

TINY TALES

Modified Google Venture Sprint Project



Overview:

For this project, I conducted a modified Google Ventures Design Sprint to create a solution for a product known as “Tiny Tales”. Tiny Tales is explained as “an online resource containing a library of stories and books for young children, allowing parents to find a book to read to their child/children”.

Problem:

Parents want to be able to read to their young children-- anytime, anywhere. They want to find books that are age-appropriate, educational, and engaging for their little ones. Parents often experience finding suitable books to be a difficult and time-consuming task.

Solution:

Design the app with the use of filters, previews, and intuitive design so that there is a way for parents to easily and efficiently find and select a book/story to read to their child/children that is age-appropriate, educational and engaging.

My Role:

My role in this project was to conduct a modified GV Sprint as a team of one, including one day of understanding and mapping out a solution, one day of sketching out possible solutions, storyboarding, prototyping, testing and validating the solution design.

Design Constraints:

This project came with a couple design constraints. "Tiny Tales" is only available on an iPad and/or tablet device. There is a large library of author-submitted children's stories/books already selected. Tiny Tales is not an app where parents can purchase hardcopy/paper versions of the books.

Affinity Map:

I gathered the research and interview notes given and created an affinity map to observe commonalities and develop insights of users.



DAY #1- Understand and Map

Synthesizing Data:

After analyzing the data and information given to me from the company, I came up with some how might we questions and prepared to map out a possible end-to-end experience the user may have with the product along with the end goal.

How Might We Questions:

How might we...

Find an age-appropriate book for our children in a sufficient amount of time?

Find a book/story that is of a subject that is interesting and exciting for your child?

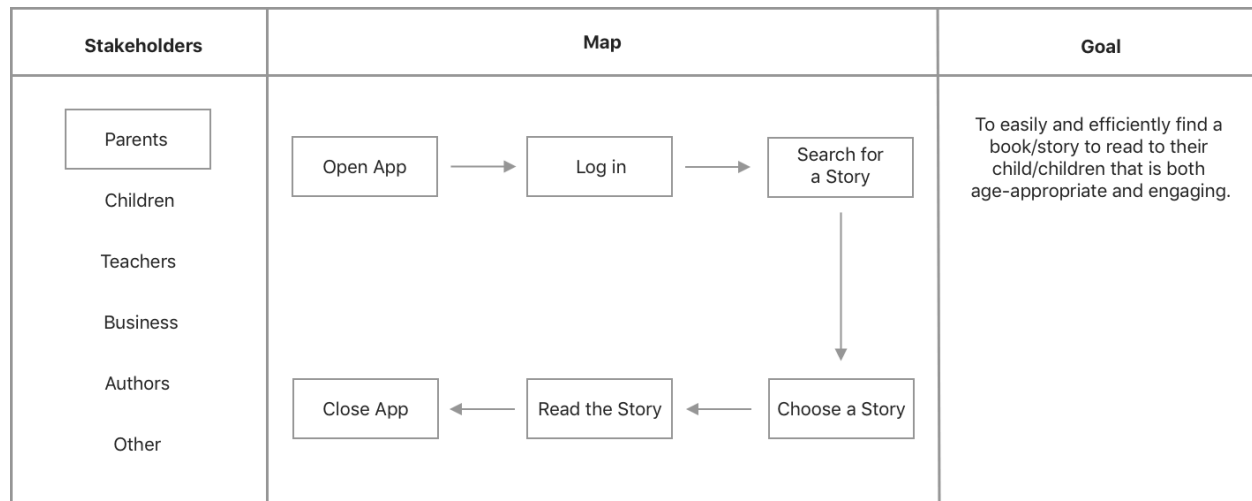
Find a book/story that fits all of our desired qualities with ease and in little time?

Find a book/story that has educational value and something that the children are interested in?

Help parents find a book/story that isn't too long or too short for their time constraints?

Help parents find the right book based on recommendations/reviews from others with children their age?

End-to-End User Experience:



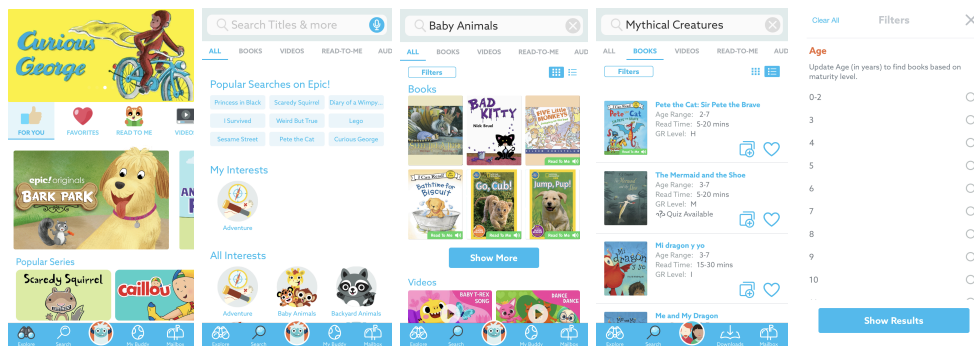
*I also reached out to possible test participants in my target audience on this day. From the research, I knew I had to reach out to people that had children and read to them in order to qualify to participate in this project.

DAY #2- Lightning Demo and Solution Sketch

Lightning Demo:

Before sketching out possible solutions, I conducted a lightning demo to see what sort of solutions other companies produced to solve a similar problem. I found three apps/websites that had some inspiring ideas and also features I thought could be improved upon.

Epic!



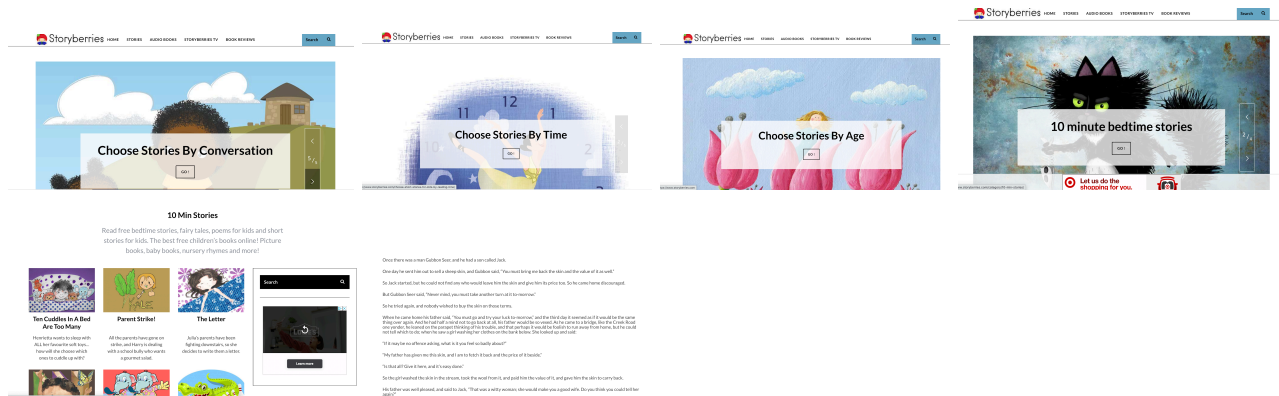
Epic has a great design. It gives users the ability to search books by age, grade level, topics and even offered options of books in different languages. The only feature it is missing is to allow the user to search by length of a book. However, it does inform the user how short/long the book is after selected.

Booka



Books design needs some improvement. While it allows the user to search books by age and topic it doesn't allow the user to select more than one topic at a time and the user isn't able to search by length of the book and doesn't inform the user how short/long a story is at all.

Storyberries

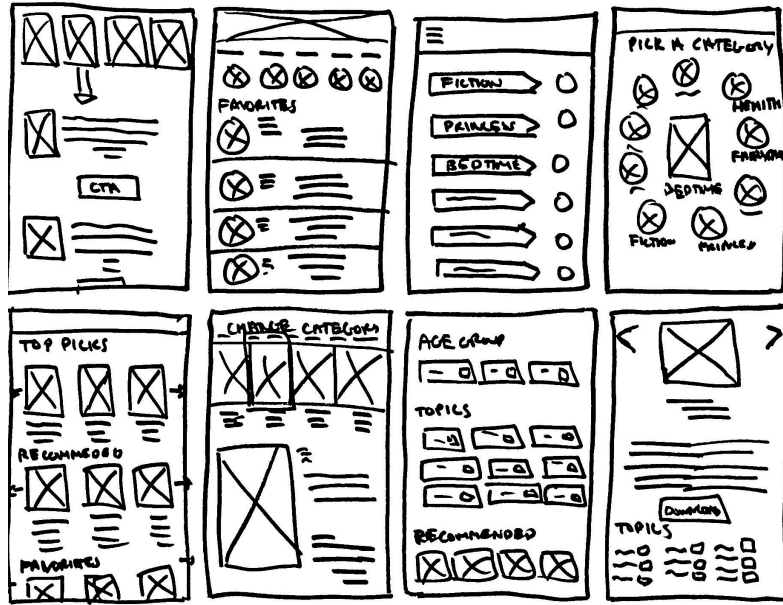


Storyberries allows the user to search by age, time, topic, conversation, and type of book separately but it doesn't allow the user to choose any of these features together (i.e. 10 min, fairy tale,

for 4 year old). Also, there are no pictures for the stories besides the cover page, the rest of the story is presented in words only, which in my opinion makes the experience less engaging for children.

Crazy 8's:

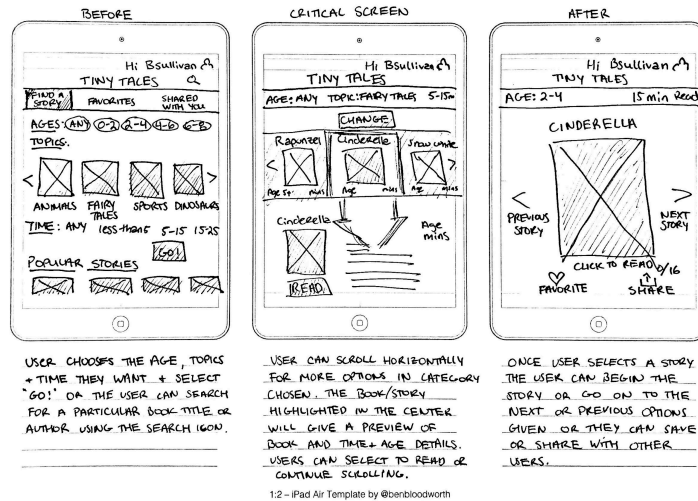
After viewing a few designs of similar websites and applications, I took a few mins to sketch out some possible screen ideas/solutions for my design. At first, I found this difficult to do but once I started, the ideas kept flowing. Even though none of them are perfect solutions, it got me exploring and thinking of things differently.



DAY #3- Decide and Storyboard

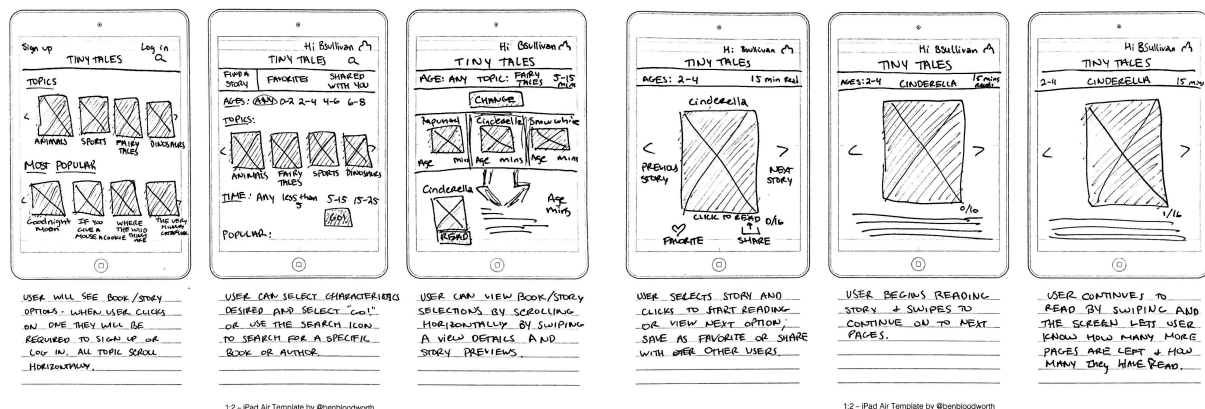
Solution Sketch:

On Day #3, I selected the solution that I wanted to use as my design. Listening and reading information given from the interviews and research gathered, I knew I wanted to design the app so that the user could be able to search books by title, author, topic, age, and/or the length/amount of time to read the book. I would accomplish this by adding a few filters and showing descriptions and previews of each story/book. I also wanted users to be able to share and save favorite stories for future app visits. I also wanted to organize the features a bit differently instead of having a navigation bar with icons. Below is the Solution Sketch I came up with for the design, showing the most critical screen (where the story is chosen) and the screens preceding and following.



Storyboard:

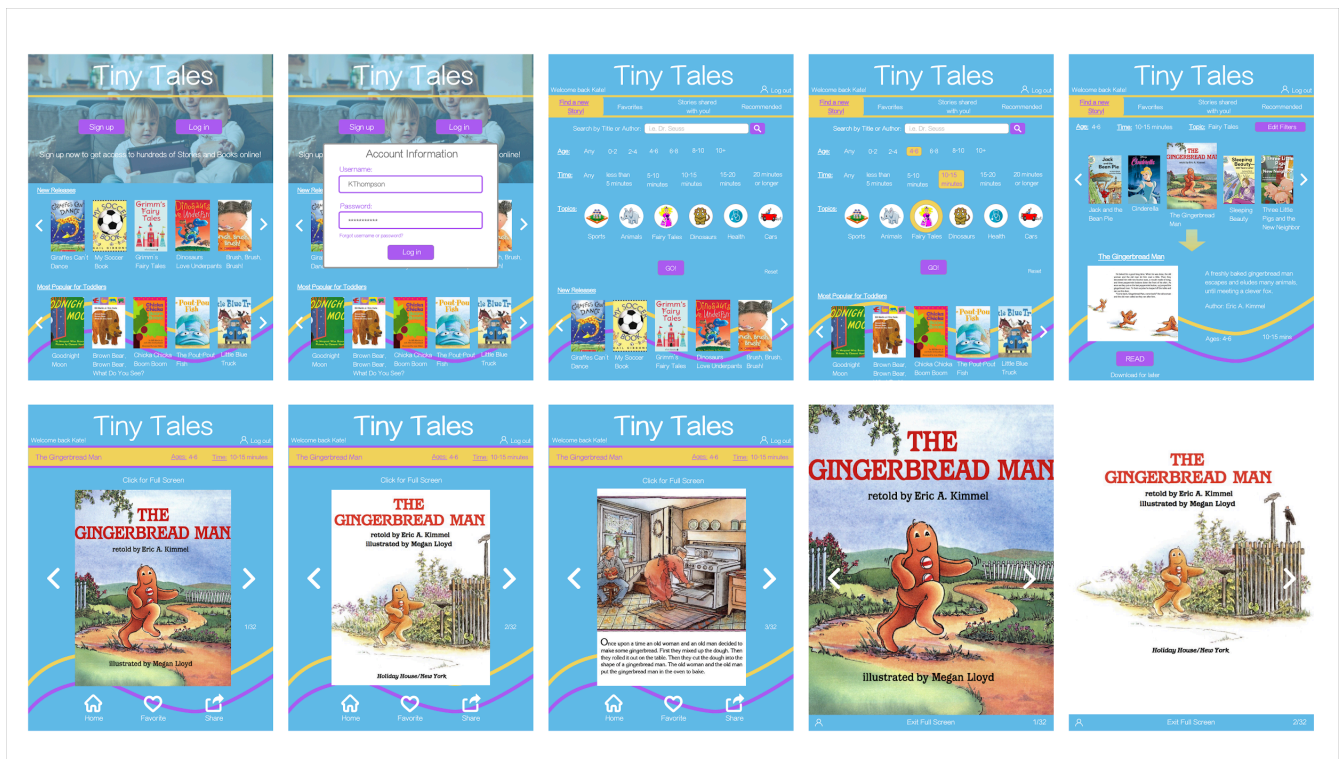
I then sketched out the screens needed for users to hopefully reach their goal of finding a book that fits their desired criteria, shown in the storyboard below. I had a hard time figuring out if I wanted the search filters to be displayed on the first screen after the user logged in or not but in the end I thought that it would be most straightforward to the users so they know that these filters are available to them upfront and don't have to go searching for them.



DAY #4- Prototype

Wireframes:

Now that I had all of my ideas laid out, I was ready to create by prototype. I wanted the design to be fun, bright and friendly with the choices of colors, fonts and images. I also wanted the design to be simple, straightforward and intuitive for users to accomplish their goal as quickly and smoothly as possible. The full prototype can be found [here](#).



DAY #5- Test and Validate

Overview of Test Participants:

Based on the target user group, I reached out to five participants. I then performed five remote moderated tests via the Zoom platform using Marvel for users to view the prototype created. Below is the overview of participants, all of which have children they read to on a regular basis.

- T. S. - Mother of an 18 month old boy
- D.W. - Mother of a 11 month old boy and four year old girl
- J. A. - Mother of a 2 ½ year old boy and pregnant with another
- K. S. - Mother of a 2 year old boy
- S. J. - Mother of 5 year old and 7 year old girls

Experience:

I think the hardest part about testing is finding participants. I feel like I always struggle with this aspect, especially during the current situation with Covid. This sprint forced me to be a bit creative and reach out to people through people I knew with children to help me find people they knew because of their children, etc. Another thing I find difficult is creating the prototype so that it tests what you want it to test. It's hard to deliver a product to people and say "use it as it were a real product" when multiple features don't work/aren't yet created. I find it's more important to talk with the participants and walk through the prototype asking lots of questions as they use it so I can understand what they actually think while also explaining that some things won't work as they want them to in the prototype.

Summary of Findings:

All of my participants thought the app design was very straightforward and easy to understand. Most of the feedback was on content, desiring more topics especially the variety of topics as well (i.e. would have liked to have seen a topic on social skills and on cultural values/differences etc). All of the participants really liked the fact that you could search by length of the book (however one participant had mentioned that maybe “time” could be presented as a different word to describe that specific filter so it was more clear about what it was asking for), so maybe I could change it to “story length”. A few participants said they would have also liked to have been able to type in an additional topic/conversation point in the search bar along with specific titles and/or authors. So for example they could type in “sharing” and books in all categories related to sharing would show up. A few other features mentioned were a “bookmark” feature and a feature where the children could read the stories on their own as they grew a bit older (for example, having a function that could help them with words they didn’t know by saying them when tapped on). Overall, each participant was easily and efficiently able to complete the goal of finding a story/book that they could read to their little ones using the app design created, with just a few minor alterations to make it better.