



BrainHurricane



Babita



Gaurav



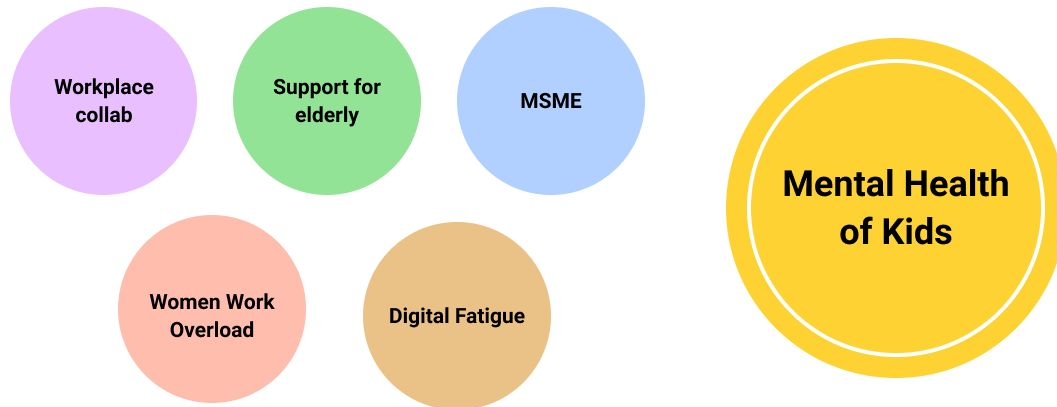
Himanshu



Shrishti



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN



Why

Kids have not known pre-covid time much.

They're unable to realize or communicate if they're affected mentally

We shared stories about kids and it emerged as a very interesting area on which not much attention has been paid

Hypothesis



Screen time has increased significantly since covid



Excessive screen time affects kids' **emotional and mental abilities**



As parents are **multitasking**, they are unable to spend quality time with kids

Secondary Research

PARENTS

Making food GAURAV SINGH	Help in school assignment GAURAV SINGH	Time management GAURAV SINGH	Multi tasking SHRESHTI PRIYA
nutrition check GAURAV SINGH	Providing healthy environment at home SHRESHTI PRIYA	Self stress Management Self care SHRESHTI PRIYA	Attending to the child SHRESHTI PRIYA
playing together, kicking a ball back and forth together GAURAV SINGH	cooking dinner together or fixing something around the house SHRESHTI PRIYA	Sharing emotional things SHRESHTI PRIYA	Multiple roles to play -Parents -Teachers -Friends SHRESHTI PRIYA
planning something fun to keep children engage GAURAV SINGH	Motivate child for studying GAURAV SINGH	Mentally exhausted ..no extra time and energy to invest GAURAV SINGH	Managing their tantrums Unlike adults, children express their disagreements with the help of temper tantrums, common amongst toddlers SHRESHTI PRIYA
Communicating with other parents GAURAV SINGH	Creating beautiful memories GAURAV SINGH		

CHILDREN

Being left alone with unsupervised sources of entertainment HIMANSHU PRASAD	NO group activity with friends HIMANSHU PRASAD	Learning new activity GAURAV SINGH	Hard and soft skills GAURAV SINGH
No one to communicate with in need HIMANSHU PRASAD	No growth in social Skills Adverse effect on cognitive development SHRESHTI PRIYA	No peer learning HIMANSHU PRASAD	Communicating their feelings SHRESHTI PRIYA
Physically active children linked to better mental health Babita Naagar	Parents are busy so they hand over phones to the children for not being disturbed. HIMANSHU PRASAD	Interaction nature and greenery reduced HIMANSHU PRASAD	Lack of attention from Parents Babita Naagar
	Excessive screentime leads to lower empathy and short attention spans Babita Naagar	Excessive screentime leads to lower empathy and short attention spans Babita Naagar	No friend or sibling to play with Babita Naagar

Secondary Research : Some Excerpts

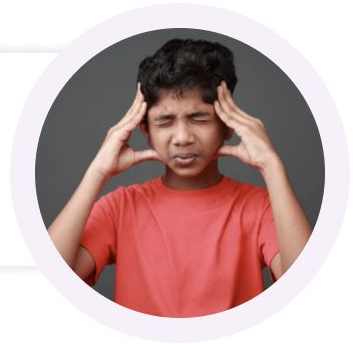
Digital device can harm family relationships

How screen time interferes with child empathy

Screen time may take a toll on kid's relationships

Kids today...Are screens diminishing empathy?

Behavior problems : Elementary school - age children who watch TV or use computer more than 2 hours per day are more likely to have emotional, social, and attention problems



Primary Research

"ye ipad ke alawa kisi se baat karne me interested hi nahi hai"



Bhumika Pathak
Teacher
Mother of 9 year old

Behaviour

Agitation
Over reaction
Not serious in studies
Comfortable with online mode
Offline exams are a cause for Stress

Activity

iPad games
Youtube videos
Watching TV
Rarely going out
Over eating

Challenges

Less physical activity
Spending too much time on screen
Not spending time with other kids

"one day someone asked who's your best friend and she said name of a youtube show character"



Ragini Thakur
Housewife
Mother of 6 year old

Behaviour

Irritation
Not serious in studies
Comfortable with online mode
Not happy with school reopening

Activity

Phone Games
Youtube videos
Watching TV
Goes out sometime to play

Challenges

Hyperactive children
Do not understand the teacher
Too much screen time

Insights



Children have become used to online interactions, which feel **easy and passive**. They now resist physical interactions.



One on one **interaction with closed ones**, like parents, have reduced as they are busy and overwhelmed



Parents might not be able to recognise how excessive screen time might have **long term impact on mental health**

Designing the design brief

Identified different design areas and opportunities to arrive at a brief

Design Opportunities

To test anxiety/depression level in kids and know the level of required intervention by parents.

Teaching children values through gamification

Communication between parents and children. Enable them to express their feelings.

Practice gratitude for boosting sense of well being

Developing empathy and connections with family members and friends.

Engaging children through storytelling

DESIGN BRIEF

Design solutions to develop empathy, relationship with parents and cognitive abilities (concentration, focus, memory) of children that have been affected by excessive screen time habits developed during COVID-19

Final Brief

Design solutions to develop empathy and relationship building with parents and closed ones among children



Ankit Tiwari

Sincere, Friendly Playful

Demographics

Age: 8 years

City: Bengaluru

Gender: Male

Class: 5th

Technographics

Well versed with using smartphones and Ipad

Knows his way around online video calling

Aware of using online education platforms

Uses google to search his problems

Persona

Pain Points

Not able to socialise much after spending too much time online

Difficulty in to make friend

agitated behaviour

Over reaction observed by parents

Myopia cases in kids have increased

Cant concentrate for longer hours

Having difficult to differentiate between online classes and youtube tutorials

Motivations

Very open to use any new gadget

Quick grasper and learner

Curious towards life

Has Imaginative approach

Aspirations

Prefers engaging and interactive medium to study

Quick grasper and learner



Aakansha Tiwari

Workoholic, Loving Parent

Demographics

Age: 38 years

City: Bengaluru

Gender: Female

Status: Working

Technographics

Knows how to take a selfie

Knows only her work essential apps

Knows her way around online video calling

Persona

Pain Points

After covid works from home but stays busy

Works even after office hours

Uneven work life balance

Work takes a huge bite in her family time

Has forgot to play with own kid

Cant concentrate for longer hours

Unable to find time for teaching kids

Motivations

Very open to use any new gadget

Takes time to learn new gadgets but is highly motivated to do so

Tries to engage with her kids in any way possible

Has Imaginative approach

Aspirations

Wants quick career growth along with taking care of her family

To be an ideal and successful parent for her kids

To find more time for her loved ones

Wants a bright future for her kids

Assumptions & Stakeholders

Children

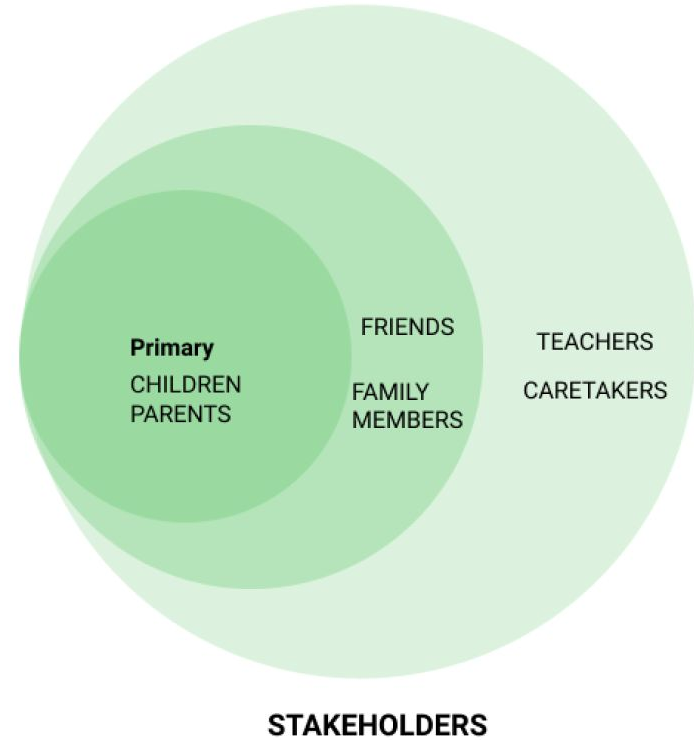
Age : 7-10 years

Attending classes online

Family

Parents working from home

Grandparents keep visiting the family

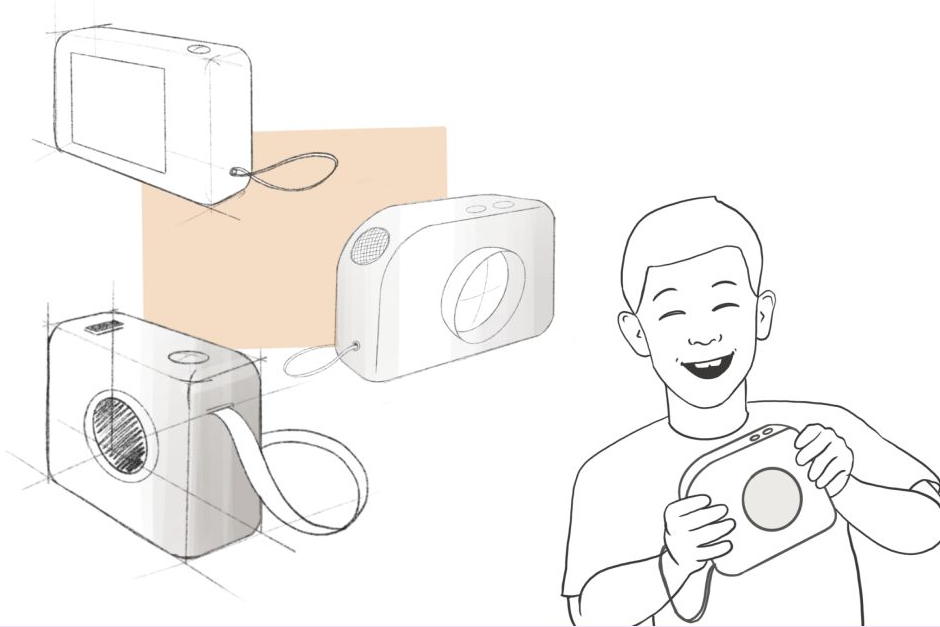


Ideation

Idea 01 - Task Based Journaling

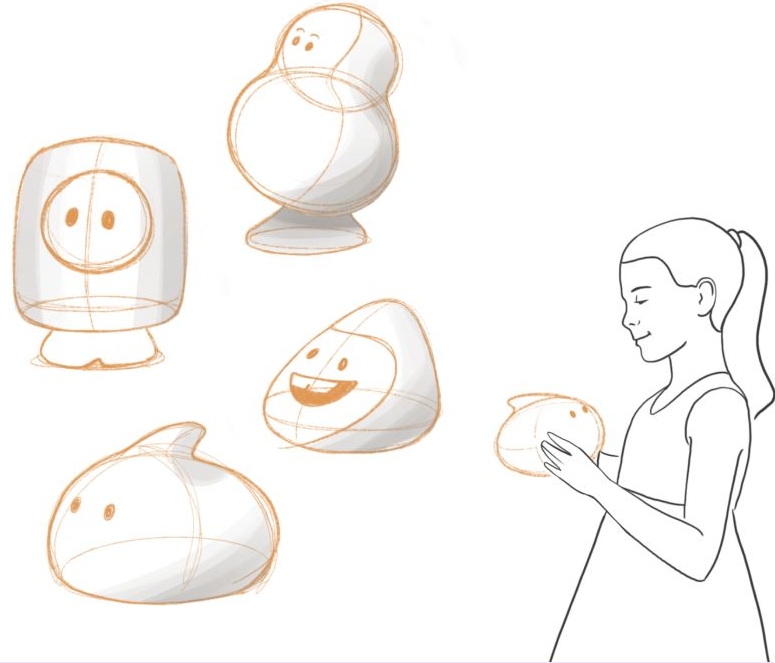
A device that assigns children some task that they can go out in nearby locations and complete.

Also enables them to document a task by capturing images and audios from their environment.



Idea 02 - Virtual Pet

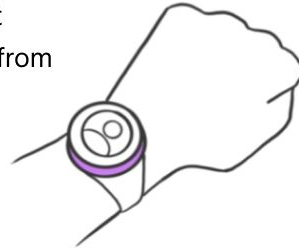
A virtual pet for children that helps them express their feelings, and act as a companion when they want to play or have a conversation.



Selected Idea - Story collection



A coin like device that collects audio stories from the family members.



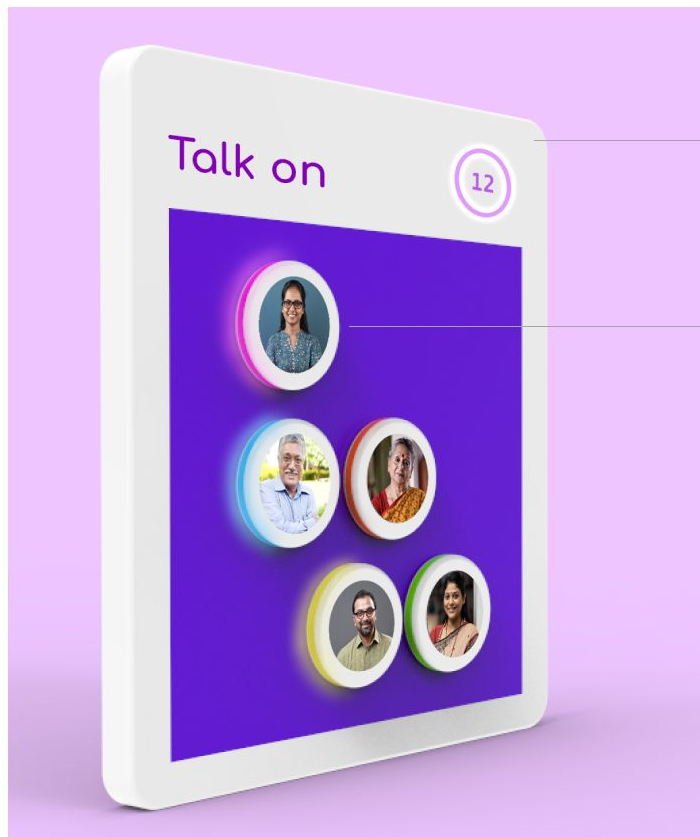
Coins can be carried around by attaching it to a wearable device. (locket/ watch/pin)

Each coin is associated with a family member and has a unique color light.

Light intensity is used to show how frequently the child has talked to that person.



Final Product



Total no. of Stories

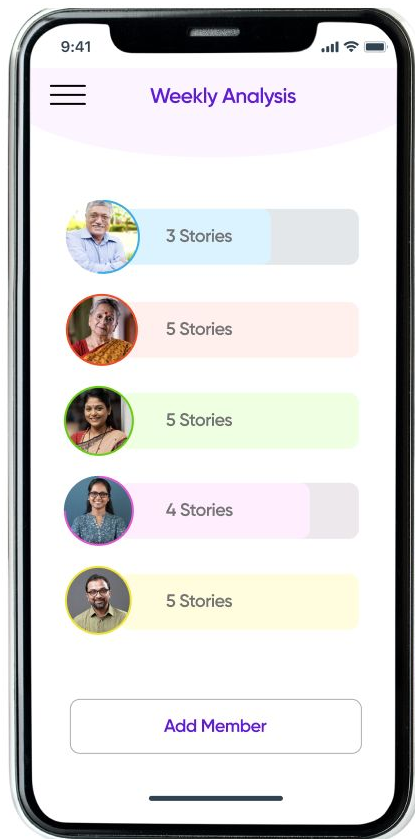
Coin associated to each family member.

Audio feedback to show the maximum number of stories reached

Glow of the coin fades away if the interaction is not done for a long time



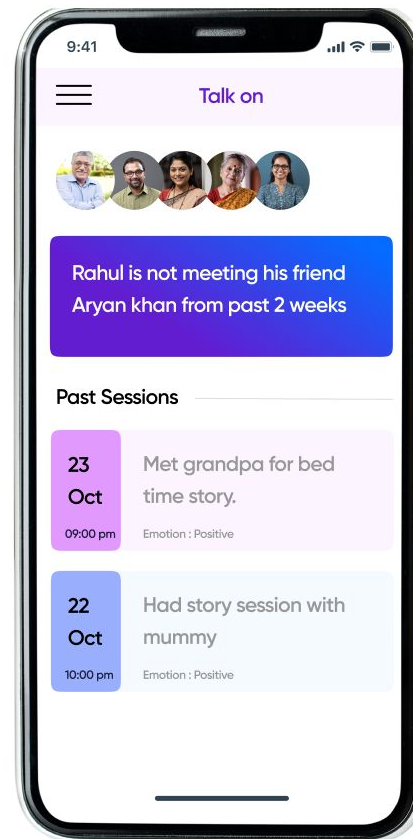
Companion App for Parents



Weekly Analysis

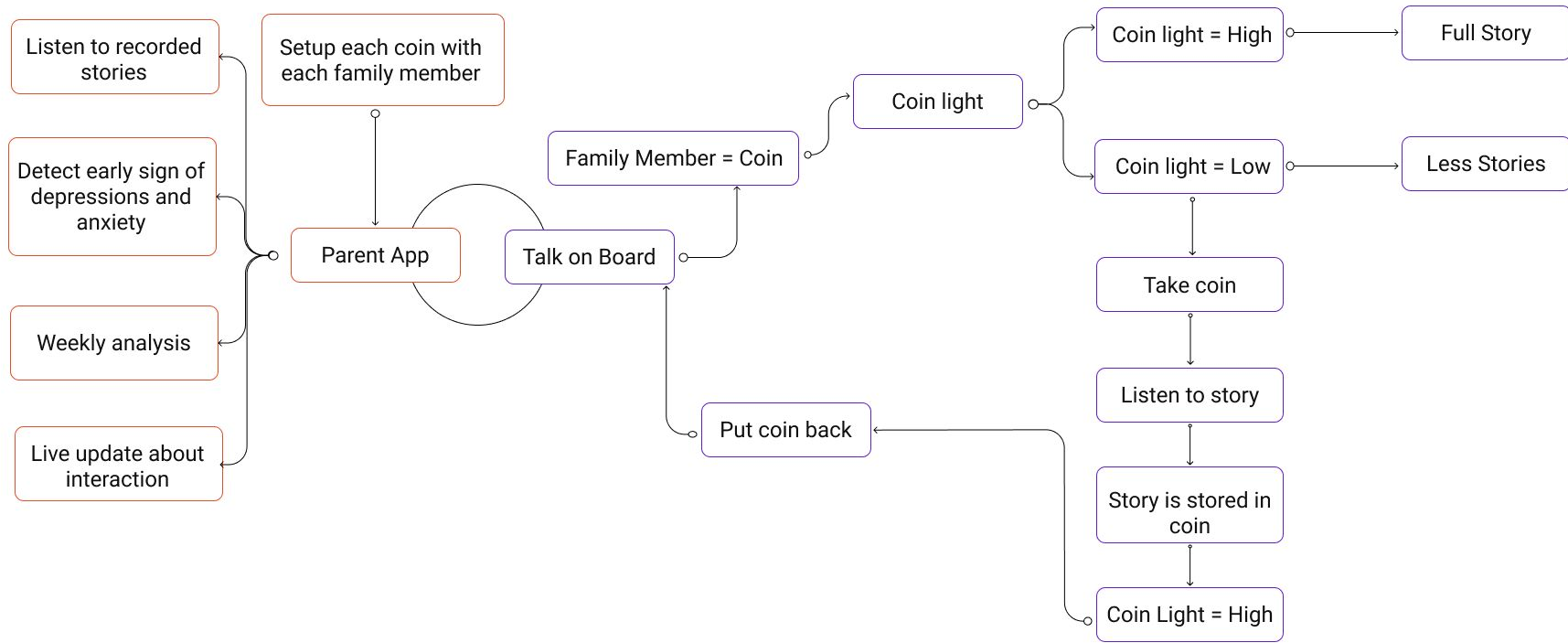


Story Collection

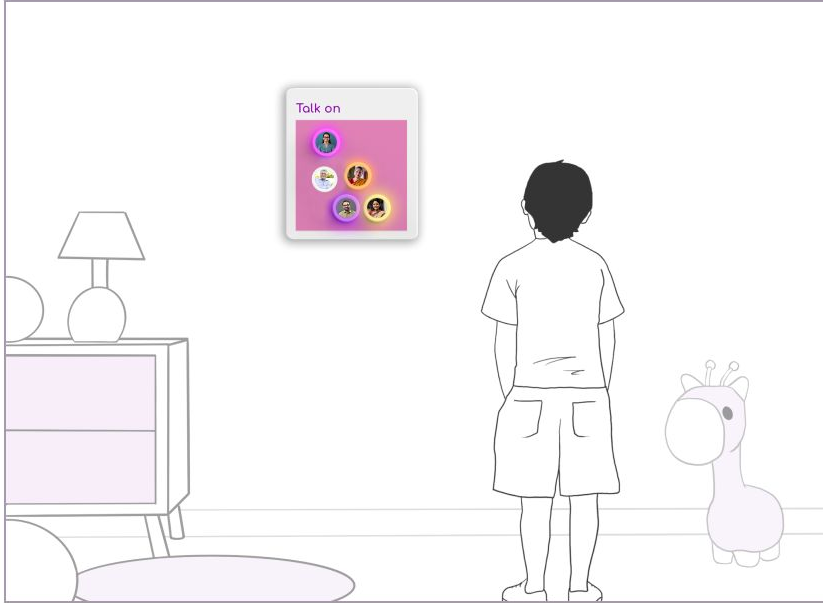


Recorded Sessions

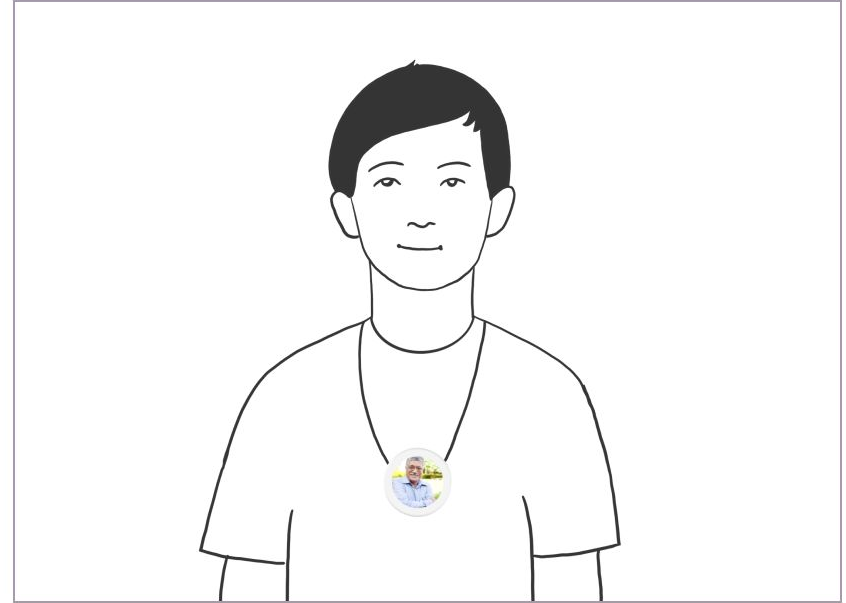
App and Talkon board integration



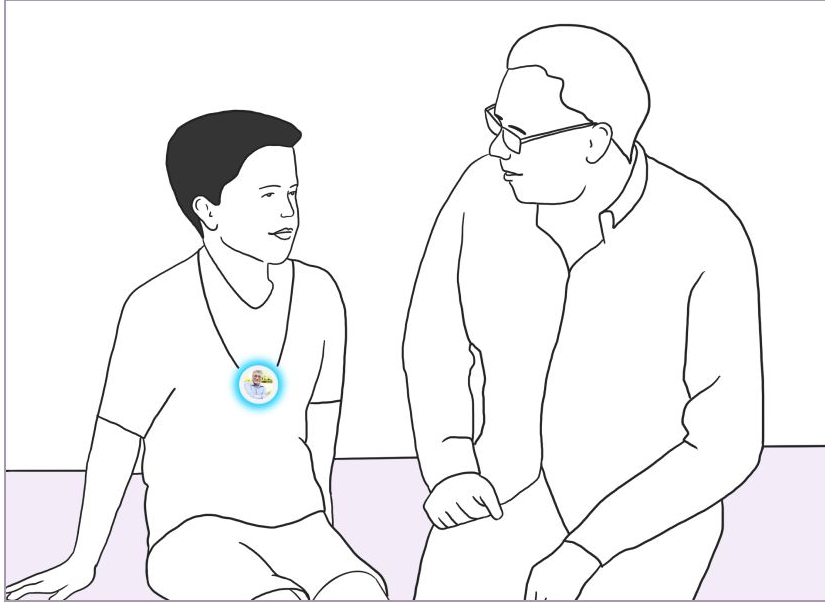
Scenario Storyboard



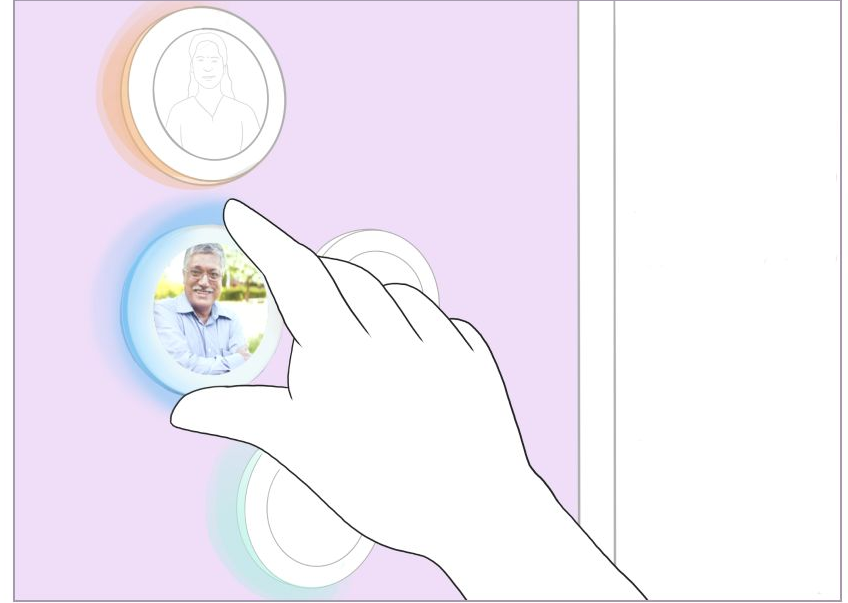
Ankit sees that the coin associated with his grandfather is glowing less



He takes the coin and wears it as a locket



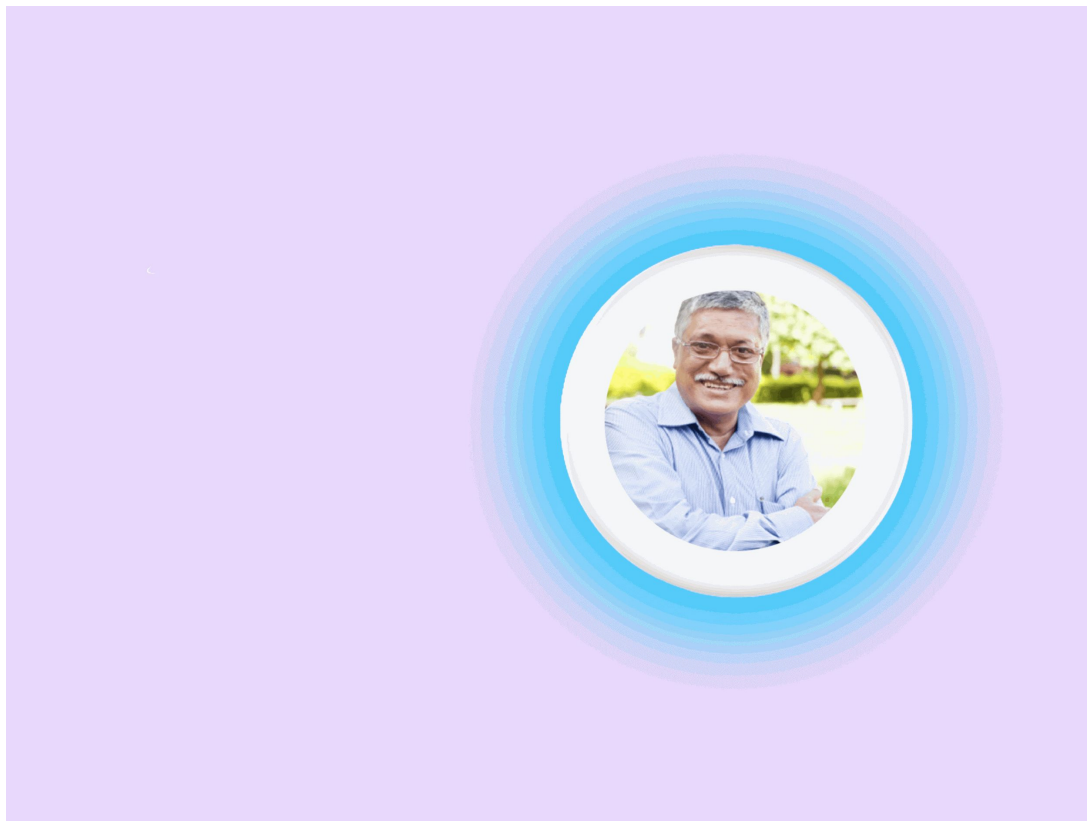
Ankit then goes to his grandfather and asks him to tell a story.
The coin's light intensity starts to increase again



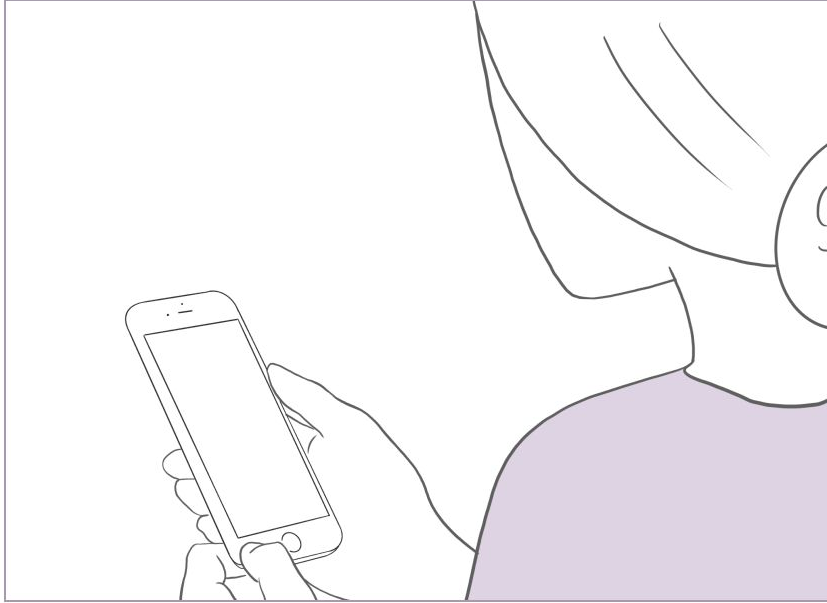
He then puts the glowing coin back on the board



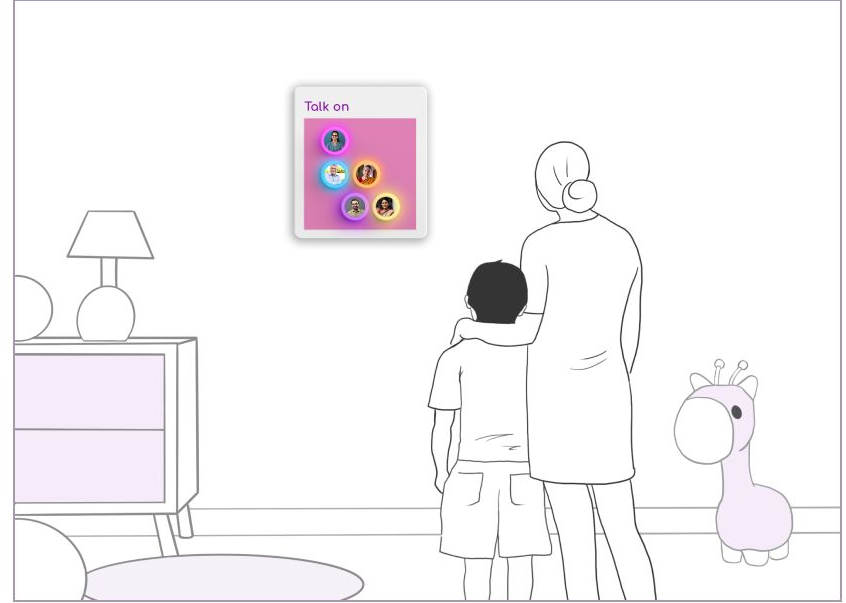
Later he can listen to story by tapping on the coin



Or move to other stories by swiping left or right.



His mother can know about his interactions using the app



Ankit can also share the stories with his mother and they can listen to them together

Talk on

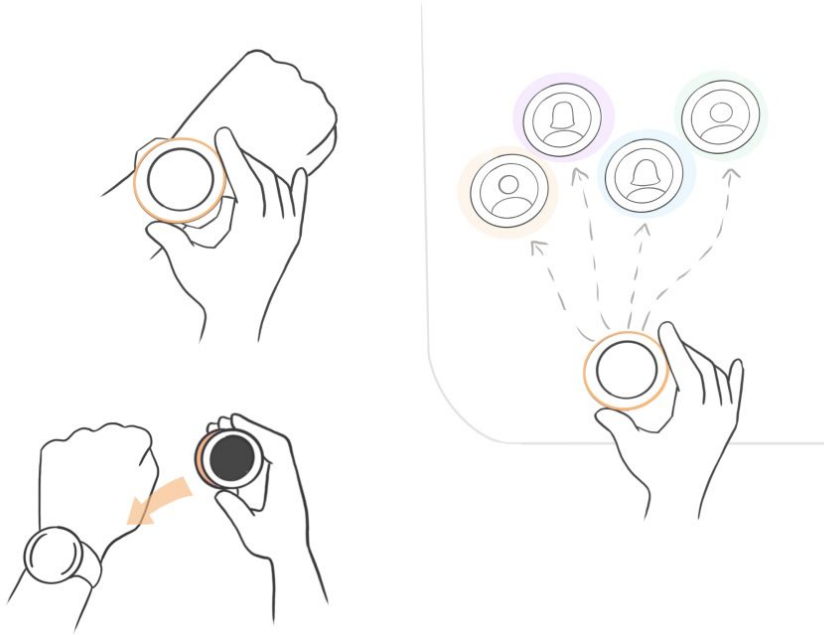
12



Our Proposed Solution

1. Provides an alternative to screen time.
2. Develops empathy through storytelling.
3. Encourages discussion around stories in the family.

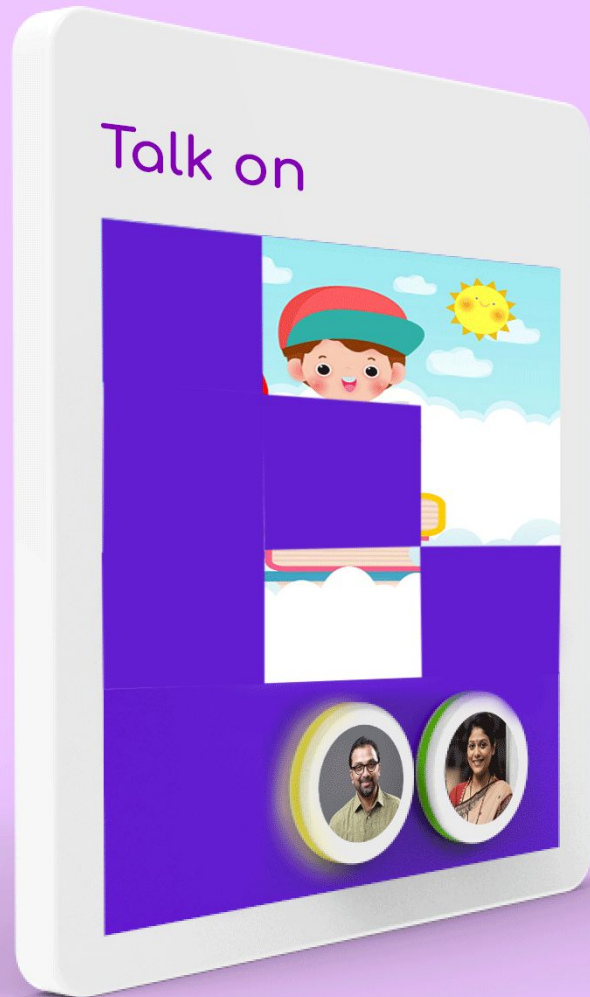
Improvements & Future Prospects



Universal coin that captures audio stories on tapping instead of the child having to go and get the coin everytime he wants to talk to someone.

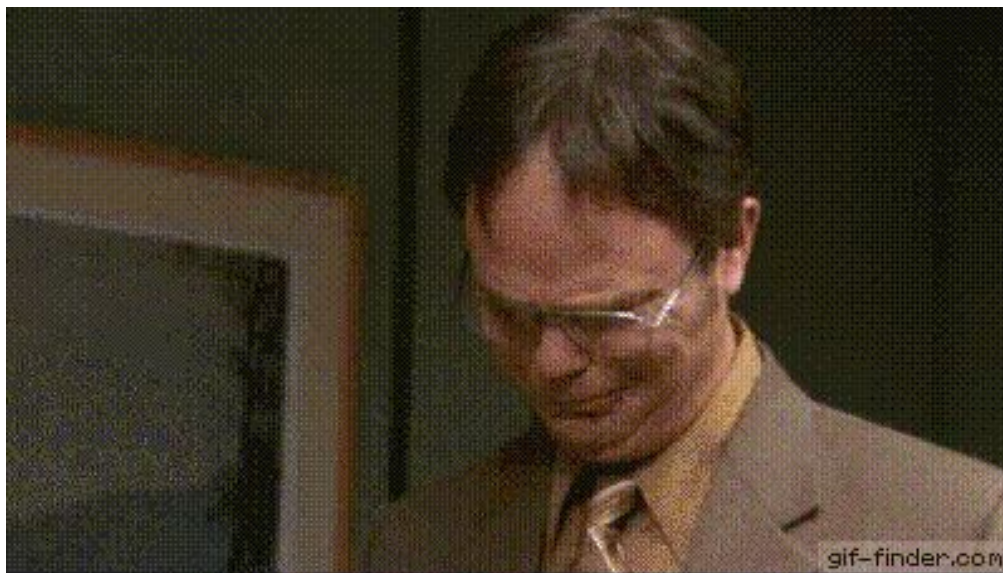
When he places the universal coin on the board it **automatically transfer the data to different member's coins** and adds to their collection of stories.

For the safety of the child parents can **track their location** through this wearable.



Gamification

- The process of collection of stories can be gamified
- Each level has a jigsaw puzzle that needs to be completed
- As the kid collects a story, piece of jigsaw appears on the board
- To complete a level, the kid needs to collect a certain number of stories
- The levels could correspond to a narrative, for example a story collector going through a journey



Thank you for the opportunity to share our work (for 3rd time)