Learn with Noah!
A Learning App for 2 – 4 Year Olds
High Concept
By Teresa Mardel
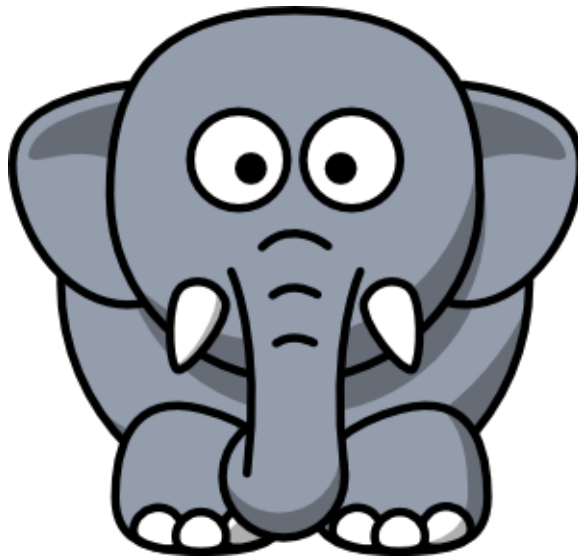
Index

High Concept Statement

Join Noah and all his animals in the ark as they teach you to count from 1 to 10. Learn Numbers, shapes and help Noah take care of all the animals. With bright colours and fun sounds any pre-schooler will love to learn!

Vision

Learn with Noah is aimed at children between the ages of 2 and 4. It will teach numbers from 1 to 10, along with colours and shapes in an interesting and interactive way. Children will learn shapes as they help Noah to build the Ark, learn animal names and sounds as they help Noah to put the animals into the ark; and pair animals together to send them in 2 by 2.

Features

- Fun mini-games to teach pre-schoolers.

- Learn simple shapes by dragging and dropping into the correct shaped hole to finish building the Ark.

- A fun and friendly Noah will talk to the children to guide them and inform them what to do.

- Children will be taught colours as they help Noah to paint the Ark. Using simple touch gestures to pick a colour and paint.

- Learn animal sounds and types as they are paired up ready to go into the Ark two by two.

- Learn numbers 1 to 10 as you count the animals into the Ark.

- Swipe to help Noah navigate and avoid obstacles as he sails the flood.

- Match animals with their habitats in their new homes.

Background

Based on the popular tale of Noah's Ark originally from the bible, children will experience this story in a new fun and interactive way.

The story sees Noah build an Ark and populate it with 2 of every kind of animal, in order to avoid a flood that will soon envelop the whole earth. He stayed in the Ark with his family and all the animals until the flood waters subsided and then set up home anew upon the new dry land.

Player Motivation

Kids will love to learn through the variety of mini-games that Learn with Noah has on offer. From the main menu screen, Noah will guide the learner in exactly what to do.

First the player must help Noah to build the Ark. They are presented with the Ark, which has different shaped holes in its side. To the left hand side of the screen will be a group of shapes and the player must drag and drop them into the correct shaped hole. They are constantly praised by Noah as they get correct answers and sounds will play to keep the learner involved.

The player will progress through a series of mini-games that will teach them all about the story of Noah's Ark as well as all the other things pre-schoolers love to learn, including numbers, shapes, colours, animal types and noises.

Genre

Puzzle

Secondary Genre

Puzzle

Target Customer

Ipad, Tablet and Smartphone users who are parents of pre-schoolers aged between 2 and 4 years old.

Competition

There are many learning apps available on the market that provide many different learning opportunities. Learn with Noah will offer a complete solution offering a range of different lessons, all presented in a fun and naturally progressive way.

Unique Selling Points

- Discover the tale of Noah's Ark while learning.

- Learn by playing mini-games.

- Learn with Noah will utilise easy touch and drag and drop actions, easily performed by the target customer.

- Features 6 unique mini-games, each teaching a different topic.

- A fun and friendly teacher in Noah.

- 10 different types of animals and their noises.

Target Hardware

iOS and Android Tablets and Smartphones.

Design Goals

Easy to use: Players should never be at a loss with what they should be doing. Learn with Noah will provide clear and concise instructions in the form of easily understood onscreen prompts.

Entertaining character: Noah will be in the corner of the screen at all times to provide encouragement, reward and support.

Colourful and captivating graphics: Pre-schoolers respond well to bright colours and cute animal characters. Learn with Noah will feature cartoon like animals that will capture their imaginations.

A fun learning experience: Learn with Noah aims to be fun for children to play as a game, as well as teaching them the basics.

Characters

Noah is an old man on a mission. With his staff and long beard, he must save all the species of earth.

Noah will be on screen every step of the player's journey. He will tell the story of his journey and instruct the player on how to play each mini-game. When the player gets a correct answer he will congratulate them and if they are not quite right he will provide encouragement and support to send them in the right direction.