

While using ABCmouse.com, the child will go through those core ongoing experiences.

At Library, Select Avatar Page

At School, Get Started Page.

At Home Change User Pop Up

At Home Change User Pop Up

School Paid or Subscription?

Yes

No

My Lessons

Learning Activities

Map

Zoo

Farm

What's New?

Featured Activities

Things to Do

My Learning Path

Classroom

Change User

Printables

About Me

Most clicks

Least clicks

Limited access for only teacher assigned lessons

22.3%

5.9%

4.5%

6.5%

10.6%

7.5%

13.1%

29.6%

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**Learning Path**

- Login Account
- Save Progress (sign up)
- Learning Path Activities
- Tickets
- Add Favorite
- More Game
- Shopping
- Fun Facts & Quiz
- End of Lesson Prize
- Certigicate

**About Me**

- My Avatar: 18.8%
- My Room: 13.8%
- My Hamster: 15%
- My Pet Park: 16.9%
- \*My Tickets: 6.9%
- \*My Stats: 2.8%
- \*My Files: 3.4%
- \*My Favorites: 3.4%
- \*My Lessons: 8.1%

**Classroom**

- Subjects: 39.6%
- Learning Path: 13.8%
- Letter Train: 1.5%
- Objects Activities: 2.3% Avg
- Basics: 1.8%
- Printable: 1.1%

**Shopping**

- Theater: 33.3%
- Clothing: 18.9%
- Toys: 17.4%
- Pets: 17.1%
- Furniture: 13.4%

**My Aquarium: 10.9%**

Diagram illustrating the relationship between Website Experience and Social Media:

- Social Media** (Top Circle):
  - Youtube
  - Commercial
  - Social Media
- Website Experience** (Bottom Circle):
  - Learning
  - Achievement
  - Entertainment

A double-headed vertical arrow connects the two circles, indicating a reciprocal relationship. A horizontal line extends from the left to the midpoint of this arrow.

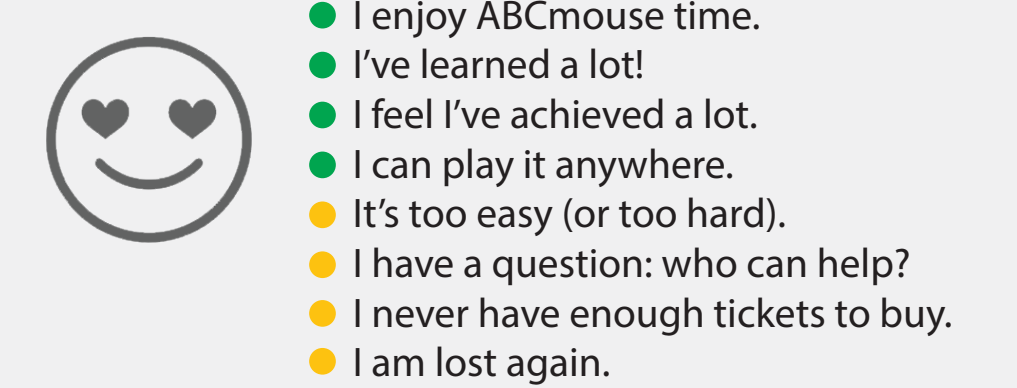
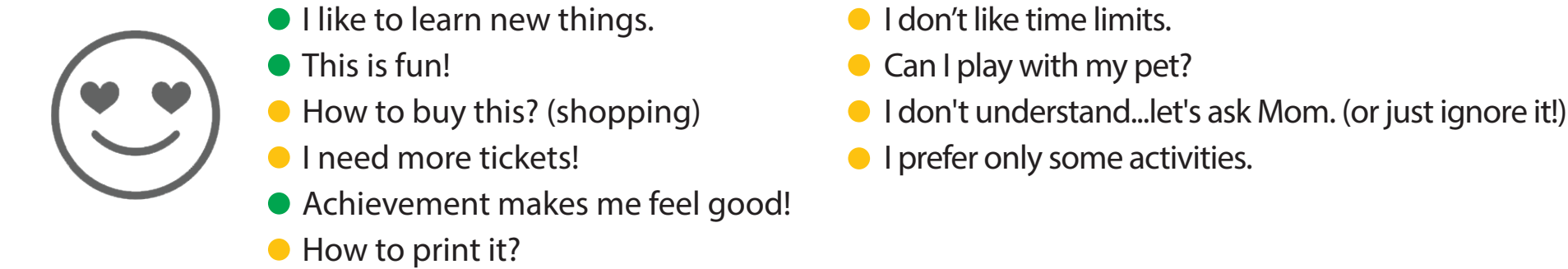
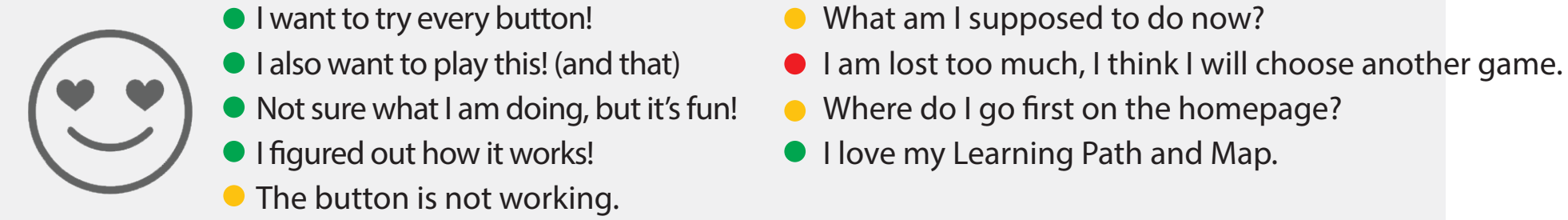
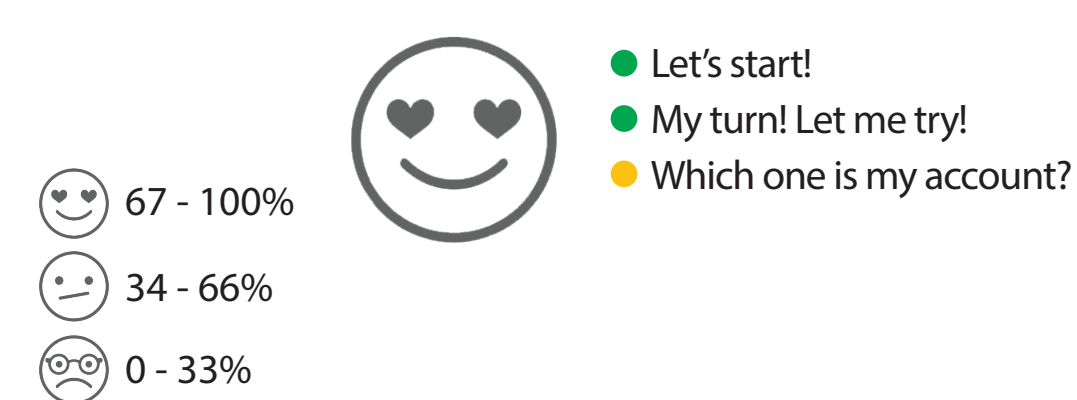
\*Not available for library users

Login

## Exploring (Build up General Experience)

## Core On-Going Experience

### Post Experience

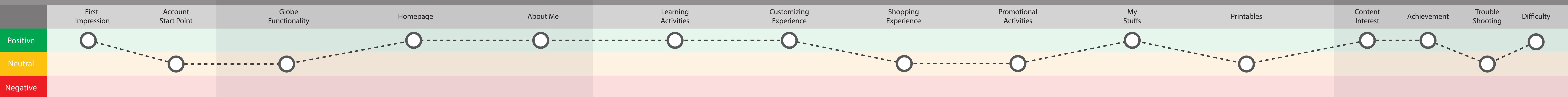


Login

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## Opportunities

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- For children at home, after login, we should start ABCmouse.com with a child selection page (pop-up) just like the select student page at school.
- For students at school, revise the select student process (get started page)

- When idle, guide children to recommended content.
- Make "Homepage" and "About Me" more active by adding animations in a loop on idle.

- Make My Learning Path the primary focus, followed by Classroom on Homepage.
- Expose different activities by relating content periodically around themes.
- Simplify the homepage by eliminating "Thing to Do" and "Featured Activities".
- Give different treatments to "What's New."
- Revise economy and lower price (tickets) of some items.

- Enhance extrinsic motivator (ticket). Let them know how much an activity is worth before playing.
- On My Learning Path, let them see what the gift will give them.
- Apply scaffolding game technique to ease kids into the gameplay. On My Learning Path, present one feature at a time.

- Learn more on "About Me" with real ABCmouse.com users test. Which of those features do they understand and use?
- Offer adaptive games so children are continually challenged and engaged.

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