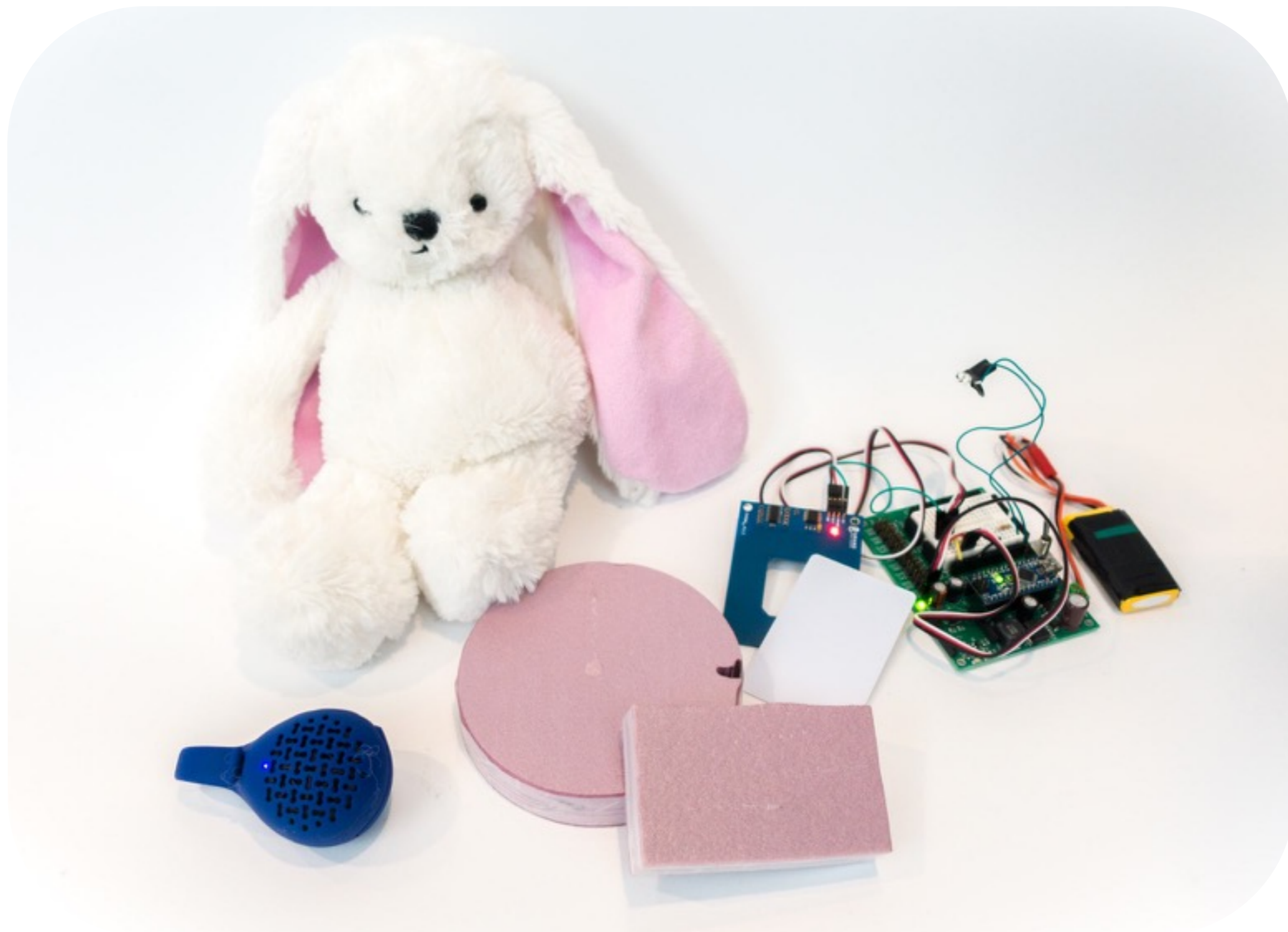


Purple B Mockup Review

# 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

**The block is purple. Morado!**  
**You can build with blocks.**  
**Puedes construir con bloques.**



**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  
who's buying it  
who's using it  
market

**toy** that **facilitates vocabulary acquisition** in young children  
**parents** of children (ages 3-5)  
**children** (ages 3-5)  
educational toys and devices

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



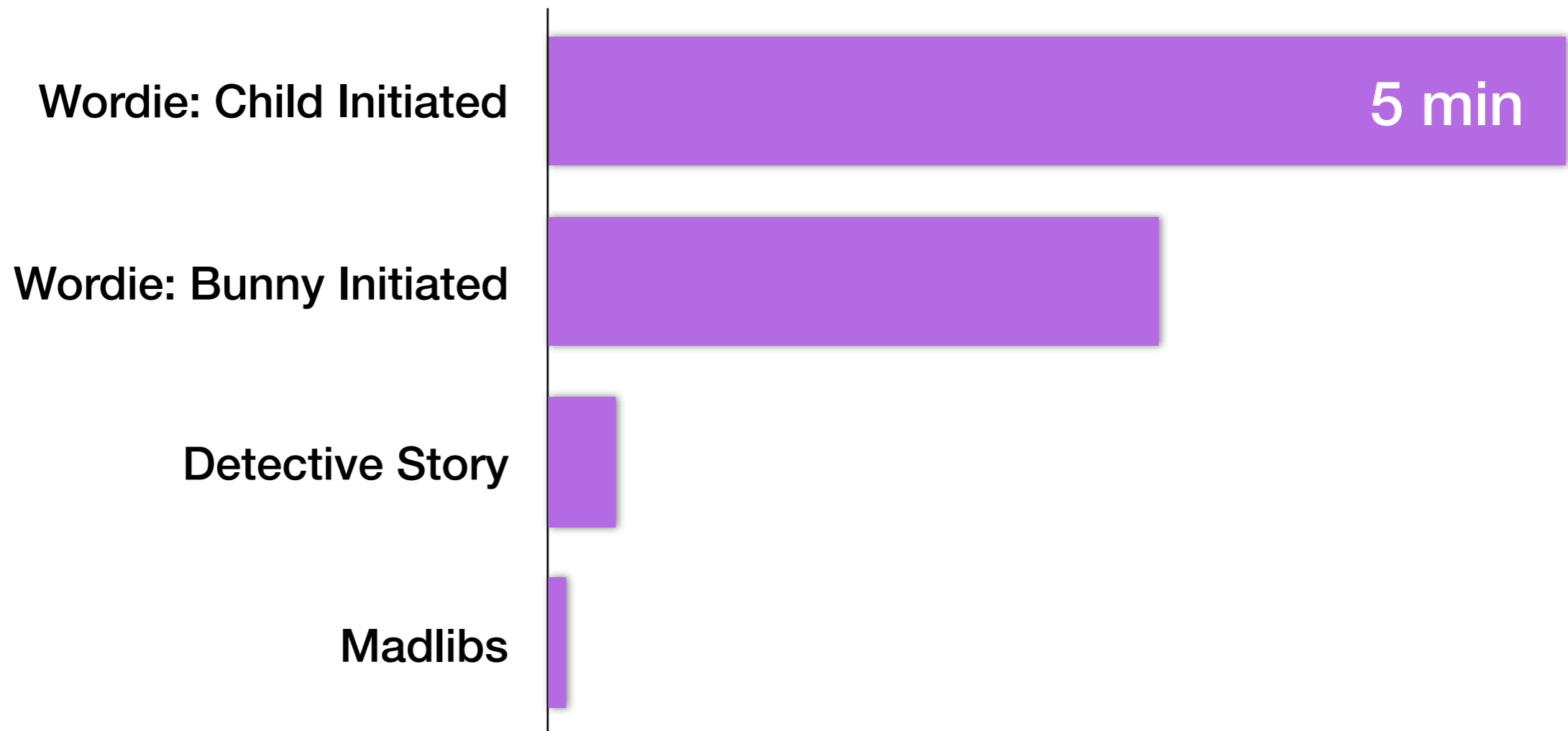
# Plush Rabbit Toy

It's **fun!**



# Wordie | Fun

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



Time of play

# Wordie | **Challenge:** Task Recognition Reliability

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

	RFID compatible?
<b>Metal</b>	<b>no</b>
<b>Air</b>	<b>yes</b>
<b>Wood</b>	
<b>Foam</b>	
<b>Rubber</b>	
<b>Hands</b>	
<b>Plastic</b>	