Project Plan

Media S2 Project 1

Group: #M2-2

Class: Media-2

Date: 14/11/2024v

Contents

Project Definition 5
Current Situation: 9
Problem Description: 10
Project Goal: 10
Deliverables: 10
Non-Deliverables: 10
Constraints: 10
Risk assessment: 11

Sprints

Sprint 1 (week 10-11):

- Team Charter
- Project Plan
- Ideation
- Target group and appeal
- Problem definition
- Risk analysis
- User Research
- Client stakeholder interview
- Data analysis
- Lo-Fi prototypes

Sprint 2 (week 12-13):

- Do’s & Don’t
- Target Audience
- Website end
- Prototype testing
- Hi-Fi Figma Prototype
- Product Presentation

Plan

1. Gather information/ competitor analysis:
    - Identify existing solutions that allow teachers to create quizzes (apps, websites, learning platforms).
    - Analyze their features, usability, and limitations.
    - Determine what makes them successful and where Picoo could differentiate itself.

2. User research:
    - Conduct interviews with primary school teachers to understand their needs, pain points, and expectations.
    - Identify key functionalities that would make quiz creation intuitive and useful for them.
    - Gather qualitative and quantitative data to guide development.

3. Data analysis:
    - Organize and analyze data from the competitor analysis and user research.
    - Identify the repeating data
    - Make it clear what the users want

4. Prototyping and user testing:
    - Make the interactive prototype
    - User test
    - Adjust if needed

5. Implementation:

6. Final presentation:

Research Question(s)

Main research question.

1. How to make it possible for the users to make their own quizzes?
2. What is the best way to let the users make their own quizzes?
3. How to make it easy for the users to make their own quizzes?
4. How to make it easier for teachers to compose a quiz of their own preference?
5. What are teacher's frustrations when using picoo?
6. How to get rid of teacher's frustrations when using picoo?

Sub questions.

1. How many schools use picoo/similar products?
2. In what way should we test our prototype with the teachers?
3. How can we get to teachers and how are we available to interview them about Picoo?
4. Is letting teachers make their own quizzes enough, or should they be able to make custom games too?

Pain points

- **Teachers can't make their own quizzes or games at this moment.**

Needs

Test product with range and time limit.

- **A (user-friendly) system for users to make their own games or quizzes.**

Take a look at Wii and Nintendo Switch

Interview questions.

1. Can you tell us a bit about your experience as a teacher and the subjects you teach?
2. How do you currently incorporate technology into your lessons?
3. How often do you use interactive or digital tools in your classroom?
4. Have you used the Picoo quizzes in your classroom before? If so, how do you use them?
5. What do you like about the existing Picoo quizzes?

6. What challenges do you face with the current selection of quizzes?
7. If you could create your own quizzes in the Picoo app, what features would be most important to you?
8. Would you prefer to create quizzes from scratch or modify existing ones? Why?
9. How important is it for quizzes to be aligned with the Dutch primary school curriculum?
10. How much time would you be willing to spend on creating a quiz?
11. What would make the quiz creation process easy and intuitive for you?
12. How important is the ability to share quizzes with other teachers?
13. How much would you be willing to pay for this feature?
13. Do you foresee any technical or practical challenges in using a quiz creation tool?
14. Would you be interested in a library of quizzes made by other teachers? Why or why not?
15. Do you have any other suggestions for how we can improve the Picoo quiz experience for teachers?
16. Would you be interested in testing an early version of the quiz creation tool?

Debriefing

Project Debriefing

Group 2
Date: 28.03.2025

Project Understanding

From what we discussed, the main problem is that teachers can't make their own quizzes in the Picoo system. This means the existing quizzes might not always fit their needs.

Picoo wants us to find a way to let teachers create their own quizzes. This could be an app, a website, or something else, as long as it's easy to use and helps teachers make quizzes quickly and easily.

Our team's opinion

- **Damian:** I think the main issue is teachers are frustrated due to them not being able to create their own quizzes. Our goal is to develop a solution that allows them to do so.
- **Radu:** I think we need to come up with an idea which will make it easier for teachers to make their own quizzes.
- **Finn:** I think the project is mostly about that teachers can't make their own quizzes and that they need a way to create their own quizzes form inside the app.
- **Michal:** This project for Picoo, has the lack of customization options for quizzes and custom games. We need to come up with a solution to this problem, of the fact teachers can't make their own games.
- **Mitch**: i think picoo is asking us to create a way for teachers to create their own quizzes and if possible, their own games. This can be done both in a web version or a mobile app.

Project Objectives & Business Impact

Picoo wants to improve its product to get more teachers using it, which will help grow their business. Adding a quiz creation feature can make the platform more useful and appealing, bringing in more users.

Next Steps

To ensure we are aligned with Picoo's expectations, we would like to confirm the following:

1. Is the focus solely on quiz creation, or should we also explore enabling teachers to create custom games?
2. Would you prefer just the mobile version or also the Dekstop one?
3. Are there existing UI/UX guidelines that should be followed besides brandguide for consistency within the Picoo ecosystem?

We look forward to your feedback to refine our approach and develop a solution that best fits your needs.

Best regards,
Group 2

Project Definition

End-user:

Elementary school teachers.

Client

Company: Picoo

Email: create.that.ux@picoo.nl

Office location: Torenalle 20 Strijp-S.

Picoo is a device for children aged 6-12 years old. The founders of this company wanted to combine the technology and outdoors activities as they saw a lot of children always sitting behind their laptops so this is how they came up with this idea.

Team:

Name: Damian Mattheeuw

Email: 524795@student.fontys.nl

Phone: +31 6 16456982

Name: Ghimp Radu

Email: 529642@student.fontys.nl

Phone: +31 6 10422428

Name: Mitch van Heeswijk

Email: 521016@student.fontys.nl

Phone: +31 6 27221045

Name:

Email: 524795@student.fontys.nl

Phone: +31 6 16456982

Name:

Email: 524795@student.fontys.nl

Phone: +31 6 16456982

Current Situation:

Teachers use a limited amount of quizzez which may not fit their needs for the children. They don’t have the opportunity to to teach the kids some new things using picco quizzezz as for now just old quizzez are available.

Problem Description:

Teachers are frustrated that there is a limited amount of quizzes and they can't make their own quiz on Picoo.

Project Goal:

Help the company by increasing the number of their users by implementing new useful features for the users. Make a way for the teachers to make their own quizzes.

Expected outcomes

- Exploration into a tool that allows teachers to create their own quizzes.
- The eventual quiz needs to be started from within the Picoo app. Consider how the information is saved in/exported to the Picoo app.
- In prototype format, not necessarily fully functional with the Picoo system
- If possible: tested with teachers. Resulting in a report/summary of their feedback.

Deliverables:

- Team Charter
- Project plan
- Lo-fi prototype
- Hi-fi prototype

…

Non-Deliverables:

- Back-end connection

Constraints:

- Workforce: 5 workers
- Communication Channels: WhatsApp, Discord
- Initiation: 24 March 2025
- Deadline: … April 2025
- Graphic Design Tools: Adobe Illustrator
- Prototyping tools: Paper, Figma
- Documentation tools: Microsoft Word

Risk assessment:

Risk: Time Constraint

Probability: Medium

Impact: High

Preventive Measures: Implement structured phasing in the sprints

Fallback: Sacrifice low-priority end-deliverables

Risk: Storage limitations

Probability: Very low

Impact: Medium

Preventive Measures: Borrow a hard drive from the ISSD

Fallback: Upload content to cloud

Risk: No volunteering interviewees

Probability: Low

Impact: High

Preventive Measures: Ask as many people as possible on time

Fallback: x

Risk: Our scope is too wide

Probability: Low

Impact: Medium

Preventive Measures: Make detailed planning to get a good idea of scope

Fallback: Narrow the scope down

Risk: Low team motivation

Probability: Low

Impact: High

Preventive Measures: Allow the team proper breaks, offer help

Fallback: Follow team charter agreements

Phasing:

Sprint 1 (week 10-11):

- Team Charter
- Project Plan
- Ideation
- Target group and appeal
- Problem definition
- Risk analysis
- User Research
- Client stakeholder interview
- Data analysis
- Lo-Fi prototypes

Sprint 2 (week 12-13):

- Do's & Don't
- Target Audience
- Website end
- Prototype testing
- Hi-Fi Figma Prototype
- Product Presentation

Research/Competitors

Kahoot

Somethings that Kahoot does well with make your own quizzes is the ease of use.

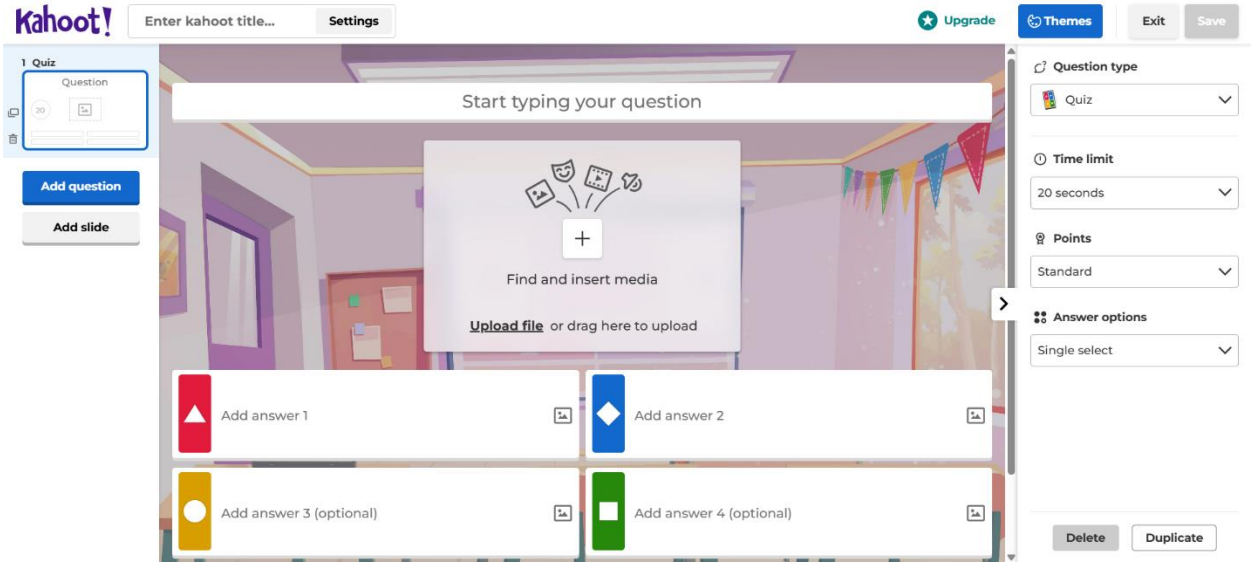
Kahoot is a quiz making platform. One of its key strengths is game-based learning, where players can participate in live quizzes. The use of points and leaderboards makes for competition, making learning more interactive and fun.

The platform offers a variety of customization options and question types. In the case of picoo we are mainly going to focus on multiple-choice and true/false questions. To make quizzes more engaging. Users can add images, GIFs, and embedded YouTube videos to their questions making learning more visual and easily understandable.

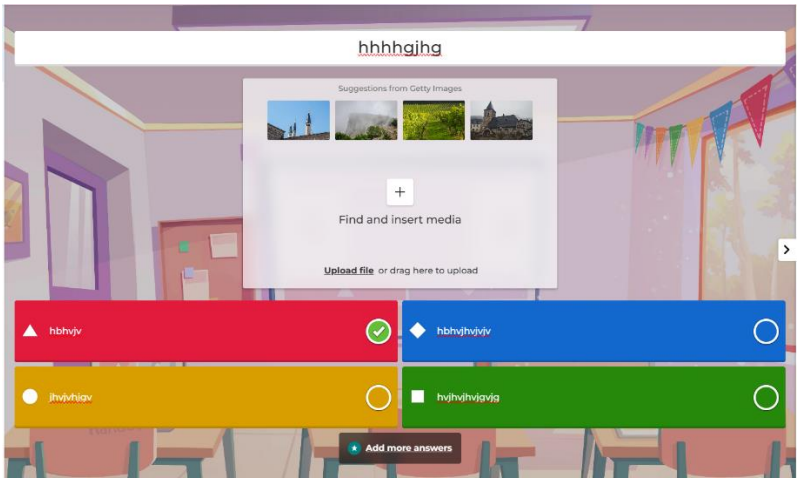
Kahoot is mobile-friendly, ensuring smooth participation across smartphones, tablets, and computers. Additionally, QR code access makes joining a quiz quick and easy.

Kahoot also provides analytics and reports to track performance. Teachers, trainers, and hosts can view insights on player progress, identify areas that need improvement, and even export results for further analysis.

What we can take away from this is that Kahoot designs its platform to be as simple as possible, allowing anyone to easily create a quiz. This is something we should also prioritize in our approach.

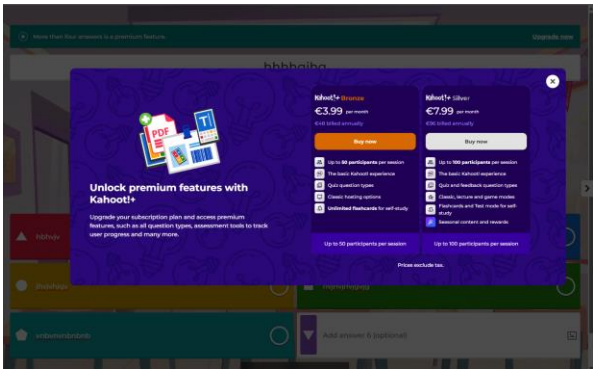


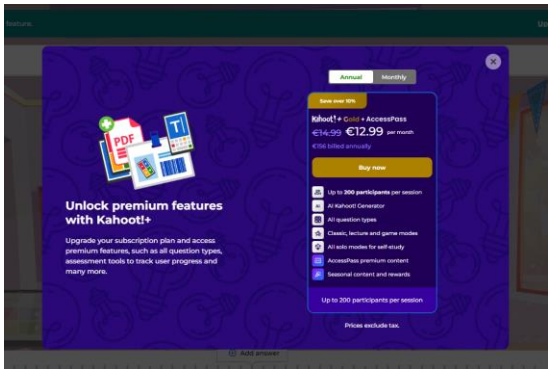
Kahoot also has a feature that lets multiple answers be correct. But this is a premium feature.

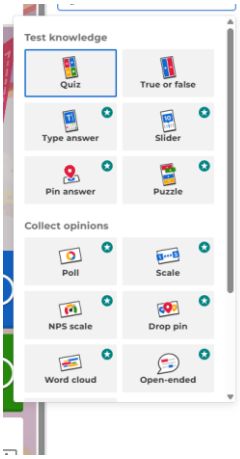

hhhhgjhg
Suggestions from Getty Images
Find and insert media
Upload file or drag here to upload
hbhvjv
hbhvjhvjvjv
jhvjvhjav
hvjhvjhvjgvjg
Add more answers

Subscription feature

Something that Kahoot has is that for some of their features they have it locked, and you need to pay for their subscription to be able to use them. We could do the same for Picoo to make sure they also profit. Their features also have a symbol sticker to indicate that it’s premium.

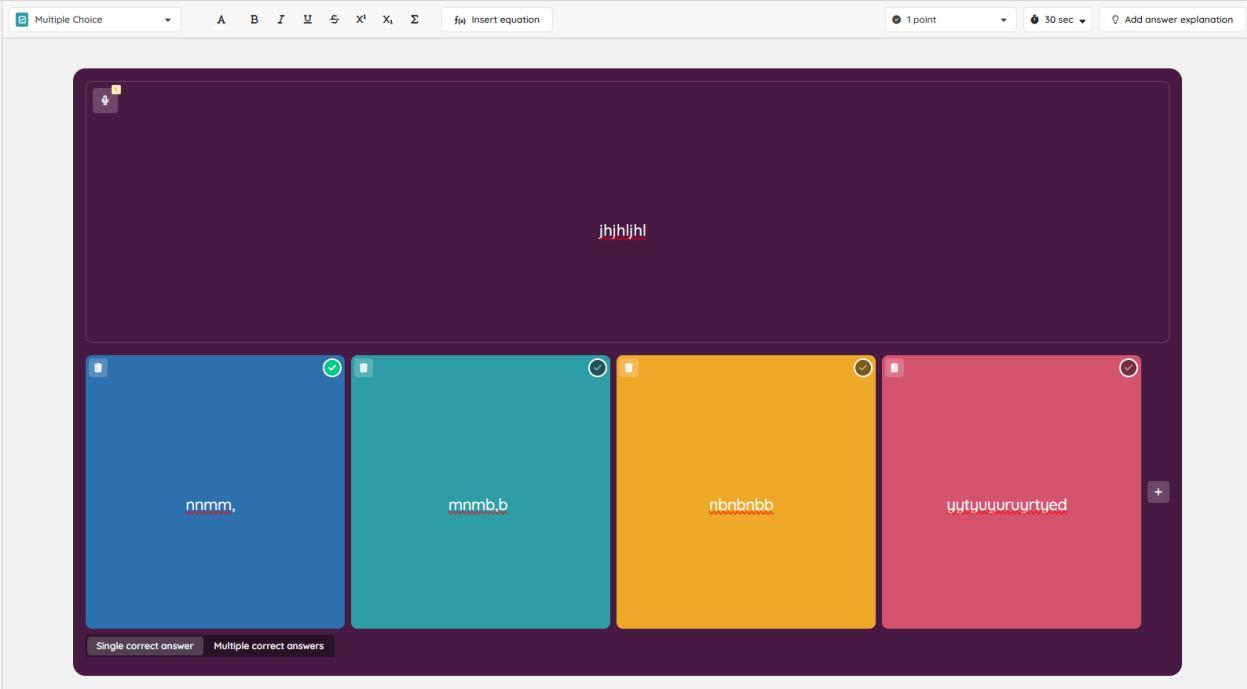




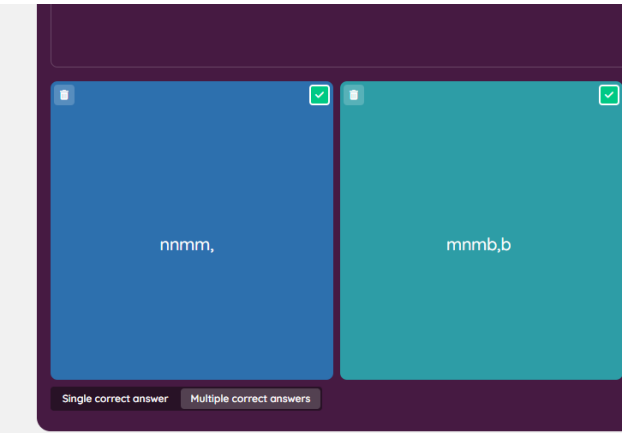


Quizizz

With quizizz they let you choose which answer is the correct answer and let you choose to have multiple answers. It also looks very easy to navigate.



Quizizz also has a feature that allows multiple correct answers or a single correct answer. But we think that's an unnecessary feature because the user could just select one correct answer anyways.

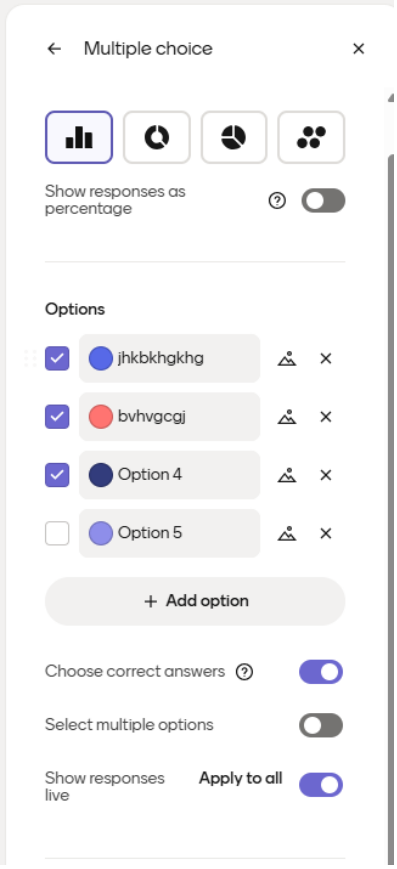


Mentimeter

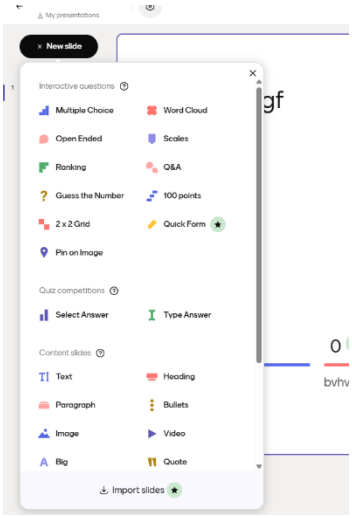
From what we saw from the quiz making feature, every element is easy and clear to use .

Figure 1Mentimeter: Question maker

What is good about their answer options is that you could make it so that every answer is correct and every answer is wrong. You could also make it so that you could see the votes.



For the add question feature on Mentimeter there are a lot of options which we don’t think would be a good fit for this project. Some of the question categories would be too complicated for primary school kids.



Original version

Geachte meneer/mevrouw,

Wij zijn een groep scholieren op Fontys ICT ter Eindhoven. Wij hebben als opdracht voor onze studie, om de gebruikservaring van het product Picoo te verbeteren. Met name het gebruik van de app, en het mogelijk maken voor leerkrachten, om eigen quizzen en spellen te maken.

Hierbij willen wij jullie vragen of het mogelijk zou zijn, om een interview te kunnen houden met een leerkracht van jullie school over het gebruik van Picoo, zodat wij deze informatie kunnen gebruiken voor ons project.

Met vriendelijke groet,

Studenten Fontys ICT Eindhoven,

<names>

New version by ChatGPT below

Geachte heer/mevrouw,

Wij zijn een groep studenten van Fontys ICT in Eindhoven en werken momenteel aan een project waarbij wij de gebruikservaring van het product Picoo willen verbeteren. Onze focus ligt met name op de app en de mogelijkheid voor leerkrachten om eigen quizzen en spellen te creëren. We hebben gehoord dat jullie gebruik maken van het Picoo-systeem.

Hierbij zouden wij graag in contact willen komen met een leerkracht van uw school om een interview af te nemen over het gebruik van Picoo in de praktijk.

Wij stellen uw medewerking zeer op prijs en horen graag of dit mogelijk is. Alvast hartelijk dank voor uw tijd en moeite.

Met vriendelijke groet,
Studenten Fontys ICT Eindhoven

See how the quizzes can be shared, so both sides, teacher and company Picoo, have benefits.

Test the device, distance of the connection, what time limit?

Make it maybe possible to change the time limit during a game?

Make a prototype for the SPRINT 1 on Monday 07.04.2025

Plan interview with teacher

Make presentation for the client for Monday – 13:30

- Projectplan
- Analysis of the target audience, their needs, frustrations, tasks they have to do
- Concepts
- First prototypes

ALL THESE THINGS NEED TO BE DONE FOR SPRINT 1

-Retrospective after the presentation with the client.

Discuss our 2 weeks of this sprint and also the presentation and talk with Picoo.

-What do we need from the client during the presentation?

Maybe get information, about their users, if they can share this information with us.

Are we going in the right direction at the moment?

-From tomorrow, start making things, we got limited time.

We need to start the research so we gather more information for the client. We need to implement this information into making our prototype.

-If user interview fails, find research online.

Find useful information about users using app, and potential techniques we could use for our project and app design.

-Make the competitor analysis more detailed.