



Stace Dixon
Digital Marketing
SIP405: Student Innovation Project II
July 2nd, 2023



S U S T A I N A B L E
K I D - F R I E N D L Y
L O C A T I O N S A P P



images: canva.com



image: canva.com

This project combines the technical fields of digital marketing and UX/UI.

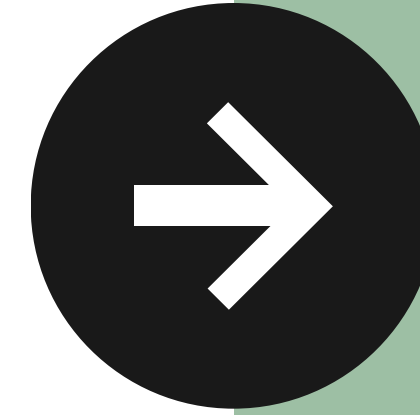
This project was inspired by the desire to promote sustainable and eco-friendly practices and mindfulness with my own young children, and the lack of ability to identify places and products within my area with ease.

This app is designed for users with children ages 0-5 years old to help them find places, activities, events, and more in their area that are considered sustainable and environmentally friendly by mission, aspect, product, service or practice.

This project focuses on creating an app where parents can search for sustainably responsible locations and eco-friendly activities to do with their young children within their area.

This project aims to build a geo-locational app with searchable listings, a map, and a calendar that allows users to find local businesses near them, such as retail shops, activity centers, museums, restaurants, playgrounds, and more that are certified by a third-party sustainable certification body or considered environmentally friendly by product, service or other aspect.

The app will also enable users to become a part of a community by exploring user-generated information, recommendations, and posts, as well as joining user groups and events. The app can be monetized by advertisers who sponsor their business locational or online listings.



This project is innovative because there is no other geo-locational application for parents to find local, sustainably focused kid-friendly locations and activities, with the added feature to make community connections.



image: canva.com

Based on my research regarding sustainable businesses or locations centered around children, there is no one-source solution to find activities and businesses focused around children 0-5 years old that are considered "sustainable" without a hefty amount of time-consuming research or manual work.

My market search plan includes identifying reliable and legitimate third-party rating systems and verifiers to identify which children's focused locations and activities are or are appropriate for eco-conscious within the app, based on levels of sustainability the user finds important.

This project is an innovation needed right now because of the major social issue of climate change and environmental pollution caused by human impact. We need to instill eco-conscious practices in the generations of tomorrow to hopefully slow or reverse diminishing resources and enhance the future health of the world.



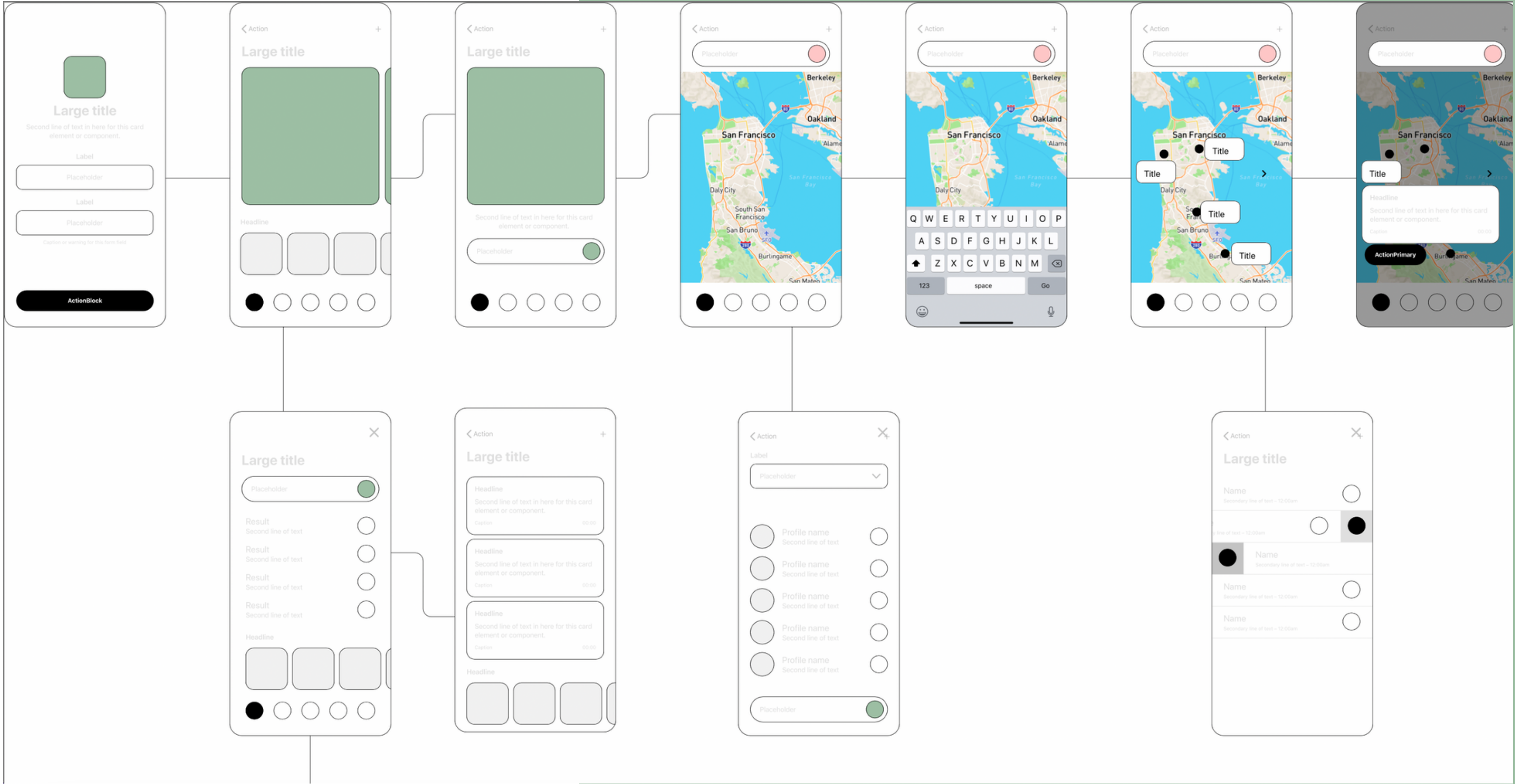
image elements: canva.com

The scope of the project highlights branded assets and marketing elements including a website developed using Godaddy and an app prototype developed using Figma and ProtoPie.

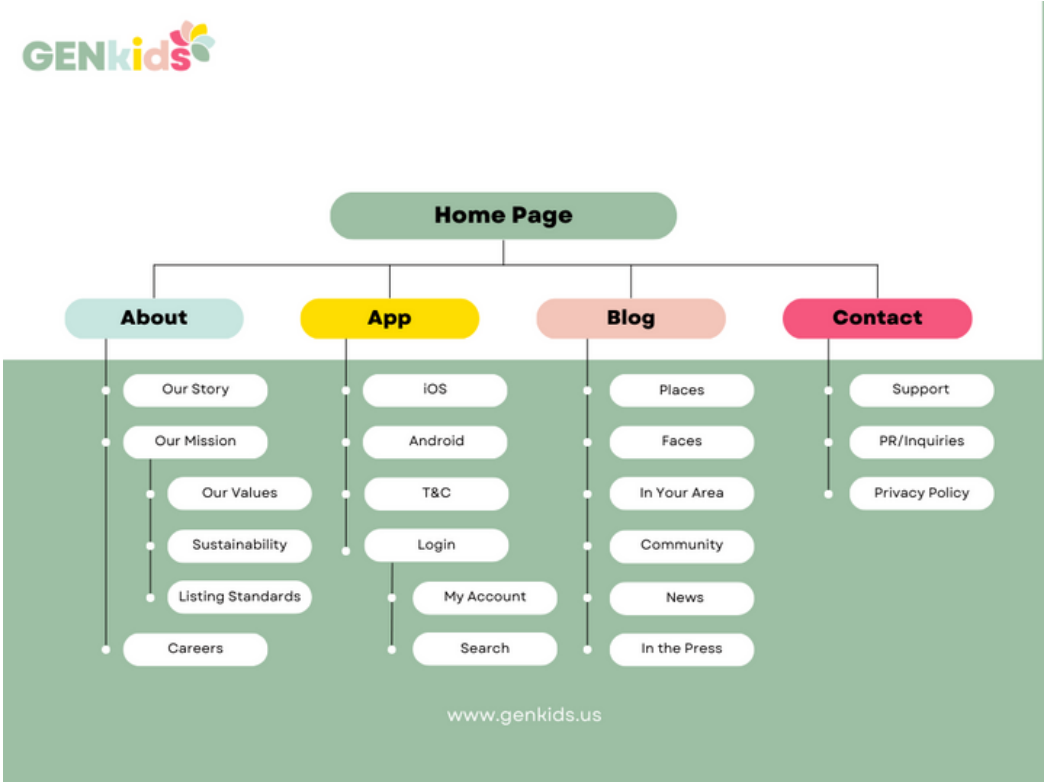
My timeline includes research, brand building and marketing asset creation, the UX/UI, website and app wireframes, and the website development were all initiated and produced prior to March 2023. The mobile application prototype development will continue through April 2023.

More GENkids elements at:

<https://stacedixon.com/student-innovation-project/>



<https://genkids.godaddysites.com>




Sitemap



Wireframe



GENkids website preview



Branding

Style Guide

Colors

#9DBFA4

#C8E6E0

#FFDE02

#F3C5B9

#F5577E

Fonts





Garet - Body Copy
Garet Bold - H2, H3, H4, H5, H6

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXyZz
1234567890

Garet Extrabold
H1 Headings



A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Logo & Icons





Style

H2 Headline
Body copy



H1 Headline
H2 Headline
Body copy





Find sustainable & eco (kid) friendly places, activities & events near you

FOR THOSE WITH CHILDREN
AGES 0-5 YEARS OLD

DOWNLOAD APP NOW



"My kid loves to make a difference"

★★★★★




"Creating habits that will last a lifetime"

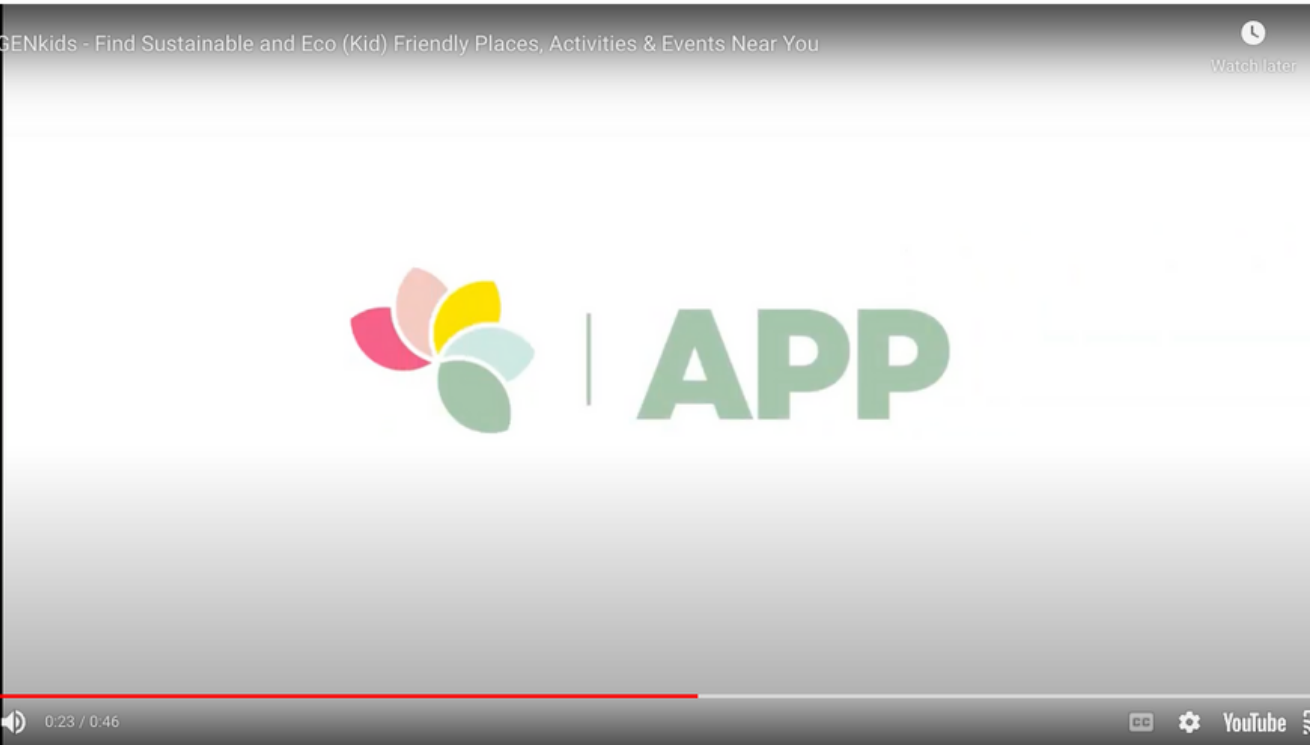
★★★★★







APP



GENkids promotional assets

Guardians

Sustainably-minded guardians and grandparents would be ideal users as well.



Parents

This app is built primarily for parents. Specifically, moms (22 - 45) are the main target market, being the typical caretaker for children ages 0-5 years old.



Nannies

Nannies, au pairs or other childcare providers would also be ideal users.

GOWhee!

App and Link: <https://gowhee.com/>

Description: Kid-friendly travel locations app - "Filter the world for family fun"

Prior Art: copyright 2022 GoWhee LLC

KidPass

Link: <https://kidpass.com/>

Description: for parents of children 0-18 years to find classes and activities in their area.

Prior Art: copyright & more by KidPass

GenKids - Gen Church (Genesis Church)

Link: <https://www.genchurch.com/genkids>

Description: Genesis Church's youth program is called "GenKids" - no copyright found.

Gen Kids Group

Link: <https://genkidsgroup.com/> (abandoned)

Gen Kids @ Learning

Link: <https://www.genkidsatlearning.com/>

Description: An at-home education, math & science curriculum for 7-12 year olds.

Prior Art: copyright 2019 GenKids @ Learning

Eco-Kids by Eco-Kids LLC

Link: <https://ecokidsusa.com/>

Description: sustainable arts and craft clay kids, paint kits, crayons and more.

Prior Art: copyright 2022, Trademark Serial Number - 77637285 for commerce



There are no other apps that offer listings or geo-locational search by map function, or calendar feature specifically for sustainable kid-friendly locations and activities.



image: canva.com

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image: canva.com

Innovation Claim

This project is innovative because there is no other geo-locational application for parents to find local, sustainably focused kid-friendly locations and activities, with the added feature to build community connections.