Interaction Design FA

TAN XIANG YI AMELIA 24016982

Declaration Of Originality

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Fill in the necessary information:

Diploma	Diploma in Design for User Experience
Module Code and Title	T242 Interaction Design
Academic Year and Semester	AY2025 SEM1
Assignment Name/ Milestone (If Applicable)	FA Graded Assignment FINAL SUBMISSION
Student's Full Name / Student ID No.	TAN XIANG YI AMELIA 24016982

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- I have not copied or based my work on any samples or exemplars to which I have had access.
- I have not engaged any other person(s) to help in my work.
- Any work taken from another source has been appropriately referenced and acknowledged.
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Student's hand-signed signature (appears within the box)

AMELIA

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Interaction Design Process

- Problem identification: The core problem the Sunny Childcare Centre is facing, and what the website aims to solve, is the inefficient and potentially manual process of child registration and inquiry handling. Parents might not easily find real-time information on available slots, program details, or registration requirements, leading to frustration.
- Design goals: Enable parents/guardians to easily and securely register their child for programs at Sunny Childcare Centre through an intuitive online form. Ensure parents can easily find the registration form and relevant information
- Ideation and iteration: Drawing out different layouts for the registration form,Home, About Us, Programs, Facilities, Testimonials, Contact Us, Registration.
- Testing and refinement: Observe users as they attempt to complete the registration process. Identify pain points, confusion, and areas for improvement.

Stakeholder Information Internal

- Sunny Childcare Centre Owner/Director

They are the ultimate decision-maker and leader of the childcare centre. They are responsible for the overall success, reputation, and operational efficiency of the business. The primary goal is to attract more children and families to the centre and increase the number of successful registrations through the online form. Reduce the administrative burden on staff by automating inquiries and the registration process, allowing staff to focus more on childcare.

- Childcare Centre Administrative Staff

The staff is responsible for handling inquiries, managing registrations, maintaining records, and communicating with parents. Minimize the time spent on answering repetitive questions, processing paper forms, and manual data entry.Automation should lead to fewer data entry mistakes compared to manual processes.

Stakeholder Information Internal

- Childcare Centre Teachers/Educators

The professionals directly responsible for the children's care and education. While they may not directly use the registration form, they are impacted by its efficiency and the information it provides.Accurate Child Information: Ensure they receive precise and complete information about new children, including medical conditions, allergies, and emergency contacts, directly from the registration process.

Stakeholder Information External

-Parents/Guardians (Prospective and Existing)

The primary users of the website who are seeking childcare services for their children. They are looking for information, convenience, and a trustworthy environment for their child.

- Easy Information Access: Quickly find comprehensive information about programs offered, fees, daily schedules, facilities, staff qualifications, and centre philosophy.
- Convenient Registration: A straightforward, intuitive, and secure online form to register their child without needing to visit in person or make multiple phone calls.
- Transparency and Trust: Clear communication about the registration process, available slots, terms and conditions, and data privacy to build confidence.
- Time-Saving: The ability to complete the registration process at their convenience, outside of typical business hours.

User Studies (1)

The Busy Professional Parent

- Name : Sarah Lim
- Background: Sarah is a 28-year-old marketing executive working full-time in the CBD. She lives in a HDB flat with her husband and their 2.5-year-old daughter, Chloe. They are expecting their second child in 6 months. Sarah and her husband both have demanding schedules and rely heavily on digital tools for managing their lives. They are looking for a pre-school program for Chloe and eventually, infant care for their new baby.
- Tech Savviness: High. Uses mobile apps and online services for everything from banking to grocery shopping. Expects efficiency and convenience from online platforms.
- Priorities (as Sarah):
  - Time-saving: Needs the registration process to be quick and easy, allowing her to complete it outside of traditional office hours.
  - Comprehensive Information: Wants to find all details (fees, curriculum, teacher qualifications) without needing to make multiple calls or visits.
  - Convenience: Prefers online forms, digital document submission, and automated confirmations.
  - Security: Concerned about the privacy of her family's sensitive data, especially medical information.
- How this profile might influence survey answers: Sarah would likely express high comfort with online forms, a strong preference for multi-step forms with progress indicators, and emphasize the importance of secure data handling and immediate email confirmations. She would prioritize efficiency and comprehensive online information over phone calls or in-person visits for initial inquiries.

User Studies (2)

- Name (Fictional): David Tan
- Background (Imagined): David is a 32-year-old accountant and a first-time parent to his 10-month-old son, Ethan. His wife recently returned to work, and they are now seriously looking for infant care. David is meticulous and wants to ensure he makes the absolute best choice for Ethan. He does thorough research and might be slightly more cautious about digital submissions, especially for sensitive details. He values transparency and direct communication.
- Tech Savviness: Moderate. Uses online services but prefers clarity and reassurance, especially for important tasks. Might still prefer a phone call for follow-ups or to clarify doubts.
- Priorities (as David):
  - Detailed Information: Needs in-depth information about safety protocols, staff credentials, and the daily routine.
  - Trust & Reassurance: Wants to feel confident that the centre is reputable and that their online systems are secure. Might appreciate a phone call option for follow-up after an online submission.
  - Clear Process: Needs very clear instructions on what documents are required and what happens after submitting the form.
  - Support: Values accessible contact options if he encounters issues.
- How this profile might influence survey answers: David might rate his comfort with online forms slightly lower than Sarah, or specify conditions (e.g., "very comfortable if I can also call someone"). He would emphasize security features (privacy policy, HTTPS) and might express a desire for both email and potential phone call confirmation. He'd value clear, comprehensive information on the website and precise instructions within the form, preferring a multi-step process for clarity.
-

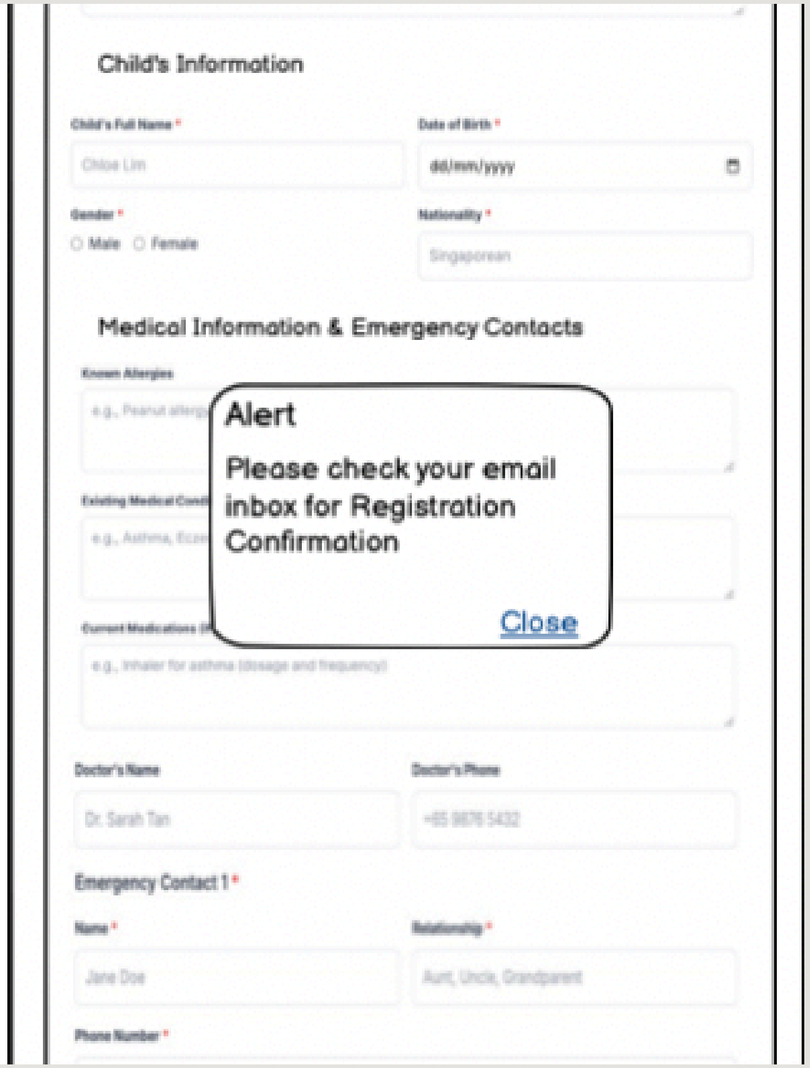
Survey Results

- 19
- Infant (0-18 months), Toddler (18 months - 3 years), Pre-School (3-6 years)
- In the next 4-6 months
- ___ Fees / Pricing Structure, ___ Location & Operating Hours, ___ Curriculum / Educational Philosophy, ___ Staff Qualifications & Teacher-to-Child Ratio, ___ Facilities (e.g., outdoor play area, learning spaces), ___ Safety & Security Measures, ___ Parent Reviews / Testimonials, ___ Availability of slots / Waiting List, ___ Food / Meal Plans, ___ Accreditation / Awards
- The available services and contacting parents and teachers the communication between them
- Phone Call
- [ ] Parent/Guardian Personal Details (Name, Contact, Address), [ ] Child's Full Name & Date of Birth, [ ] Child's Medical History (Allergies, Medications, Conditions), [ ] Emergency Contact Information, [ ] Preferred Program & Start Date, [ ] Dietary Restrictions, [ ] Ability to upload documents (e.g., birth certificate, vaccination records), [ ] Previous Childcare Experience, [ ] Photo Consent, [ ] Payment Information (for registration fee)

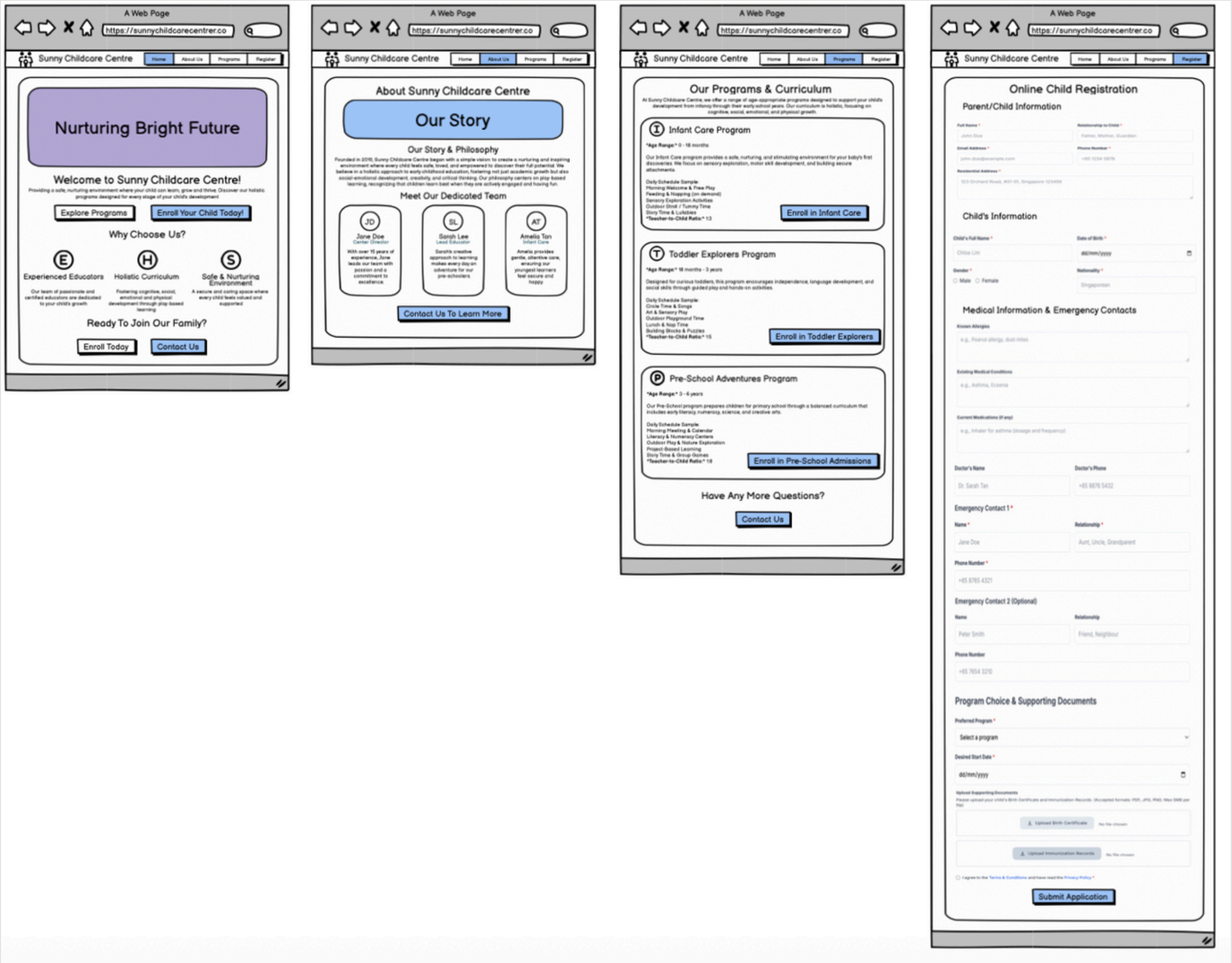
Security Features

To ensure user safety and privacy, especially with sensitive data:

- Proposed Feature: Email Verification for Registration Confirmation.
- Why it was chosen: It ensures the authenticity of submissions, prevents spam, maintains data integrity by verifying the contact point, offers a low barrier to entry for users, enhances trust, and avoids complex login requirements for initial registration.
- Application: After a parent submits the online registration form, an automated email with a unique verification link is sent to the provided address. The registration is only fully processed in the centre's backend once the parent clicks this link, confirming email ownership.



Wireframes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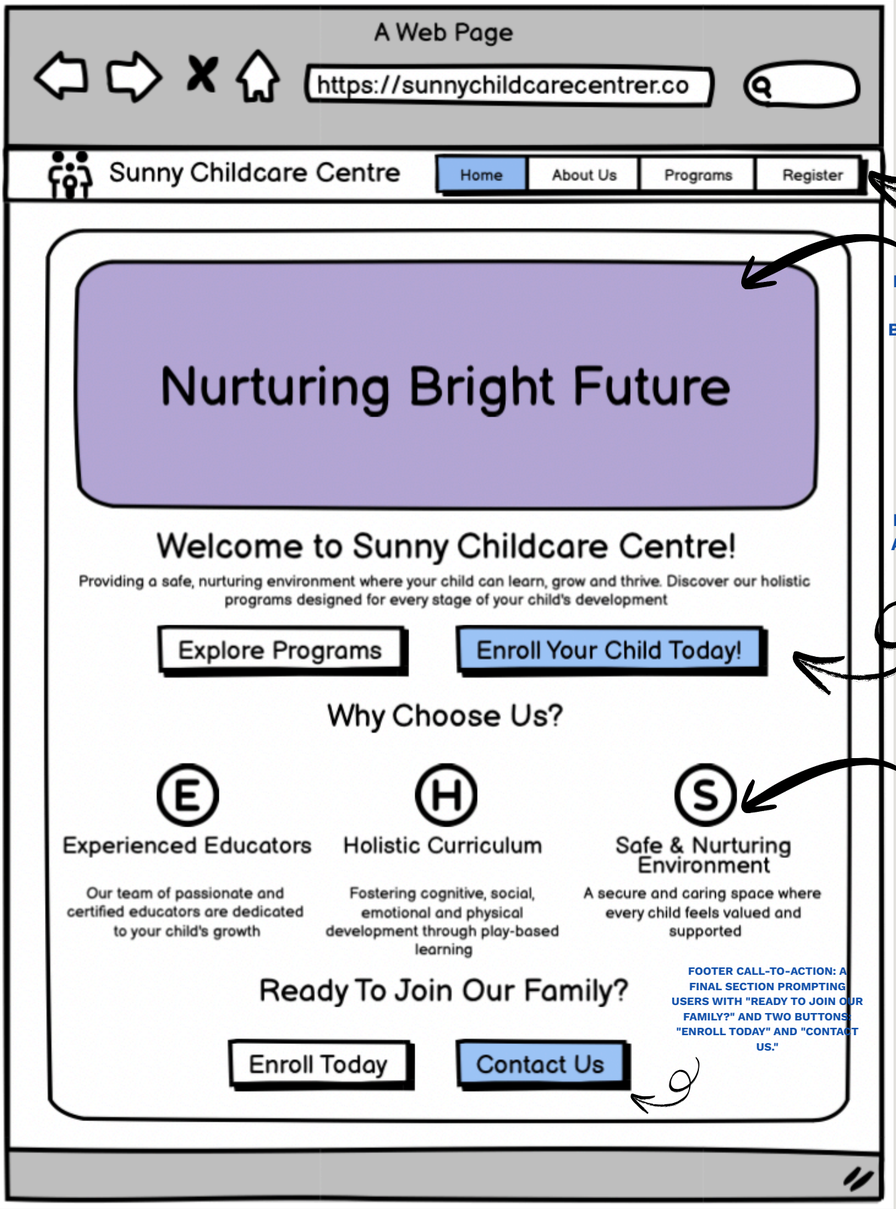
Explore Programs
Enroll Your Child Today!
Why Choose Us?
Experienced Educators
Our team of passionate and certified educators are dedicated to your child's growth
Holistic Curriculum
Fostering cognitive, social, emotional and physical development through play-based learning
Safe & Nurturing Environment
A secure and caring space where every child feels valued and supported
Ready To Join Our Family?
Enroll Today
Contact Us
About Sunny Childcare Centre
Our Story
Our Story & Philosophy
Founded in 2019, Sunny Childcare Centre began with a simple vision: to create a nurturing and inspiring environment where every child feels safe, loved, and empowered to discover their full potential. We believe in a holistic approach to early childhood education, fostering not just academic growth but also social-emotional development, creativity, and critical thinking. Our philosophy centers on play-based learning, recognizing that children learn best when they are actively engaged and having fun.
Meet Our Dedicated Team
JD
Jane Doe
Center Director
With over 15 years of experience, Jane leads our team with passion and a commitment to excellence.
SL
Sarah Lee
Lead Educator
Sarah's creative approach to learning makes every day an adventure for our pre-schoolers.
AT
Amelia Tan
Infant Care
Amelia provides gentle, attentive care, ensuring our youngest learners feel secure and happy.
Contact Us To Learn More
Our Programs & Curriculum
At Sunny Childcare Centre, we offer a range of age-appropriate programs designed to support your child's development from infancy through their early school years. Our curriculum is holistic, focusing on cognitive, social, emotional, and physical growth.
Infant Care Program
Age Range: 0 - 18 months
Our Infant Care program provides a safe, nurturing, and stimulating environment for your baby's first discoveries. We focus on sensory exploration, motor skill development, and building secure attachments.
Daily Schedule Sample:
Morning Welcome & Free Play
Feeding & Napping (on demand)
Sensory Exploration Activities
Outdoor Stroll / Tummy Time
Story Time & Lullabies
Teacher-to-Child Ratio: 1:3
Enroll in Infant Care
Toddler Explorers Program
Age Range: 18 months - 3 years
Designed for curious toddlers, this program encourages independence, language development, and social skills through guided play and hands-on activities.
Daily Schedule Sample:
Circle Time & Songs
Art & Sensory Play
Outdoor Playground Time
Lunch & Nap Time
Building Blocks & Puzzles
Teacher-to-Child Ratio: 1:5
Enroll in Toddler Explorers
Pre-School Adventures Program
Age Range: 3 - 6 years
Our Pre-School program prepares children for primary school through a balanced curriculum that includes early literacy, numeracy, science, and creative arts.
Daily Schedule Sample:
Morning Meeting & Calendar
Literacy & Numeracy Centers
Outdoor Play & Nature Exploration
Project-Based Learning
Story Time & Group Games
Teacher-to-Child Ratio: 1:8
Enroll in Pre-School Admissions
Have Any More Questions?
Contact Us
Online Child Registration
Parent/Child Information
Full Name *
John Doe
Relationship to Child *
Father, Mother, Guardian
Email Address *
John.doe@example.com
Phone Number *
+65 1234 5678
Residential Address *
123 Orchard Road, #01-01, Singapore 123456
Child's Information
Child's Full Name *
Chloe Lim
Date of Birth *
dd/mm/yyyy
Gender *
Male
Female
Nationality *
Singaporean
Medical Information & Emergency Contacts
Known Allergies
e.g., Peanut allergy, dust mites
Existing Medical Conditions
e.g., Asthma, Eczema
Current Medications (If any)
e.g., Inhaler for asthma (dosage and frequency)
Doctor's Name
Dr. Sarah Tan
Doctor's Phone
+65 9876 5432
Emergency Contact 1 *
Name *
Jane Doe
Relationship *
Aunt, Uncle, Grandparent
Phone Number *
+65 8765 4321
Emergency Contact 2 (Optional)
Name
Peter Smith
Relationship
Friend, Neighbour
Phone Number
+65 7654 3210
Program Choice & Supporting Documents
Preferred Program *
Select a program
Desired Start Date *
dd/mm/yyyy
Upload Supporting Documents
Please upload your child's Birth Certificate and Immunization Records. (Accepted formats: PDF, JPG, PNG. Max 5MB per file)
Upload Birth Certificate
No file chosen
Upload Immunization Records
No file chosen
I agree to the Terms & Conditions and have read the Privacy Policy *
Submit Application

Wireframes (HOMEPAGE & About Us)



NAVIGATION: A MENU BAR WITH THE LOGO "SUNNY CHILDCARE CENTRE" AND LINKS FOR "HOME," "ABOUT US," "PROGRAMS," AND "REGISTER."

HERO SECTION: A LARGE BANNER WITH THE TEXT "NURTURING BRIGHT FUTURE," SERVING AS THE MAIN HEADLINE.

MAIN CONTENT: A WELCOME MESSAGE AND TWO CALLS-TO-ACTION: "EXPLORE PROGRAMS" AND "ENROLL YOUR CHILD TODAY!".

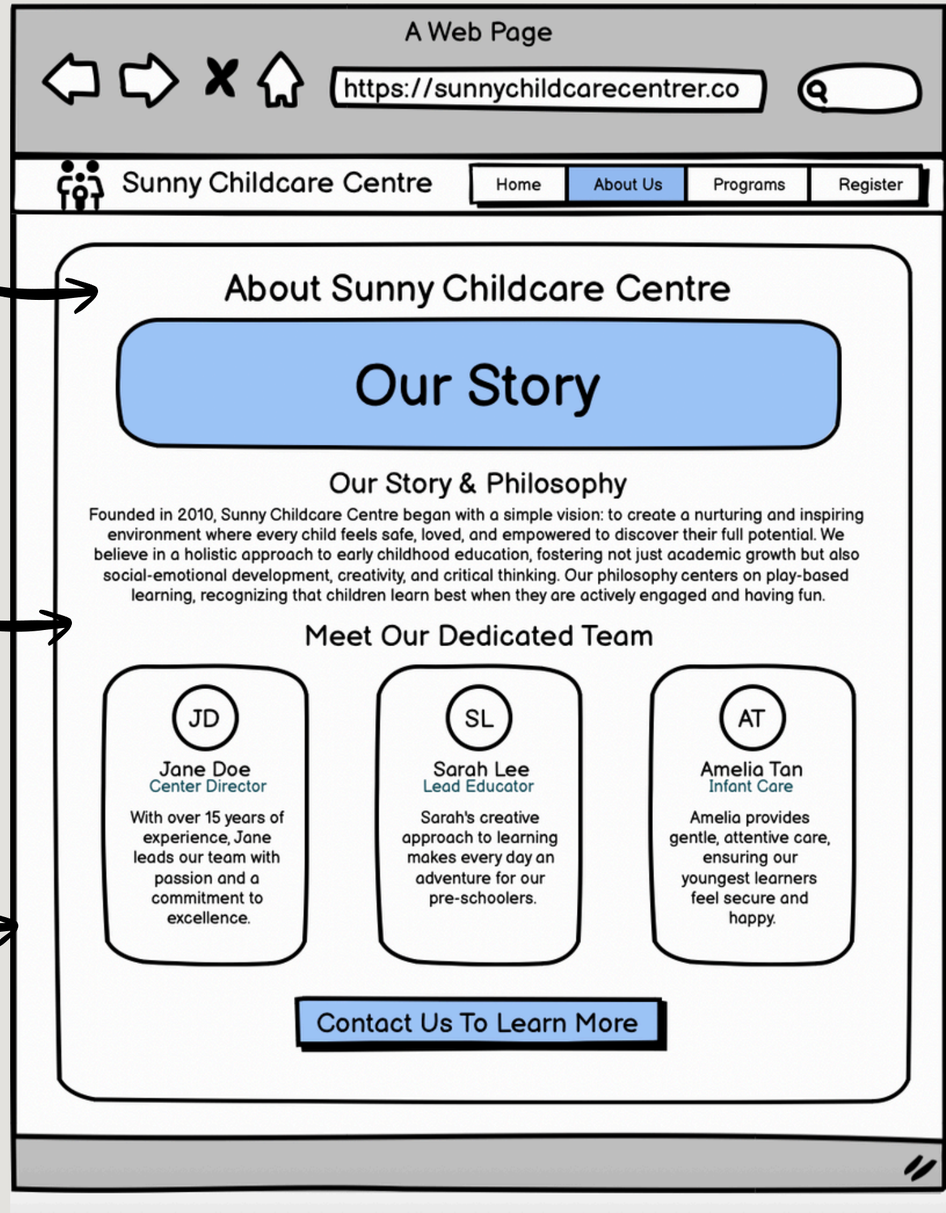
FEATURE SECTION: THREE COLUMNS HIGHLIGHTING KEY SELLING POINTS WITH ICONS AND TEXT: "EXPERIENCED EDUCATORS," "HOLISTIC CURRICULUM," AND "SAFE & NURTURING ENVIRONMENT."

FOOTER CALL-TO-ACTION: A FINAL SECTION PROMPTING USERS WITH "READY TO JOIN OUR FAMILY?" AND TWO BUTTONS "ENROLL TODAY" AND "CONTACT US."

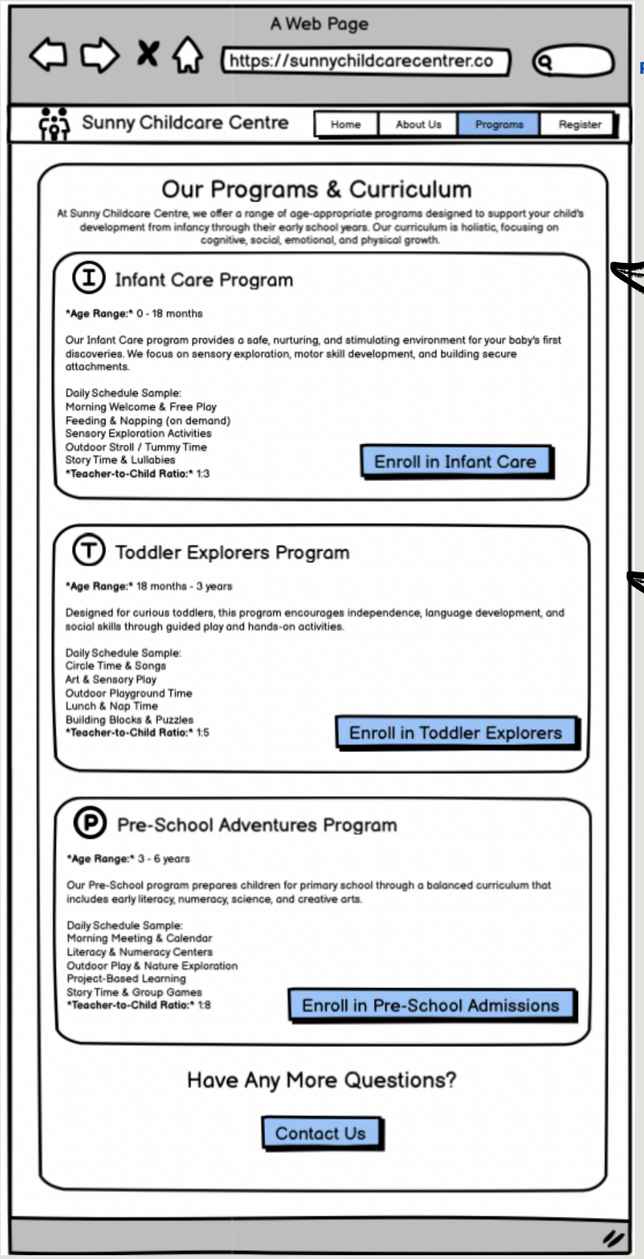
PAGE TITLE: THE PAGE IS TITLED "ABOUT SUNNY CHILDCARE CENTRE."

OUR STORY: A SECTION WITH THE HEADING "OUR STORY" THAT INCLUDES A PARAGRAPH DETAILING THE CENTER'S FOUNDING IN 2010 AND ITS HOLISTIC PHILOSOPHY.

MEET THE TEAM: A SECTION FEATURING THREE TEAM MEMBERS: JANE DOE (CENTER DIRECTOR), SARAH LEE (LEAD EDUCATOR), AND AMELIA TAN (INFANT CARE), EACH WITH A SHORT DESCRIPTION.

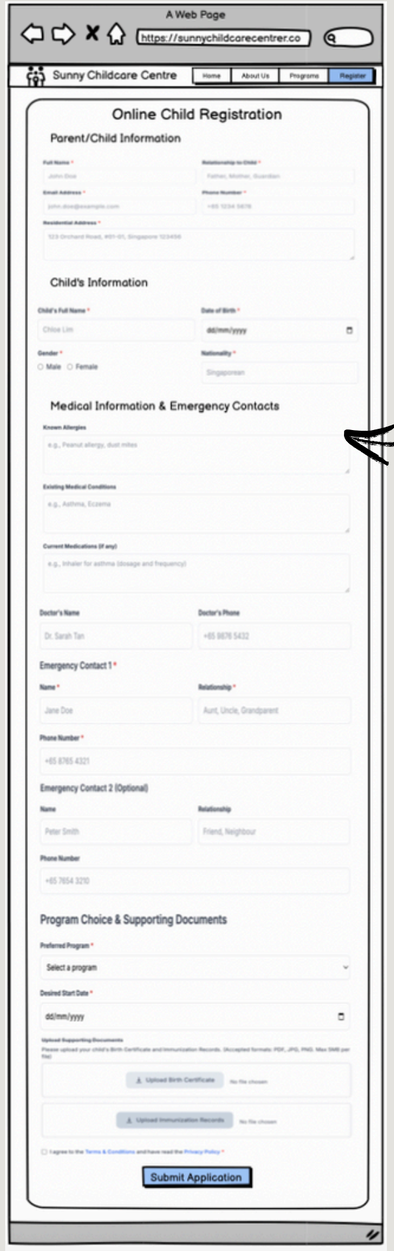


Wireframes (Programs & Register)



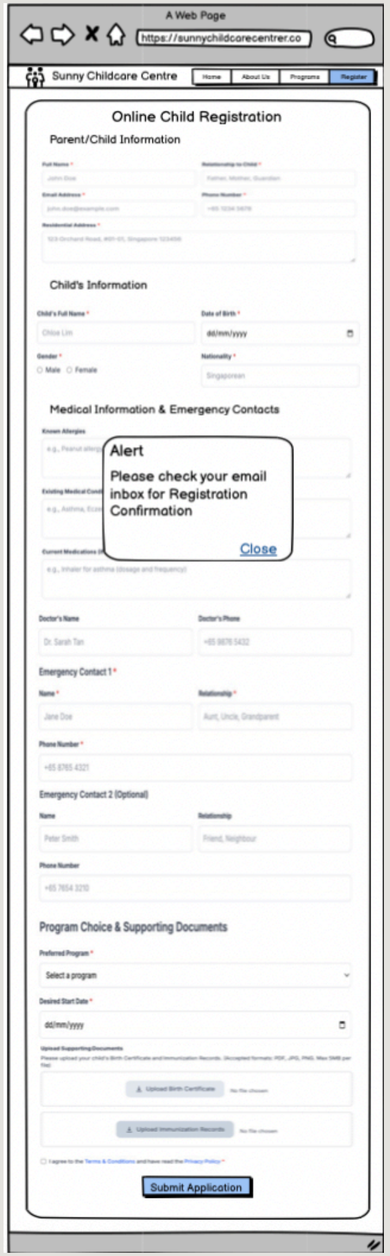
PROGRAMS OVERVIEW: A SHORT INTRODUCTORY PARAGRAPH EXPLAINS THAT THE CENTER OFFERS PROGRAMS DESIGNED TO SUPPORT A CHILD'S DEVELOPMENT FROM INFANCY THROUGH EARLY SCHOOL YEARS, WITH A HOLISTIC FOCUS.

PROGRAM SECTIONS: THE PAGE IS DIVIDED INTO THREE SECTIONS, EACH WITH ITS OWN "ENROLL" BUTTON:
INFANT CARE PROGRAM: FOR AGES 0-18 MONTHS.
TODDLER EXPLORERS PROGRAM: FOR AGES 18 MONTHS - 3 YEARS.
PRE-SCHOOL ADVENTURES PROGRAM: FOR AGES 3-6 YEARS.

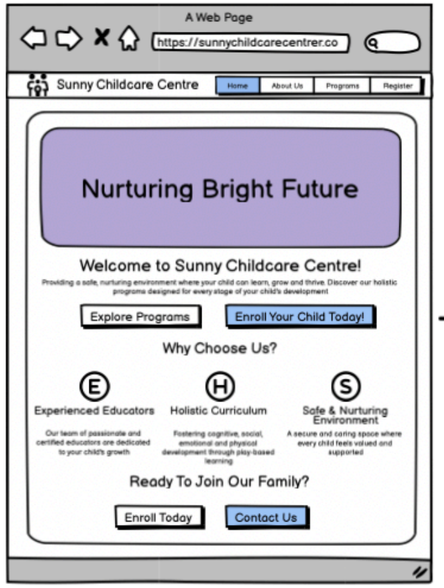


FORM SECTIONS: THE PAGE IS A MULTI-PART FORM FOR REGISTERING A CHILD.
PARENT/CHILD INFORMATION: GATHERS BASIC CONTACT AND ADDRESS DETAILS.
CHILD'S INFORMATION: COLLECTS THE CHILD'S NAME, DATE OF BIRTH, GENDER, AND NATIONALITY.
MEDICAL & EMERGENCY CONTACTS: INCLUDES FIELDS FOR ALLERGIES, MEDICATIONS, DOCTOR'S INFO, AND TWO EMERGENCY CONTACTS.
PROGRAM CHOICE & DOCUMENTS: ASKS FOR THE DESIRED PROGRAM, START DATE, AND ALLOWS FOR UPLOADING REQUIRED DOCUMENTS LIKE A BIRTH CERTIFICATE.

FINAL ACTION: A "SUBMIT APPLICATION" BUTTON AT THE BOTTOM OF THE FORM.



Workflow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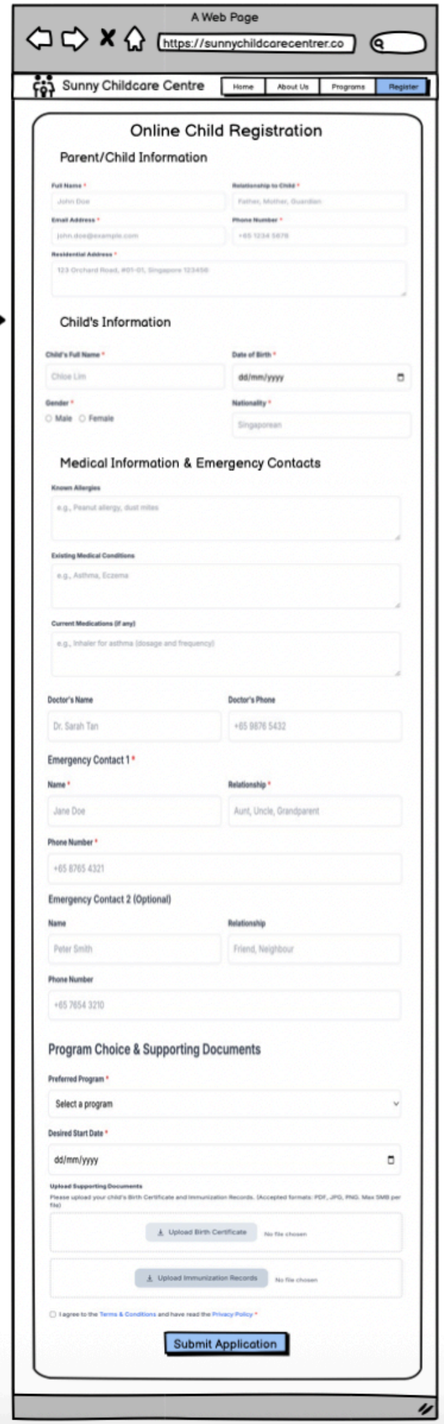
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Program Choice & Supporting Documents
Preferred Program *
Select a program
Desired Start Date *
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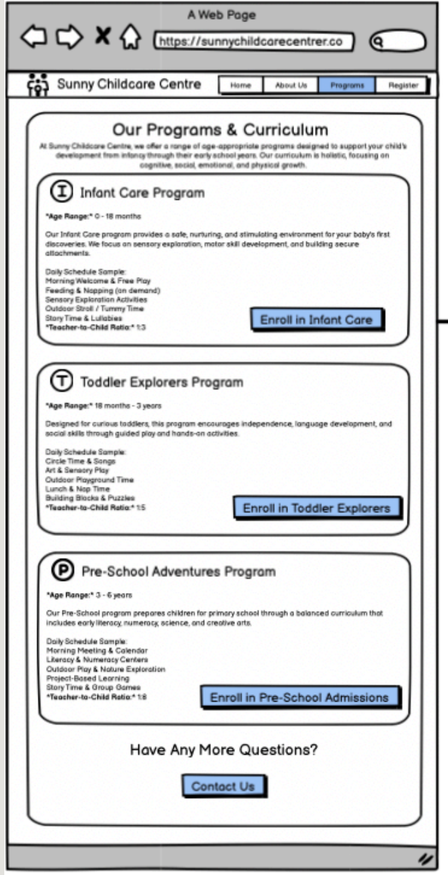
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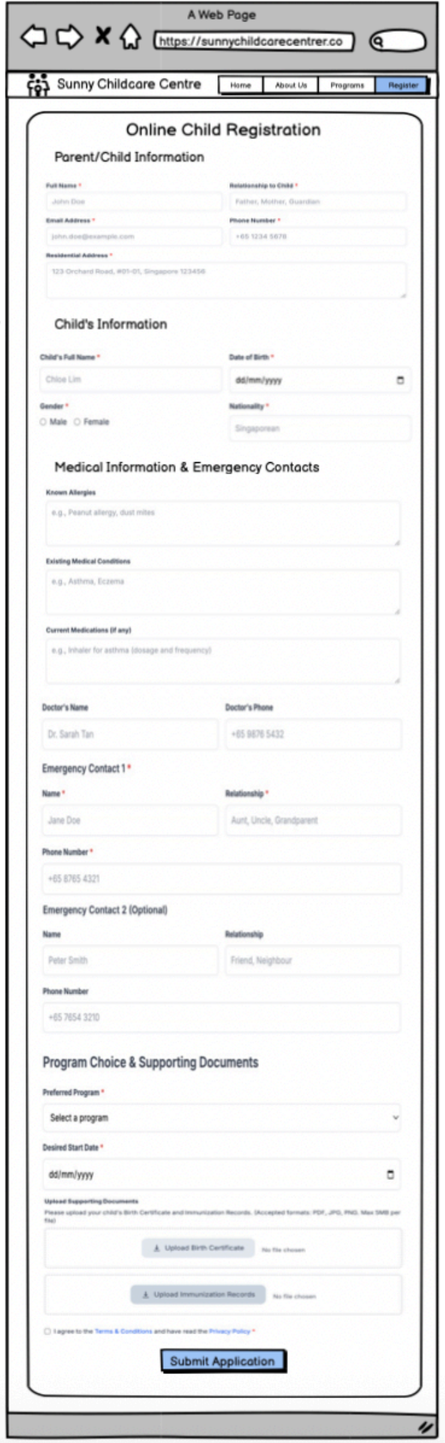
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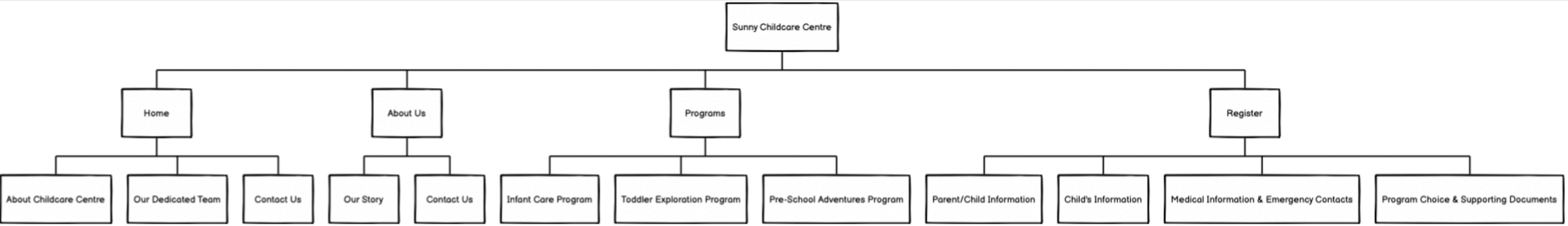
Proposed Sitemap