



Bubbl

Project Proposal



**Because every child
deserves to feel safe,
strong, and seen.**

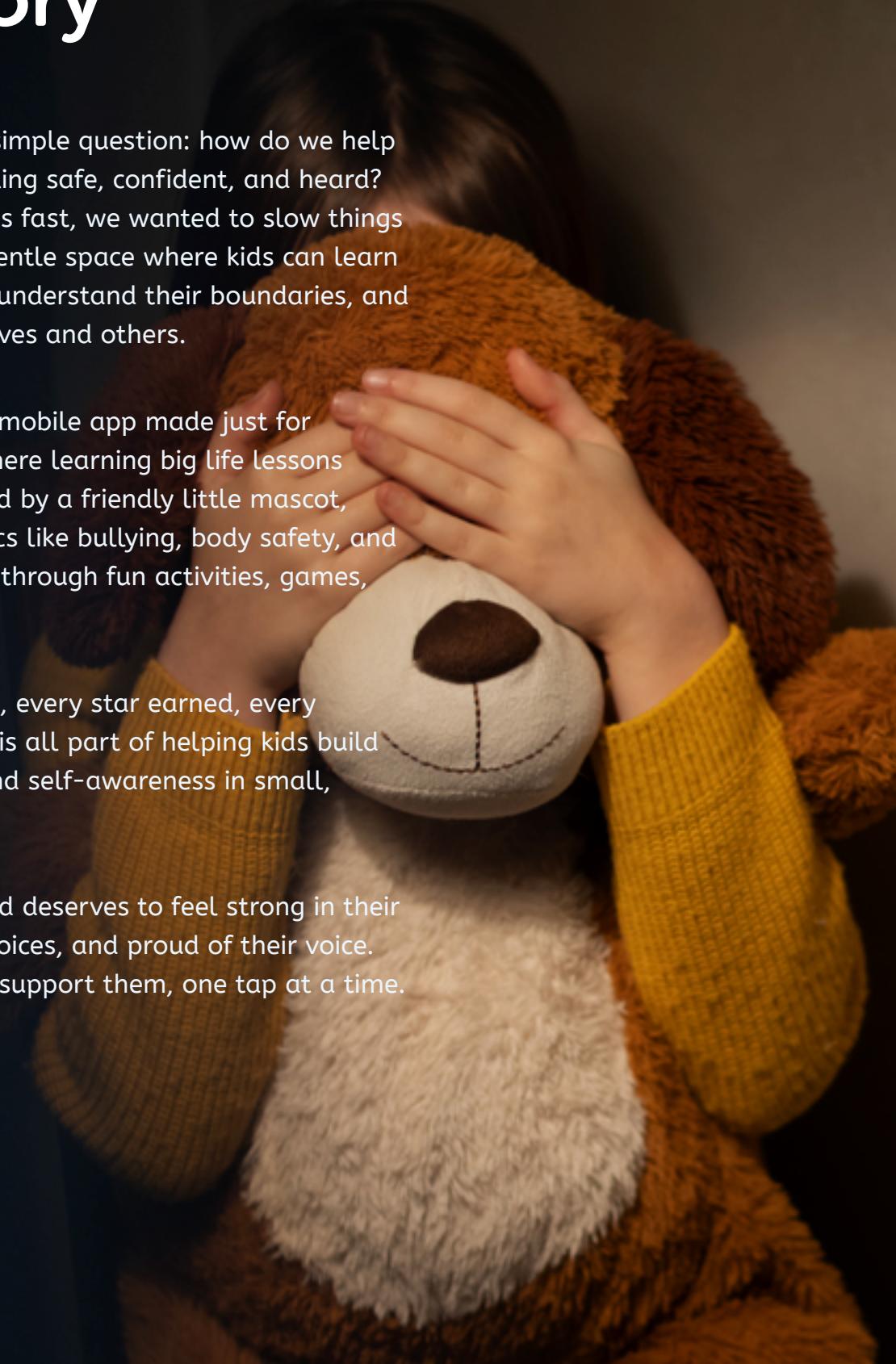
#LearnWithBubbl

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1.0 Our Story



Bubbl began with a simple question: how do we help children grow up feeling safe, confident, and heard? In a world that moves fast, we wanted to slow things down and create a gentle space where kids can learn about their feelings, understand their boundaries, and stand up for themselves and others.

So we built Bubbl, a mobile app made just for kids aged 5 to 10, where learning big life lessons feels like play. Guided by a friendly little mascot, children explore topics like bullying, body safety, and emotional wellbeing through fun activities, games, and stories.

Every bubble popped, every star earned, every level completed – it is all part of helping kids build courage, kindness, and self-awareness in small, meaningful ways.

We believe every child deserves to feel strong in their body, safe in their choices, and proud of their voice. And Bubbl is here to support them, one tap at a time.

2.0 Project Overview

The Problem:

While we know more today about how children grow and learn, it's still hard to teach important lessons like body safety and bullying early enough. Kids aged 5 to 10 are at a stage where they start building friendships, exploring emotions, and becoming more independent. But often, they don't learn how to spot or speak up about unsafe situations until it's too late.

At the same time, parents and teachers don't always have the right tools to notice early signs or guide children in a safe and supportive way.

The Solution:

Bubbl is a mobile app that helps kids learn about body safety, bullying, and personal boundaries through interactive lessons and creative expression. Guided by a friendly mascot, children explore important topics through games, stories, and drawing activities. It is also a secure portal for parents and educators to track insights and support their child's emotional well-being, making it easier every step of the way.



3.0

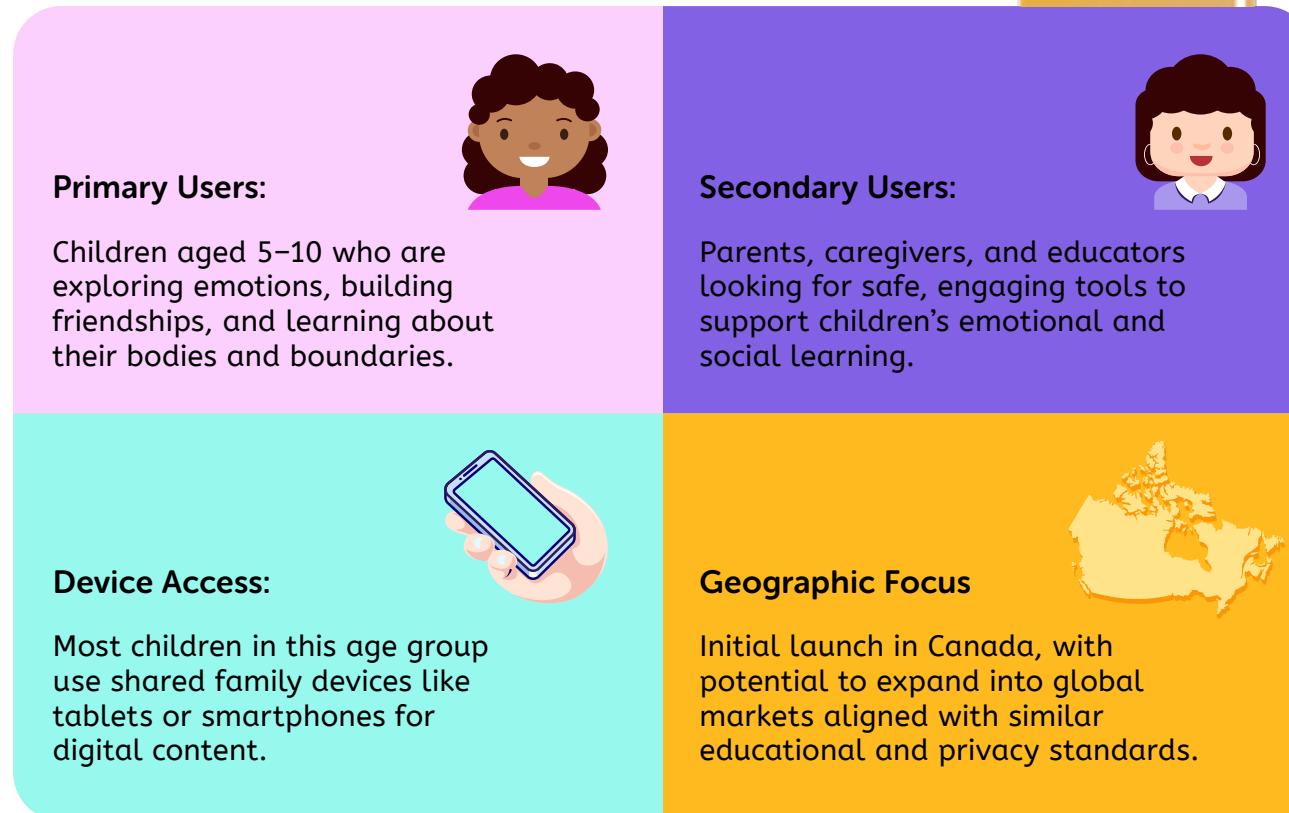
Market Analysis

Overview:

Children aged 5 to 10 are navigating big emotional and social changes – forming friendships, asserting independence, and developing self-awareness. Yet, lessons on body safety, boundaries, and bullying often come too late.

While kids are spending more time on screens, most educational content misses these crucial topics. At the same time, parents and educators struggle to find safe, age-appropriate tools that support emotional learning. Bubbl bridges this gap by turning serious lessons into playful, interactive experiences – helping children learn, express, and grow in a safe digital space.

Target Market:



Key Decision Makers:

Parents and Guardians: The main decision-makers who download and guide usage.

Educators and School Boards: Key partners for integrating Bubbl into learning environments.

Mental Health Advocates & Pediatric Therapists: Influencers who recommend safe tools for early intervention.

Public Health & Education Policy Groups: Stakeholders in long-term adoption and scale.



Market Segmentation:

Age-Based

Kids 5–7 (early learners), 8–10 | independent & expressive

Device Access

Shared tablets or smartphones, mostly family-owned

Platform Users

YouTube Kids, Netflix Kids, educational apps

Parent Profiles

Tech-aware, concerned about screen time and safety

Institutional Users

Schools, early learning centers, child therapists

Market Trends:

Rising screen time: Kids average 2 hours daily on devices.

Safety concerns: Content privacy and emotional impact matter.

Strict regulations: Data use and advertising for kids are highly regulated in Canada.

Character-led apps succeed: Mascot-driven platforms boost engagement and retention.

4.0 Main Features



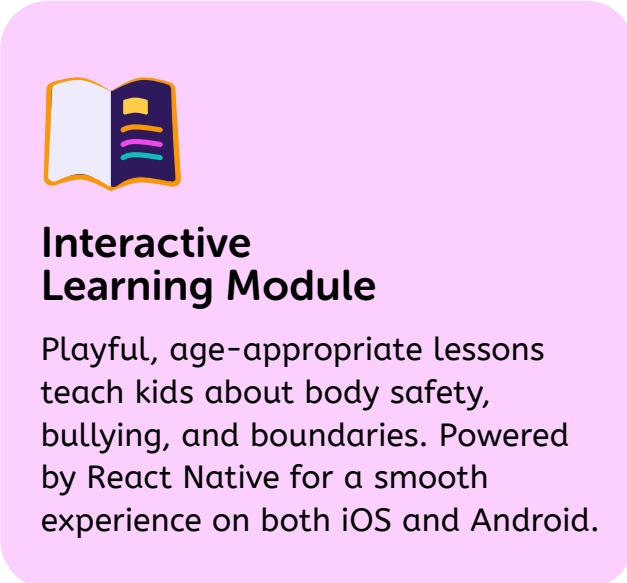
Mascot Engagement

Kids bond with a customizable mascot by completing daily quests and earning rewards. This gamified system builds emotional connection, responsibility, and long-term learning habits.



Mood & Drawing Canvas

A creative space where kids express feelings through drawing and mood tags – helping adults understand emotional patterns without needing words.



Interactive Learning Module

Playful, age-appropriate lessons teach kids about body safety, bullying, and boundaries. Powered by React Native for a smooth experience on both iOS and Android.



Secure Parent & Educator Portal

Verified adults get access to lesson summaries, mood trends, and behavioral insights – all protected by biometrics and encrypted for safety and trust.

5.0 Our Competitors

| | Bubbl | Bubbl | Play Kids | StopIt | Kiko and the Hand |
|--|-------|-------|-----------|--------|-------------------|
| Mascot Engagement | ❤️ | ❤️ | ❤️ | ❤️ | ❤️ |
| Mood & Drawing Canvas | ❤️ | ❤️ | ❤️ | ❤️ | ❤️ |
| Interactive Learning Module | ❤️ | ❤️ | ❤️ | ❤️ | ❤️ |
| Secure Parent & Educator Portal | ❤️ | ❤️ | ❤️ | ❤️ | ❤️ |

❤️ Full support

❤️ Partial support

🖤 No support

5.0 Competitor Analysis



www.playkids.com

What they do well:

- Offers a large library of videos, games, and books for kids
- Strong on entertainment and general educational content
- Safe interface designed for young children

How Bubbl is different:

While PlayKids focuses on entertainment and early learning, Bubbl tackles body safety, bullying, and emotional awareness directly through interactive mascot-led lessons, creative mood tools, and a secure parent portal combining fun with real-world emotional learning.



<https://kikoandthehand.com>

What they do well:

- Introduces concept of body safety with simple animated story
- Great at introducing body safety, private parts and consent.
- Used in schools as an early education tool

How Bubbl is different:

Bubbl builds on this by going beyond storytelling – offering daily quests, XP and rewards, and a customizable mascot (Mello) that grows with the child. Plus, Bubbl's drawing and mood canvas allows for deeper emotional expression and reflection, making it more interactive and ongoing.



<https://www.stopitnow.org>

What they do well:

- Provides resources for abuse prevention and adult education
- Intervention and safety awareness for families and caregivers
- Evidence-based and community-driven

How Bubbl is different:

Stop It Now! focuses on adult awareness, while Bubbl is designed for the child – making early safety education accessible through gamified learning, emotional expression, and a child-led mascot experience. Bubbl also bridges the gap between children and adults with a secure insight portal for parents and educators.



Why Bubbl Stands Out?

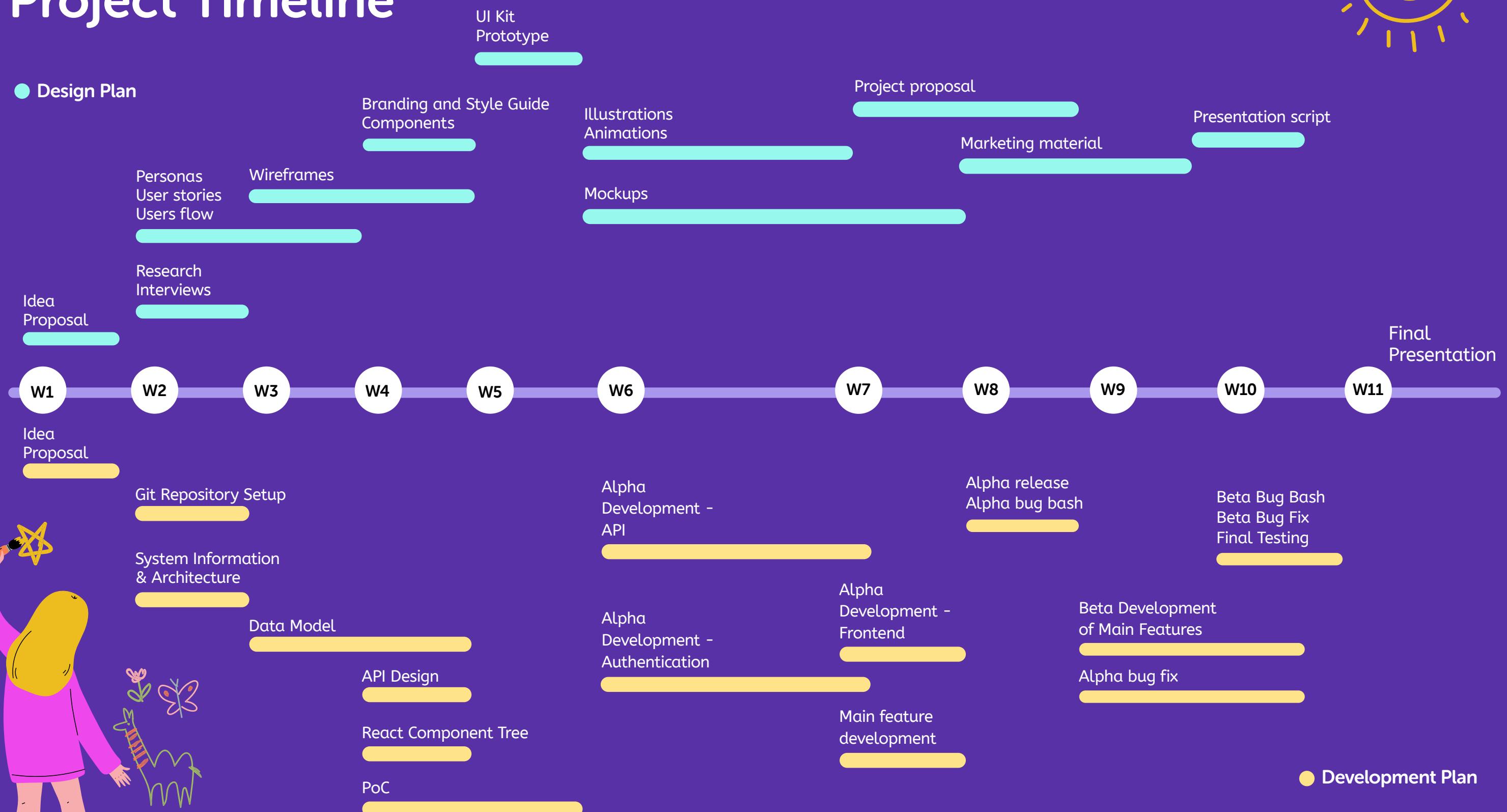
While other apps focus on passive content or one-time lessons, Bubbl combines playful learning, emotional expression, and a secure adult portal – all in one.

What makes us different:

- Mascot-led lessons keep kids engaged
- Mood & drawing tools help kids express feelings
- Parent portal offers safe, private progress tracking

Bubbl is built for ongoing growth – helping children learn, feel, and speak up in a way that's playful, safe, and truly their own. That's why kids choose Bubbl – it feels like fun, but it sticks like a life skill.

6.0 Project Timeline



7.0

Design Overview



Sophie Kim | Main Persona

*Age: 35 | Education: BA Communication Design | Occupation: Designer
Mother of a 5 year old | Location: Vancouver | Tech Literate: Moderate*

" I want to use screen time in a meaningful way, and help my daughter learn how to protect herself without scaring her "

Personality:

Empathetic Creative Attentive Supportive

Goals

Help her daughter build emotional awareness and social boundaries early



Stay actively involved in her daughter's digital experiences



Use screen time more meaningfully



Challenges | Pain Points:

- Unsure how to simplify complex emotional topics
- Wants to monitor usage without feeling overbearing
- Concerned about digital safety and content appropriateness

Needs | Expectations:

- Visually engaging, story-driven learning
- Activities that allow emotional expression (drawing, storytelling)
- Easy access to summaries and parental guidance
- Clear and friendly tone that isn't too academic

User Stories

As a parent, I want tools that help my daughter draw or express how she feels without pressure.

As a parent, I want the app to include fun stories so my daughter feels engaged while learning.

As a parent, I want content that explains boundaries in a way that feels natural and not scary.



Isabella Reyes | Secondary Persona

Age: 32 | Education: BA in Child & Youth Care | Occupation: Youth Program Facilitator / Mother of a 6 year old | Location: Community Hub, Surrey | Tech Literate: Moderate

"Whether I'm with my son or my students, I want a way to talk about boundaries that feels safe and natural for them."

Personality:

Nurturing

Observant

Realistic

Inclusive

Goals

Teach kids (including her own son) how to set boundaries and speak up.



Make safety education feel friendly and empowering.



Give parents easy ways to follow up on learning at home.



Challenges | Pain Points:

- Some kids are shy or nonverbal, hard to engage them in group settings.
- Struggles to find playful content that isn't too clinical.
- Balancing educator and parent roles in two different settings.

Needs | Expectations:

- Tools that work for both group settings and solo moments with son
- Short, interactive content that's flexible and engaging

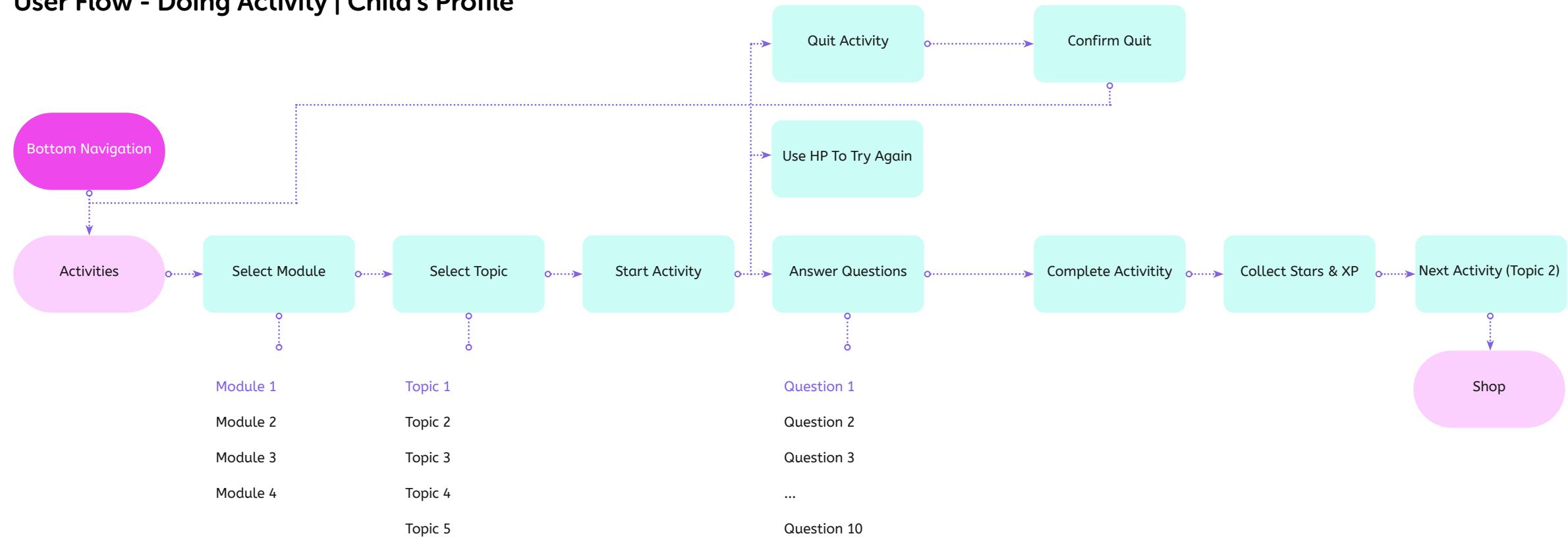
User Stories

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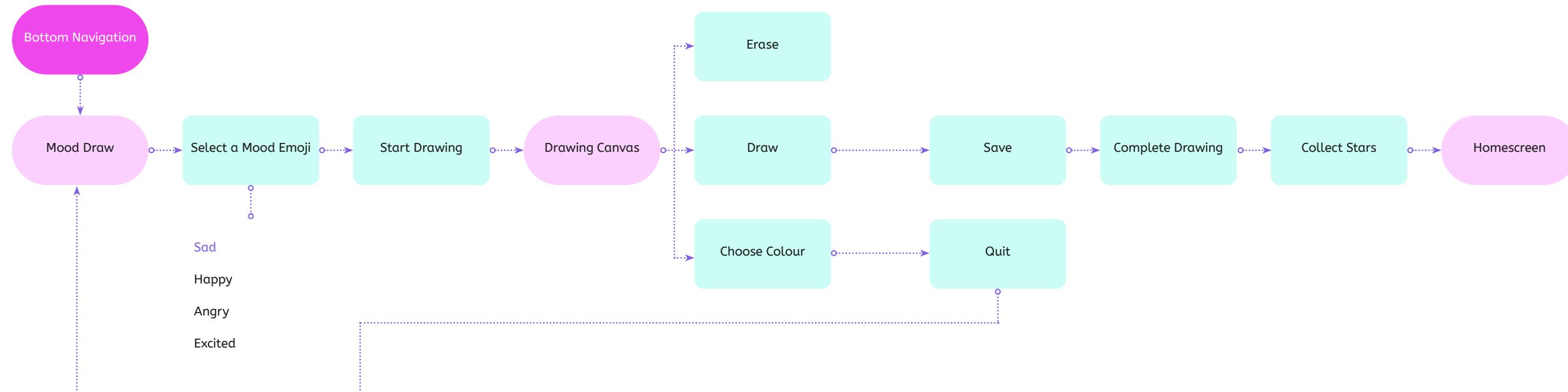
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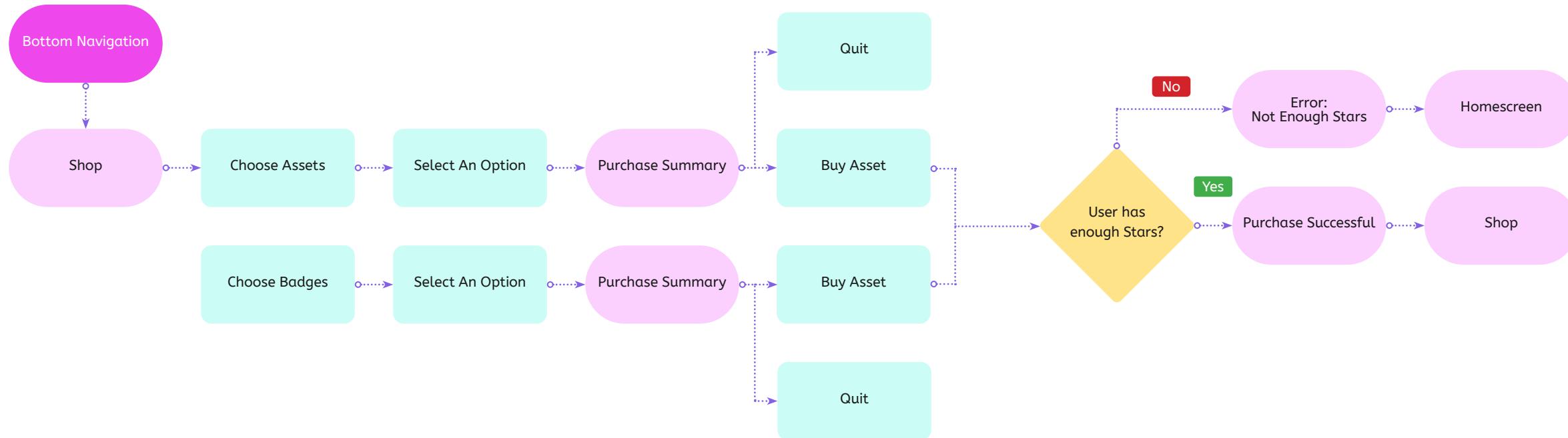
User Flow - Doing Activity | Child's Profile



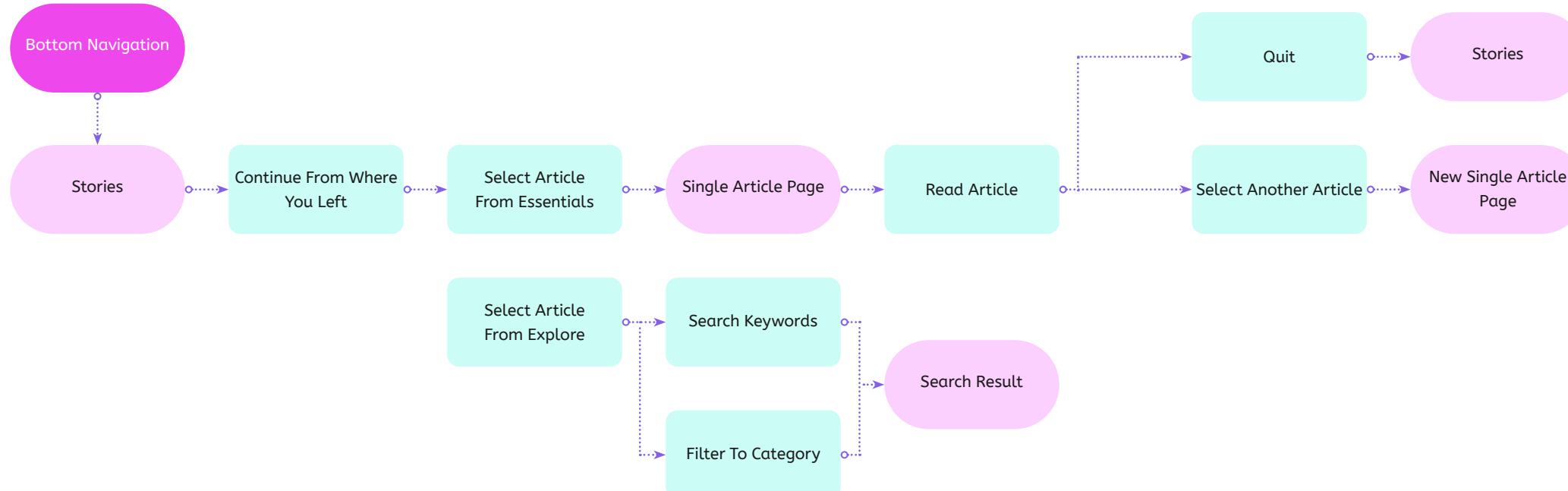
User Flow - Mood Draw | Child's Profile



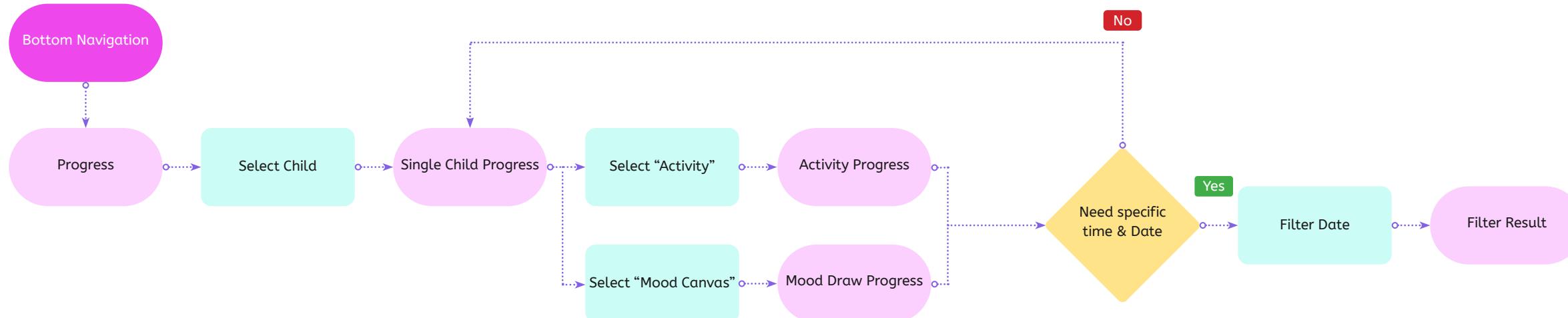
User Flow - Shop | Child's Profile



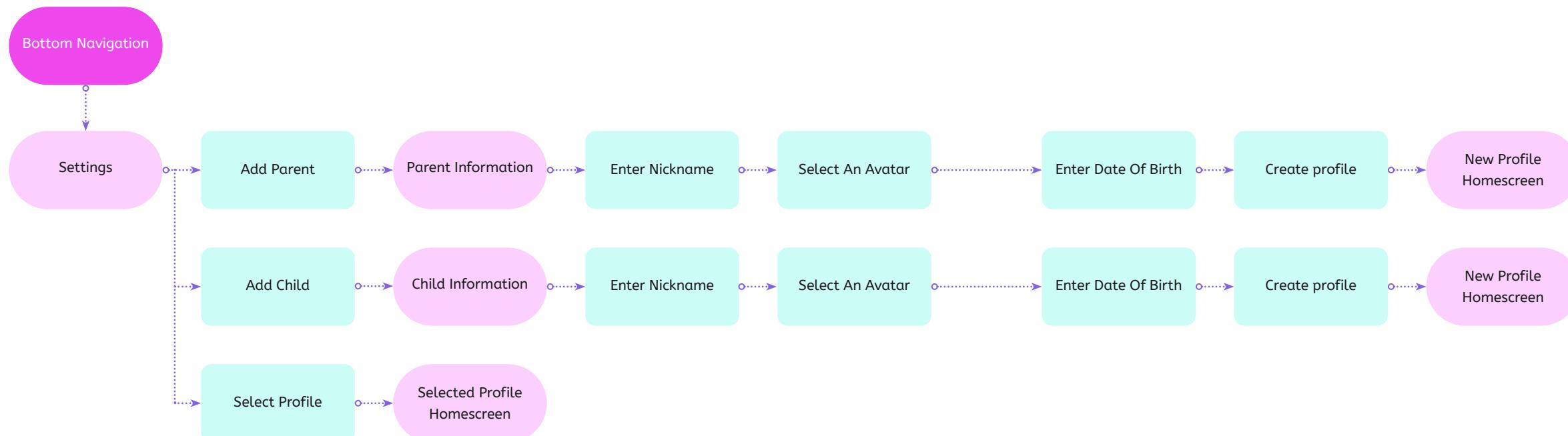
User Flow - Read Article | Parent's Profile



User Flow - Progress | Parent's Profile



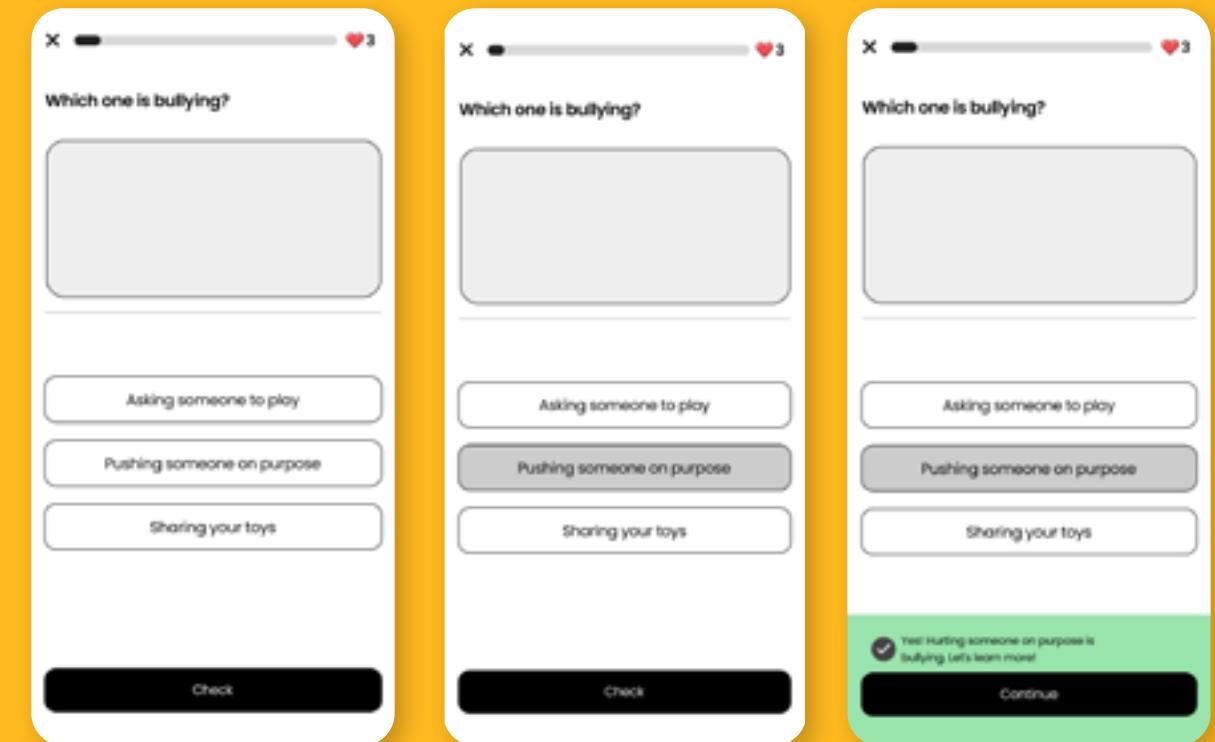
User Flow - Profile Management | Parent's Profile



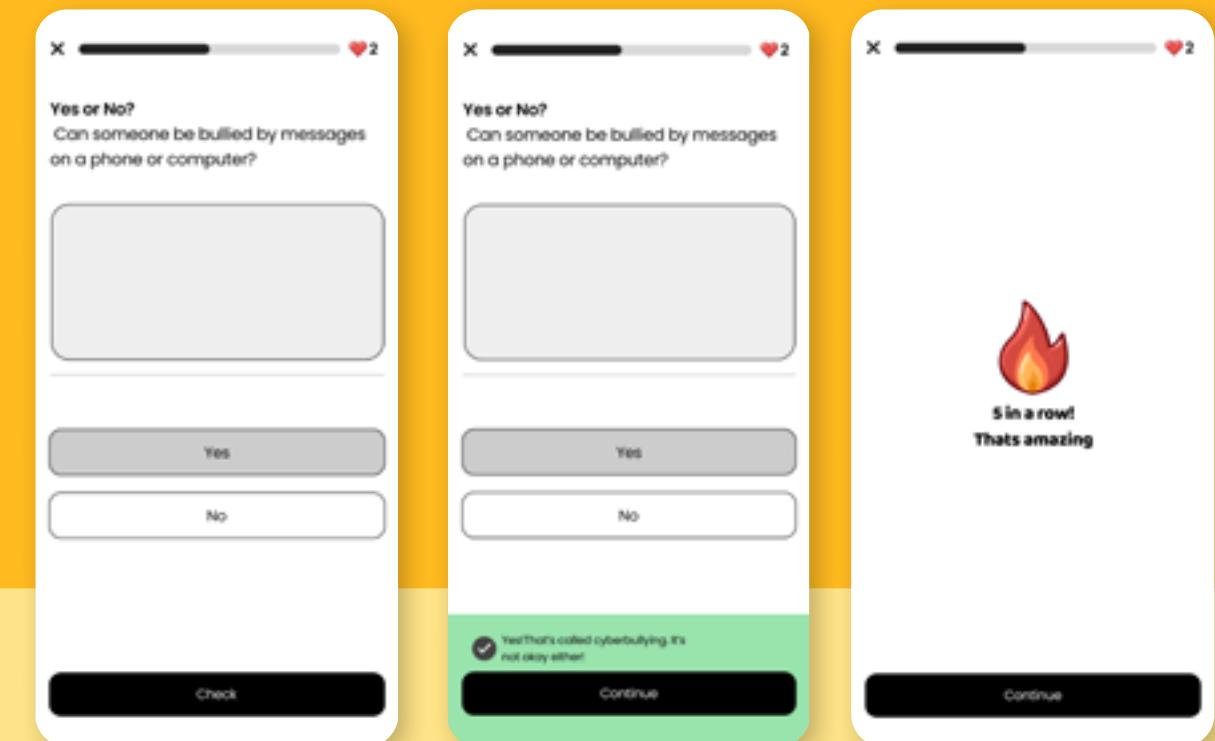
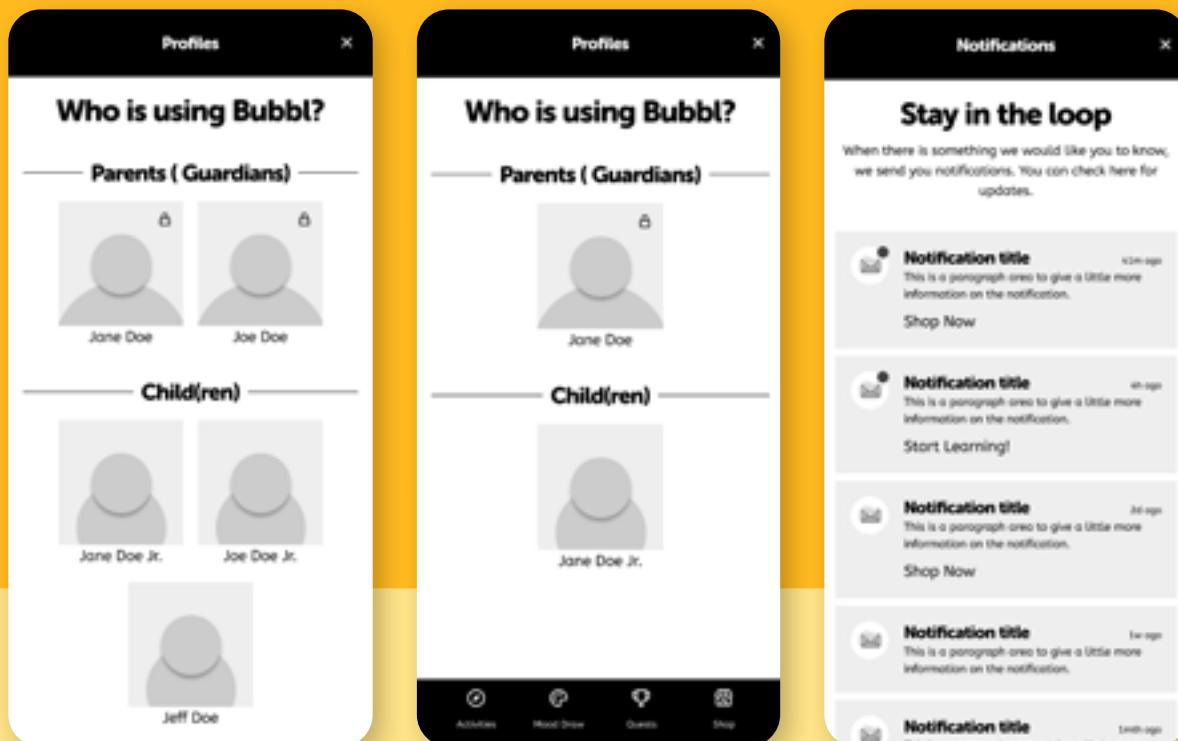
Homepage | Child's Screen



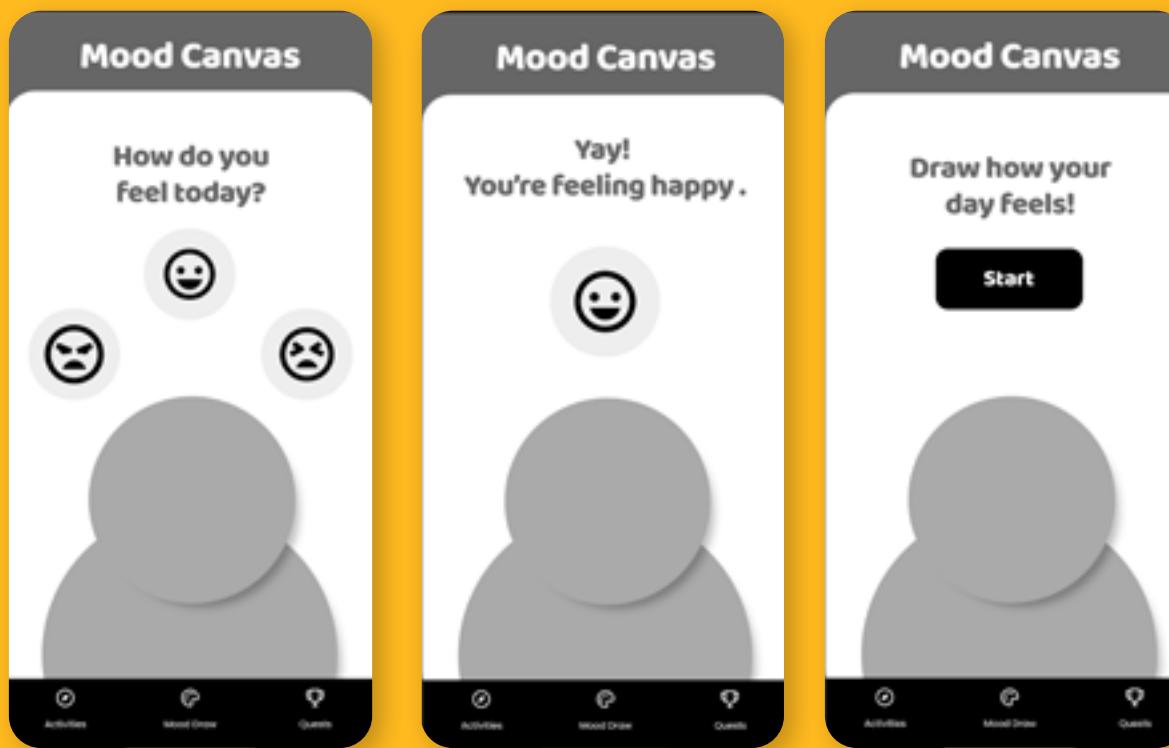
Module 1 - Activity Screen



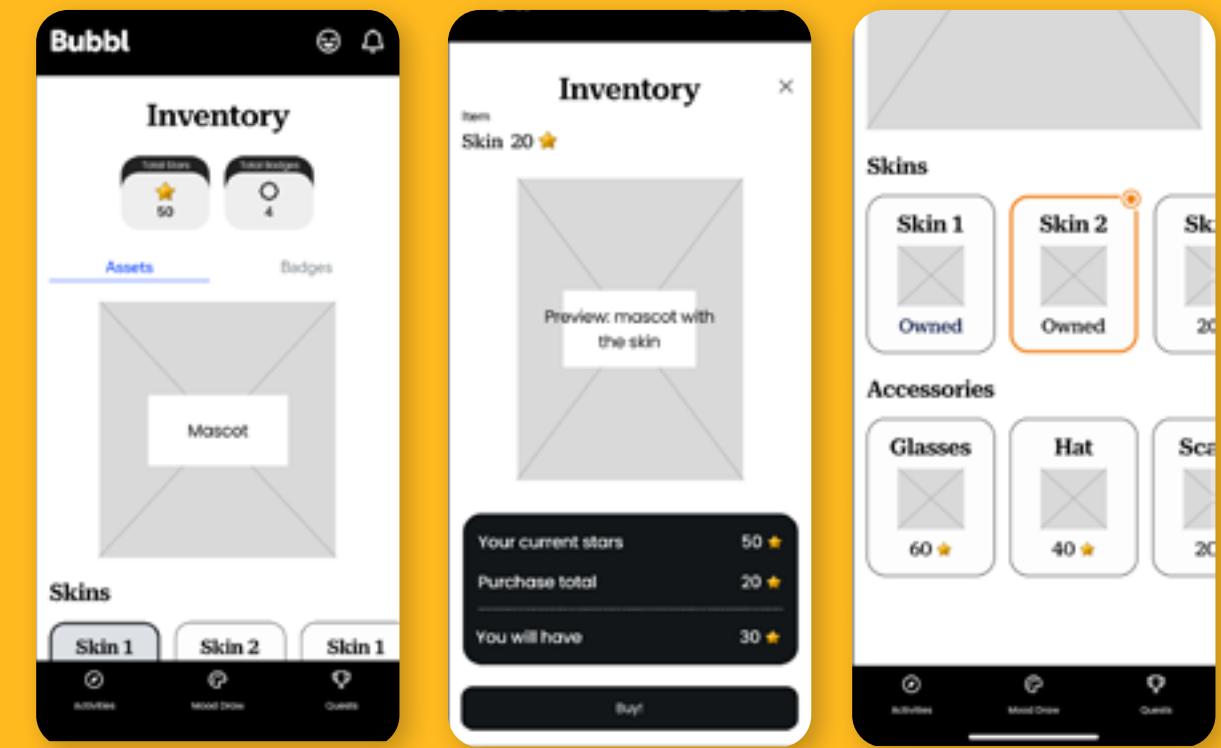
Child's Profile & Notifications Screen



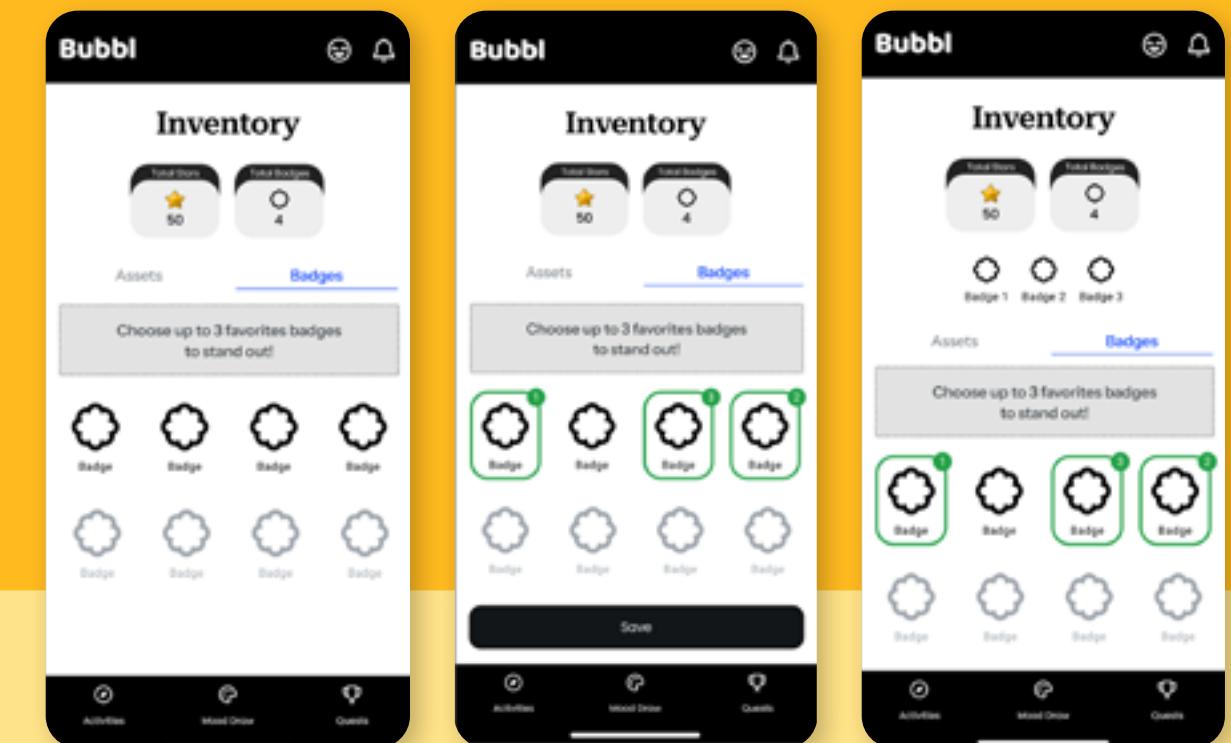
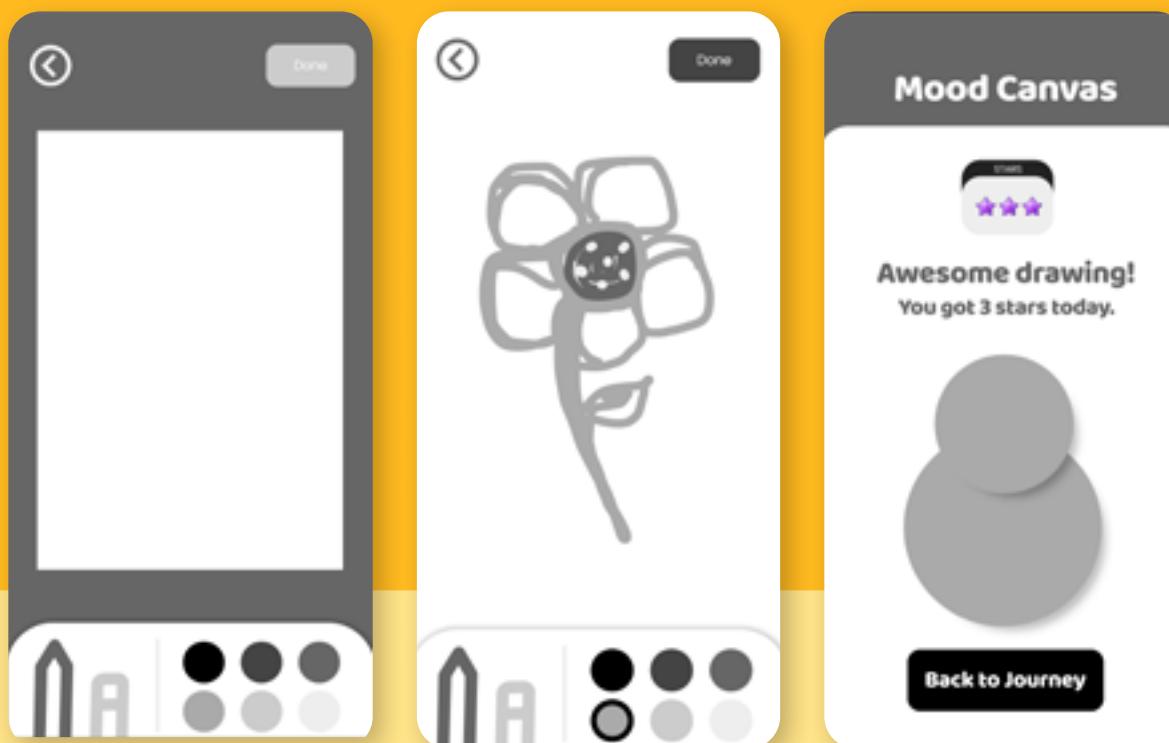
Mood Canvas | Child's Screen



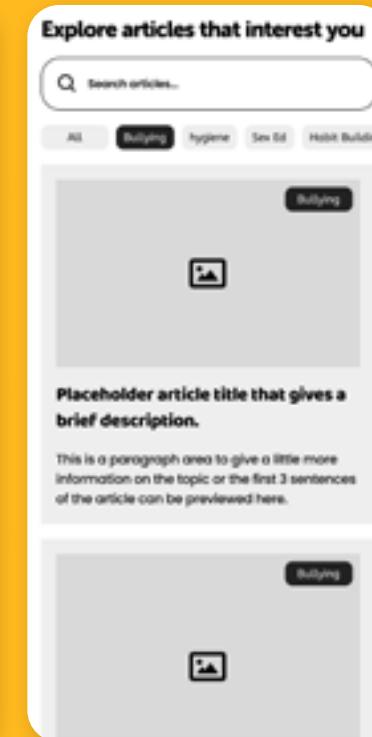
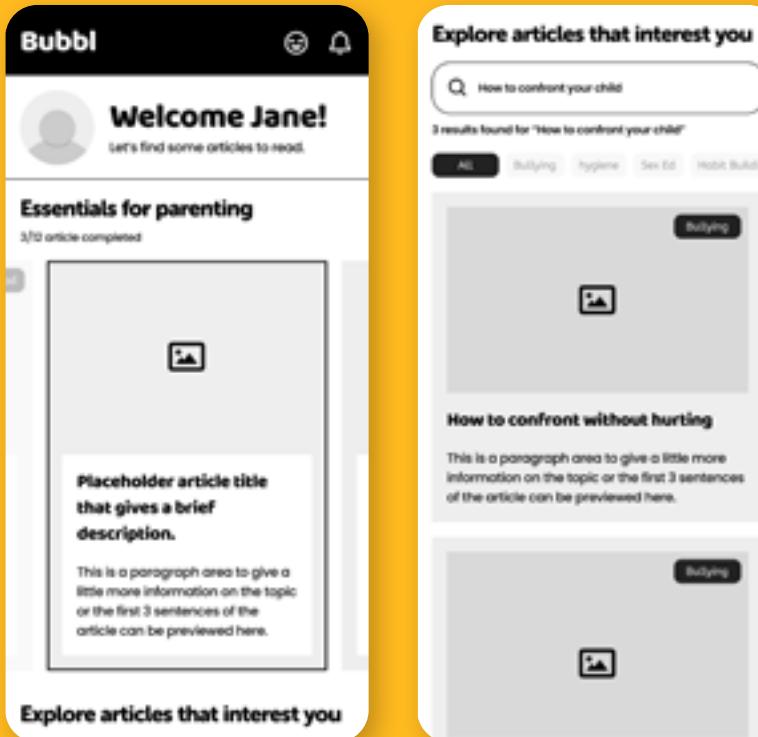
Rewards & Achievements | Child's Screen



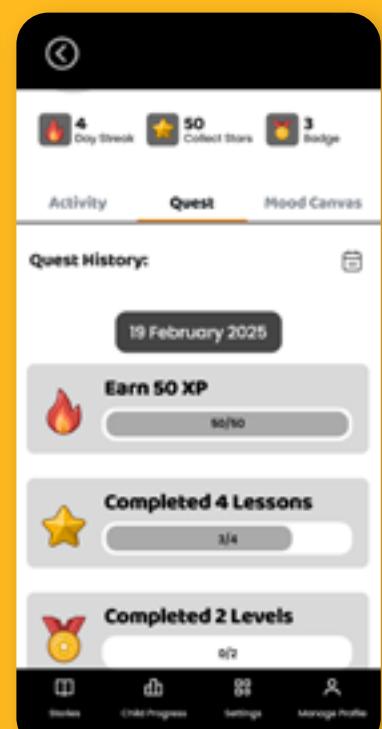
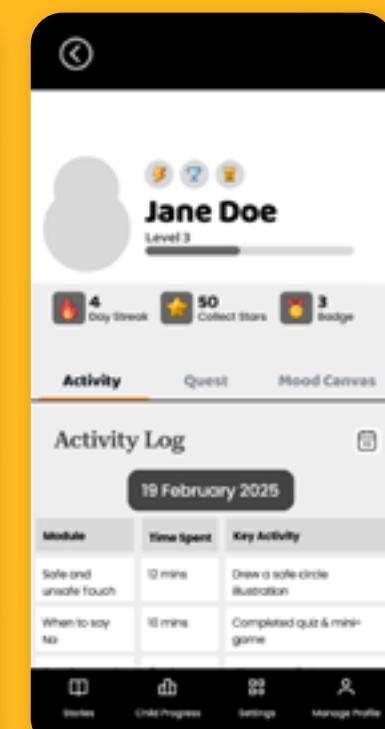
Child's Profile & Notifications Screen



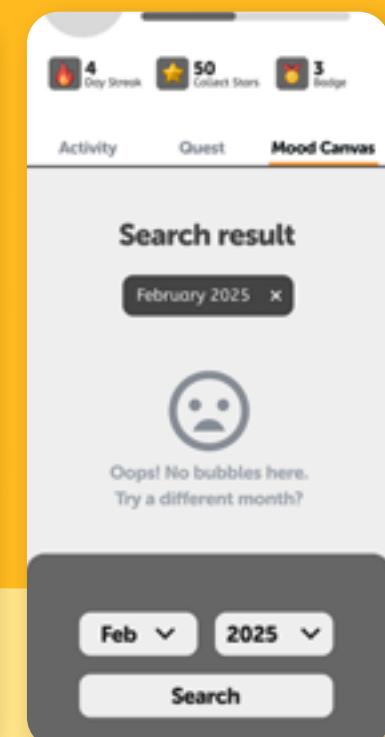
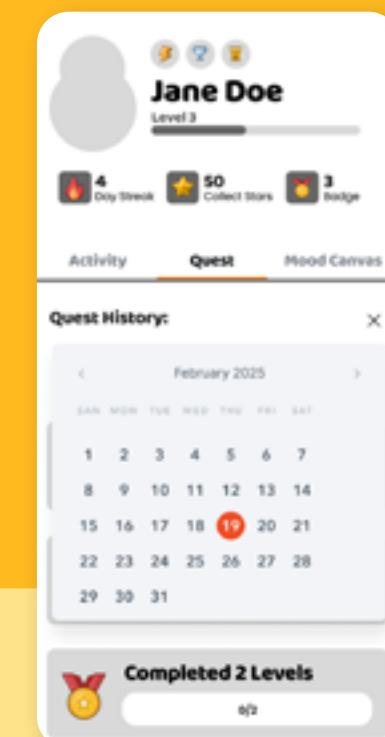
Homepage | Parents Screen



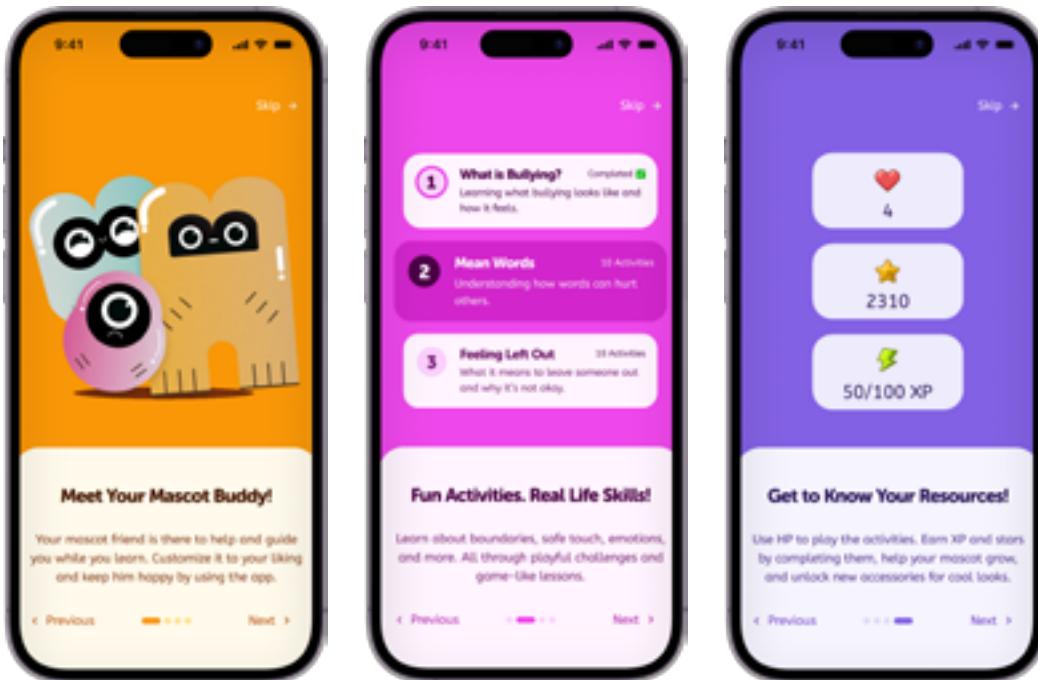
Insights on Child's Progress | Parent Screens



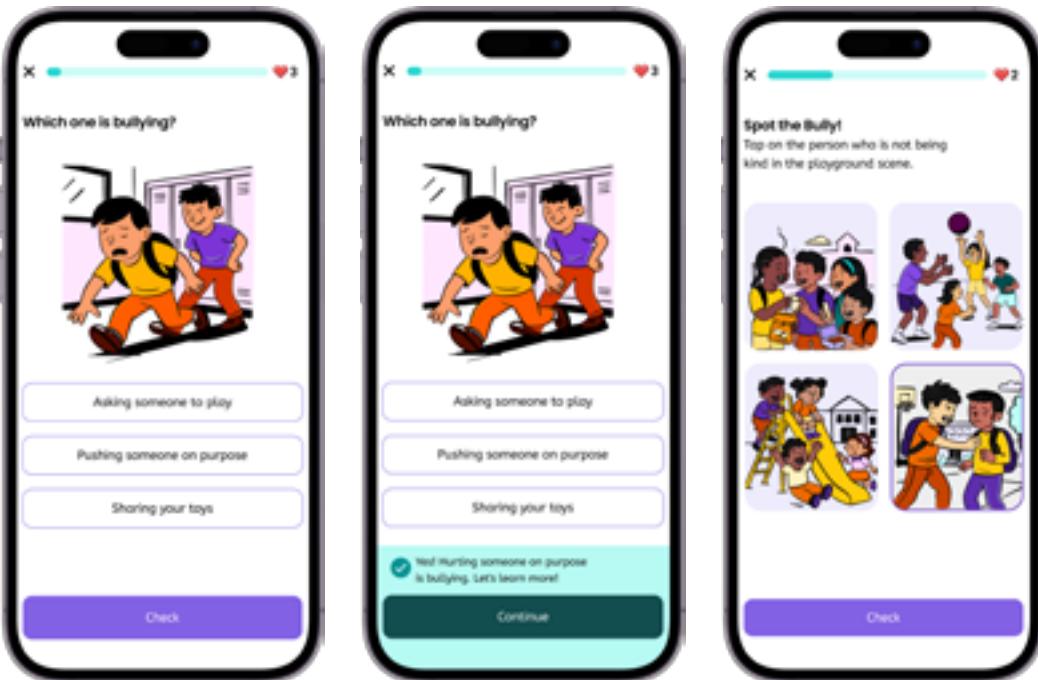
Parents Profile Screen



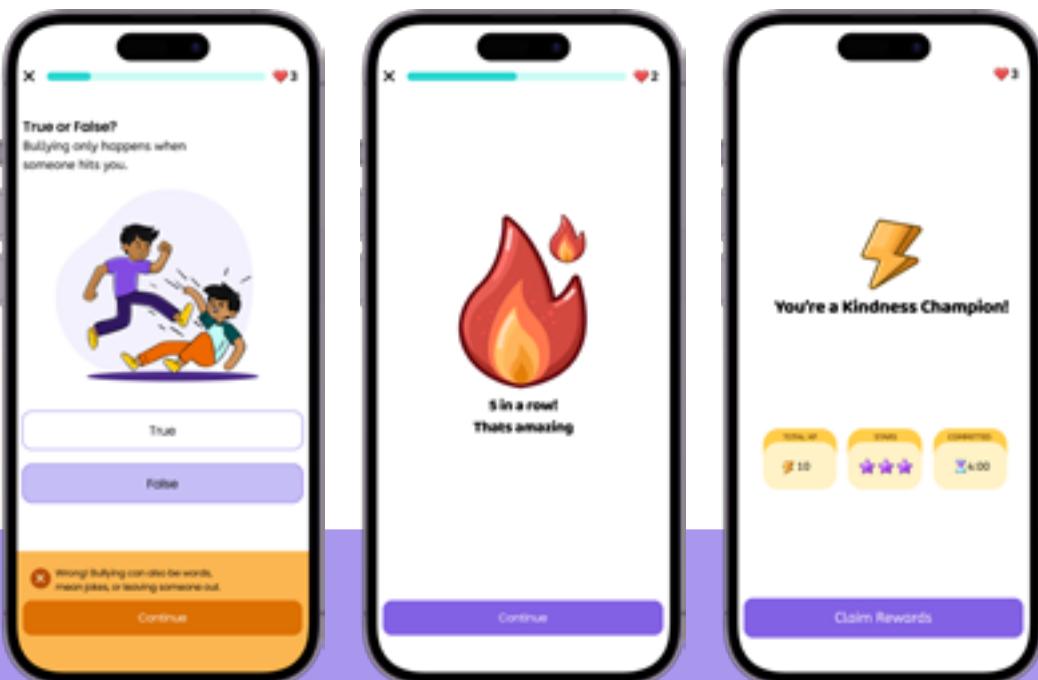
Onboarding



Module 1 - Activity Screen



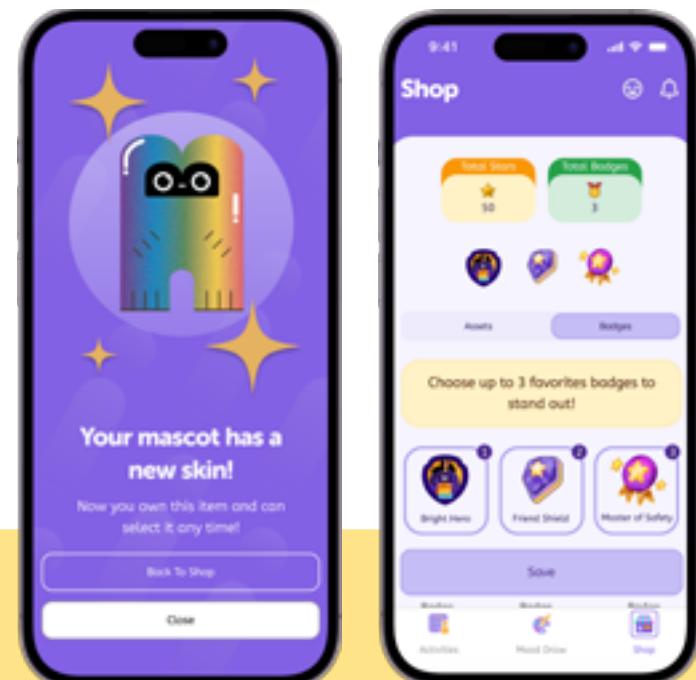
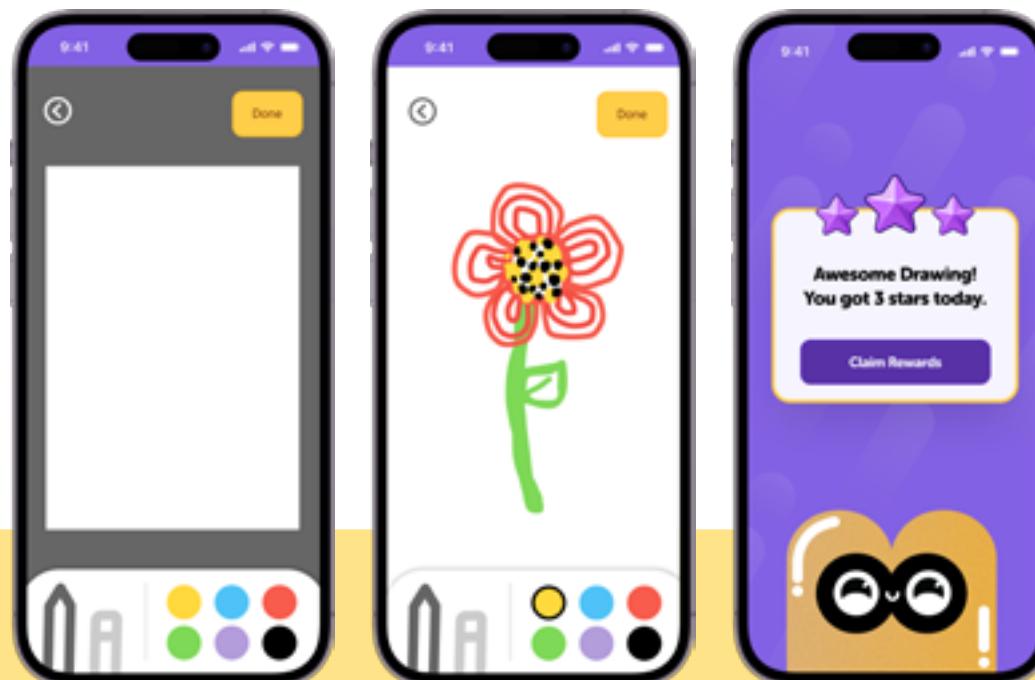
Homepage | Child's Screen



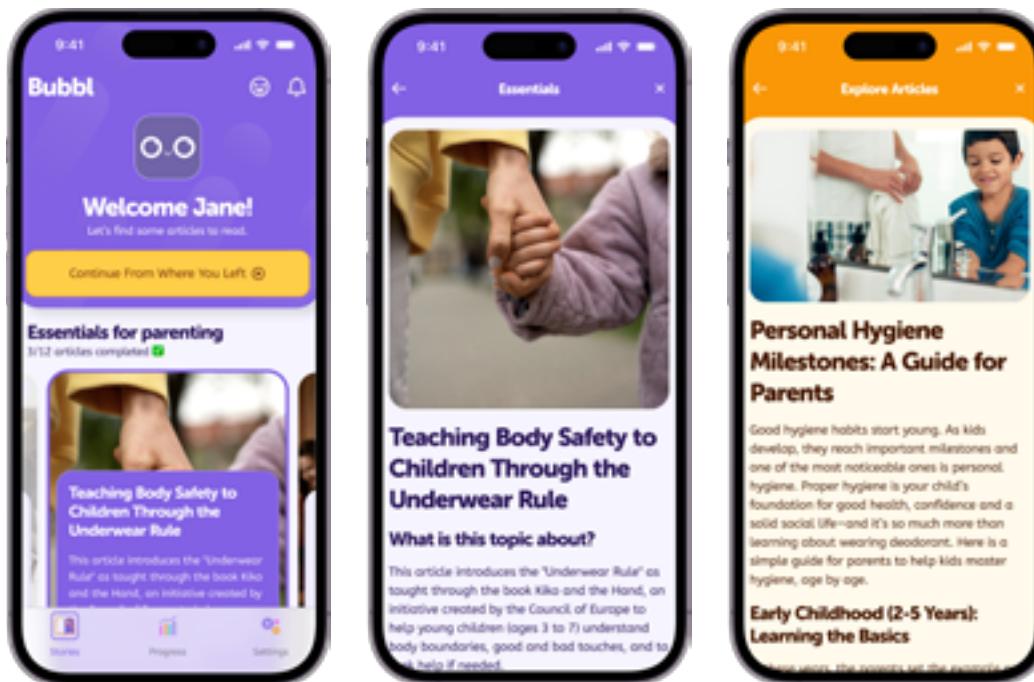
Mood Canvas | Child's Screen



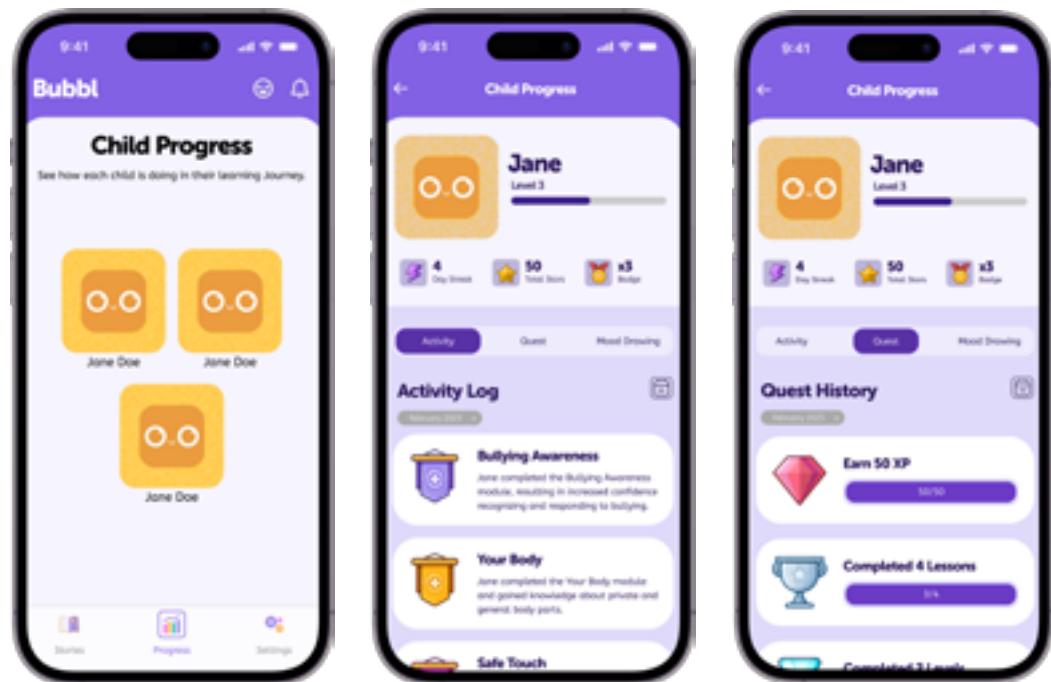
Rewards & Achievements | Child's Screen



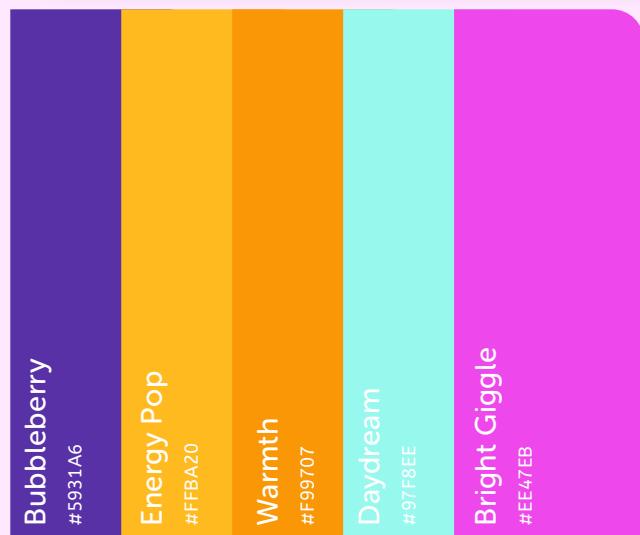
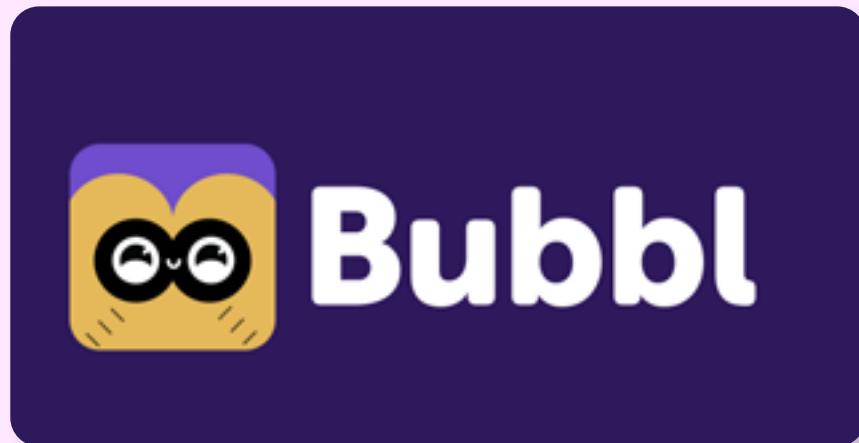
Homepage | Parent's Screen



Insights on Child's Progress | Child's Screen

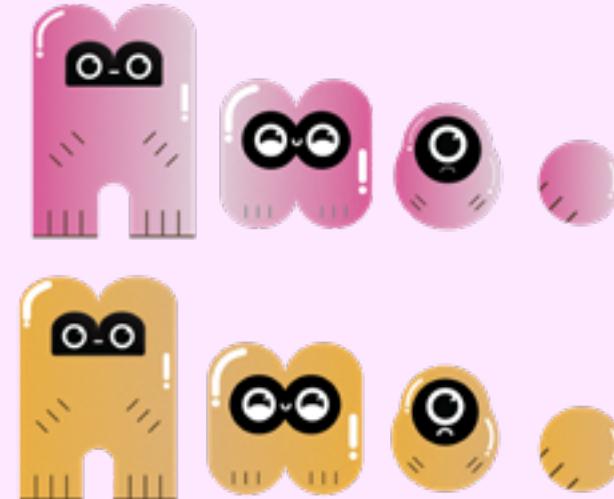
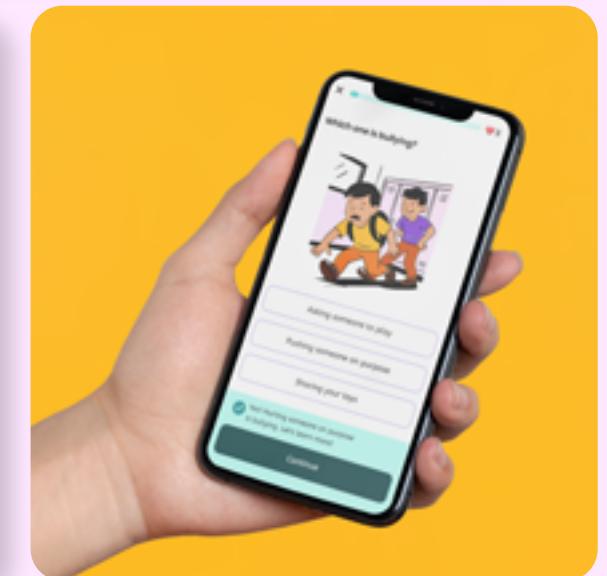
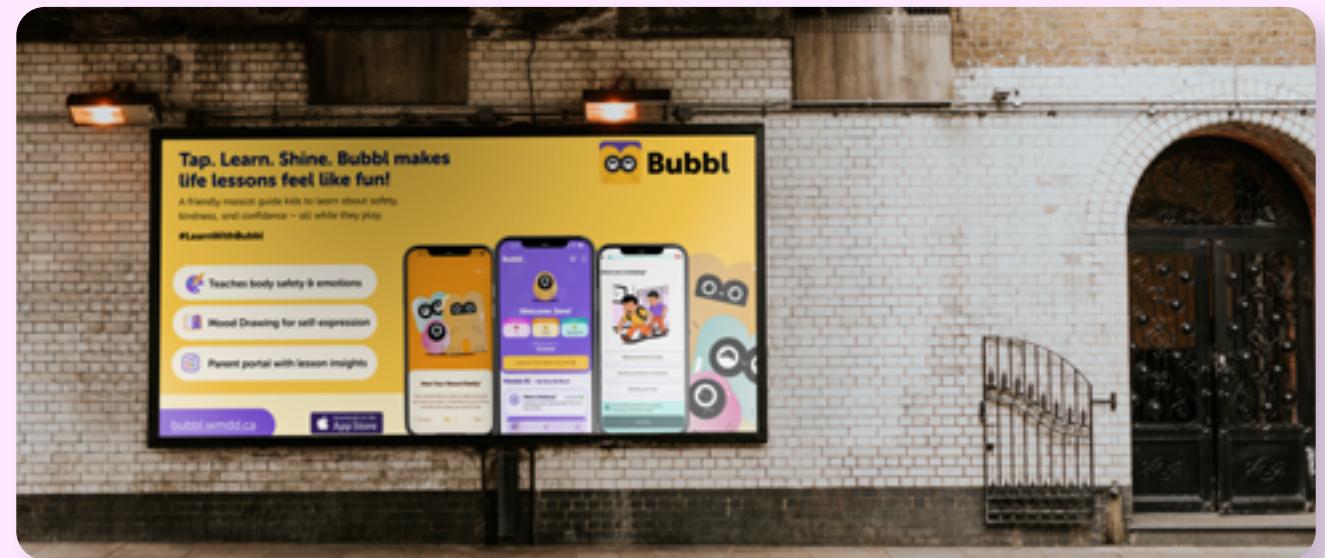


7.5 | Branding



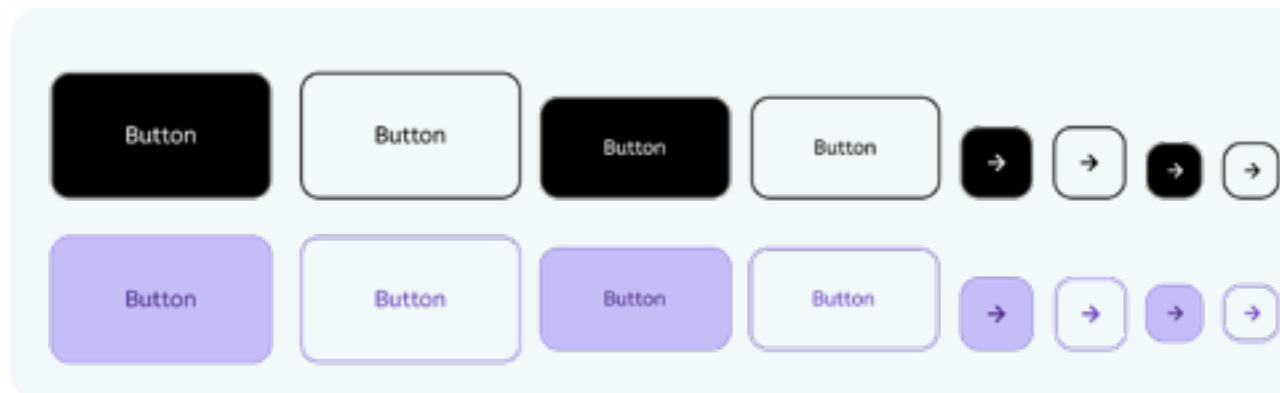
Bubbl Word Mark

The Bubbl wordmark uses a soft, rounded sans-serif font that reflects the brand's child-friendly and approachable personality. The bold, white letters sit against a deep purple background — a calming, trustworthy color that contrasts beautifully for high visibility and readability.

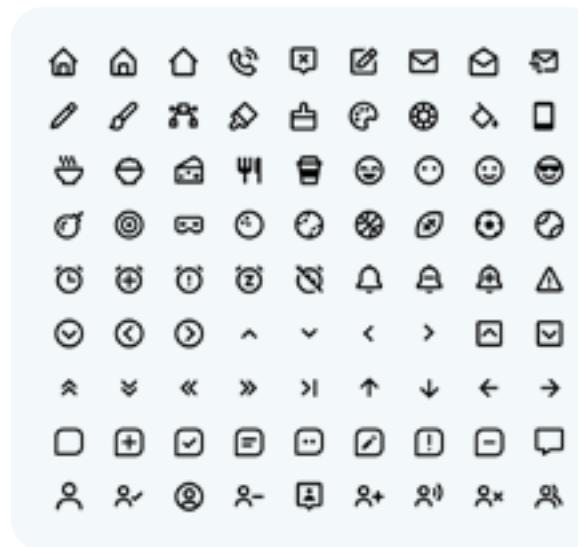


7.5 | UI Kit

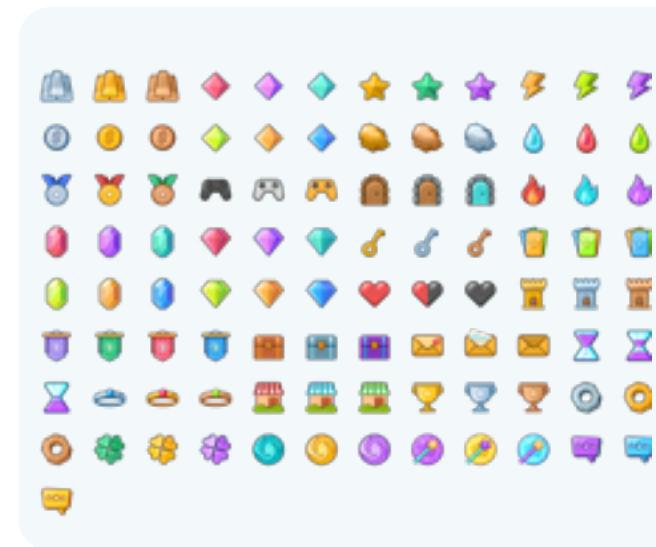
Buttons



Icons



Game Symbols



Typography

Heading Typeface

Museo Sans Rounded

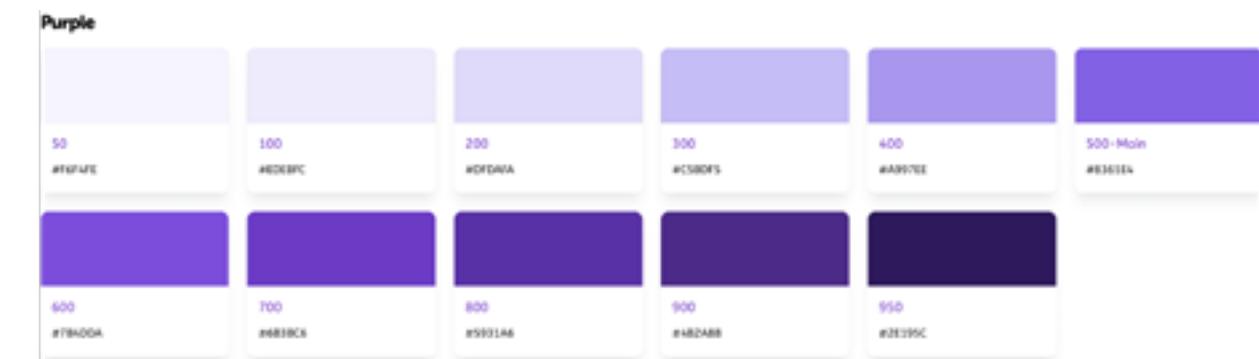
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Body Typeface

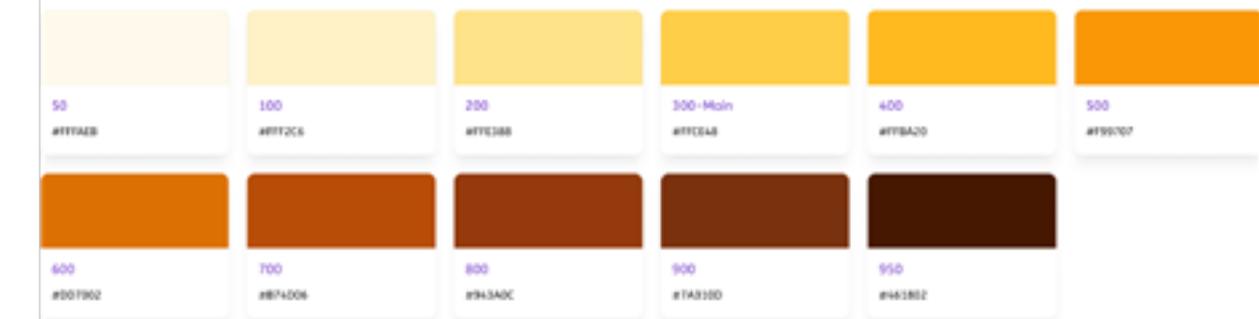
aBeeZee

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Colours



Orange



Cyan



Pink



7.5 | UI Kit

Cards & Components

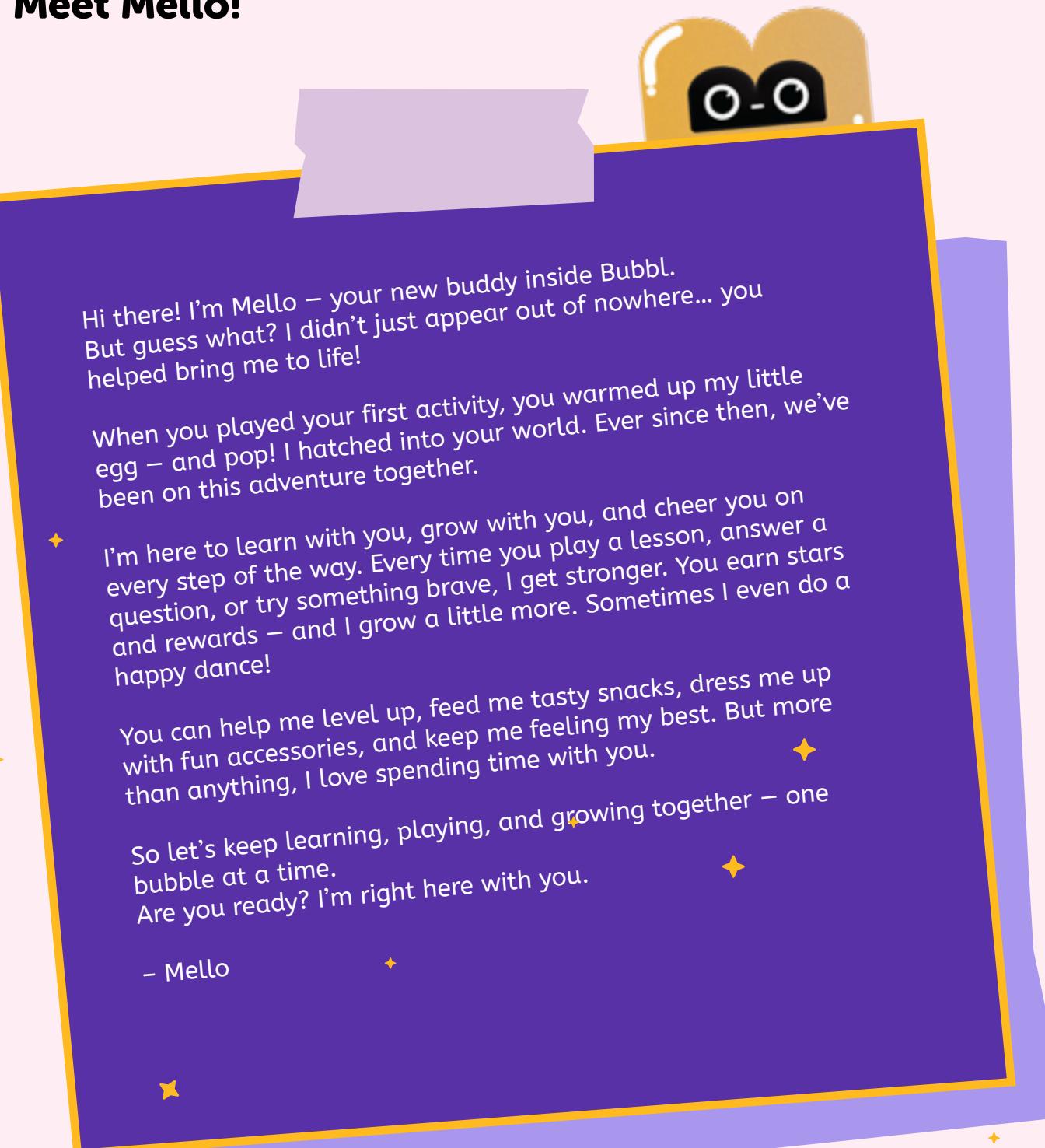
Illustrations

Illustrations by **Mritika Seshan** – hand-drawn and vectorized to bring Bubbl's learning modules to life with warmth and clarity.



7.6 | Mascot Design

Meet Mello!



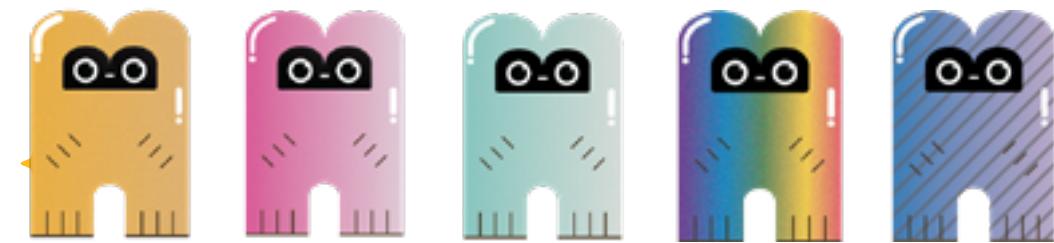
Mello's Growth Stage



Mello's Features



Mello's Appearance Style



Mello's Accessories



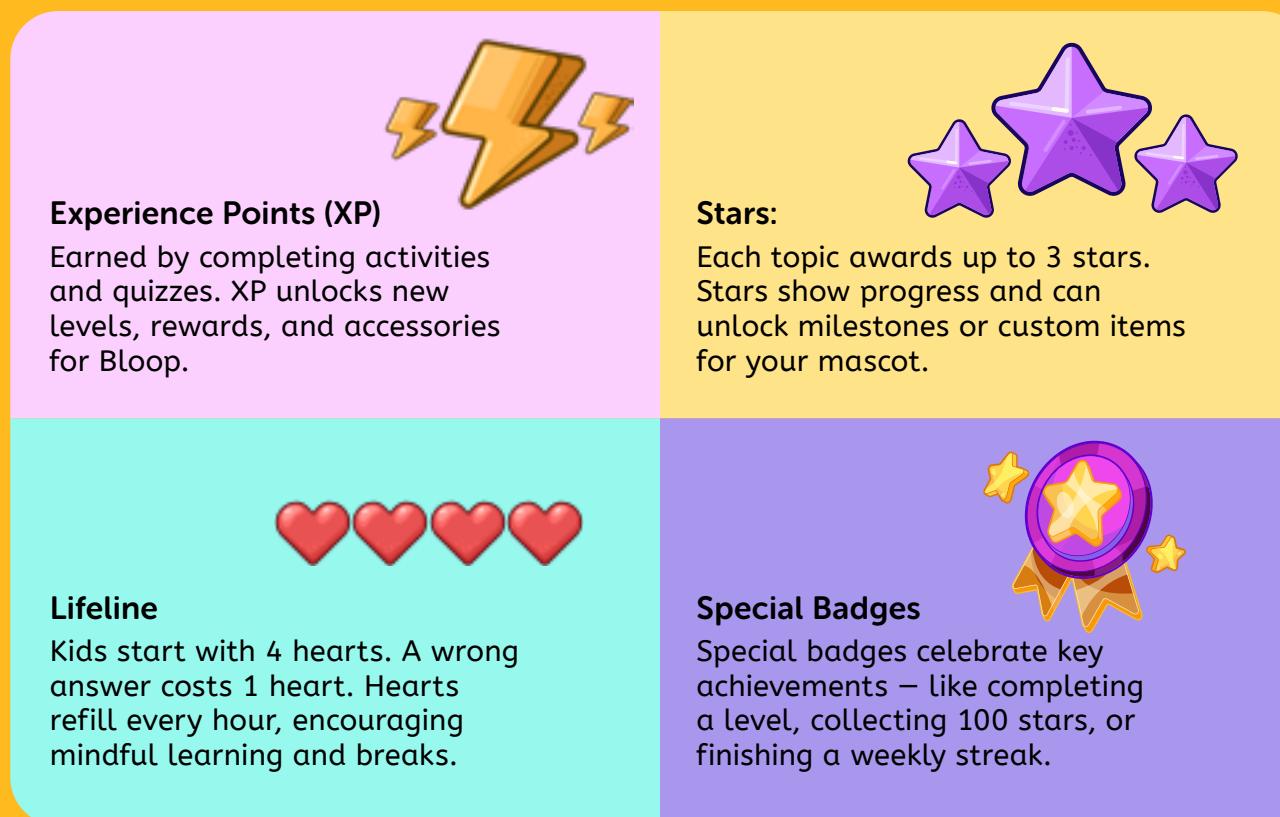
7.7 | Gamification Assets

Progression System

As a gamified learning app for body safety and emotional development, Bubbl uses a thoughtful progression system to keep kids engaged while building strong habits. Each activity completed helps their mascot, Bloop, grow through fun stages – from egg to best buddy. Children earn stars, unlock rewards, and level up by learning, expressing emotions, and making kind choices. This system encourages consistent learning through play while making safety and self-awareness feel like a game.

Bubbl uses a friendly progression system built on XP (Experience Points), Stars, and Mascot Growth, designed to make learning about body safety, bullying, and emotions feel playful and rewarding. This system motivates children to stay consistent, encourages emotional learning, and supports long-term engagement.

User Progression



8.0 Technology Overview

8.1 | Tech Stack

Design



Figma Photoshop Illustrator



InDesign Premiere Pro After Effects

Our team used Figma during the ideation process to create user flows, system architecture, wireframes, high-fidelity mockups, and prototypes.

We used Adobe Illustrator and Procreate for creating illustrations, InDesign for preparing marketing materials, Premiere Pro for making the promotional video, and After Effects and lottiefiles for animations and micro-interactions.

Development



React Native Expo JWT AWS Node JS Express Supabase Google

Bubbl is built with React Native and Expo for a smooth cross-platform experience on iOS and Android. Supabase handles authentication, database, and file storage, with secure JWT-based communication and Google OAuth login.

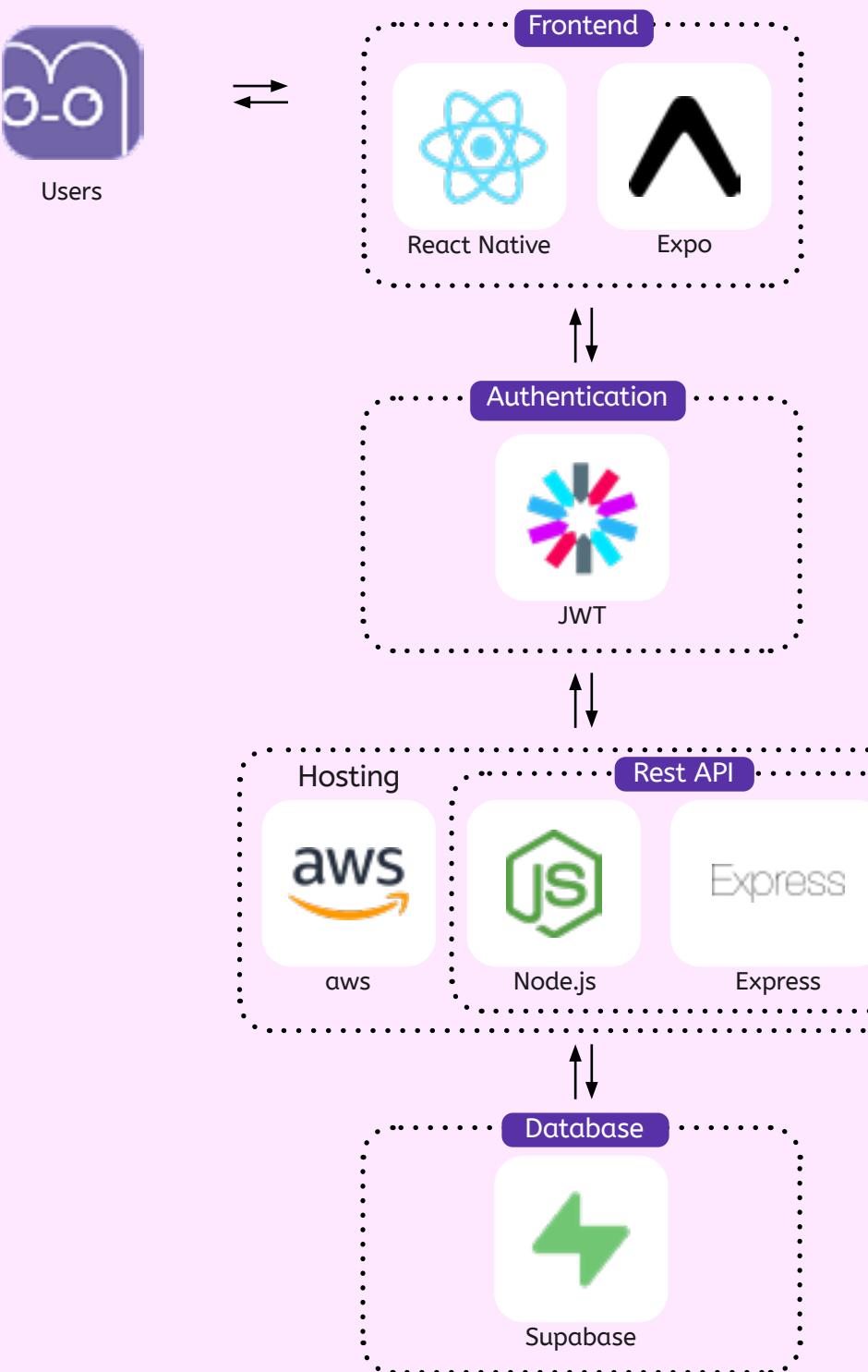
Our backend, built with Node.js and Express, connects to Supabase and external services via RESTful APIs, hosted on AWS EC2 with Apache and PM2 for stability. We also integrated Google Custom Search API to dynamically enrich content based on user interest.

Communication & Management

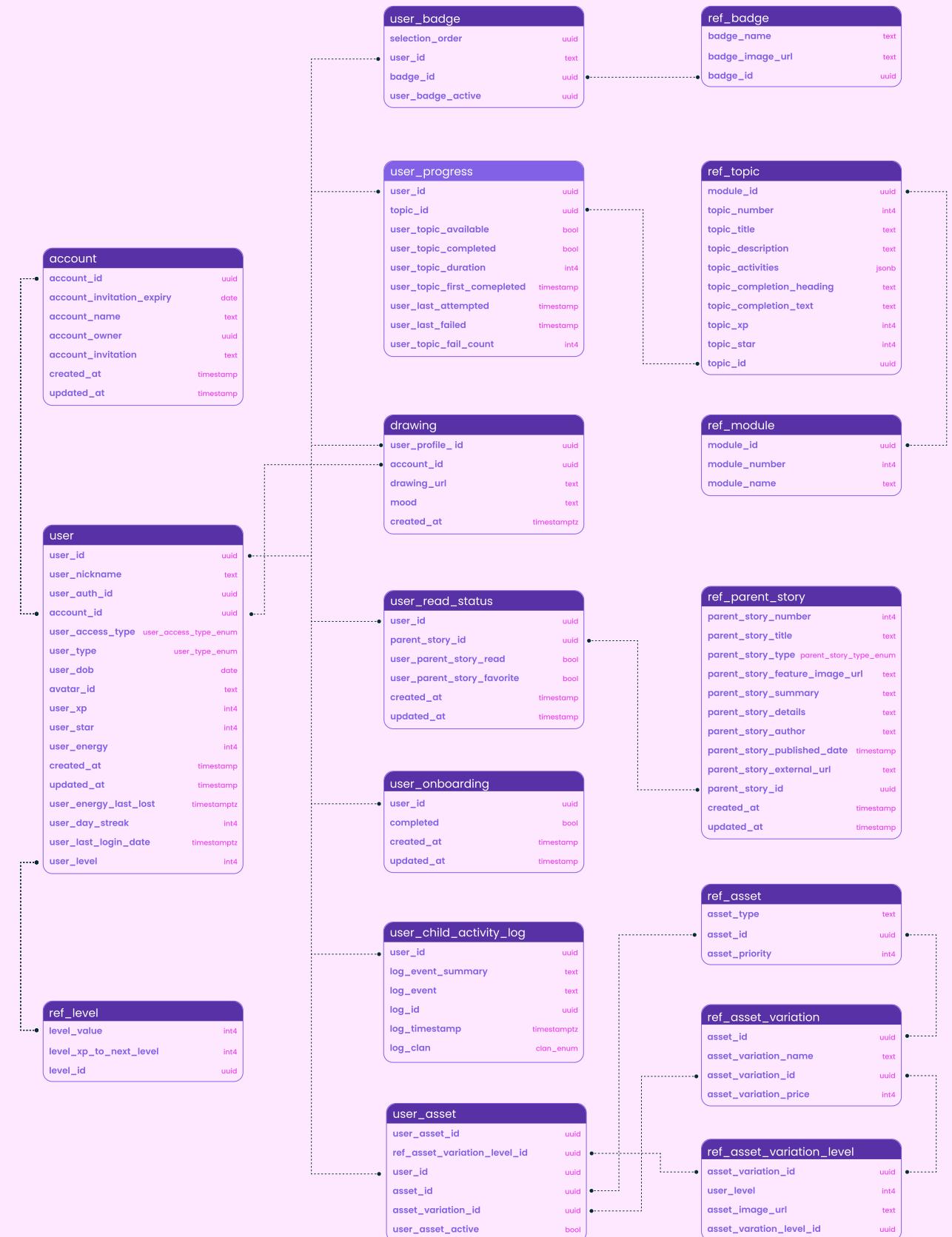


Slack Jira Drive

8.2 | System Architecture



8.3 | Data Model



9.0 Future Features



Pre-Teen & Teen Modules

Expand Bubbl's content to support ages 11–14 with age-appropriate modules on emotional intelligence, consent, peer pressure, digital safety, and self-advocacy.



New Educational Topics

Introduce fun and versatile learning paths like coding for kids, creative writing, art and eco-awareness turning Bubbl into a well-rounded learning space.



Daily Streak & Freeze

Allow users to “freeze” their streak if they miss a day, keeping motivation high and reducing pressure especially helpful for younger with unpredictable schedules



Unlimited Hearts Mode

An optional mode with no heart limit, letting children explore and make mistakes freely – ideal for deeper practice sessions or guided use in classrooms.

Meet the Team!



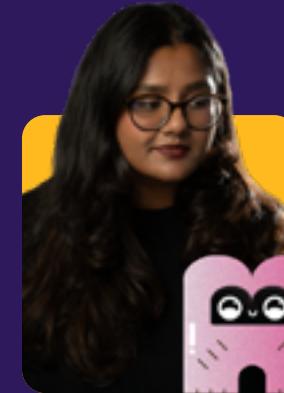
Yasuhiro Hasegawa
PM | Full Stack Developer

Led the team, led backend design and logic.



Jaime Herrera
Lead Full Stack Developer

Developed frontend components and ensured visual detail



Mritika Seshan
Lead UI/UX Designer

Led branding, designed UI, and wrote content for the app



Etkin Ucbudak
UI/UX Designer

Built the UI kit and designed Bubbl's design system



Andres Castaneda
Full Stack Developer

I built Bubbl's backend and managed secure data flow.



Francisco Franco
Full Stack Developer

I developed Bubbl's frontend with a focus on usability.



Tusrar Thapa
Lead UI/UX Designer

Designed interactive prototypes, icons and UI design components.



Thammarat Chengyencham
UI/UX Designer

Designed the mascot and interface for mood canvas feature



Gabriela Almeida
UI/UX Designer

Led user research and helped shape Bubbl's experience



Katie Lee
UI/UX Designer

Created the landing page, marketing assets, and UI consistency.

11.0 Content Sources

In order to provide parents and children with accurate and correct information, for this project the data was based on materials from Kids in the Know - a national safety education program from the Canadian Centre for Child Protection's.

<https://www.kidsintheknow.ca/app/en/>

“Child and Parent Resource Institute (CPRI) Sexual Behaviours Team recommended resources”, Government of Ontario website, updated in May 05, 2025. <https://www.ontario.ca/document/child-and-parent-resource-institute-cpri-sexual-behaviours-team-recommended-resources/your-childs-development-5-7-years-age>

1, 3, 4, 5. Data from: “The Common Sense Census: Media Use by Kids Zero to Eight”, common sense media, 2025. <https://www.commonsemmedia.org/sites/default/files/research/report/2025-common-sense-census-web-2.pdf>

2. Data from: Valerie Steeves, Young Canadians in a Wired World, Phase III: Trends and Recommendations, Media Smarts, 2015. https://mediasmarts.ca/sites/mediasmarts/files/publication-report/full/ycwwiii_trends_recommendations_fullreport.pdf

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THE COLLEGE OF HIGHER LEARNING.

Dedicated to Every Little Voice



We dedicate Bubbl to the children who sensed something was wrong, but couldn't find the words to name it. To those who needed to understand their feelings, their boundaries, and their rights—but were never taught how. To the quiet ones, the curious ones, the ones who stayed silent out of fear or confusion.

This app was made for them. For every child who deserves to feel safe, to be heard, and to grow up knowing their body is their own. For every moment when a child needed a gentle guide to help them navigate big feelings, tough situations, or questions that were too often brushed aside.

Bubbl is our way of listening, of answering, of showing up—softly, consistently, and with care. Through stories, play, and creativity, we hope to spark confidence, curiosity, and conversations that matter. We built this space to be safe, warm, and empowering—a quiet companion children can return to, again and again.

To the children we once were, and the ones growing up today—
This is for you.
May you always have the words.
May you always feel heard.

-Bubbl & Mello ❤️



Thanks for being part of our journey.



Proudly designed and developed by the
Bubble team — for the kids, always.

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