

# DESIGNING INTERACTIVE POP UP BOOK AS AN EDUCATIONAL MEDIA TO LOVE PETS FOR CHILDREN AGED 7 - 11 YEARS OLD

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## BACKGROUND

Animal abuse in Indonesia has increased by 50% in just one year, with most of these cases were done by early teenagers.

Children love playing with pets, but sometimes they don't know how to treat them properly and may not understand their responsibilities toward animals.

## GOAL

The goal of this project is to teach early teenagers how to treat animals properly, while discouraging them from being cruel or rough toward animals.

A pop-up book with fun, interactive parts is a great way to help them learn in an exciting and enjoyable way on how to treat animals with kindness just like the other creatures.

## DESIGN PROJECT

The keyword of this pop-up book is "immersive". It takes early teenagers on an exciting adventure with Aruna and Sekala through Petopia, a magical world where they rescue cats and dogs.

Through interactive missions, early teenagers learn to develop empathy and discover the proper ways to treat animals both within the story and in real life.

## DESIGN METHOD

### EMPHATIZE

Collect data and observation on how people, especially early teenagers treat animals in daily life.

### DEFINE

Analyzing data and identify the main problem : kids lack fun and simple ways to learn how to treat animals properly.

### IDEATE

Developed ideas like a magical story world where early teenagers learn empathy through animal rescue missions.

### PROTOTYPE

Created 21 pages interactive pop up book using cartoon artstyle, enhanced Augmented Reality (AR) with short motion.

### TESTING

Tested pop up book on children aged 7 - 11 years old, to gather feedback and improve the experience.

## FINDINGS

After user testing there is conclusion after reading this book. Children showed better emotional response and empathy, Interactive of this pop up book succesfully kept children engaged and curious through the story, children could have knowledge how to treat pets in a properly ways. And cartoon style with using vibrant colors were well received and considered fun and friendly.

