

# Siemens Kids App: UX/UI Case - Prototypypr

Paolat De la Cruz :: 2019/11/23



Siemens Mobility is making changes to the office's infrastructure, re-organizing them in a way that employees can bring their children with them, creating a harmonious space where children can be entertained in their parent's workspace.

The new offices will include furniture, toys, and other amenities for the children. One of the projects they had in mind to include was an app, where the children can learn more about where their parents work and what the company does.

This was the [Ironhack](#) Berlin UX/UI Bootcamp Final Project for [Siemens Mobility](#). Our contacts through the project development were: [Carla Staccone](#), and [Florian Schicktanz](#).

## Requirements for the App

- **Goal:** Children should have fun while getting touch with Siemens Mobility brand and product portfolio.
- What the client wants: Design of an app, including one main screen with the option to choose between two different games.
- Device: iPad.
- Users: Children between 4 to 8 years.
- Validated through children of the employees.
- App language should be German.
- Time frame to develop the MVP: 10 days

## My Role

I worked solo through all the stages of the project: from researching about Kids experiences in other games and applications, creating ideas for the games, and testing; finally, developing the high fidelity prototype for the client.

## UX Research

### Business Analysis: Siemens

[Siemens Mobility](#) is the world's leading provider of mobility solutions that enable the efficient, safe and environmentally friendly transport of people and goods — and help improve the quality of everyday life for millions of people on all continents. Driven by innovation, they develop intelligent solutions for the increasing digitalization of the transport sector. Our range of offerings includes rail vehicles, rail automation, road traffic management systems, rail electrification, and services.

“We work with our customers to develop optimal solutions to help overcome their challenges.” —  
Siemens Website

The Mobility division is the one who requested this project.



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Products & Services Mobility

## Mobility

### Meeting the need for smart mobility solutions

Concepts that make transport more efficient are in demand with the ever-increasing need for mobility. With our long-standing transport expertise and our IT know-how, we are constantly developing new, intelligent mobility solutions that increase availability of infrastructure, optimize throughput and improve passenger experience. It's in how we electrify, automate and digitalize infrastructure that we're setting the benchmark for tomorrow's mobility – today.

[Contact us](#)

**Maintenance Services**

**Highlight: Rail Service Center Dortmund**

of rail vehicles, as well as

The portfolio of Siemens Mobility includes:

- Full range of vehicles for rail traffic: Regional, as well as intercity and high-speed trains, metro cars, streetcars and light rail, passenger coaches, driverless vehicles and locomotives
- Signal and control technology for rail-based passenger and freight traffic
- Electrification solutions for rail and road traffic
- Maintenance and service of vehicles and infrastructure
- Road traffic control and information systems, parking space management as well as electronic payment and toll systems for urban and interurban traffic
- Consulting, planning, financing, construction, and operation of turnkey mobility systems
- Integrated mobility solutions for intermodal networking of different traffic systems

## A conversation with Stakeholders

I asked some questions to the Siemens executives, to better understand the requirements:

- How would you describe success for this project and which positive change should it bring about?  
*Success is that children and parents are happy with the app.*
- What worries you about this project? What is the worst thing that could happen? *That no one in the company is interested in using it.*
- What are the communication tools/ messages/ strategies of Siemens for approaching the children?  
*They do not currently have any available.*
- What are the technical limitations regarding the developers? *There are no limitations.*

## UX Blueprint Canvas



## UX Strategy Blueprint SIEMENS PAOLAT

<b>Challenges</b> <i>What problems are you trying to solve? What obstacles must you overcome?</i>  <b>CHANNELS</b> Lack of currency Migration of customers Discrediting image Internal constraints	<b>PROBLEMS</b> <i>→ kids get bored at Siemens office when they go. → kids should be quiet while in the office.</i>	<b>Aspirations</b> <i>What are the ideal desired outcomes? What do you want to achieve?</i>  <b>CONTEXT</b> Identification of experiences Accelerated adoption Market recognition Transformational project or users	<b>Focus Areas</b> <i>What is the scope of the strategy? What will you focus on for the most impact?</i>  <b>USERS</b> Users and persona Regions, languages, cultures Services and products User cases and scenarios Areas of UX (e.g., UI, content)	<b>Guiding Principles</b> <i>How will you overcome the challenges? What specific mantras will guide teams?</i>  <b>EXAMPLES</b> Particular sequence of activities Approach to user needs Coordination of touchpoints Differentiation of play	<b>Activities</b> <i>What types of activities solve the problems? What capabilities achieve your aspirations?</i>  <b>TYPE</b> Research methods Design architecture Design activities Prototyping and testing Best practice and patterns Skill development
<b>② kids learn about Siemens.</b> <b>① kids have fun in the office.</b>	<b>- user personas (kids)</b> <b>- game / and users</b> <b>- connection<sup>to</sup> games and Siemens products</b>	<b>- principles of designing for kids</b> <b>→ games samples</b> <b>→ simplicity and intuitive actions</b> <b>→ investigation</b>	<b>- prototyping and testing</b> <b>- interviews</b> <b>- best practice and ethics for kids</b> <b>- competitive analysis</b>		
		<b>Measurements</b> <i>What types of measurements will you employ? What metrics will be used to gauge success?</i>  <b>TYPE</b> Children's intrinsic satisfaction (e.g. SUD) Children's enjoyment Children's frequency of use Children's report	<b>→ more parents/kids talking for the app.</b> <b>High priority office.</b> <b>→</b>		

This tool helped me a lot to focus on the UX strategy and the development of the project:

- **Challenge:** Children get bored at Siemens's office.
- **Aspirations:** Children have fun in the office and learn about Siemens.
- **Focus Areas:** Finding the best solution based on the research.
- **Guiding Principles:** UX Kids insights, Siemens values.
- **Activities:** interviews, research, competitive analysis, prototyping, and testing.
- **Measurements:** children want to use the app while they are in the office.

## Interviews: Users & Parents

Based on the requirements of the project, I proceeded to schedule interviews with parents and their children.

### Questions for the Children

The main goal was to discover why they like certain games and what they can do on them; no matter if were digital or not. This information could help me to understand better why the children prefer certain activities, and why not.

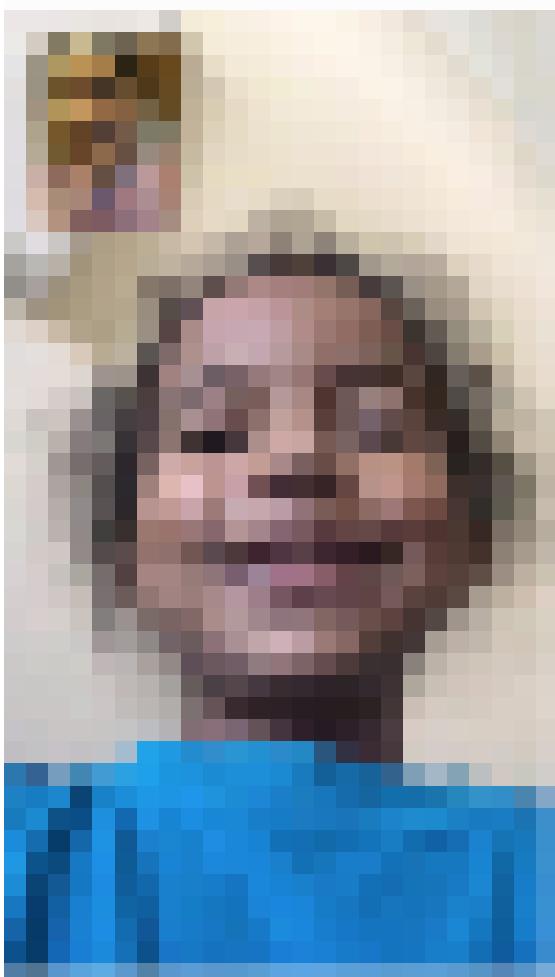
### Questions for the Parents

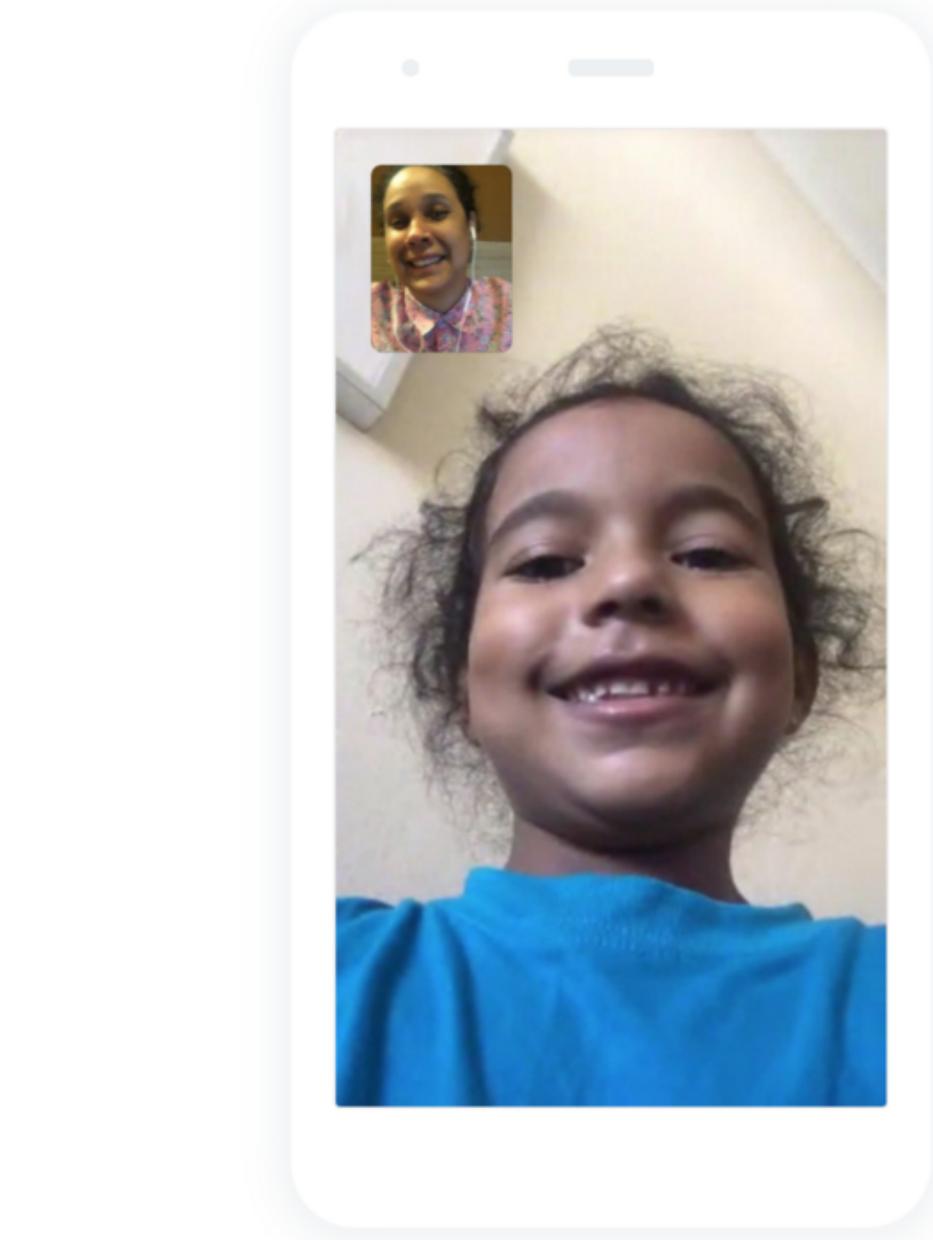
Having a conversation with the parents of the interviewed children helped me to compare answers and detect pain points at the time the children were playing digital games. The parents could remember patterns' behaviors and describe them.

# Interview 1: Highlights

Kimberly, 6 Years (Child) and David, 32 (Father)

*Video call Interview*



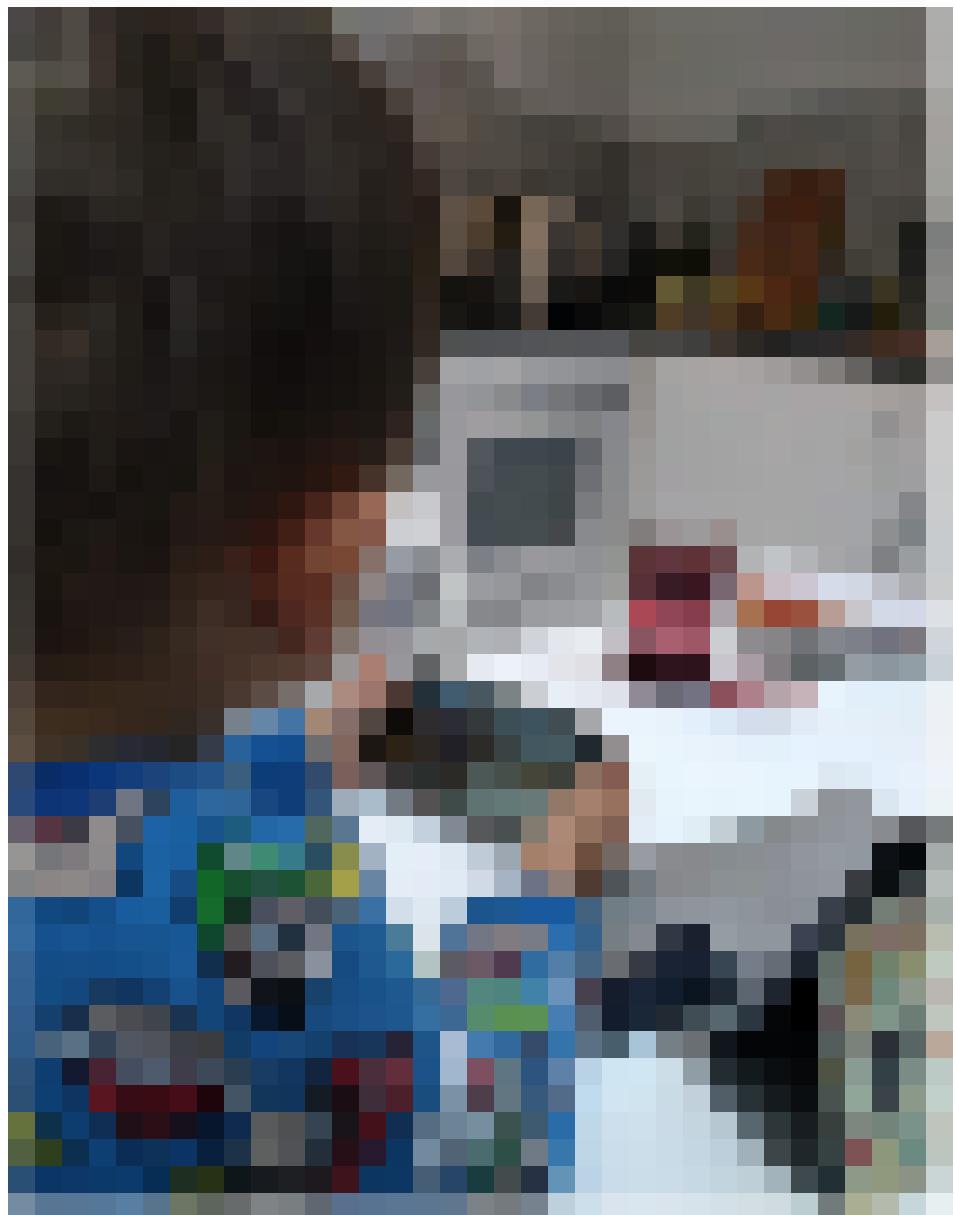


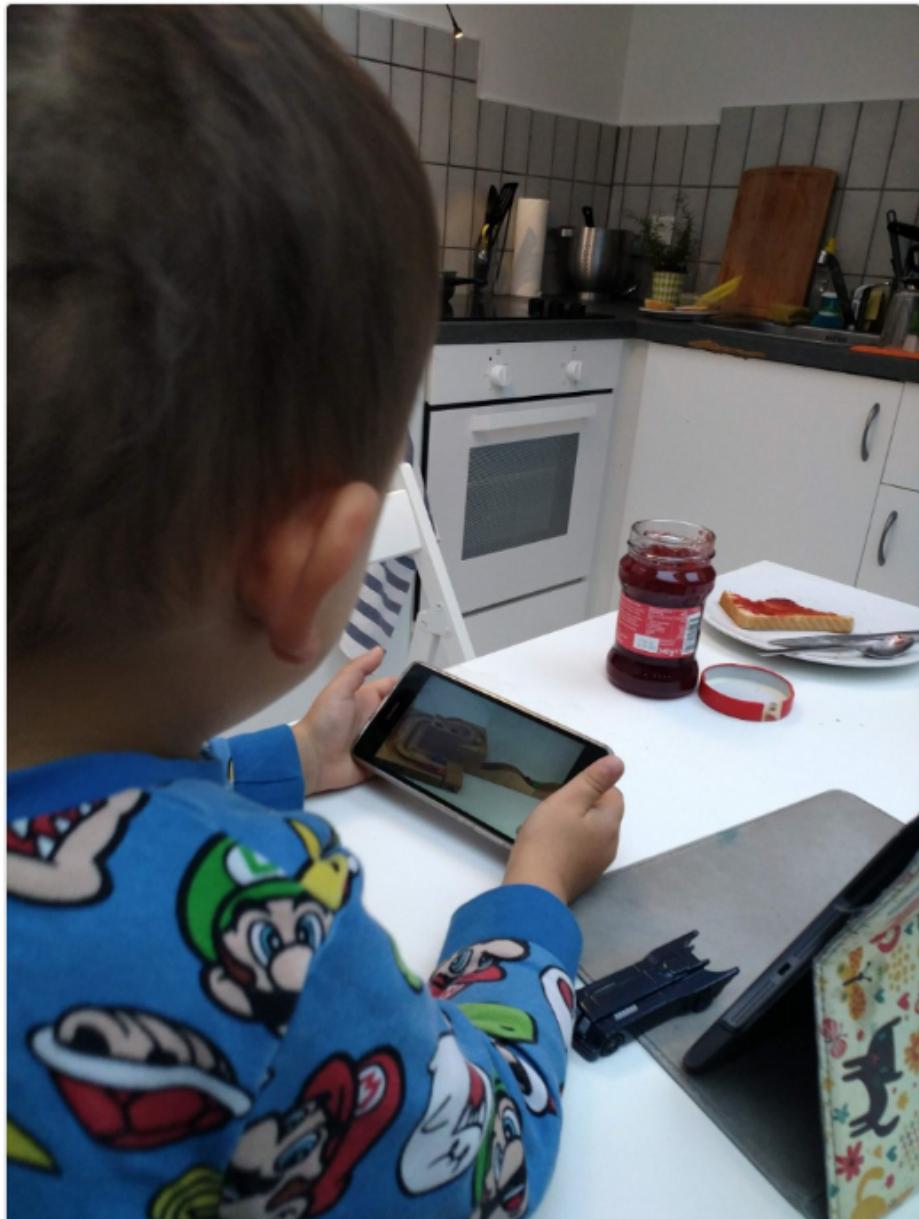
- Digital games played: *My Tom*, *My boo*, *Hollywood Story*, *Toca Boca* games.
- She likes the *Hollywood Story* game because she can: “Buy clothes, choose accessories, play minigames and explore the city”.
- *My boo* is like a [Tamagotchi](#), where she can digitally take care of an animal.
- Her father commented that when she spends too much time playing, she doesn't want to do any other activity. It's difficult for her to do another kind of activity.

## Interview 2: Highlights

Lucas, 4.5 Years (Child) and Georgina, 36 (Mother)

*Personal Interview*

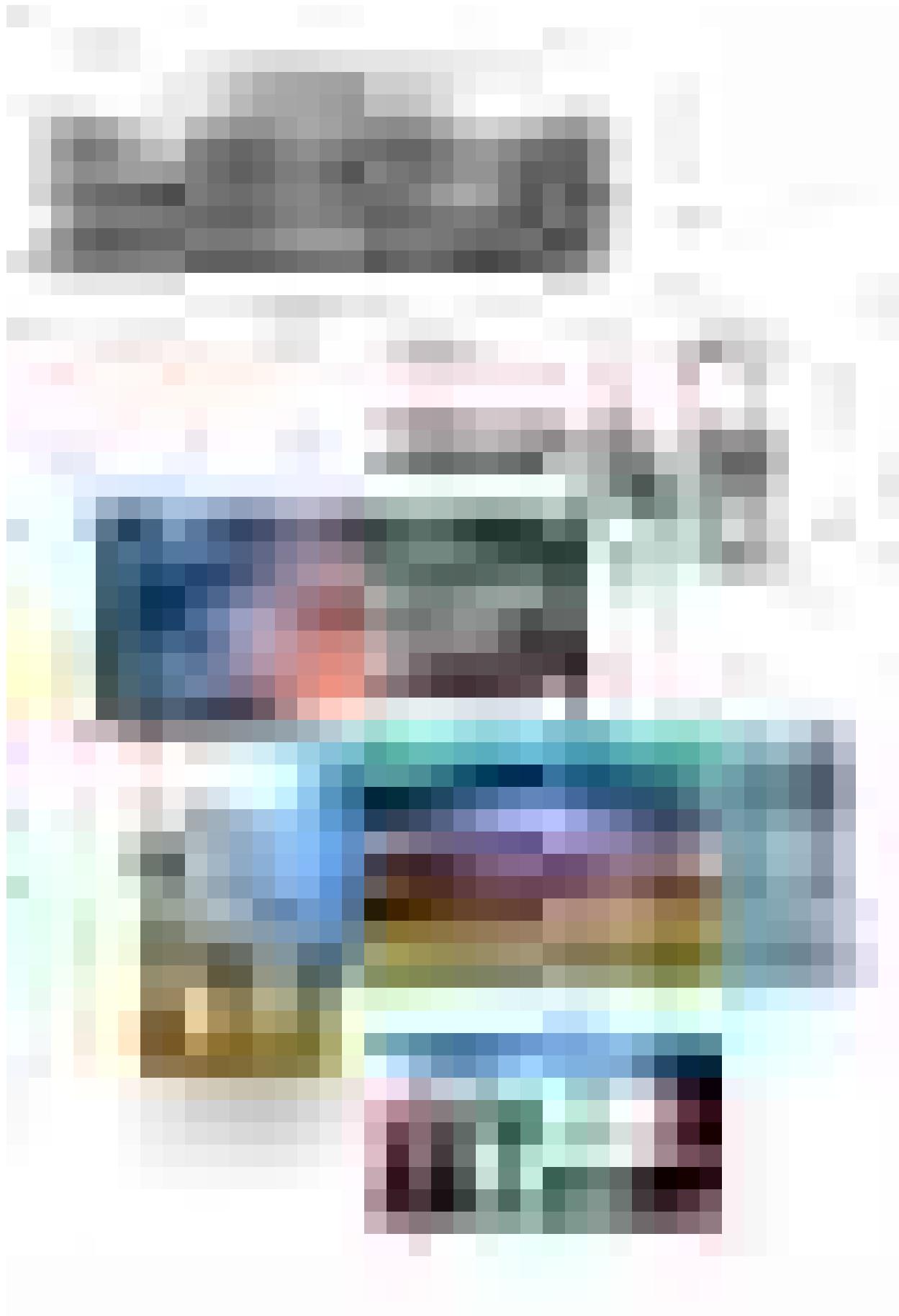


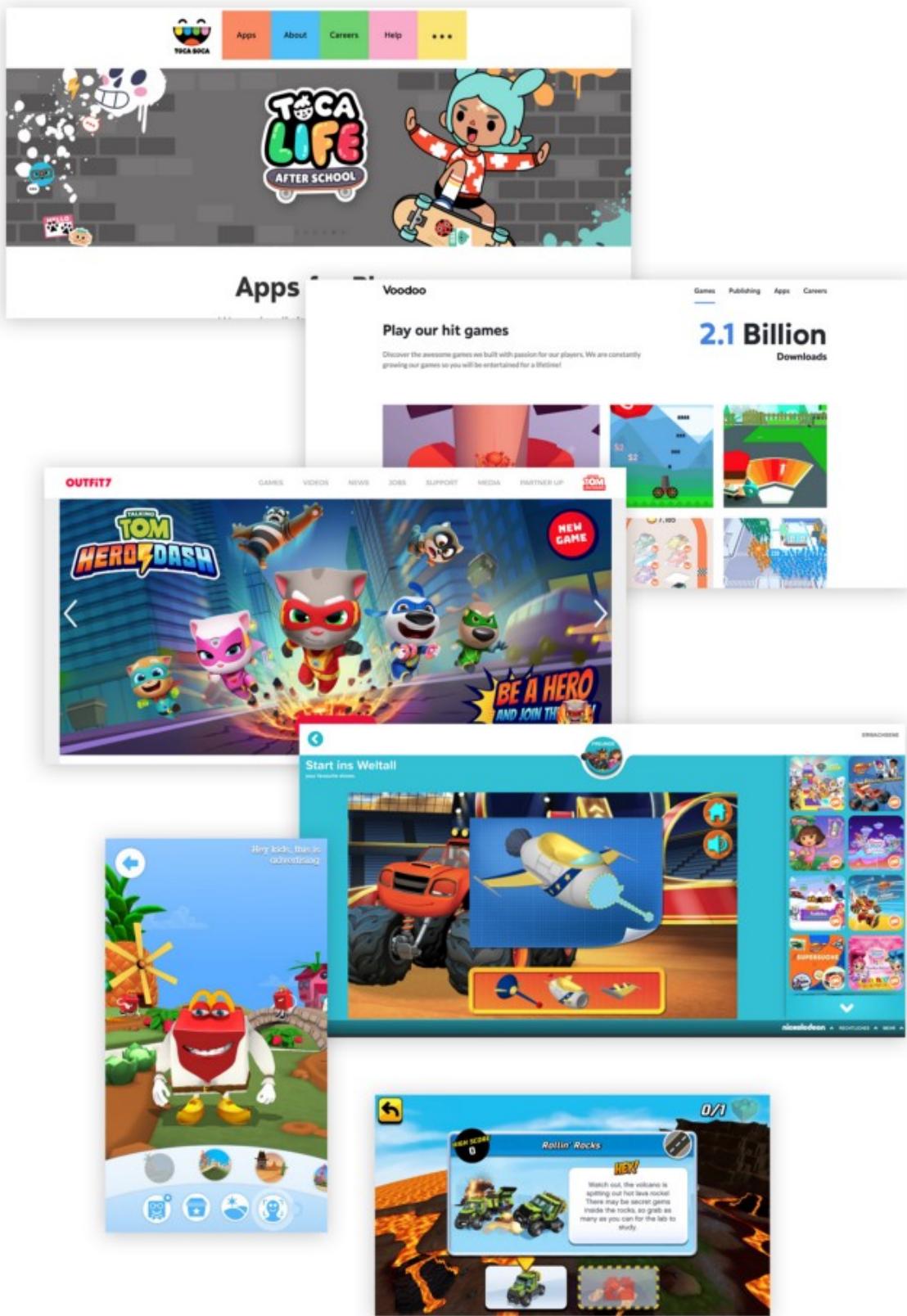


- He plays digital games like 3 hours a day.
- He changes games every 5–10 min.
- He likes to show his mother his achievements on the games.
- When he doesn't understand a game, he closes the window right away.
- He knows how to download games.
- He knows the rule of not playing violent games.
- The mother says that the sound of the games is annoying for her.
- Games used: *Panda*, *My Tom*, *Ciborgmini*, *Crazy Labs*, *Merge Planes*, *Puzzles..*

## **Competitive Analysis: Digital Games**

With the research, I understood that there are studios that produce a large number of games, and conceptually these games can be connected.

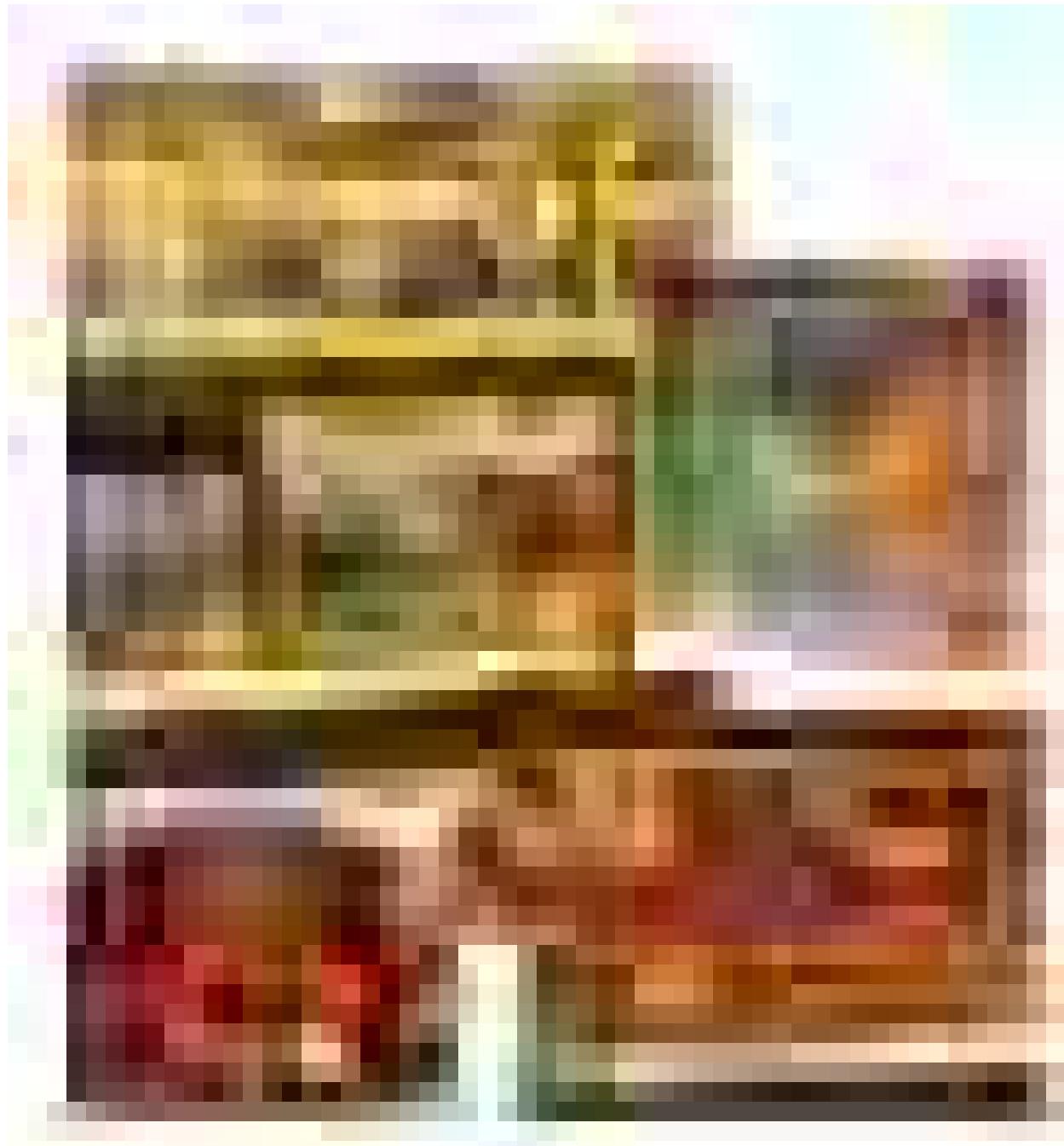




- **Toca Boca:** They create digital toys and everyday products filled with fun that children from any corner of the world can instantly relate.
- **Voodoo** creates short games for all ages.

- **Outfit7** are the creators of Talking Tom, a popular character that has many adventures on different games.
- **Nickelodeon JR:** TV Channels today not only stream shows for children, but also have activities on their website for them.
- **Happy Meal:** Big food companies have invested in apps for children, so they use them while they are visiting the restaurants.
- **Lego City App:** Just like other companies, Lego has its online digital games for children.

## Competitors: Toys





The clients explained in the meeting that the app is part of a program that is renewing the Siemens offices with elements attractive to children. They will also have toys.

Toys can also entertain children, so they can be considered as a competitor. I visited toys stores to familiarize with them, and I could describe most of them as:

- Colorful
- Intuitive
- Interactive
- With Sounds
- Visual

## Similar Case: IKEA

On the interviews with the parents, one of them mentioned that IKEA had a digital game that children could use while parents were talking to the sales representative.

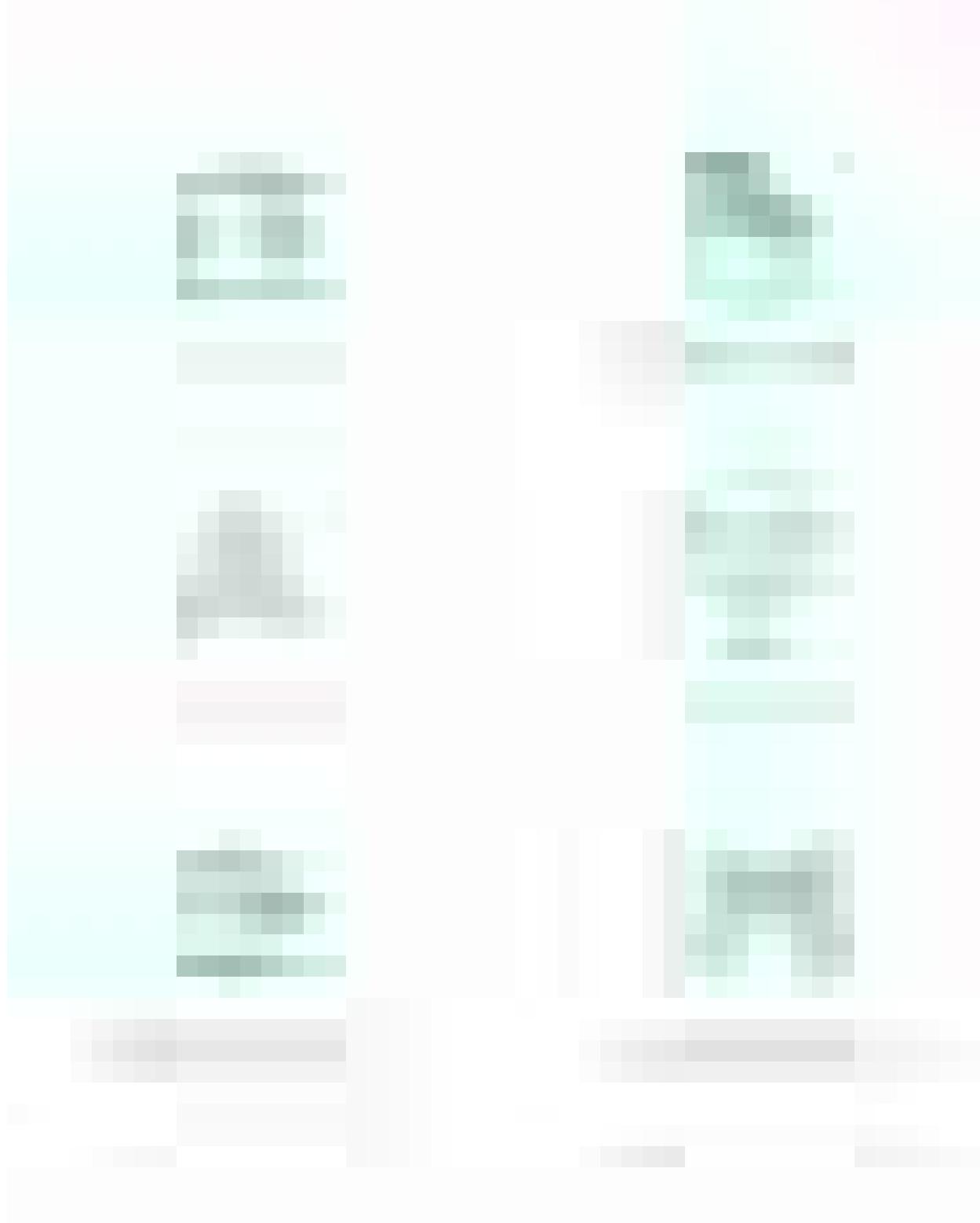




I went to IKEA to see it for myself. They have an interactive game where the child can do activities related to the brand and furniture: Construct furniture step by step, puzzles, paint a space, memory cards and color objects.

These screens were placed on different points throughout the store: at the cafeteria, at some play corners with other toys, and close to the representative sales desks.

## Insights about Kids UX





Less Text



Horizontal Scroll



Consistency



Colorful Elements



Bored after 15 min



Constant Feedback

It was also necessary to research other UX Kids Cases so I could understand more about children and their interaction with digital screens. Here some essential points from [UX Studio Team](#):

- Less Text, More Images: Even if some children can read after a certain age, they don't like to read on screens. They understand by examples, intuition, and exploring the game.
- Horizontal Scrolling: Children seem to be more intuitive with this interaction, as opposed to vertical scrolling.
- Instant effects: Kids are expecting actions and sounds after they interact with the screen.

- Boredom: it is difficult to keep a child interacting with the same game for more than 15 minutes.
- Consistency: Children trust and remember, so they are expecting things to happen in the same way as they experienced them the first time on a platform.
- Colorful elements: as happens with toys, children need color stimulation to be interested in the screens.

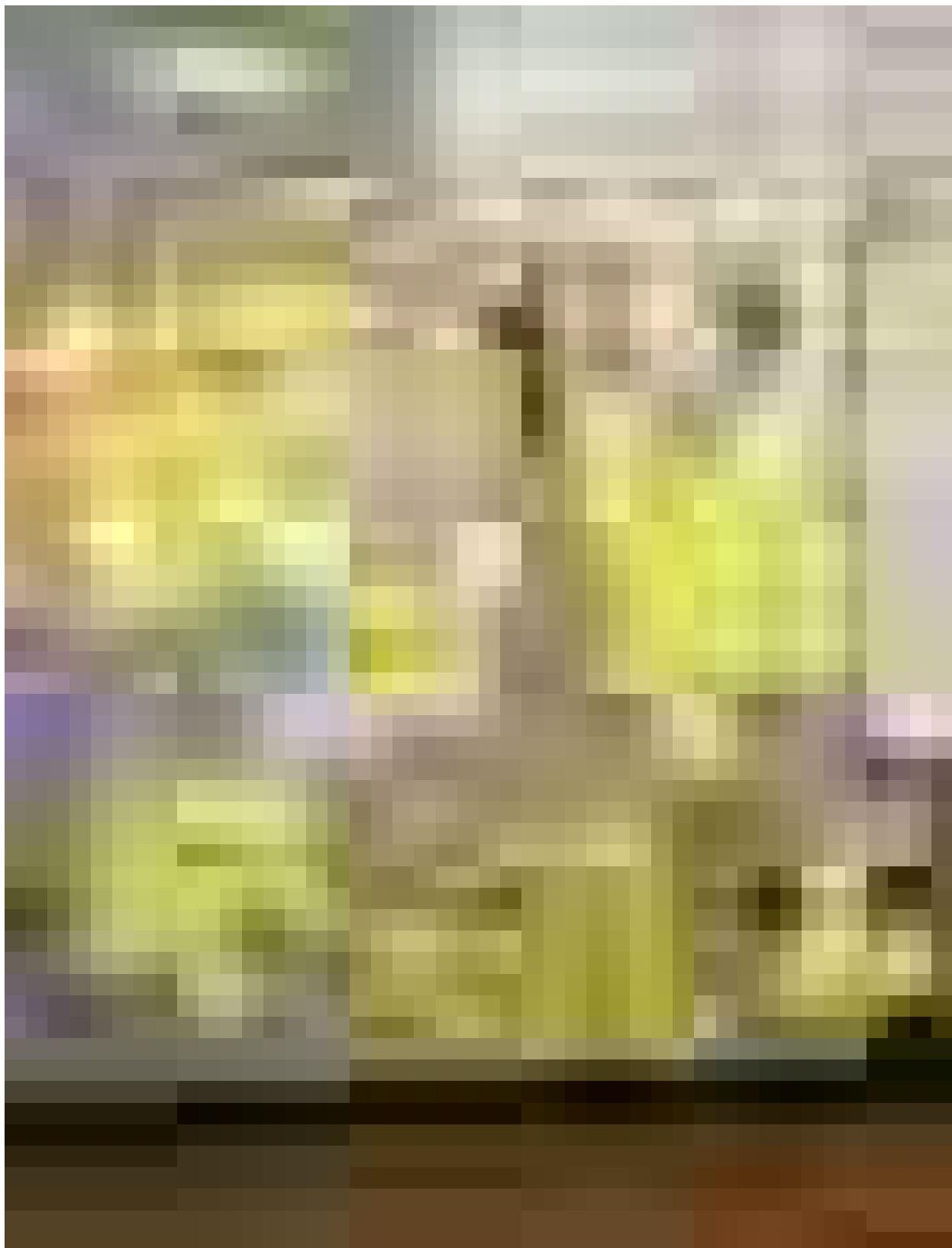
## Targeted Age Range

For this project, the target age range is 4 to 8 years. Certain studies advise that children in this age range can be divided into two groups, according to an article by [Mila Kosa](#), the different characteristics are:

- 3–5 years: Motor skills are still in development at this age, so the main role in UX is played by large pictures, instant visual and audio feedback, understanding of the total lack of user patience, keeping in mind the possibility of multiple clicks at the same time and the inability to distinguish different types of content, e.g., the ad banner from the part of the game.
- 6–8 years: At this age, children typically know how to read, so one of the critical skills in working with interfaces has been obtained, but the vocabulary is limited. The main UX task here is to use the vocabulary used by the child himself, avoiding unfamiliar words.

## Affinity Diagram

Organizing all the information recollected from the research. Here are the essential points grouped:

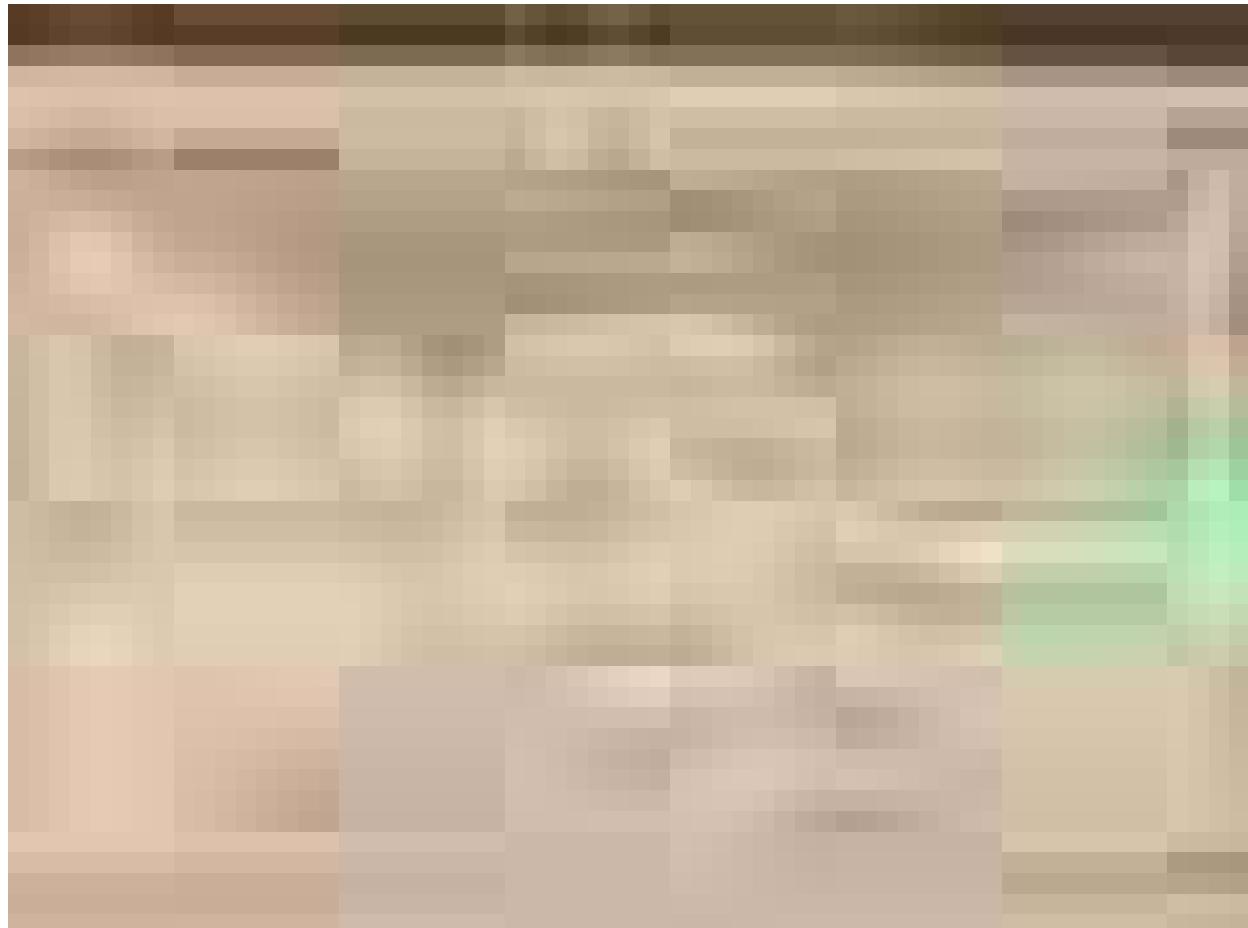


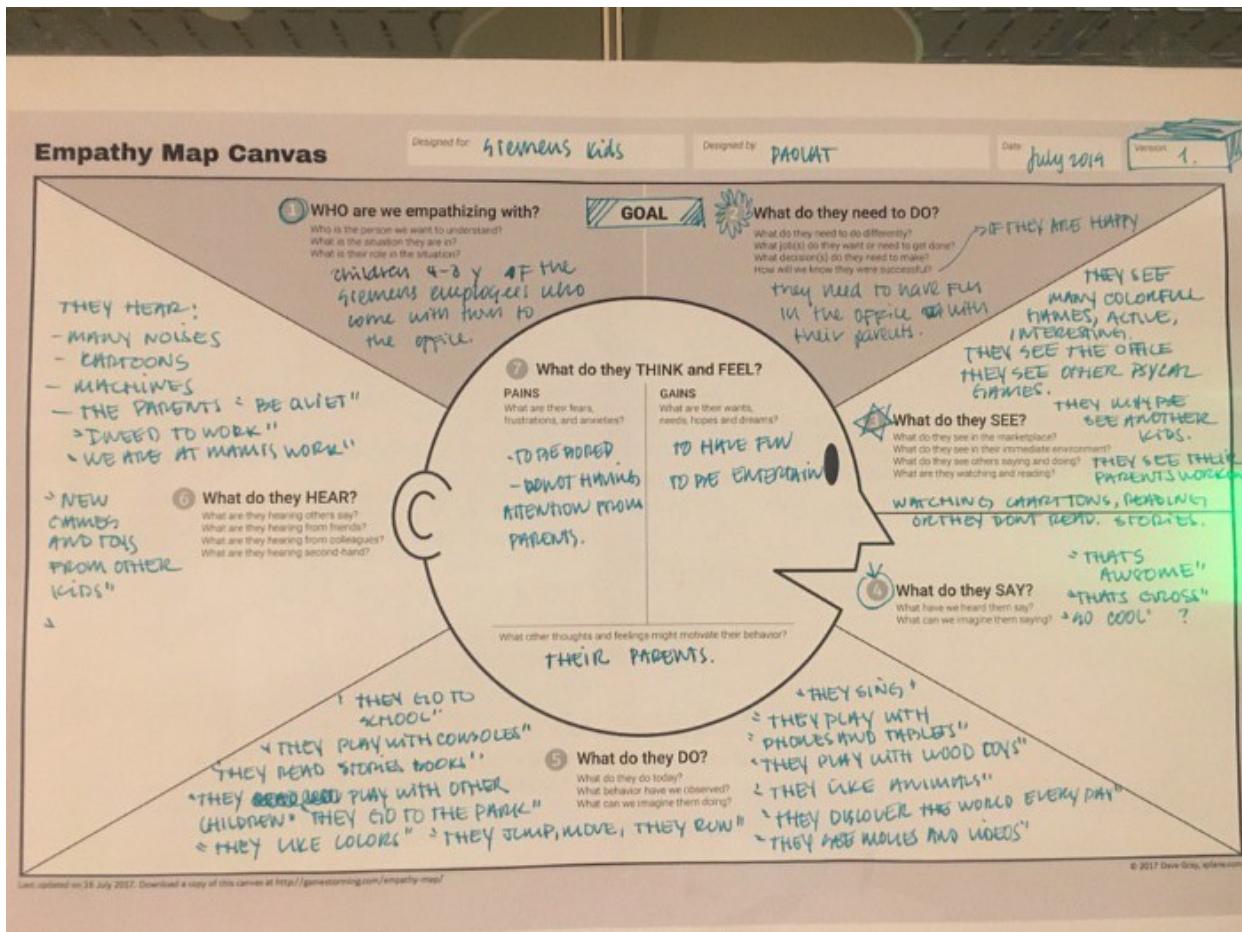


- About Siemens Mobility: ingenuity, trains, 170 years of history, traffic lights, tunnels, locomotive, street lights, metros, inventive.
- Pains when kids are playing digital games: when they play for a long time they may not want to do anything else; they change the game every 10–15 min, and sounds are annoying for the parents.
- Activities in a digital game: puzzles, races, roles, train games, mini-games inside games, explore spaces, recreate actions of the real world, create new stuff, get points, no ending games.

- What children like about games: large pictures, challenges, stories, pretending to be a character, showing to their parents what they did, social games.
- About Kids on Digital: they know how to scroll, they need explicit instructions, they close the game when they don't understand it, existing mental models help them to play, consistency is the key, they like to have instant feedback about their actions, sometimes parental controls are needed.
- References: IKEA game space.

## Empathy Map



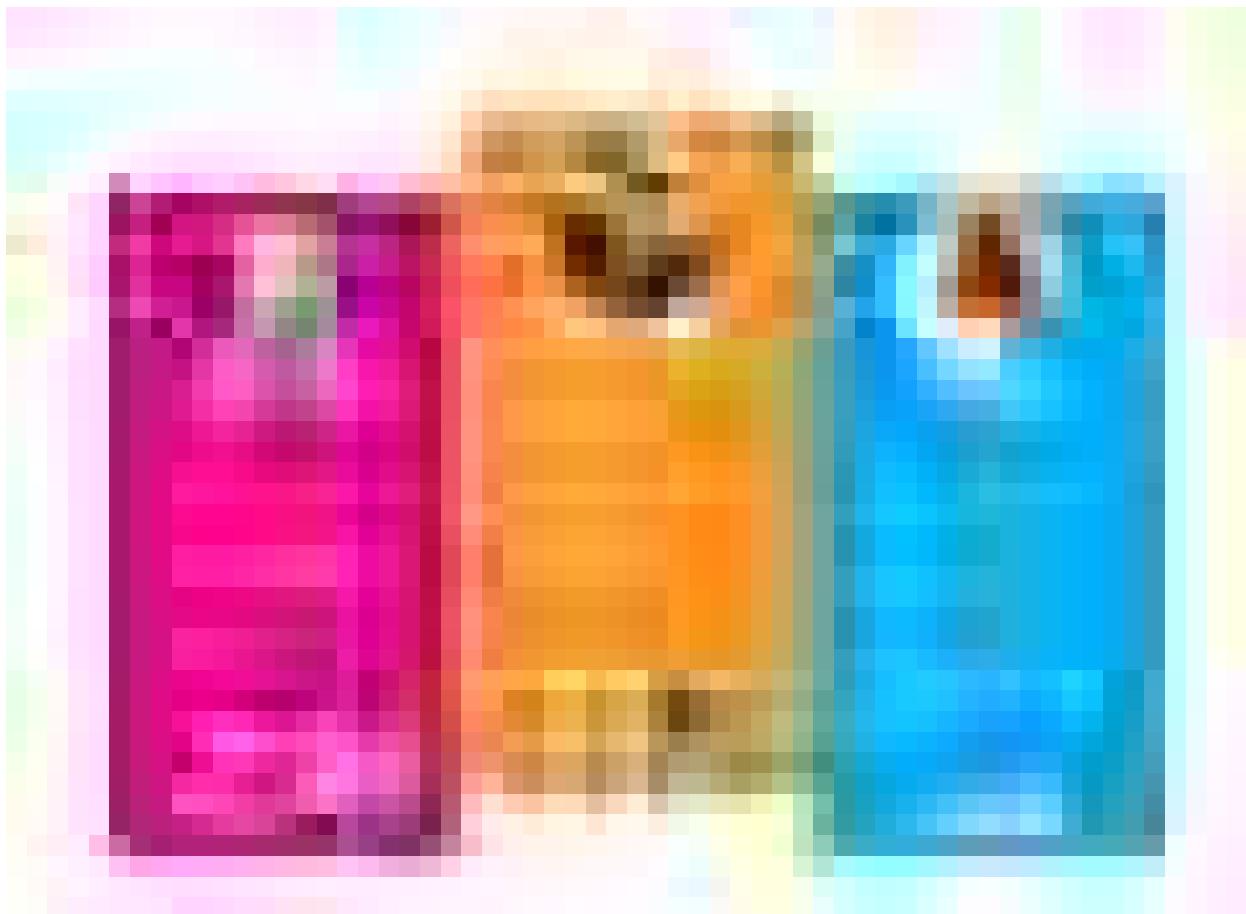


The Empathy Map helped me understand better the children's' situation when they are in the Siemens office with their parents:

- What they need to do: They need to have fun while they are in the office with their parents.
- What do they see: Colorful digital games and cartoons on their parents' mobile phones, toys, maybe other kids, their parents working.
- What do they say: Mama, can I play on your mobile? I'm bored, are there games here? What do you do here, mama? Can I see a video? Can I go outside?
- What they do: They play with mobile phones and tablets, sing, watch movies and videos, play with toys, touch everything, walk around.
- What do they hear: Parents saying "be quiet", "Mama needs to work", "We are at mamas office." Adults talking about work. Other children employees talking about games and cartoons.
- Pains: to be bored, not having attention from their parents.
- Gains: to have fun, to be entertained.

## User Personas

For this project, I defined three user personas: two kids from the different age ranges and the parent.





# SOPHIA

**About**

- Eight years old
- She's quiet and Smart
- Loves discovering new things

**Goals**

- To know about how things work
- Be entertained
- As a smart kid, she likes challenges

**Frustrations:**

- She gets bored after a while if things aren't that interesting

**Devices**



**Games**





# MATHIAS

**About**

- Four years old
- Has a lot of energy
- Curious about tech devices

**Goals**

- He wants to have fun
- Likes to play with other children

**Frustrations:**

- He gets bored in the office
- He doesn't like when mama asks him to be quiet

**Devices**



**Games**





# JULIA

**About**

- 40 years old
- Married
- Has been working at Siemens for ten years
- She has two kids

**Goals**

- Have a balance between family and Worklife
- Deliver all work for the week
- Taking good care of her family

**Frustrations:**

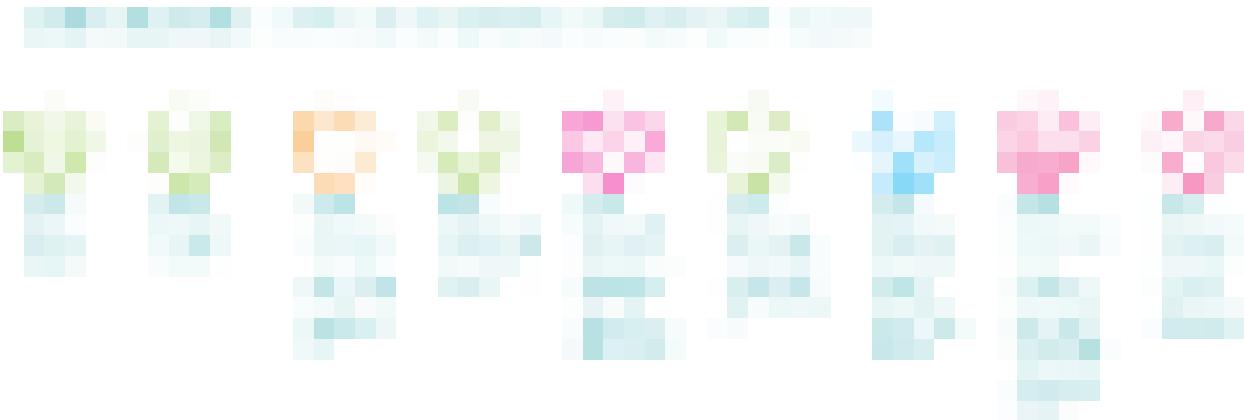
- Sometimes she has to bring one of the kids to the office, and she worries if they will be bored there. Also needs some help to have the work done while the child is there.

**Devices**



## User Journey

It was essential to describe the User Journey of Mathias with Julia at the office and to recreate the situations that can happen there. This was very useful because we could empathize with Mathias and be aware of his needs while he's in the office.



### USER JOURNEY: MATHIAS AT SIEMENS OFFICE WITH JULIA

07:00 Wake up and get ready.	08:30 Going to Mama's Work.	09:00 At Mama's work. Curious to know all the rooms. I am feeling shy too.	10:00 I am playing with some toys next to mama.	11:00 Mama tells me to be quiet, but I'm running all over the office flying my airplane.	12:00 I'm hungry already. We went to the mensa and ate spaghetti.	14:00 I'm bored, and I want to use mama's mobile to watch some videos.	15:00 I don't want to see videos anymore, and there are some games that mama can download on the mobile.	17:00 We have to go home, but I want to keep playing on the mobile.

## UX Lean Canvas

Another tool that helped a lot before looking for solutions is the UX Lean Canvas:



Lean UX Canvas		
<p>Title: SIEMENS KIDS APP  <span style="float: right;">Date: JW/22/2019 Iteration: 1 - PROOF</span></p>		
<p><b>Business Problem</b>          What business have you identified that needs help?</p> <p>When employee children come to the Siemens office they don't have an app that teach them about Siemens and entertain them while the parents work.</p>	<p><b>Solution ideas</b>          List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.</p> <ul style="list-style-type: none"> <li>→ colorful!</li> <li>→ interactive</li> <li>→ &amp; main screen</li> <li>→ with actions</li> <li>→ my font size</li> <li>→ animation/sounds effects.</li> <li>→ examples of real life</li> <li>→ simple language</li> <li>→ clear instructions</li> <li>→ Siemens products.</li> <li>→ Feed back.</li> <li>→ large Pictures</li> </ul>	<p><b>Business Outcomes</b>  <b>(Changes in customer behavior)</b>          What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?</p> <p>→ the kids like and are looking forward to playing this games.          → that the parent ask for this game at the office</p>
<p><b>Users &amp; Customers</b>          What types of users and customers should you focus on first?</p> <p>→ KIDS 4-5-6 Y          → KIDS 6-7-8 Y</p>	<p><b>User Benefits</b>          What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)</p> <ul style="list-style-type: none"> <li>→ Teach the children about Siemens</li> <li>→ children have fun to play at the office.</li> </ul>	
<p><b>Hypotheses</b>  <small>Combine the assumptions from 2, 3, 4 &amp; 5 into the following template hypothesis statement:          "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."</small></p> <p>Each hypothesis should focus on one feature.</p> <p>We believe that the children will learn about Siemens if the games are playful, entertaining.</p>	<p><b>What's the most important thing we need to learn first?</b>          For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong.</p> <p>→ Think the right game!          WORST: the game is boring          → Enthusiasm challenging          → Complicated          → not attractive          → hard to understand</p>	<p><b>What's the least amount of work we need to do to learn the next most important thing?</b>          Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.</p> <p>→ usability test          → competitive analysis          → interviews</p>

 Download this canvas at: [www.jeffgoethelf.com/blog/leanuxcanvas](http://www.jeffgoethelf.com/blog/leanuxcanvas) Adapted from Jeff Patton's Opportunity Canvas. Download at: <http://jeffpattonassociates.com/opportunity-canvas/>

- Business Problem: When the children of the Siemens employees come to the office, they need to be entertained while their parents work.
- Business Outcomes: The children like the app and are looking forward to using it.
- Users and Customers: Children of 4–6 years and 6–8 years; and their parents.

- User Benefits: Have fun and be entertained.
- Solution ideas: A colorful app, interactive, with one main screen, big font size, animations and sounds, examples drawn from real-life, simple language, clear instructions, Siemens products, receiving constant feedback, large pictures.
- Hypotheses: We believe that the children will be entertained and learn about Siemens products if the games are playful and attractive.
- What's the most important thing we need to learn first: The app has to be challenging enough, attractive, not too hard to understand.
- What's the least amount of work we need to do to learn the most important thing? Usability tests, competitive analysis, interviews, investigation on UX for children.

## Challenge Redefined

Based on the research, the initial task of creating an app for kids with two games needed to be re-defined:

- Children getting bored after 15 minutes of playing a digital game confirms that the solution is not to have two digital games but rather to provide other activities as well.
- A platform with different activities could be the solution and could let the age range grow because of the multiples activities it can have.

Now the challenge is to conceptualize a platform with activities for children, and one of them will be a digital game.

## Design Principles

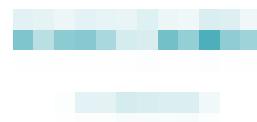
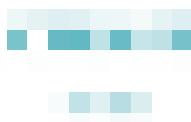
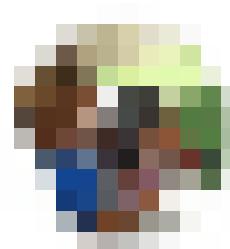
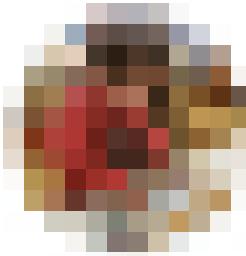
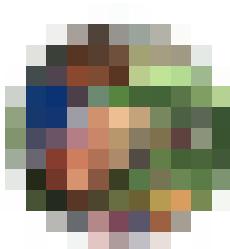
Before starting brainstorming ideas, I needed to establish design principles that guided the ideation and prototype process.

For that, I took inspiration from Siemens Values and the needs of the child based on the research. Here's an explanation of Siemens motivations and values when they rebranded in 2017:

Ingenuity for life is the unique combination of engineering, genius, and innovation combined with our role to create value for our customers, employees, and society.

- Joe Kaeser, CEO Siemens

Based on this, the design principles to follow are:



## CREATE

Genius



## PLAY

Engineering



## DISCOVER

Innovation

## Ideas for Activities on the Platform

Activities that the platform could include:

- Guides to create projects: the Ipad can help the child step by step with Lego® bricks projects. These projects can be related to Siemens products and services.
- Coding challenges: There are a lot of books and learning lessons for children (starting four years old) about coding basics. These activities are beneficial to the child because they are logic and concentration exercises.
- Discovering around: Another idea is to position signs on the office, and with the iPad camera, kids can find and scan these signs, activating animations on the screen. These animations can relate to Siemens products and services.
- Games: the central part of this project requested by the client.
- Videos: on different topics, explaining Siemens history or working process with cartoons.

## Ideas for Games

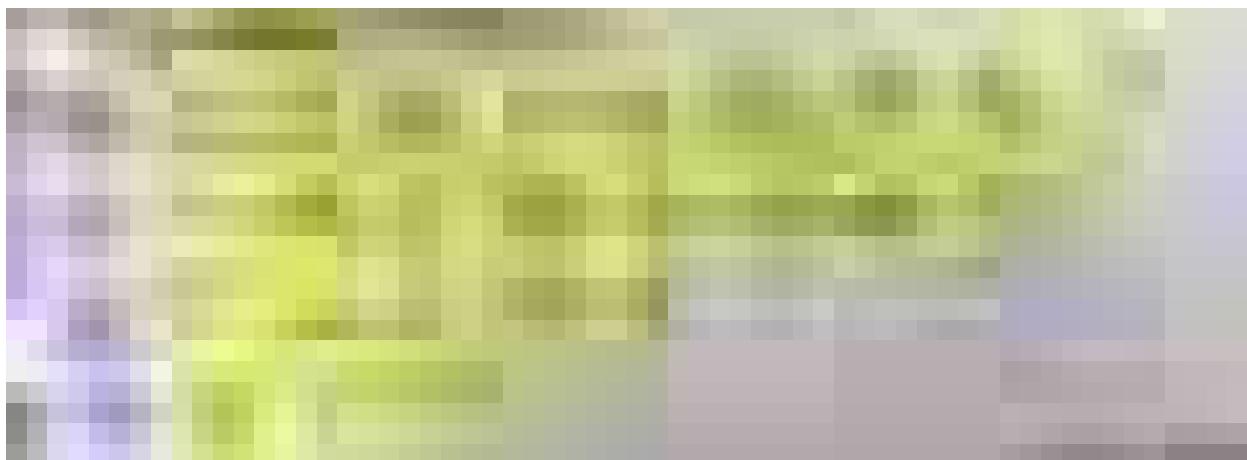
- *Finding the way*: A lateral view of a car that has to go through tunnels and roads presenting different challenges and obstacles.
- *Coloring the metro*: The child could apply colors to different metro models.
- *Inventing Machines*: To create new transport, with different mechanical parts.
- *Snake trains*: inspired by the Nokia Snake Mobile game, it's about a train that has to move continuously, and the child should guide it with the finger.

- *Place the light*: based on the lighting roads Siemens service, in this game, the children should light the neighborhood.

## Feature Prioritization

Here I considered features that the platform and the game could need:

- Should have: back button, pause button, start/play button, a hand icon that shows how to interact with the app, German texts (or no text at all).
- Could have: sound, timing, energy levels, connect to other iPads to play.
- Might have: save game, levels, ask age, text messages, mute button.
- Should not have: scores, login, sharing on social media.



FEATURES PRIORITY - SIEMENS KIDS APP.									
SHOULD HAVE	BACK BUTTON	PAUSE BUTTON	WE GETS MORE DIFFICULT	START/PLAY	HAND THAT HELPS	MULTIPLE PLAYER? 1 IPAD	SIGNAL INSTRUCTIONS	SAVE VIEW TO FIND GAME	GERMAN TEXTS
COULD HAVE	SOUNDS	SPEED CHANGE?	SOUND OF TRAIN	TIMING? CLOCK	OTHER SIGNALS	ENERGY LEVELS?	MULTIPLE TRAINS	CONNECT TWO IPADS TO PLAY	
MIGHT HAVE LATER	SAVE GAME	LEVELS? SELECTION?	ASK AGE?	TEXT MESSAGES	MUTE? SOUND				
NOT HAVING	SCORES AT END GAME	LOGIN/	SHARING						

## Prototype and Testing

### Visiting Siemens Kindergartens

I had the opportunity to visit the Siemens Kindergartens and test the paper prototypes with multiple children.



Visiting Simens Kindergartens — Photo: Florian Schicktanz

# Game Paper Prototype

I was able to test one of the game ideas with the children. I chose to develop the concept of train races. First, they can choose a train (named after Siemens trains) and then they can move the train through the road until it reaches the station using their finger. A little hand icon will show the kids what to do. They always could go back and change the train model.



## Feedback on Paper prototype

- They liked to move the train fast.
- They understand better the concept of “S-Bahn” rather than “Zug”. (Zug is Train, and S-Bahn is Suburban train in German).
- The little hand icon was a great helper.
- They understood what to do very fast, so maybe other difficulties could be added to the game.
- They played also with 2 trains at the same time.

S-Bahn means “sub-urban train” in german. Zug means “train”.

## Platform Sketches

Here the sketches of the platform and how the activities will be displayed:

- The main screen with all the activities from which to choose.
- Create bricks projects with the help of the iPad.
- A scanning feature to look for symbols around the office.
- Activities to learn to code.
- The train Game.

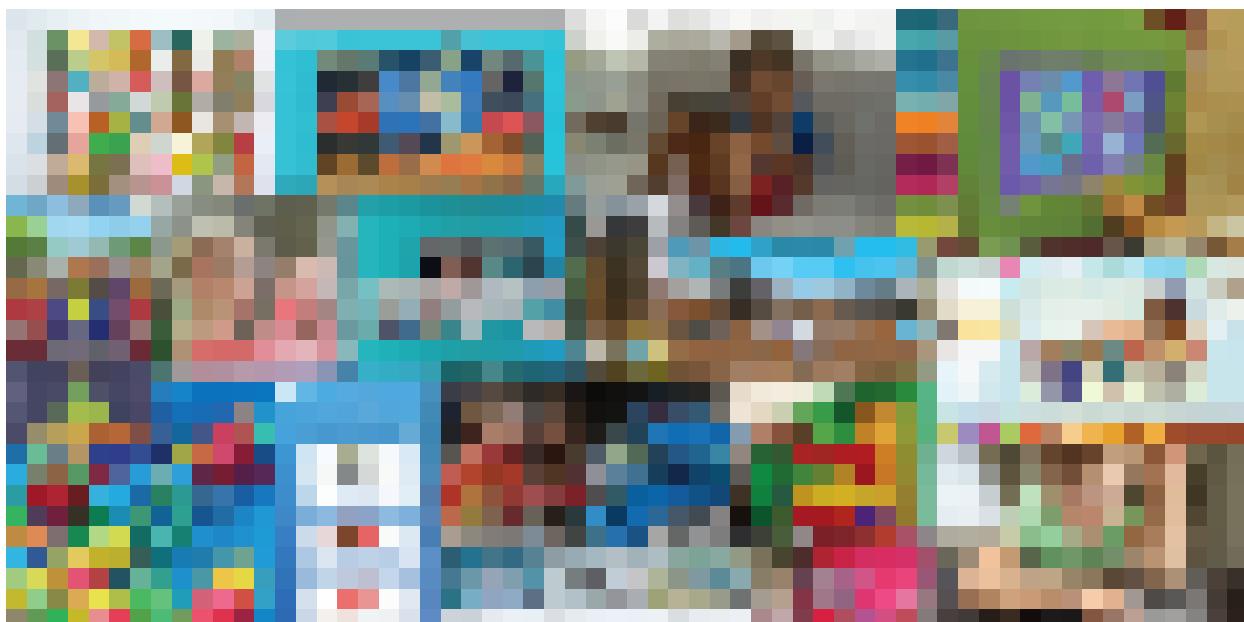


## Platform Sketches Feedback

- Fewer activities on the main screen, maybe users could scroll horizontally to find more.
- The Train game should include a play button after the train is selected.
- The back button should be in the same place all the time.

## Visual Design Process

### Brand Attributes: Create, Play, Discover



Moodboard

## Visual Design Elements

### A Logo for the App

To differentiate the product from other projects, I developed a logo for the platform referencing "Childhood".



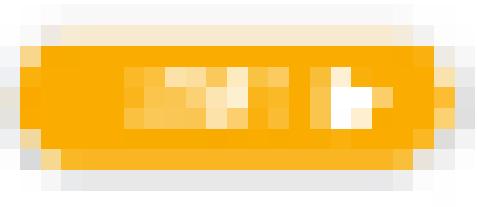
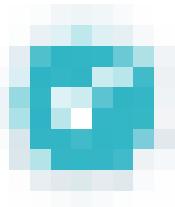
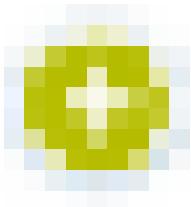
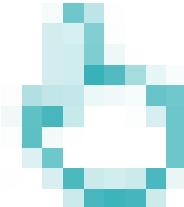
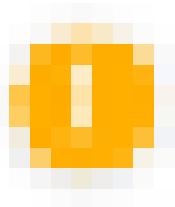
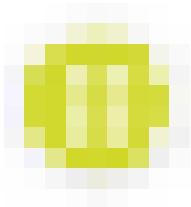
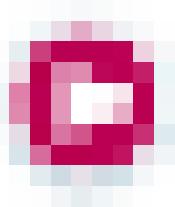
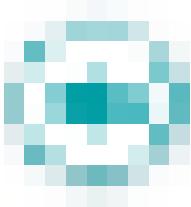
## Colors

It was mandatory to use the Siemens color palette, in this case, all secondary colors were attractive for the users.



## Buttons

Several buttons were developed to guide the users through the platform. Big, colorful and simple.



## Photography

All photography should have a white background.

## Illustration Style

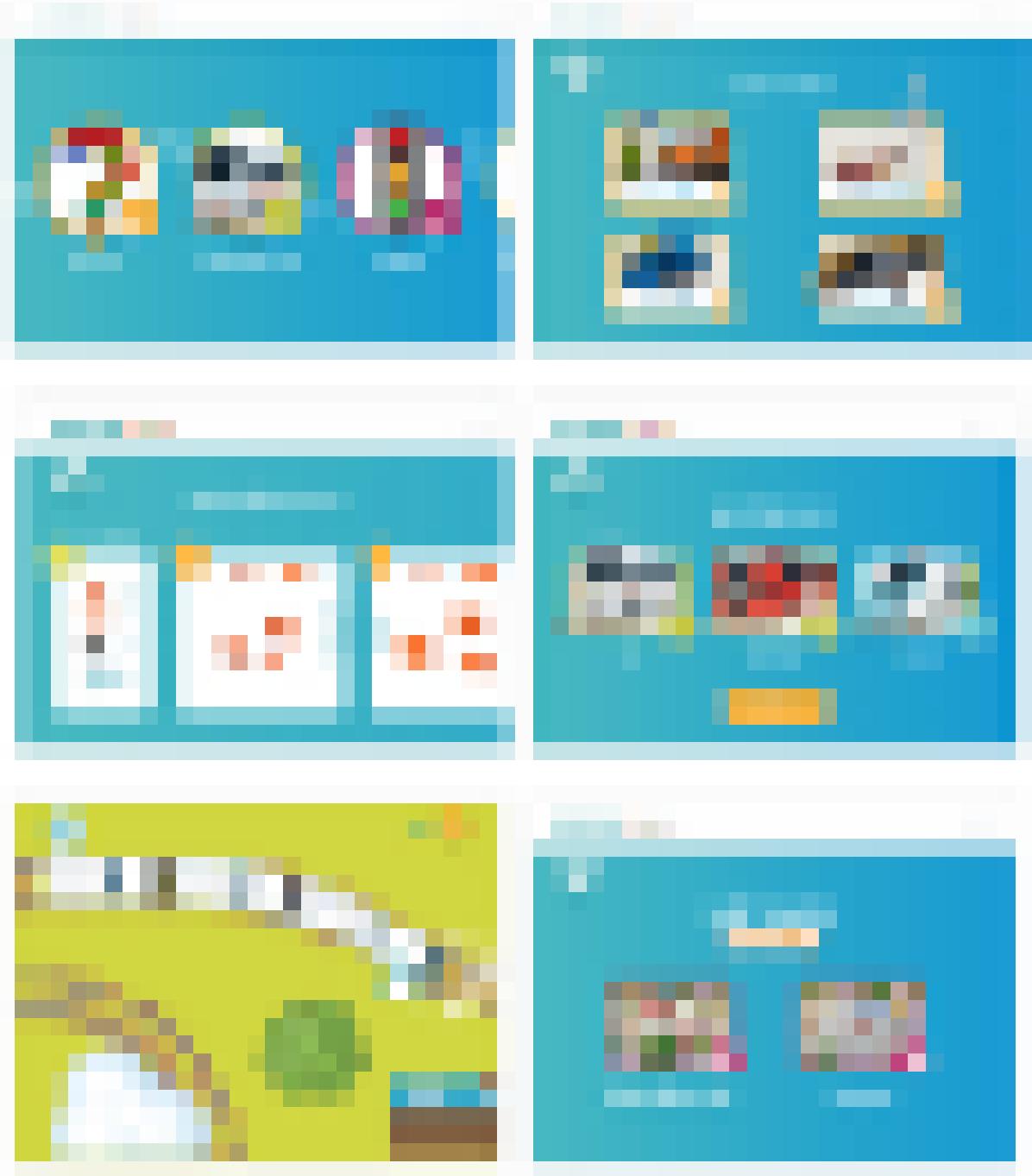
Illustrations styles should be simple and vectorial.

## Final UI Design

After determining all the visual elements, here are the final screens with all the parts. On the home page, the user can scroll horizontally to find more activities.

- **Bauen (Construct):** The platform will show the child different Lego® brick projects, he can choose one, and the platform will show him what to do step by step.
- **Bahnrennen (Train Race):** This is the developed train game.
- **Coden (Coding):** Activities to learn to code based on the “Scratch Jr”® methodology.

More activities can be added.



I could work on an animation video on Principle Animation App. Note that hover effect doesn't work for iPad/mobile. It was mainly created for animations purposes.

## Learnings and Next Steps to Implement this project

This project was a proposal idea for an existing problem. Designing a digital product for children is more complicated than it sounds. Children today are having very different behaviors related to the digital world that are still new. Their limited vocabulary of defining feelings and explaining why they do things can make the process much harder.

Specialists in early education have more answers about children's interaction with their surroundings. Even if this project was tested with the final users, could be a great help to have one of these professionals on the team for the eventual development of the app.

Also, as a UX/UI Designer, I would need a children illustrator who focuses only to create the images required for the product guided on the interaction design of the app.

The Train game needs development on the difficulty levels, explore other options like multiple player games. And of course, a Developer that contribute with approach on how the game can be coded, advising what is possible and what's not.

Thanks!

## Important Notes

This project was developed with the purpose of exposing research results ideas for a specific problem. For a final implementation, the photographs and illustrations will be replaced.

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