

KID

PARENT

TEACHER

PUBLISHER

WANT

FUN
CONNECTION/INTERACTION
ATTENTION
EXPRESSION/UNDERSTANDING

WANT-SMART KID
- HAPPY -SAFE
- PRODUCTIVELY OCCUPIED
A LITTLE TIME TO THEMSELVES NOW? THEN
VISUALIZATION OF CHILD DEVELOPMENT
- TO GET KID'S ATTENTION FOLLOW

↓ DIRECTIONS WHEN THEY ISSUE THEM.
← TIME/INFO ON WHERE TO FOCUS THEIR ATTENTION
- KIDS TO BE OCCUPIED IN A PRODUCTIVE/PROGRESSIVE WAY

A THRIVING MARKET FOR THEIR PRODUCT
PROFESSIONAL REPUTATION FOR
- INNOVATION
- EDUCATIONAL VALUE
+ PHILANTHROPY (?)
MARKETING OPPORTUNITIES

BENEFIT

LEARNING IN A SUPPORTIVE SUPPORTED ENVIRONMENT

SELF-CONFIDENCE, READING NAVIGATING/IDENTIFYING WORLD SELF-SUFFICIENT

→ UI VISUALIZATION OF PROGRESS
- SOFTWARE COULD LOOK FOR SIGNS OF LEARNING/ENGAGEMENT/VISUAL PROBLEMS
→ BB KEEPS KID ENGAGED & ON-TASK
KID READS REAL BOOKS

• PROGRESS REPORTS/ALERTS/UPDATES ON WHO IS STRONG @ READING, WHO IS STRUGGLING
- BREAKDOWNS BY SUBJECT
- CLASSROOM OVERALL & INDIVIDUAL VIEW OF THINGS

MARKET FOR THEIR PRODUCT IS DEFINED BY PARENTS/W/JS
POTENTIAL BRAND LOYALTY/ICONIC/NOSTALGIC STATUS
DEMONSTRATE EDUCATIONAL/INNOVATIVE/PHILANTHROPIC SPIRIT

CONCERNS

CONFIDENCE }
BOREDOM }
FRUSTRATION }
WILL THIS BE TOO HARD?

PRIVACY/SURVEILLANCE
IS MY CHILD NORMAL?
TOO MUCH SCREEN TIME?
READING SUBJECT MATTER CONCERNS
COSTS

• CLASS DISRUPTIONS
• BEING REPLACED/PROFESSIONALLY UNDERMINED
• ACCURACY OF RECORDING

• GETTING A FAIR DEAL
• BB'S FAILURE POTENTIAL
• GIVING UP IP
• AMAZON

SOLUTIONS?

BOOK BODDY'S CONVO INTERFACE
MOMENTS OF DELIGHT IN INTERACTION
ENRICHED READING EXPERIENCE
MACHINE LEARNING
+ ALLOWED TO KID
• SPEAKS @ THEIR LEVEL
• AUTO DYNAMIC DIFFICULTY CHALLENGE

→ IT LISTENS BUT DOESN'T RECORD/KEEP AUDIO.
→ CLEARLY ON/OFF → LIGHTS?
→ NO CAMERA → IMAGINATION

→ MARKETING/UI APPROACH WOULD REFLECT A "PARTNERSHIP" BETWEEN BB & TEACHER
TALK TO TEACHERS ABOUT WHAT THEY WANT/NEED

SUBSCRIPTION MODEL (LIKE OLD-SCHOOL, NETFLIX)
+ POSSIBILITY TO PURCHASE
ACCESS TO NEW MARKET

MUST HAVE

LED SCREEN FRAME w/ RESOLUTION - CAPABLE OF REMOVING EXCESSIVE TEXT

- MICROPHONE
- SPEAKER
- CHARGER / POWER SOURCE
- HARDWARE TO RUN OUR SOFTWARE

- CONVERSATIONAL SOFTWARE THAT:
 - CAN UNDERSTAND A CHILD'S SPEECH
 - CAN UNDERSTAND / RECALL SUBJECT MATTER & REACTIONS TO A SET LIBRARY OF BOOKS
 - ACCESS DICTIONARY TO DEFINE WORDS & GUIDE CHILD TO CORRECT PRONUNCIATION
 - EVALUATE, RECORD & STORE METRICS ON CHILD'S READING SKILLS OVER TIME & EXPERIENCES
 - REMEMBER & MODIFY RESPONSES BASED ON PAST INTERACTIONS
 - LIMITED RESPONSE CAPACITY FOR NON-BIBLIOTHARY BOOKS

- READER PROGRESS TRACKING
- MARKETPLACE FOR LEVEL APPROPRIATE BOOKS & BBL LENDS

SHOULD HAVE

- PLEASING APPEARANCE THAT CHILD FINDS APPEALING
- NIGHT LIGHT / READING LAMP MODE

- RECOGNIZE READERS BY VOICE, & BE ABLE TO IDENTIFY A NEW READER
- GRADUAL RELEASE OF RESPONSIBILITY PROTOCOL
- ONBOARDING ASSESSMENT OF READER LEVEL & CALIBRATE INITIALLY ACCORDINGLY

- GUARDIAN CONTROLS
 - PAUSE
 - BEDTIME

- SHARED VIEW
- LIBRARY SUBSCRIPTION SERVICES
- SMART ALERTS

COULD HAVE

- MODIFIABLE APPEARANCE (PHYSICAL OR DIGITAL) TO ENTERTAIN & PERSONALIZE EXPERIENCE

- MULTI-READER MODE FOR CLASSROOMS
- WORD GAMES (RHYMES WITH, 20 QUESTIONS, HANGMAN)
- SIMPLE GRAMMAR INSTRUCTIONS
- SMALL JOKEBOOK

- PUSH NOTIFICATIONS WHEN KID IS ACTIVE & ENGAGING w/ BB
- MULTIPLE READER TRACKING
- PURCHASE BOOK
- DONATE BOOK

WON'T HAVE

- CAMERA
 - NO ESSENTIAL FUNCTIONS REQ. IT
 - PRIVACY CONCERN w/ VULNERABLE POP.

- "POINTS" SYSTEM
 - UNDERMINES DEVELOPING HABIT OF READING FOR SAKE OF READING

HARDWARE

SOFTWARE

APP INTERFACE