GeoQuest

RESEARCH AND SELF INITIATED PROJECT

Vedanti Pawar

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OVERVIEW AND RATIONAL

GeoQuest is an immersive educational game that makes learning geography exciting and engaging. With features like Story Mode, Local Cuisine Challenges, and AI-Powered Hints, it takes students on a global adventure, teaching them about cultures, landmarks, and languages. GeoQuest inspires curiosity, fosters cultural understanding, and bridges the gap between theory and real-world application, making it an invaluable tool for schools seeking to inspire exploration and learning in their students.
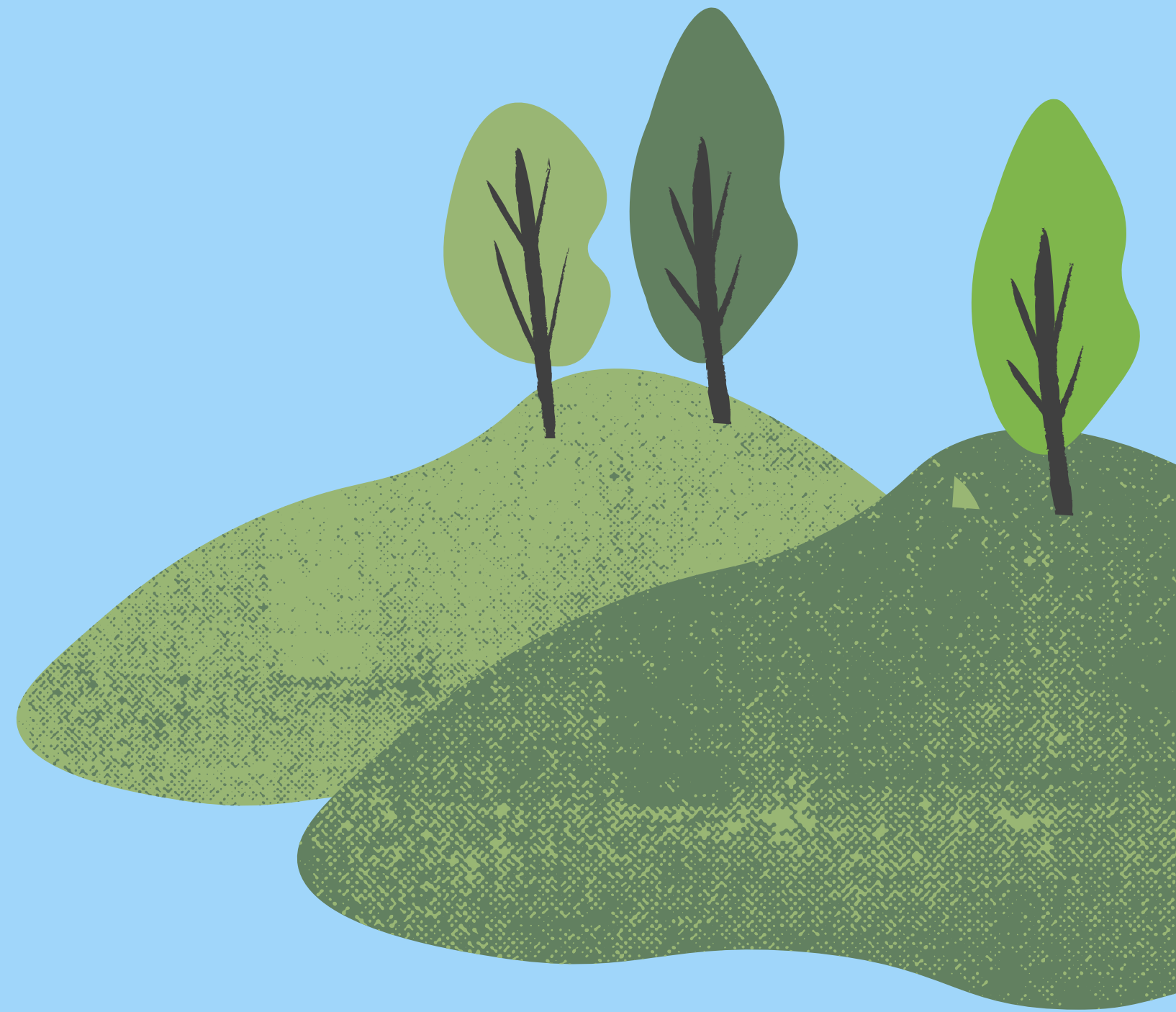
PROBLEMS

Traditional geography education lacks engagement and relevance for students.
Rote memorisation fails to connect with real-world applications.
Students struggle to understand the relevance of geography to their lives and global interactions.

SOLUTION

GeoQuest offers an innovative and immersive approach to geography education.
Features like Story Mode, Local Cuisine Challenges, and AI-Powered Hints make learning engaging and fun.
Focus on practical application bridges the gap between theory and real-world understanding.
Inspires curiosity, fosters cultural understanding, and empowers students to become global citisens.
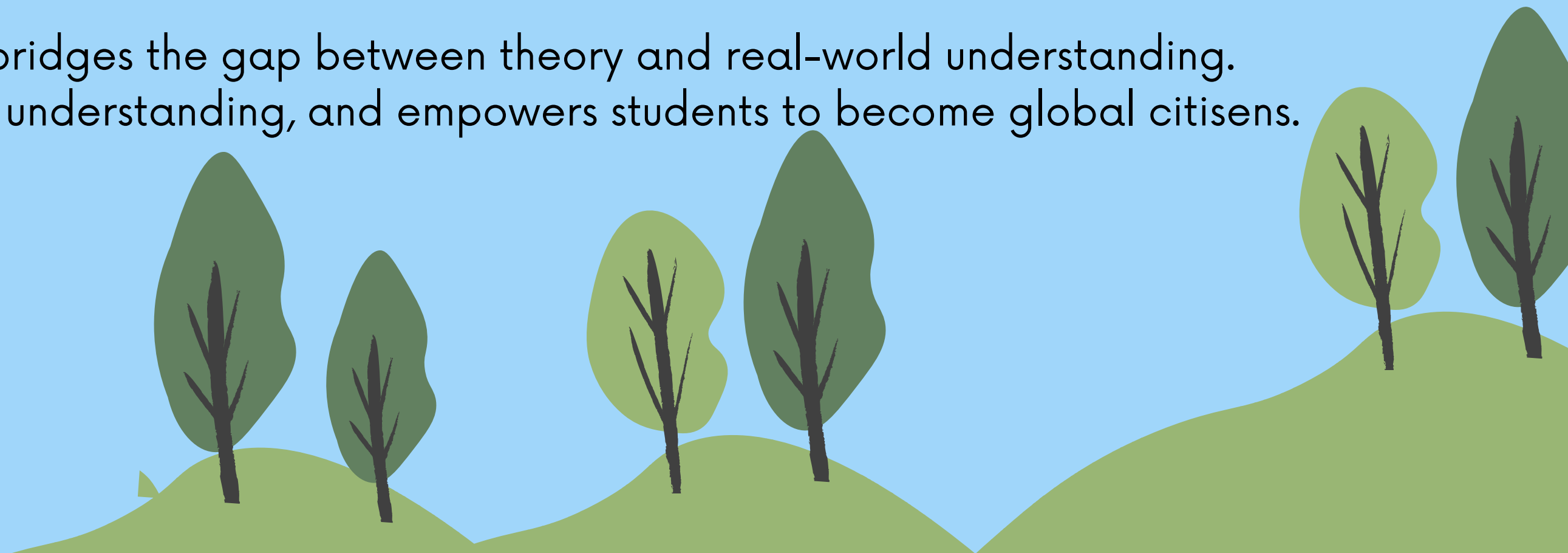
DESIGN STRATEGIES

1. Engagement through Immersion: Utilise immersive storytelling and interactive gameplay.

2. Relevance and Real-World Application: Connect theoretical knowledge with practical skills.

3. Personalisation and Adaptability: Provide AI-powered personalised hints and customisation options.

4. Interactivity and Exploration: Encourage active participation and discovery.

5. Feedback and Progress Tracking: Offer immediate feedback and progress monitoring.

6. Inclusivity and Diversity: Celebrate global diversity and avoid stereotypes.

7. Collaboration and Social Learning: Facilitate cooperative gameplay and knowledge sharing.

8. Accessibility and Usability: Ensure intuitive interface and accessibility across devices.

MIND MAP
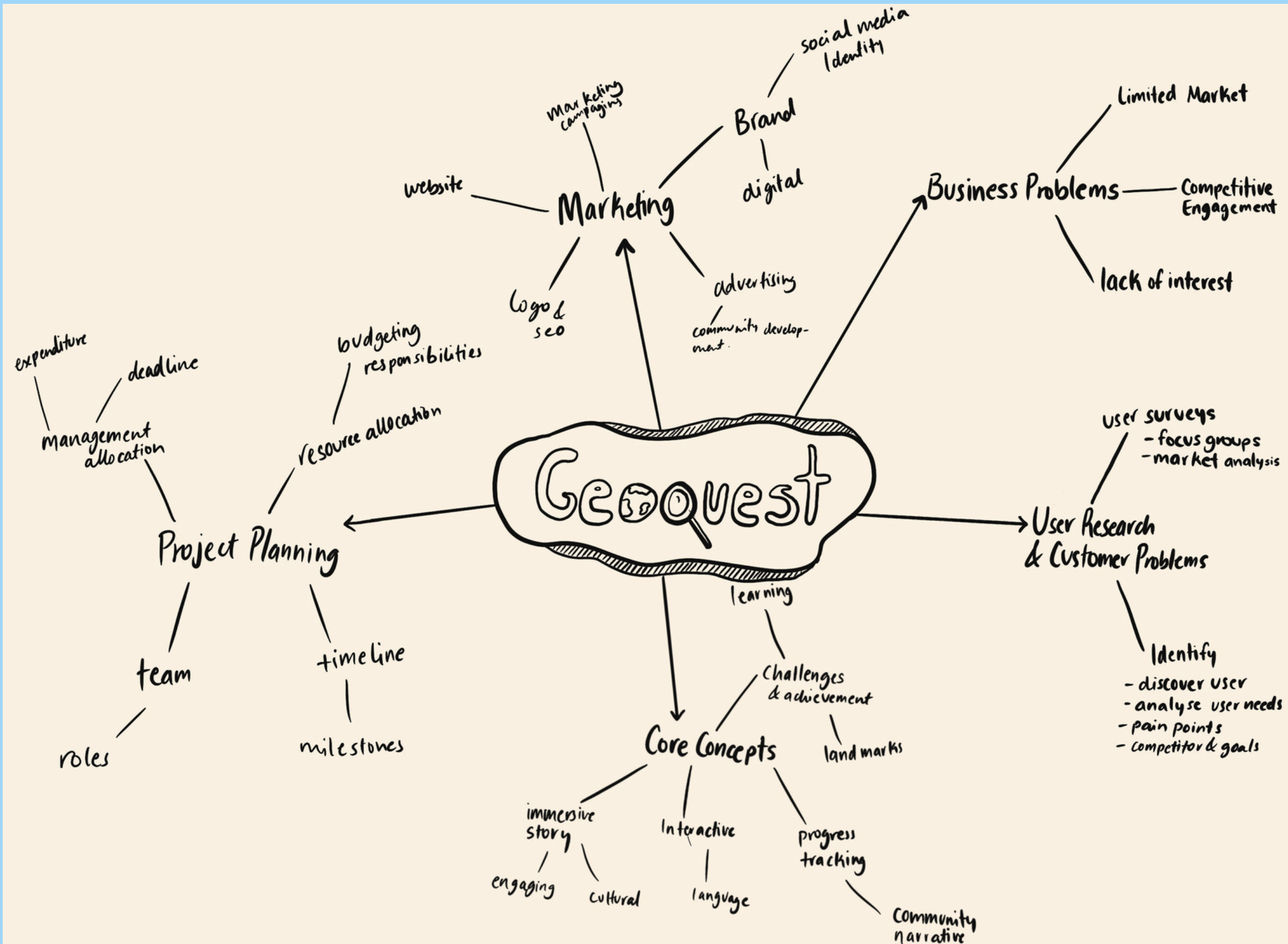
- GeoQuest Development Overview
  - User Research
  - Core Concepts
  - Planning
  - Marketing Strategies
  - Efficient Guidance
- Addressing Business Challenges
  - Meeting User Needs
  - Comprehensive Roadmap
  - Creation and Promotion of Game

EMILY

- **User Narrative:** Emily is a frequent traveler who loves exploring new destinations and immersing herself in different cultures. She often finds herself struggling to remember key facts about the places she visits and wishes for a convenient way to learn about geography while on the go.

- **Problems and Frustrations:**
  - Forgetting important details about landmarks and historical sites.
  - Difficulty in understanding local customs and languages.

- **User Needs:**
  a. Access to concise and informative geographical information about various destinations.
  b. Interactive features that allow her to test her knowledge and reinforce learning.

- **Resistance:** Emily may be resistant to traditional learning methods that feel too academic or time-consuming.

- **Agile User Needs:** Emily values flexibility and convenience, so she would appreciate a mobile app version of GeoQuest that she can access from her smartphone while traveling.

Solution:
- **Mobile Accessibility:** GeoQuest offers a mobile app version, allowing Emily to access learning materials conveniently during her travels.
- **Interactive Quisses:** The platform provides interactive quisses and challenges to help Emily test her knowledge and reinforce her learning on the go.

I love traveling, but sometimes I struggle to remember all the interesting facts about the places I visit. It would be amasing to have a fun and interactive way to learn about geography while I'm on the go

DAVID

- **User Narrative:** David is a middle school geography teacher who is always looking for innovative ways to engage his students and make learning fun. He struggles to find educational resources that cater to different learning styles and abilities within his classroom.

- **Problems and Frustrations:**
- Difficulty in keeping all students engaged during geography lessons.
  - Lack of resources that offer personalised learning experiences for each student.

- **User Needs:**
  - Educational materials that are interactive and engaging for students of varying learning styles.
  - Features that allow him to track students' progress and identify areas where additional support is needed.
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- **Resistance:** David may be resistant to adopting new technology if it's not user-friendly or doesn't align with curriculum standards.

- **Agile User Needs:** David requires a platform like GeoQuest that offers customisable learning paths and progress tracking to accommodate the diverse needs of his students.

- **Solution:**
  - **Customisable Learning Paths:** GeoQuest allows David to customise learning paths for each student based on their learning styles and abilities.
  - **Progress Tracking:** The platform provides tools for David to track students' progress and identify areas where additional support is needed.

As a teacher, I'm always looking for new ways to make learning exciting for my students. It would be great to have a tool that not only engages them but also helps me track their progress and provide targeted support

SOPHIA

- **User Narrative:** Sophia is a language enthusiast who enjoys learning about different cultures and languages. She often struggles to find resources that combine language learning with geographical knowledge, limiting her ability to fully immerse herself in her studies.

- **Problems and Frustrations:**
- Difficulty in finding educational materials that integrate language learning with geographical content.
- Feeling disconnected from the cultural context of the languages she's studying.

- **User Needs:**
- Access to language lessons that are tied to specific geographical regions and cultures.
- Features that facilitate immersive learning experiences, such as audio recordings of native speakers and virtual tours of cultural landmarks.

- **Resistance:** Sophia may resist using platforms that don't offer a comprehensive approach to language learning and geographical exploration.

- **Agile User Needs:** Sophia would benefit from a platform like GeoQuest that offers customisable language lessons tailored to different regions and interactive features that bring cultural contexts to life.

- **Solution:**
- **Cultural Context Integration:** GeoQuest provides language lessons tied to specific geographical regions and cultures, allowing Sophia to immerse herself fully in her studies.
- **Immersive Learning Features:** The platform offers audio recordings of native speakers and virtual tours of cultural landmarks to enhance Sophia's learning experience.

Learning languages is my passion, but I often feel like I'm missing out on the cultural context. It would be amasing to have a tool that combines language learning with geographical exploration

MICHAEL

- **User Narrative:** Michael is a homeschooling parent of three children with diverse learning needs and interests. He struggles to find educational resources that cater to each child's individual strengths and weaknesses while keeping them engaged and motivated to learn.

- **Problems and Frustrations:**
  - Difficulty in finding educational materials suitable for children of different ages and abilities.
  - Managing multiple children's learning schedules and progress simultaneously.

- **User Needs:**
  a. A platform that offers customisable learning paths and activities for each child based on their unique learning styles and interests.
  b. Features that allow him to track each child's progress and provide additional support where needed.

- **Resistance:** Michael may resist using platforms that don't offer sufficient flexibility or fail to address the diverse needs of his children.
- **Agile User Needs:** Michael requires a platform like GeoQuest that offers a range of educational materials and features that can be tailored to each child's individual needs and interests, allowing for flexible and personalised learning experiences.

- **Solution:**
- **Customisable Learning Paths:** GeoQuest offers customisable learning paths and activities for each child based on their unique learning styles and interests.

- **Progress Tracking:** The platform provides tools for Michael to track each child's progress and identify areas where additional support is needed.

Homeschooling my kids is rewarding, but finding resources that cater to each child's needs can be challenging. It would be incredibly helpful to have a tool that adapts to their learning styles and allows me to track their progress easily.

EMILY

As a user I want to Explore, learn, and engage with GeoQuest while traveling.

DAVID

As a user I want to Make geography lessons interactive, track student progress, and access diverse educational content with GeoQuest.

EMILY

As a user I want to Immerse in language learning tied to cultures, utilise interactive features and customise lessons with GeoQuest.

MICHAEL

As a user, I want to Tailor children's education, track progress, and access diverse educational materials with GeoQuest.

USER STORIES

GEOGUSSR

Strengths:

1. Engaging Gameplay: GeoGuessr combines exploration, deduction, and geography for an immersive experience.
2. Educational Value: Promotes geographical awareness and knowledge through gameplay.
3. Social Interaction: Multiplayer modes foster competition and community engagement.

Weaknesses:

1. Limited Free Play: Free version restricts rounds and locations without subscription.
2. Reliance on Google Maps: Coverage limitations and outdated imagery in some areas.
3. Difficulty Variation: Random location drops may frustrate less experienced players.

Important Features:

1. Random Location Exploration: Challenges players to identify locations using Google Maps Street View.
2. Multiple Game Modes: Offers single-player, multiplayer, and challenge modes for varied gameplay.
3. Global Coverage: Explores diverse locations worldwide, from cities to landmarks.
4. Leaderboards and Rankings: Compete with others globally and track progress.
5. Educational and Entertaining: Fosters learning about cultures, landscapes, and landmarks.

COMPETITORS

SETERRA

- **Strengths:**
  - a. **Extensive coverage:** Seterra Geography offers quisses and interactive maps covering a wide range of geographical topics, including countries, capitals, continents, and physical features.
  - b. **Customisable quisses:** The app allows users to create custom quisses tailored to their specific learning goals and preferences, offering flexibility and personalised learning experiences.

- **Weaknesses:**
  - a. **Basic user interface:** While functional, the app's user interface may lack the polished design and visual appeal of other platforms, potentially impacting user engagement.
  - b. **Limited interactive features:** Seterra Geography focuses primarily on quisses and map-based challenges, with fewer interactive elements or gaming mechanics compared to some competitors.

- **Important Features I Like:**
  - ○ The extensive coverage of geographical topics ensures users have access to a broad range of educational content to explore and learn from.
  - ○ The ability to create custom quisses allows users to tailor their learning experience to their specific interests and learning goals, promoting personalised and targeted learning.

COMPETITORS

SITE MAP

Home Page
- Overview
- Game Modes
- Login/Signup

Story Mode
- Regions
- Chapters
- Progress

Local Cuisine
- Cuisines
- Challenges
- Recipes

AI hints
- Hint System
- Request Hints
- AI-generated

Profile
- Progress
- Achievements
- Settings

Community
- Forum
- Player Content
- Events

About
- Mission
- Team
- Contact

Educator Resources
- Lesson Plans
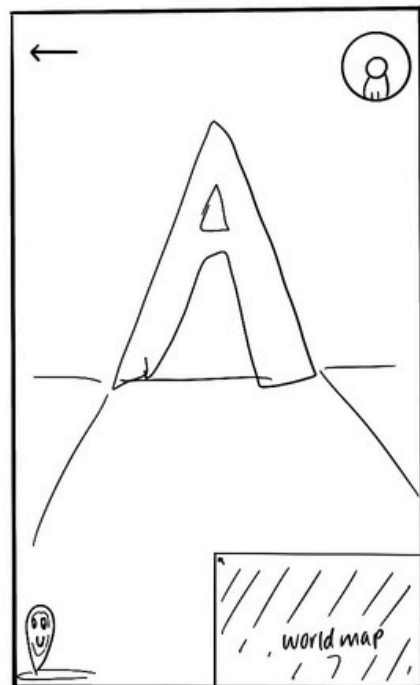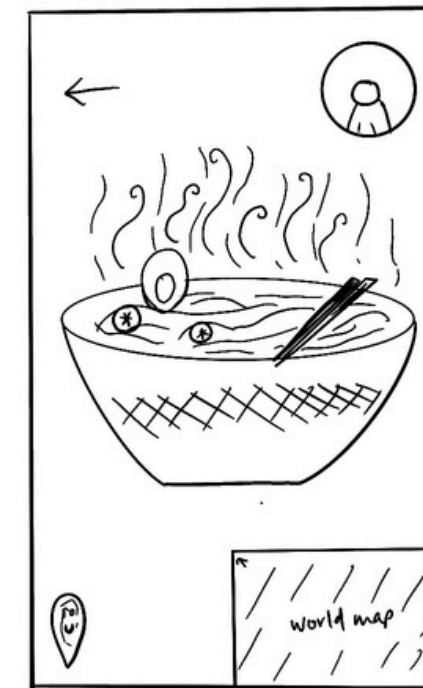- Bulk Registration
- Resources

DESIGN COMP
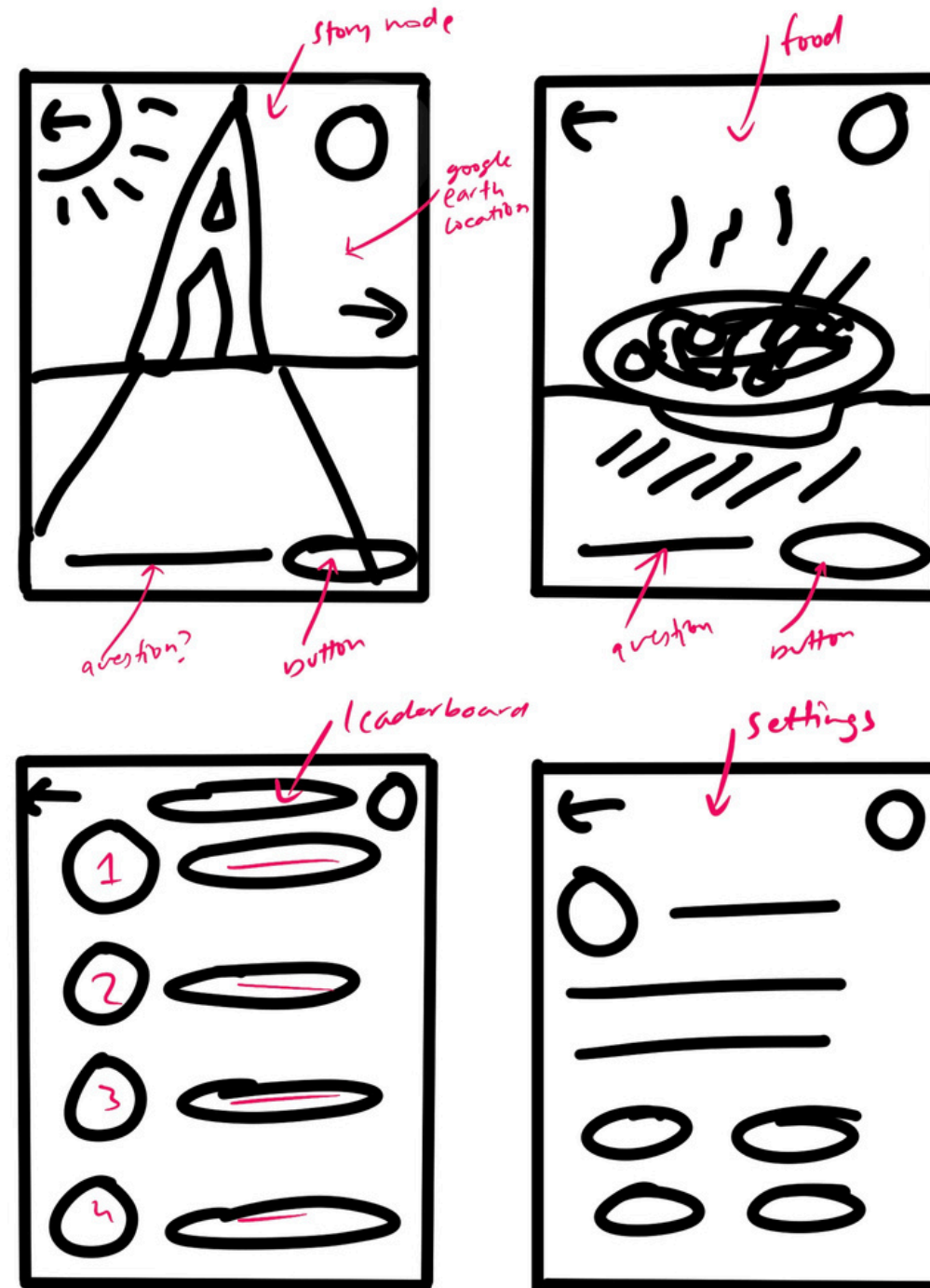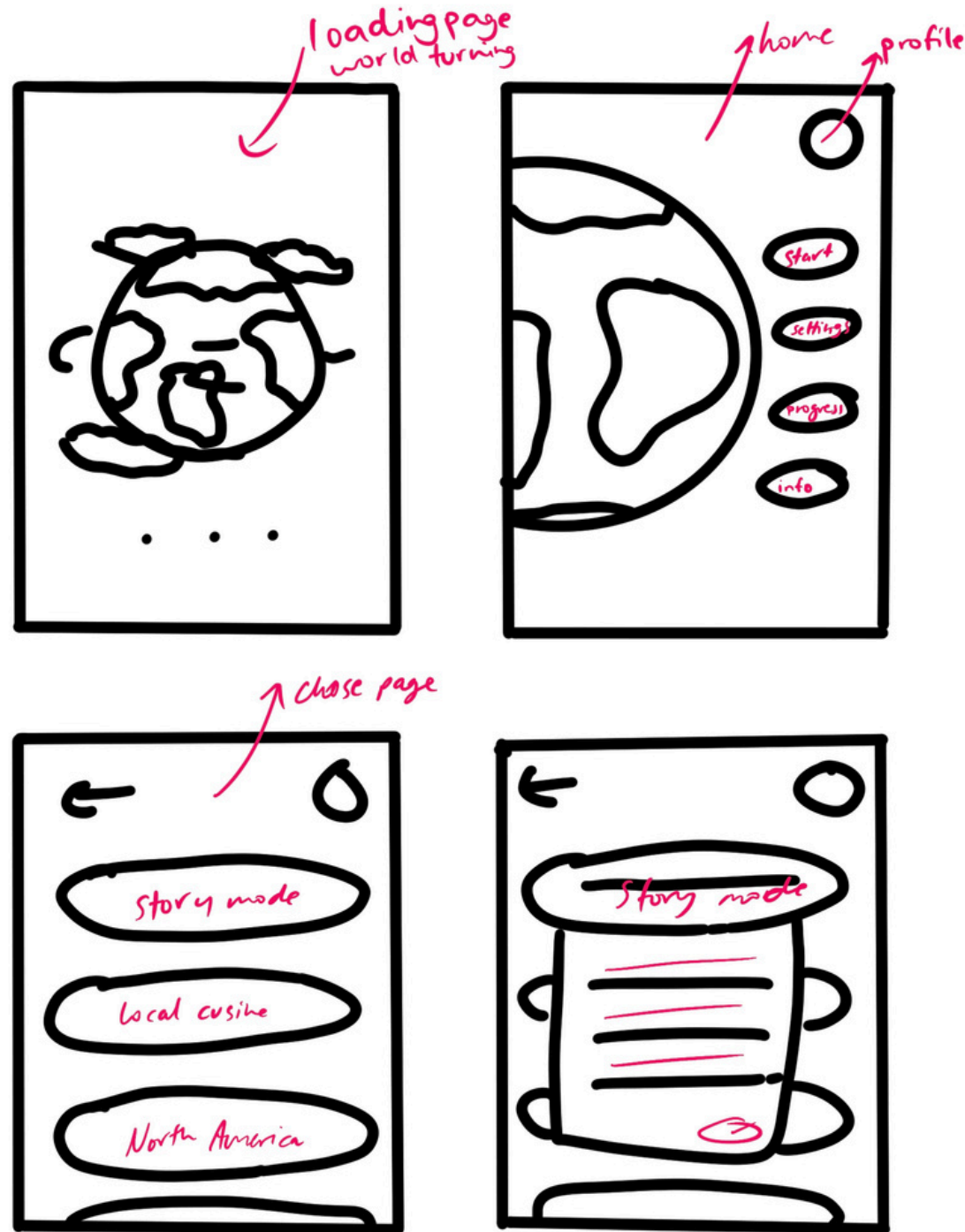
Design comps- The design comps are a brief outline and visual understanding of what some of the features are to look like. The idea is to give users an experience and interface that is easy and simple to help students learn geography in a fun way.

This design is not what the final idea will look like, it is a mere guidance.
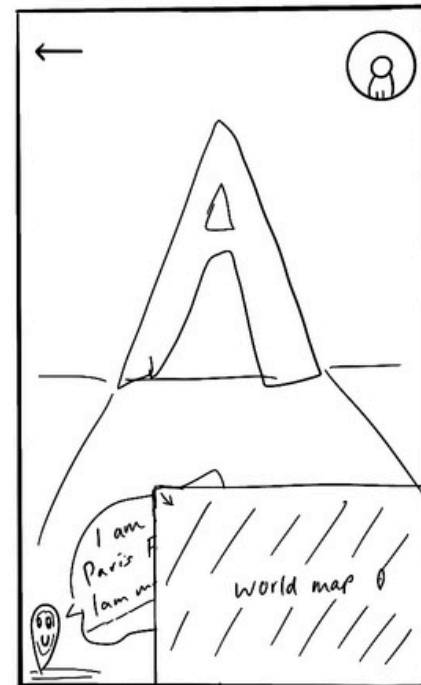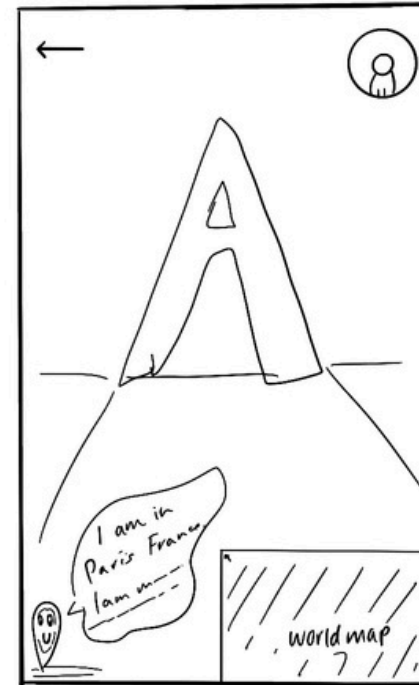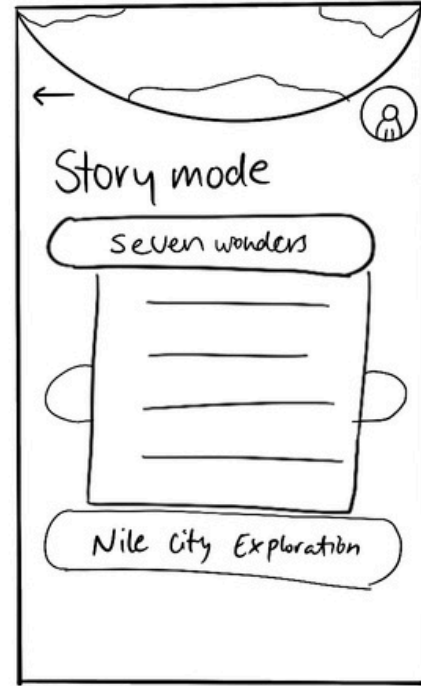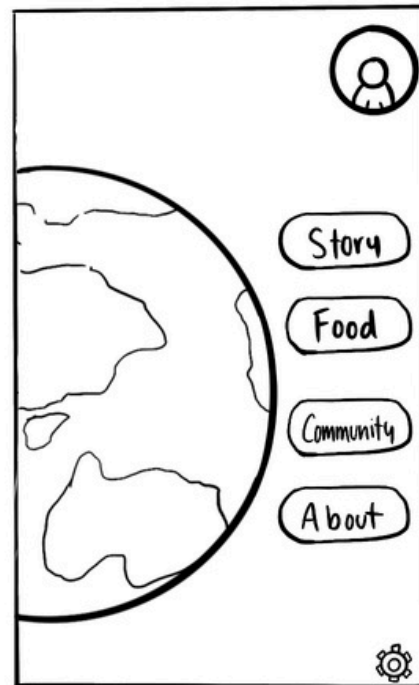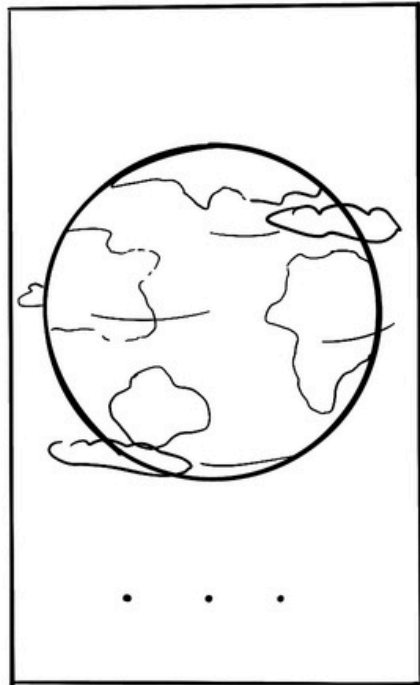
PAPER PROTOTYPE

PAPER PROTOTYPE

MAIN FEATURES FLOW DIAGRAM

DIGITAL WIREFRAME FLOW DIAGRAM

- This flow diagram shows the design layout and subscreens for the Digtial Wireframe so far.

DIGITAL WIREFRAME

Globe
Illustration

Globe
Illustration

Story

Local Cuisine

Community

About

Settings

Globe
Illustration

Story Mode

Seven Wonders
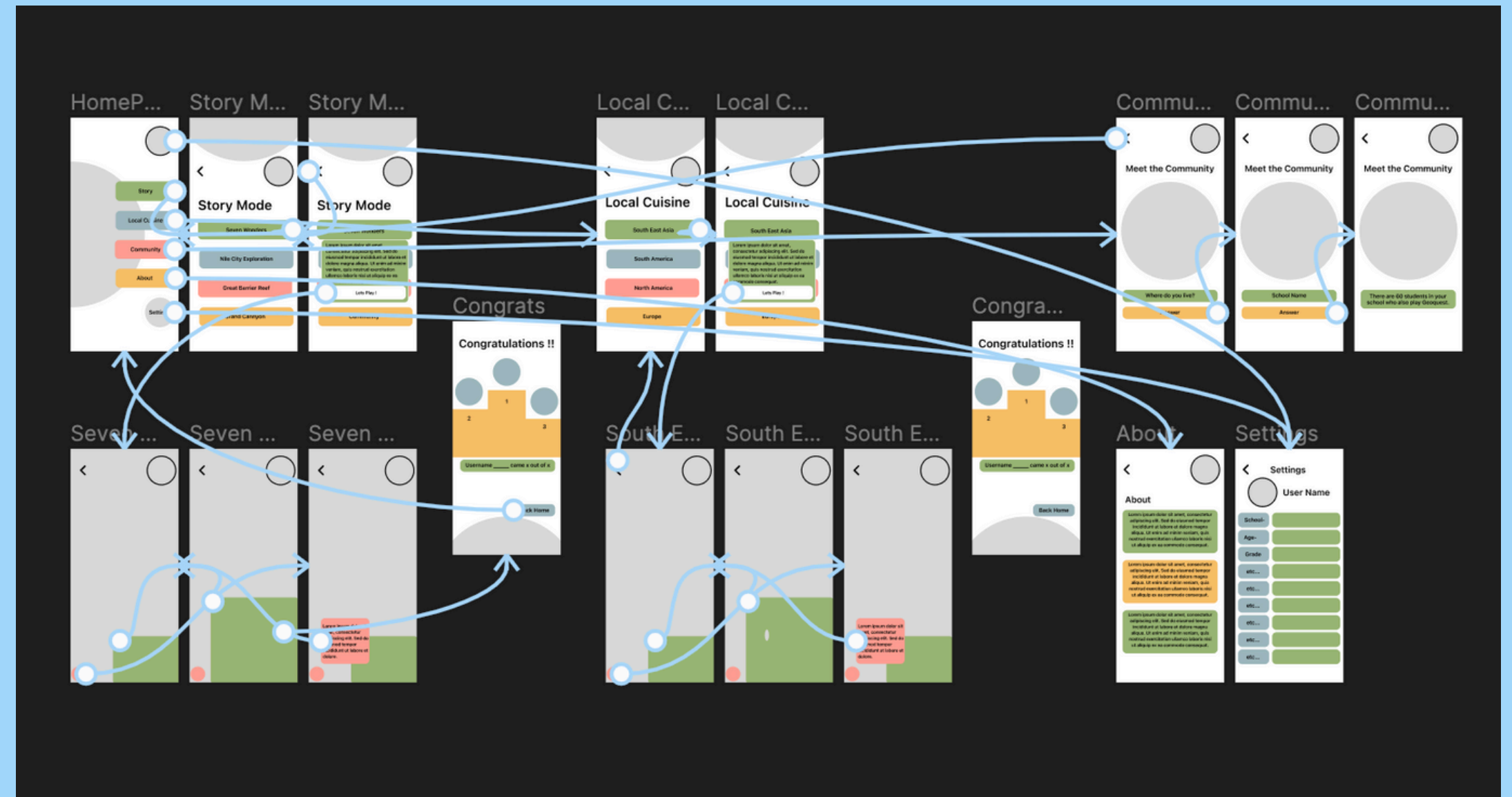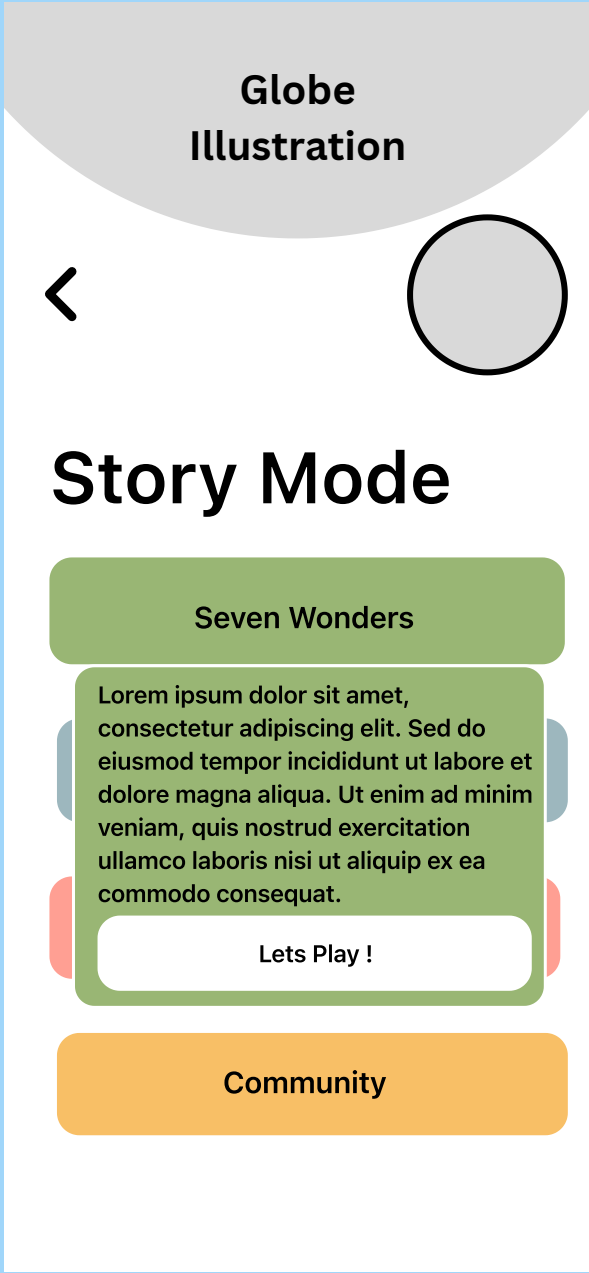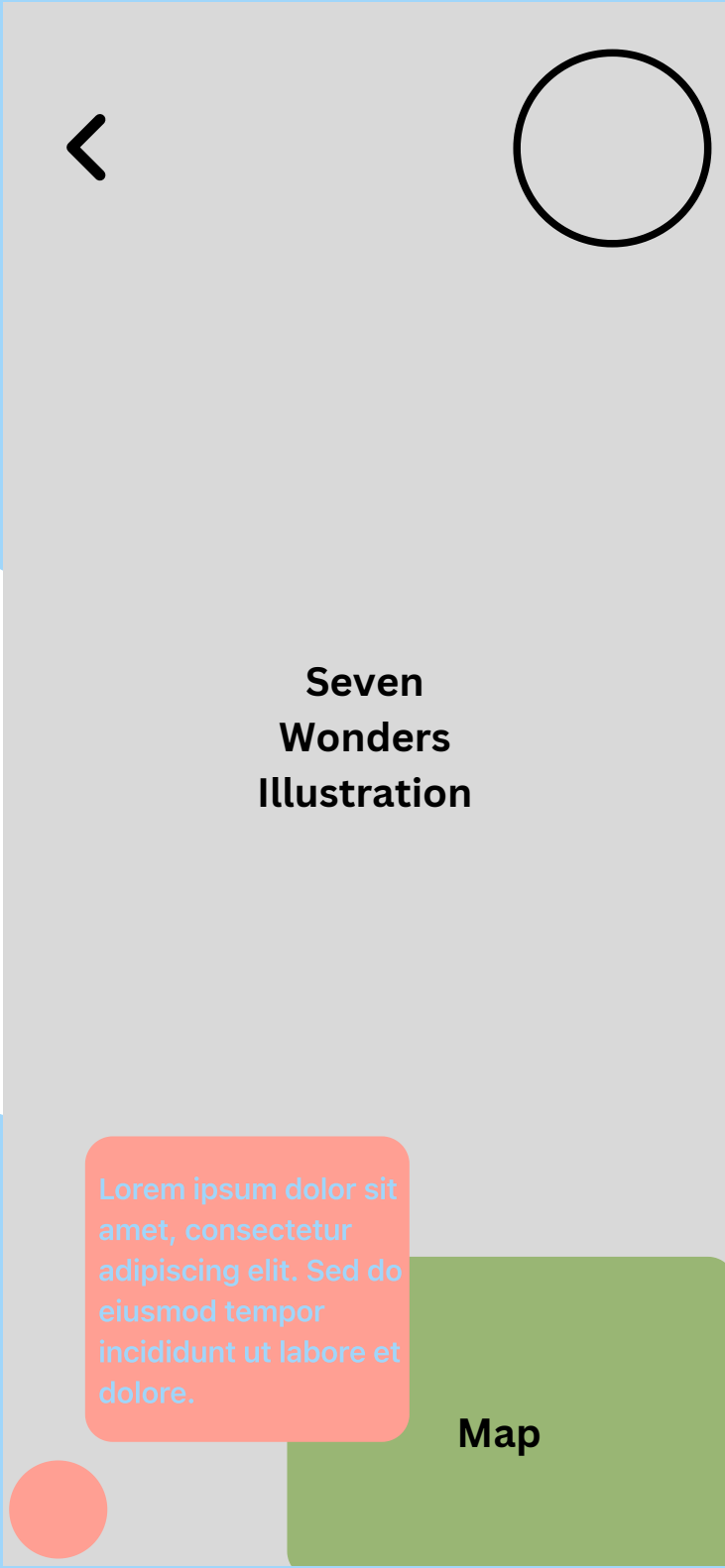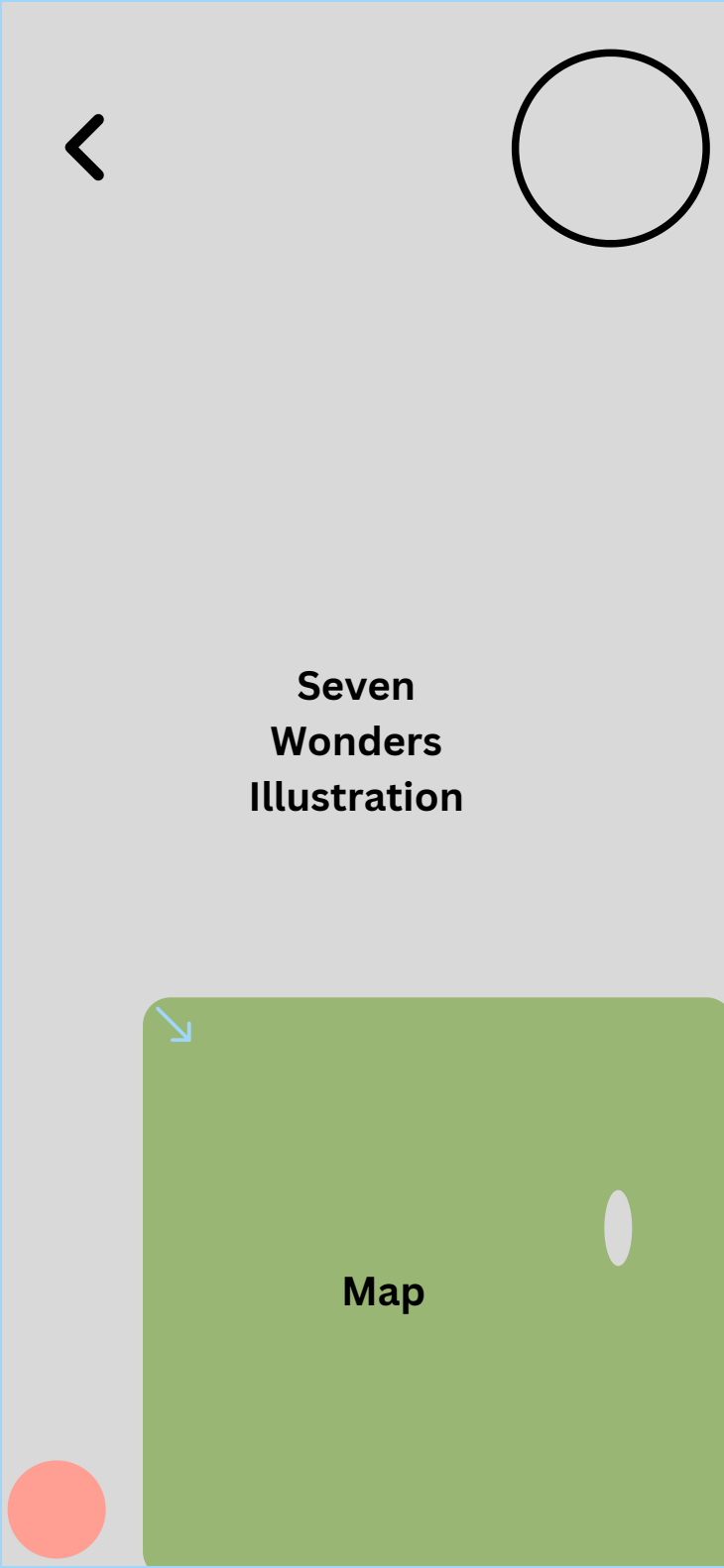
Nile City Exploration

Great Barrier Reef

Grand Cannyon

Globe
Illustration

Story Mode

Seven Wonders

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Lets Play !

Community

Globe
Illustration

Local Cuisine

South East Asia

South America

North America

Europe

Globe
Illustration

Local Cuisine

South East Asia

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Lets Play !

Europe

DIGITAL WIREFRAME

Seven Wonders Illustration

Map

Seven Wonders Illustration

Map

Seven Wonders Illustration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore.

Map

Congratulations !!

1

2

3

Username _____ came x out of x

Back Home

DIGITAL WIREFRAME

Meet the Community

Globe
Illustration

Where do you live?

Answer

Meet the Community

Globe
Illustration

School Name

Answer

Meet the Community

Globe
Illustration

There are 60 students in your
school who also play Geoquest.
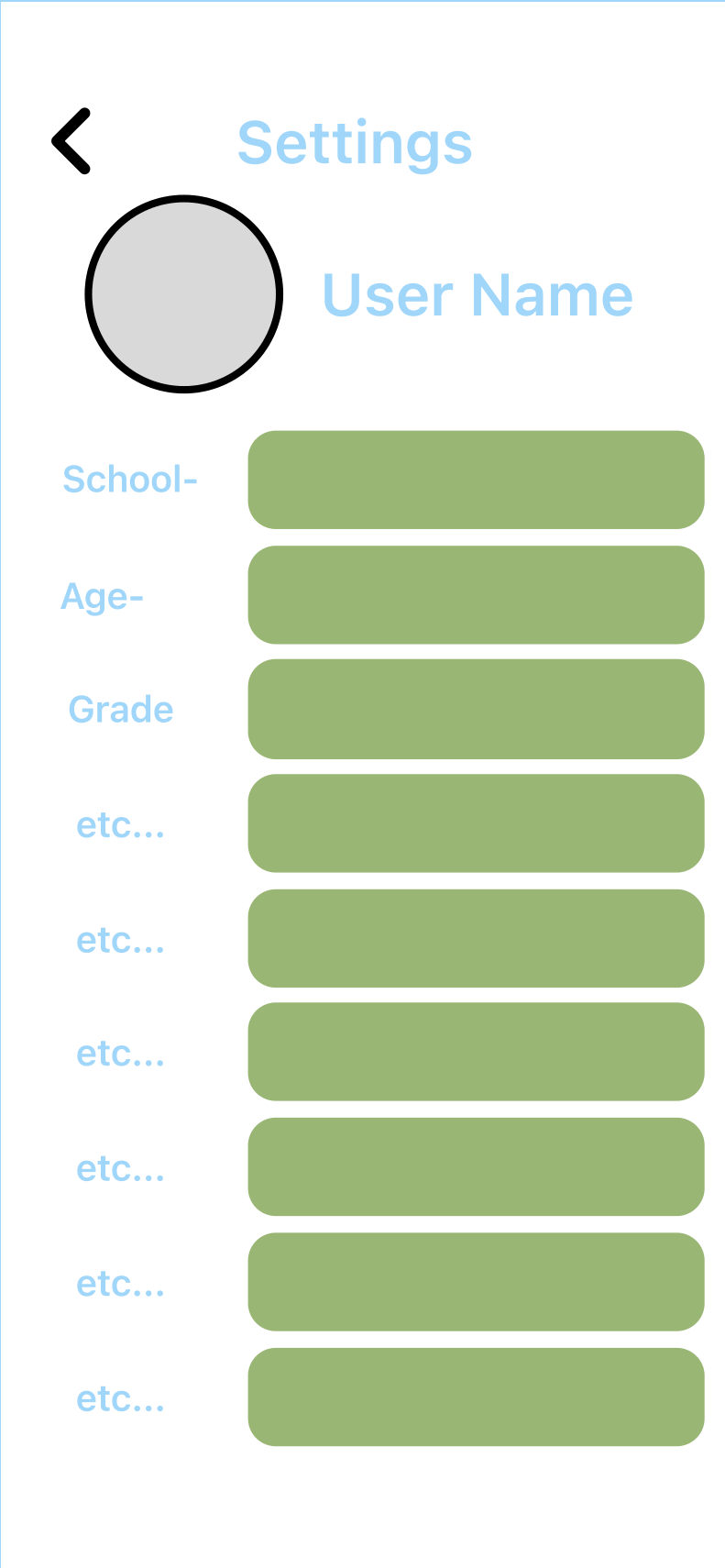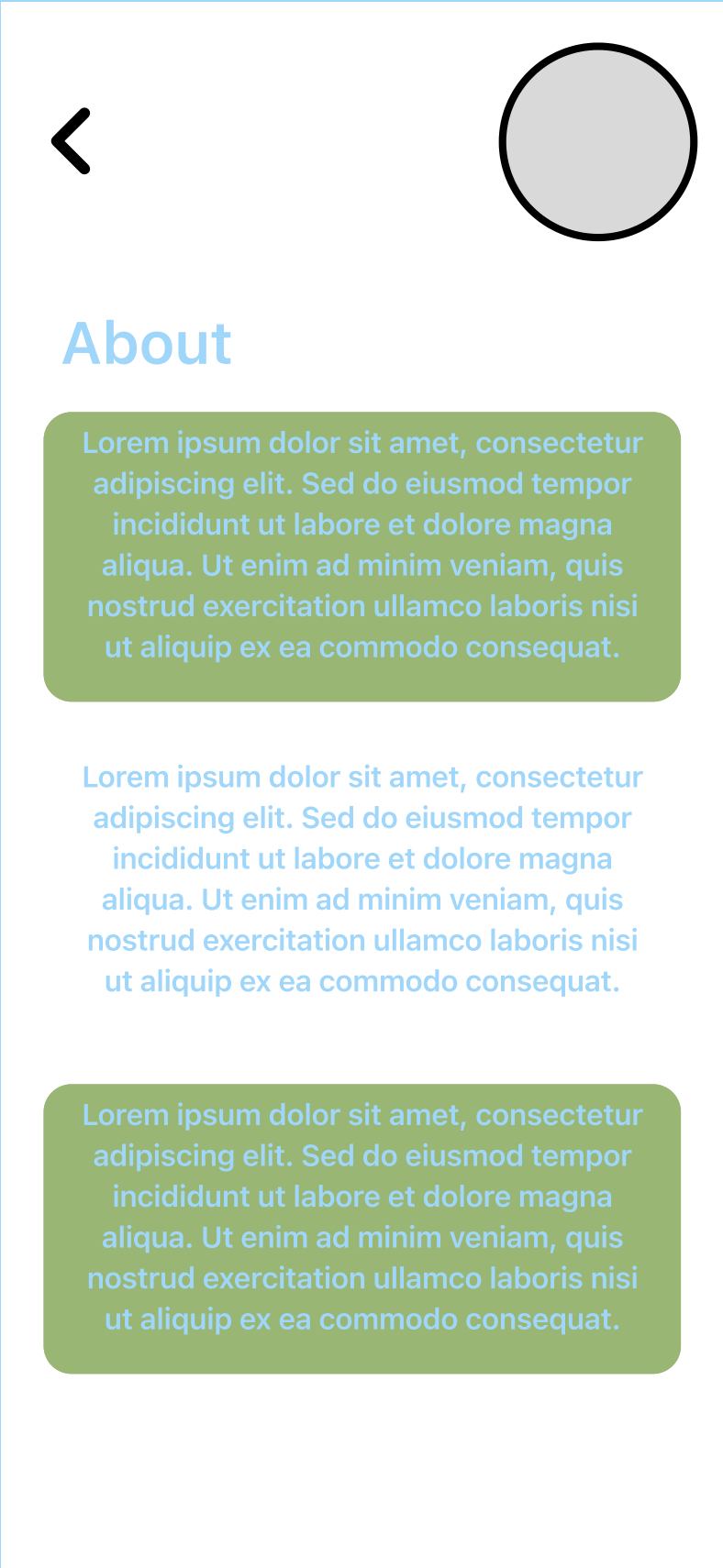
DIGITAL WIREFRAME

USER TESTING

Sleek and Intuitive Design: The wireframe layout is clean and easy to navigate. The simplicity makes it welcoming for users of all ages.
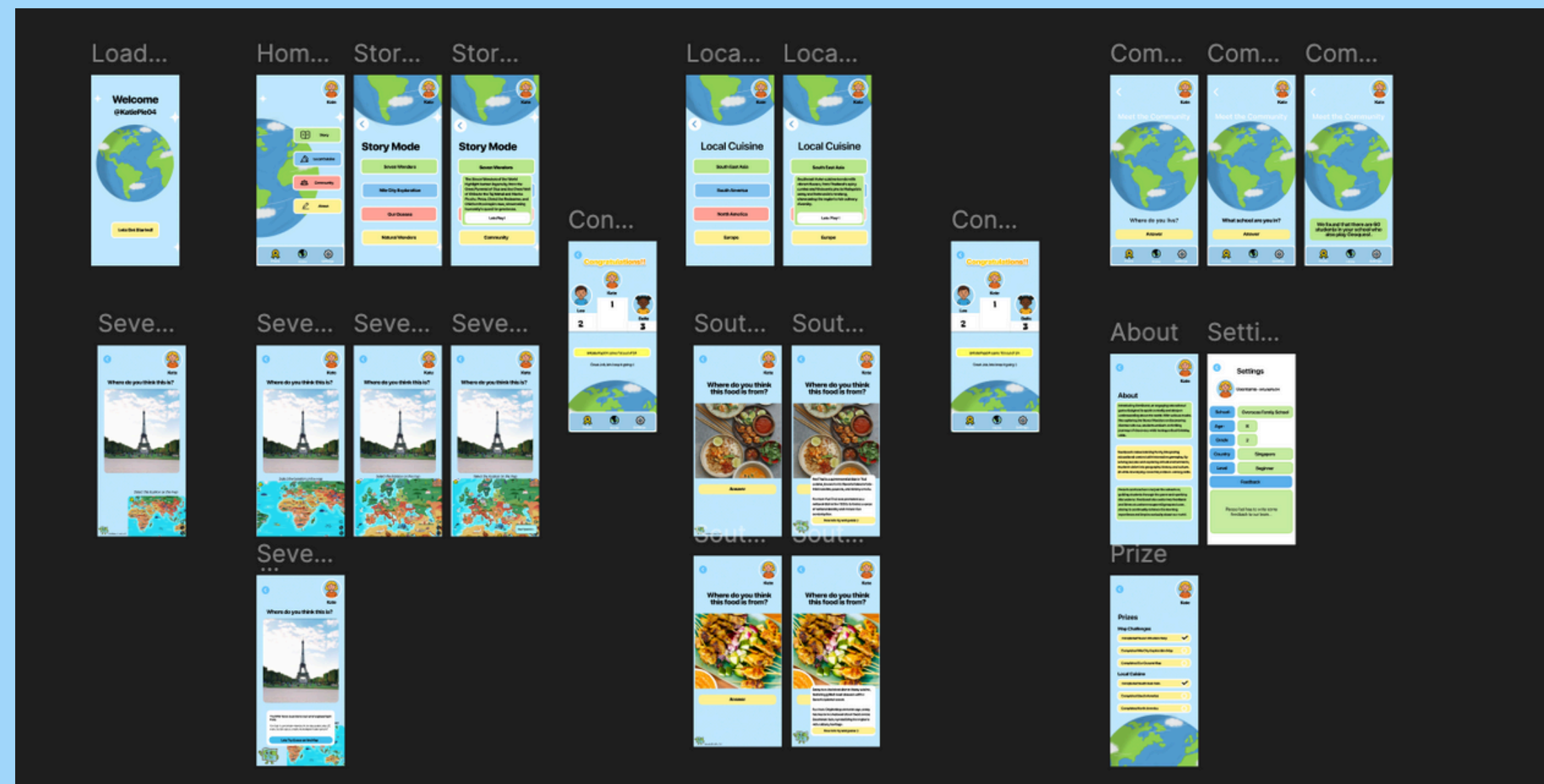
Ensure that the interface elements are accessible to all users, including those with disabilities. Consider implementing features like adjustable font sises and colour contrast options.

JOHN PAUL

AARNA RAO

DIGITAL WIREFRAME FLOW DIAGRAM

- This flow diagram shows the design layout and subscreens for the Digital Wireframe so far.

Prototype Link