

## DESIGN PLAN

**Course Name:** Human-centered Interactive Design (ITGM 723 OL)

**Project Title:** Ad Lib Factory - *the ad lib story app for Droid*

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### Concept Introduction

#### *Summary*

Mad Libs-inspired application for Android phones.

#### *Background*

Since their first appearance in the 1950's, Mad Libs-style puzzles have been enjoyed by people in many age groups. With analog books, friends would take turns asking for certain types of words and filling in the blanks of a story, ultimately reading aloud a nonsensical, entertaining passage for the enjoyment of both parties. In addition to simple enjoyment, Mad Lib-style activities have also appeared in educational settings to encourage learning the structure of sentences.

#### *Application Details*

With modern technology, users could theoretically enjoy these types of ad lib story activities without having a friend present, either working solo or using existing phone networks to collaborate on a word activity with a friend at a distance. As a sort of social perk, users could even share their favorite results with their friends: "Check out this one I did the other day... it's priceless!"

#### *Current Market*

There is currently an app ([Nonsense](#)) that mimics very short Mad Lib-like activities (product name, slogan, etc.) but so far nothing covers the fun of a full paragraph-length ad lib story experience.

There are a few different apps for creating and saving your own custom Mad Lib-like stories from scratch, but these are exclusively limited to user-generated content.

Overall, the Android Market (the Android equivalent of the Apple App Store) is quite open to an application that delivers a library of ad lib story activities.

#### *Monetization*

To reach the widest available audience, this application could be a free download, financed by in-app advertising, and/or simply priced at 99¢ without internal advertising.

In terms of the lifespan of the product, new story packages could be released regularly and sold as additions. Packages could be released for popular holidays or themes, to play into user interests at the time. The order in which the program asks for certain types of

words could be shuffled each time to encourage replay value.

### **User Goals**

- Choose a new ad lib story from the list of available activities
  - Clearly discern which activities have been completed before and which are new to me
- When prompted, easily enter a word in the text field using the QWERTY keypad or on-screen virtual keyboard
  - If unfamiliar with the grammatical term (such as “noun,”) touch the underlined term for concise pop-up containing the definition and an example
- View the end results of my ad lib story with the ability to zoom in or out for comfortable reading
  - Quickly and easily save or share my ad lib stories when I am done

### **Target Audience**

**Age Range:** 10 to adult

**Education Level:** completed most of elementary school: basic literacy, basic grammar comprehension

**Tech Comfort Level:** moderate (is able to use basic applications on the Android phone)

**Other Products Used:** Android Market, texting/SMS, other game or entertainment applications (such as WordWise or Wordfued)

### **Personas**

#### **Persona #1**

**Name:** Susie

**Age:** 10

**Occupation:** grade school student

**Income Level:** parents are upper middle class

**Education Level:** about 4<sup>th</sup> grade: basic literacy and grammar comprehension

**Personal Background Information:**

Susie isn't allowed to have her own smart phone yet, but she is a tech-saavy kid who enjoys games and entertainment.

**Reason for Using the Product:**

Susie occasionally gets to play with her parents' phones when waiting for an appointment or other down time. Her parents feel that word puzzles are a great way for her to practice language and reading skills, and it's a great way to keep her busy when they're out and about. Like most children her age, Susie has a basic understanding of grammar but is still sometimes confused by terms like “pronoun,,” so the hint pop-ups are very useful.

## **Persona #2**

**Name:** Ted

**Age:** 38

**Occupation:** retail

**Income Level:** upper middle class

**Education Level:** completed some college

**Personal Background Information:**

Ted works at a local store in the mall, enjoys the latest technology in cell phones, and likes to joke around with his coworkers. He purchases quite a few different types of apps for his phone and enjoys gaming with his friends.

**Reason for Using the Product:**

Ted occasionally uses the app on his down time, simply to pass the time, because it's nostalgic and amusing to him. However, if he 'authors' a story of particular comic genius, he's sure to share it with his coworkers and have a good laugh. Since Ted is a frequent buyer of apps and services, he's always quick to buy the newest content and share his newest ad lib story creations. If experiencing down time at a social gathering, sometimes Ted will pull out this app to offer up as a group activity.

## **Persona #3**

**Name:** Marge

**Age:** 67

**Occupation:** homemaker

**Income Level:** upper class

**Education Level:** high school diploma

**Personal Background Information:**

Marge is one of those grandmothers who enjoys new technology because it allows her to connect with her family. She loves using Skype to talk to grandkids out of state and playing free network games with them on her phone.

**Reason for Using the Product:**

Marge predominately uses this app because it's free, she can enjoy it with her grandchildren, and it promotes healthy cognitive stimulation for them all. When waiting for dinner to be ready, she often pulls out the app so they can complete a quick story and have a laugh. With her family that lives a distance away, Marge enjoys collaborating and sharing with the app's networking features.