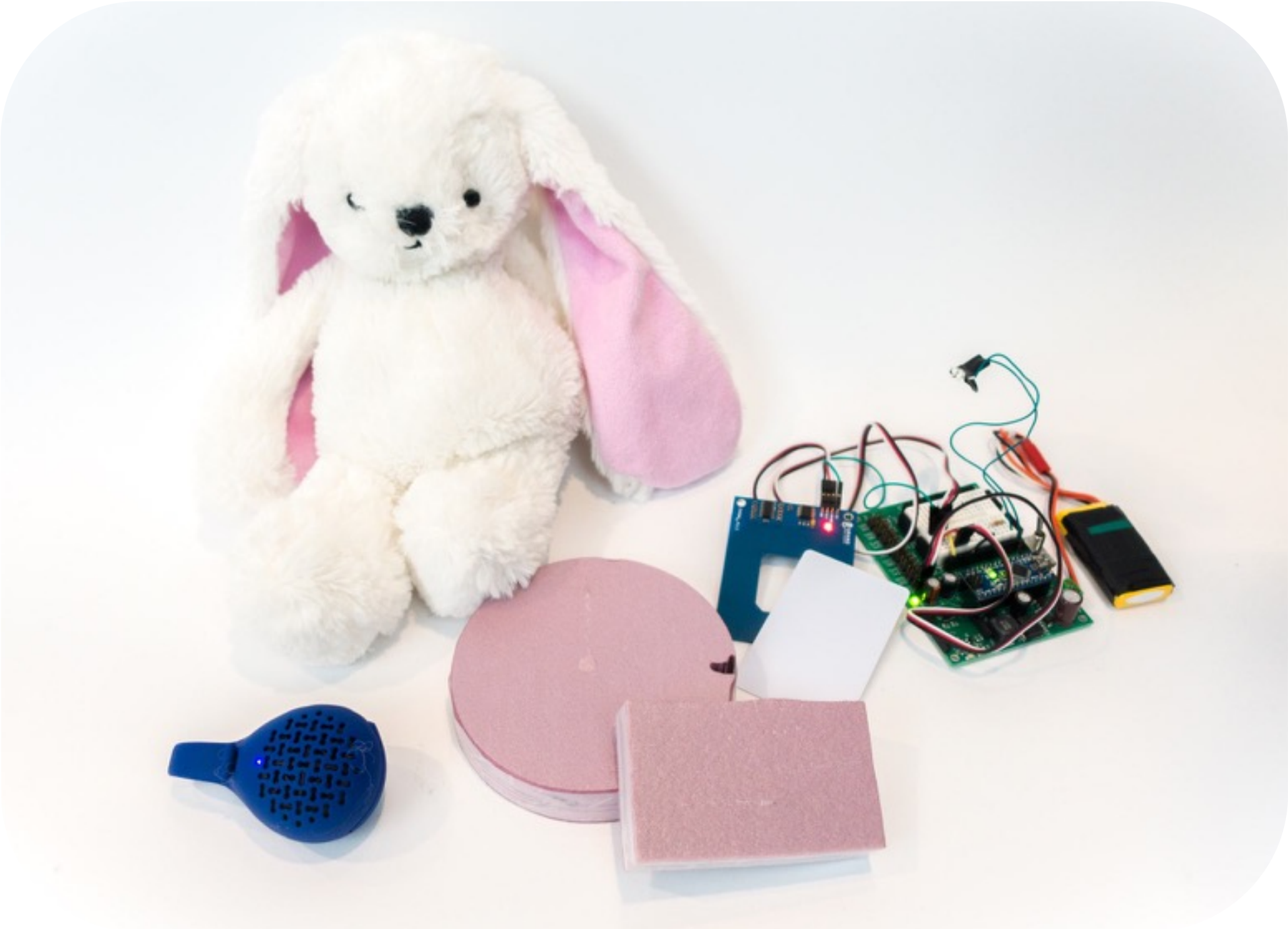
Purple B **Mockup Review**

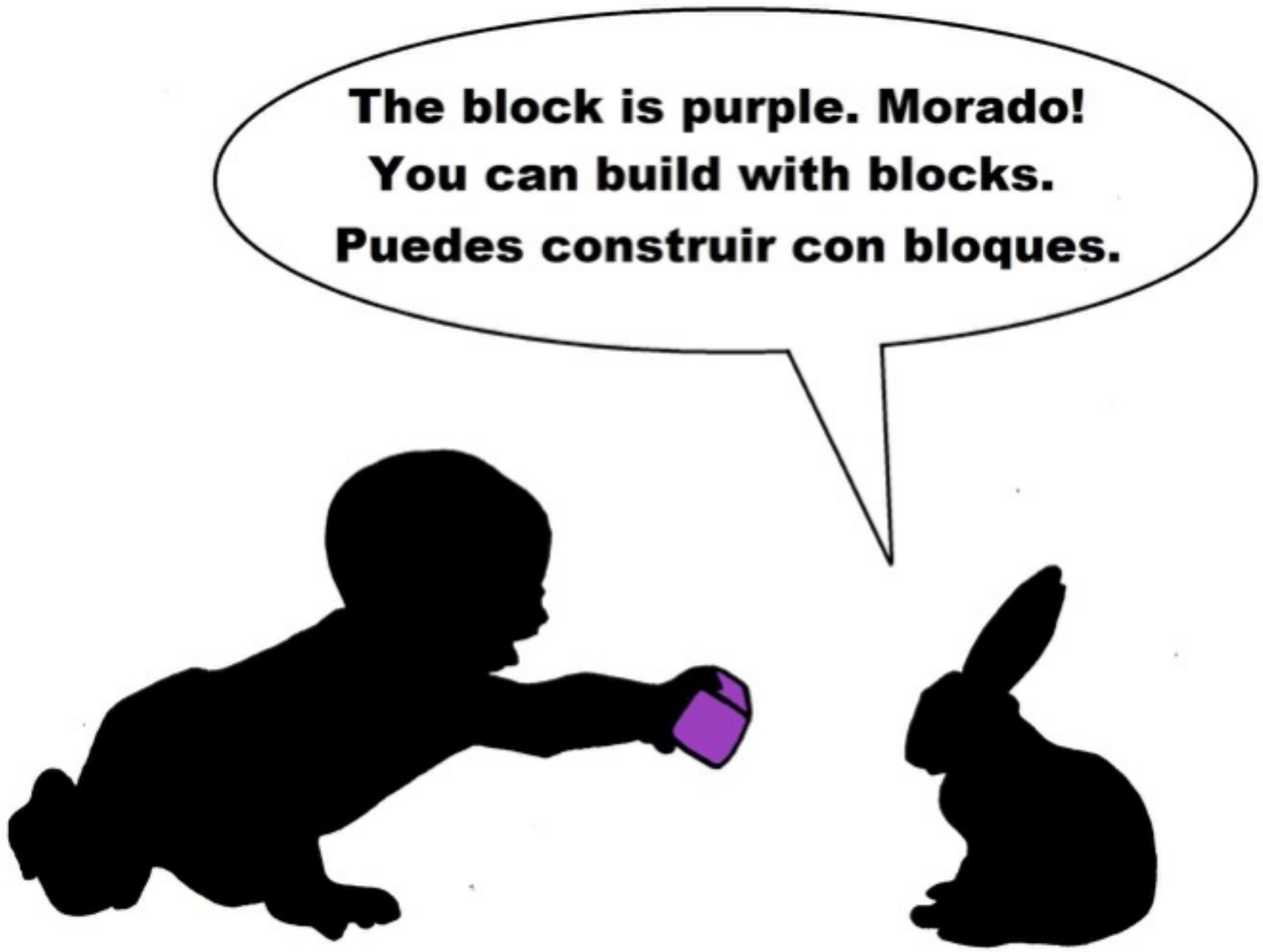
Wordie



Wordie is an **interactive toy** that helps children learn a **second language**

Sketch Model: Wearable game

Mockup Model: Plush toy
Price point: $40-50



Wordie can help the **12 million** children between ages 2-4 in the U.S. learn a foreign language

Wordie | Product Contract

what it is	**toy** that **facilitates vocabulary acquisition** in young children
who's buying it	**parents** of children (ages 3-5)
who's using it	**children** (ages 3-5)
market	educational toys and devices

Customer Needs	Product Attribute(s)	Engineering Specification(s)
Fun to play with	Entertainment Value	Length of play per sitting >5 min
Helps with language learning	Progressive Curriculum	Compatible with multiple kits (yes/no)
	Language Exposure	Number of age-appropriate words and phrases taught >360
Child directs interaction with the object	Responsiveness	User stimulus initiates interaction (yes/no)

Wordie | **Key Challenges**

1. **Fun**

2. **Reliability of Object Recognition**

Curiosity and creation are the main components that drive **fun**

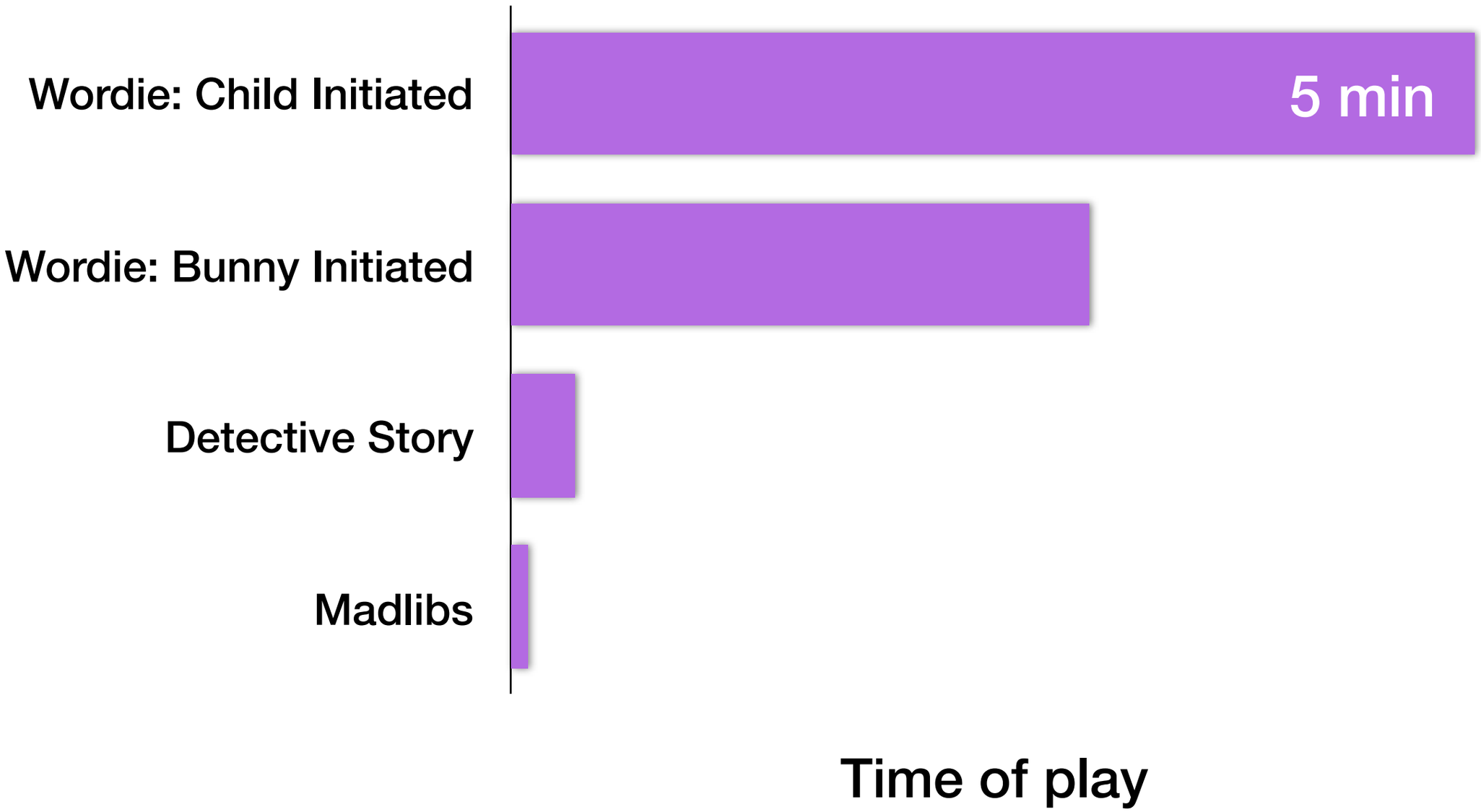
(not competition)

Plush Rabbit Toy

It's **fun**!

Wordie | **Fun**

Repetitive child-initiated games are most successful in **capturing attention** for children under 5.



Wordie | **Challenge:** Task Recognition Reliability

6 out of 7 materials we examined were compatible with RFID reading.

	RFID compatible?
Metal	no
Air	yes
Wood	
Foam	
Rubber	
Hands	
Plastic	