



New ABCmouse Learning Path
Conceptual Presentation



Project Objectives and Goals

- Improve overall users' engagement with the content
- Encourage users to return and continue their progress



Inspection of Current Learning Path

Some things that might need to be improved



- Users lack a overall vision that crosses all Levels and lessons
- Extremely long progress that keeps users in a static stage
- Repeating patterns that cause users to get bored and tired quickly
- Users need to be more into the environment
- Essential motivation more than Item/Ticket rewards



What can we change to make it better?

New ABCmouse Learning Path Concepts

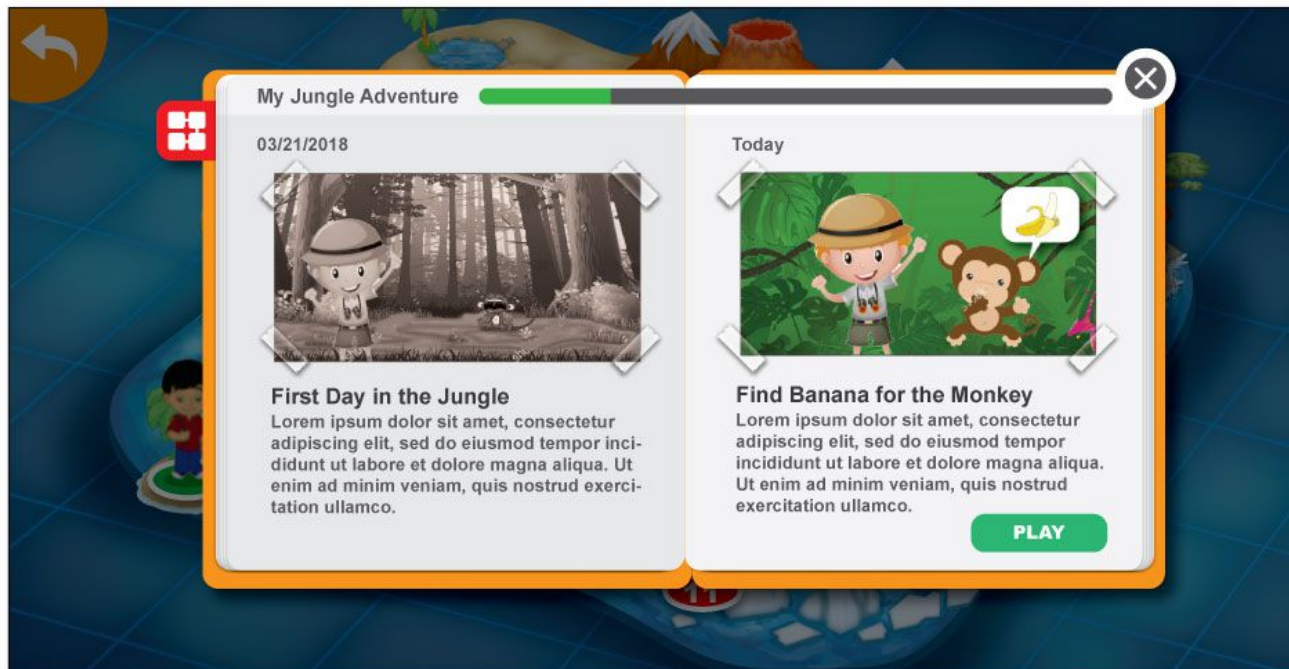
First, have users land on a big-scale map screen that includes all 11 environments (levels).



Each environment (level) will have an Adventure Journey Book for users to click on.



An Adventure/Journey Book is a user's diary that records their adventure and progress in one Environment (level).



Each page will be presented as one lesson. Users are not just reading a story; they are in the story.

Wrap a level with an environment-related story, and make each lesson an interesting small episode.



When starting a new episode (lesson), there will be storying and ask users to reach the last spot on the path to continue.

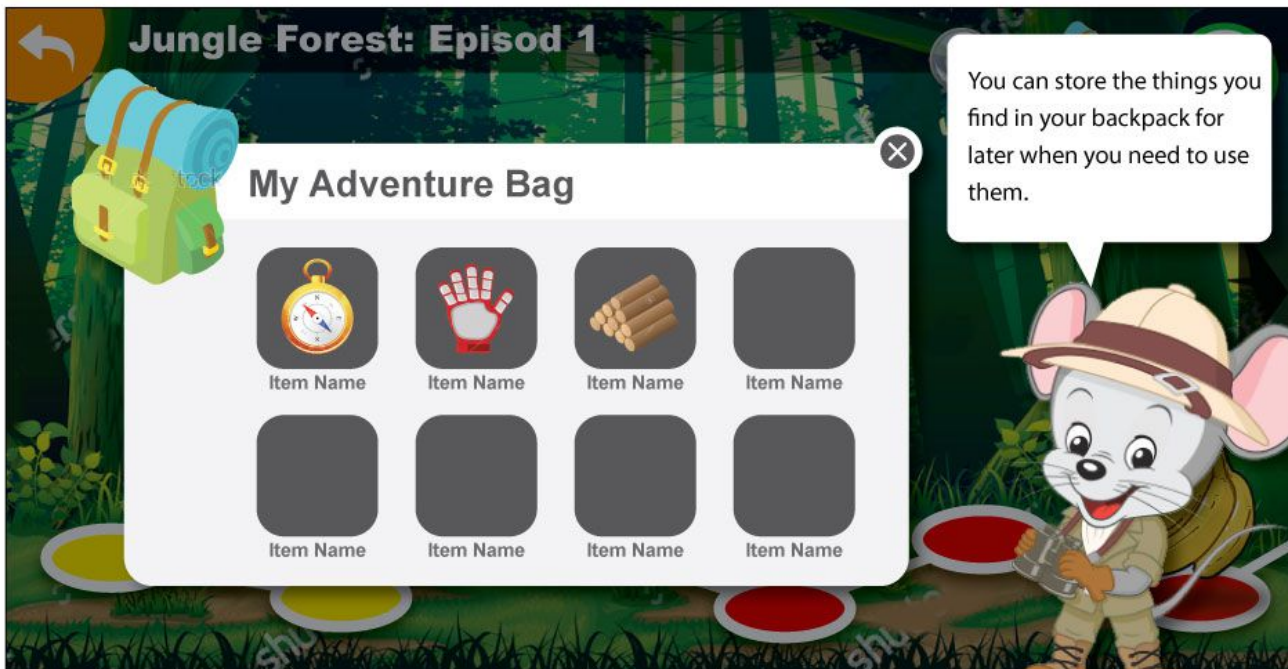
Shorten each episode (lesson) and make it achievable in one-day-visit



Each episode (lesson) should have less than 5-7 required activities for users to accomplish. Allowing users to keep moving on their story/path is more important than asking them to do many activities.



Users can also find or obtain in-game (environment-related) elements/items during a lesson.



While the story moves on, at a certain point, users may be asked to use an in-game element they have saved.

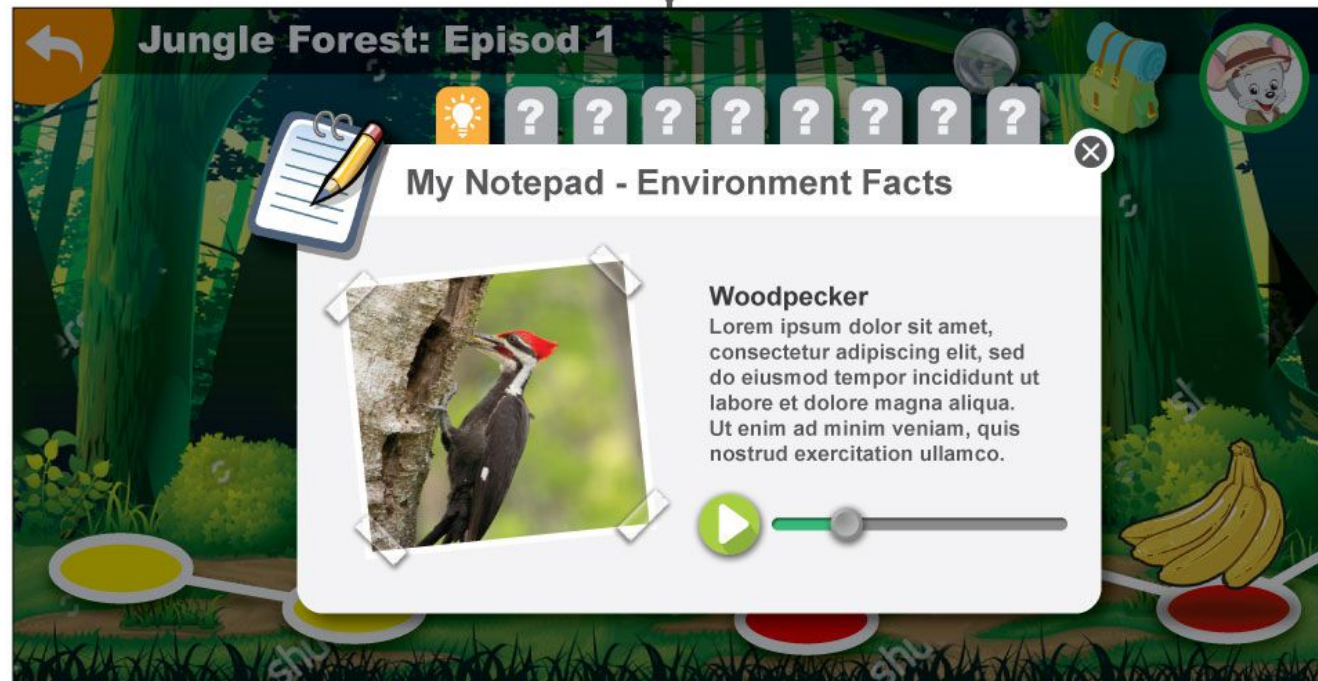
Episode (Lesson) in-progress Screen - Tap on the Magnifier Icon



Finding the Hidden Animals - Users Move the Magnifier Above the Screen



When a hidden animal is in the Magnifier for 1 Second



My Notepad (Environment Facts) will show up with Audio Play Automatically.

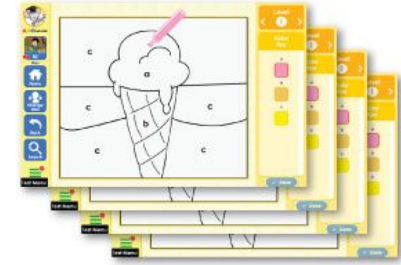


Driving Users Move Forward

Short and Achievable Required Activities

Episode/Lesson
Small Quest

Learning
Activities



Level
Environment

Users Reach the Destination
Trigger New Episod Story



Environment
Exploration
(Facts)

In-Game
Collectable
Elements

Increasing
Users' Engagement
with the Environment

Extra Education
Content with Fun

