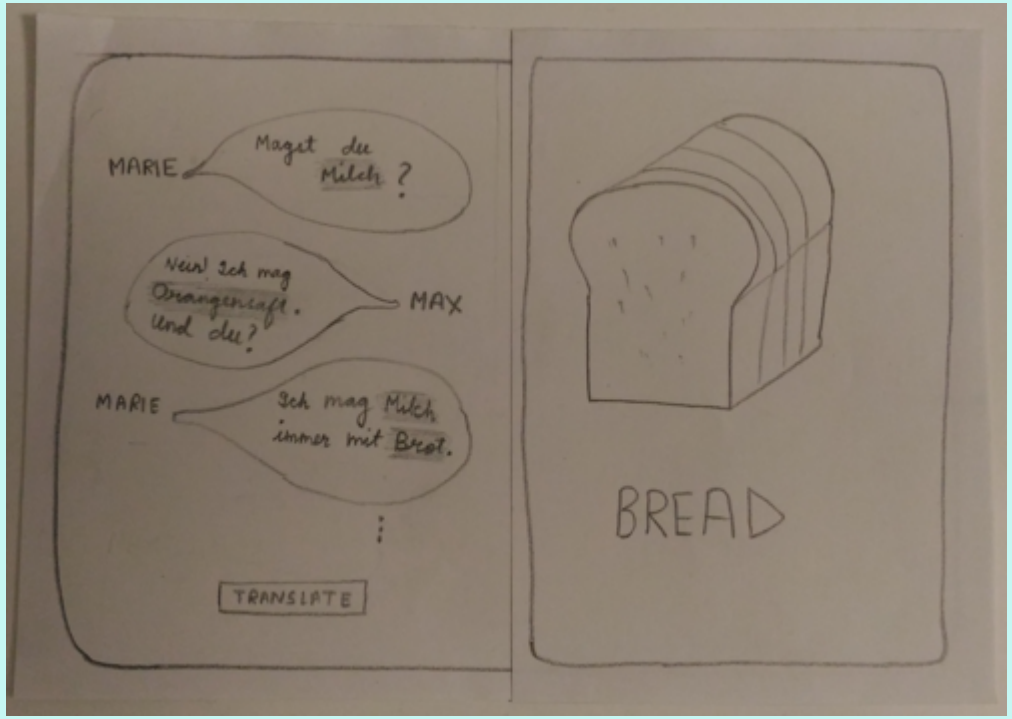

Which language do you want to play with?
GERMAN
SPANISH
FRENCH
ITALIAN
ARABIC
RUSSIAN


CLASS 1
1000
BASICS
FOOD AND DRINK
FAMILY AND FRIENDS
HOLIDAY AND TRAVEL
NATURE
HEALTH AND BODY

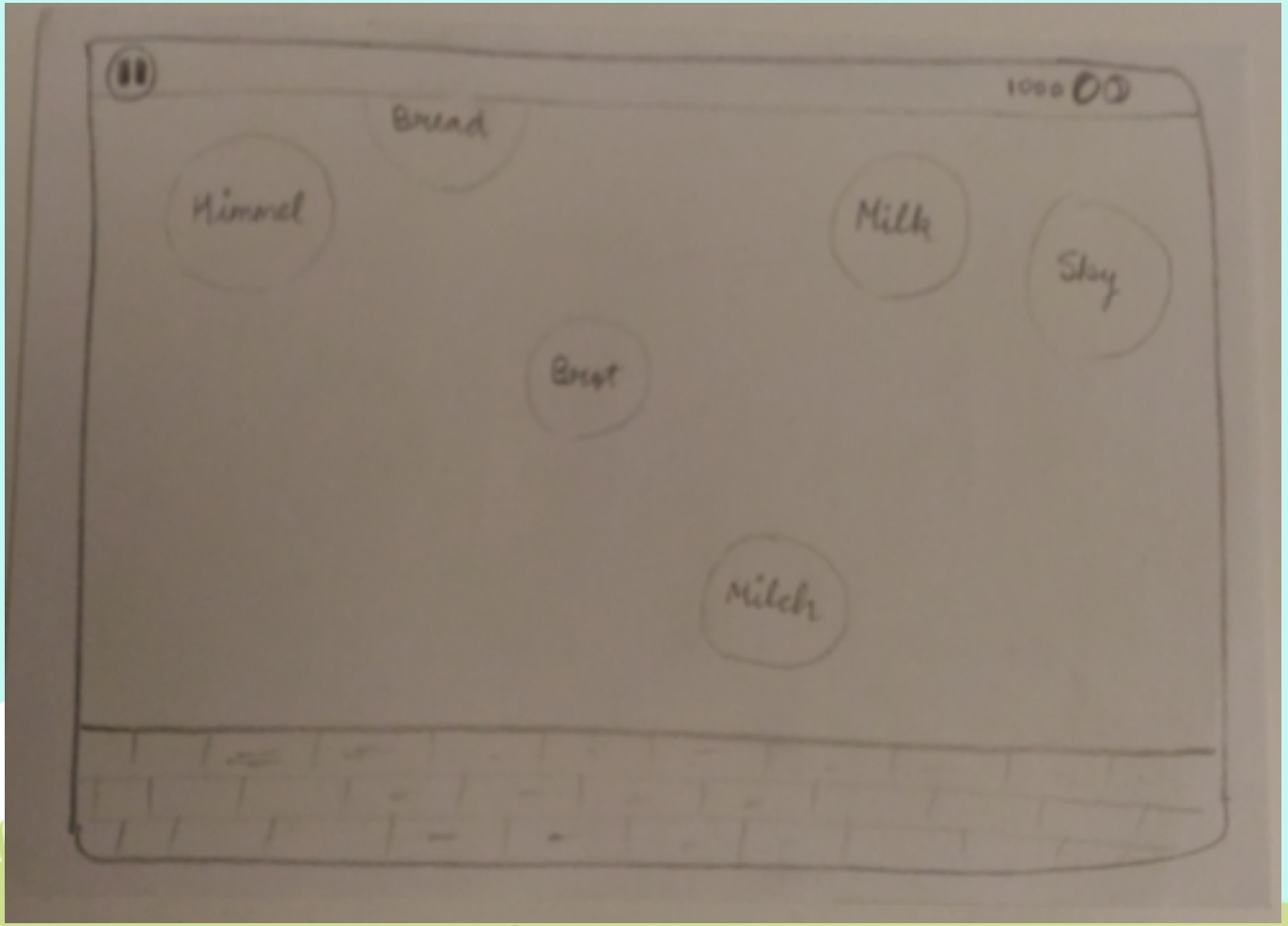

BREAD
DAS BROT

We removed some screens, thanks to a few honest reviews and feedbacks.



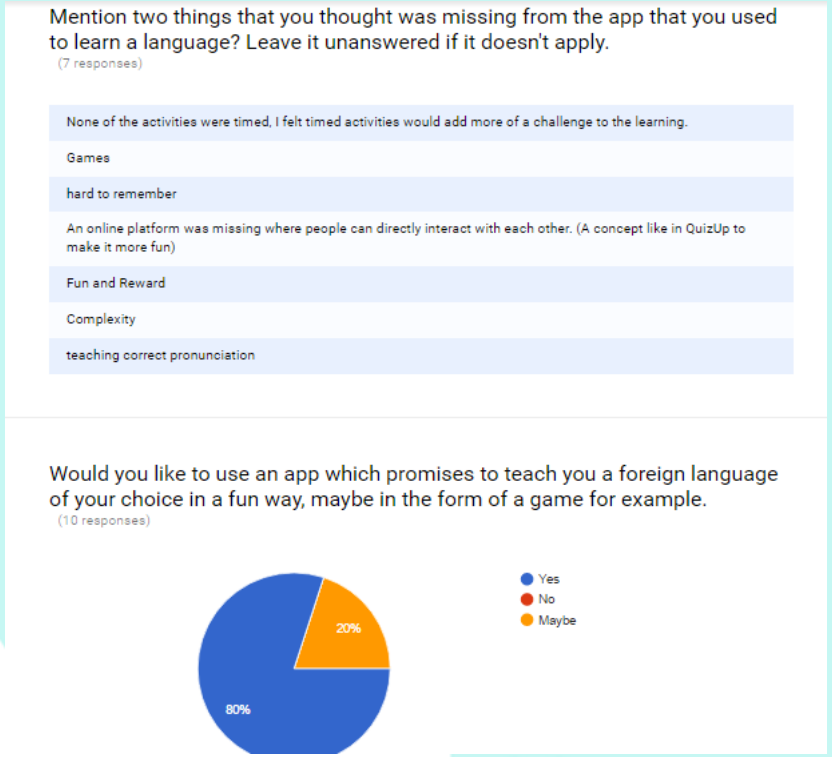



# This one made it to the final prototype though ☺️

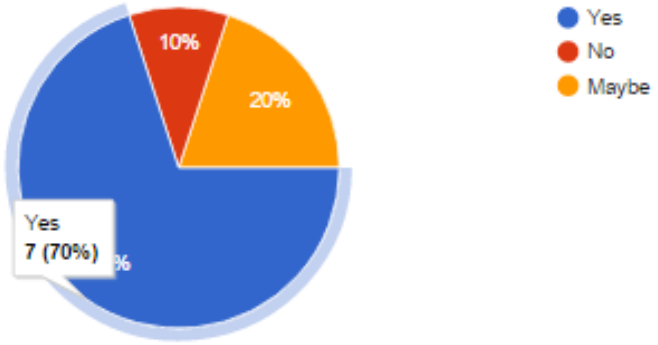


# Feedback of the idea

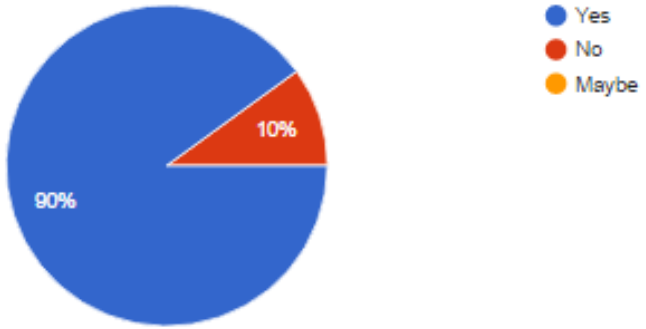
- We also did an online survey, to test the waters, before actually start writing the first line of code.



Do games like Flappy birds and Mario excite you? (10 responses)




Do you believe in the fun way of learning, like learning while playing, where you learn new skills in a lighter and non-serious environment ?
(10 responses)



# Creating a Persona

## Meet Jane!

### Jane

She stays busy with assignment and project work, and spends her free hours during the day in the Library. She lives in a shared apartment with 3 people. She owns a pet dog named 'Sugar'. She goes on a morning walk with her dog every morning.

Favorite TV Show: Friends

Favorite App: YouTube

### Background

- · 22, Female
- · Originally from Canada
- · Has been living in Munich for a year to pursue her masters in Electrical Power Engineering

### Motivations

- · Plays games on her iPad in the evenings when she reaches her room
- · Wants to improve her German vocabulary

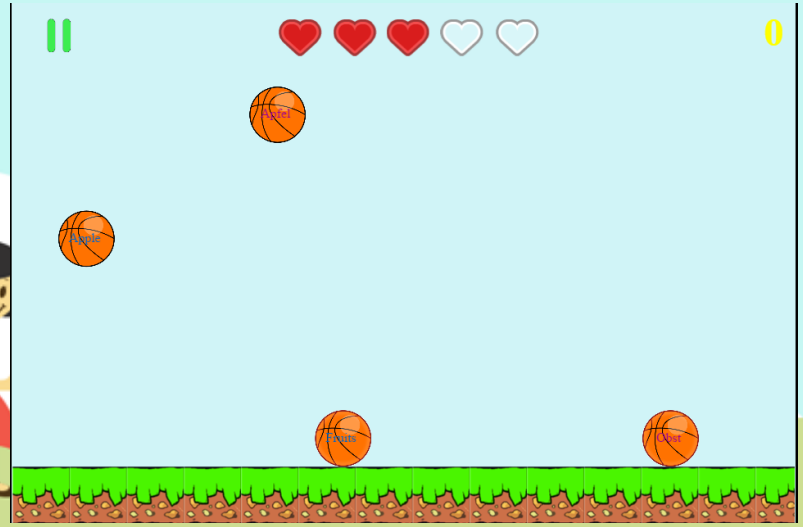
### Frustrations

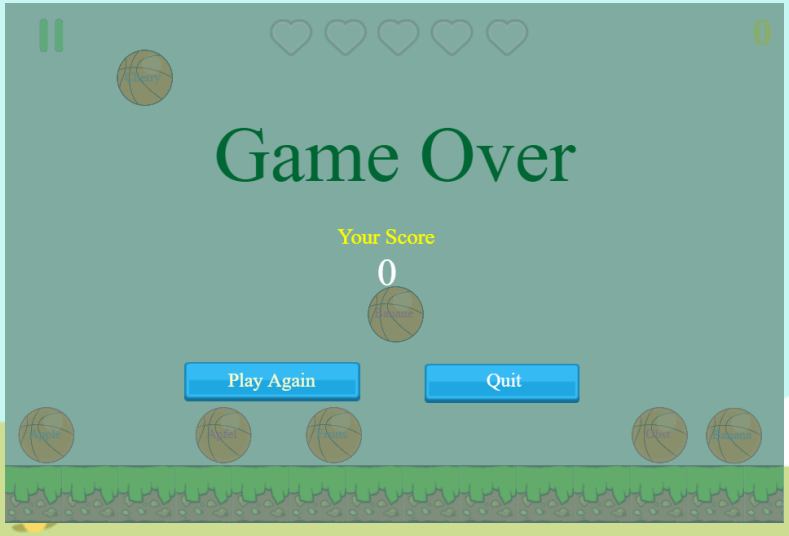
- · Does not like her loud roommates
- · Does not like cooking

# Writing the first lines of code

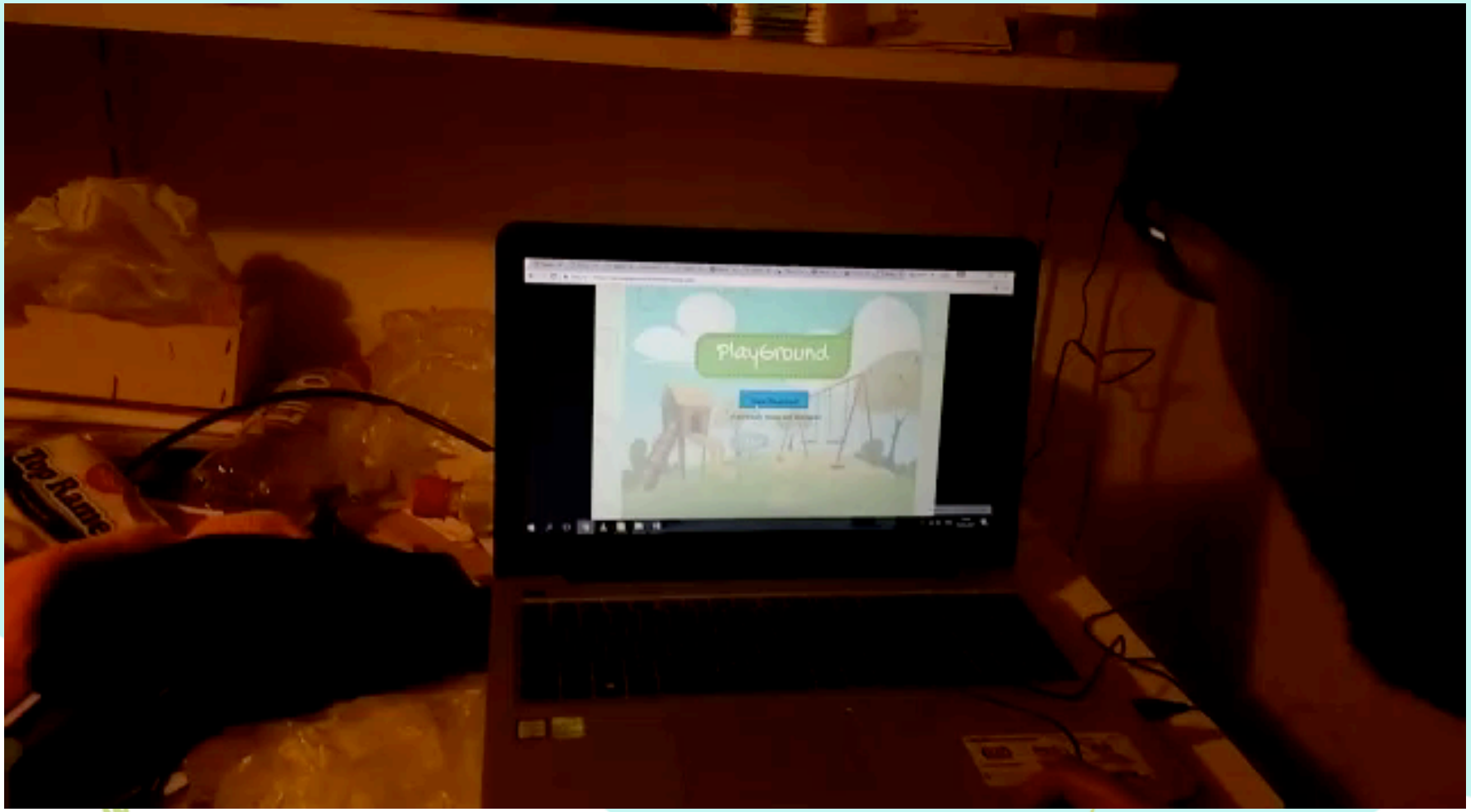
- Based on our further Brainstorming sessions, we have decided to build our app "Inside-Out"
- That is, we are going to build the mini-games first, and then add UI.
- Next challenge was implementing our prototype on a suitable environment.
- As our mini-games are in 2D, simple and lightweight, we have decided to skip heavy development work by choosing one of the most fun and easy game development environments available today - Construct 2.

# Middle Fidelity Prototype



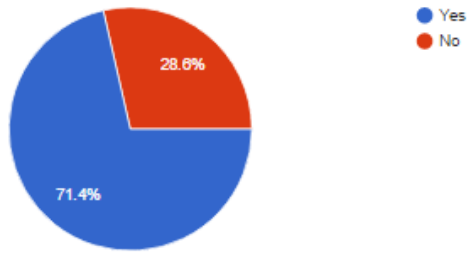



# We managed to get a beta test our app for the first time

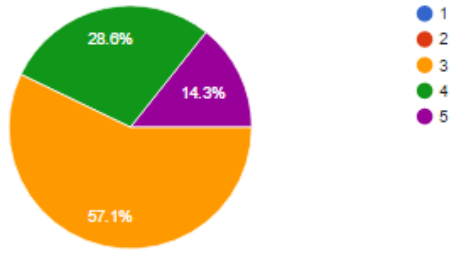


# Feedback of the app from users through internet, (mainly from the Indian subcontinent)

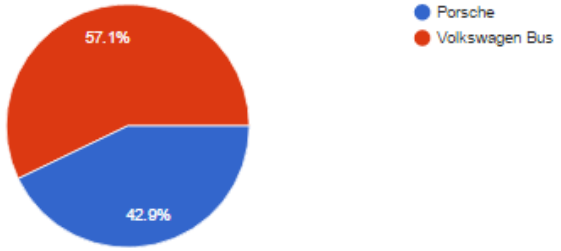
Would you recommend this app to a friend? (7 responses)




How would you rate the idea of the app ? (7 responses)




If the app was a car, which car would it be? (7 responses)

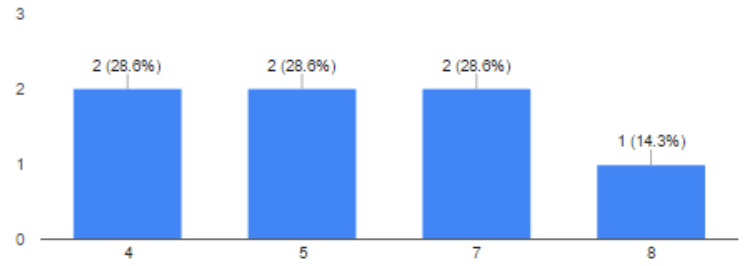



How do you compare the app with something like Duolingo (6 responses)

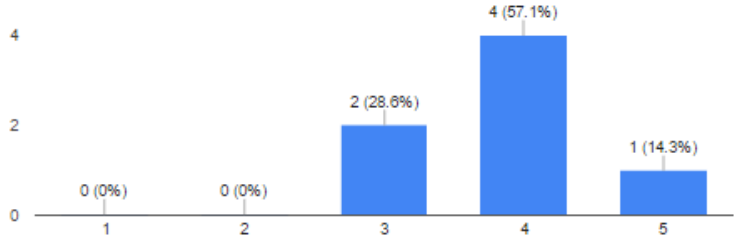
| |
|---|
| Seems like more fun, but is not as extensive. |
| Comparable |
| This has a new concept but DuoLingo was more finished and perfected |
| It would be better if not the Bubble with right translation falls always, but also in later stage, bubbles with wrong answers also falls, to confuse the player nd make him/her remember the translations in a better way. |
| Yes |
| It needs more work, more interactive than Duolingo because it has a game factor to it |

## If you were to review the app, what score would you give it out of 10 ?

(7 responses)




## How easy was the app to use ? (7 responses)




## What did you find most frustrating about the app ? (7 responses)

- The graphics could be improved.
- Buttons
- Bubble falling speed is slow
- No way to see what I learned
- one doesn't even need to look at what is inside the bubble after few seconds, as its always the right answer falling in pair and there is no need to see whats written inside. So it becomes boring.
- Bubble wasn't bursting
- Lack of instructions, unpolished UI

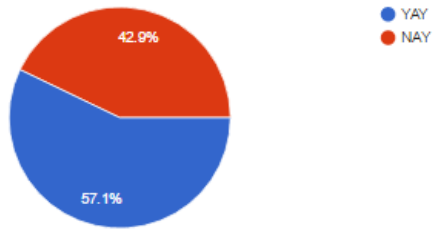
## If you could add /change a feature, what would it be ? (6 responses)

- Maybe add some different games.
- More games
- increase the speed of falling bubble
- Add facebook
- Add more bubbles at latter stage, say after 10 or 15 answers, to confuse. Like if a bubble with fruit written inside it appears, with it obst and gemüse also appears..
- Add pronunciation with each bubble burst

## What do you like the least about the app ? (5 responses)

- The game is a bit slow.
- The buttons
- Gets repetitive after a while
- Its irritating to click on small bubbles accurately with my fat thumb surface..
- nothing particularly

## If you were to say it in one word, what would it be ? (7 responses)




## What features could you not live without? (4 responses)

- Nothing as such
- Connectivity with facebook
- Online score board with my friends to which will push me to do better.
- n/a

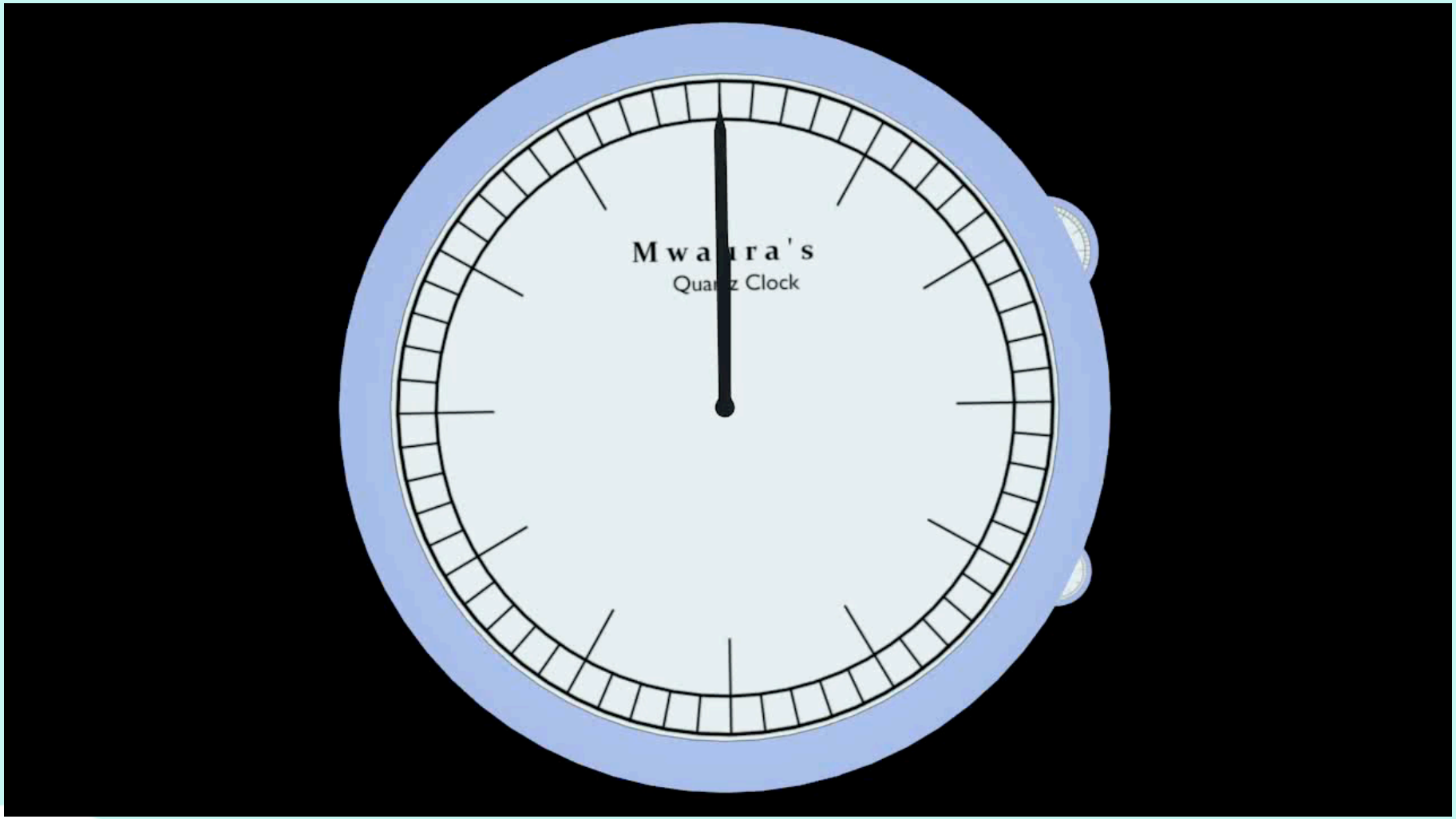
## What do you like the best about the app ? (5 responses)

- The games
- The games
- I like the game idea.
- Its irritating, but that is blessing in disguise.
- It has a game factor to it

We worked further on the project after the iterative feedbacks.

After many hours of work, designing, a good number of lines of codes, cups of coffee, a few all-nighters in different studenwerks, brainstorming sessions, a few hiccups, redesigning, a few no-show and abandoned meetings….. later

Ladies & Gentlemen…


Mwaura's
Quartz Clock