Wild Kratts Interactive

Creature Babysitter App: Africa Edition

Concept Document

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Created and Developed by Kratt Brothers Company

Wild Kratts Creature Babysitter App
Africa Edition

Abstract

The next installment in the Wild Kratts mobile app line will be a brand new app targeted at our youngest audience of preschool-aged children. The first Wild Kratts Creature Babysitter App: Africa Edition will set the stage for a line of similar apps that take place in different habitats around the world.

Following the successful approach of previous apps, the Creature Babysitter series will continue to:

- Mimic the broad appeal of the show within the app by offering a wide range of diverse animals and habitats
- Encourage long-term play and replay
- Provide a deep context for learning about animals in their habitats
- Develop a scalable platform upon which we can build and release a suite of more content in the Creature Babysitter series. Each content release will provide exciting new games for kids centered around different creature powers in various habitats around the world.

Target Audience

The primary audience is boys and girls ages 4 to 6. The goal is to appeal to, and expand on the same audience as the Wild Kratts television series, as well as the rest of PBS Kids line with a specific emphasis on the underserved audience at the youngest end of the range. This proposed suite of simple-yet-engaging mini-games is designed to engage, entertain, and inform in equal parts.

Educational Goals

The educational goal of this app is to teach aspects of animal science through the basic needs of baby animals. Topics covered include:

- Food - Difference between a Herbivore, Carnivore, Omnivore
- Grooming – Animals need to take care of their fur, feathers, and scales. How do they do it.
- Communication – Many animals use various forms of communication, including facial expressions, sounds, smalls, and body postures. These send a variety of messages.
- Shelter/Homes – Animals need shelter and protections and they get it in several different ways.
- Protection – keeping safe from predators.

Through this app, users will get a sense of the basic needs of every animal, as well as specific strategies that different animals have to fulfill those needs (often connected to their creature powers). The 'babysitting' aspect puts the user in the roles of the animals, helps them see the world from the animals perspective, and helps instil a sense of stewardship for animals and the natural world.

Moving away from the collection of information cards featured in our other apps, we want to make the inclusion of important natural history details a more organic part of the gameplay. The activities themselves will reflect the educational goals by tasking the players to look after the needs of the baby animal by feeding it appropriate food, taking care of its grooming needs, observing how it communicates based on your input, seeing where it lives and interacting in that environment, and keeping it safe from potential hazards.

Further information will be presented through voiceover and animation when it is appropriate to the activity. For example, when you feed an animal something it likes, occasionally a Kratt Bro will tell you, "the zebra is a herbivore so it loves a nice green leafy breakfast -- no bacon for this little guy!"

We will embrace every opportunity to pass along relevant information to help our young audience learn more about the creatures they're playing with.

Localization
Developed as an English language title.

Target Platforms
The application will be developed for iOS and Android devices of varying screen sizes.

Application Structure and Flow

Look and Feel
The new Creature Babysitter apps will follow the same stylistic format as the other Wild Kratts apps, as exemplified by the look and feel (colors, fonts, buttons, transitions, etc.) of the Creature Power App, to maintain consistency within the Wild Kratts application series.

This means that beginning with the start screen, users will follow the same flow, experiencing the same look and feel through buttons, transitions, etc.

Persistent Record of Gameplay
The app will store the players progress between sessions, keeping track of the unlocked content they've earned and what they've done with it.

Introduction: Game Story

The app will begin with a very short (skippable) animation featuring the Kratt Brothers presenting the story of the app: travelling around Africa to visit different baby animals in their homes and helping to look after them.

Animations and Interactions

The Creature Babysitter app will rely more on simple animations triggered by various interactions than previous apps. Kids like to poke around and touch different things, and enjoy the immediate and repeatable gratification of seeing something cute or funny happen, and that is a core element of this app. There will be myriad things within the app's many screens begging to be poked and prodded, each time eliciting a fun and unexpected response.

Similarly, there will be a large database of voiceover responses that the Kratt Brothers and other characters can make in reaction to the player's actions. The goal is to keep the game interesting for repeated play, so it should be a long time before you hear the same audio clip twice.

Look and Feel

The app will follow the established look and feel of the TV series and other digital properties. The characters will be taken from series, and backgrounds will be rich and vibrant, in the same style as the television series.

The game will take place in three different environments:

1. The Map View, where you can choose which creature's home to visit
2. The Home View, where you visit a specific baby creature in its natural home - there will be a different and distinct home for each animal
3. The Tortuga View, where you go to interact with the Kratts crew, get objects you can use to interact with the animals in their homes, and to give medical attention to an injured animal

Map View - Selecting a Creature to visit

A large-scale map showing a section of the African savannah, complete with the Tortuga and several animal dens or 'homes' will act as the game selection screen. Within the map, an icon will appear for each animal featured, showing the face of baby animal who lives there. Players touch the animal they want the Wild Kratts team to visit.

This connected, global framework gives children the control over where to explore and what animal to play that would in turn broaden the curriculum and appeal, and provide more opportunities to experiment and learn about animals they may not have tried otherwise.

Once a creature is selected, we see a short transition video featuring the brothers "activating creature powers" and transforming their power suits into the appropriate animal form. They are now ready to 'babysit' that animal and the user can help them.

Navigational elements in the map view are the icons for each home, and a Help icon in case you need assistance.

Home View - Interacting with a Creature in its natural habitat

Creature's homes will reflect where they actually live in the real world, be it a cozy den or living free and in the wild.

Each creature's home will consist of three screens, representing different parts of the physical home itself, arranged in a line. The default screen seen when first visiting the home is the middle one; the other two are not visible, but are indicated and accessed by arrow icons pointing to each side.

In each home, only the baby animal is present; its parents are away, which is why the bros must come to babysit. The baby animal is front and centre in each of the three screens, and moves with the bros when they access a different screen area of the home. The bros are always in the creature power suit that matches the animal they're visiting.

Middle Screen:

The middle screen is the default **interaction screen** where the bros can get to know the baby animals perform basic interactions with them, such as petting or playing with toys.

Each animal will react in different ways when you interact with it. Touching or petting the animal will elicit appropriate cute responses as it enjoys the attention. In this area, a variety of toys, grooming tools, and other appropriate objects that can be used to interact with the animal will be present. All these objects are natural items the animal would interact with in the wild.

Left Screen:

The left screen is the **feeding screen**, where the bros can experiment with giving the baby animal different food. By trying different foods, players can learn what each animal likes to eat, although they may have more fun trying out yucky foods and watching the baby's hilarious animated reaction. (Don't worry, if it's something harmful the baby won't even eat it.)

Each animal will have lots of different food options that can be dragged from the environment onto the animal, triggering a fun eating animation that may lead to another animated reaction: joy, disgust, sickness, etc. Not all food items will always be available, so each time you come to visit there will be a different array of food available. There will always be something the animal likes, of course, as well as human treats like cupcakes and candy, and some funny things that are not the most palatable. In all cases, the animal's response will be appropriate to the audience and to natural history.

The right screen is the **creature power screen**, where the bros can play with the baby animal using the distinctive creature powers. For example, this is where they can give the baby elephant (and each other) a bath with the water-spraying trunk power, or jump around with the baby caracal cat using its leaping power.

The environment in this screen will contain all the elements needed to see the creature powers in action, be it a watering hole for the elephant trunk spray, or a wide-open space for the cheetah to race down.

Within the home view, navigational interface elements are kept to a bare minimum, consisting only of:

1. Arrows, allowing you to move between screens inside the home
2. Map Icon, taking you back out the main map.
3. Tortuga Icon, taking you and the baby animal back to the Tortuga
4. Help Icon, in case you get stuck on something

Tortuga View: Interacting with the Kratts crew

You can visit the Tortuga by tapping the Tortuga icon that appears in all Home screens. When you do so, the creature whose home you were in at the time comes along with you. The Tortuga consists of one screen that has within it:

- The baby animal
- Both Kratt Brothers -- in this view the bros' creature power suits are not activated
- Koki
- Aviva
- Jimmy

Tapping the animal or one of the characters brings up a close-up view that allows you to interact with them; when you tap a character, the baby animal is always with them in their closeup view.

Sometimes there will a special circumstance that requires you to interact with a certain character to resolve. These circumstances are indicated by a thought bubble appearing over a certain character indicating what's going on:

- Baby Animal - Ouch! Sometimes a baby animal will need medical attention. When this icon appears over the animal and you tap it, you'll need to find the correct tool from the various objects around the animal you can use to make it feel better: tweezers to help remove the thorn in the baby lion's paw, or a bandage to help with the cut on the caracal cat's nose. You'll need to drag the object over the animal and swipe or rub or otherwise interact to use it.
- Koki -- What's This? Sometimes Koki can't help passing along info she finds fascinating. When this icon appears over her and you tap her, she'll pass along the fact through VO and images. The baby animal will

- Aviva -- Fix er Up! Sometimes the creature's home is damaged, and Aviva can give you the tools and other things you need to fix it. She'll be surrounded by different object icons you can touch, and she'll let you know if it's helpful; if it is, you'll take it, and when you return to the creature's home it will be there with you. You can drag it over to the damages area and interact to use it to fix the damage.
- Jimmy --Hungry! Sometimes there a certain tasty treat Jimmy wants you to feed the animal. When this icon appears over his head and you touch him, you can pick special food and drag it over the baby animal to offer it to them.

Tutorial Elements

This young audience isn't the sort to sit around and watch a tutorial video, they just want to dive in and explore, so we'll tailor our instructional material to suit this kind of interaction. After the short (skippable) opening animation that sets up the "story" of the game, for the most part we'll let them play around in our sandbox and try things out at their own pace.

If it looks like they're stuck on something, we'll use subtle animated effects such as adding a twinkle or slight wiggle to objects we're encouraging them to touch, or a guiding arrow to show where they might want to try dragging something. The judicious use of voiceover prods can also be used to teach and guide our players.

Easter Eggs and Random Encounters

In addition to the objects regularly found in the creatures' homes, there will also be special things that only appear from time to time as Easter Eggs to be discovered. These include special items like cupcakes in the feeding space, or special toys to play with.

In the same vein, other characters will sometimes appear in the creatures' homes. These guest appearances will always be milked for the full humor potential, whether it's Jimmy getting stuck in the elephant's watering hole and needing to be hauled out by a helpful trunk, or Donita trying to steal the baby zebra and needing to be chased away by a zebra power-suited Kratt Bro scooping her up onto his back.

These extra bonus elements will help inject surprise and delight into the app.

Creatures Featured

There are a number of baby animals from Africa featured in the Wild Kratts series. For the game, we will choose 6 that represent a balance between different types of creatures with different types of homes (i.e. some that eat meat and some herbivores, some who live in the open and some who live in dens, etc.)

The full list of African baby animals we have available (not including those who are only in Madagascar) is:

- Rhino
- Aardvark
- Hyena
- Elephant
- Cheetah
- Crocodile
- Zebra
- Caracal Cat
- Lion
- Porcupine
- Warthog
- Hippo

The suggested short list of animals appearing in the Babysitter app is:

- Aardvark
- Rhino
- Caracal Cat
- Cheetah
- Elephant
- Zebra