

Understanding experience assignment

Website

Prototype

References

<http://www.belbin.com/about/belbin-team-roles/>

Used for understanding and distributing the belbin roles.

<http://www.w3schools.com/>

Helpful for the syntaxes and tags , HTML, CSS or jQuery

<http://www.alsacreations.com/article/lire/1615-cest-quoi-le-responsive-web-design.html> -

Basics about responsive web-design (French)

<http://www.html5rocks.com/en/mobile/responsivedesign/>

Basics about responsive web-design (english)

<http://thehipperelement.com/post/71886924188/daily-ux-crash-course-1-of-31>

Lessons about user experience, helpful to code for the user, and to choose the best solution!

<http://uxmastery.com/how-to-conduct-a-content-audit>

IA structure

<https://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand-chapter-2/> Defining the target group

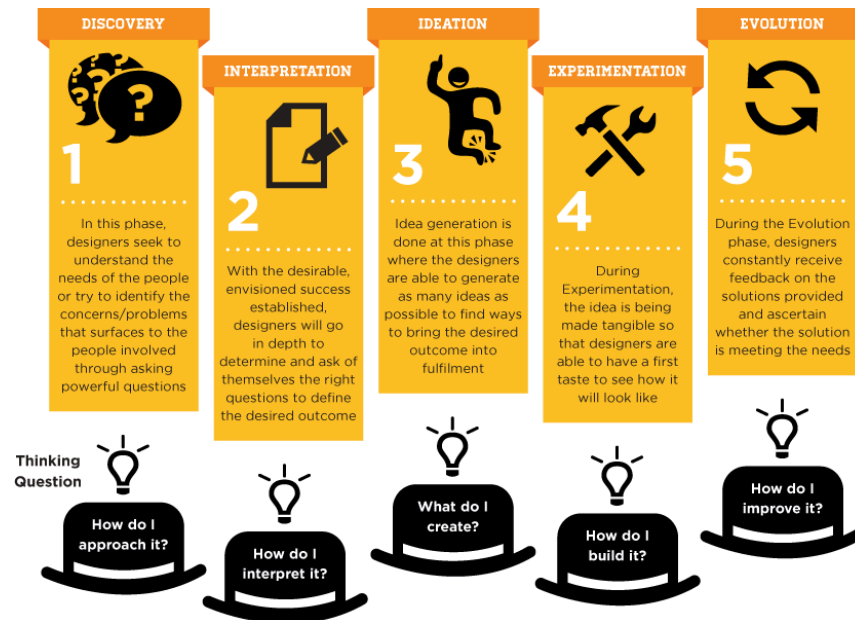
https://books.google.dk/books?id=tvfyz-4JlLwC&printsec=frontcover&hl=da&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

The LEAN STARTUP from Eric Ries

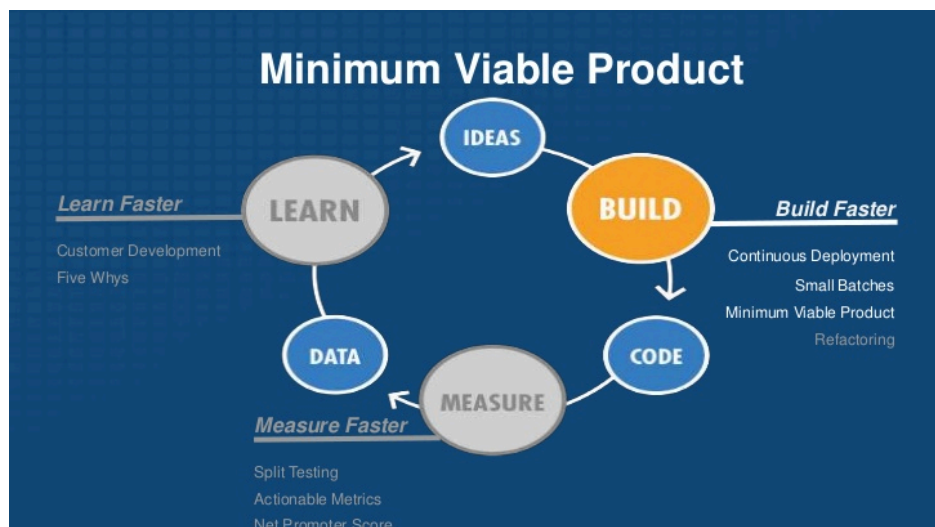
www.qp.qld.gov.au/QMSM/manuals

First research

Design Thinking



Lean startup



Our process

I. BUILD

A. IDEAS

1. Define the challenge
2. Identify hypothesis (vision&strategy)
3. Create a vision Research
4. Questionnaire & Interview
5. Personas and scenario
6. Business model

B. CODING

1. Identify source of inspiration
2. Design - Wireframes - styletitles
3. Developing an MVP

II. MEASURE

A. DATE

1. Testing mvp
2. HTML - CSS Validation + Browser test
3. Communication

III. LEARN

A. ANALYZE AND SUMMARIZE

B. IDEA

I- BUILD

A -IDEAS

1. Define the challenge

Based on the lectures that we had about the Lean startup and Lean UX, we decided to use this method to create our project. Why? Because our assignment is user-centred, thus feedback will be one of the most important thing to carry our innovation from simple idea to concrete product. We don't design for a client but for the users. Even if an idea is really good, if nobody wants to buy it, the product would be the worst ever and this will be a lost of time and money.

In combination with Lean process we will stick to the Design thinking method to build our process in order to plan easily each steps and make the work faster.

Our assignment asks us to create a innovative concept based on a target group (we choose 3-11 years old) and a subject in the category society and people (we choosed culture). The concrete result has to be a business model and a digital prototype (most likely a website). Everything must be based on interviews and personas.



As a project manager I also had to form my team according to everyone's willing and skills so here is what we obtain after discussion.

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JULIE BOULOUDANI - PROJECT MANAGEMENT
marionviolette@gmail.com

BELBIN ROLES		
TEAM ROLE	DESCRIPTION	NAME
 PLANT	He tended to be highly creative and good at solving problems in unconventional ways. - creative, imaginative, solves difficult problems	JULIE
 RESOURCE INVESTIGATOR	He provides inside knowledge on the opposition and made sure that the team's idea would carry to the world outside the team. - enthusiastic, communicative, talkative, explorer, develop contacts	MONIKA

 COORDINATOR	<p>He is needed to focus on the team's objectives, draw out team members and delegate work appropriately.</p> <p>- decision making , mature, confident</p>	<p>JULIE</p>
 SHAPER	<p>He provides the necessary drive to ensure that the team kept moving and did not lose focus or momentum.</p> <p>- challenging, courage to overcome obstacles</p>	<p>MONIKA JULIE PETRE KOGA</p>
 MONITOR EVALUATOR	<p>He is needed to provide a logical eye, make impartial judgements & options not in a dispassionate way.</p> <p>- sober, strategic, judges accurately</p>	<p>PETRE KOGA</p>
 TEAMWORKER	<p>He help the team to gel, using their versatility to identify the work required and complete it on behalf of the team.</p> <p>- co-operative, mild, perceptive listens, build, avert conflict</p>	<p>JULIE PETRE MONIKA KOGA</p>
 IMPLEMENTER	<p>He is needed to plan a practical, workable strategy and carry it out as efficiently as possible.</p> <p>- disciplined, reliable, conservative and efficient, turn ideas into practical actions</p>	<p>KOGA JULIE MONIKA</p>
	<p>He is most effectively used at the end of a task, to "polish" and scrutinise the</p>	<p>JULIE</p>

FINISHER	work for errors, subjecting it to the highest standards of quality control. - anxious, searches out errors and mistakes, tries to deliver on time	MONIKA
 SPECIALIST	In the real world, the value of an individual with in-depth knowledge of a key area came to be recognised as yet another essential team contribution.	PETRE KOGA JULIE MONIKA

2. Identify hypothesis (vision&strategy)

Children when then they grow up are not always into culture (general way, from music to history) because they didn't have contact with children-adapted elements to bring them some culture in a fun way. We want to give them opportunity to familiarize with general culture in art, science, history, movie, music.....

Main idea : make culture and so museum more accessible to children.

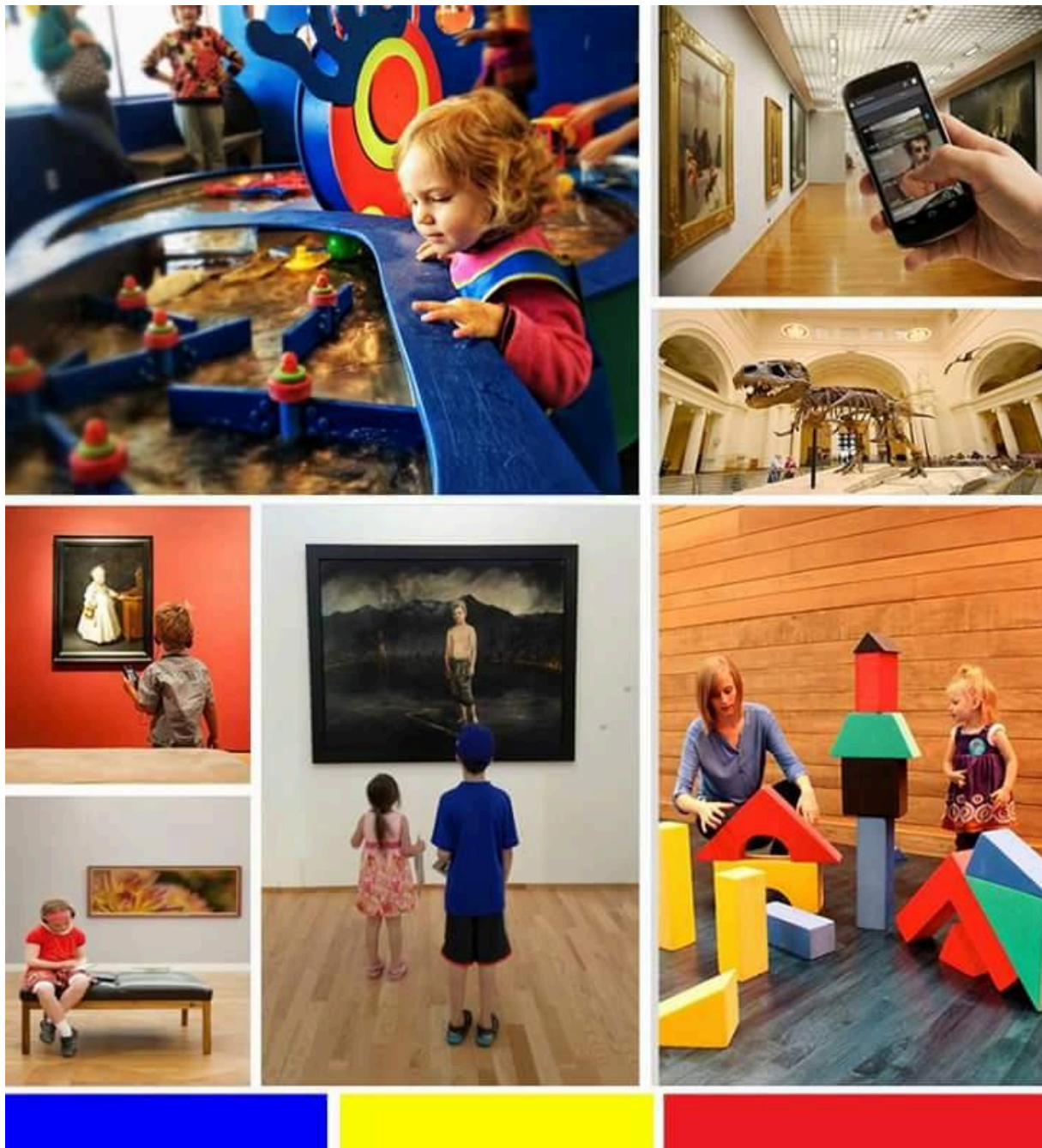
3. Create a vision

Our concept is to create a game that is culture-centred but for really young children. The knowledge will not be push at them but will just be integrate in games. We don't want to teach them but just familiarize them with culture. Our goal is also to give easier access to museum through our applications by organising via the application a treasure hunt in the museum so children can discover the museum in a funny way but also organize event with in museums (artefact touching day, costume making, painting lessons, scientific experiments.....).

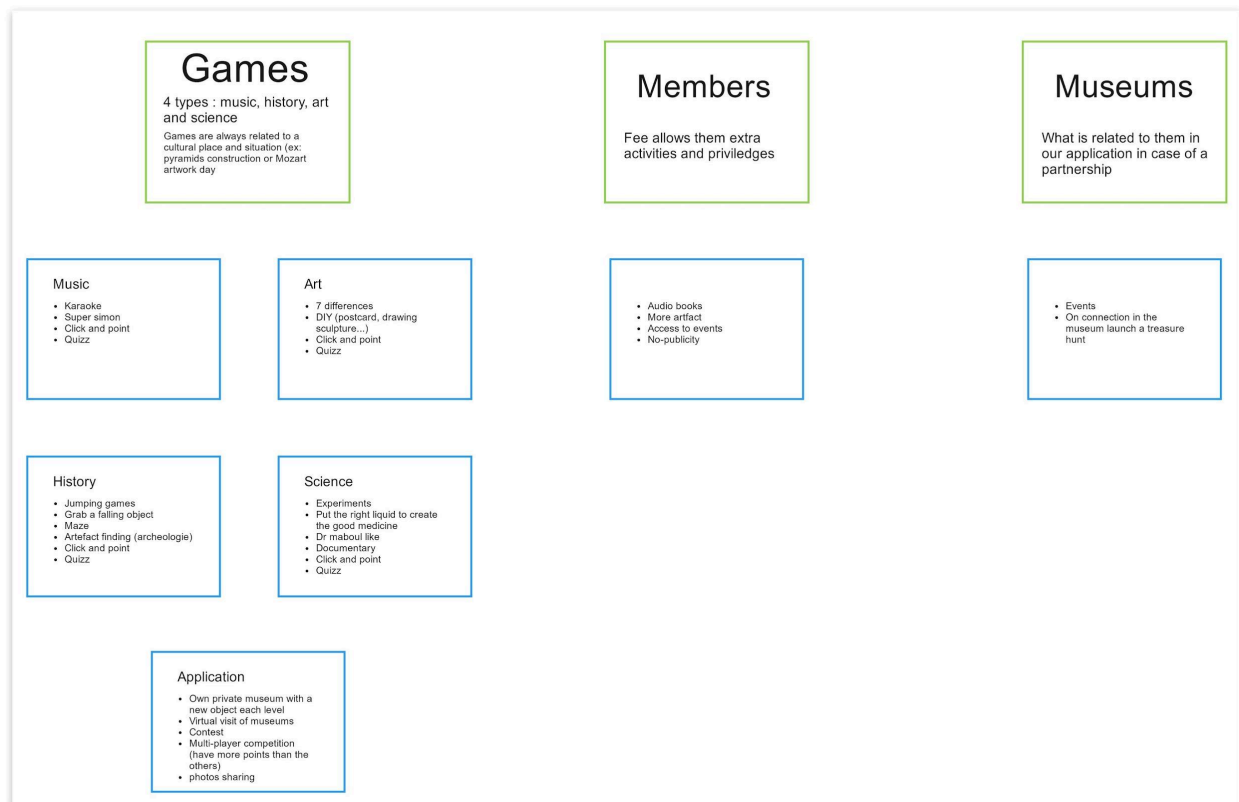
Mission - Familiarize children with culture.

Vision - Create a more open-minded and instructed world

We quickly created an inspirational mood board to resume our hypothesis and concept.



We also had to think more precisely about what we will display on the application : what kind of games, activity, services.... So we researched by browsing kids magazine, CD-rom, application market etc.... to find what could fit our vision and mission. So we brainstormed and we build a board on realtimeboard.com to keep the best of it.



Click [here](#) to see it bigger.

4. Research

Research on the subject :

- to teach a young, you need to create something child-centred, that respect the children, his knowledge and his differences, and shape everything as a game.
- to achieve your goal, you need to create social interactions by making connections with what the child already know, follow their interest. It is also important to express everything through oral speech (more than writings). And more than anything, create a meaningful experience that he will remember.
- to create a meaningful experience you have to allow them to the world you are talking about for examples with real object, multi-sensory experience (vibration, sounds, game...), proposing divers ways of learning, and create a social collaboration.

5. Questionnaire & Interview

Defining a target audience has to be processed at the early stage of starting the business.

Targeting a specific market does not mean excluding people who do not fit your criteria. Target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you than other markets. This is a much more affordable, efficient, and effective way to reach potential clients and generate business.

We need to look at their demographics to understand them better.

We had to ask us few types of relevant questions about our target group:

What is their occupation? What are their needs ? What are they dreams ? Are they male or female? Do they use mobile devices in daily life? Are they willing to learn ? Are they willing to pay for this service?

Age: children (3-11)

Gender: Both

Location: Country where the use of tablets and mobile is democratised

Occupation: pupils

Education level: - + primary school

Ethnic background: Every ethnic backgrounds but mostly those that cannot afford to go to museum or exposition often

Hobbies: at this age children are interested in everything

Regarding to the subject : young children as learner are energetic, capable, curious, active, playful and creative.

So after those quick research made by the team, our researcher Koga build a questionnaire :

1. Do you have kids ?
2. *If not*, would you have appreciate to be more connected with culture as a kid ?
3. Were you connected to culture as a kid
4. Do you appreciate history, art, cinema, science... today ?
5. *If you have kids*, how old are they ?
6. How often do you bring your kids to museum ?
7. Do they enjoy going to museum ?
8. Do they watch scientific, artistic or historic show adapted to their ages ?
9. *If yes*, what kind of topic do they like the most?
10. *If not*, why not ?
11. Would you like them to be more interested in culture ?
12. Do you think it would benefit them ?
13. Will a virtual visit of a museum convince you to go there in reality ?
14. Do you own a cultural app for you or your kids (quizz, art making) ?
15. Would you rather like your kids using an educational app than games like candy crush or other ?
16. Would you be ready (if necessary) to pay for it ?

<https://www.surveycrest.com/s/56b0747b9cd13>

We went for our interviews in an exposition child-centred named Experimentarium City in Copenhagen. The exposition is axed on science but also a bit on history, music... The exposition is also constantly changing over months and there is every kind of activities for every age. We tested some activity to get some ideas .



Us trying the activities

After experiencing the activities of the expositions, we start interviewing the people that were passing by.

80% of the people we interrogated in the museum had children, and they were with them at the museum. They were aged between 4 years old and 12. Mixed boys and girl.

The parents in general, when they were younger, were connected to culture a little bit through school but it wasn't as easy as today to have access to culture. Museums weren't as many as today, TV shows weren't as numerous and internet wasn't as

furnished. So some of them gave up on culture. But some of them continue through reading or TV game shows. Today most of them like culture but the general problem is that they don't always understand everything related to it so they tend to give up on culture and to translate it to their children.

For some, it was the first time of their life they were bringing their kids to a museum and the maximum was 6 times per year. For most of them going to museums can be expensive (transport and entrance) and the content is not always adapted to young ages and the kids can easily be bored if they don't have a fun point to be there. But when the museum is specially built for them and they can have a fun way to learn, most of the children really enjoy it. We also remarked that for the kids that didn't like going to expositions or museums, had parents that didn't have connections with culture as a kid and so not as grown-up.

Several children declared that they weren't watching any cultural shows on TV but after the testimony of a primary teacher, it appeared that a lot of them weren't aware that some of their favorites shows were sometimes historical, scientific or art-centred. But the parents also have a role to play in children's acceptance of culture in their everyday life: if parents are not into culture, they will not present cultural games, shows, activities to their kids. We discovered as well that when kids are watching cultural shows, their favorite topic is science.

Every parent want of course their child to like culture if possible and to be as cultivated as they can, but for some it doesn't matter because they want their kids to live their life as they want. Of course, culture is always, according to parents, something beneficial but children don't always enjoy learning and most of them hate being pushed. And for parents, finding the good activity that will please their children and be a minimum educational can sometimes be really hard.

People tend to do everything from computers so an important thing was to know if they ever considered making a virtual visit of the museum before going to convince themselves and the kids to go there in reality. Some already did it but according to their testimony, it can be hard to find a virtual tour if you don't know where to look. For others, having just pictures - on the exposition's website - can be enough but not for the kids. A lot of them didn't even consider to look at the pictures or at a virtual tour. But all of them always think it could be good for the kids.

Concerning mobile and tablet application people generally don't really look to what their children are playing on those devices, and a very few own a cultural application. But all parents would rather see their kids learning something thanks to a cultural application and having fun with it than seeing them playing all day long with time-consuming applications that have no goals. And most of the parents would be ready if necessary to pay for that kind of application or if the kids really like it to pay a premium membership fee.

Another observation participants were staff working at the place. We gave them few important questions about what they see everyday while they are working and trying to make everything customer friendly. They did not get any complains, from the children and parents, about the exhibition. However, sometimes is happening that customers wanted to see one particular exhibition, but at that time it was somewhere else in the world.

Experimentarium City Museum has a few partnerships around the world with the other scientific museum in other cities. Yet they do not have any application, because according their response everything is on the website of the museum. They are really not sure if some application will be helpful for them and currently they have enough exhibitions that have a lot of benefits for children.

So for us making partnership with museum that are already child-centred wouldn't be something useful since kids are already their main target and we should concentrate much more on museum that tend to be boring for children.

According to the staff parents mostly try to play and solve the games with their kids. But it depends, because it is happening a lot that parents are letting their children to play while they are sitting at the coffee and relaxing.

But this museum should be only about enjoying themselves as a family.

Our conclusion validate our hypothesis : parents don't bring their children to museum, most of the time they are not themselves into culture because when their were younger they didn't get familiarize with it. So to create culture lovers adult you have to include culture in their everyday life. And it can be included in technology that kids use everyday as often as possible

Summarization of observation :

Observation refers to collecting data without interfering with the ongoing behavior.

Therefore the gained information that are available are sight, hear, touch... We have to focus on behaviour without approaching the audience. So we know approximately what are they doing without any encounter from our side. It gave us worthy informaton about the "what" of behaviour, but does not reveal ay underlying motivation (the "why").

Observational research begins with casual observation - checking out the setting and the activities that occur at our chosen place. To collect data, it is really important for us to distinguish ourselves in the same position as our observation target. Afterwards, we also used participant observation, when observer participates in the key activities and questionnaire.

70% of the target we were observing were playing alone, without any help of their parents, as everything was explain to the detail for the children mind. They were able to decide by themselves what is best for them and how to entertain themselves. It was a pleasure for the observator eye to see those children playing, understand, learn and gain new information that will be helpful for their future. *It gave us the information that kids are really welcoming knowledge if it is fun*

30% of the children and as well parents did not even try all of the exhibitions parts before deciding to leave. *So games we will propose should be short to avoid becoming boring to the eye of children.*

When we took part in the participation observation we learn a lot about the attitude towards the interest in the future of their children. Most of the participant parents (6/10) were not willing to spare some time to help us with our project. Within the first questions they measure us and before we explained the idea they answer, that they do not have no time and were looking like they are rushing somewhere. For some of them we needed to explain the idea of the application to more details before they were willing to say yes/no.

We were trying to talk mostly with the parents that were looking after their children while they were playing with some exhibitions, so we get most of the focus on us. Their attitude were mostly release and their fast answers were forego fast thinking about the answer. They were not avoiding eye-contact and were standing in the open and friendly position.

More than 50% of the parents were not seeing any positive idea about our application, as they did not seem any point to decide for their children if they want to know more or less about the world around them, history and culture They were not ambitious about their kids looking on another application, but if they will see positive results, they have

no problem with non formal learning system. However 100% of them were agreeing that knowledge and culture is always a plus.

Some parents, when they heard from the other what are we asking about, came to us and were willing by themselves to participate in the project. They were smiling , making jokes, and involved their children in the research. Childrens by themselves did not know about any non educational application or movie they saw in the past weeks, which is really strange, as in the TV there is a lot of documentary movies, and mostly just the movies with some stories from the past times.

Children did not put any attention to our questionnaire, as they were mainly focused on the games in front of them. The games that children enjoy the most were those giving rewards after a good achievement.

One of the good parent advice was to asking their childrens to if they learn something new from the museum, or if they enjoyed it at least. And the answer was positive.

6. Personas and scenario

Personas:

We created two personas based on the interviews and information. We made the personas in a way that will present two type of people who are the major part of target audience we have. This way will be easier for us to design our websites and phone app application.



Name: Jason Andersen

Nationality: Danish

Age: 11

Hobbies:

- Reading
- TV games
- Science
- Dinosaur
- Music
- Cultural

Dislikes:

- Sports
- Being told what to do
- Being bored
- Crowded place
- Get attention

Background:

Jason was born on 5th of January in Copenhagen, Denmark. 11 years old.

He like to learn culture and new knowledge but the problem is in general, the school didn't teach that much about it. He go to museum sometimes with his parents, but easily get bored because he couldn't find it fun there, and also the transport and entrance are too expensive if they go every weeks. The museum doesn't have much program for kids yet, so he decide to look further online and see if there's something can perfectly match what he need, he want to find some game that he can be able to have fun but learning at the same time, some kind of puzzles. This way will be more interesting for him to learn what he like.



Name: Kelly Andersen

Nationality: Danish

Age: 6

Hobbies:

- Having fun with friends

- Drawing
- TV kids channel
- Cartoon
- Stay with parents
- Phone games

Dislikes:

- Being abused
- Being quarrel
- Don't like to get bother

Background:

Kelly was born on 1st of February in Copenhagen, Denmark. 6 years old. Sister of Jason.

Unlike Jason, Kelly haven't had a chance to learn culture, but she always had fun whenever in the museum because it is a good opportunity to make friends there. She didn't care where she go to, as long as she can have fun. She like to draw and make a story in her drawing book, she find it interesting and enjoy to watch painting to get some ideas from museum. She also like to play games with her brother, but sometime she get bored because she couldn't understand what's the game about and it is too hard for her, so she is wondering that if someone can teach her or more explanation from the game, this way will be easier for her to figure out and have fun.



Name: Julia Andersen

Nationality: Danish

Age: 38

Hobbies:

- Heavy mobile user
- PC user
- Be with childrens
- Visit museum
- Art
- Culture
- Being creative
- Independent
- TV news
- Relaxing at home
- Work hard

Dislikes:

- Being mad at kids
- Getting distracted while working
- Noisy place
- Public transport
- Watch kids doing nothing
- Drinking & smoking

Background:

Julia was born on 8th of January in Copenhagen, Denmark. 38 years old. Mother of Jason and Kelly.

Julia is a Designer who work for TAK! design company. She is very into the art and culture stuffs, and to create the new design for work. She is very successful in her job and she is living very satisfying and peaceful life with not many problem.

She like to share her story to kids from work, how she design and works. She is hoping that Jason and Kelly can be more creative and enjoy the culture stuffs, so she sometimes take them to the museum and hoping them can get some inspiration from there, she never expect them to be the same as herself (Designer and enjoy culture and art) but at least they can find it interesting and have fun. However, things didn't goes well at all, Kelly was fine in the beginning because she usually made some friends from the museum, she's enjoy to be there, but she's not old enough to understand everything, few things she can understand is some painting. Jason love to learn culture, but he also have the same problem as Kelly, he couldn't understand and easily get bored there. The museum have very fews program for kids.

Scenario

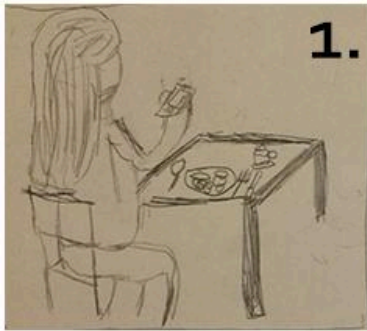
For the scenario, we have chosen one of our personas. Her name is Julia Andersen, 38 years old, working in a design company, having 2 kids. She don't often bring her kids to

museum because it can be expensive to go there more than once every two months and not really adapted to her children that can get easily bored. She would like to find another solution to keep her children in touch with culture but at a cheap price.

How Julia got in touch with Captain Cultura:

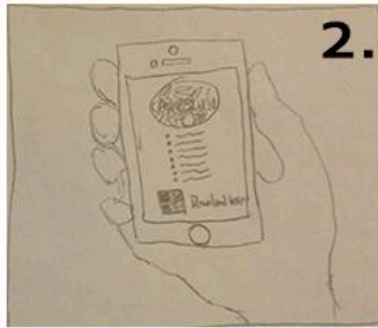
One day morning before kids wake up, she was using her phone to read some news and eating breakfast, she saw the commercial about brand new education app, which is about how kids can learn new culture from this app.

This is definitely got her attention, so she read further and there's an example of the game, that you can try first and if user like it, they can decide to buy it or not. She is very satisfied by this app after a quick browse, the game looks interesting and fun, at the same time kids can not only learn the culture knowledge, they can also gain their skills of resolve. Not just for the game, even in the real life, every decision they made, they can learn it from this app. Overall, she decided to buy the premium membership for her kids, hoping that they will enjoy better than the museum.



1.

One day morning before kids wake up, she was using her phone to read some news and eating breakfast



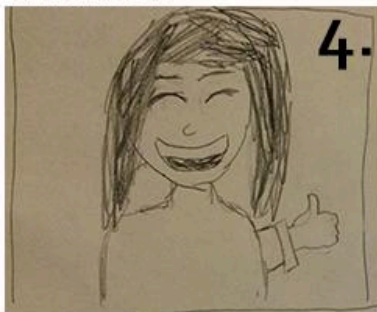
2.

She saw the commercial about brand new education app, which is about culture



3.

The is denfinitely got her attention, so she read further and there's a example of the game, that you can try first without pay anything, so she decided to try it



4.

She is very satisfied by this app after a quick browse, she think that this game will benefit her kids and learn the culture knowleage

7. Business model

This is the first version of our business model canvas : [click to see the slideshow](#)

→ KEY PARTNERS :

- ◆ Museums
- ◆ App stores
 - Windows
 - Apple
 - Android
 - Google Chrome
 - Mozilla

→ KEY ACTIVITIES :

- ◆ Network
- ◆ Application market
- ◆ Technology market
- ◆ Printer distribution

→ KEY RESOURCES :

- ◆ Human
- ◆ Financial
- ◆ Knowledge

→ VALUE PROPOSITION :

- ◆ Familiarize children with culture
 - By integrating cultural elements to their everyday life
- ◆ Answer to the lack of general knowledge problem
- ◆ Caught children's attention
 - With a reward system (achievements unlock artefacts that they can put in their personal "museum")
- ◆ Keep them in our system
 - Premium membership (with audio books, movies, music, access to events...)
- ◆ Events
 - Inside and outside museums (historical costume creation, scientific experiments, touching object day, theater play)
- ◆ Replacing time consuming app with essential app

→ CUSTOMER RELATIONSHIP :

- ◆ Self-service
- ◆ Animation

→ CHANNELS :

- ◆ Social network
- ◆ Flyers / Posters / Stickers
- ◆ Youtube and TV advertisement
- ◆ Schools
- ◆ Museums

→ CUSTOMER SEGMENTS :

- ◆ Children 3-11
- ◆ Parents
- ◆ Museums
- ◆ Schools

→ COST STRUCTURE :

- ◆ Coders
 - Application
 - Website
- ◆ Graphic designer
 - Application
 - Website
 - Visual identity
 - Advertisement
- ◆ Children expert
 - Knowledge
 - How to teach them
- ◆ Communication and marketing
 - Can be done by the CEO

→ REVENUE STREAMS :

- ◆ Publicity for museums
- ◆ Goodies
- ◆ Premium member fee
- ◆ Publicity on the app

B - CODING

1 - Identify source of inspiration

After those preparations we had to find some inspiration sources that will led us in the right way , like children museum and children's applications.

<http://childrensmuseumatlanta.org/>

<http://www.parents.com/fun/vacation/us-destinations/the-10-best-art-museums-for-kids/>

We started to look for how the applications for mobile devices looks like and how we can use them for our future project. For our website we choosed one-page layout, which makes the website easy and eye-catching.

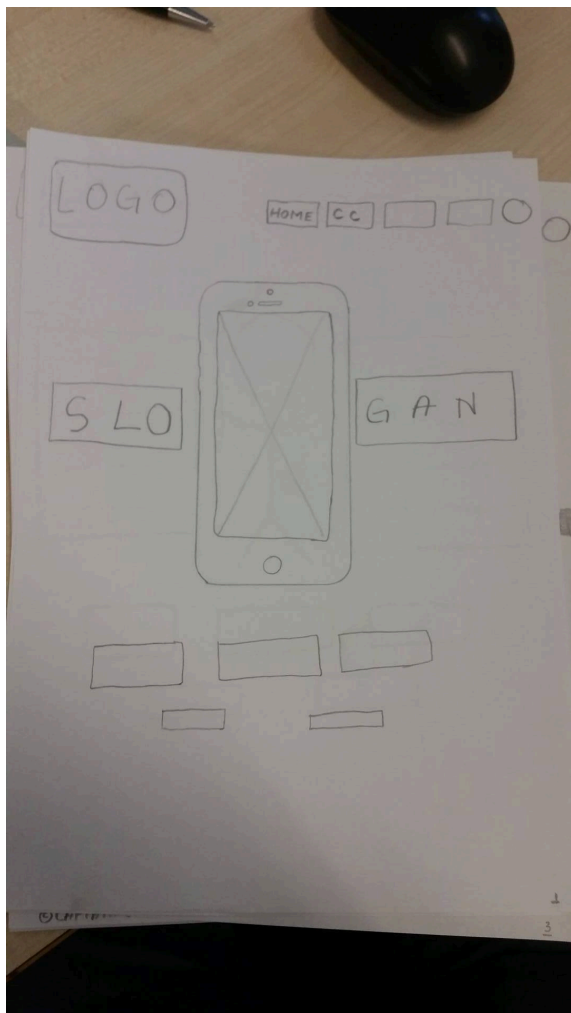
<http://urban-walks.com/>

<http://www.toboclic.com/numero/>

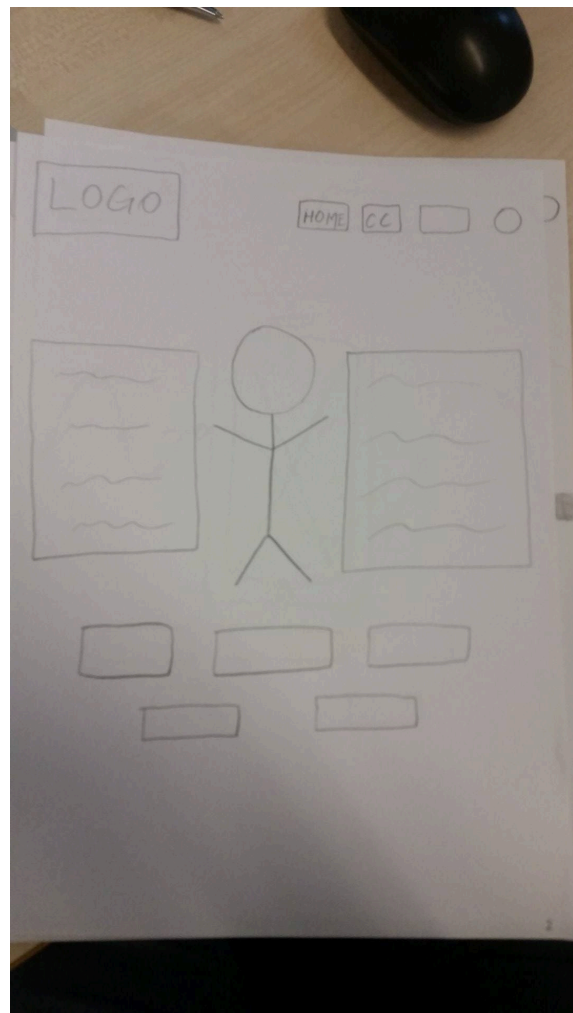
2 - Design - Wireframes - styletitles

The purpose of our website will just be to promote our application so we need a really simple design only one page with some quick informations about our applications. So our designer start thinking about it .

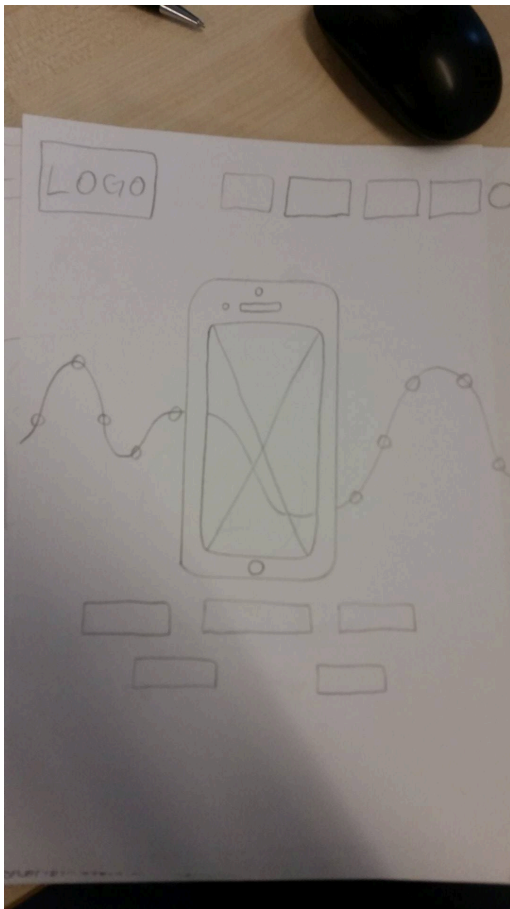
Sketches for the computer website :



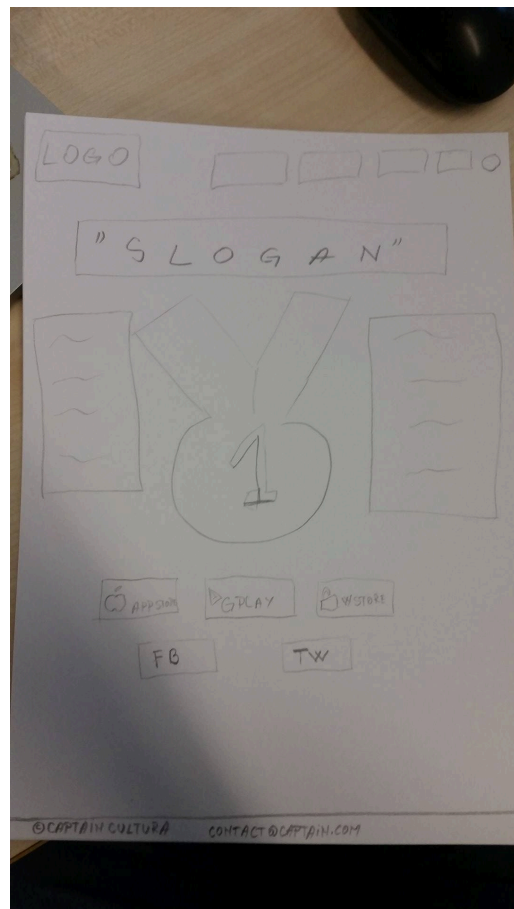
Homepage



Captain cultura presentation

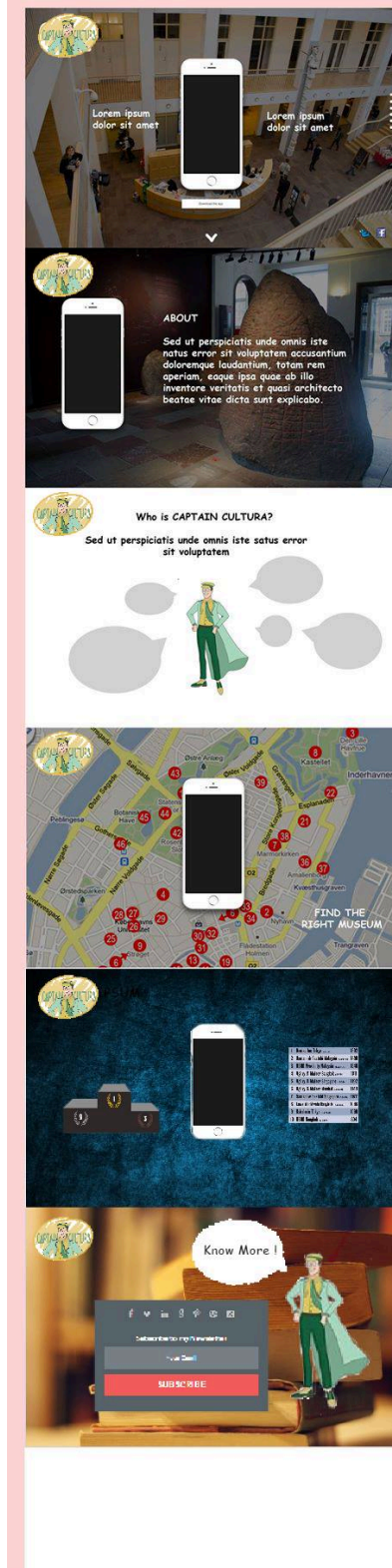
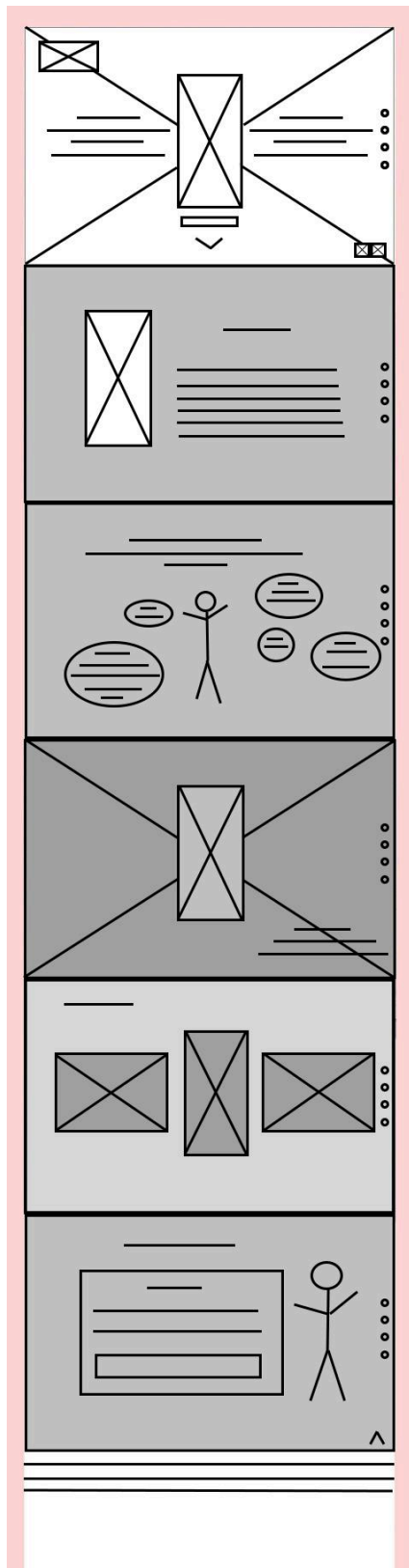


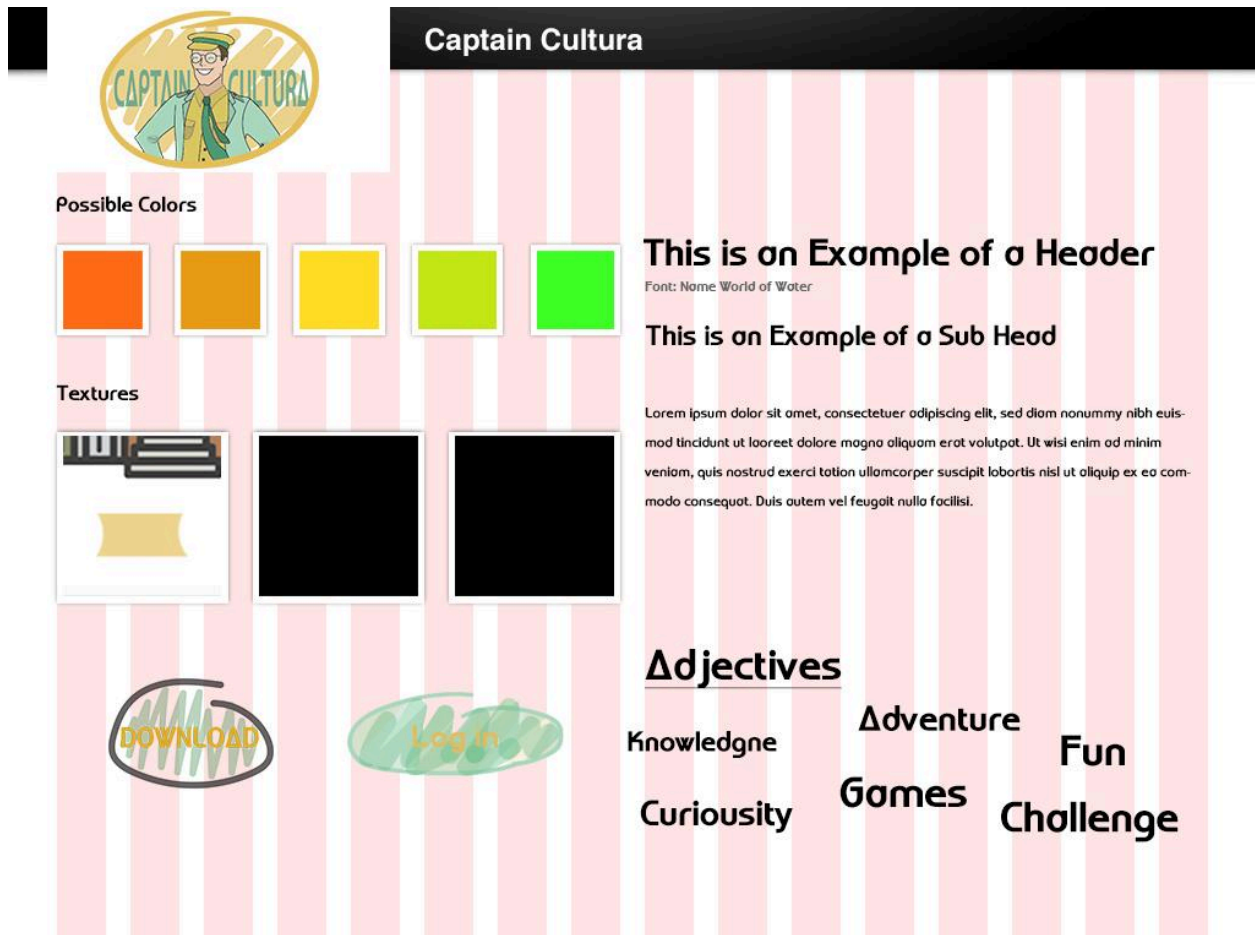
Our world



Premium members

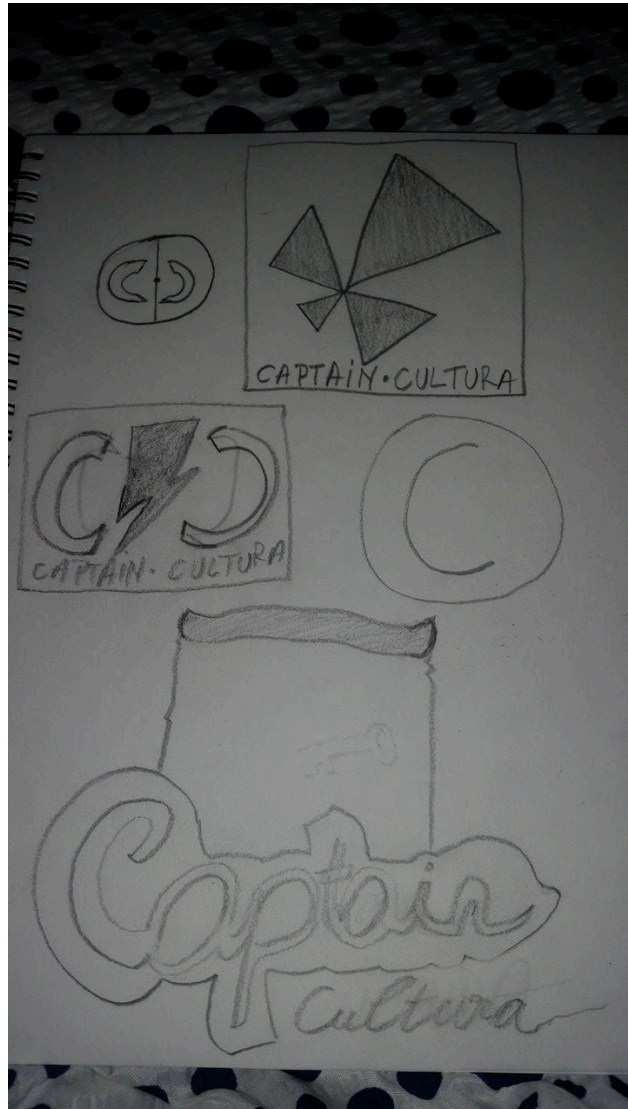
Wireframes and mockups :





Every good company has a logo and a slogan. After hours of searching, thinking about latin, chinese, french, german philosophical sentences we realise that it should be something really simple that simply give an idea of our mindset and mission. This is how we ended up with the slogan : “**Knowledge is a super power**”. It gives the kids the possibility of turning themselves into a super-hero by giving them the tool to become one. It also give more values to knowledge that is really underestimate by the kids.

About our brand logo we needed something really childish that kids could easily understand. And of course with the name of our application that is our main product.



We made some sketches but it wasn't really good for our target group maybe a little bit too grown-up... So we started to design directly to see what we could get from just drawing like a kids, letting our imagination doing the job and doodling.

This is what we got out of it :



The yellow and the green are two colours that are not genderised and are convenient as much for girls as for boys. We have our principal character and his name behind. He is not a typical superhero, he is just a regular guy turned into a super-hero thanks to his knowledge.

Here he is :

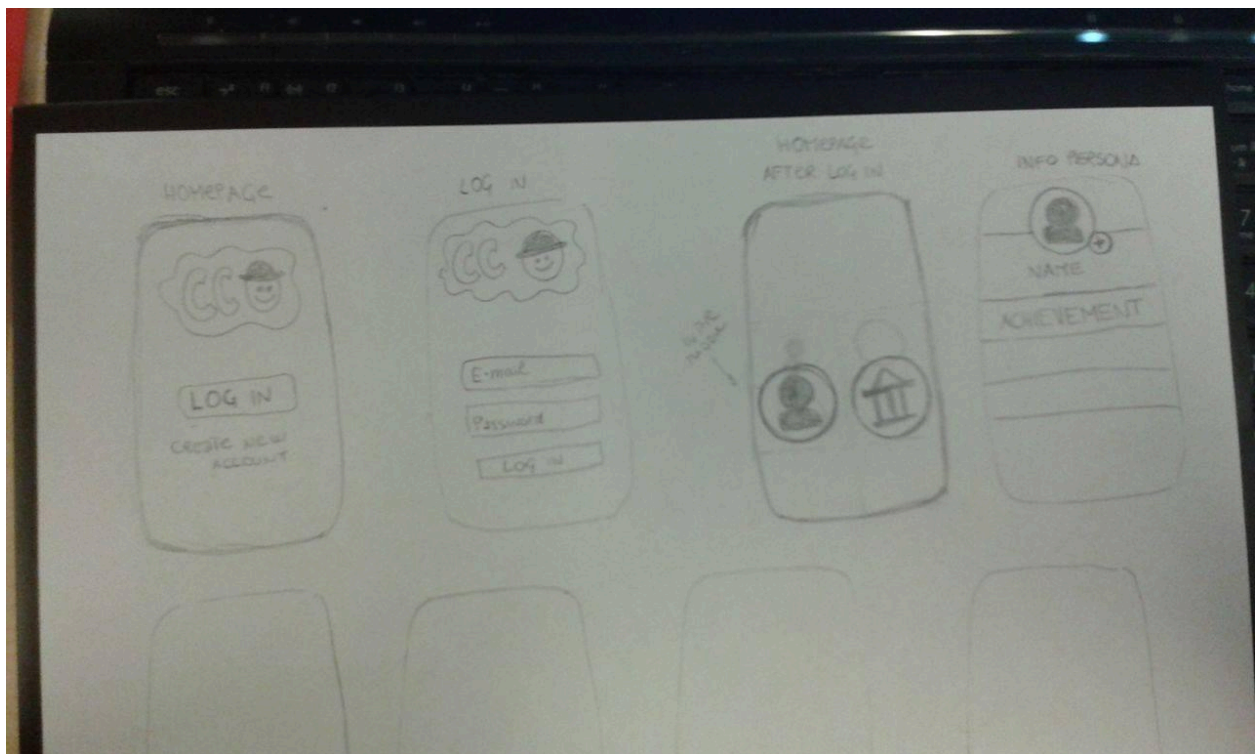


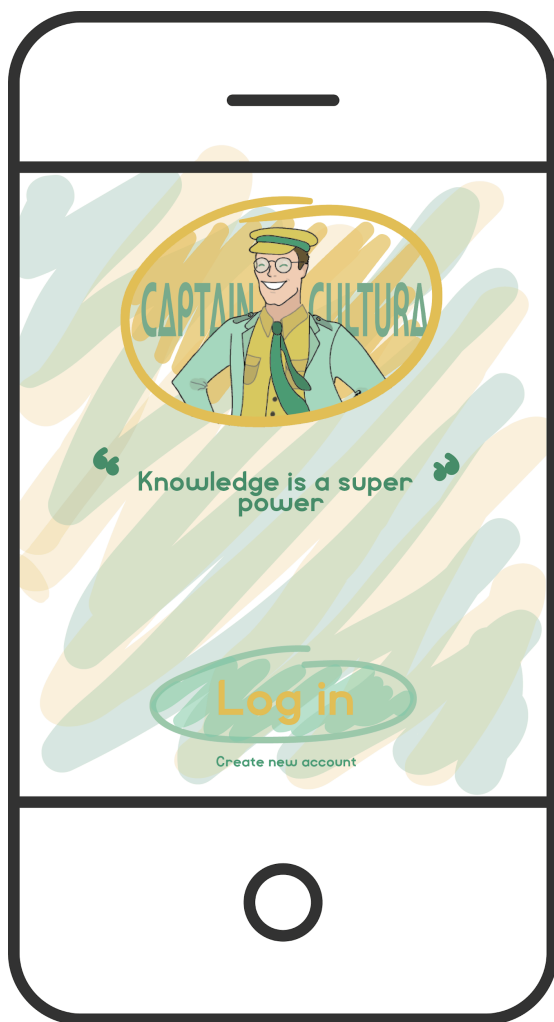
3 - Developing an MVP

A minimum viable product is really important when building a start-up based on an innovation. Thanks to the MVP you don't lose time and money construct a concrete and final application without knowing what would be the user reaction. By using MVPs you can take in consideration feedback and avoid going in the wrong direction.

Our MVP is based on our hypothesis and the research we've made. It is mockups of the application turned into working prototype. It will show to user how we are planning on making children appreciate learning culture.

SKETCHING APPLICATION







Click [here](#) to see the minimum viable product

II- MEASURE

B - DATE

1 -Testing mvp

Character test:

We did the interview with the kids from the gym, most of them are really like the character, they said that he look like an police officer, superman who is mean encouraging, healthy play, courageous, powerful, seemingly any obstacle with great physical prowess while doing great deeds at the same time.

MVP test:

For kids, it's really simple and easy to understand this app, the ideas is good and it's a good way to learn about the culture. Also they like the slogan, "knowledge is a super power"

Some suggestion from the people: maybe you can put some more colour and cartoon, it will be more attractive for kids. And there's some shortcoming from people: they didn't understand about what's premium for, they couldn't understand about the "audiobook" and "events", and didn't know why we only use green and yellow for background.

Also the login page and log out button are not clear enough.

3 - Communication

Poster:



Flyer :



Recto



Verso

Our communication plan is really simple games applications like our don't need too much. Communicating with some well placed flyers and posters is more than enough (in front of primary school when parents are waiting for their children, in front of museum....).

A good thing could be to place stickers at the entrance of partners museums to promote the use of our application inside museum.

III - LEARN

A - ANALYZE AND SUMMARIZE

We now know what is good and what is not. Mostly our product is something that people would like to use and buy. However some improvement as to be made mostly on the design. Some of them have already been made like adding cartoon to our game to teach quickly a period to kids or explaining better what is premium (on the website).

Netherless we have to enhance our design to make it more interesting and maybe easier to understand.

In the end here is how our application, concept and business will work.

- **Business** : Our business' incomes will mostly be based on publicity on the application. There will also be a huge part of the revenue coming from premium members that will pay a monthly fee for advantages(that I will develop later on). A few part of our money would also come for events fee.

To work in our company we will need a coder for the application, a marketing planner to organize our communication and promotion, a designer, and maybe a professor to make sure about the "knowledge" we are giving to kids.

- **Concept** : Our concept will be formed into an application composed by two major part and one minor. The first major will be the game. The game will be a road (candy-crush like) with big checkpoints and small steps. Each checkpoint will represent a time in Human History (from prehistory to future). At the beginning kids will see a small illustrate story about an important story that happen during the time they are in. This story will include history, musical, artistic and scientific point. After this story they will be able to play four games of each area. Every

time they win a game, they will get a reward. This reward will be an artefact from the time-period they are in that they will be able to place in their very own virtual museum.

The second major part is the museum one. This part of the application will give kids and parents information about our partner museum and virtual visit. They will also be display a treasure hunt active when you enter one of our partner museum. The treasure hunt will be a succession of puzzle game and enigma about the museum's collection. So the museum's visit will be turn into a game.

The minor part will be a premium membership that will give access to some improvements. Firstly, there will be no more publicity on the application. Secondly they will be able to get premium artefacts and play premium mini-games. Kids will also get access to audio books for free. And finally they will have access to events made in partnership with our museums such as : drama play in the museums, touching artefact, diy activities, costume making etc. Of course they still will have to pay a small fee for the events but only premium members will be able to participate.

- **Application** : The application will be available for free on every app market such as Play Store, App Store, Windows Store etc... and design for mobile and tablet. The application itself will work with a system of account that you can create for free and link it to google account and facebook so parents can check what are kids doing. The app will be divided in five major part : "My profile", "Museums" "Game", "My collection" and "Premium".

"My profile" will give the possibility to kids to manage their account (information, profile picture, score.....).

"Museum" will give access to the museum related part of the application (information about museum, virtual visit and treasure hunt).

"Game" will give access to the games and to the stories.

“My collection” will allow kids to see artefacts they collected and to have to explanation on them.

And the last one will be “Premium” that will propose kids to upgrade their account to premium. If they already are premium they will in this part be able to access audio-books and to see upcoming events.

B - IDEA

We know in what direction we should continue. We have some ideas and projects that could be made :

- first create the application in real
- put voices so kids don't have to read everything (especially the youngest that don't know how to read.)
- enhance our design
- make partnership with museum to start the part of our application that involve them.
- make partnership with youtubers that are making kids toys review.
- create a multi-player system where kids can share their highest score
- make partnership with school to allow them using our application during school trip to museum.
- make partnership with government or orphenage