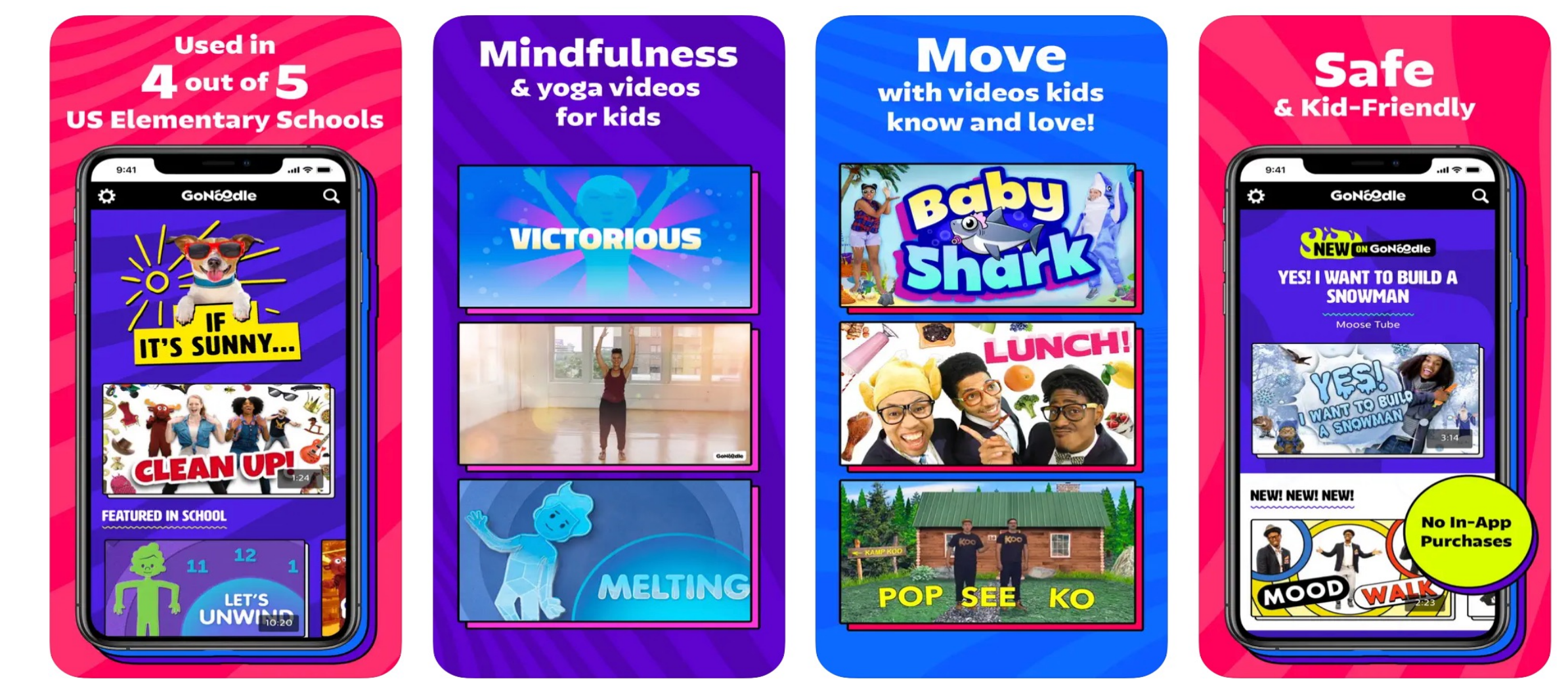


# Heuristic Evaluation of GoNoodles Kids Videos App

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- No. of downloads on Google Play Store: 5M +
- Rating: Google Play Store - 4.1; Apple App Store - 4.5
- App Version: 3.8.0

## ABSTRACT

With globalization and technological advancements, education has undergone significant transformation, enabling remote and flexible learning experiences. Digital platforms now play a pivotal role in enhancing children's education by making learning interactive, engaging, and accessible from anywhere. One such platform, the GoNoodle: Kids Videos app, has gained attention for its intuitive interface and features that promote active and enjoyable learning. By combining educational content with elements of fun, the app serves as a bridge between traditional teaching methods and modern, technology-driven approaches.

This study presents a heuristic analysis of the GoNoodle: Kids Videos app, employing established usability principles to evaluate its design, functionality, and user experience. Key areas of focus include interface design, navigation intuitiveness, terminology clarity, and error handling. The evaluation identifies both strengths and areas for improvement, offering actionable insights to enhance the app's usability and better meet the needs of young learners.

The findings highlight the app's potential to make learning enjoyable for children by integrating multimedia tools that simplify complex concepts and foster engagement. Its varied content encourages physical activity and creative exploration, making it a versatile tool for holistic development. Recommendations developed through this analysis aim to address usability challenges, improve user guidance, and optimize the app's structure. These enhancements will support educators, parents, and learners by maximizing the app's effectiveness as a tool for interactive education, ultimately promoting better learning outcomes for children and making education a more inclusive and delightful experience.

## OBJECTIVES

- Investigate the usability of GoNoodle Kids Video app through heuristic evaluation, aiming to identify and address specific issues hindering user experience.
- To offer actionable recommendations that address identified usability issues and enhance the GoNoodle App's usability.

## STUDY METHODOLOGY

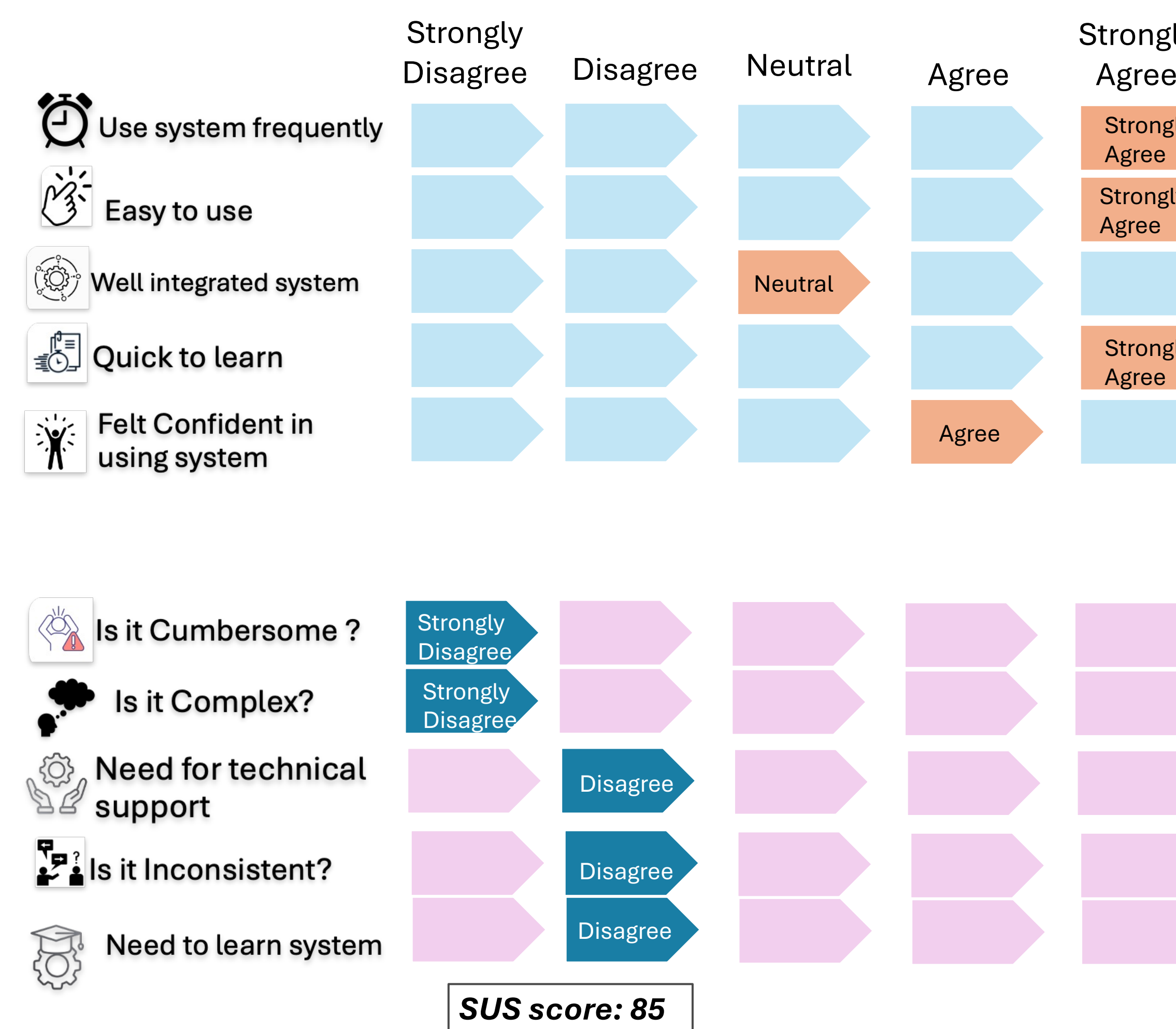
Methodology aims to provide a comprehensive understanding of the GoNoodle app's usability, effectiveness, and user satisfaction.

- **Nielsen's Heuristics:** These heuristics encompass criteria such as visibility of system status, match between system and the real world, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design, help users recognize, diagnose, and recover from errors, and help and documentation.
- **System Usability Scale (SUS):** The SUS questionnaire consists of 10 items designed to assess the perceived usability of the system. User rate each item on a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The SUS provides a quantitative measure of usability, allowing for comparison across different systems and iterations.
- **Utility Assessment:** Arhippainen Heuristics' utility questions are adopted to assess the alignment of the GoNoodle app with user values and intended contexts. These questions probe the extent to which the app provides utility matching with the user's values and whether it is designed to fit the intended contexts of use.

## RESULTS

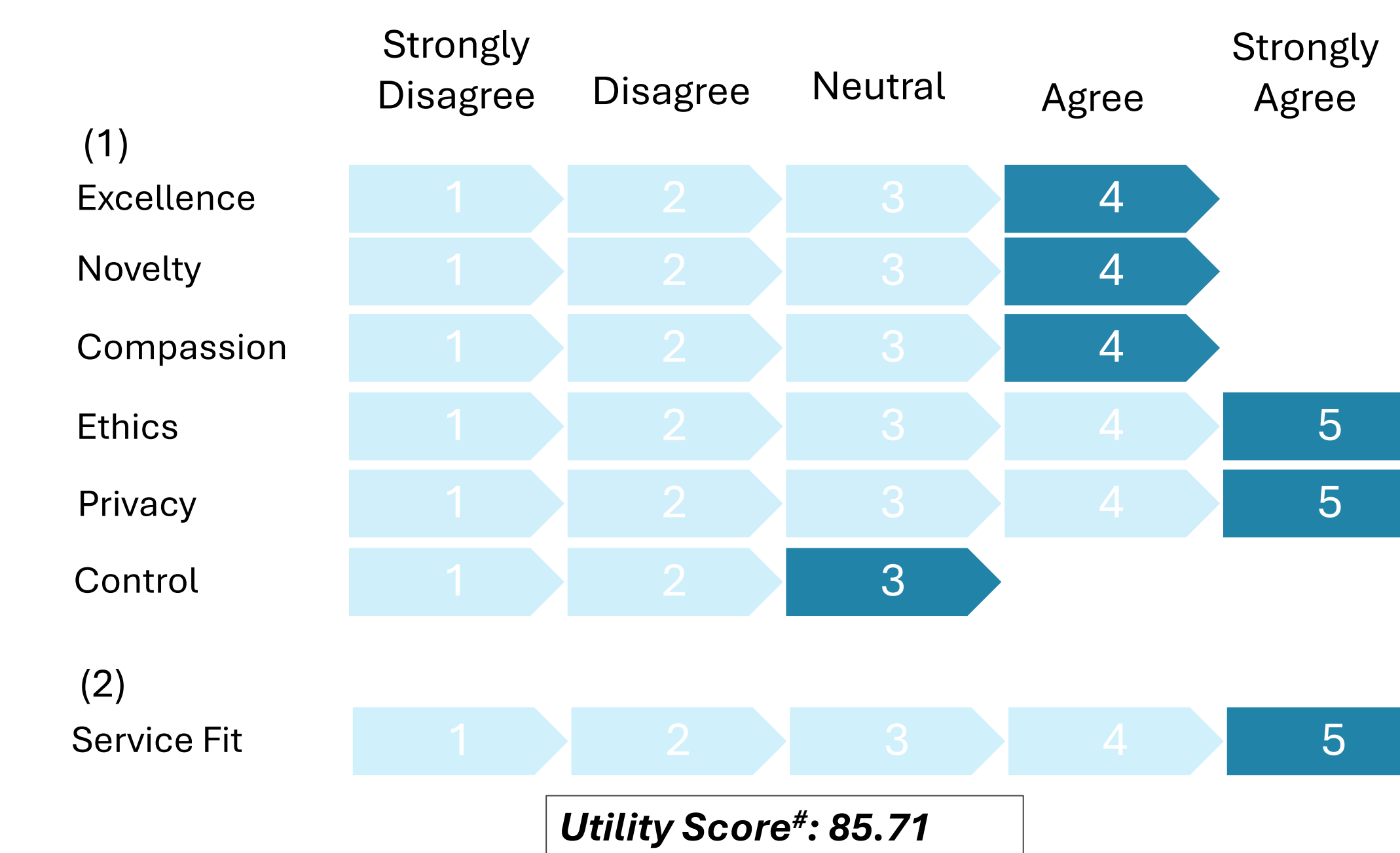
### System Usability Scale Rating

The System Usability Scale (SUS) measures the subjective assessments of the usability. The scale is set of 10 questions on which the assessment is performed.



### Utility Assessment

#### Adopted from Arhippainen's Heuristics



# A = (Sum of the points for all sub-sections of the first question/35) X 50; B = Point for second question X 10 = 50  
Utility score out of 100 = (A+B)

## Heuristic Evaluation Overview

Cognitive walkthrough highlights the app's strengths while identifying areas for improvement to enhance user experience, particularly for children and their facilitators (teachers and parents).

### Strengths

- **Interactive and Child-Friendly Content:** Videos are designed to be engaging and intuitive, keeping children active and enabling them to grasp new concepts with ease.
- **Categorization Based on Themes:** Organized content makes it easier for children to navigate and select videos that align with their interests.
- **Ease of Use:** The interface is simple and intuitive, allowing children to use the app independently.
- **Workout Videos for Fun Learning:** Encourages physical activity while integrating educational elements, fostering holistic development.
- **Potential for Reflective Learning in Schools:** The app can be effectively incorporated into school curricula to promote fun and reflective learning.

### Areas for Improvement


- **Help Menu for Troubleshooting:** Adding a help menu or troubleshooting guide would improve user support in case of issues, ensuring seamless usability.
- **Exit Buttons for Better Navigation:** Clear exit or back buttons can enhance navigation and provide users greater control over their interactions with the app.
- **Error Prevention and Recovery:** Implementing prompts or confirmation messages before critical actions can prevent accidental errors and support recovery from mistakes.
- **Enhanced Video Categorization:** Categorizing videos by age group or developmental stage can make the app more relevant and efficient for its target audience.
- **Visibility of System Status:** Including progress indicators or loading signs can help users understand the app's current state and enhance their experience.

## CONCLUSIONS

The GoNoodle Kids Video App is an innovative platform that effectively combines interactive multimedia with educational objectives, making learning fun and engaging for children. Its intuitive design and variety of content make it a valuable tool for parents and educators.

Addressing identified usability challenges—such as adding a help menu, improving navigation controls, categorizing videos by age, and enhancing system status visibility—can significantly improve the app's overall user experience. By implementing these refinements, GoNoodle can further establish itself as a leading tool for interactive and reflective learning, both at home and in classrooms.

## User Persona for the Study

Name	Age	Gender	Work	Location
Olivia Antimano	10 years	Female	Grade-5 Student	New York, US
	<b>Bio</b> Olivia is a student of grade 5 and is looking for new things to stay engaged all the time. Her parents want her to utilize time in beneficial way. Hence, they want a platform that can help her perform various activities in an interactive and fun way with some learning experience.	<b>Goals</b> • Utilizing time effectively • Having activity-based learning • Having fun with music and dance	<b>Needs</b> • Having access to various videos for learning • To have access latest videos • To have fun along with learning	<b>Frustrations</b> • Not able to find right videos • Filtering videos for kids becomes difficult
<b>Quote</b> "I am looking for a platform that will help me get videos and music for learning and with fun"				

## ACKNOWLEDGEMENTS

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