

# Em Story

---

Beth Cornell



# Project overview



## The product:

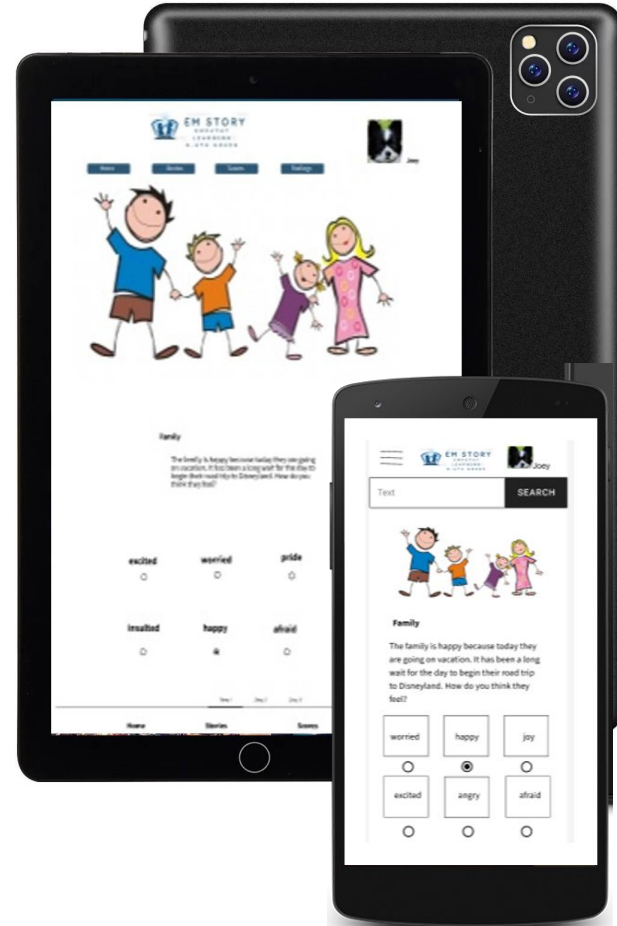
Em Story is a digital story for children k-6 grade to learn about empathy. It allows students to make choices and experience consequences in a safe way.



## Project duration:

I have been working on this project for 3 months.

The total duration of the project has not been specified. It will be ongoing over the next year at a minimum.



# Project overview



## The problem:

There was not a way for students to learn about empathy in an emotionally safe way.



## The goal:

The goal of this project is to get students involved with empathy on a daily basis. They can learn and experiment through Em Story and find new ways to connect with their peers, teachers, and parents.

# Project overview



## My role:

I am the lead UX designer on this project. I also was involved with the user research and usability testing.



## Responsibilities:

My responsibilities included wireframing, prototyping, leading brainstorming sessions, usability testing, analysing results of testing, and iteration of the design based on outcomes of testing.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



The user research for this project was conducted as a moderated group. The users were all within the appropriate age group, with similar traits to those we identified as needing this training.

Some of the things that were learned early on were that we needed to have more feelings words and also a glossary for the students to reference. Many of the students did not know how to express their feelings. We added a process of reflection at the end of the stories.

# Persona 1: Marcia R

## Problem statement:

Marcia R is a kindergarten student who needs empathize and listen to her peers because she wants to be successful in class and play with her friends.



**Marcia R.**

**Age:** 6

**Education:** Kindergarten

**Hometown:** Buckly, Indiana

**Family:** Lives with Mother,  
one brother age 8

**Occupation:** Student

*"I don't understand why my friends don't want to play with me. I sometimes don't want to share or play by the rules."*

## Goals

- Successfully completing kindergarten
- Reducing conflict with peers.
- Playing with peers without fighting.

## Frustrations

- "Noone to play with."
- "I can't find a partner during partner share reading."
- "My teacher gets frustrated with me because I am off task."

Marcia struggles with cooperative play. She is a bright student but fails to connect with her peers. She is often disruptive due to lack of following directions. She is nonverbal some of the time.

## Persona 2: Jose C

### Problem statement:

Jose C is a High School student who needs to be less reactive in class because his academic success depends on his ability to empathize..



**Jose C.**

**Age:** 15  
**Education:** High School  
**Hometown:** Overton, California  
**Family:** Lives with Mom and Dad, two siblings - sisters ages 12 and 7  
**Occupation:** student

*"I find it hard to finish high school. I have no motivation."*

### Goals

- Finding ways to stay motivated.
- Using technology responsibly by finishing tasks.
- Successfully finishing my courses.

### Frustrations

- "Being tracked on technology."
- "Feeling rushed to get my work done every day."
- "I sometimes have difficulty using apps due to slow internet connections."

Jose has a lack of motivation to finish high school. He has a volatile temperament and will quickly escalate when confronted with his own behavior. He doesn't turn work in on time and some classes he skips.



# Competitive audit

My team learned that there are different segments of the population that these apps and stories aren't addressing - making things more diverse and inclusive will only make the act of learning about empathy more universal.

## 6. Competitors' strengths (List)

They all have spent a lot of time making the games and stories fun and appropriate to the age groups.  
Two of the games are set up in a similar flow to how I want my app to function.

## 7. Competitors' weaknesses (List)

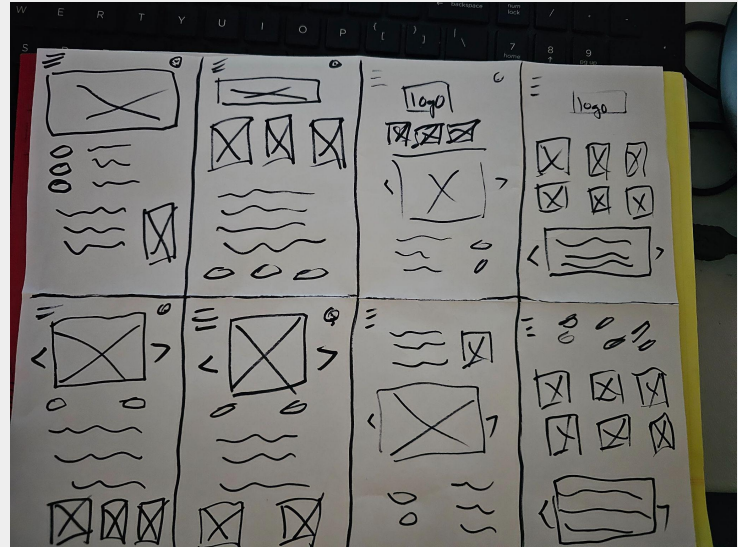
There are always ways to make stories better.  
There could be more choice and consequence built in.

## 8. Gaps (List)

My app will strictly address empathy learning. Some of these apps and stories focus on academics first.

# Ideation

I used crazy 8's for ideation about this project.





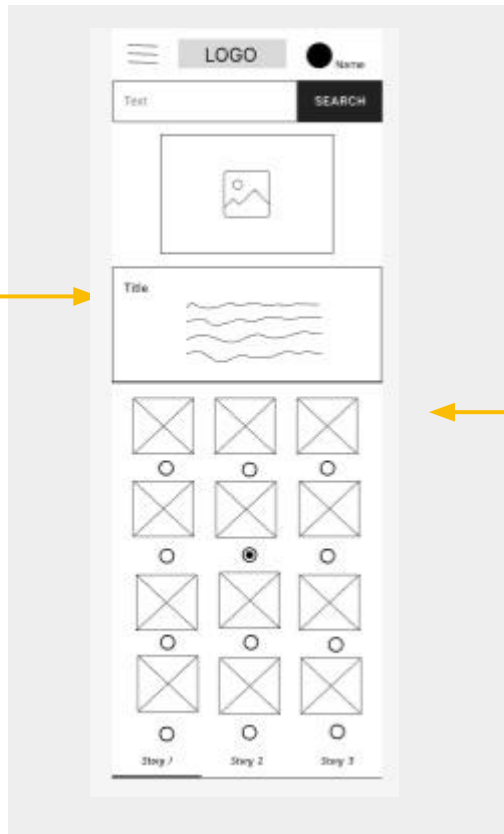
# Digital wireframes

The wireframe created the opportunity for peer review.

My team added more feelings words to help provide more choices and refine the experience for the user.

Text for the story was added under the hero image. This provides more information about the story.

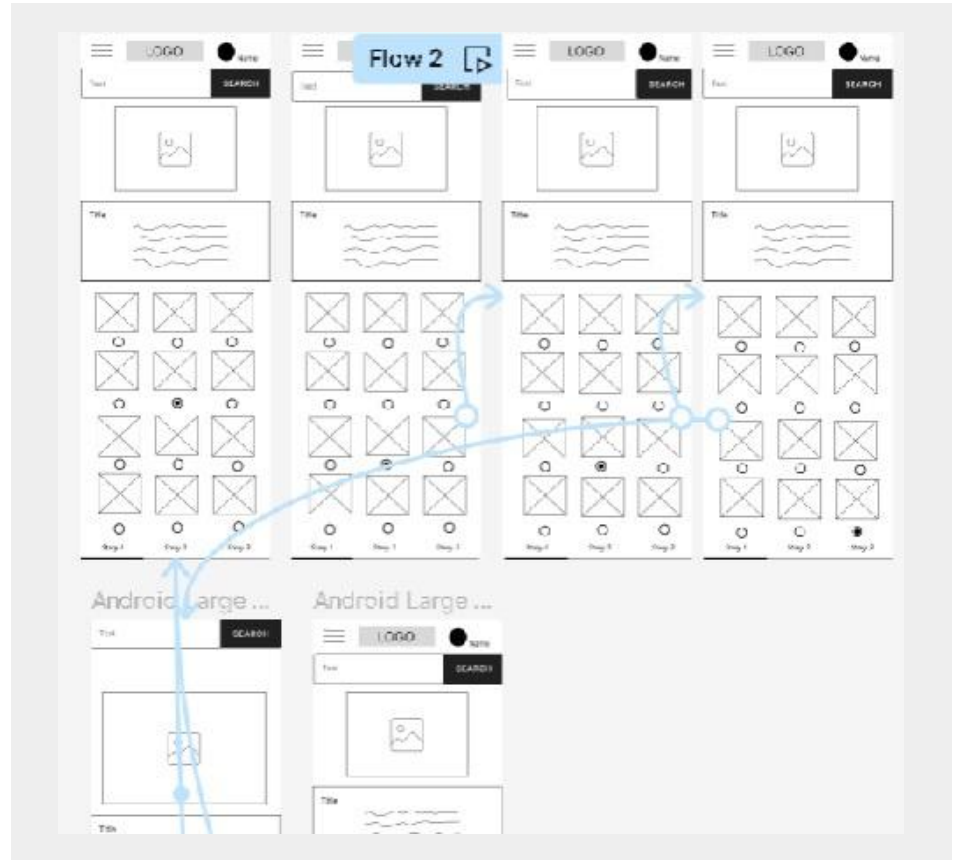
The text of the story provides additional information to the image (hero image at top)



More words were added to provide a narrowing of feelings and more choices.

# Low-fidelity prototype

The initial user flow prototype and usability study revealed areas that needed improvement.



# Usability study: parameters



## Study type:

Moderated usability study



## Location:

Classroom, Arcadia Elementary



## Participants:

7 participants



## Length:

20-30 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Finding

There needs to be more choices presented.

2

## Finding

Movement ahead is restricted based on the choice made, participants must make a choice.

# Refining the design

---

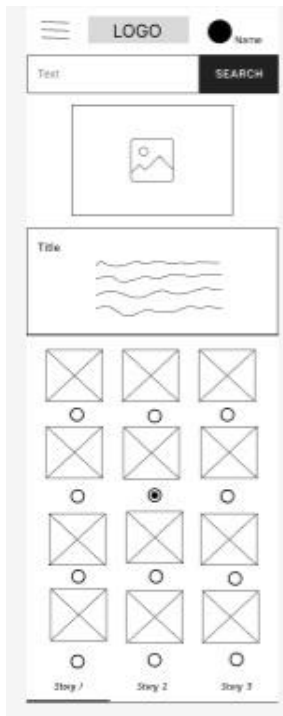
- Mockups
- High-fidelity prototype
- Accessibility



# Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study



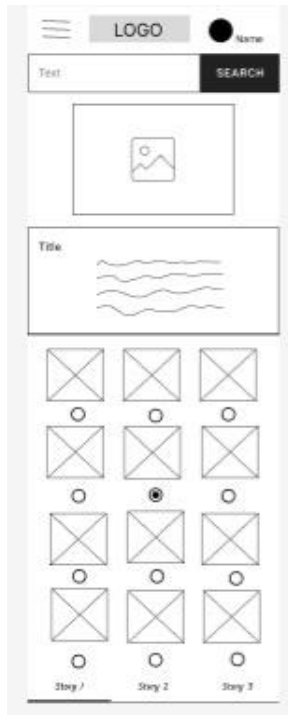
After usability study



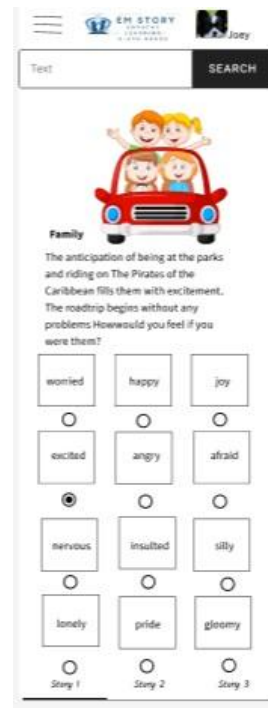
# Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]










Before usability study



After usability study

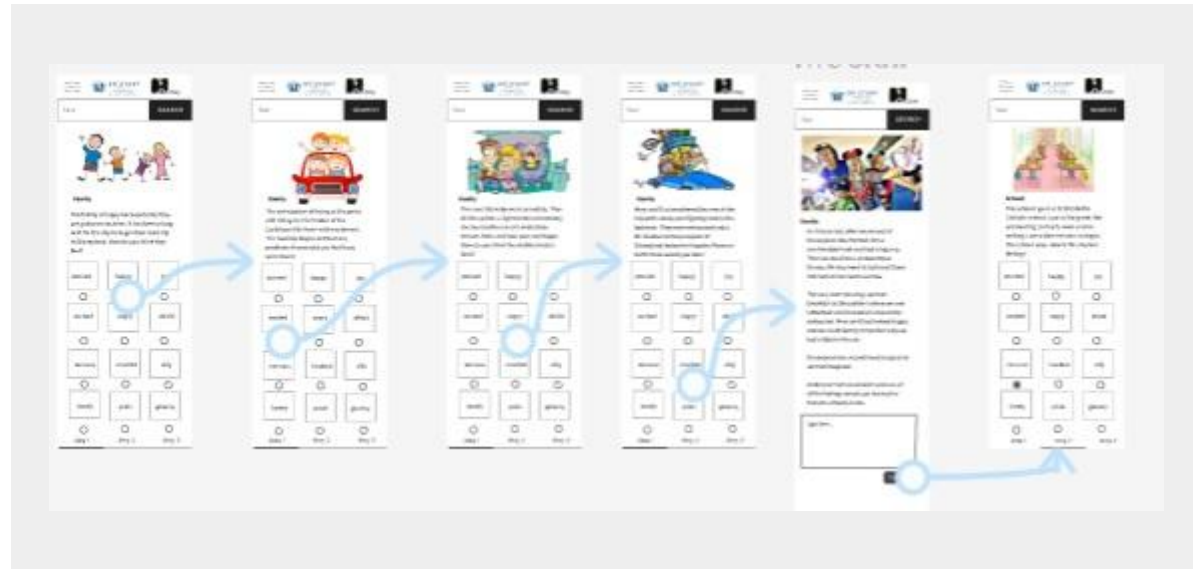


# Mockups

 	 	 																																																																								
Text <input type="text"/>	Text <input type="text"/>	Text <input type="text"/>																																																																								
SEARCH	SEARCH	SEARCH																																																																								
																																																																										
<b>Family</b>	<b>Family</b>	<b>Family</b>																																																																								
The anticipation of being at the parks and riding on The Pirates of the Caribbean fills them with excitement. The roadtrip begins without any problems. How would you feel if you were them?	The next 100 miles went smoothly. Then all the sudden a light broke out between the two brothers and it made baby scream. Mom and Dad were not happy. How do you think the middle brother feels?	Mom and Dad weathered the rest of the trip with conky and fighting kids in the backseat. They were exhausted and a bit insulted at the prospect of Disneyland being the Happiest Place on Earth. How would you feel?																																																																								
<table border="1"><tr><td>worried</td><td>happy</td><td>joy</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>excited</td><td>angry</td><td>afraid</td></tr><tr><td><input checked="" type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>nervous</td><td>insulted</td><td>silly</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>lonely</td><td>pride</td><td>gloomy</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr></table>	worried	happy	joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	excited	angry	afraid	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	nervous	insulted	silly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lonely	pride	gloomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<table border="1"><tr><td>worried</td><td>happy</td><td>joy</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>excited</td><td>angry</td><td>afraid</td></tr><tr><td><input type="radio"/></td><td><input checked="" type="radio"/></td><td><input type="radio"/></td></tr><tr><td>nervous</td><td>insulted</td><td>silly</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>lonely</td><td>pride</td><td>gloomy</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr></table>	worried	happy	joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	excited	angry	afraid	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	nervous	insulted	silly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lonely	pride	gloomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<table border="1"><tr><td>worried</td><td>happy</td><td>joy</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>excited</td><td>angry</td><td>afraid</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>nervous</td><td>insulted</td><td>silly</td></tr><tr><td><input type="radio"/></td><td><input checked="" type="radio"/></td><td><input type="radio"/></td></tr><tr><td>lonely</td><td>pride</td><td>gloomy</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr></table>	worried	happy	joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	excited	angry	afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	nervous	insulted	silly	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	lonely	pride	gloomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
worried	happy	joy																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
excited	angry	afraid																																																																								
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
nervous	insulted	silly																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
lonely	pride	gloomy																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
worried	happy	joy																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
excited	angry	afraid																																																																								
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>																																																																								
nervous	insulted	silly																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
lonely	pride	gloomy																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
worried	happy	joy																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
excited	angry	afraid																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
nervous	insulted	silly																																																																								
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>																																																																								
lonely	pride	gloomy																																																																								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																																																								
<input type="radio"/> Story 1	<input type="radio"/> Story 2	<input type="radio"/> Story 3																																																																								

# High-fidelity prototype

For the high fidelity prototypes, my team and I implemented changes from our user and peer feedback. The choices were expanded as was the story sentences.



# Accessibility considerations

1

The text is part of the accessibility. The pages are written to be easily read by a text to voice program.

2

The color choices are part of the accessibility, Using contrast and color, makes the pages easier to see and read.

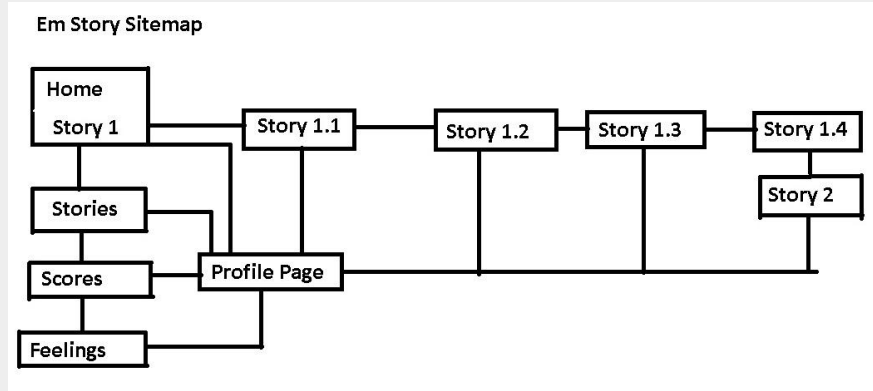
# Responsive Design

---

- Information architecture
- Responsive design

# Sitemap

Goal: To provide a linear flow, for ease of transition between storylines and stories.



# Responsive designs

The design was made to scale up to tablet size. It will be used in the classroom on tablets.





# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

The impact has yet to be realized, however, within the small pool of students using EM Story the data is positive. Students are learning empathy in a safe environment and are able to transfer the skills they're learning in their own environments.



## What I learned:

I learned about the differing levels of comprehension and like/dislikes between the age groups that this app serves.  
I learned so much about working with a team and learning a team.

# Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

# Let's connect!



I am available via Zoom for a virtual meeting to discuss this project or another.  
Contact 602-309-1915  
[beth@bethcornell.com](mailto:beth@bethcornell.com)