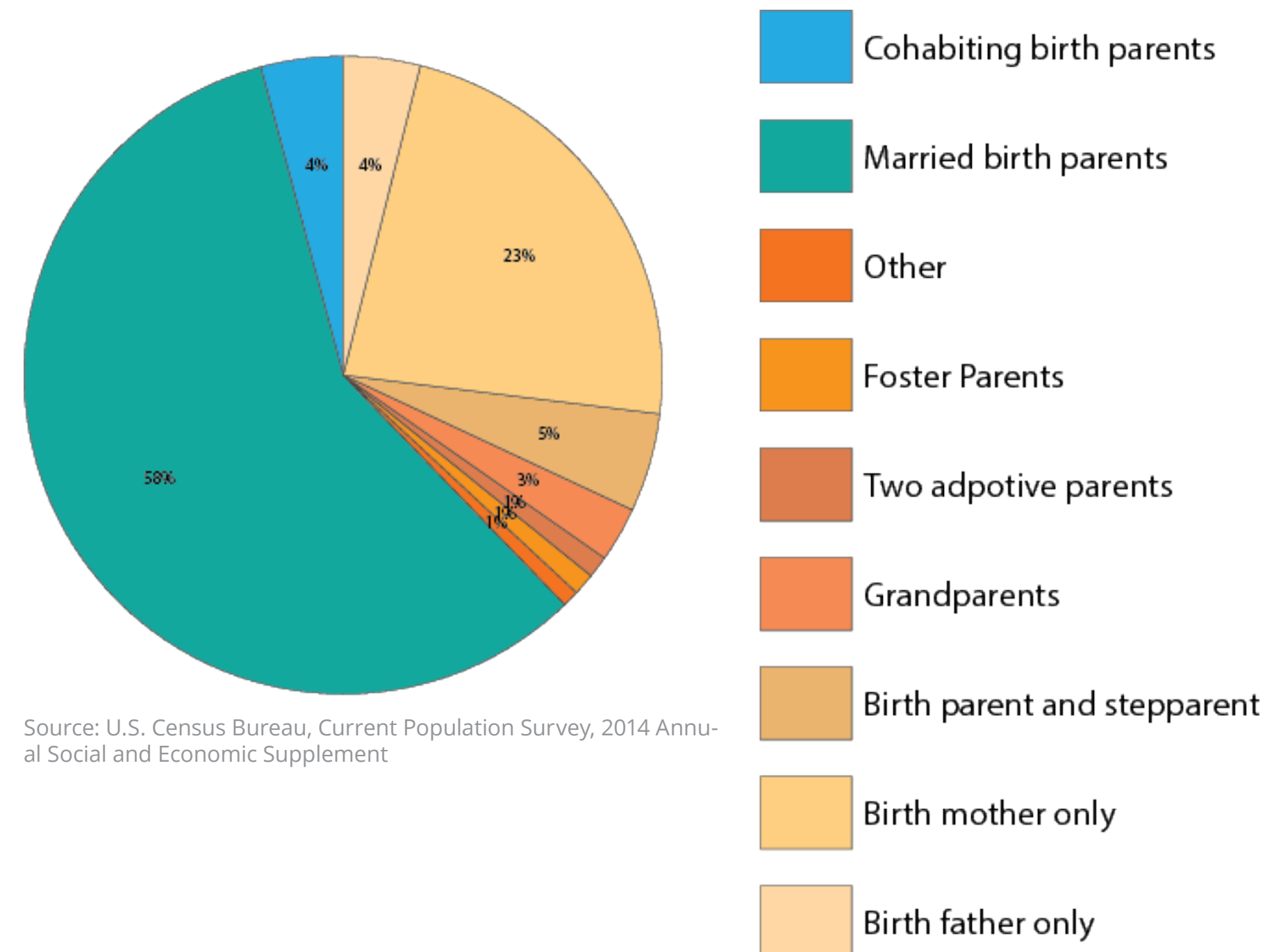




Problem

A communication gap between remote parents and their children caused by differences in daily available times and location has an effect on early education affecting the child's personality, interest and emotional development.

Family living Arrangements of U.S. Children, 2014



Source: U.S. Census Bureau, Current Population Survey, 2014 Annual Social and Economic Supplement

* 69 million left behind children in rural China
(Source: China Labour Bulletin, Migrant workers and their children, 2013)



Approach

In order to understand the problem space better we conducted secondary research and a survey. We also connected with parents, children, educational experts and pre-schools in both China and the US. That research defined the idea for the final product and over the following 3 months we developed 3 prototype iterations doing user tests between each iteration.



"My dad is too busy and seldom reads books to me."
- A child playing with the application.

"I rarely play with pads, it would be great if I can read like this"
- A child playing with the application.

"I wasn't with my son when he was growing up and that is a lifetime regret."

- Mr. Zhou, previous lieutenant in the Chinese army

"I really enjoyed this study. My kids are uber important to me and this helped me think about their childhood and the lack of time I'm spending with them. Hopeful this will help remind me to cherish every moment."

- A survey respondent

Solution

SparkEd is an educational game application that allows parents to personalize their child's learning experience. SparkEd provides parents with the opportunity to customize the lessons and skills they teach their children, relative to their own values and beliefs. The game incorporates AI capabilities like image processing, voice interaction and drawing recognition.

