

Samsung Mobile Apps Boot Camps

Photo: Property of Samsung Telecommunications America



Scholastic Samsung Mobile Apps Boot Camps Concept Submission Form

Submission: Muse-See-'Em

1. Name Your App! Be creative. An app name can make all the difference... Think about some of the best apps available, they are usually less than 11 characters and describe or hint at the user experience inside! (i.e., Twitter: tweets are small sounds that birds make OR small bursts of information.)

Brainstorming room...

Muse-See-'Em

HistoryHunt

Museum Hunt

Museum Play



Photo: Property of Samsung Telecommunications America

2. Describe Your App (500 Words)

What will users be able to do? What makes it unique? Is it going to help, inform or entertain?

"Muse-See-Em" is designed to give museum goers of all ages a fun way to interact with a museum's exhibits by completing treasure hunts while visiting. The treasure hunt's levels of difficulty will vary by age to appeal to both children and adults. The user will be able to select from participating museums across the United States and the world! There will be questions on different themes, depending on the type of museum, such as biology, history, art, aero-space, etc. Each question will lead the player to different exhibits around the museum. The app will use Near Field Communication to detect that the user has gotten to the correct destination (answer), and from there is eligible to receive the next clue. This process can include many clues depending on the size of the museum. Clues can increase in difficulty as the game progresses. The treasure at the end of the treasure hunt can be a small souvenir and/or nice discount coupon to the museum's gift shop or restaurant (this will also stimulate sales!). This interactive activity will add a whole new dimension to the museum experience instead of the mundane process of aimlessly walking around and staring at exhibits. This will help keep children entertained in a very active way, and parents will love to spend this type of quality time with their children. Children will be begging their parents to go to the museum instead of the other way around. By the end of their day at the museum the children will be converted to 'museum lovers'.

This app concept was inspired by my two years of volunteer work at the California Academy of Sciences in San Francisco and my family's visits to many museums during our family vacations both in the United States and abroad and observing how our young guests behave during their visits

Samsung Mobile Apps Boot Camps



Photo: Property of Samsung Telecommunications America

3. Which mobile platform(s) will you develop this app for? Check off a box below:

Smartphone Tablet Both

4. How is your app going to solve a current neighborhood problem and help your community? Will your app be a call to action, a medium to house information, a means to bring your community together... or all three?

This app will help encourage children of not just my community but all around the world to become interested in science, technology, engineering, and math (STEM) subjects and to visit all types of museums. This will also help the world community by producing more STEM innovators and problem solvers to improve the world. Also, children can spend their time playing games (while learning) at the museum instead of watching mind-numbing television. It is an activity that children and their families can enjoy together at local places of interest and while traveling on vacation. The app helps to promote family bonding and unity. This will provide a healthy and fun activity that is also educational.

5. Who is best suited to use this app?

Why are they your target audience? Hint: Be descriptive about who they are, what they like and why this app is perfect for them.

The target audience is mostly directly towards children and indirectly will appeal to adults, since the parent will be engaged with their child to help answer the questions. It will also appeal to playful adults. Children are greatly influenced by their environment and their behavior can be greatly guided by the activities they do with their family. Children get bored very easily, and going to a

Samsung Mobile Apps Boot Camps

Photo: Property of Samsung Telecommunications America



museum may not necessarily be the most fun activity for a child. However, an interesting app will provide them with a "game" for them to play inside of the museum so that they will have fun while learning about the exhibits. Also, most children are very active so with this app they can move throughout the museum frequently with a goal, instead of running around aimlessly. Adults will find it interesting because they will be interacting with their children and learning as well, and to top it off they can win discount coupons for the snack bar and gift shop by completing the treasure hunt, and we know everyone likes to be a winner and loves discounts.

6. In the app world it's survival of the fittest. Who are your competitors and what sets your app apart from theirs? Describe differences in design, content and purpose; the weaknesses of your competitor's app, and how your app turns those weaknesses into strengths.

An app like this has never been created before. It is a "game" used in real life that is fun and educational for the user. It is designed to give the user an entertaining and interactive way to move throughout the museum, questions will send the player from one place to another, all over the museum, giving the player a good source of exercise without them even realizing it. It can be sponsored by the museum by providing a souvenir, coupons to their gift shop or restaurant, free return admission, etc. upon completing a treasure hunt. It can also be cross promoted with other companies by giving coupons to their products (juice, candy, toys, books, etc). Existing museum apps only guide the user around the museum, give quick information about the exhibit, and help locate the nearest bathroom and operating hours. This app will add a new dimension to just showing a picture with a bit of information. It will be up to the user to think about the question and figure out the answer. This is where adult aid will be the most helpful to the kids. They can prompt the child or go online to find the answer so that they can find the exhibit and collect their next clue. Also, using "near field communication" combined with some exciting sounds and graphics when you reach your destination adds a lot of "wow that's cool!" positive reinforcement (reward) to this

Samsung Mobile Apps Boot Camps

Photo: Property of Samsung Telecommunications America



7. Using provided frames, draw and describe up to three screens that show off your app! How will your app work and look? Show the elements that appear on three key screens of your app. Then, describe the content and functionality of each screen, how users navigate or transition between screens and content, and what happens when users interact with your app (i.e., tap a button).




Describe your screen:

Please see separate attachments for screens and descriptions

Describe your screen:

MUSE-SEE-EM

QUEST

DIAMONDS  (GEOLOGY)	BLACK PEARL  (AQUARIUM)
MIDNIGHT ORCHID  (PLANTS)	SHINING STAR  (SPACE)
MONA LISA  (ART HISTORY)	GOLDEN MUMMY  EGYPTOLOGY

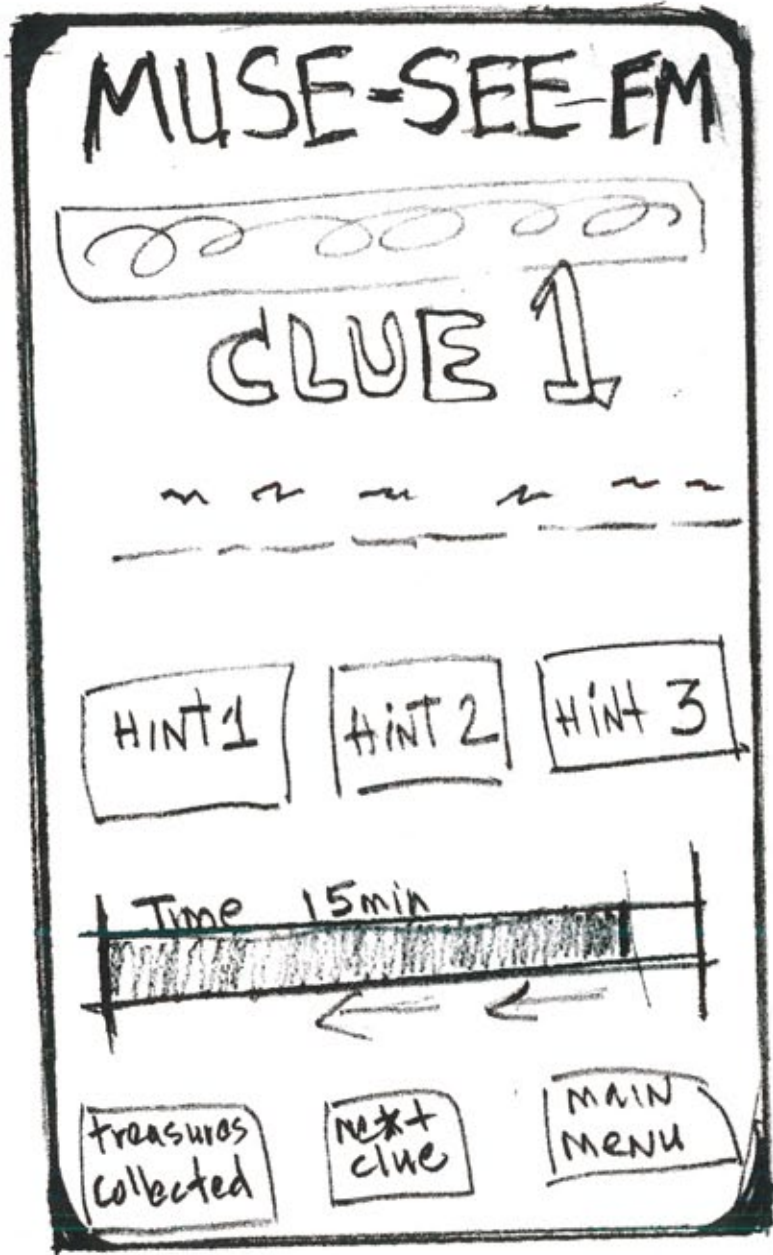
LEVEL 1 AGE 3-6	LEVEL 2 AGE 7-12	LEVEL 3 AGE 13-UP
--------------------	---------------------	----------------------

Treasures Collected

Restart

select a quest and level

keep track of treasures collected



← each level has 10 clues.

← little hints to help player

time decreases, goes red when 3 minutes left

Using this clue, walk to the exhibit that this clue describes. If you get there, Near Field Communication will set off bells and whistles telling you that you are successful. How cool is that?!

MUSE-SEE-EM

YOU FOUND ME



GREAT JOB !!

Treasures
Collected

Next
cue

main
menu

Completion of
one clue

lots of !!
fireworks !!
and sound effects !!

picture of
searched item pop up

MUSE-SEE-EM

CONGRATULATIONS

The treasure is
YOURS



treasures
collected

main
menu

lots of fireworks
banking words

contents of
chest containing
treasures according
to quest selected

touch chest
to collect
treasure

Coupon can
be saved in your
phone.

barcode to be
scanned at the
register.

With a
redeem button → Coupon will be created.

inside here
you can collect
your treasures at
end of visit.