



Design Briefing


Global Studio 2021 - Team 14

BACKGROUND



Daily overuse of media and technology has a negative effect on the health of all children, preteens and teenagers by making them more prone to anxiety, depression, difficulty concentration and other psychological disorders, as well as by making them more susceptible to future health problems. Nowadays children start dealing with technologies from a very young age, which means they are also exposed to these problems.


In contrast to this, activities like spending family time, having a hobby, or spending time in a natural environment, seem to be helpful for children growth and mental health.



TASK



This is why we would like a solution that: on the one hand **takes benefit of positive aspects of interacting with technology and social nets but that encores kids to:**

- Collaborate at home
 - To get in touch with nature
 - Fosters practicing sport
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SOME INSPIRATION ?




TARGET USER



Parents:

- That are worried about the overuse of media and technology of their kids.
- That want their children to do more enriching activities instead of having a sedentary life.
- That want their children to be conscious of the importance that nature has.
- Who want to make the most of the time they have with their children.

Children between 5-12 years that are learning the basics of education and also are starting to use technological devices and some of them social media. Also the ones that have communication issues and problems to interact with other children.





DESIGN REQUIREMENTS

- It should not be heavy (maximum weight = 1,5kg)
 - It should be accessible and inclusive
 - It should be sustainable and easy to recycle or reuse (by other families that can not afford)
 - It should be equal for boys and girls
 - It should be a combination of a digital and physical product
 - It should not be static (you can't finish it if you are sit down)
 - It should be evolutionary (it means that it grows with kids; so it should be prepared for a range of different ages and kids should be engaged with it from 5 years old to 12 years old)
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