

5D+ CARDZ

Precedent for AR based learning app

By: Saswat kumar Dash, Product designer

Stakeholders

- **Primary users** - the kids
- **Secondary users** - people who help set-up the product*
- **Customers** - those who buy the product
- **Intra Organisational** - software developers, Marketing management, UX researchers
- **Inter Organisational** - Clients, competitors, Manufacturers

*The secondary users and the customers may be the same at some cases

Understanding the product

- Who is it for - Kids of age **5-12 yrs** (Primary users)
- What is it - A **medium** of entertainment and learning
- Why this - **Uniquely curated** AR, VR experiences and Games
- How does this work - Via an app. In a mobile device and a physical product in some cases
- When does it exist - Starting **2019**

Role of the app

Following are the identified role of the app for respective stakeholder:

- For the **users** (Kids of age 3-8 Years)
 - acts as an **Interface** for the desired Interaction to take place
 - a supporting medium of **entertainment**
 - a supporting medium of **learning**
- For the customers (Parents, other buyers)
 - Idea for a good **Gift**
 - an **accessory** to keep children engaged in a perceived productive way

- a **source** of informative content for their kids
- **'Trial'** - an opportunity to test the app before investing
- a medium to establish **trust** upon the organisation
- For the organisation
 - **Outcome** of the organisation (supportive and standalone) - represents the organisation as is
 - helps in establishing organisations **standard** and creates an identity
 - Take-on **competition**
 - acts as a bridge between customers and organisation to gain valuable **insights** to be used for improving the product
 - a standalone **marketplace**

The Customers

The parents are the primary **buyers** and **facilitators** of the products. Apart from them, **young adults** with nephew, niece and close relatives below the age of 8 years prefer to buy the products. All of these buyers are educated individuals, and are able to recognise the nuances of the product in terms of profit or loss for their investment. It is important to know what they **want for their child**, what kind of things they want to be **associated** with while considering gifting, their **idea of good or bad** for the kind of investment they are making, what does it take to make them **trust a new thing** (is it information from known sources or word of mouth or scientific facts), **where** do they buy these products (helpful in developing product strategy to face the marketplace competition), **how often** do they buy (to figure out how quickly to introduce a new product).

Research required to figure out the answers to the above questions. Customer reviews, feedback are good primary sources, along with it qualitative one-to-one conversation, focused group study can be done within the organisation and/or partner associations like schools, questionnaires also can be handed out.

Parameters for analysis

To know where to improve upon, it is important to find out the specifics of the product in an objective manner. The following parameters can be used to form a perspective.

- **Customer review** of existing product, **expectations** from similar products, **suggestions**
- The **appropriateness of use** for the target user (benefits, accessibility, time of engagement) - can be done by comparing abilities required to experience the product as desired by the organisation, against the physical and cognitive ability of the target user
- **Comparative study** with similar products by competitors
- Reflecting brand values and scope for re-orientation of brand values according to the products offerings

Analysis of customer review from Amazon

For this, products from **Redchimpz**, **Playshifu** and **Playautoma** were considered. Because of the similar nature of product, the reviews are expected to reveal about the overall experience, expectations, nature of problems and suggestions.

1. Playshifu on Amazon

Cost - INR 299 (20 cards set)
- INR 748 (60 cards set)

Based on 8 different themes





Manisha M

★★★★★ **Must have for all toddlers... Engaging AR based learning experience**

20 January 2018

Size: Vehicles - 20 Cards | **Verified Purchase**

Bought this last month...loving this interactive app based fun learning experience. This is our first educational game with AR. It was new experience for my twins and they are totally involved and have learned almost all type of transport which I would have generally taken time to make them understand and learn.

Box comes with 20 transport cards , device holder and a booklet with activation code. One app works from all their versions and it works even without any internet that means even if you are travelling this works without any network too.

We are loving this and my twins are really mad for their Shifu. Will really recommend for all kids and soon going to buy another versions too. This is an excellent gift too and comes with really budget price tags



Expectation - Learning new concept within less time, new experience

Likes - Within budget, Works offline - so works while travelling



Rushab

★★★★★ Entertaining and educational

11 August 2017

Size: Aquatic & Aerial Animals - 20 Cards | **Verified Purchase**

I got this for my 2.5y daughter who already knows most of the animals/mammals however, this product allowed her to interact with the creatures very close to a real life experience.

Step 1: Download the app on iOS or Google

Step 2: Activate the app by using the code found in the package. This code can only be used 3 times. I am not sure if you will need to pay additional amount for further activation.

Step 3: Place the cards in front of the camera and watch the creatures come to life. You can place it on a table or on the floor. Have adequate lights.

The creatures revolve in 3D space and also make sounds.

The quality on my iPhone is crisp and is ok on an iPad as well.

Initially the kids may require some help to open the app and place the cards but after sometime they should be able to do it on their own.

Would be great if more content can be included in future products such as: Landmarks, Famous people, Household items, Vehicles etc.,.



Likes - Interactive experience close to real life

Problem - young user (2.5 Years) already knows about most of the content, User needs assistance for the experience

Suggestions - adding more content



MKNayak

★★★★☆ Go for it if you want to explore Augmented reality demo

8 October 2017

Size: Terrestrial Animals - 20 Cards | **Verified Purchase**

Good augmented reality game. But software can be improved further. Not a game of learning. Idea is creative and you love it initially. But after few days, nothing new. If software got update then 5 star. You get 20 cards of animals, which can be placed against camera and it turns into 3D animal in camera screen. You also get one mobile stand and activation code to activate software.



Likes - augmented reality experience

Problem - not a thing of learning, lose interest in few days, Technical issue

Suggestion - Update of software in terms of no. of content and type of interaction



Rituka Bisht

★★★★★ **Magical Educational Game, fun endless!!**

5 July 2018

Size: Space - 60 Cards | **Verified Purchase**

I am teacher by profession and I always search for educational games which are entertaining and informative and Shifu space is just like that, I love this augmented reality educational game.

This has 60 cards, a small bag, and a mobile stand. You can download the playshifu app and activate it and that's it, my students enjoyed this a lot, It's easy to operate also, just place the card in front of camera and it start working.

This has a game also which is called SPELL if you remember the name of the thing just speak it.

This Shifu space has information on solar system, satellites, rovers, space missions and people who are related with space technology.

This increases the child knowledge, generates the curiosity to know more, and ofcourse inspire them to be an astronaut.

Buying this is one of my best decision.

My rating 5 out of 5



Expectation - educational games (entertaining & informative)

Likes - augmented reality learning

User insight - a teacher has access to a group of children (user), a group audience is also suitable for this type of product



Udita Saklani

★★★★★ **Playshifu Review**

13 May 2017

Size: Animal Series - 60 Cards | **Verified Purchase**

I ordered the Playshifu Safari for my toddler girl. And we have been loving it till date. The best part is it uses Augmented Reality in a holistic way. The app teaches you a lot about the animals- habitat, what it eats. When we are not using the mobile app, we use the SHIFU cards as a pictorial game and also as pretend play.



Likes - augmented reality in a holistic way, Using cards to play without the app, Information

Problem - User is a toddler



kaushik vishwakarma

★★★★☆ **Needs significant improvement.**

2 July 2017

Size: Animal Series - 60 Cards | **Verified Purchase**

Great innovative product.

Crashes on my iPad 2 but works good on my Intex and Oppo phones

Very limited interaction

Very limited information

Liked it but won't buy other series unless interactivity and information improve significantly.

Likes - the innovativeness

Problem - less information, less interaction, Technical issue



Deepal

★★★★☆ **This is a good game but doesn't hold attention of child much**

1 March 2017

Size: Animal Series - 60 Cards | **Verified Purchase**

This is a good game but doesn't hold attention of child much. You need to sit with your child my daughter is 4 yrs old.

3 people found this helpful

Likes - good game (?)

Problem - isn't able to retain attention of the user (4 years old), requires a facilitator

Parent Insight - expects the product to be accessible so that the child can perform on their own without any assistance



BeePee

★★★★☆ **Not so informative. Uncomfortable to use.**

26 December 2016

Size: Animal Series - 60 Cards | **Verified Purchase**

One has to keep holding the card to ensure the image does not disappear. It causes pain to the fingers and stress to reload the image. It gives basic information and so not worth buying. Three stars given because of Amazon prompt delivery.

Problem - keep holding the card to ensure image doesn't disappear, pain in finger and stress to reload image, information is basic

Insight - the customers expects advance information for each content, once scanned projection should lock in place



Suraj Jain

★★★★☆ **nothing much to learn**

19 October 2018

Size: Aquatic & Aerial Animals - 20 Cards | **Verified Purchase**

its type of 1 time use item.. kids wont be playing daily. product and concept is good.. but utility is less.

Likes - product, concept

Problem - 1 time use item, users won't play daily, low utility

Insight - parents expects repeatability and also longer time of engagement



Anna Joy

★★★★☆ **Not upto mark. Passive listening, not engaging enough as Shifu Vehicles or Animals.**

14 November 2017

Size: Professions Series - 60 Cards | **Verified Purchase**

I expected to see more interactive activities. It is just a passive listening which cannot engage a 3 year old. I had previously purchased the vehicles ones and animals one from Shifu and both were good. Each vehicle and animal had steps to engage the child.

I do not see the same effort in this "Jobs" one. Disappointed. They really need to work on this product. Add more activities.

Expectation - more interactive activities

Problem - Just passive listening, cannot engage a 3 year old



Amazon Customer

★☆☆☆☆ **Not satisfied with the amount of information the app gives**

23 August 2018

Size: Space - 20 Cards | **Verified Purchase**

Very disappointing purchase for a five year old. The app does not have sufficient content for every card in the box. The voice in App seems to be a machine voice.

Problem - Insufficient content for interaction, Machine voice over



Amazon Customer

★☆☆☆☆ **Boring after one use**

29 May 2018

Size: Space - 20 Cards | **Verified Purchase**

Not worth it.. children lose interest after playing once, nothing much to engage kids

Problem - children lose interest after playing once, nothing much to engage kids



Ahalya Natarajan **TOP 500 REVIEWER**

★☆☆☆☆ **One Star**

3 October 2017

Size: Terrestrial Animals - 20 Cards | **Verified Purchase**

Very poor videos. Orientation of the videos is random. Waste of money

Problem - poor quality of videos, Orientation of the videos is random

2. Redchimpz on Amazon

- Cost - INR 250 (16 cards set)
- any 2 combo - INR 490 (32 cards set)
- 4 combo - INR 980 (64 cards set)

Based on 4 different themes





priyanka m.

★★★★★ **Must buy if u r into visual education.**

25 May 2018

Colour: Multi colour | **Verified Purchase**

Good visual product. The material is sturdy , so the cards won't tear away. Colourful. Visuals in app are a treat to the eyes. Very educational and fun as well

Likes - visual education, Visually good, sturdy material



RAMAN

★★★★★ **Awesome product for kids.**

8 May 2019

Colour: Multicolor | **Verified Purchase**

I was hesitant and confused to buy this as it includes screen time but trust me this is the best screen time for the kids. Its is so much fun and lots to learning. My son loves this interactive learning game. Its so easy and so rewarding. My son in two days can identify most of the aquatic animals. He laughs and enjoys facts about them. My champ Loved these cards.

Insight on Concern - Screen time for kids

Likes - Interactive learning, easy of use, facts about the content, cards



Tushar

★★★★★ **Very informative for the kids**

18 June 2019

Colour: Aquatic Life | **Verified Purchase**

My Niece is in love with this since I have introduced it to her. She use to spend more time with the tv but with this app she learns and plays at the same time. The details about the animals and quiz games are more fun which makes them curious to play more and more. I would recommend it to the parents who are worried that their kids waste time to watching the tv.

Insight on product positioning - helps reduce wasting time watching TV

Likes - learns and play simultaneously, details about animals, quiz

Insight on user - detail contents are more engaging, it makes them want to explore more (curious)



Amazon Customer

★★★★☆ **Kids Liked these Creative AR/VR cards**

10 June 2019

Colour: Multi colour | **Verified Purchase**

I bought this product for my kid. Flashcards are very unique and creative. My kid learns a lot while playing with these cards

Likes - concept of flashcards (unique and creative), child learning while playing



Amazon Customer

★★★★☆ **Excellent learning game for kids**

14 June 2019

Colour: Bird | **Verified Purchase**

My nephew really enjoyed it. It's a great learning experience and value for money.

Likes - Learning experience, Cost



SAmazon

★★★★☆ **Good and useful for kids.**

14 June 2019

Colour: Bird | **Verified Purchase**

It is very useful for kids, a new way of learning. My niece has loved it.

Likes - way of learning



Nagababu

★☆☆☆☆ **Not recommended.**

8 November 2018

Colour: Multi colour | **Verified Purchase**

Waste of money. Don't go for it..

One person found this helpful

Helpful

▼ 1 Comment

Report abuse



Makxyk

★☆☆☆☆ **Silly**

9 February 2019

Colour: Aquatic Life | **Verified Purchase**

Stupid item

One person found this helpful

Helpful

▼ Comment

Report abuse



udayraana

★☆☆☆☆ **Waste**

29 November 2018

Colour: Multicolor | **Verified Purchase**

Waste of time and money

One person found this helpful

Helpful

▼ 1 Comment

Report abuse



Saurabh Panchal

★☆☆☆☆ **One Star**

7 April 2018

Colour: Multi colour | **Verified Purchase**

Not impressed

One person found this helpful

Helpful

▼ 1 Comment

Report abuse

Unspecified problem

3. PLAYAUTOMA on Amazon

Cost - INR 799 (48 piece Jig-saw puzzle)

World map floor puzzle





Salochna Rana

★★★★★ **Both of my kids love this toy**

3 March 2019

Verified Purchase

I bought this toy three months back.

I don't review products but this toy is the first toy which both of my kids loved. So I decided to review it.

Things my younger one loves: Jigsaw (Really premium quality by the way +1 for that too), augmented reality effects of monuments and flags in the app. He now remembers the name of continents, monuments, and a few countries.

My older one loves the quiz mode. She loves to play quizzes again and again. Also, the toy has different world maps which she uses for reference purpose now

Overall good premium product. Will buy it for gifting again.

Likes - Engaging for 2 kids simultaneously, quality of puzzle pieces, learning of facts in younger kid, repeatability in quiz mode

User Insights - Younger user likes the Jigsaw, AR effects
- Comparatively elder user likes quiz



Chandan

★★★★☆ **Amazing product!**

5 June 2019

Verified Purchase

I bought this a gift for my cousin for her birthday and she loves it a lot. She loves playing jigsaw and I found the perfect one for her. It is fun and also a learning experience for her and it also has cool augmented reality giving a rich experience for her as well as being informative. Happy with the product and the idea behind it.

Likes - The concept, Jigsaw, Information/content they learn

User Insights - Augmented reality as an add on experience is better than relying more on it, meaning the ability to engage in a playful learning activity without necessarily using the augmented reality feature is good for the product



ravipr

★★★★★ **Fun with Augmented Reality!**

18 November 2018

Verified Purchase

Amazing concept and a very imaginative way of teaching the kids about interesting things on our planet! Interesting pieces of information about countries, monuments hooked and tested me as well :-)
Looking forward to more toys on similar concept!

Likes - The concept, Information they learn

User Insight - Open to explore more toys on similar concept



Pradip

★★★★★ **Great Educational Toy for Children!**

28 January 2019

Verified Purchase

My daughter liked the Playautoma Explore World toy. She realized that there are so many countries in the world! She has started noticing rivers, mountains, etc. The toy is a good way to introduce geography to the children. The toy also has an augmented reality app. My daughter enjoyed playing with the app on our mobile. The jigsaw puzzle was large and of good quality. Quiz questions were also very interesting. We are looking for similar toys for other subjects! Overall a great teaching concept!

Likes - The concept, Information they learn, Quality and size of puzzle pieces, playing with app, quiz

Insight on context of content - geography subject is better understood to children's with the method of interactive learning



SupriyaJain

★★★★★ Educational toy along with good learning

31 March 2019

Verified Purchase

I am looking for such educational toy where my kid can be highly engaged along with good learning. It motivates kids to learn about different countries, continents, oceans, flags, currencies, wonders of the world. Value for money.

Likes - Learning toys, highly engaging, self-motivating



Amazon Customer

★★☆☆☆ Incorrect and very less information

30 May 2019

Verified Purchase

It may have been a good option for kids from my generation but not enough for even 4 year olds of today. Apart from having very less content, some of the information was incorrect.

Problem - Inaccurate information, less information on each content

Time Insight - The 21st century is the Information age, information are at easy disposal, for the customer to feel beneficial the information has to be curated within the needs of their interests



koolbluez **TOP 100 REVIEWER**

★★★★☆ **Experience did not meet the expectations**

30 March 2019

Verified Purchase

Packing is great. Globe is hard plastic, I suppose. Print is ok.

Now getting down to the story. My 6 year old got bored of it within an hour of interaction. She used to spend hours pondering over the 100 rupee worth India map I had with me! She learnt States, capitals and major cities by looking at that map itself. I wanted an extension for her learning experience and thought this could be of help to make her discover the globe itself!

App integration is also not appreciable and many places it was not able to detect it's own pictorials, like that of the seahorse.

Augmented reality is an interesting addition, but it needs to be integrated properly to capture the interest of kids. Data is not detailed. All countries, major States are not covered. Country borderlines, vegetation, climate, transportation patterns could be included to make it more interesting and a longer past-time for kids. You got limited categories like flags, animals, cuisine, etc. That too, is not thorough.

Although the quality of the globe is ok, I feel the rate is still high. It doesn't match up to the expectation of keeping my kid busy through her summer holidays (or even the weekend!) with oodles of knowledge.

Augmented reality was patchy, useful in places, but Google Earth would have given me more info! Shifu needs to do more. I, for one, am not a satisfied customer.

My suggestion to would-be buyers... if your kid is just beginning to learn (maybe 4+ years) and not exposed to other visual media, go for it.. otherwise you may be kinda disappointed in the long run.



Likes - Packaging, Material quality, Print quality, Concept of AR integration

Problem - Time of engagement is low, technical issues, Information is not detailed, low time of engagement

Expectation - The product should be able to keep the child busy over the summer holidays

Customer insight - they expect the product to keep the child busy and learn while at it



Saibal Sarkar

★☆☆☆☆ **Not as per expectation, product too costly.**

17 April 2018

Verified Purchase

Not very interesting my child age 6 & 9 after two days. Difficult to pinpoint target the required object.

Information is ok till 6-7 years, more detail and further link to more relevant link should be more help. Actual picture are also will also be an added bonus.

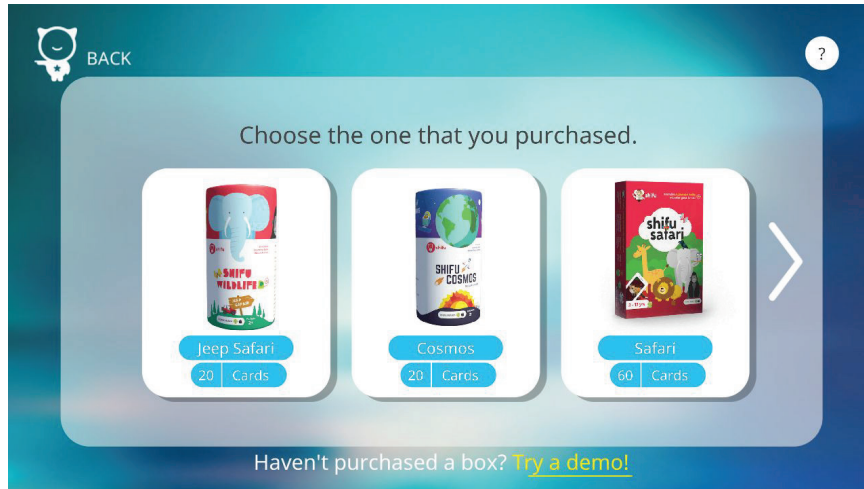
6 people found this helpful

Problems - Difficulty in reading the target, Low time of engagement

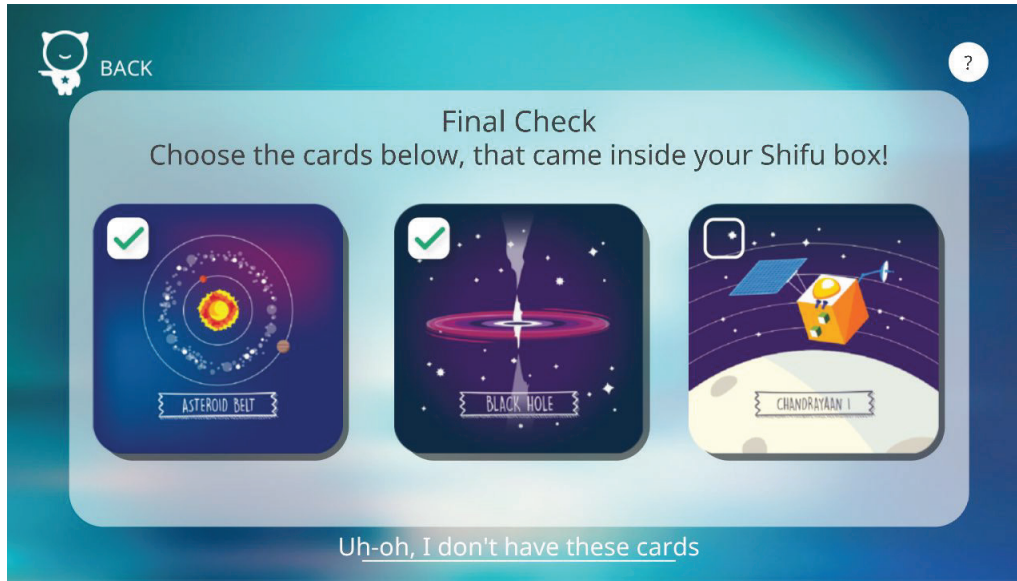
Suggestions - more Information or links to follow up learning, actual pictures in the marketplace

App Precedent

1. Playshifu  shifu

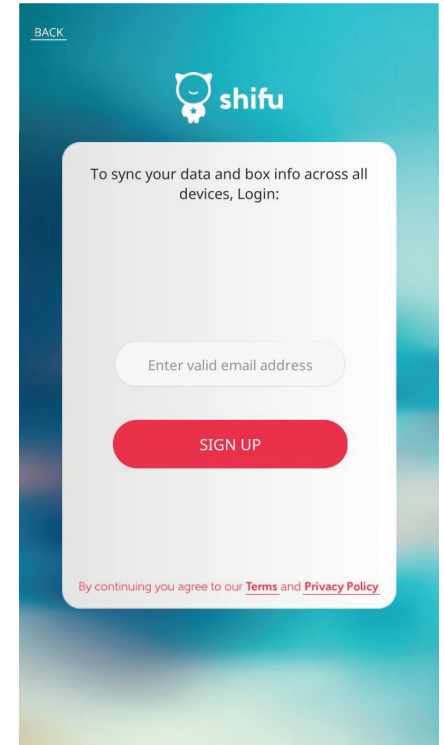


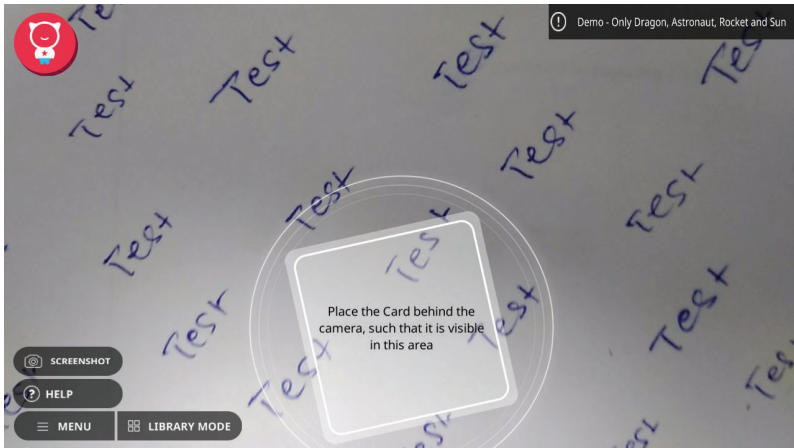
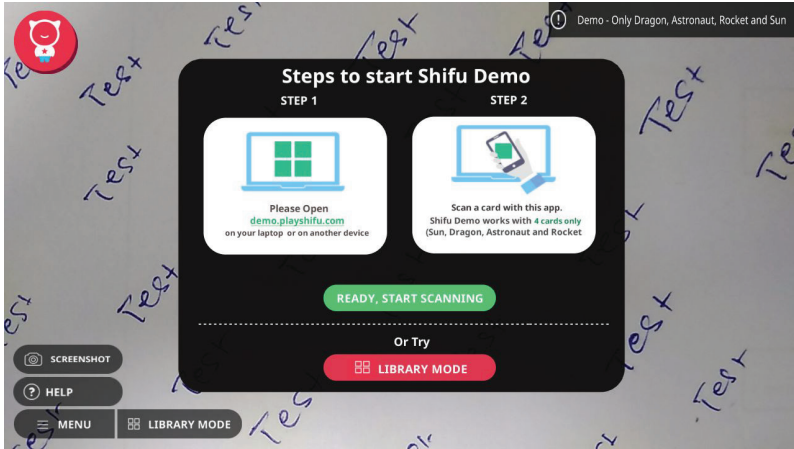
- No login/sign up required initially - direct to home screen.
- The 'Try a demo' option changes to 'Get another box' after one product is selected
- Choosing 'Activate box' brings up the product content + help (redirects to shifu email) + try demo (opens camera and loads AR)



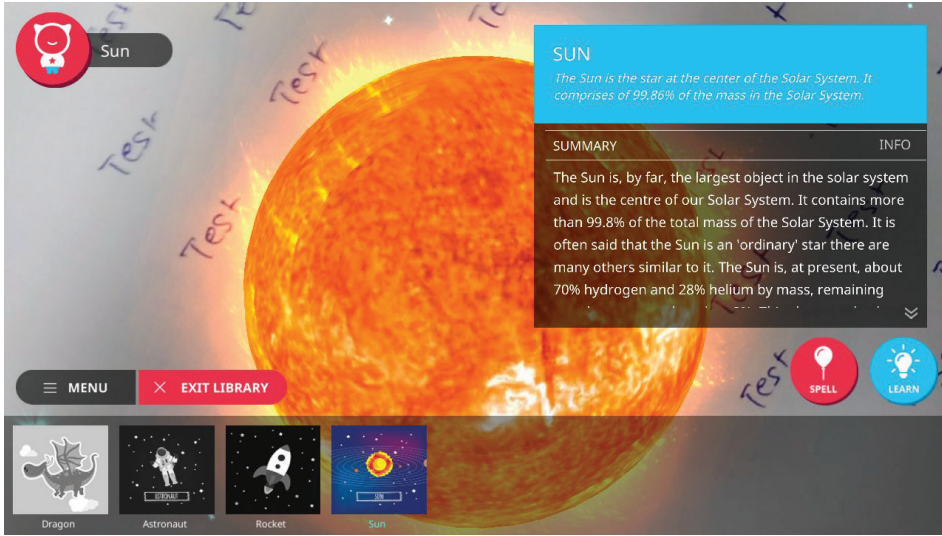
- Selecting any product opens the content inside it, it is good for the company, to increase excitement in customers by raising the expectation and promoting buying behaviour, but it hinders buying of multiple product at the same time. Also, when the customer has bought many products at the same time, this comes in the way of 'beginning of their experience', as they have to do this step again and again. A customer research required.

- Selecting all the content, opens the login Purpose - to sync data across all devices/ keeping track of buying data of the customers

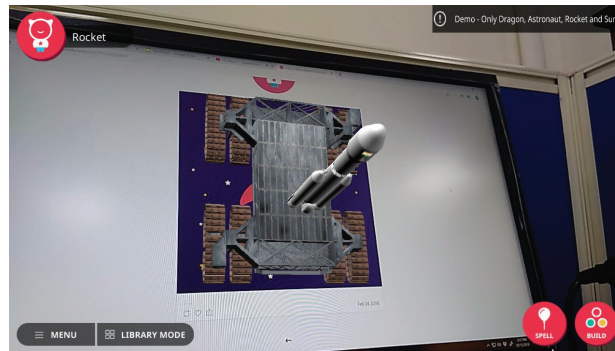
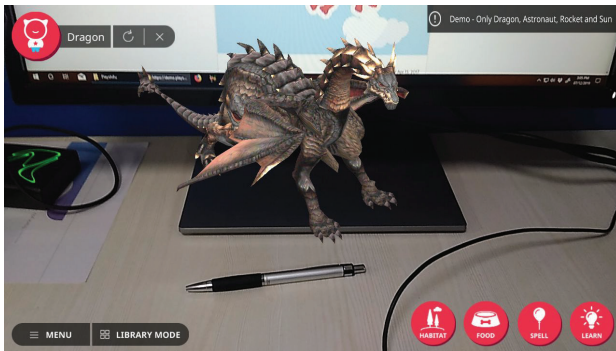




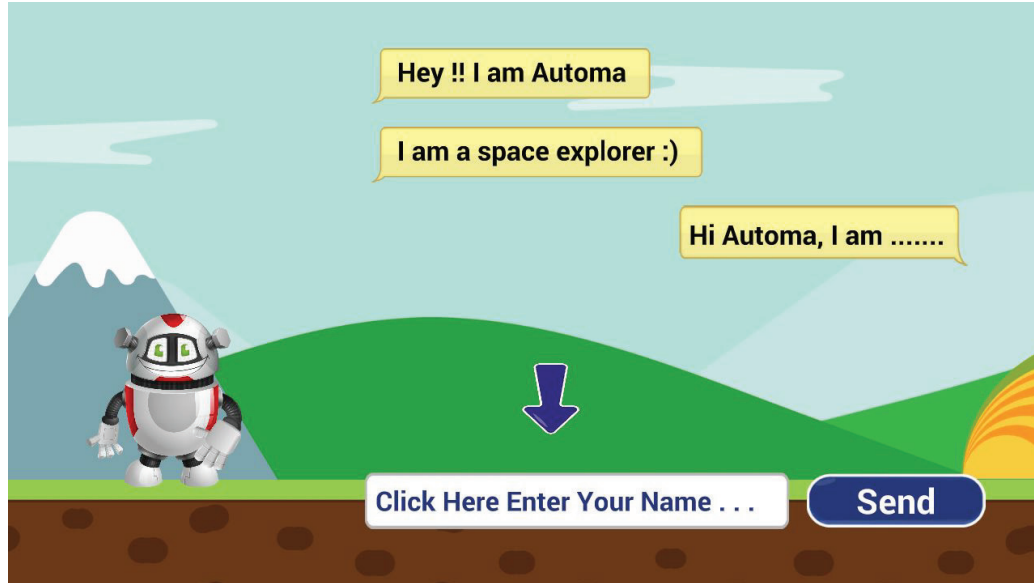
- For AR instructions visuals used for information is minimal, the instructions are text based. Either the company did it assuming that, the target customers are familiar with this and would know how to use it. Or they took an informed decision based on demographic research.
- The scanning graphics has text instruction about how to hold the phone and where to place the card
- Buttons
 - Library mode (opens 3D mode)
 - Menu - Help (opens email app with shifu customer support details), Screenshot (Takes a screenshot without the UI elements and saves it to a dedicated directory)
 - Logo (works as a back button, also gives a constant reminder that this product is made by playsimple- it is a risky thing to do, as during the trail, any form of bad experience would reflect on the brand. Assessment of this risk, in terms of potential benefit and and loss is required and shall provide good insight about the impact of product)



- There are 4 options for trail, this is fairly balanced in quantity and amount of experience required for inviting customers to buy the products.
- Each of the trail mode has different interactive buttons e.g. dragon has food, spell, habitat and learn. This shows the dynamic nature of overall experience.
- The objects can be rotated along vertical axis to manipulate



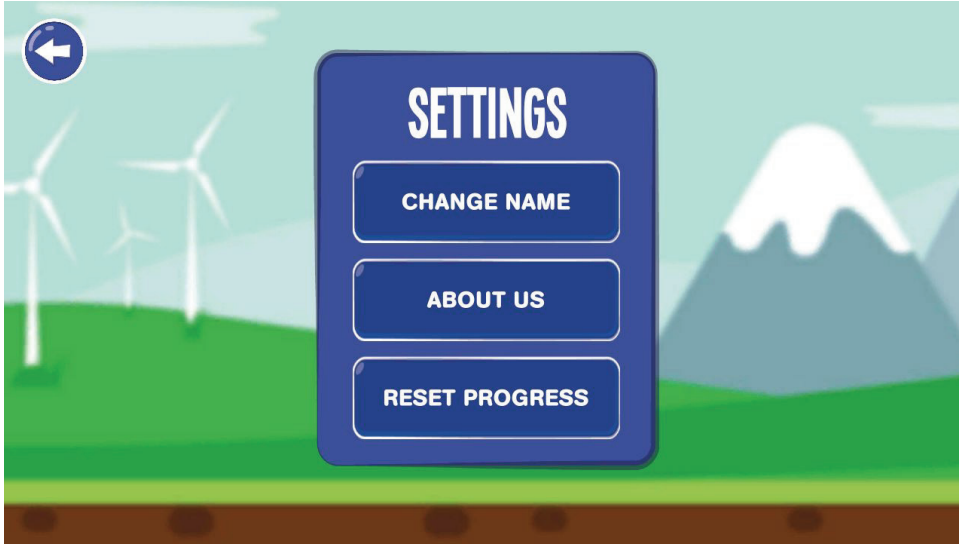
2. PlayAutoma



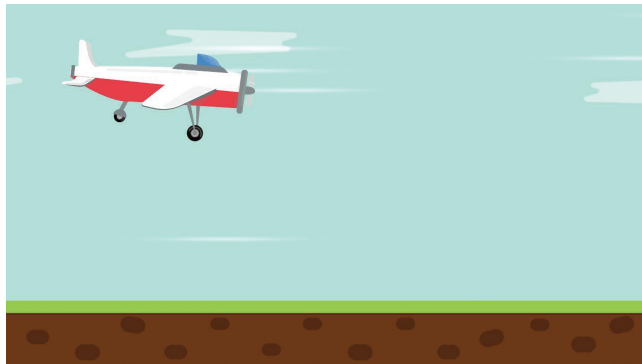
- Landing page/Home-page has settings, toggle sound, email and exit option

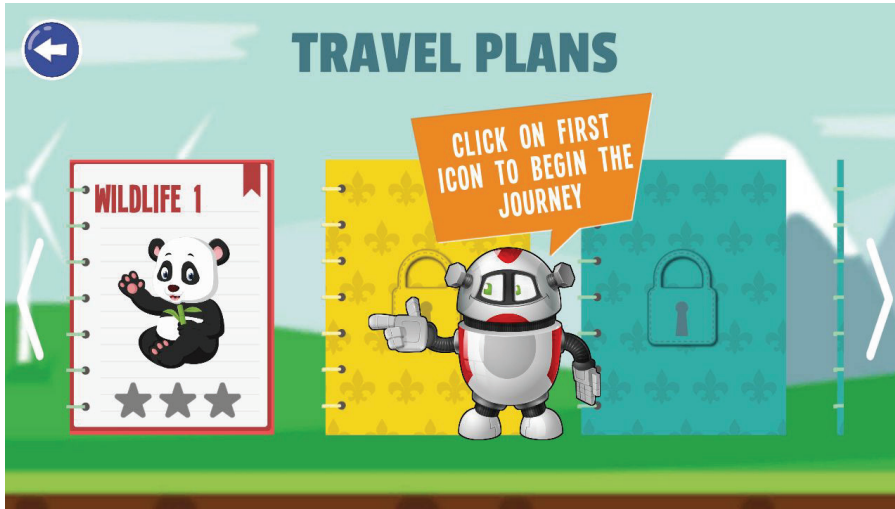
- Chatbox on-boarding, a robot character introduces and asks for users details. It is lengthier than fill-out onboarding. Friendly/Relatable experiences, are appealing to kids. (The parents go through the on-boarding and not the kids-research required)





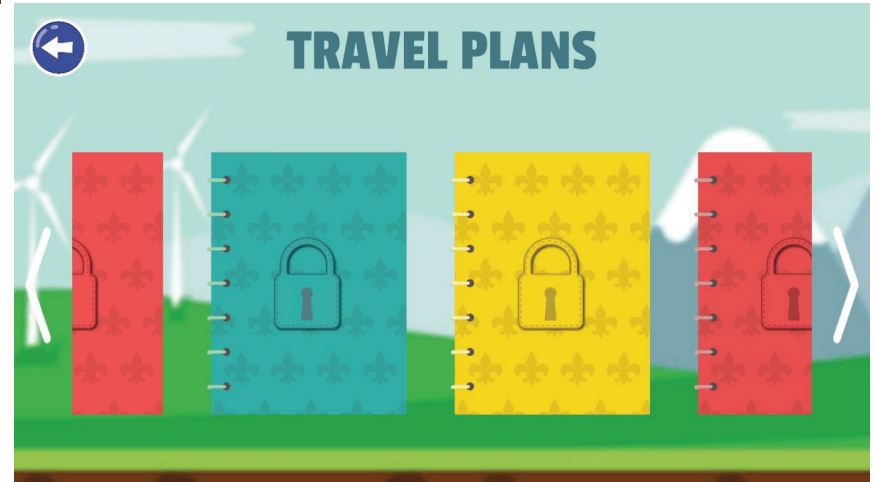
- Settings menu - Change name, about us, reset progress
- Loading page has the same element as used in previous screens, familiarity makes people comfortable and hence breeds liking





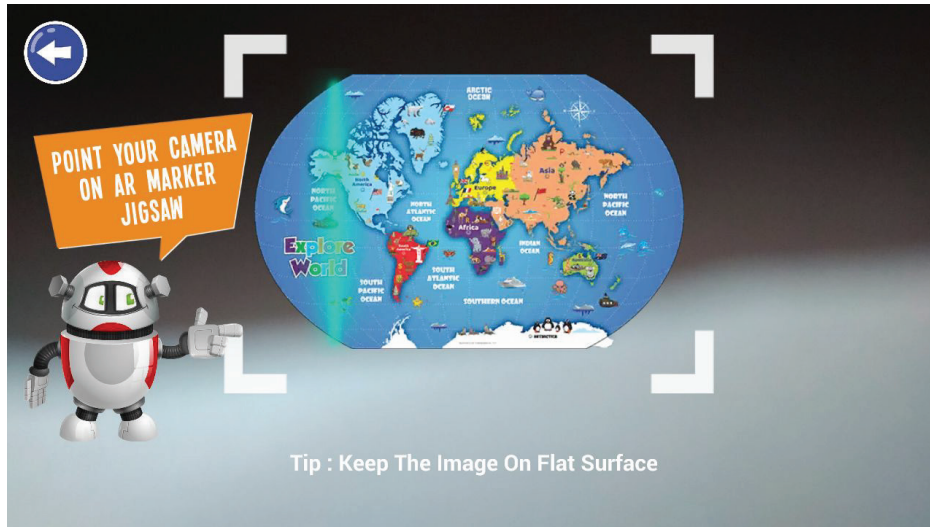
- Content menu has a series of content, and one of them is open to interact while the rest of them are locked. Impromptu instructions using the robot character helps users to understand easily.

- The context of 'Journey' remains similar across the app, these are expressed through similar themed elements, headers

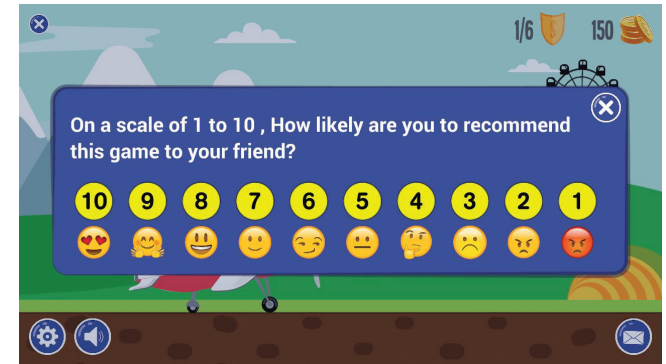




- Video tutorial - detailed tutorial with dummy of original scannable image



- Tip and scan graphic on the scanning page



- In app customer feedback, ask the likeliness of recommendation

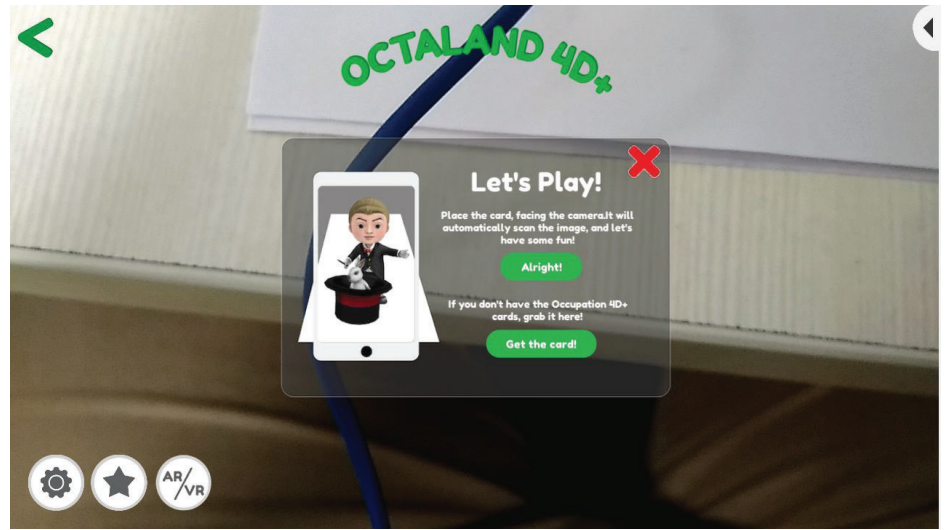
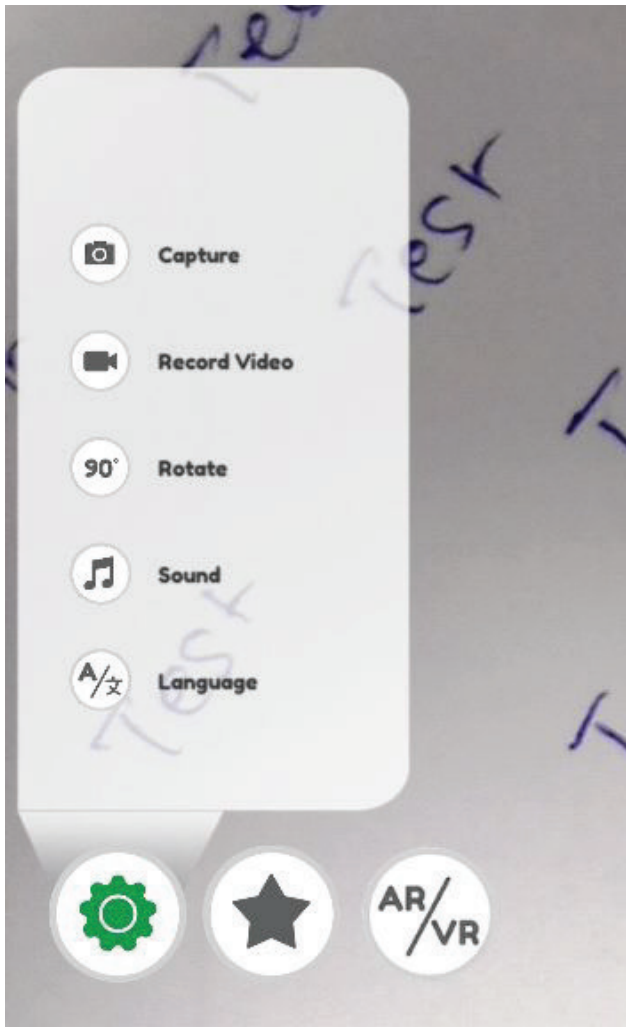
Hello!

Choose one of these Octaland products to start...

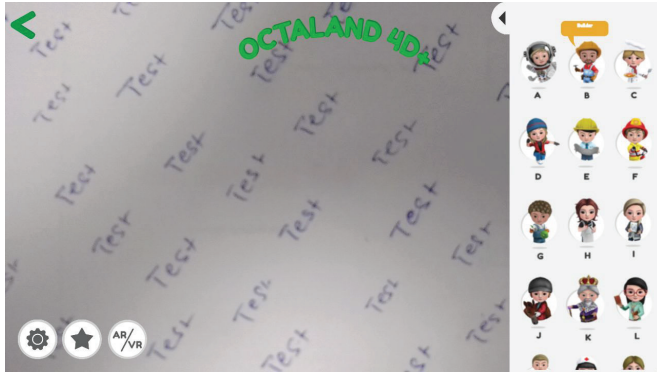


START

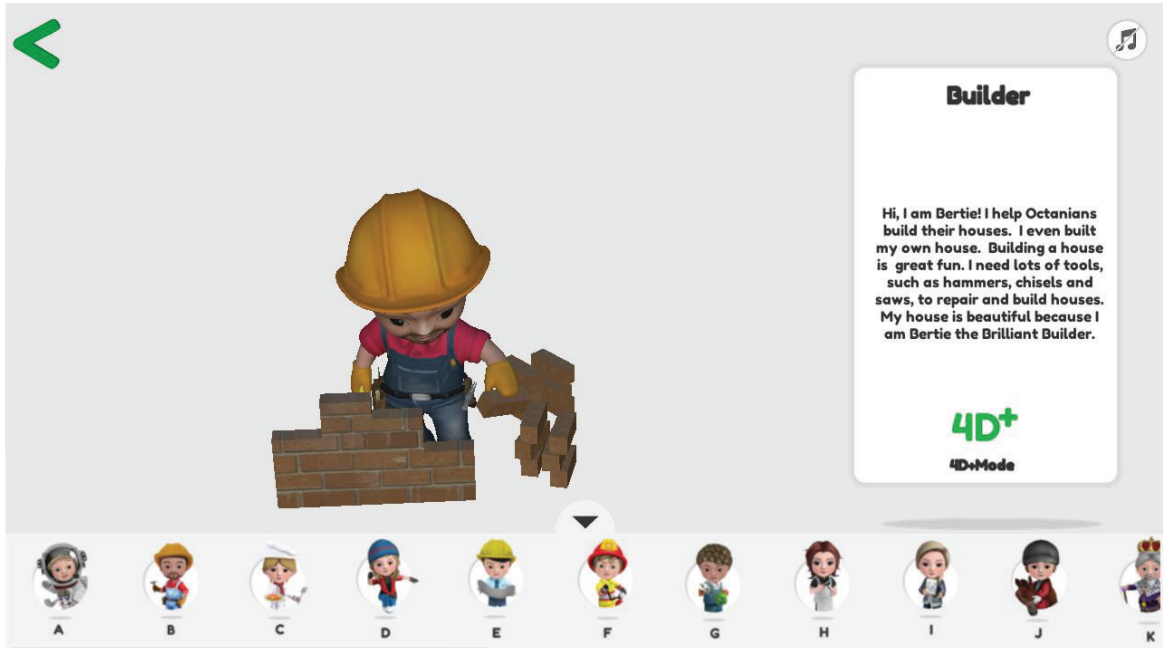
- No login required, directly opens the homescreen
- 2 options in homescreen, selecting any of those puts a frame over it, then pressing the start button takes inside the content



- AR screen - Instruction is shown with a still image and placed as a pop-up window in the screen with text based instructions
- Contains, Settings (multiple camera and screenshot options, language, sound), AR/VR (asks to enter serial number), Star (coloring activity). The actions do not resemble the name and icons, firstly creating a mis-lead and trying to force the user to remember the things



- Access to 3D library from AR screen
- 3D models can only be seen and facts can be learnt about them by reading the supporting text, no other means of interaction available.



4. BBC civilizations

BBC

CIVILISATIONS

BBC

CIVILISATIONS

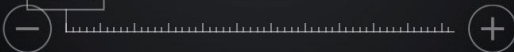
- Responsive UI (orientation doesn't limit the experience)

Tap and hold the artefact

SKIP



1.00x



SEE REAL SIZE

Pinch the artefact to scale it. Swipe it to rotate

SKIP

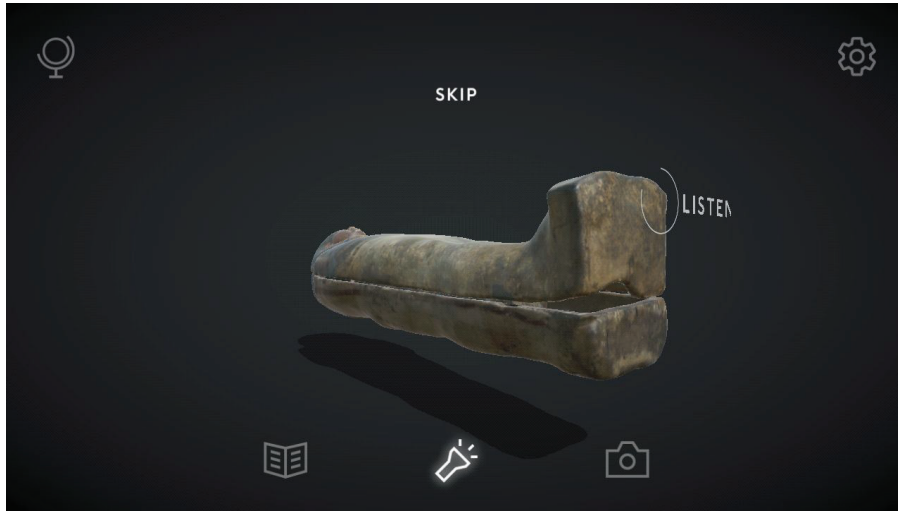


1.49x



SEE REAL SIZE

- Interactive tutorial - a stepwise interaction with the object to make the user familiar with the possibilities
- At every step, only the UI elements which are relevant for interaction at that step are present.



- Information about any object is categorised into 2 segments, Interactives or hidden to be found by the user, and brief and descriptive text.
- UI elements are placed with the models/objects in 3D space
- Screenshot button is in the front
- One 3D object in the home-screen, that is interactive in the similar way as shown in the tutorial. User can manipulate it to select various content.

5.



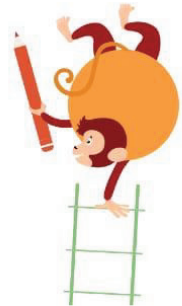
- Theme of the app is distinct and clear from the beginning
- All the required customer details are asked in one page, no option to login or signup
- Responsive UI - buttons or physically interactive elements doesn't shows up until the required task is completed

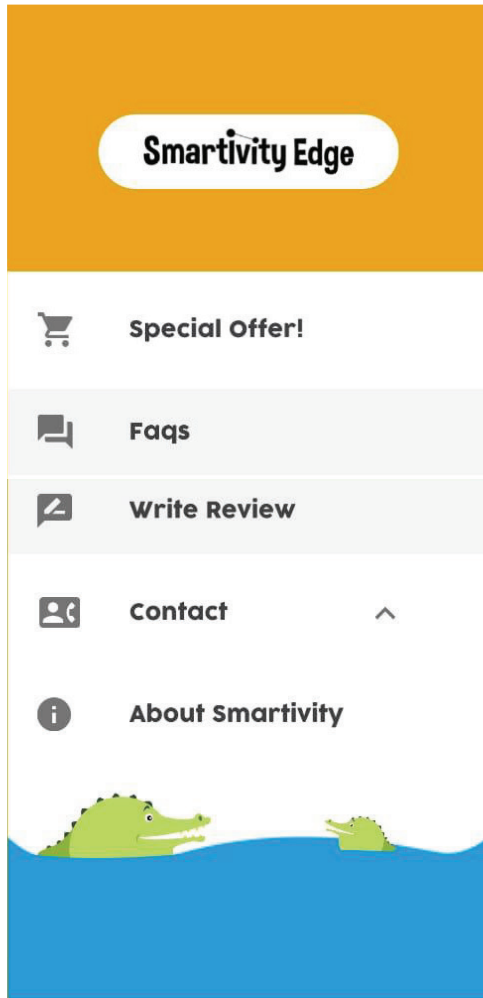
Please fill the details to access

 **Name** _____

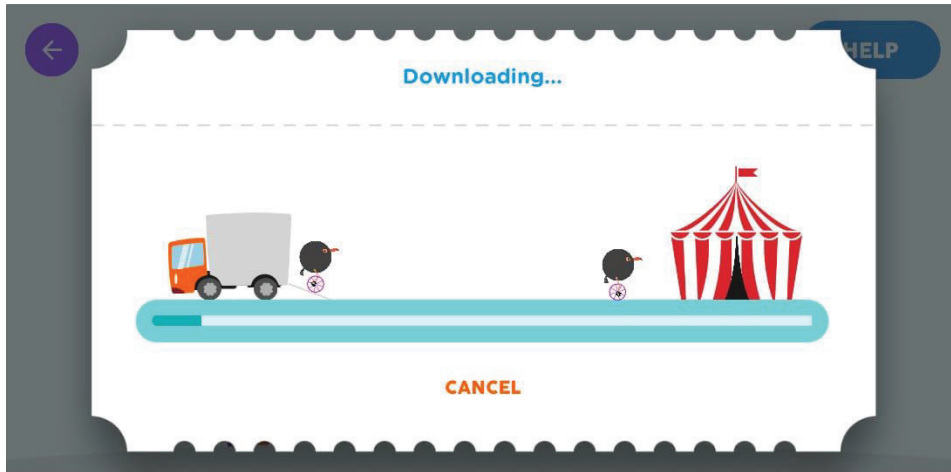
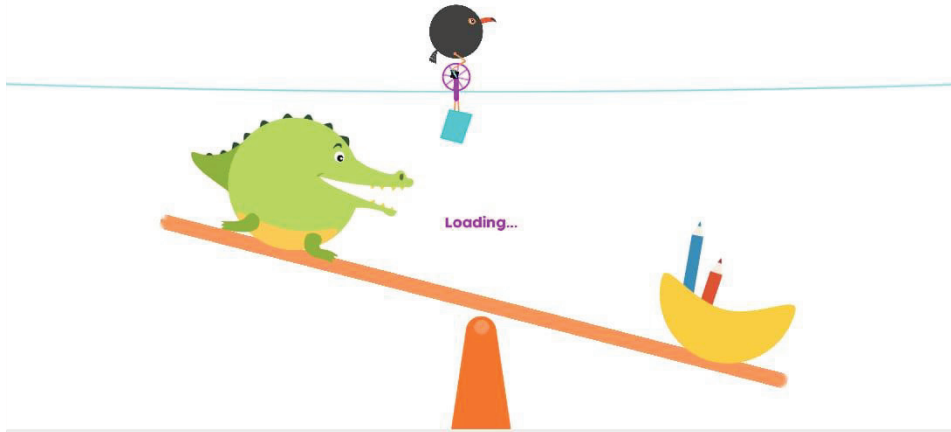
 **Contact number** _____

 **Email** _____





- All the elements and interactions are around the same theme, there is homogeneity
- How to play stays on the home screen, along with music toggle and menu



- Loading and downloading screens are visually and conceptually good
- Applause for completing an activity, acts as a simple reward



HELP

PUZZLE

MEMORY GAME

COLOURING BOOK

MATCH THE SHAPE

TAP THE DOTS

- Dissimilar content page creates confusion

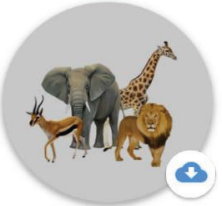
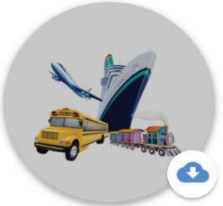
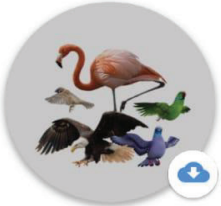


COLOURING SHEET

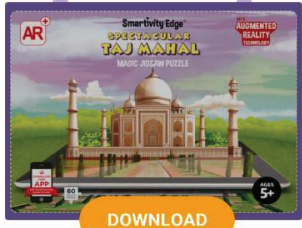
HELP



HELP



DOWNLOAD

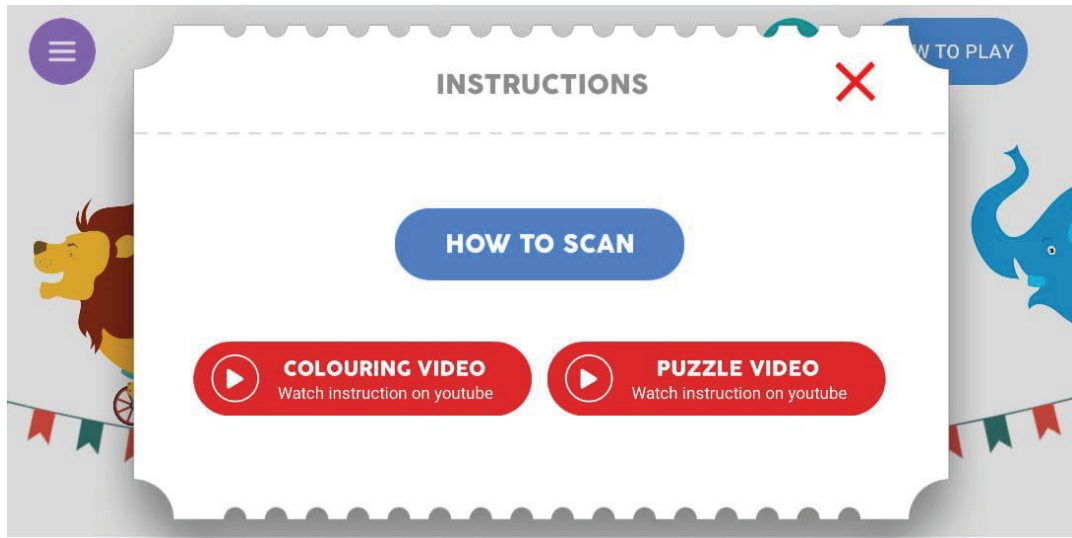


DOWNLOAD

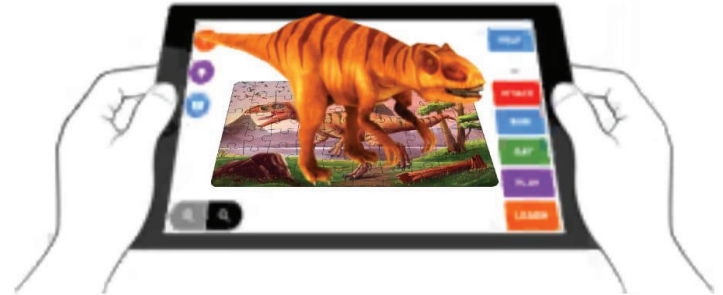
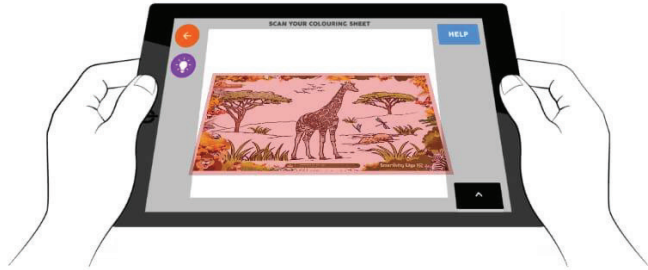


DOWNLOAD





- Options for various type of tutorial, link to watch video in youtube
- Almost original images for tutorial
- The steps text overlaps with the background UI making it difficult to read or interact with either of them



End of presentation