Design Brief:

The Premier's Kid Zone website (www.kids.premier.gov.on.ca) provides students in grades 6-9 with information about the government and province of Ontario.

Please prepare a PowerPoint presentation outlining a proposal for updating this website, targeted at a non-technical executive audience.

Include your recommendations for the site, including what currently works, what could be improved, and specific suggestions for new features, design or content. Support your recommendations with relevant research data, such as online trends or examples of other websites.

The presentation should be no more than 10 slides.

The original PowerPoint presentation has been converted to PDF for secure web distribution. To view as a full-screen presentation in Adobe Reader, type Ctrl [Mac Command] -L, and use arrow keys to navigate.

Premier's Kid Zone WEB SITE

Re-defined

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Summary

Current Site:

Dated and un-engaging -- with some exceptions.

Inconsistent design and navigation.

A lot of the content seems to be for adults.

Recommendation:

The site needs to be re-conceived as to its purpose, and the best way to achieve it.

First Impressions

Dull dull dull.

- Technically dated -- like something from the '90s.
- Communicates a bland, 'white bread' conception of government, history and culture.
- Not much content (or involvement of any sort) by kids.
- Best material (Campsite 24) should be on the home page -- not buried inside the site.

Kid's World page

Kids' World ? This is a page that leads with links to external government web sites for adults.

- The kids' links are at the bottom. As in: kids come last. Hello?
- Links present a narrow (and adult-centric) interpretation of Ontario history and culture; 'the usual suspects'.

Word List page:

No kid in their right mind would linger here.

Campsite 24:

At last something for kids. The dull html text and navigation don't go with the really cool, 3D 'virtual campsite' presentation (which I expect kids love).

Max's Ontario Adventure:

The content is about as engaging as a civics quiz. Oh. At least the presentation is an improvement over the rest of the site.

What to do?

Understand the audience, and how to reach it -bearing in mind cultural diversity.

A first stage is to find out what web sites (educational and entertainment) Ontario kids like, and why.

What we like, or think they ought to like, is not the point.

And then?

Develop a site structure, feature set and look-andfeel based on this research.

Get Ontario kids from all walks of life and parts of the province involved, on an on-going and dynamic basis.

Content Management System (CMS): an array of audience communication tools. Web browser interface for content submissions, user customizations, etc.

Possibilities

School/Community of the week. A presentation by the kids of that particular community about themselves.

Kids' creative writing, artwork, music.

- Bulletin board of upcoming events.
- Etc.

What Others Have Done:

www.bbc.co.uk/cbbc/

- www.kidlink.org/
- yucky.discovery.com
- JoeCool/JoeFool
- www.civilization.ca/kids
- www.kids.gov
- web-jpn.org/kidsweb/index.html