



PROTOTYPE AND REPORT III

GBDA 402
April 27, 2020
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Report

For the third and final iteration, our team created a fully interactive and high-fidelity prototype that incorporates the feedback and insights collected from the previous two rounds. There are two key components to our prototype. The first is a website made with Wix that provides information about our company to potential and current users. The second is the actual product and its activities which were created through Adobe XD. This round we focused a lot on designing a personalized experience for our users, as well as finalizing our financial statements and Business Model Canvas.

To begin, the team looked at creating a digital product for children in foster care to create a profile they would share with their teachers. One of the biggest lessons from this round was the need and value for students to be able to self-report their feelings. We took this concept into the second round, which led us to create a platform for all students aged four to ten with the intent to improve children's emotional intelligence. However, we struggled to identify our value proposition and determine sustainable revenue streams with lucrative prospects. With the help of professionals who work with children, we were able to identify a more specific demographic and value proposition. Therefore, our product Pondr is a web platform designed to improve the emotional intelligence for children aged 4 to 10 in Canada and the US that have been diagnosed with Autism Spectrum Disorder (ASD). The product provides audio, visuals, and text to explain emotions, as well as how to respond appropriately to them. In addition, it allows children to self-report how they are feeling, which can be shared with their parents or guardian. Parents can view how their child feels and create a personalized experience by selecting and controlling accessibility features like fonts, colours, and audio cues.

This direction was based on our user testing and feedback from a professional that designs for children. A suggestion was to narrow our focus on designing for children with ASD which led to a lot of individual research to understand this target audience. We also consulted a professional that has significant experience working with children who have ASD which helped shape a lot of our design decisions. The core values we strive to deliver based on our findings are enabling the understanding and appropriate response to emotions, supporting a routine, creating a personalized experience, and encouraging emotional self-reporting. All of these values are direct results of understanding our users' needs so we can alleviate their pain points.

A major issue that our team, among many others, experienced was the disruption caused by COVID-19. Classes were cancelled for a week and all in-person meetings became cancelled after. This made it difficult to have group meetings and conduct user testing. However, the use of video, audio calling, and instant messaging helped us to stay connected and still progress. We also struggled with the financial viability of our idea. We found ourselves constantly re-evaluating our target market and revenue streams to figure out how we could reasonably sustain ourselves financially. In addition, the many laws, regulations and restrictions to protect children made it difficult to gain a lot of direct user insight and deterred the team from using real authentic images.

The Business Designers focused on finalizing a viable revenue stream. Originally, the team planned to target school boards but found they were not viable because of the budget cuts in the education system, as well as the difficulty of selling to a school board. Instead, it was decided to target parents of children with ASD because the assumption was made that parents of children with ASD would already be

dedicating some of their finances towards helping their children develop. Sales were projected based on the market size of kids with ASD in Canada alone, but expanded to the US. The expansion of our target market, to include the US, was made because of a substantial boost in revenue. Having an online service platform that is easily accessible in many locations made this upscale an attractive and viable option.

The main focus for the UX Designers was finalizing the features of our product, user journey, and content for our product. Since we are designing for a very specific type of user, a lot of consideration was necessary to ensure we were creating a positive and beneficial experience. The UX Designers synthesized feedback and suggestions gathered from the team to generate a final user journey wireframe using Adobe XD. After this, the UX Designers wrote all the copy for the company's website and activity platform within it, ensuring that the content is appropriate for our demographic. We also consulted professionals related to our market which allowed them to guide the overall design of our final product. The environment the designers focused on creating included errorless learning, clear instructions, and logical processes.

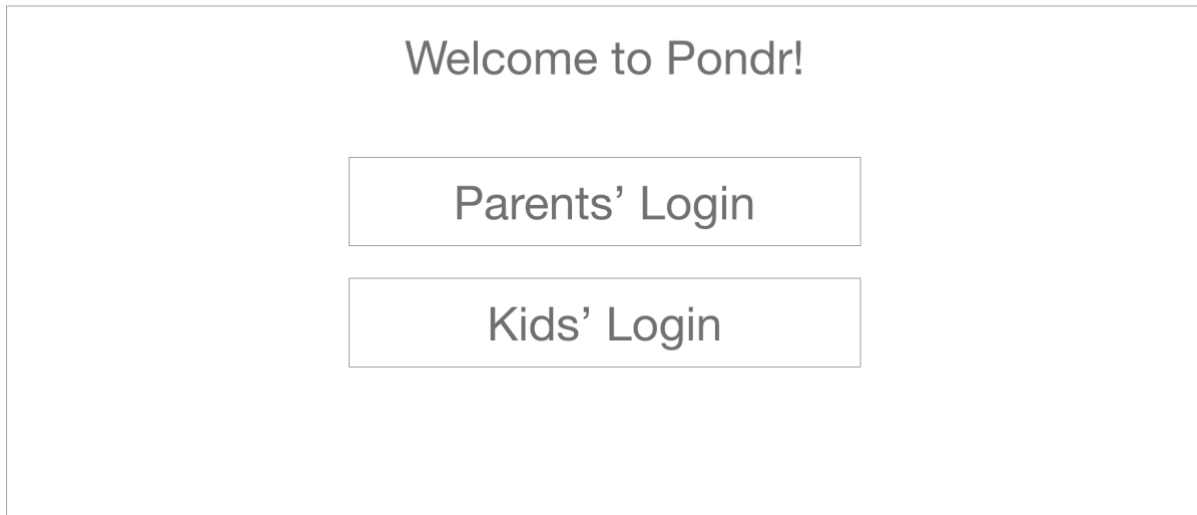
The Visual Designers focused on finalizing our brand image and developing brand resources such as characters and colour palettes. We also focused on building our business's website and developing the Pondr platform from wireframes to the final, high-resolution iteration. We worked closely with the UX Designers to ensure the visual aspects of our platform aligned with the needs of our specific user group. The Visual Designers used a combination of Adobe Illustrator and Adobe XD to build off of the UX Designers final wireframes and copy. The objective was to create both a highly functional platform that is aesthetically pleasing and ASD friendly for children, as well as informative for parents or other customers.

Although our final iteration, there are some changes we would make if we did this project again. This includes investigating and potentially adding a character setting feature to help children understand the relationship between context and emotions. If we were to move forward with creating Pondr, we would want to conduct a lot more user research and usability testing but unfortunately, given our time, geographical, and financial limitations, we were unable to get as much feedback as we would have liked. As a team, we understand that a service such as ours requires a lot of testing to ensure we are compliant with regulations and beneficial to our market.

Overall this project had a very interesting progression. It began as a way for foster children to communicate with their teachers in a more discreet way. This further developed to all children having a more intimate digital space to communicate well-being concerns with their teachers. This prompted the team to research and find methods to help students develop emotional intelligence. Through guidance and recommendations from professionals, we learned that children with ASD in early stages of development would find a lot of benefit in learning about emotions and how to manage their own. Our prototypes continued to develop, and our idea became clearer in terms of its final design, its value proposition and business viability. We believe that if this idea were fully implemented children with ASD would find significant value in engaging with it. By developing emotional intelligence within children, specifically those with ASD, our team is encouraging empathetic behaviour that could offer cathartic and transformative benefits. In essence, the ability to connect and empathize is critical to quality education and Pondr helps children do that in a way that is inclusive for all.

Appendix A

User Journey Wireframes

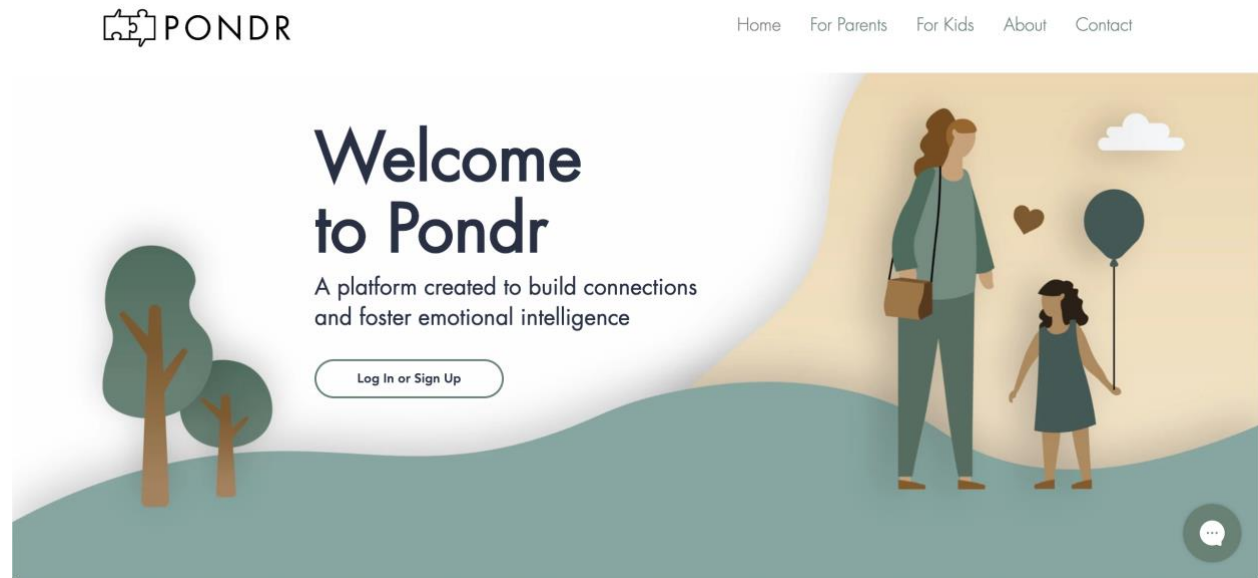


Link to final user journey wireframes:

<https://xd.adobe.com/view/77718dac-6760-497d-6be0-3aa431b381c6-0140/?fullscreen>

Appendix B

Final Product



Link to company site (also links to final product via sign up and log in button):
<https://katiemjones1.wixsite.com/pondr>

Link to final product:
<https://xd.adobe.com/view/6c55a0c8-e7c1-44f8-6504-81501ef55401-1a64/?fullscreen>

*There are two sides of the platform: Parents and Kids. Be sure to visit the Parent Portal via Access the Parent Portal to see the parent's side of things

Appendix C

Style Guide

LOGO & NAME



TRAITS

- Educational, but not boring
- Playful, but not immature
- Entertaining, but not a waste of time
- Valuable, but not expensive
- Supportive, but not undermining

COLOUR SCHEME



TYPOGRAPHY

Header

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

TONE OF VOICE

Friendly, Educational, Entertaining, Consistent, Supportive

Appendix D

Business Model Canvas

Key Partners

- Teachers, EA's, social service organizations, parents, advocates for the ASD community.

Key Activities

- Provide a simple, digital platform to create a profile of young students, specifically students with ASD to develop and grow their emotional intelligence and mental wellness that parents can use to monitor the mental wellness of their children.

Key Resources

- Resources such as teachers, websites, books, articles, and academic studies to learn about ASD and effective coping/learning strategies to incorporate into our digital platform.

Value Proposition

- Our digital platform helps children with ASD succeed in the classroom through developing emotional well-being by encouraging self-reflection and learning about emotions.
- After cuts to the Ontario education system and ASD programs, our platform will be a new tool and option for parents to help their children.

Customer Relationships

- We will establish a long-term relationship with our customers as they integrate our platform into their daily routine in pursuit of helping their child with ASD develop emotional wellness.

Channels

- Word-of-mouth promotion from teachers, satisfied parents of children with ASD, therapists, and EA's.
- Digital marketing (SEO, content marketing, social media).

Customer Segments

- Parents of children with ASD ranging from ages 4-10.
- Other parents or guardians of children without ASD who wish to use the platform.

Cost Structure

- Marketing, development of platform, admin, equipment, employees (6).

Revenue Streams

- \$10CAD/month - \$120CAD/year subscription model.

Appendix E

Financial Assumptions

Market Penetration (Canadian Families, USA Families)

We are assuming that within our first operating year, we will gain .3% of our target markets both in Canada and the United States as users on our digital platform. As seen in the revenue statement within the market of Canadian families, we will anticipate around 127 users. This is based on research stating that 1 in 66 children are diagnosed with ASD in Canada. Within the US, we anticipate the same .3% although since the market is vastly larger, our potential user number jumps to 1,546.

Additional 10% in our Potential Market (Canadian Families, USA Families)

Assuming we gain the .3% of our target markets, we accounted for an additional 10% of users or customers that are not involved with ASD but still use the program for their child.

Bank Loan and Owner's Equity

We are assuming that the bank will give us a loan of \$75,000 in our first year to help with operating and start-up expenses. Additionally, each team member will invest \$2000 of their own money into the company in the first year giving us an owner's equity of \$12,000. These numbers are reflected in the opening balance sheet.