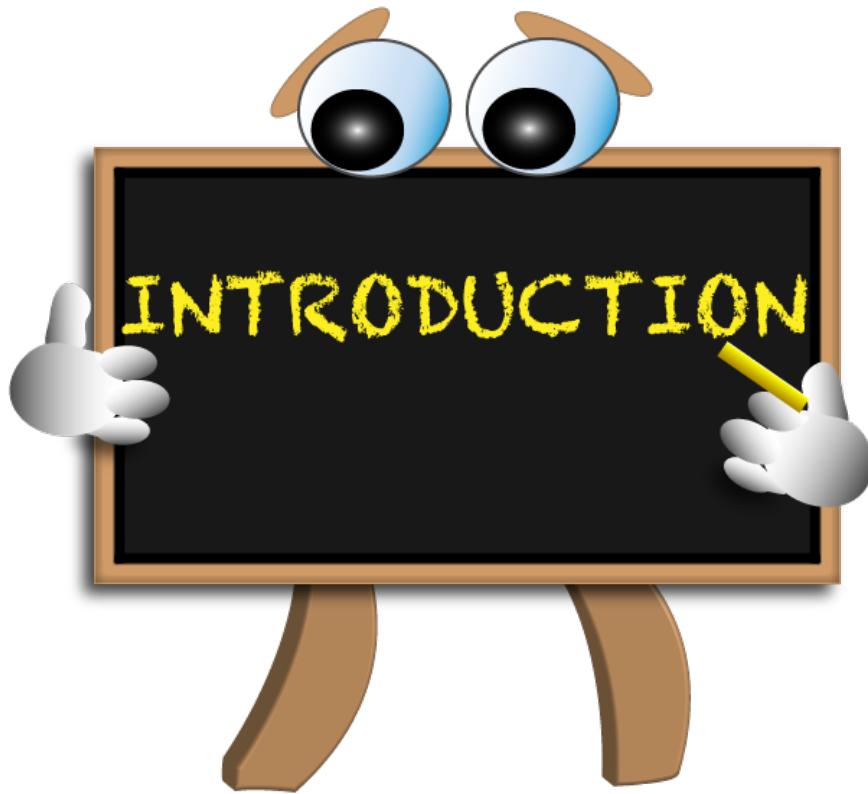


Senior Research | IMD411 P01
Week 5 Assignment 2
Project Plan Draft
Mark Sambrook



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"*A is for alphabet*," is the A to Z of early learning. Aimed towards preschool and kindergarten children, this interactive learning tool is both an educational and entertaining adventure played on your tablet or PC. Children become instantly engrossed with their host "Billy Board" as he guides them through an animated storyline with its alphabetical theme, with large bright, colorful letters and their phonetic sounds.

The value of using technology as a learning tool is widely accredited, and there is much recognition in the way toddlers intuitively adapt to tablets and other "touch screen" technology. This winning formula offers your child the learning advantage, and makes learning as simple as ABC.

Components of the Product

The web site will be designed with HTML scripting and styled with CSS. The FAQ section within the “Help” page will utilize a drop-down feature provided through jQuery, and a “Contact” page scripted using PHP. A MySQL Database will be created for the game, and it will store present and future downloadable words and storylines that can be added to the game for increased learning stages. The game area and all animations will be created in Adobe Director, and will require a free downloadable Shockwave Player from the Adobe Web site link.

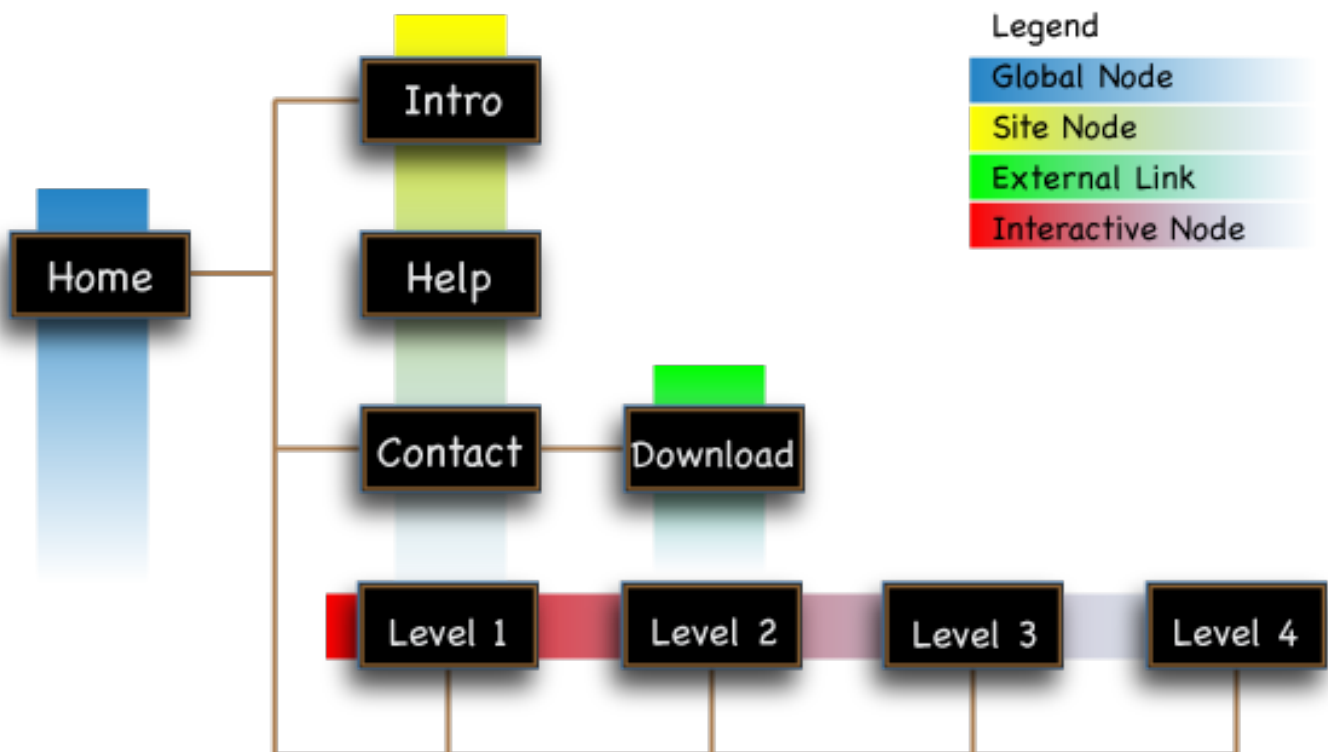
Media

Text: Body content, headers, and navigation links. Animated text will be created in Adobe Illustrator, and animated in Adobe Director.

Images produced in high definition, and will be accessible on all platforms.

Specific Diagrams of how the Product Works

'A' is for Alphabet: Flowchart



Product Description

"A" is for Alphabet. The eLearning game for preschool children that is as easy as ABC. Both an educational and entertaining (edutainment) tool, this alphabet game will teach each child the visual form and phonetic sounds of each letter of the alphabet as it takes the child on an interactive journey from A to Z. A is for Adventure, where the journey begins, with each letter playing a part in the storyline as it takes the child along this amazing eLearning alphabet adventure.

Product Design

While the site will be Web based, it's design specifications will be aimed predominantly towards tablet hardware look and feel. The value of utilizing technology as a learning tool is widely accredited, and there is much recognition in the way toddlers intuitively adapt to tablets and other "touch screen" technology. The interface will be visually composed of bright primary colors that will grab the child's immediate attention. The main area of the screen will be taken up with the features character "Billy Board" an animated black board where all the instructional learning will take place. Each individual letter will take on an animated expression, making each letter appear alive and friendly as it formulates into a simple word. All composed words will be complimented with a relative image and sound where feasible, all following along a predetermined storyline that will aid in the child's development and retention value of each letter/word. At the end of the alphabet level, the full sequence is read out again in a story format. This will place significance to each word as it translates into a sentence, which ultimately spells out a short story in alphabetical form.

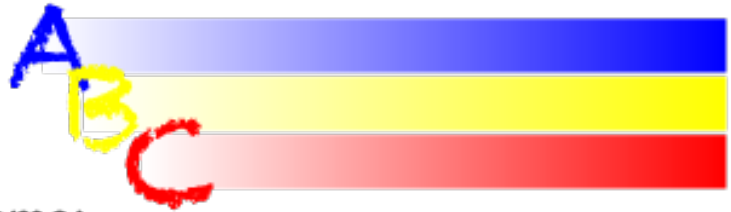
Navigation

Each section will be navigational from within this learning game, however primary links (Introduction | Levels | Help | Contact) will be navigational from the sites header, and is more relative towards the parents of the child. The "Introduction" will give information on the product/game, and will inform the parent how the educational game works. "Level" will offer four different levels (games) that range from basic to advanced within the preschool/kindergarten age group. The "Help" page will offer a FAQ section along with external links to all preconceived questions and/or concerns the parent/student may have. The "Contact" page will allow the parent to contact the programs design staff with any requests, questions, or suggestions.

Theme

There will be a distinct school theme and subtle classroom imagery in the background, with the adventure taking place on the classroom blackboard. It is considered that such a background will offer a sense of familiarity when the child eventually starts school.

Easy as



Color Scheme:



#FF0000



#FFFF00



#00FF00



#0000FF



#666666



#000000

Bright Web-friendly primary colors chosen for the positive reaction that children have towards bright colors. The red, green, and blue colors would be utilized for foreground objects that are intended to grab the child's attention. The yellow and various opacity levels of the grey would be used mainly in the background, while black will be used for instructional text only.

Example



Fonts

Verdana: ABCDEFGHIJKabcdefghijklmnopqrstuvwxyz_1234567890 Text 14 pt. Headings 18 pt. Titles 24 pt.
Verdana font used for instructional information and other details for parental notification. Verdana chosen for its greater legibility, readability, and Web browser friendliness.

Chalkboard: ABCDEFGHIJKabcdefghijklmnopqrstuvwxyz_1234567890 Game headings and instructions 18 pt.

Chalkduster: ABCDEFGHIJKabcdefghijklmnopqrstuvwxyz_1234567890

24 - 48 pt. Mainly decoration purpose.

Character letters will be created using the pen tool in Adobe Illustrator, and animated in Adobe Director.

Target audience/demographics

The value of utilizing technology as a learning tool is widely accredited, and there is much recognition in the way toddlers intuitively adapt to tablets and other "touch screen" technology. The end user target is preschool children, therefore the target market will be parents of such children with a conviction towards their children's early educational development, along with the economic means to provide their children with the use of such hardware (tablets or PC's). Therefore it is deemed that the target market is middle-class parents of preschool/kindergarten children.

Market and User Information

The objective is to create a high quality intuitive and interactive educational game for preschool children that aids in their learning experience through intelligent and fun activities, that will benefit their further learning attributes throughout their school years and beyond. *"When used appropriately, technology and media can enhance children's [ages 0 to 8] cognitive and social abilities."* NAEYC: . N.p.. Web. 5 Feb 2014. <<http://www.naeyc.org/content/technology-and-young-children>>.

While it is accepted that there are a number of learning apps in the market place at present, this game strives to be different without taking away from its traditional educational and learning value. As an educational tool this game will be creating a bridge between preschool and kindergarten. The alphabet story game is the first base of this learning tool, which can be further developed into a reading and/or writing (typing) tool either online or offline. This first base is a promotional feature, that can be added to with more intensive levels and different subjects at a later stage. These further levels will occur a cost towards the user, where special promotional features will be offered.

Research has been established that shows children of preschool age are more competent towards tablets rather than the family/parents PC or laptop. However, while the program is directed in the main towards tablet technology, the internet and laptop/pc technology cannot be ignored. Children that use tablet hardware will benefit from the touch screen technology, which has become very intuitive with the very young generation. This will aid in the learning features provided by the program and will benefit the user as they progress through the levels of learning.

Competitive Matrix

"A is for Alphabet" will take the user on a guided interactive A - Z tour, an alphabetical list of animated letters, complete with phonic sounds from A to Z. When user completes the alphabet, they can click on the "Replay" button and an animated movie clip plays the completed alphabet in an animated story form, highlighting the letters and words used throughout the lesson, thereby reconfirming what has been learned in the lesson, and ensuring full recall.

There are numerous interactive alphabet lessons available on the Web, many are simply internet based, others available in CD or App form. The two closest versions I have chosen to add to my competitive matrix are **"Starfall ABCs"** an ABC alphabet and phonemic awareness practice for kindergarten

<http://www.starfall.com/n/level-k/index/load.htm?f> and **"Interactive Alphabet"** from Piikea St. LLC

<https://itunes.apple.com/us/app/interactive-alphabet/id383967580?mt=8>

While both competitors have a number of other features, I have made my analysis purely on the features pertinent to the new **"A is for Alphabet"** project.

Feature	<i>A is for Alphabet</i>	<i>Starfall ABCs</i>	<i>Interactive Alphabet</i>
Levels	4 levels	2 levels	1 level
Type Mode	Yes	Yes	Yes
Touch Mode	Yes	No	Yes
Explore Mode	Yes	No	Yes
Choice of casing	Yes	No	Yes
Interactive letters	Yes	No	Yes
Phonic sounds	Yes	Yes	Yes
Flash cards	Yes	Yes	Yes
3D animation	Yes	No	No
Additional stories	Yes	No	No
Singalong	No	Yes	Yes
Storyline	Yes	No	No
Develops reading foundational skills	Yes	Yes	Yes

Cost Benefit Analysis

Foreword

The initial program release will be created as a college project, and will incur no cost other than time. However, for an exercise in realism, I will be creating a CBA with the intention of making a viable, profitable program that goes beyond the initial "ABC" project. The program would include further subjects that cover the preschool to middle school syllabus in full 3D interactive media, and would include the employment of the below mentioned professionals.

Abstract Summary

Learning the alphabet methods have not changed so much as have the methods of delivery. Current technological advances allow for user interaction, viewed on hardware in either personal computer, tablet, or other mobile device form. While it is anticipated that digital technology (being dynamic), advances in annual increments, and all new methods of delivery usually just gain subtle changes in the script that creates the program. Most companies embrace the advances and quickly adapt, adopt, and improve their product/service with the changes. The company responsible for the creation of the "*A is for Alphabet*" is such a company, and recognizes that while such programs have relatively short life cycles, the changes are linear and manageable in the digital environment. As most minimum software requirements usually cover previous generations (over a period of about 3 years) to include a wider audience, it is therefore reasonable to judge the lifecycle of the present project to reach its peak and decline within a 3 year term. While ongoing research and advances will continue within the company, the ROI will be calculated within that projected 3 year life cycle period, while also taking into consideration an uncertain future in technology, and an acceptable ROI period from investors. This will include a zero return in the first year while initial changes (versions) of the first package (which will be a free promotional download for a specified time) to all potential users. Their feedback (a prerequisite of the free download) will act as a marketing tool for all new advances with the program. Such feedback will also go into the production of all intended future releases of fully interactive 3D learning games that cover subject areas such as reading, math, science, and art, for the preschool to middle school learning environments. Another aspect of the learning program is to offer it in both American English and Hispanic, thereby attracting a wider audience. All future programs will incur a cost to the user, and method of delivery will be downloadable from company server.

Other resources of funding for the project under consideration at present are an application for a grant with the Lego Children's Fund (average grant \$3K), and other governmental education grants for present and future productions.

Promotional pricing for a 5 week development and design program for initial product package "*A is for Alphabet*," including production overheads, and ongoing

servicing and hosting service over a 3 year period. Institutions will be approached in regard to receiving grants towards the production of the educational software. Such institutions will include the "Lego Children's Fund," with average grants in the range of \$3,000.

Direct Costs:

Studio lease:- \$12,000 pa (5 wk = \$1,153.85) (3 year = \$36,000)
 heating/electricity:- \$2,400 pa (5 wk = \$225) (3 year = \$7,200)
 Sundries \$600 pa (5 wk = \$62.50) (3 year = \$1800)

Wages over 3 - 5 week production period

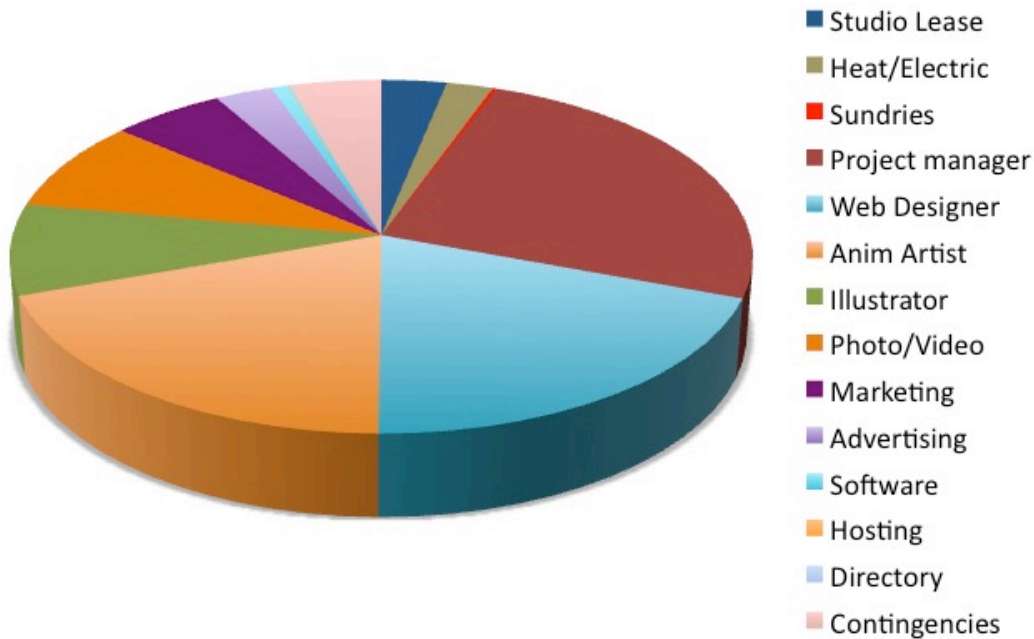
Project Manager: \$45 ph x 40 pw x 5 wks = \$9,000. (3 year = \$280,800)
 Web Designer: \$35 ph x 40 pw x 5 wks = \$7,000 (3 year = \$218,400)
 Animation Artist: \$35 ph x 40 pw x 5 wks = \$7,000 (3 year = \$218,400)
 Illustrator: \$25 ph x 40 pw x 3 wks = \$3,000 (\$93,600 contract)
 Photographer/video: \$25 ph x 40 pw x 3 wks = \$3,000 (\$93,600 contract)
 Marketing (4 weeks) - \$500 pw = \$2000.
 Advertising (3 months) - \$400 pw = \$6,400

Extras

Software Upgrade \$299.00 (one time cost upgrading Director MX to Director 12) (\$322.92 inc tax)
 Hosting/server: iPage: \$1.99 per month (3 year contract) = \$80.68. (tax \$8.95)
 Directory Listing: \$12 pa (\$1.20 tax) 3 year contract \$39.60
 Contingency cost \$200 pw x 5 = \$1000.

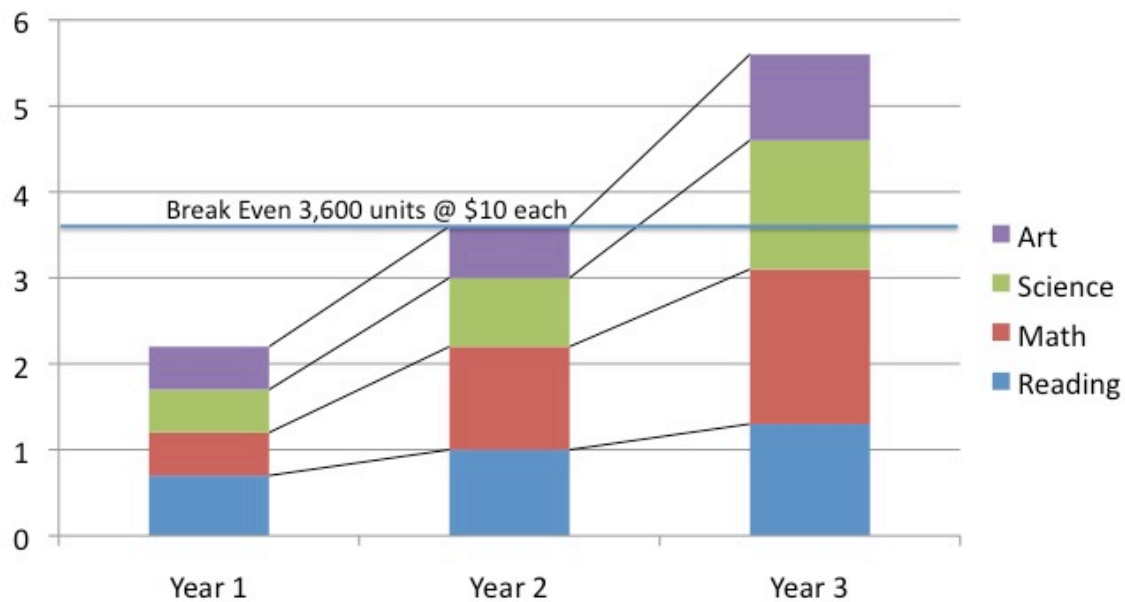
Total cost 5 weeks \$35,884.55 - 1 subject (3 years \$913,200.00 - 4subjects)

Direct Costs



Total App downloads over 3 year life cycle:
91,320 (30,440 pa) to break even @ \$10 each
(divided by 4 subjects) = 22,830 (7,610 pa) units per subject

Break Even Chart



Benefits:

- Educational tool (Develops foundational skills in reading, writing, math, science, and art)
- State of the art children's game
- Company recognition in the children's educational sphere.
- Good source of ongoing employment opportunities
- Plausible financial profit to be gained on a national scale.
- Possible recognition and funding from Federal government and/or State Education
- Offers parents the opportunity to monitor child's reading/writing and numeric progress at preschool to middle school levels.



GOALS

Phase 1 (Planning): Completion of the “**Final Draft**” completed by February 15, 2014. Documentation will be the blueprint for the following three phases (Design | Development | Launch) which will be undertaken during the "Senior Project IMD431," which will start early June to July 2014. This is reflected in the following "Gantt Project Report" charts.

Phase 2 (Design): “**Final Design Phase,**” (June 13, 2014) where all the original “approved” designs are collected together, signaling the readiness to move into the “Development” phase of production.

Phase 3 (Development): The most time-consuming and busiest phase, where all the designs become products (illustrations, images, animations, instructions, scripting, etc). While this phase also includes the all-important “Testing for Validation,” I have made the “**Mock Launch and Testing**” (July 2, 2014) as a significant milestone in the development stage, and therefore included it as another goal.

Phase 4 (Launch): The final stage of the project that includes reviews and tests, to which I have placed the “**Upload of all final files to live server and launch**” (July 9, 2014) as my final and ultimate goal for this project.

GanttProject Report

Project : A is for Alphabet

Start : 1/21/14

End : 7/10/14

Organization : imagen8

Web Link : <http://imagen8.com>

Description :

Interactive media tool for preschool and kindergarten children.

Date : Feb 7, 2014 12:39:24 AM

Tasks List

Name	Start	End	Milesto	%	Resources	Notes
Phase 1 Planning	1/21/14	2/7/14	false	0		Develop Strategy Brief: Team Member Discussion and Goals: Initiate Proposal: Develop Timeline; Team Member Definition; Budget Doc; Write Proposal; Review with Team; Final Draft;
Develop Strategy Brief	1/21/14	1/22/14	false	0	Mark	
Team member discussion on goals and objectives	1/22/14	1/22/14	false	0	Mark Dave Eric Fred Phil	Open with strategy brief then brainstorm with team on goals and objectives in relation to strategy.
Develop Timeline	1/23/14	1/24/14	false	0	Mark Dave Eric Fred Phil	
Team Member Definition	1/27/14	1/27/14	false	0	Mark Dave Eric Fred Phil	
Budget Documentation	1/28/14	1/31/14	false	0	Mark Dave	
Final Draft	2/3/14	2/5/14	true	0	Mark Dave Eric Fred Phil	Final Draft will be the blueprint for the remainder of the project.
Team member Discusion and Final Preparation	2/6/14	2/7/14	false	0	Mark Dave Eric Fred Phil	
Phase 2 Design	6/9/14	6/13/14	false	0		Develop Creative Brief: User Needs Analysis: Create Information Architecture: Development of Visual Concepts:Page Layout

designs: Draft initial web
page outlines: Reassess
Timeline Details:
Contingency Plan: Collect all
material for Photography:
Review all Phase 2 material:
Team Member Meeting;
Revision of phase
development: Final Design
Phase:

Develop Creative Brief	6/9/14	6/9/14	false	0	Mark
User Needs Analysis	6/10/14	6/10/14	false	0	Mark Dave Eric Fred
Create Information Architecture	6/9/14	6/11/14	false	0	Dave
Development of Visual Concepts	6/9/14	6/12/14	false	0	Eric Fred Phil
Page layout Designs	6/10/14	6/11/14	false	0	Dave Fred
Draft Initial web page outlines	6/12/14	6/12/14	false	0	Dave Fred
Reassess Timeline details	6/10/14	6/10/14	false	0	Mark Dave Eric
Contingency Plan	6/11/14	6/11/14	false	0	Mark Dave Eric
Collect all material for Photography	6/10/14	6/12/14	false	0	Phil
Review all Phase 2 material	6/12/14	6/12/14	false	0	Mark
Team member Meeting	6/12/14	6/12/14	false	0	Mark Dave Eric Fred Phil
Revision of all Phase 2 development	6/12/14	6/12/14	false	0	Mark Dave Eric Fred Phil
Final design Phase	6/13/14	6/13/14	true	0	Mark Dave Eric Fred Phil

Phase 3 Development 6/16/14 7/3/14 false 0

Develop Content:
Photograph all content:
Illustrate vector art: Animate
all Illustrations: HTML
coding: CSS coding:
Javascript: Navigation menu
constructed: Sound editing:
3D animation construction:
Team Meeting: Final coding
and scripting: Final Testing
for Validation: Mock launch
and testing: Final team
meeting prior to launch:

Develop Content	6/16/14	7/3/14	false	0	Mark Dave Eric Fred Phil
Produce all vector work	6/16/14	6/20/14	false	0	Eric Fred
Create all animations	6/16/14	6/27/14	false	0	Dave Eric Fred
Photograph all content	6/16/14	6/20/14	false	0	Phil
Edit all photography	6/23/14	6/27/14	false	0	Fred Phil
HTML Coding	6/16/14	6/23/14	false	0	Dave
CSS Coding	6/16/14	6/23/14	false	0	Dave
JavaScript	6/16/14	6/23/14	false	0	Dave
Sound editor	6/24/14	6/25/14	false	0	Eric
Final Coding and Scripting	6/26/14	6/30/14	false	0	Dave Eric Fred
Final Testing for Validation	7/1/14	7/1/14	false	0	Mark Dave Eric Fred Phil
Mock Launch and Testing	7/2/14	7/2/14	true	0	Mark Dave Eric Fred Phil
Final team meeting prior to launch	7/3/14	7/3/14	false	0	Mark Dave Eric Fred Phil
Phase 4 Launch	7/7/14	7/9/14	false	0	

Prepare all files for transfer:

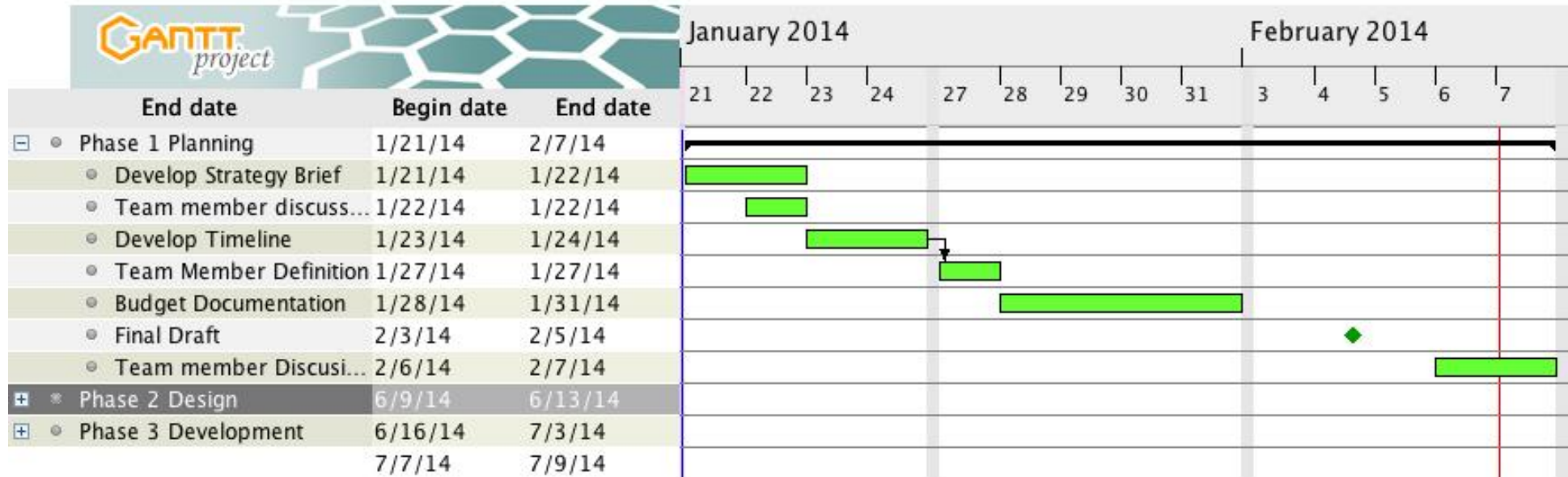
Test and review all pages
live: Test on all popular
Browsers and iOS: Review
and make any final changes:
Final meeting with team:
Upload all files to server:

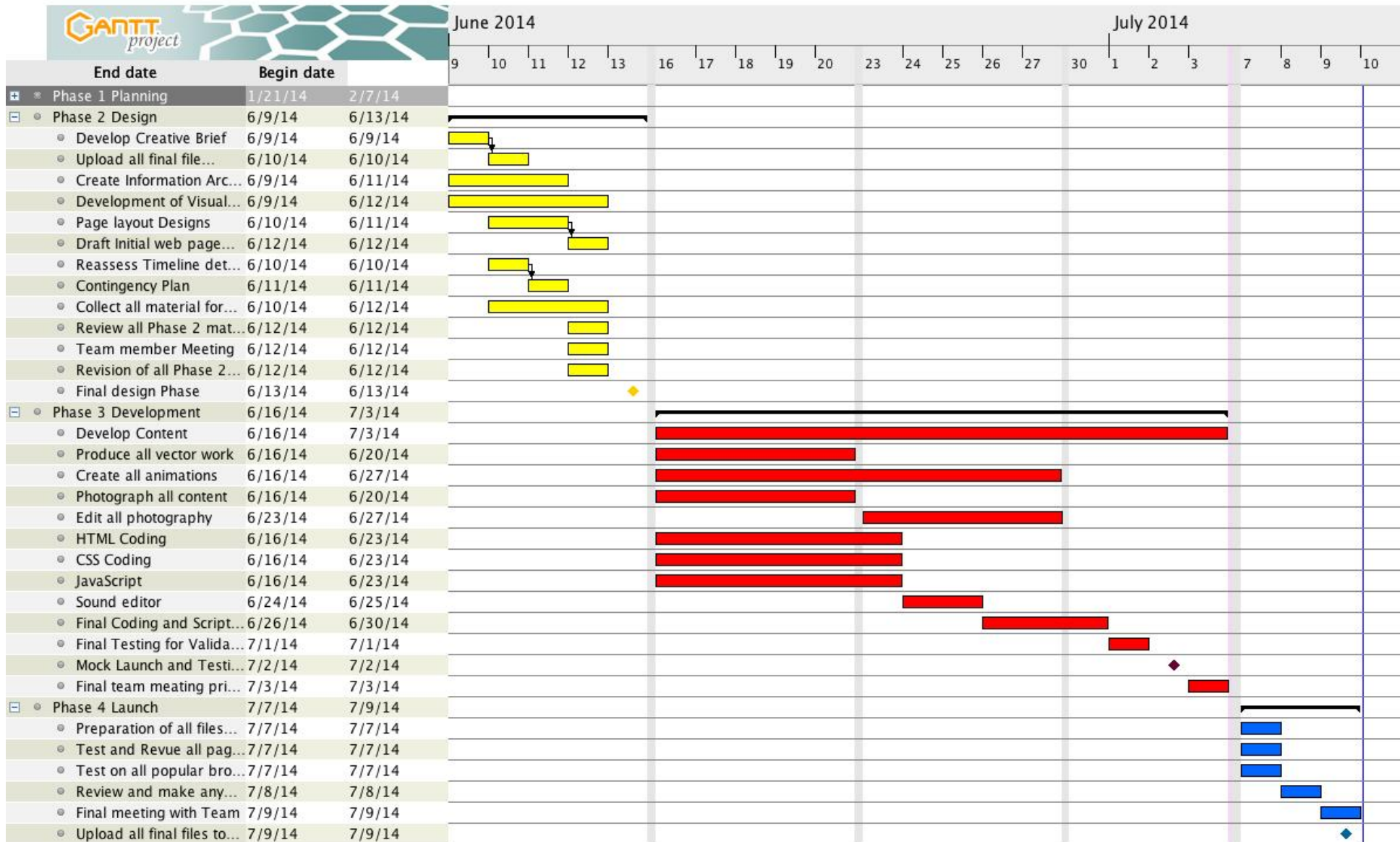
Preparation of all files for transfer to server	7/7/14	7/7/14	false	0	Mark Dave Eric Fred Phil
Test and Revue all pages on live server	7/7/14	7/7/14	false	0	Mark Dave Eric Fred Phil
Test on all popular browsers	7/7/14	7/7/14	false	0	Mark Dave Eric Fred Phil
Review and make any final changes	7/8/14	7/8/14	false	0	Mark Dave Eric Fred Phil
Final meeting with Team	7/9/14	7/9/14	false	0	Mark Dave Eric Fred Phil
Upload all final files to live server and launch	7/9/14	7/9/14	true	0	Mark Dave Eric

Resources List

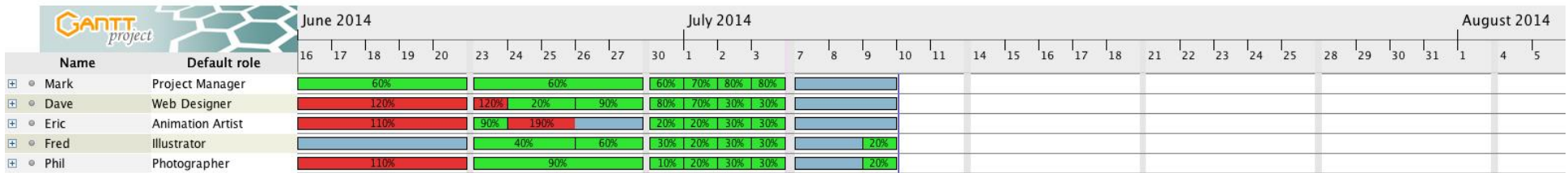
Name	Default role	Mail	Phone
Name:Mark	Project Manager	mark@imagen8.com	716 444 1234
Name:Dave	Web Designer	Dave@imagen8.com	716 333 4321
Name:Eric	Animation Artist	Eric@imagen8.com	716 222 1324
Name:Fred	Illustrator	Fred@imagen8.com	716 112 2143
Name:Phil	Photographer	Phil@imagen8.com	716 321 4132

Gantt Chart



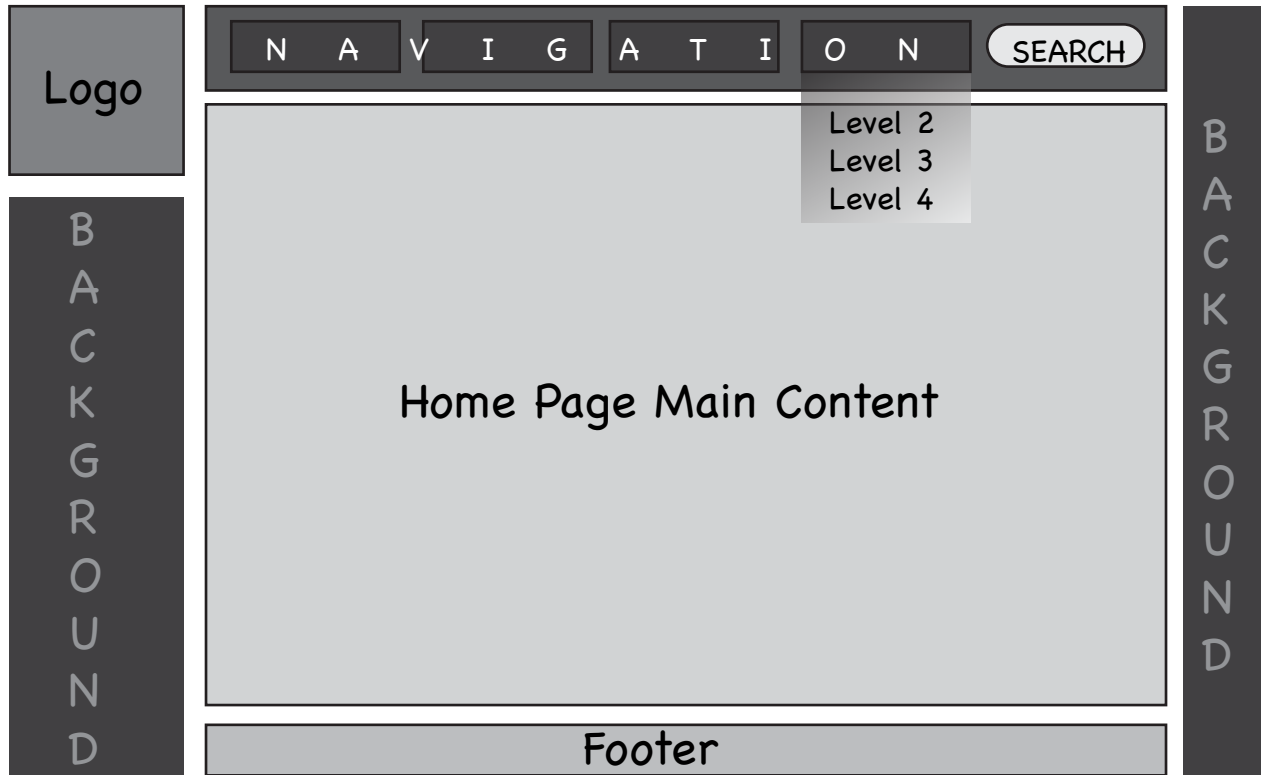


Resources Chart



WIREFRAMES

Home Page



Level (Game) Page

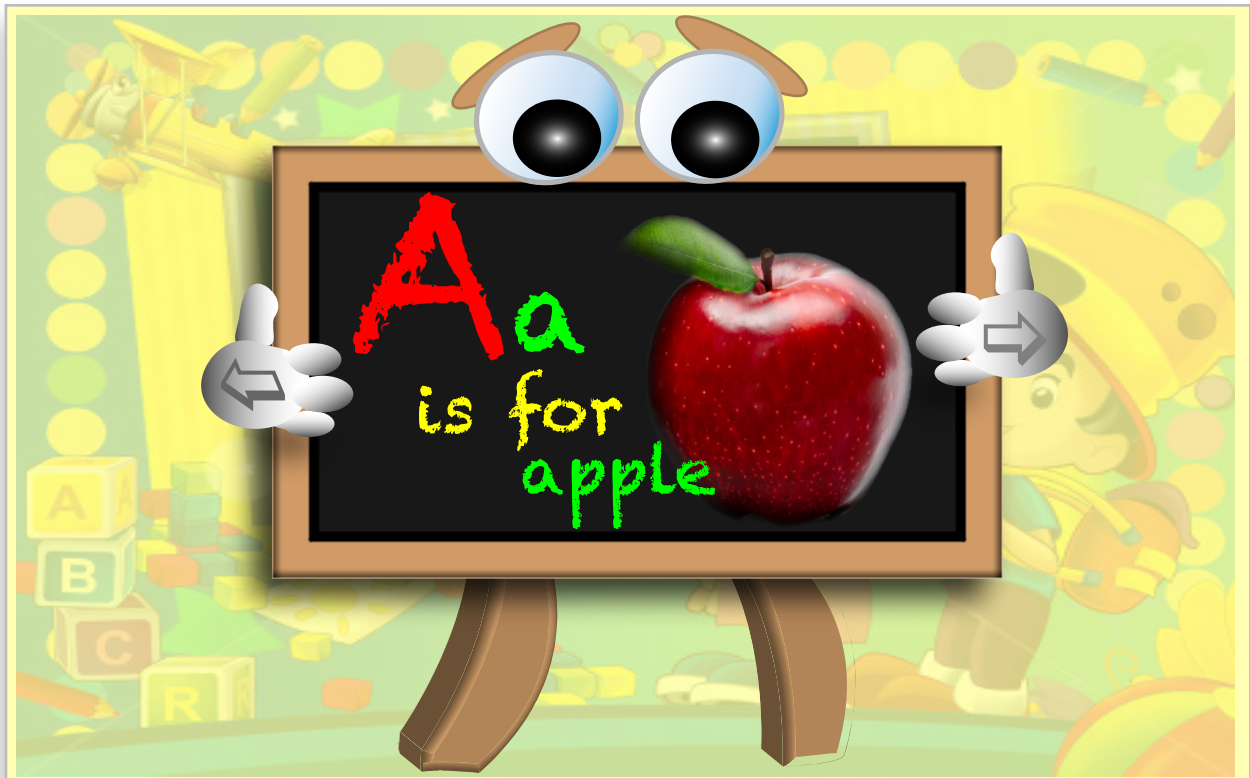


Preliminary design

Level (Game) Page



Interactive game Area



Software and hardware requirements

Tablet

- iOS (iPad)
- Kindle Fire.

Windows

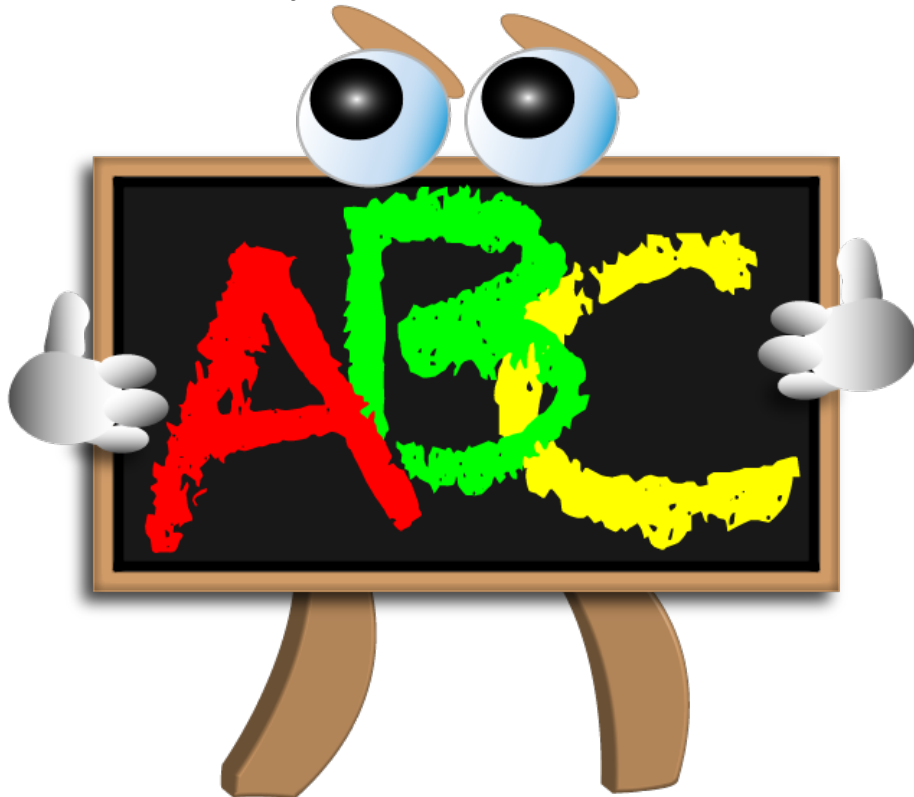
- Intel® Pentium® 4 processor
- Microsoft® Windows® XP with Service Pack 2 or Windows Vista® or Windows 7 or Windows 8
- 512MB of RAM
- 500MB of available hard-disk space

Mac OS

- Multicore Intel processor
- Mac OS X v10.6 or v10.7 or v10.8
- 512MB of RAM
- 500MB of available hard-disk space

Inclusive

- Browsers: Firefox; Chrome; IE8; Safari; Opera.
- Keyboard and Mouse
- 16 bit sound card and speakers
- Adobe Shockwave Player



Citation

Alphabet images:

Apple: <http://www.clipartlord.com/wp-content/uploads/2013/05/apple5.png>

Ball: http://www.aplusrstore.com/photos/large/idearoot_color.jpg

Car: <http://www.clipartbest.com/cliparts/ace/K8z/aceK8zABi.png>

Eye: <http://bestclipartblog.com/clipart-pics/eye-clip-art-15.jpg>

Fly: <http://images.clipartpanda.com/fly-clip-art-1050962-royalty-free-vector-clip-art-illustration-of-a-happy-blue-fly.jpg>

Igloo: <http://www.clipartlord.com/wp-content/uploads/2014/03/eskimo.png>

Jet: <http://www.hasloo.com/freecliparts/wp-content/uploads/2011/07/jet-000.jpg>

Kite: http://prismkites.com/img/kites/switch/lg_1.jpg

Lock: <http://www.modernsafe.in/wp-content/uploads/2014/05/Lock-icon.png>

Moon: http://www.dl-digital.com/images/Astronomy/Moon/FullMoonNewDrivers-1_001-goodLab.jpg

Pig:

http://sweetclipart.com/multisite/sweetclipart/files/imagecache/middle/pig_3_cute.png

Queen: <http://justfree.org/images/200-bee-cartoon.jpg>

Rose: http://pngimg.com/upload/rose_PNG651.png

Sun: <http://www.webweaver.nu/clipart/img/nature/planets/sun-wearing-sunglasses.png>

Umbrella:

http://fastly.fotor.com/fotor.test/55584f669e7f4f019d48987128df224d/55584f669e7f4f019d48987128df224d_p_400.png

Van: <http://suv1.info/wp-content/uploads/2014/06/blue-minivan-clipart.png>

Xray: <http://www.illustrationsof.com/royalty-free-xray-clipart-illustration-1089749.jpg>

Yoyo: <http://www.yoyoz.co.uk/catalog/images/m1-yoyo-purple.gif>

Zebra: http://sweetclipart.com/multisite/sweetclipart/files/cute_zebra_clip_art.png