

DESIGNING A VARIOUS PROFESSION POP-UP BOOK AS AN ENGLISH LEARNING MEDIA FOR CHILDREN

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Background

The low English proficiency in Indonesia highlights the need for early language learning, especially at age 4 when language development is rapid. The profession theme introduces social roles and encourages respect for all jobs. To support learning, a profession-themed pop-up book with AR technology presents English vocabulary and pronunciation in an engaging and interactive way.

Goals

The profession theme helps children understand social roles and appreciate different jobs. Exposure to various professions encourages them to explore more career options. To support this, a pop-up book with AR technology was developed to introduce English vocabulary and pronunciation in a fun and interactive way.

Design Method

EMPHATIZE

Data was collected through interviews, classroom observations, and literature studies to understand user needs.

IDEATE

Visual ideas were developed, including Pop-Up design, AR integration, color palettes, and typography selection.

DEFINE

Collected data was organized and analyzed to define the problem. Concepts were then developed using SWOT, STP, USP, and KCM analysis.

PROTOTYPE

The concept was realized into a physical Pop-Up book prototype for further refinement and equipped with Augmented Reality features.

TESTING

Testing was conducted on children aged 4-5 years old, accompanied by their parents. They expressed curiosity and excitement when they opened the pop-up book. AR, equipped with audio pronunciation and spelling, made it easier for them to pronounce the English vocabulary.

Concept Design

Based on the SWOT, STP, and USP analysis, the keyword "Delightful Cognitive" was identified. It represents a joyful learning experience that sparks children's curiosity through engaging visuals while supporting their ability to recognize vocabulary and understand professions in a social context.

Findings

Based on user testing on the Pop-Up book prototype conducted over a day, it was found that its durability was still lacking and it was too heavy, so the book's durability needs to be improved by using stronger materials to withstand rough handling by overly active children. Children also had difficulty accessing the AR feature. In this case, improvements are more general, and future research can be carried out.

