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MySketchROO App

Background

The client wanted to develop the My Sketch ROO app for kids with the option to Draw, Colour, Sketch, doodle. Kids would have the ability to learn how to write letters, choose any colour Pen, choose any colour Background, undo and erase, choose from free/paid colouring books to colour images, with an option to submit to a Gallery to showcase kid's artwork, instant sharing over Social Media and simple Parental Controls that let parents restrict sharing over Social Media. The artwork of the kids could be improved by using the public gallery of My Sketch Roo, which will showcase their wonderful and creative artwork to the public.

Solution

The GCT mobile team developed a native app keeping in mind the particular age group where each aspect of the app like colours, interactivity, sounds and characters would be playing an important role. An initial research on developing such an app suggested that children on the spectrum respond more positively to animation than real faces, structure and patterns and spinning objects. The app was designed so it can be played with children and parents too.

The main aspects of the app focussed on:

1. Intuitive and Engaging Interface
 - The design of the application was a key element. It was kept in mind that the colours need to be chosen carefully and accurately so as to make the application more engaging with children of small age groups.
 - The size of elements across the application was chosen in such a manner that it remains easy for children to play.
2. Gallery
 - The Gallery of the app was based on animated shapes such as birds/reptiles/animals etc.
 - Such characters increase the level of fun in the app with children. This provides an additional level of fun to the app besides the learning.
3. Learning with Colourful Drawing
 - Kids can practice writing by drawing capital and small letters using their fingers. A child gets to select from many different colours to do their practice printing with, so they even become familiar with some basic colours.
4. Parental Control
 - Parents has a control over the kids sharing, access to external links as Facebook/Twitter/ Email options and Buy option.



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5. Buy

- The Payment Gateway is also integrated in the app for user to buy different drawings.

On the **technical front**, the Apps utilize Objective C, Core Java, MySQL, SQLite, Core Database, Facebook, JSON.

The Native application can be experienced at: <http://www.mysketchroo.com/> & On the App Store at:



Results



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1. The app has been a huge hit among parents and young learners and has seen increasing downloads on a daily basis. Although the game is packed with refined arts and features, it is priced reasonably.
2. The app is designed in such a way that even parents like to playing it with their kids. This helps in developing a strong bond between the kids and parents and both end up spending more time together. Based on the usage data, glowing reviews and five-star ratings, it's clear we hit the mark.
3. The application is a quick and effective means of learning for the kids. With its intuitive interface, colourful items and playable characters, learning becomes fun for children.



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