



STORY TYKE

Story Tyke is setting out to give parents and their children a personalized story time experience every single day. XLR8 was brought in to design, develop, and launch the brand new iOS app.

- Custom Mobile App
- UX/UI Design
- Brand Identity

The Challenge & Initial Research

Story Tyke began as a simple email subscription service that delivered bedtime stories right to your inbox. After growing to thousands of daily subscribers, and 700 customer survey responses and video interactions, XLR8 was brought in to decipher how their email subscription needed to improve to meet their customers needs. Parents wanted something that *personalized* content for each child and saved time and money (no more searching online or making a run to the library). After working closely with the Story Tyke team, we determined that a custom native mobile application was the best way forward. We decided that a soft-launch on iOS only was the best value within the company's budget.

Goals & Features

- Build Your Own Storytime**
Create a storytime they'll love through custom preferences.
- No More Searching**
Now you can focus on spending quality time versus searching for a story.
- Stories On-The-Go**
Conveniently access stories no matter where you are.
- Original Stories**
Exclusive characters and stories will get them excited for each storytime.
- No Repeats**
Finally you can keep up with their constant desire for something new.
- Different Reading Modes**
Easily switch between modes to read, listen, or tell stories the way you want to.

User Personas

In creating Story Tyke, our first goal is always to identify the primary personas of our target users of the application. The two target personas we developed were Parents and Educators.

Amie Sanders
Parent

Goals
Amie's goal is to provide her child with a memorable story time each night. She greatly values the time that she gets to spend with her children before they go to bed. However, she has not had a lot of time to read to her child and is tired of repeating the same stories.

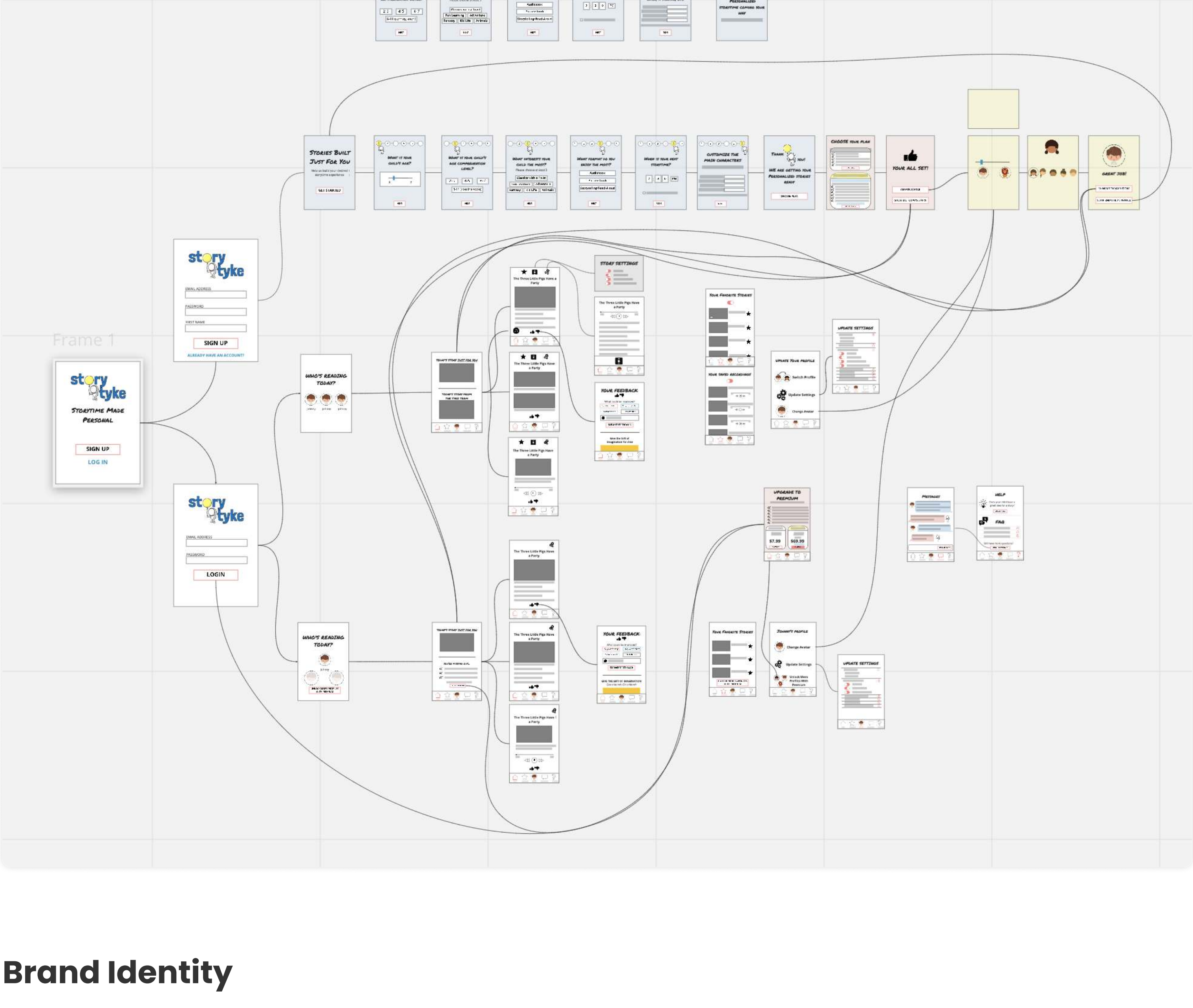
Pain Points
Amie is extremely busy and does not have time to create her own stories for her children. Her child always loves original stories but she does feel she is creative enough to create new stories each night.

Opportunities
Story Tyke can provide Amie with customized stories every single night. The stories will not only be original every night but the main characters will be her actual children.

Greg Dansie
Elementary Teacher**Goals**
Greg wants to inspire creativity within his students and help them improve their literacy skills. He enjoys using the classic kids stories during class but realizes there is a lot of room for improvement. He feels that the stories he uses are the same ones over and over again and the kids have them memorized.**Pain Points**
The stories that he regularly uses in class have become repetitive and don't inspire creativity. Greg wants to create his own stories for the kids but does not have the time to write them. Greg also realizes that his students at read at different comprehension levels. He wishes there was a way to customize the required readings to the comprehension levels of his students.**Opportunities**
Greg would greatly benefit from an application that customizes stories to the specific needs of his students. Each student would be able to read stories that are specific to their comprehension level.

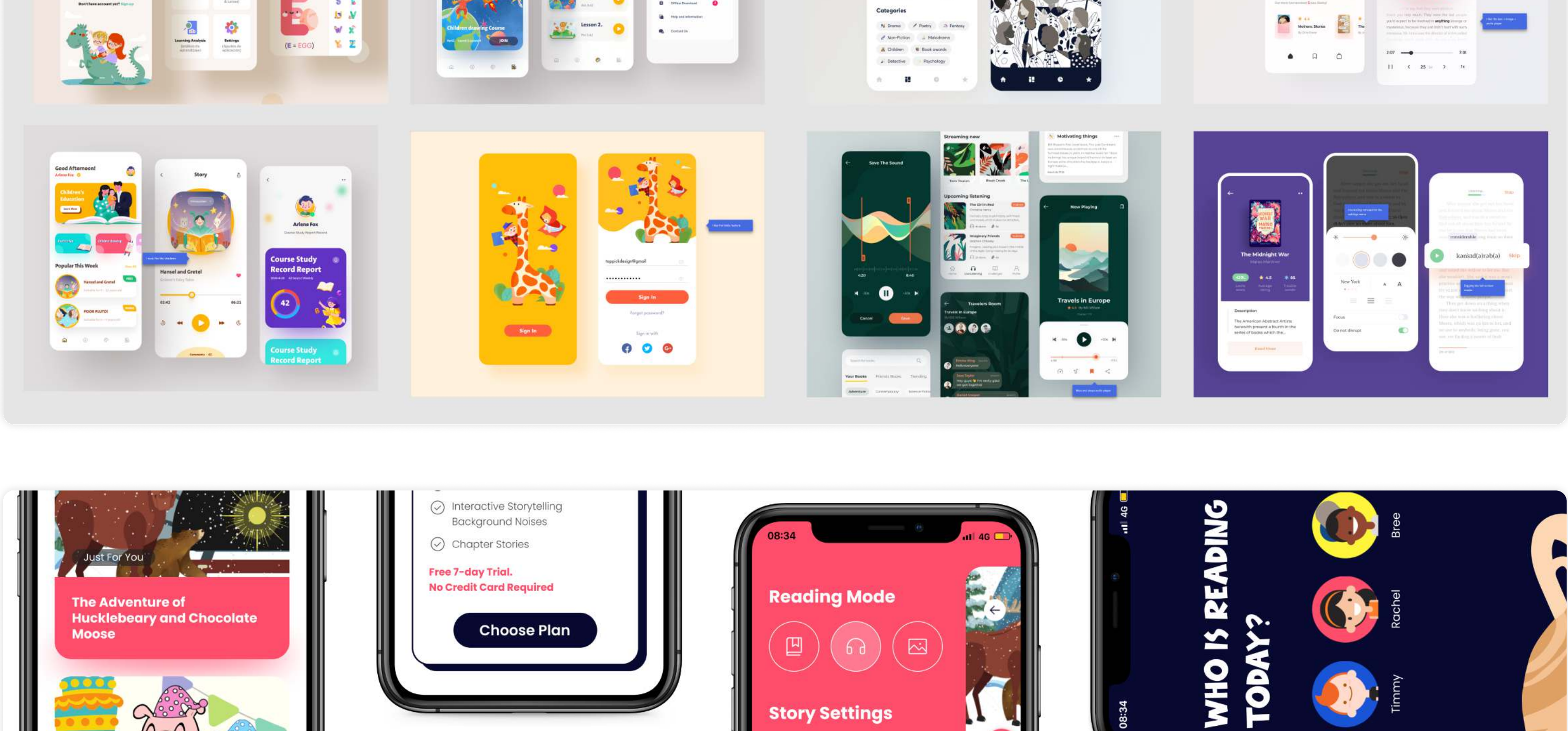
User Flows & Wireframes

The next step in our process was to outline key user flows and begin wireframing. In order to collaborate with team members across the country we used online whiteboarding tools to develop out the initial user flows and wireframes. This is the process we use to ensure that we have detailed documentation of everything that the client, and their customers, are looking for before we start developing.



Brand Identity

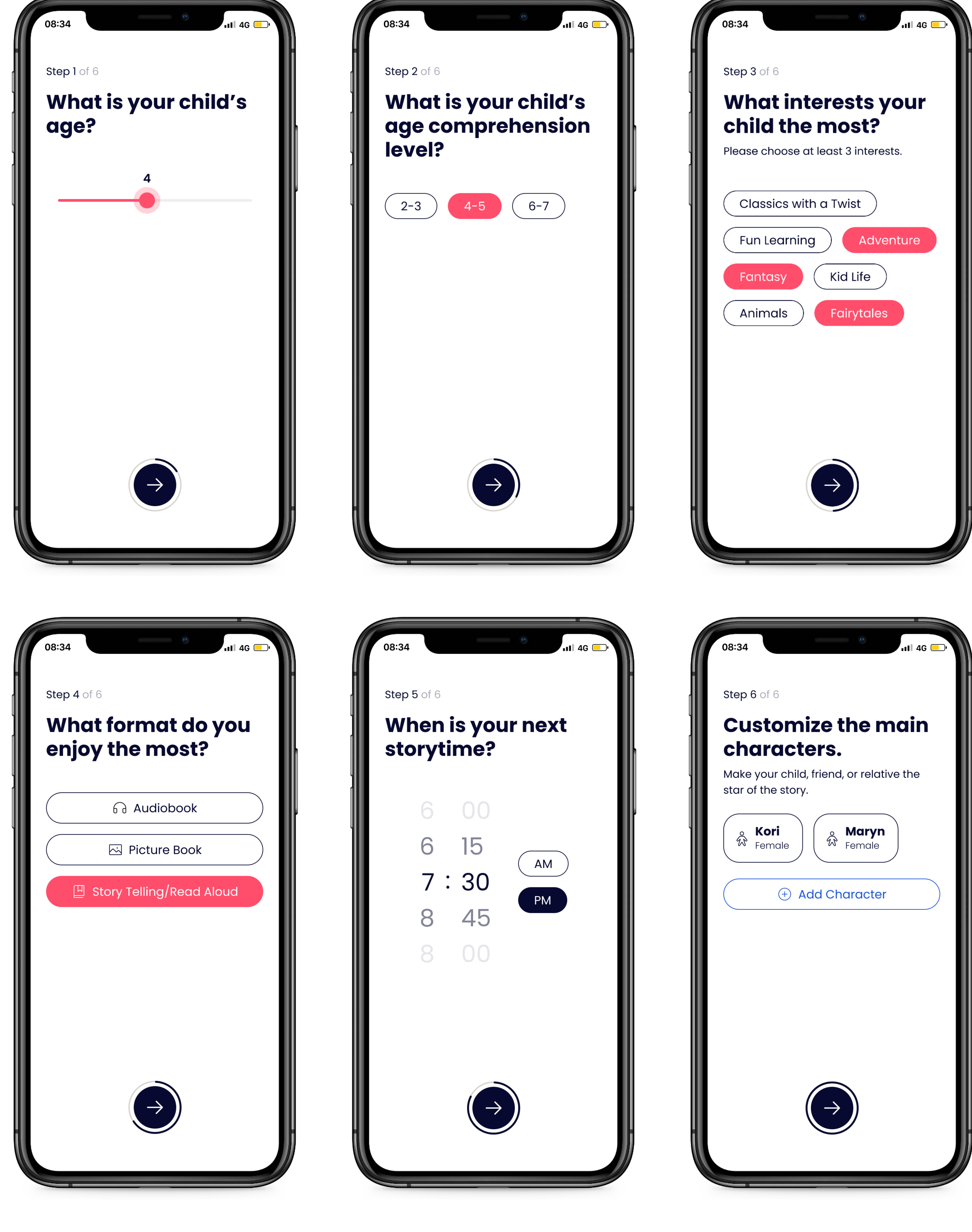
One of the keys to success for Story Tyke was to establish a clear brand identity. The XLR8 Design team worked closely with their leadership team to understand their vision, plans, and ideas. The first step of the process is to create "mood boards" to narrow down the different styles, emotions, and aesthetics to include. This process is highly creative, and often many iterations are required before everyone can feel great about the direction. A customer's experience is paramount to a successful launch, so we spend as much time here as is needed to get it right.



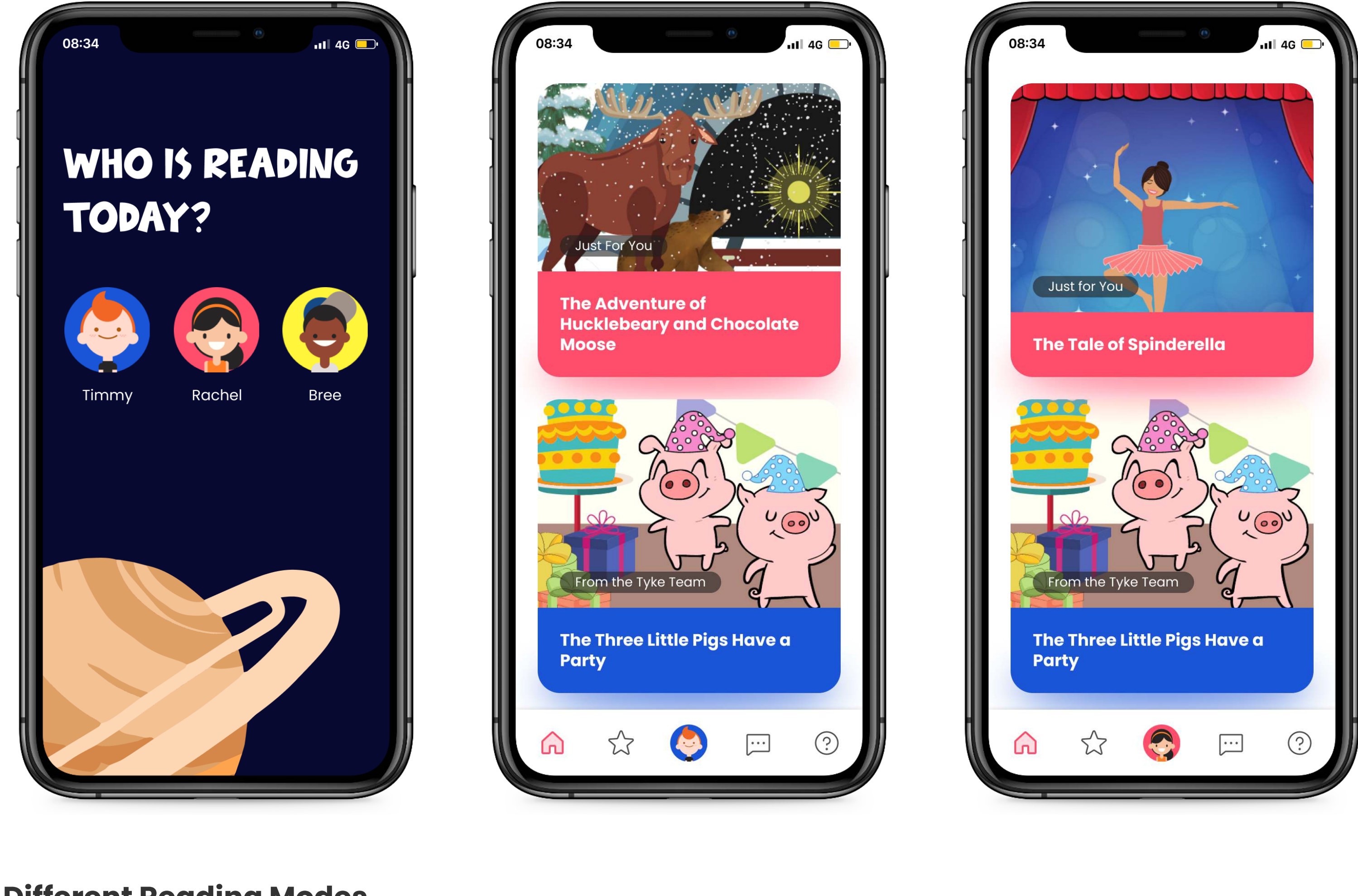
Development & Delivery

During the development and delivery phase we took our research and began developing solutions. These two phases included sketching, wireframing, lo-fidelity prototyping, usability testing, and final high-fidelity prototypes.

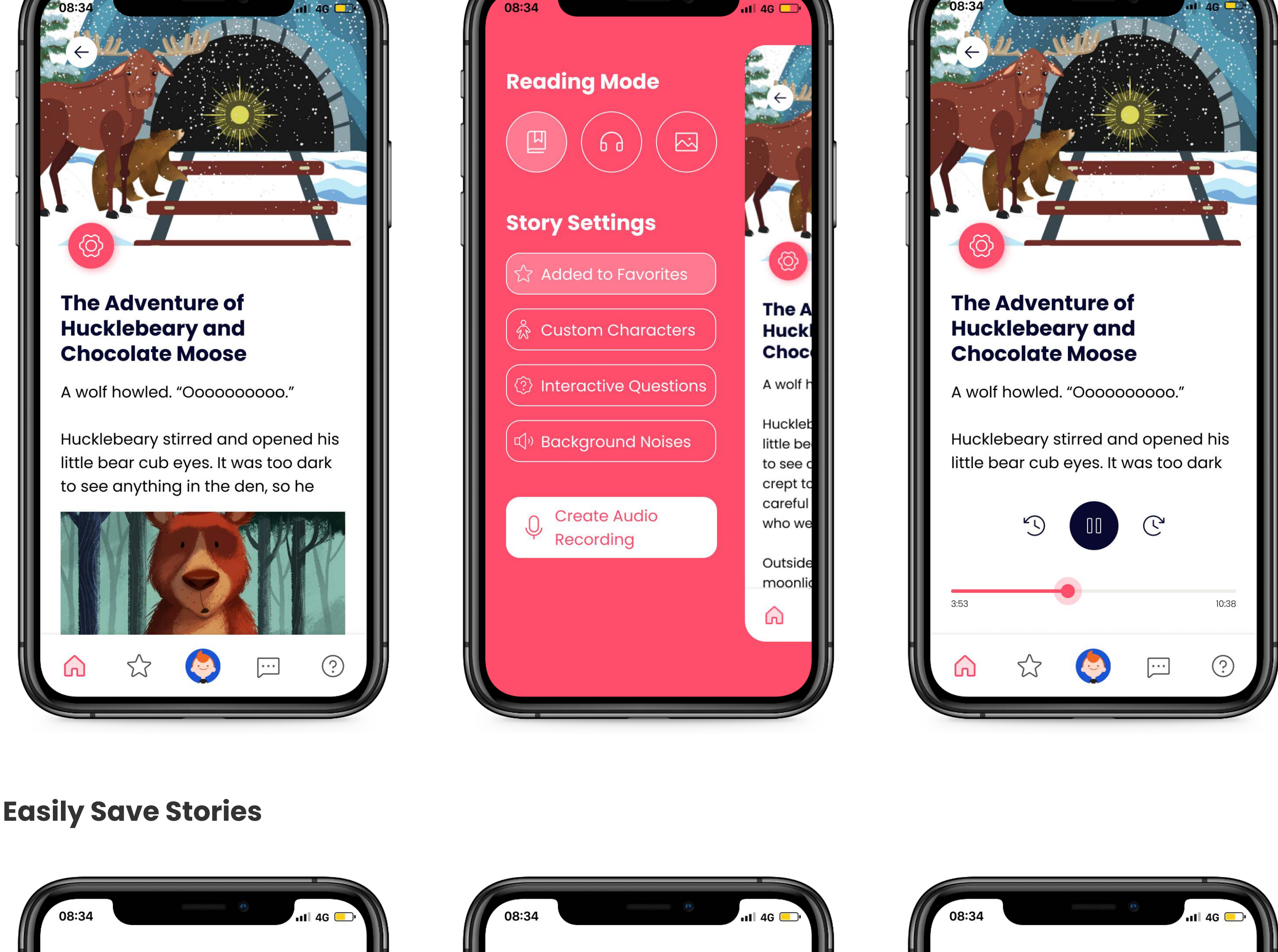
Build Your Own Storytime



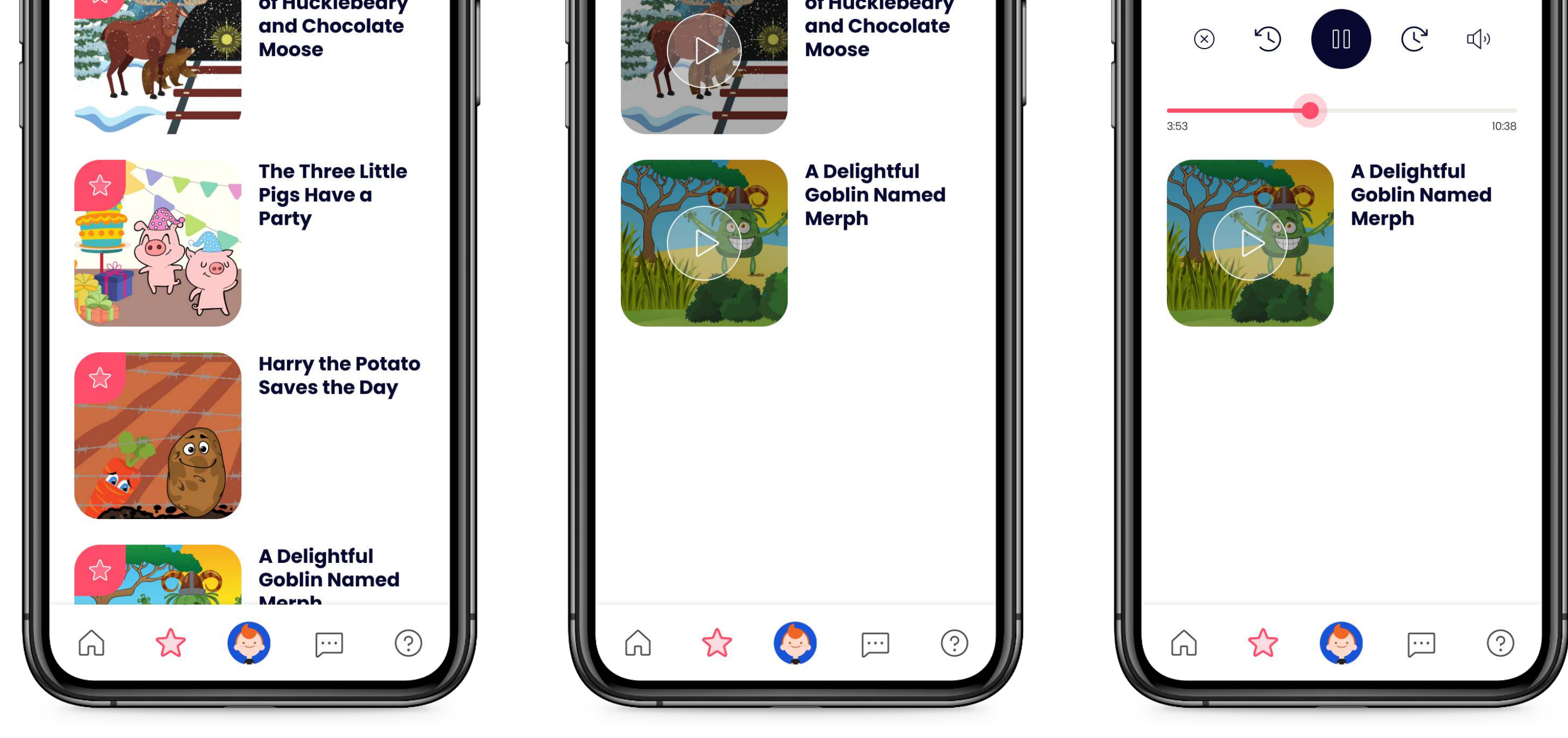
Original Stories Every Day



Different Reading Modes



Easily Save Stories



Conclusion

Here are some of the keys that we leveraged to complete this project successfully:

1. You cannot communicate too much!

In any industry, and with any project, the more streamlined the communication is, the better the results will be. Being local, we were able to leverage that proximity to have quick meetings and work together to get things done right the first time.

2. Done is better than Perfect

This is a tried and true standard of the Agile framework, but we know it to be accurate in the work that we do. We always strive to get things completed so that we can iterate off of something that exists, vs writing and rewriting code based on assumptions. Getting something to market will always be the best way to find out what works!

In conclusion, we are extremely proud of the final product that we delivered! If you would like to check out Story Tyke in the App Store, here's a link:



<https://apps.apple.com/us/app/story-tyke-bedtime-stories/id1573260696>