



Concept presentative

AI FAIRYTALES

Inhoud

- Onderzoek
- Concept
- Moodboard
- Wireframe



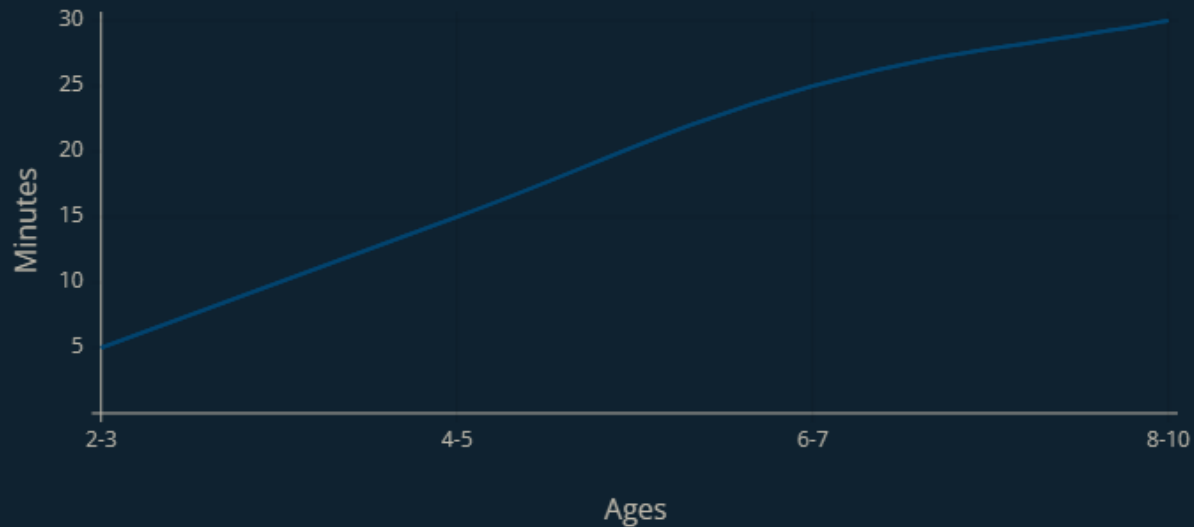
Onderzoek – doelgroep

- Leeftijd 2 tot 8 jaar
- Ouders, verzorgers
- Mensen uit ons onderzoek, lezen alleen boekjes
- Kinderen kijken mee

Onderzoek – doelgroep

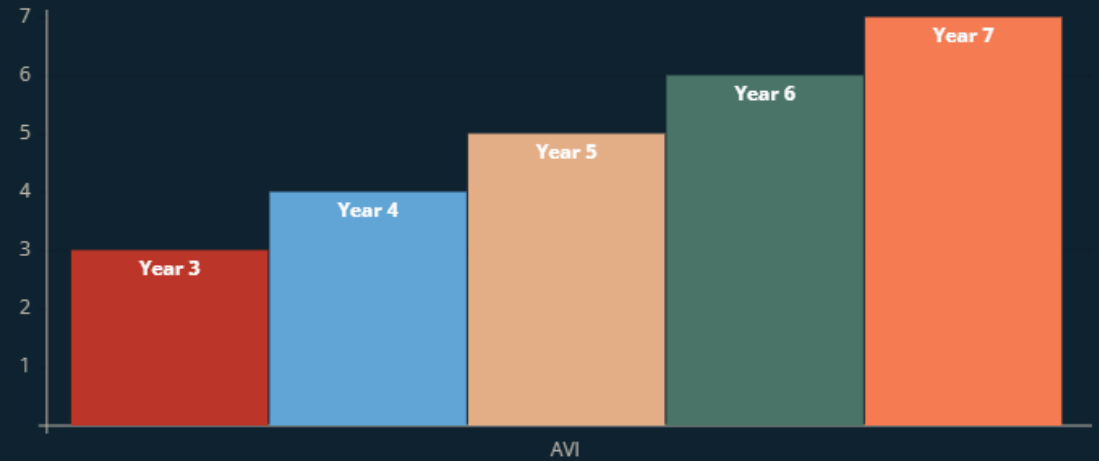
Attentionspan

In minutes per age



AVI Level

Per school year



Onderzoek - personas



Lizzy

About me

- 6 years old
- Female
- Primary school, group 2
- Only child, mom&dad
- Reading level, AVI M3

Characteristics



Interests

- Reading books
- Playing with friends
- Playing games
- Dragons
- Castles
- Fairytales

Bio

Lizzy is a spontaneous girl, who likes to read books, when it is bedtime she and her mom or dad read bedtime stories together. Sometimes the stories get a bit boring, and Lizzy wants to use her own imagination.

Goals

- Read more books
- Using my own fantasy
- Playing games
- Spending time with mom and dad

Devices

- Ipad
- Phone
- Computer

Screentime under supervision

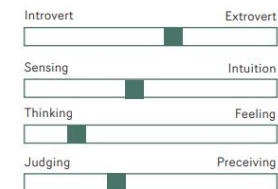


Rob

About me

- 30 years old
- Wife, 2 children
- Accountant
- 9 - 17 job

Personality



Frustrations

- Too many books
- Stories are not educational
- Prices for the books
- Children do not know what story they want to be told, choosing between already read books

Bio

Rob is a dad of 2 children, who get bedtime stories every night, the books they have, are already read multiple times, he wants to tell the children new stories, but he does not have any imagination.

Goals

- Spend time with the children
- Reading stories to children
- Quick bedtime story

Devices

- Ipad
- Phone
- Computer

CONCEPT

Concept

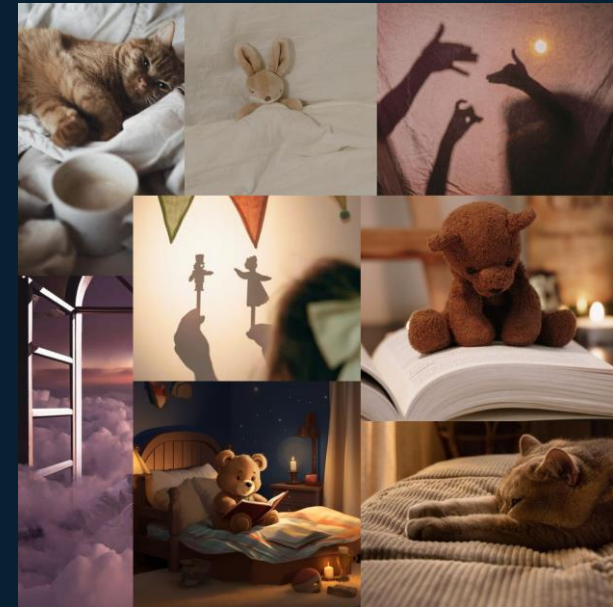
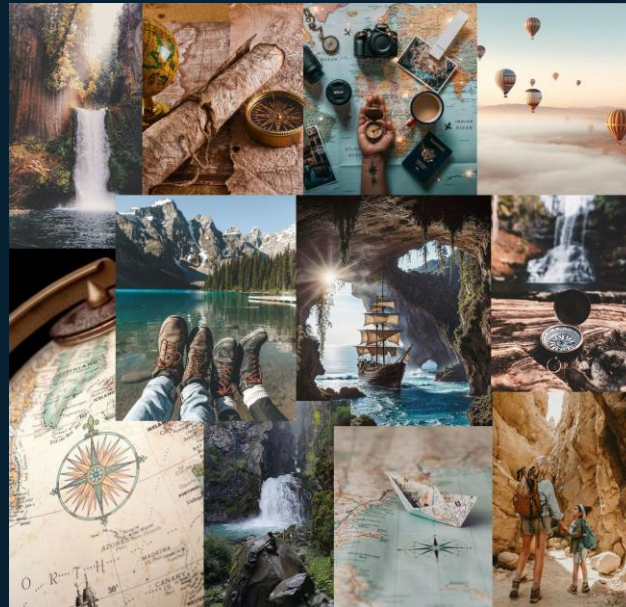
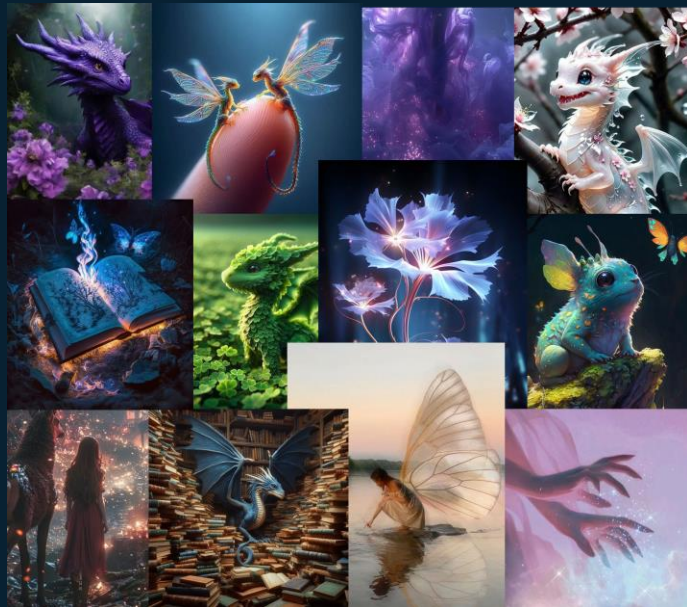
- WebApp
 - Tablet / desktop

Onderdelen

- Keuze maken in verhaal
- Karakters/verhalen opslaan
- Karakters/ verhalen zelf samenstellen
- Account

MOODBOARD

Moodboard



WIREFRAME

<https://www.figma.com/design/XSD1dgKBU6fPBHD3aok8Cm/AI-fairytales?node-id=0-1&t=57m8xL4OuEm6NZ3j-1>

Hoe verder

- Branding
- Mockup
- Prototyping
- Developing

