



Under the Sea Adventure
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App Proposal
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INTRODUCTION:

The Under the Sea Adventure App caters to our children audiences. While Under the Sea is a mermaid-entertainment company, our second mission is teaching our audiences about ocean pollution. With games such as POP Pollution and a vivid memory game, Under the Sea Adventure both entertains and teaches the young generation what is trash and what can be recycled. With this app, the entertainment of Under the Sea continues even after events.

Additionally, the app can reach children who have not experienced our mermaid events but who enjoy mermaids. Children will seek games centered around certain themes, mermaids being one. Most mermaid games in the Apple Store are dress-up games; therefore, our app will stand out from all other mermaid apps. In this way, our message will be new and stick in the mind.

CONTENT/DESIGN:

It is crucial that the app contain themes of “under the sea” ocean life and primary color(s) be blue/blue-compatible. Backgrounds should be graphically done to mimic the ocean floor and with animations such as bubbles to mimic the bubble animation in the business video.

While the mermaid character, “Coral”, on the mock-up is blue, I would prefer her colors be purple and iridescent with disguisable scales. This is to make her stand out (but be compatible) with the blue background tones throughout the app. Coral is chosen as the main character which the audience interacts with for her friendly appearance. Although a fish or other sea creature would potentially appeal to both boys and girls, Under the Sea is a mermaid entertainment company. Therefore, we wanted a mermaid to interact with our audience. So, to remedy this, make Coral less about exposure and more about fun. Potentially, we could allow the audience to choose a male or female mermaid for the future.

Children will be introduced to Coral’s character with the opening app. This should be opened with a short sequence of cute graphics/animations. Included in this sequence should be animals (such as dolphins, fish, and perhaps starfish) bubbles, original tropical music, and Coral swimming alongside her fishy friends.

After the opening, children will see the Main Menu screen. This screen provides them with two (game) options: POP Pollution and Recycle Memory. See Figure 1.0 for an example of how this screen should look.



Figure 1.0 shows an example of the Main Menu page, where children may select either the POP Pollution Game, or the Recycle Memory Game.

Please note that the pointer finger icon shown on the page will only appear in select instances, such as when instructions are given. See Figure 2.0 for one such instance. Additionally, the Next bubbles will not constantly be on the screen, allowing for more animations and content to populate the screen. Instead, there will be small arrows within Coral's dialogue bubbles. Our audience may click on the arrow to move to the next screen.



Figure 2.0 shows one instance where the finger pointer would be visible on the screen. The finger pointer would move across the screen to show children an example of tapping on the card to flip it over.

As one of our main focuses in to teach people about recycling, and how they can play a personal part in saving our oceans by decreasing the amount of waste their throw away. So, for the POP Pollution gaming sequence, there should be short snippet videos about recycling. These videos should not be real life people; use the character of Coral to be a teacher. It is better that Coral engages with the children to keep the figures consistent. Therefore, the sequences focusing on recycle education should also be animated. For references to current animated clips focusing on recycling, refer to "[Plastic Pollution in the Ocean - Blue Voice](#)" and "[Recycling for Kids](#)." Both of these videos demonstrate the form of animation that are best used for children entertainment education.

Additional content will include the Under the Sea logo being located in either the top left-hand corner of the screen (such as with the Main Menu screen) or down in the bottom right-hand corner of the screen (such as during game play). This allows the child to, at any point, have access to our main website. This is purposeful, as children can easily click the logo and view the main website. This might make them discuss our company with their parents to host a party, especially if they are young, enjoy mermaids, and view our album of other events.

Now, the key downside of this is that children misclick often. Therefore, they will be lead away from the game. Depending on their age, if they have siblings or a parent close by, they may not be able to navigate back to the game. This could cause frustration and children may choose not to play the game after all, if it causes them such trouble. To remedy this potential problem, the Under the Sea Logo will only be "clickable" on 1) the Start screen, 2) Main Menu

screen, 3) the screen following the educational recycling video. This will help filter precisely when children have access to click on the logo and carry them away from the game. This ensures no game play data is lost, and that the child will only be taken away from the game for key things.

In the future, one other game will be added. It mimics the “mermaid dress-up games” found on the app store. When viewing the Apple Store, multiple dress-up games currently exist. See Figure 3.0 for an example of such a game.



Figure 3.0 shows another mermaid game found in the Apple Store via iPhone. There are other games similar to this one that can be downloaded. NOTE: the buttons in the top left corner of the photo of Figure 3.0 should not be included/used.

Although easy to find, having this game might draw more children audiences to our unique app. In this game, children may modify their own mermaid. This would include skin tone, hair, eyes, nose, smile (braces for children to feel included), and clothing style. There should be mermen as well because we are an inclusive company. Mermaid folklore is not solely for young girls, but young boys should feel included. For boys, the same attributes should be able to be changed. As a special feature for the boys, make it possible for the tails to mimic different sea creatures such as shark, wild fish, octopus, etc. Allow for the same features that the female mermaids have, skin tone, hair, eyes, nose, smile (braces for children to feel included), and clothing style. It is important that - to break the stereotype that boys cannot wear girl's clothing and vice versa - we must give the same clothing options for both male and female mermaids. This will encourage positivity and inclusiveness, teaching that it is acceptable for children to enjoy and feel comfortable wearing clothing intended for the opposite gender.

Please see Figure 4.0 for a gallery of sample images for the future mermaid dress-up expansion.



Figure 4.0 shows some samples for the future figures in the mermaid dress-up expansion game. Notice the different forms of tails, the multiple options of accessories, and the different forms. All clothing should be optional for male and female mermaids. No child mermaids should be featured for now.

NOTE: See attached document for near-full prototype mock-up of the app, its screens, and future plans for expansion.

TIMELINE:

According to [Simpalm](http://Simpalm.com), a web application design company based in Washington, D.C., the amount of [time necessary](#) to build an app can range from between 2-3 weeks (small-version) to about 9-10 weeks (big size app). For the first version of Under the Sea Adventure, designers are allotted more than 9-10 weeks for a perfect product. Positions to be filled include a graphic designer, a mobile app designer, and those with a background in mobile app game design. There should be at least two user-experience testing sessions: one with the first testable version to pinpoint primary problems. The second should be before the product is released, so final tweaks may be completed.

After the initial release, downloads should be monitored and reviews tracked. Encourage the mermaids under employment of Under the Sea to advertise the gaming app to customers. If possible, show

children the app at the event. The release of the app should be previewed and noticeable on the Under the Sea [Website](#). This is to reach as many potential customers/our intended audience as possible.

If funds are appropriate, research how to get our app specially previewed on the Apple Store.

EXPENSES:

For the initial stage of Under the Sea, customers do not pay for the app. Young children will be the target audience. Parents are unlikely to want to pay for a game which their children may or may not play. If we were to put a monetary price tag on the initial game, it would likely turn away customers.

However, there lies an issue with NOT having customers pay. According to [Savvy Apps](#) - an app design company which has been in business for ten years - it will be [very costly](#) to build this app. If we produce the app with a "big boy" company, we're looking at over \$500,000. Apps produced by smaller companies will be between \$50,000 to \$100,000. This is a considerable amount, and a total which would need to be fundraised. This could be done. Fifty-percent of our total cost goes to creating unique mermaid attire for our customers. The remaining fifty-percent goes to our company. By designating at least ten (10) percent of that income could be secured in a separate fund that will be used to create our app. This being said, it would take a number of years to raise enough money. If we host fundraising events, fifteen (15) percent of the event's raised money could be donated to the App fund.