

PROJECT SUMMARY

Title of Project: Mobile Adaptation of the Flash-Based Edutainment Website UpToTen.com	
Local Company: Uptoten	
Main Collaborating Institution: University of Mauritius	
Project Leader: Mrs Ruqayyah Mira	
Research Collaborator(s)	
Name	Organisation
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Technical Abstract	
<p>UpToTen.com is a kids fun learning website with a worldwide visibility deriving its major traffic from France, the Us, Canada and India. The main problem is that in 2014, 80 percent of the new visitors to the site access it via a tablet or a Smartphone. Given that the site is mainly in Flash and not tablet-compatible, such visitors spend only an average of 2 minutes and visit only 2 pages maximum on the site prior to opting out of it, compared to an average of 15 minutes and 15 pages when the site is accessed on a desktop/laptop computer. UPTOTEN is currently struggling to maintain its customer base due to the exponential growth of tablet utilisation among its primary customers. The aim of this project is to develop a rapid methodological process that can be applied on a large scale to re-adapt flash-based games to tablet-based environments. This will eventually help in improving the financial sustainability of the company by retaining its customer base through the development of a redesigned product that is responsive to their needs that is a tablet-compatible environment.</p>	
Key Words: Fun Learning, Edutainment, HTML5, Responsive Design, Analytics	