



Design Inspiration

Audience

7 to 10 years old kids

User research based Key Elements

Interactive voice assistant

Parental control

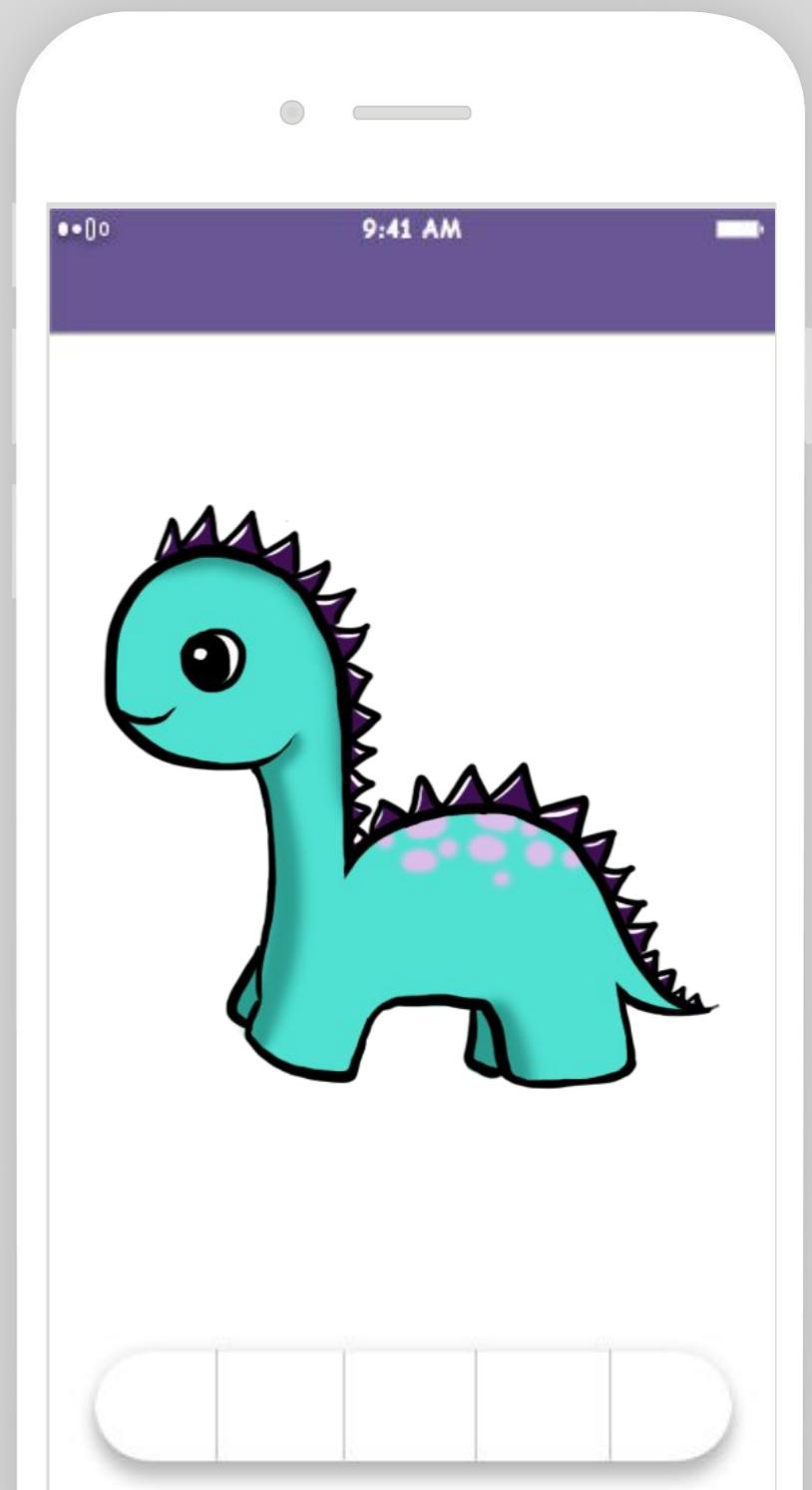
Free form shapes

Colorful

Round, smooth edges

Round bubbly fonts

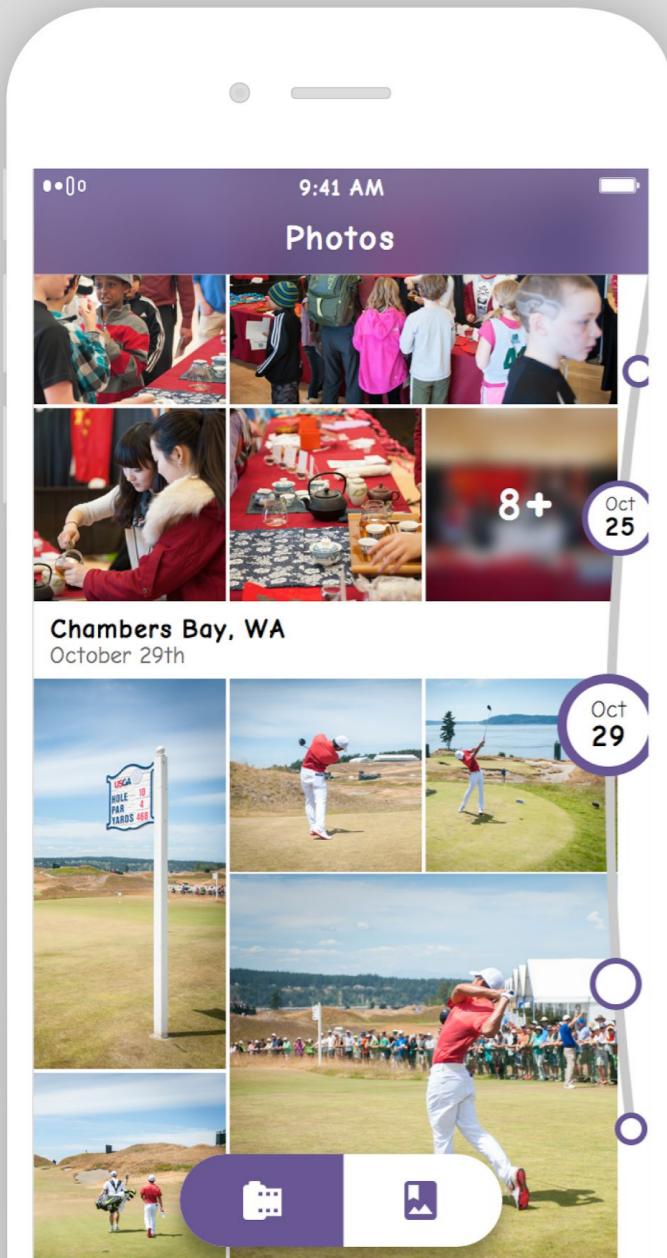
Consistent toolbar/tab bar



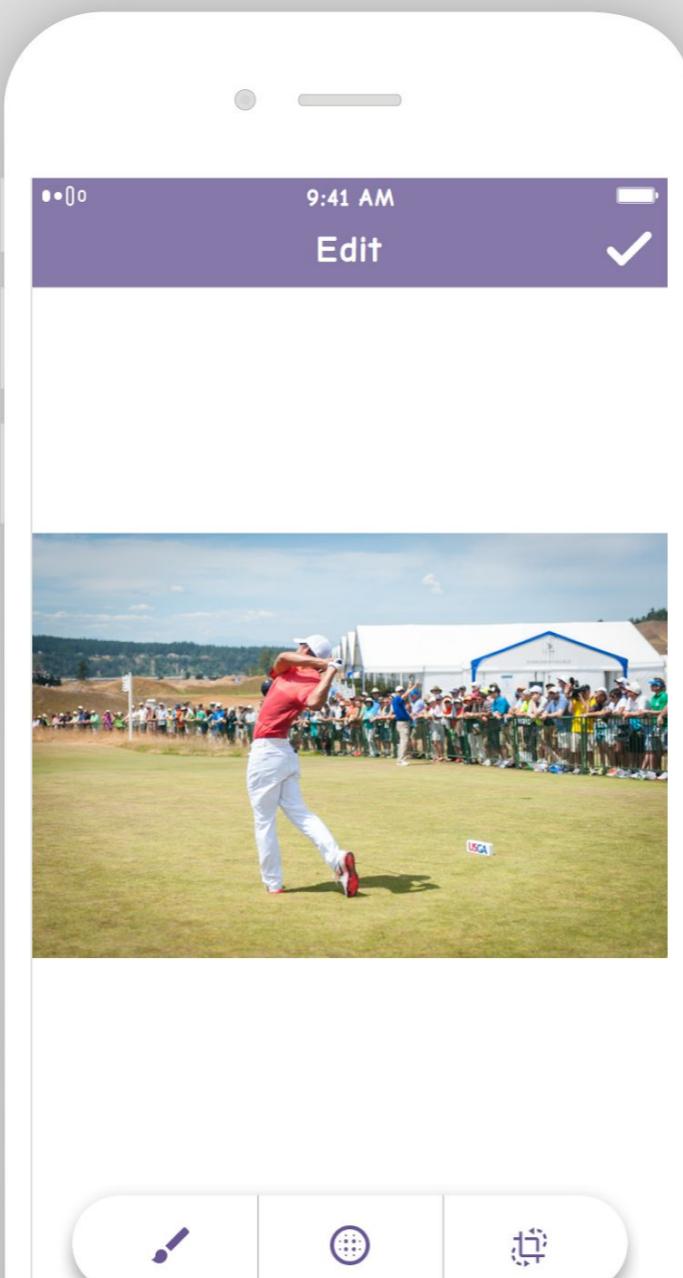
View Photo Album and Edit Pictures

Photos App

See all your photos in a **timeline** order!
Easily travel in time and see your
memories!



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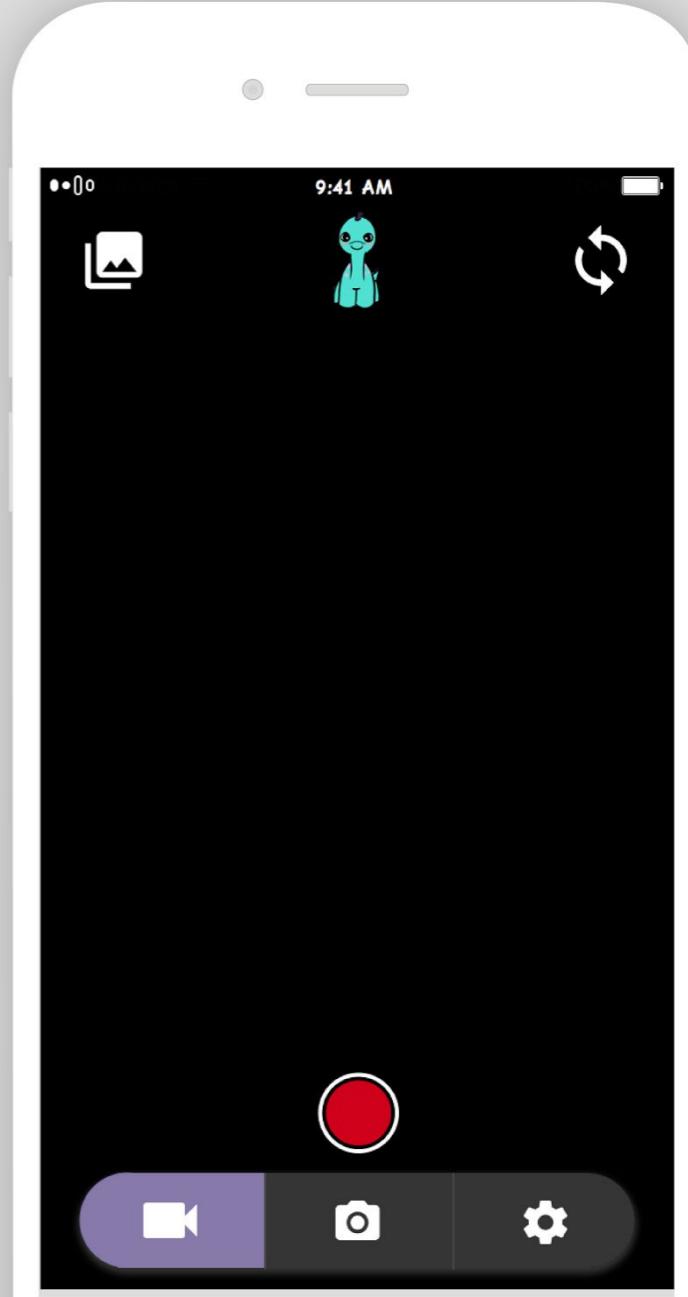
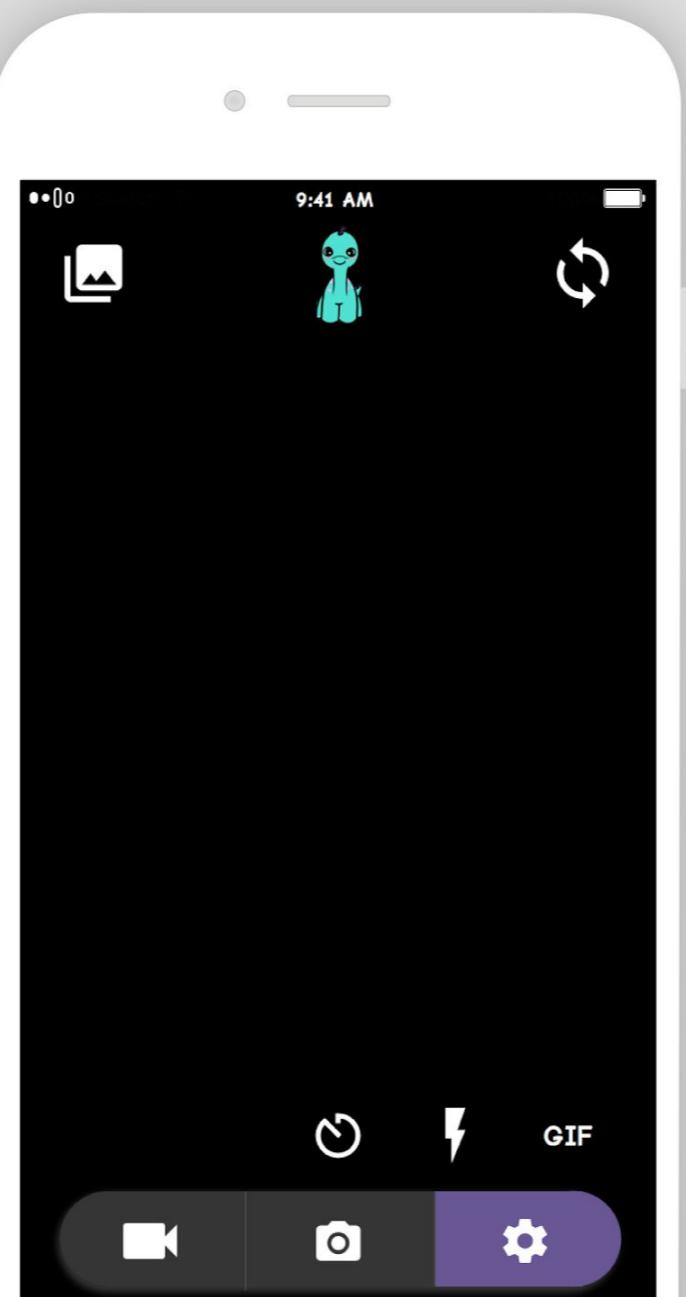
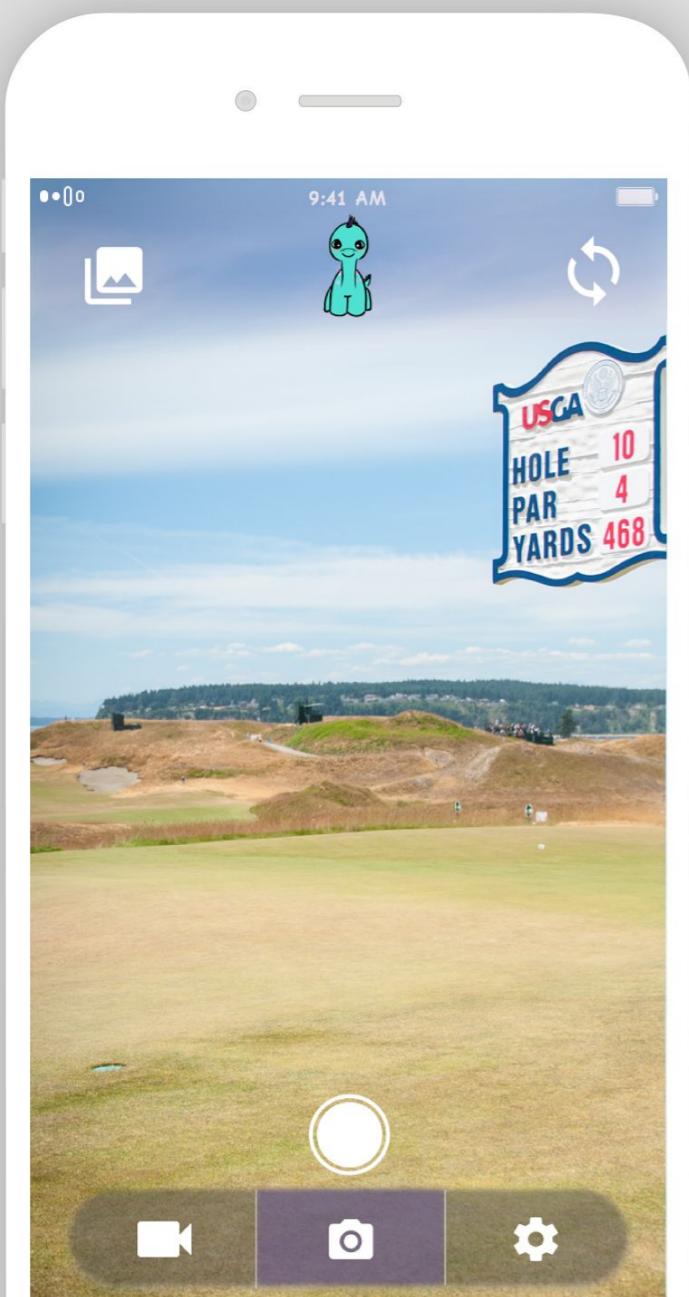


Take Beautiful Pictures with Doby's Help Camera App

Quickly snap **selfies** or take gorgeous **pictures** of your favorite locations

Use the **timer**, **flash** and **GIF** modes to make creative images with Dobby.

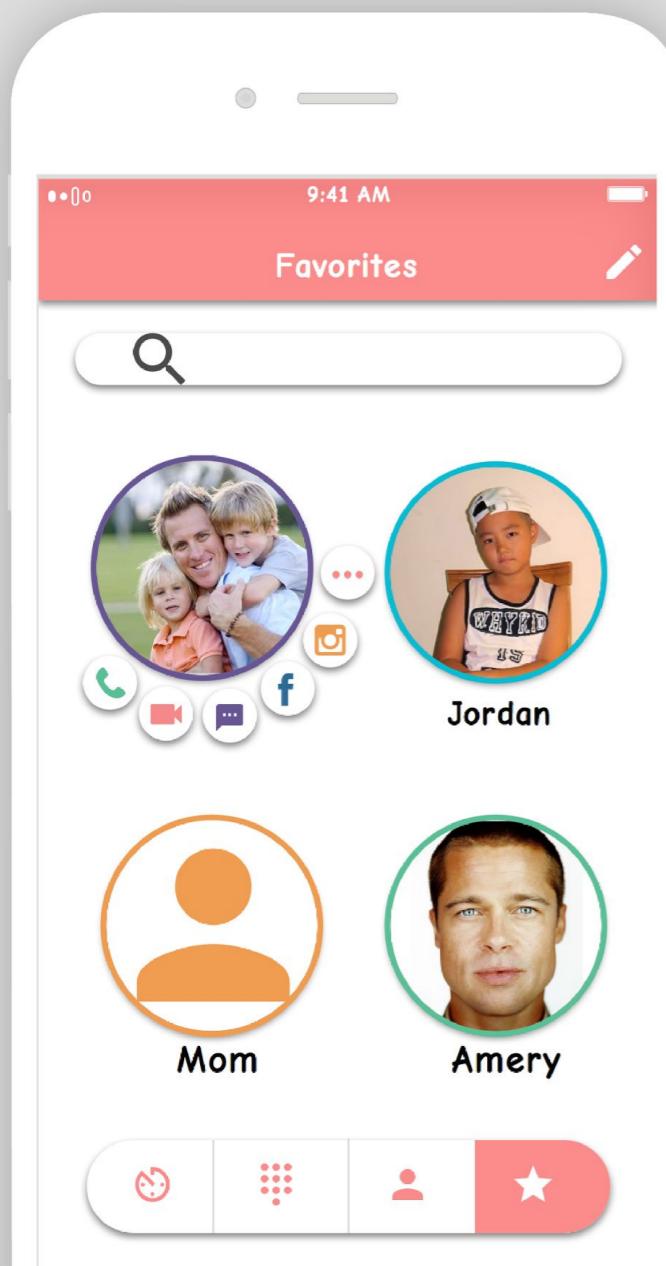
Take beautiful and fun **videos** with your best friend, **Dobby**, cheering you on.



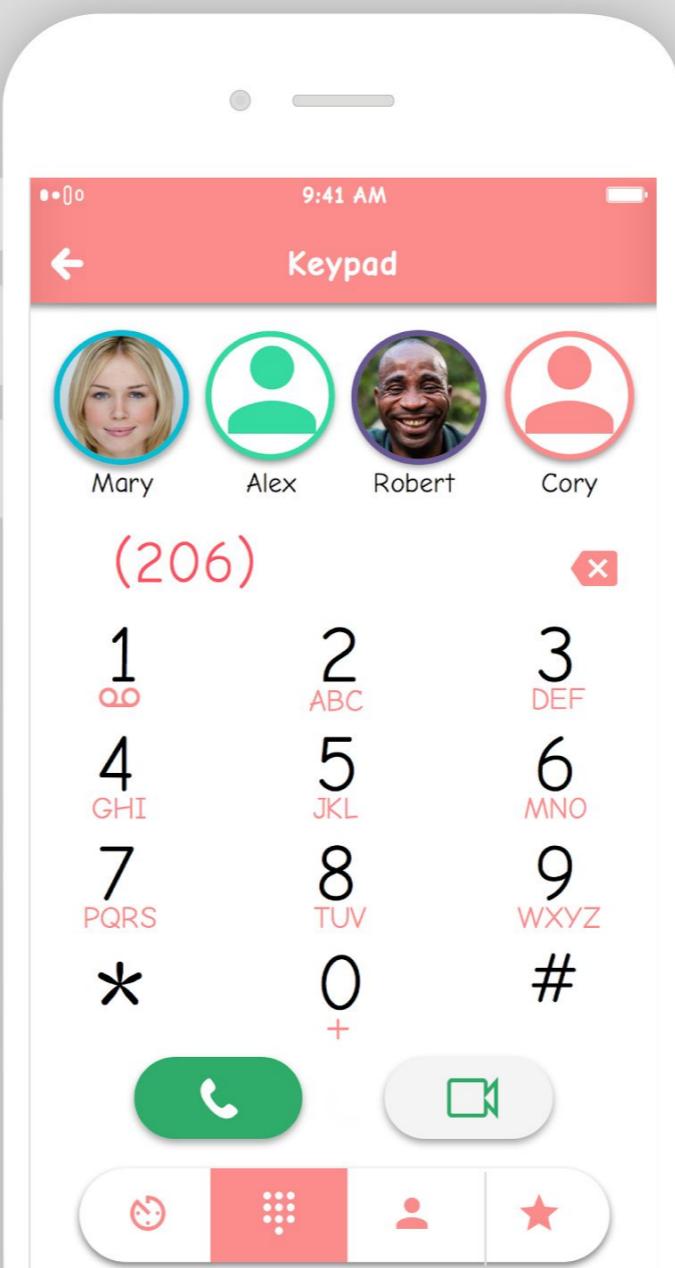
Access Contacts Easily

Contacts App

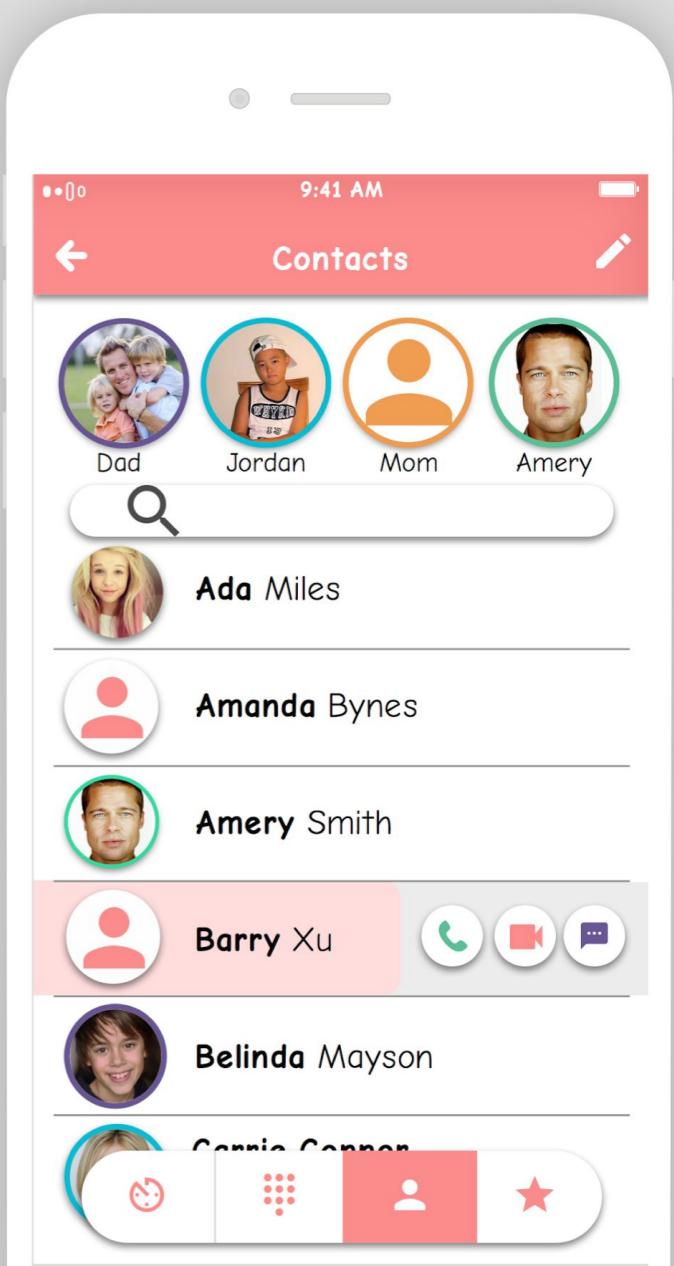
Access favorites on the favorite screen.
Tap on a profile to reveal shortcuts



Contacts of related numbers will appear at the top of screen as you **tap the numbers in.**



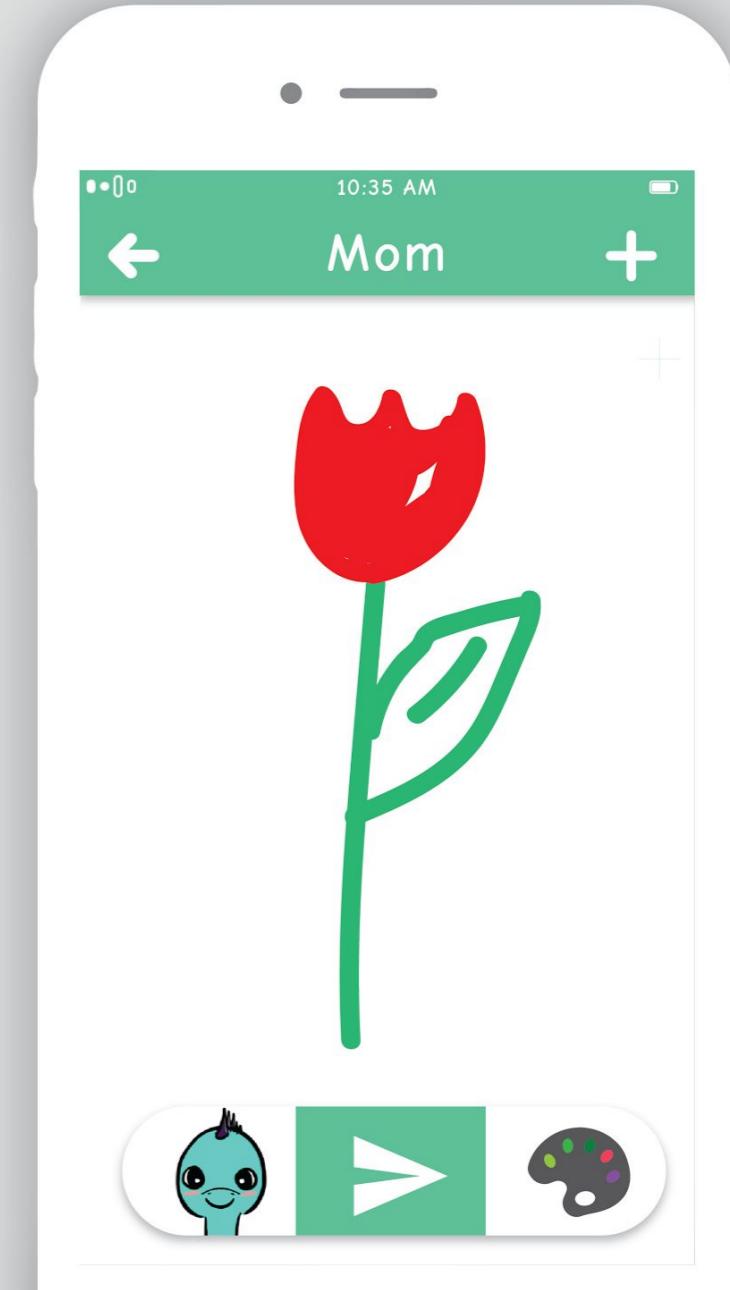
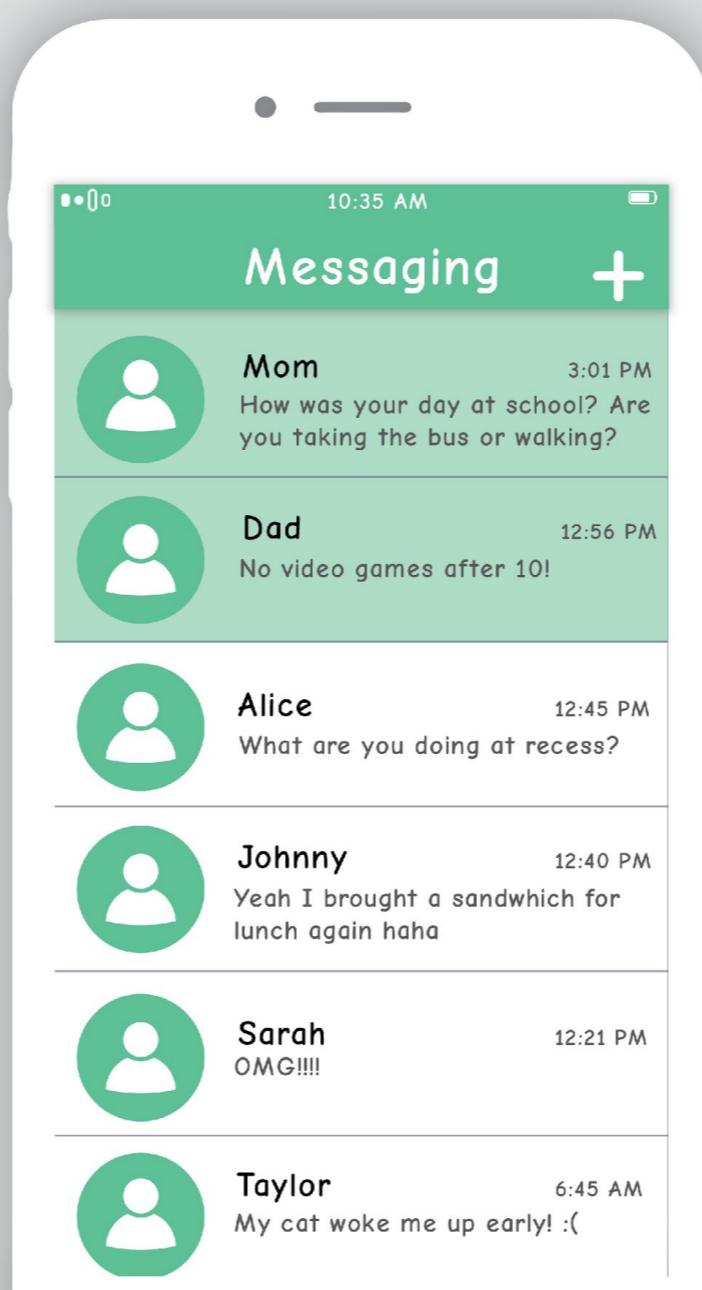
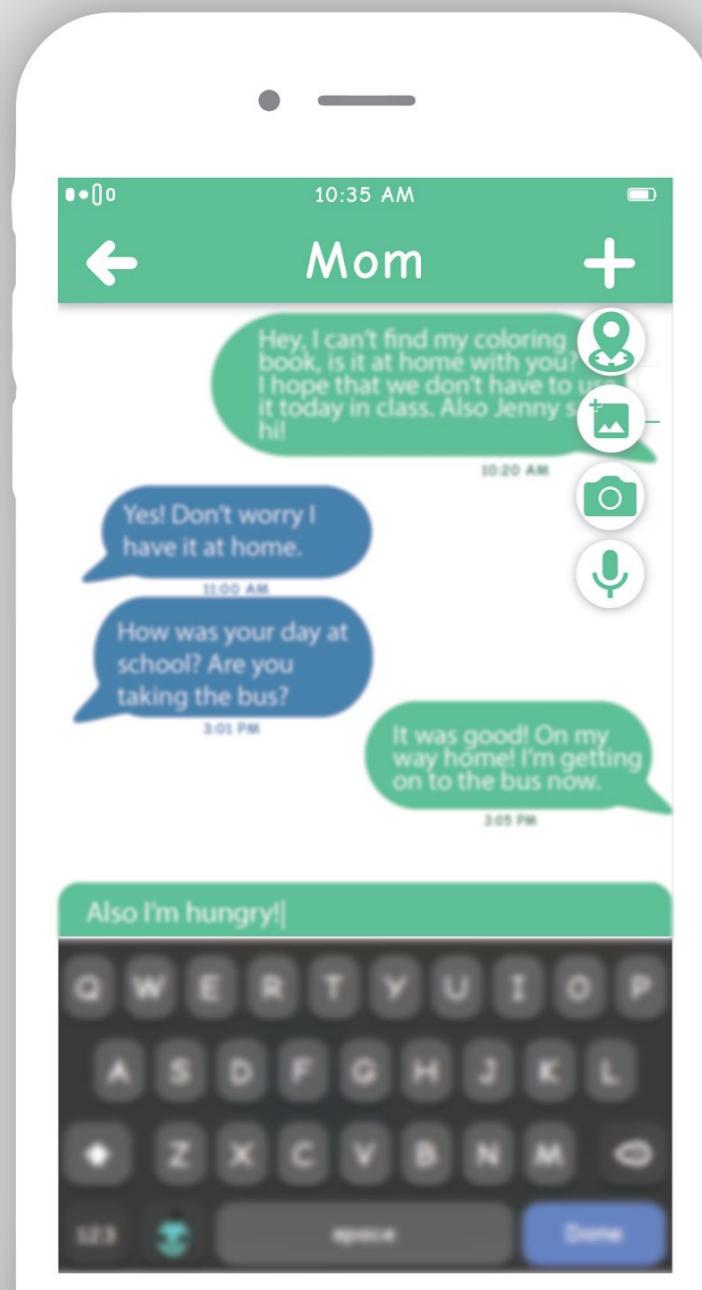
Access your **favorites** from the top of the screen. **Swipe left** on a contact for shortcuts



Connect Quickly with Friends and Family

Messaging App

Attach locations, pictures and audio to your message



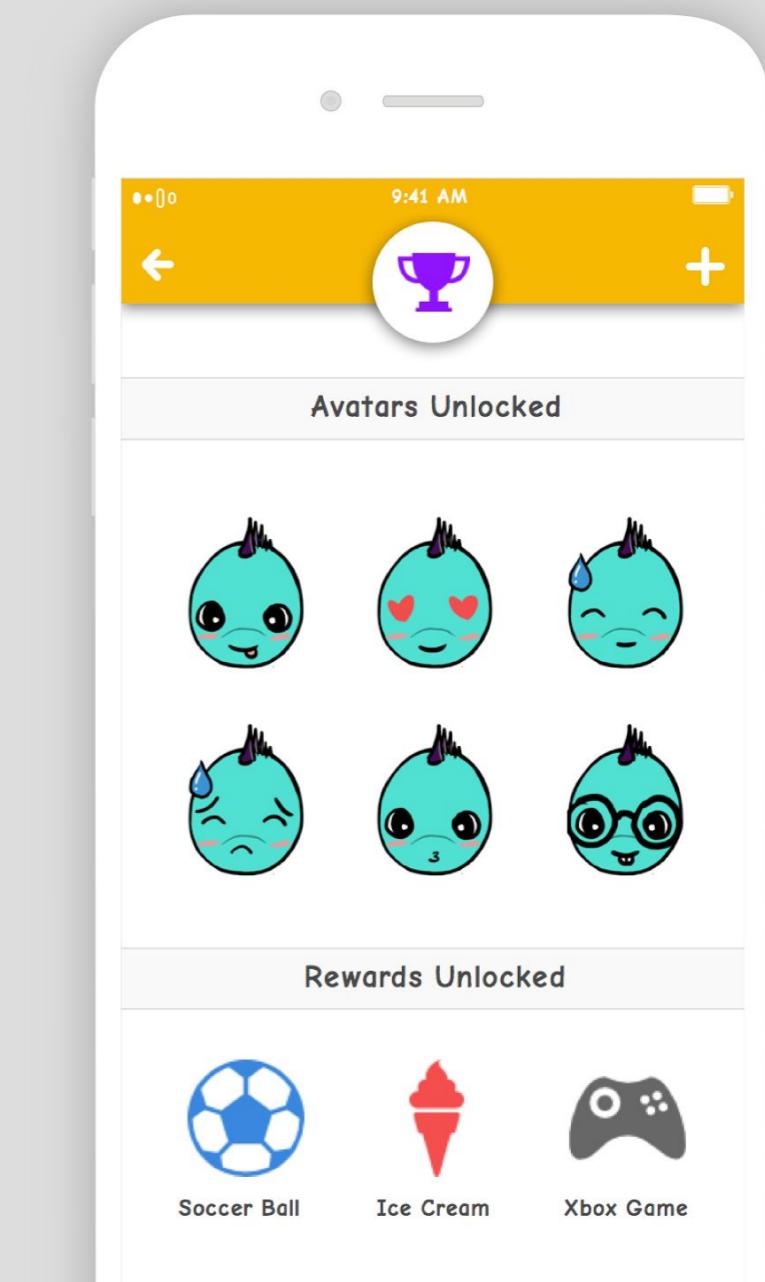
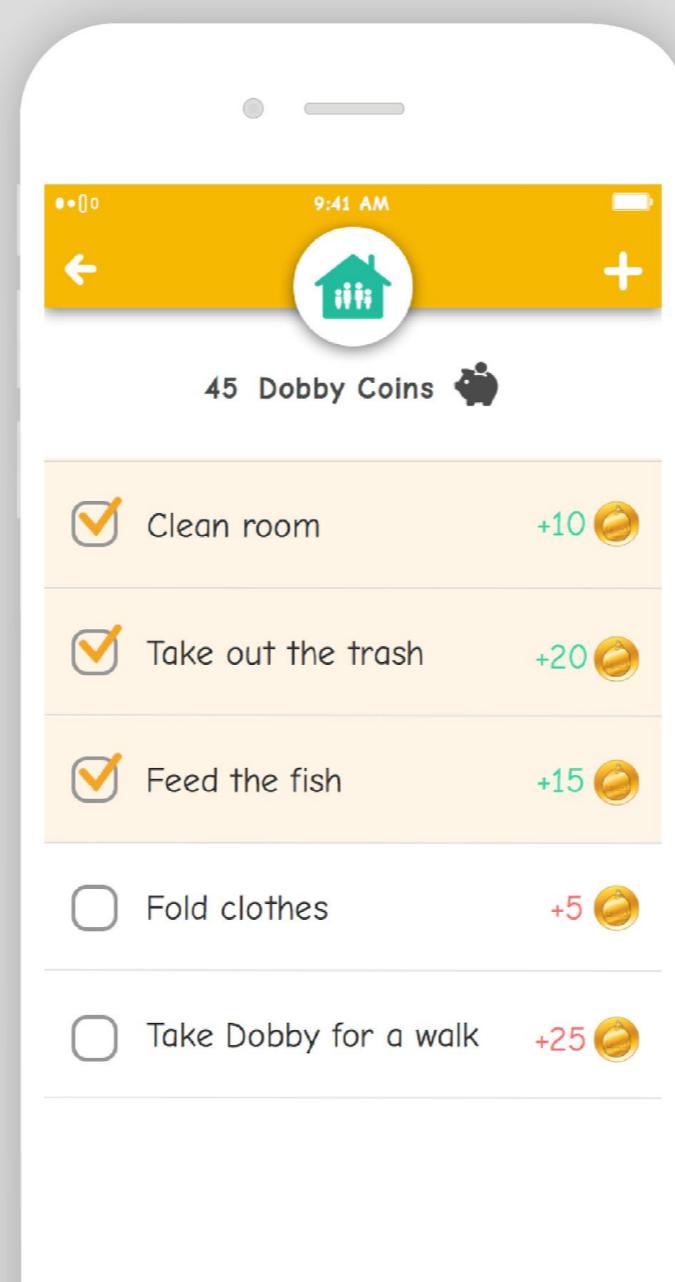
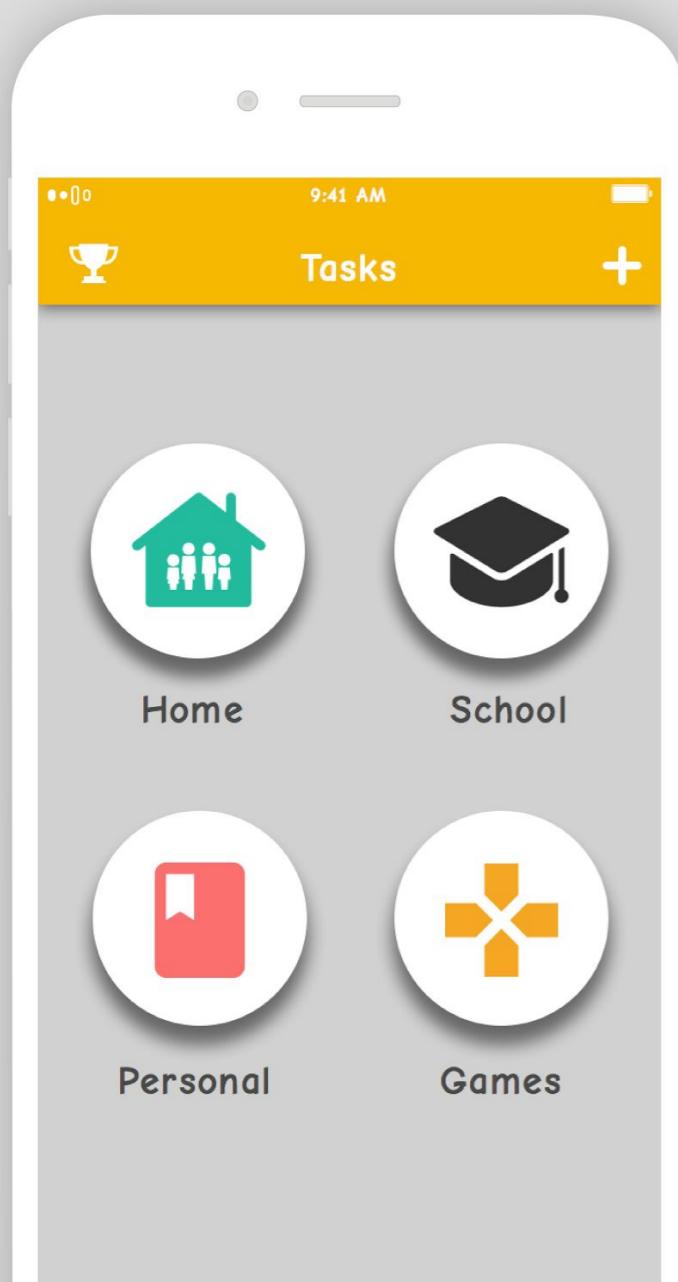
View and manage all of your messaging threads

Switch keyboards to draw and send your drawing as a message

Complete Tasks To Earn Rewards

Tasks App

Easily add new **categories** and **organise** your tasks as you wish.

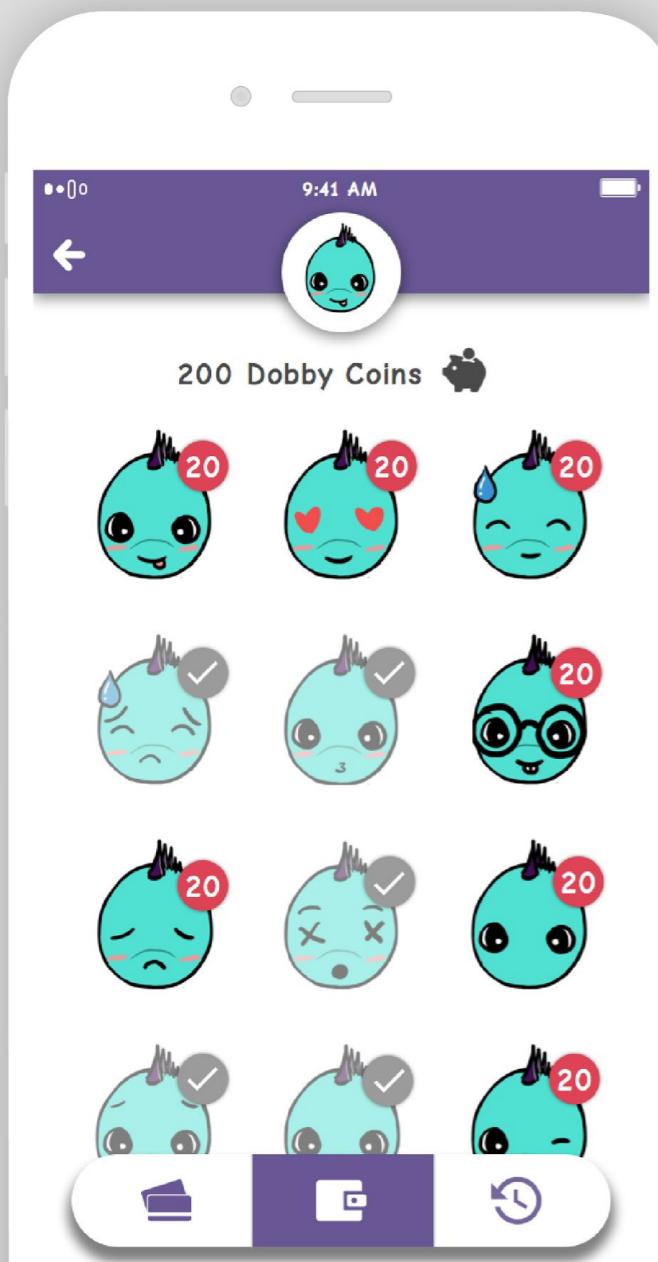


Unlock Dobby **emoji** and real world **rewards** using your earned **Dobby coins**.

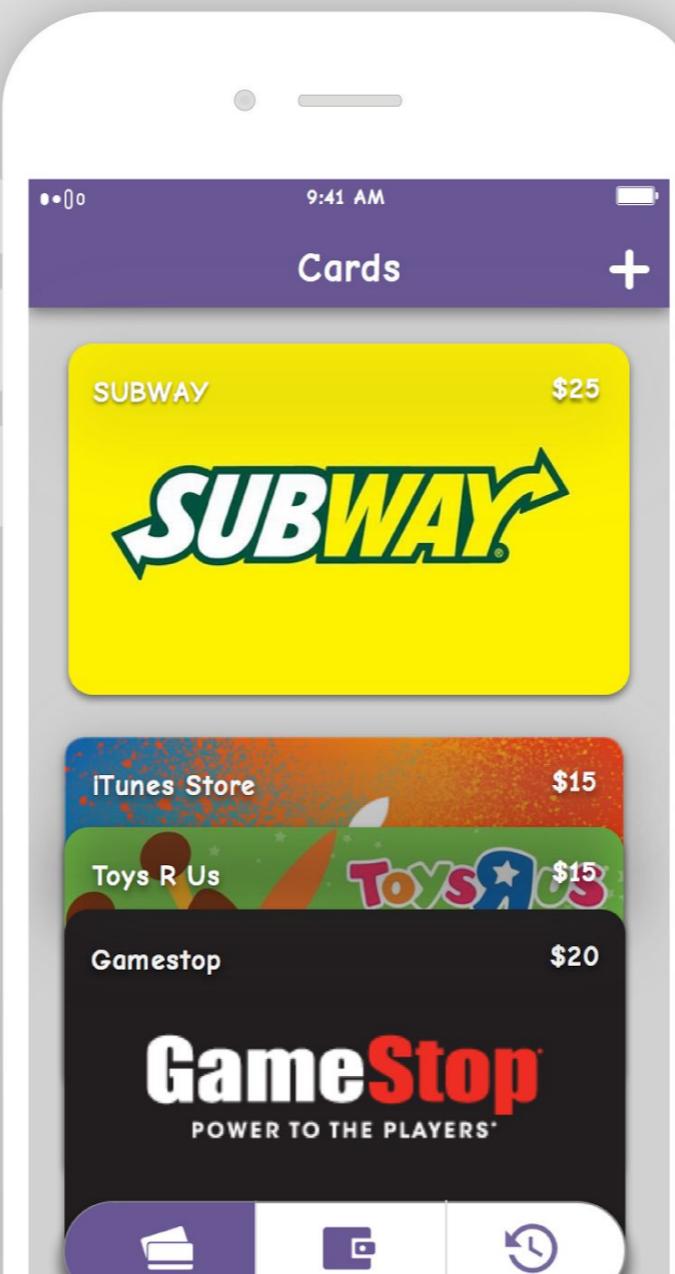
Look through and Retrieve Rewards

Wallet App

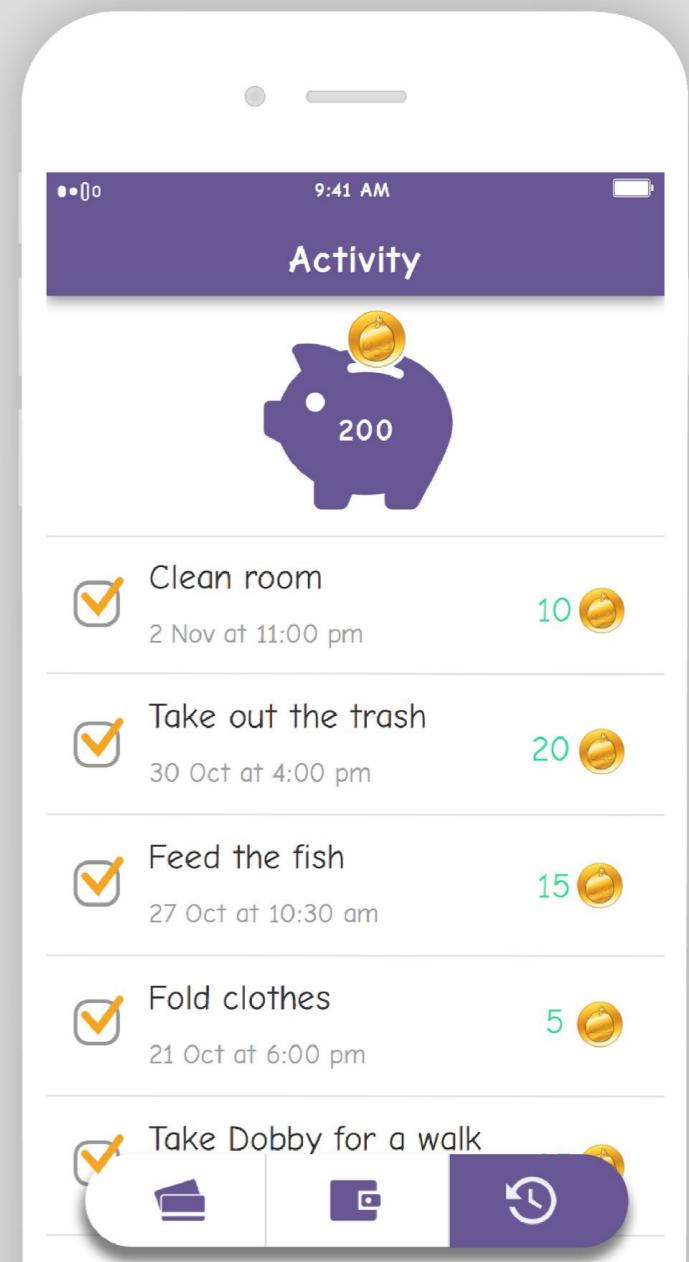
Unlock and manage fun Dobby emoji using your Dobby coins



Quickly access your favorite gift cards from the cards section.



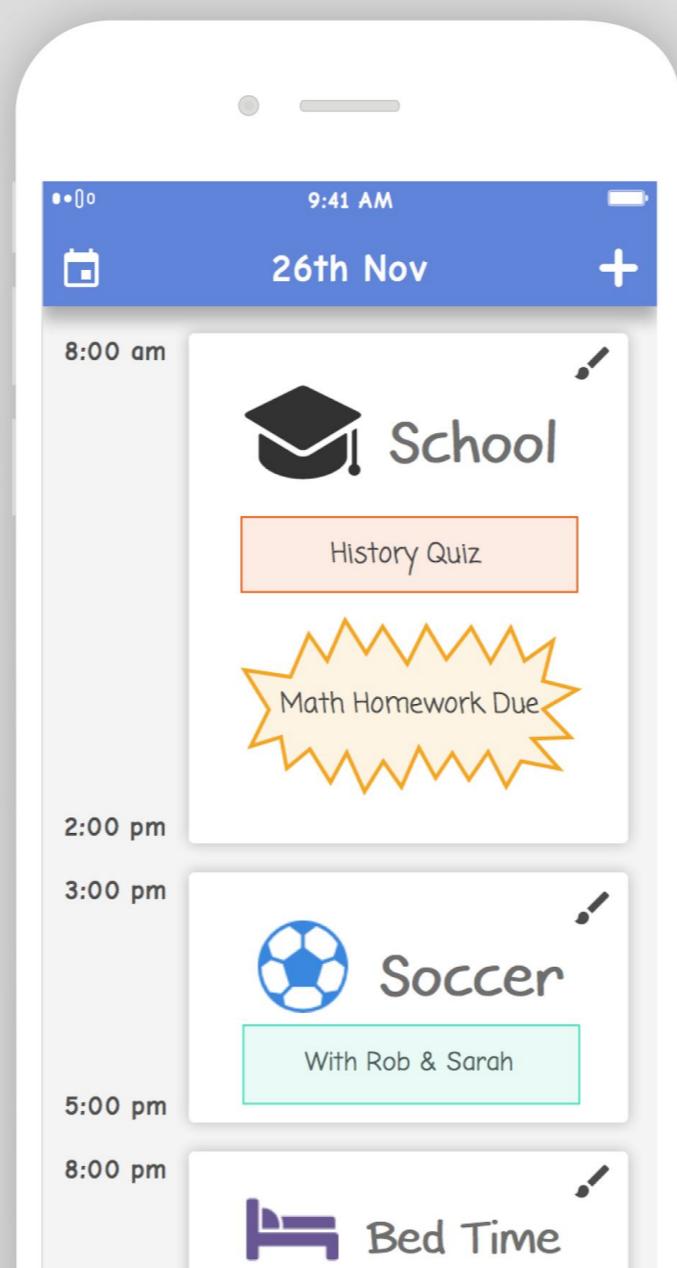
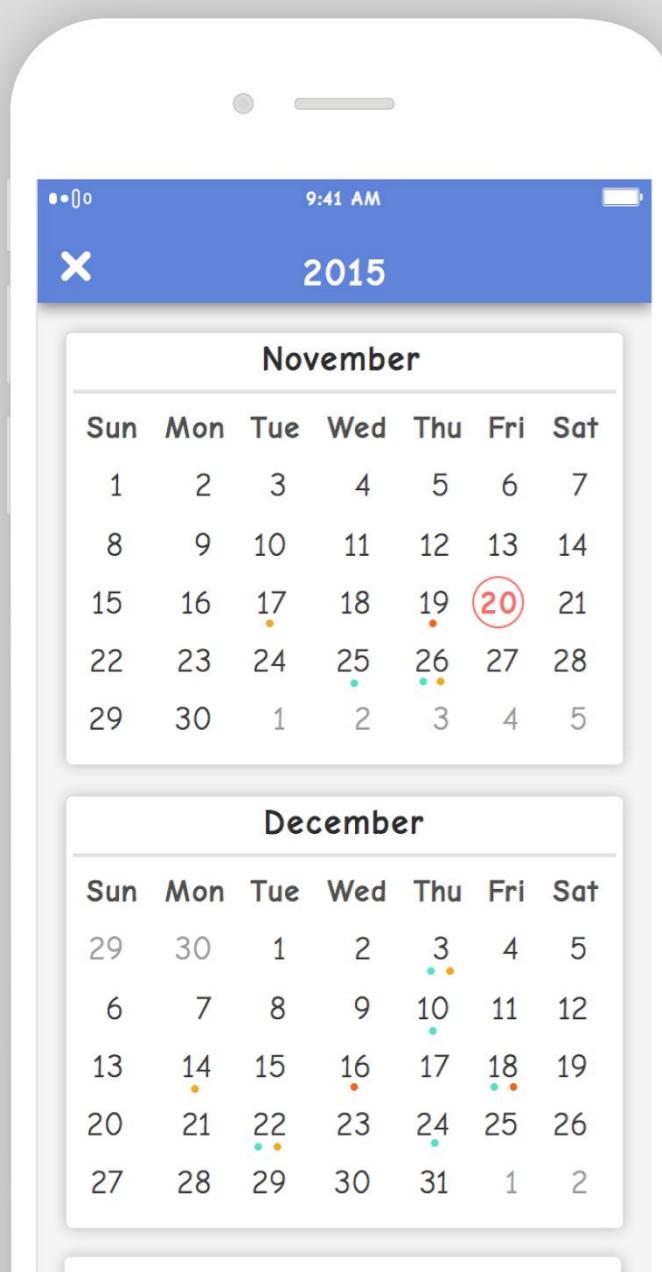
View your recent activity and task completions to learn how you earned your Dobby coins



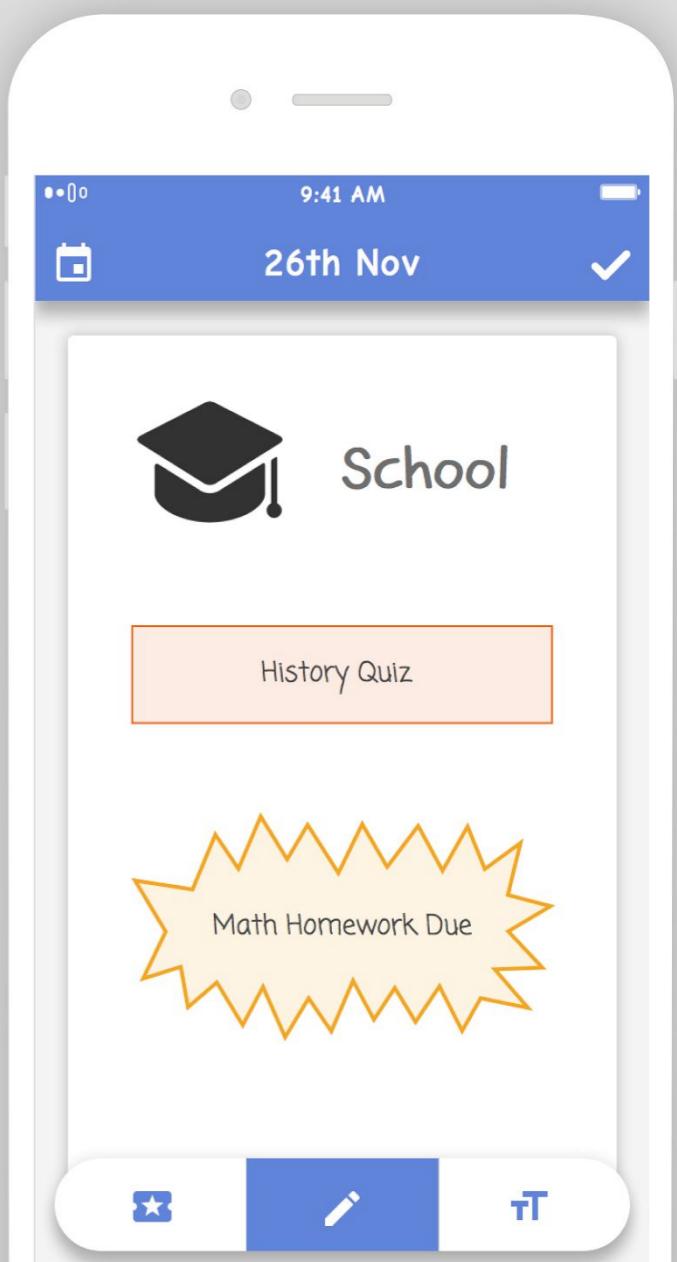
Plan Out the Day

Calendar App

Calender view that highlights exciting events ahead!



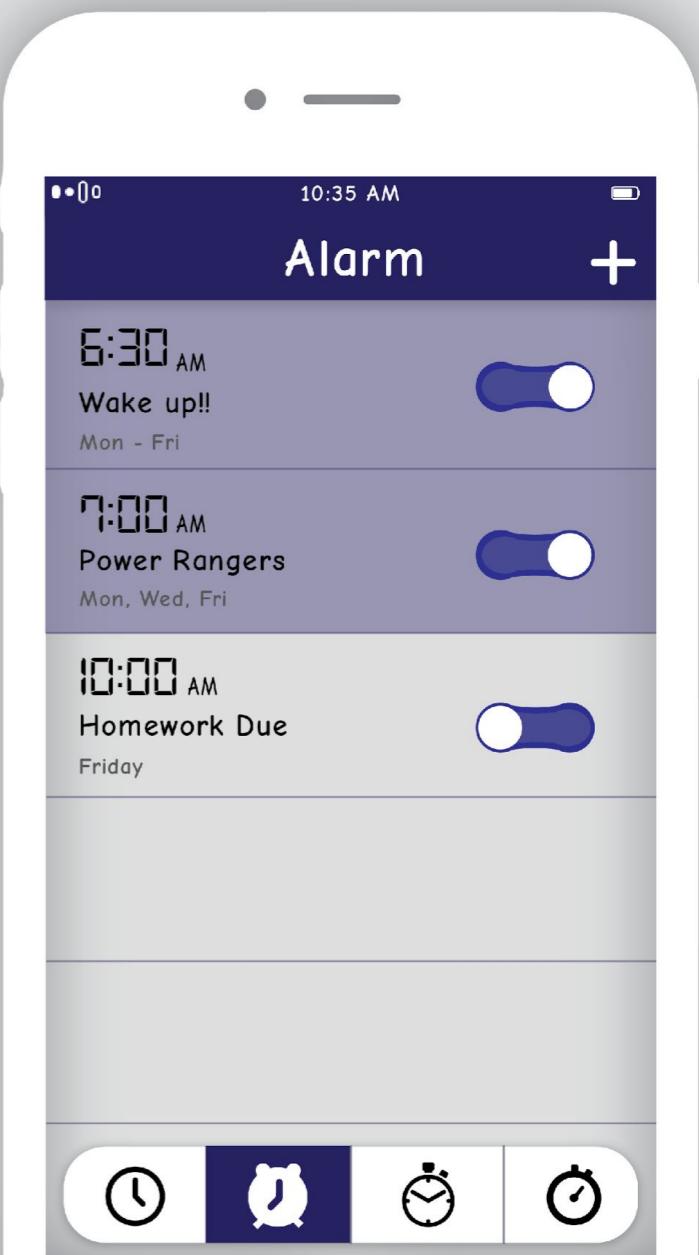
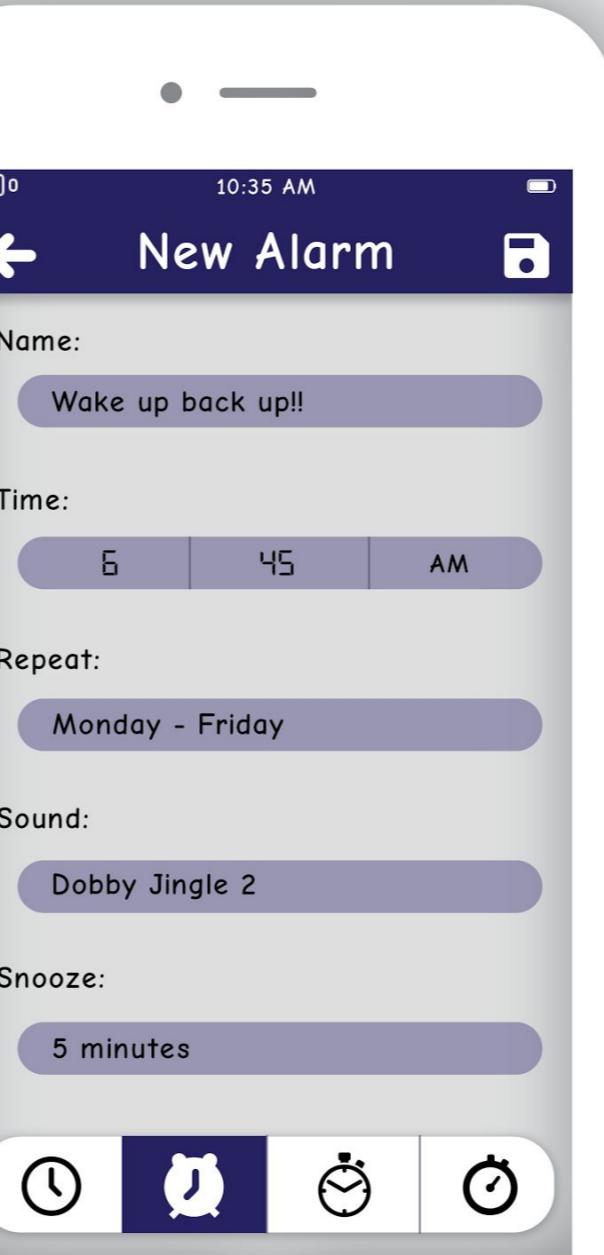
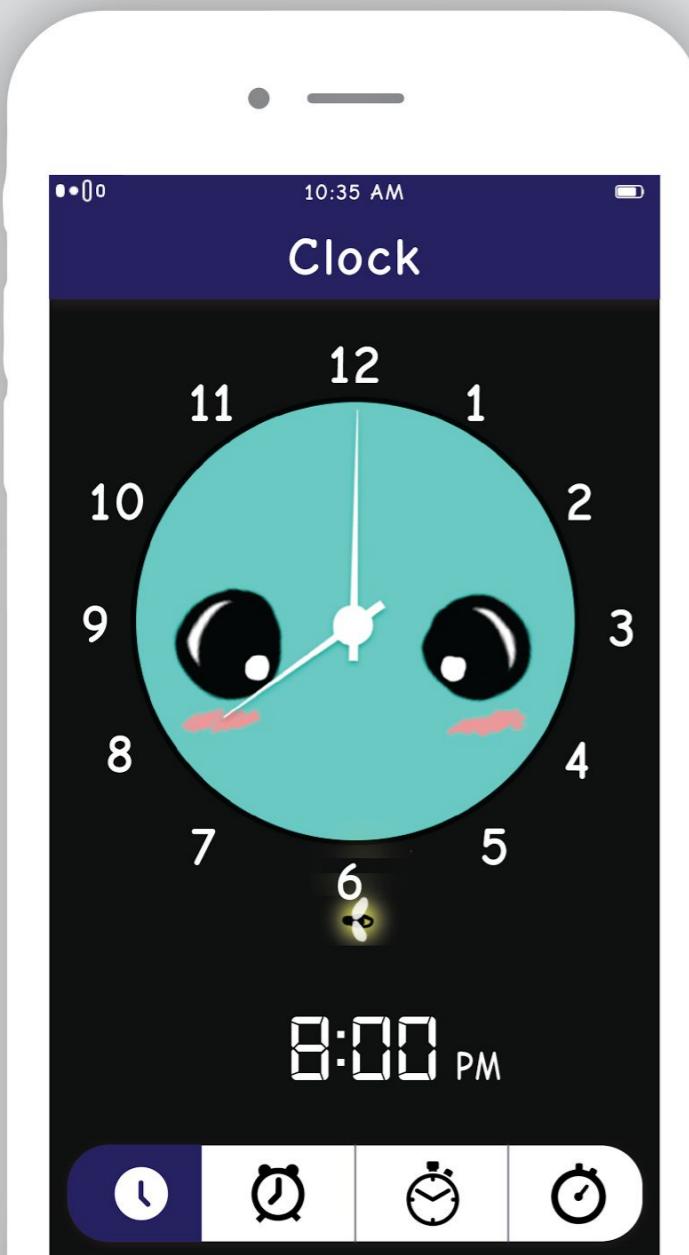
Once the event is created, you can decorate it with **stickers** or **hand draw** on it to make it extra personal!



Be Amused with Doby Clock & Set Alarms

Clock App

View the clock to see a more exciting representation of the time

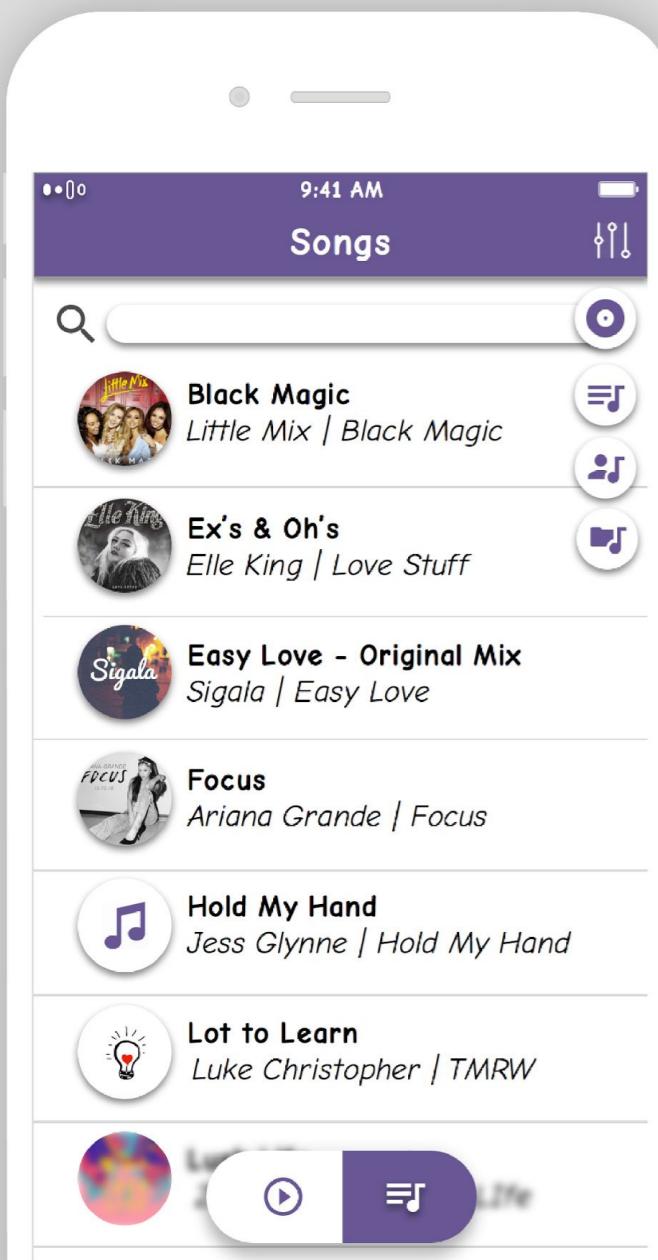


View and manage all of your Alarms

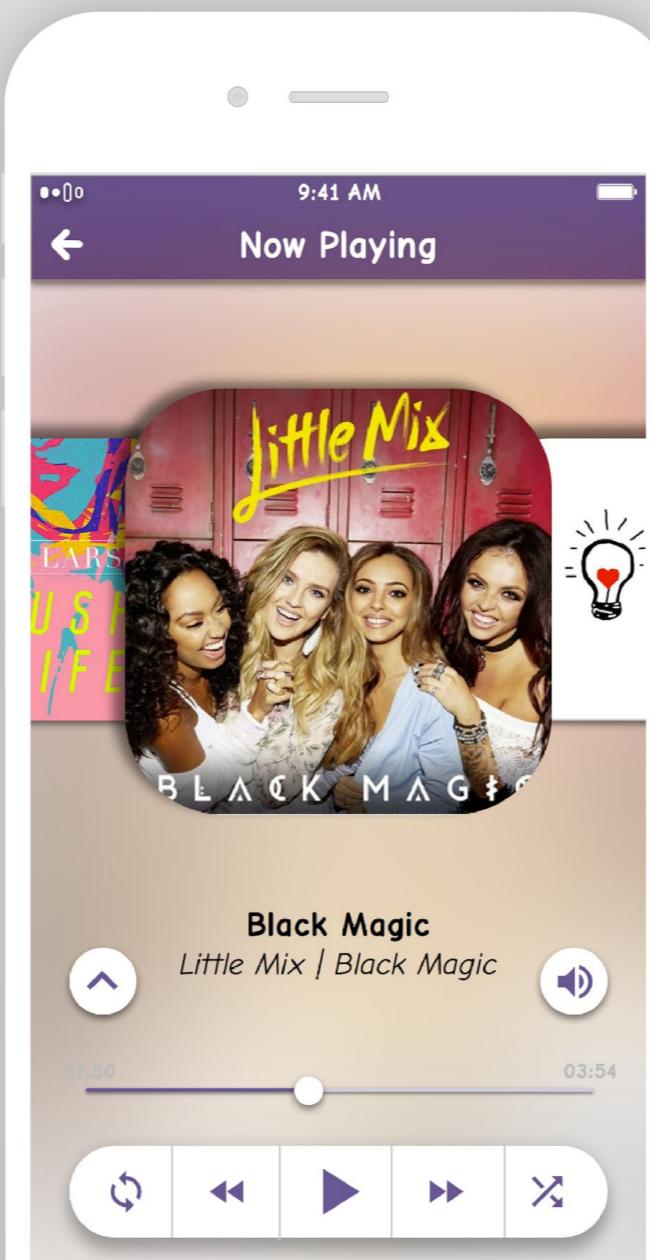
Listen to Your Favourite Music

Media Player App

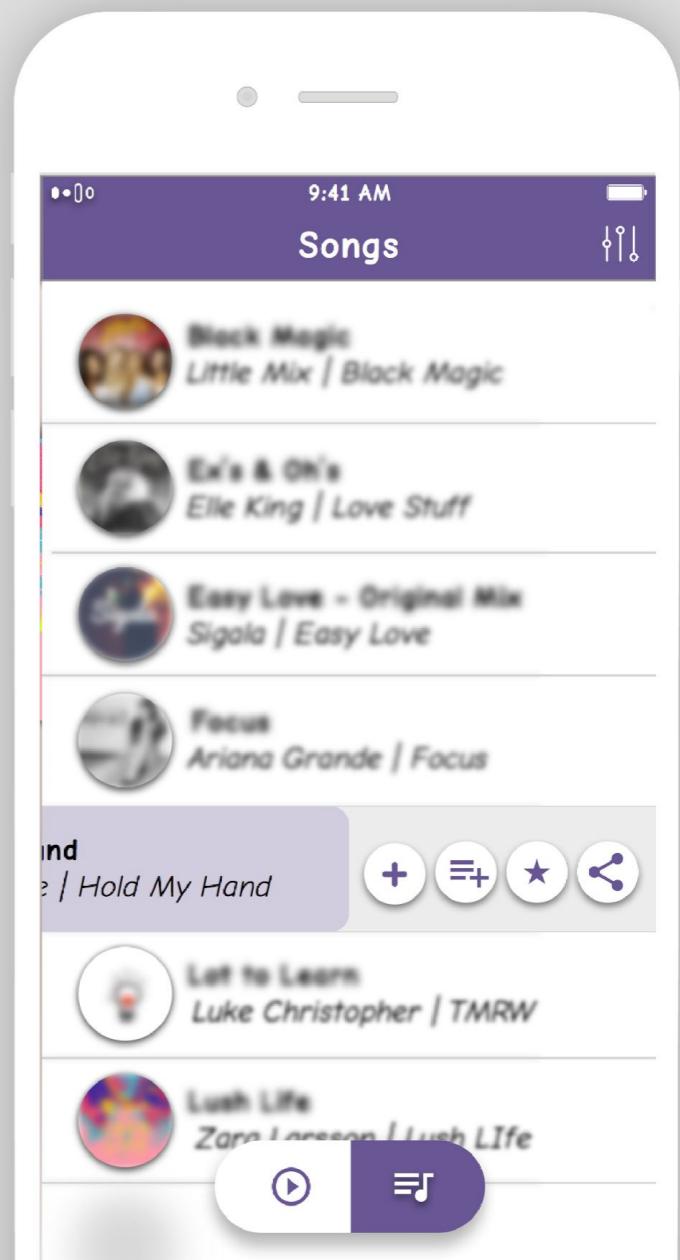
Sort through songs (by artist, album, playlist, song) with top right icon



Swipe through songs on the media player. Tap for more options



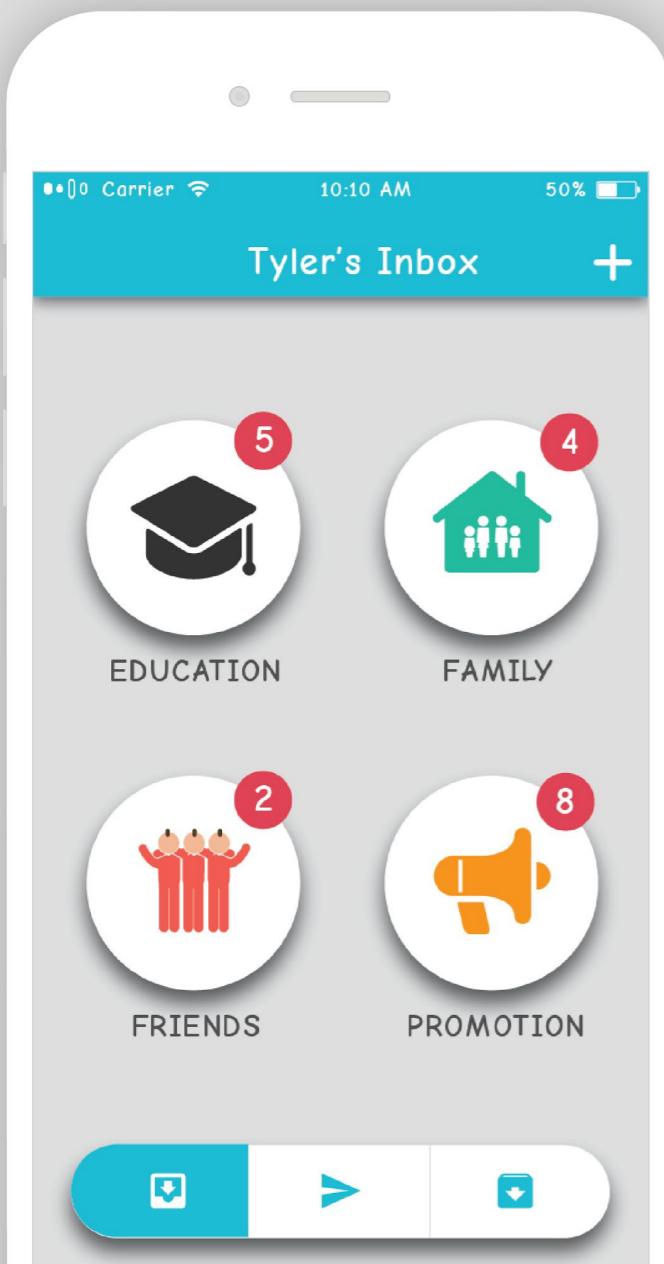
Swipe left on a song for more options. Use tab bar for media player or list view.



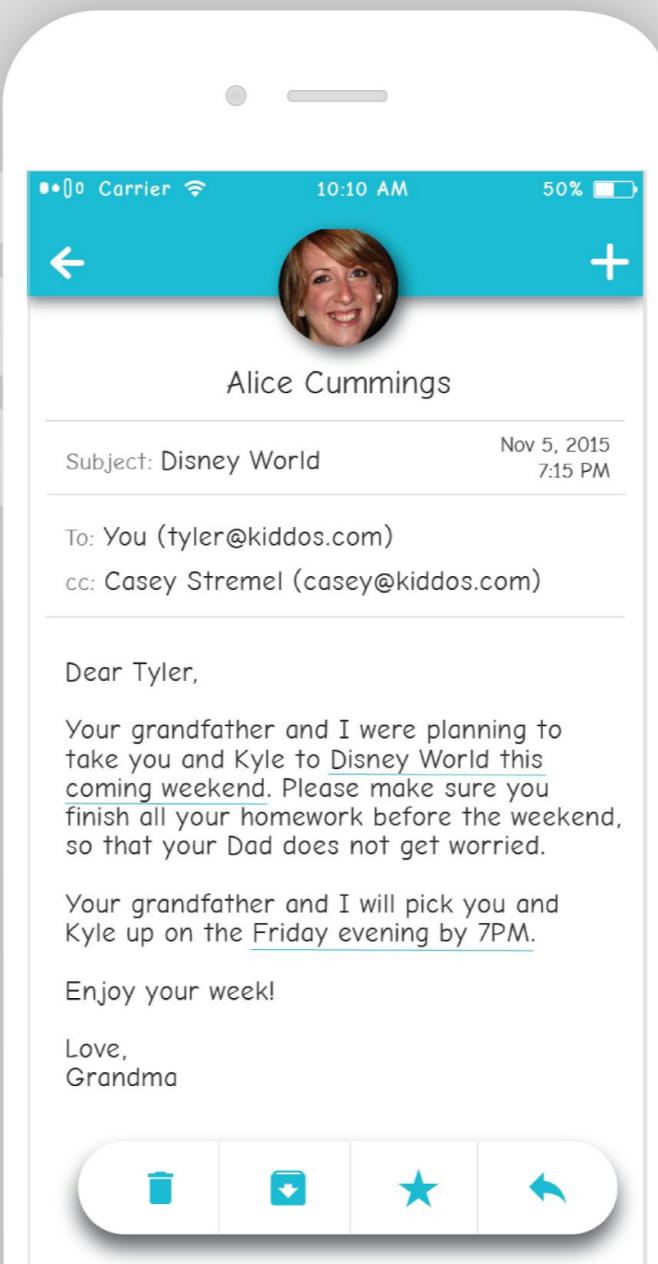
View and Send Mail

Mail App

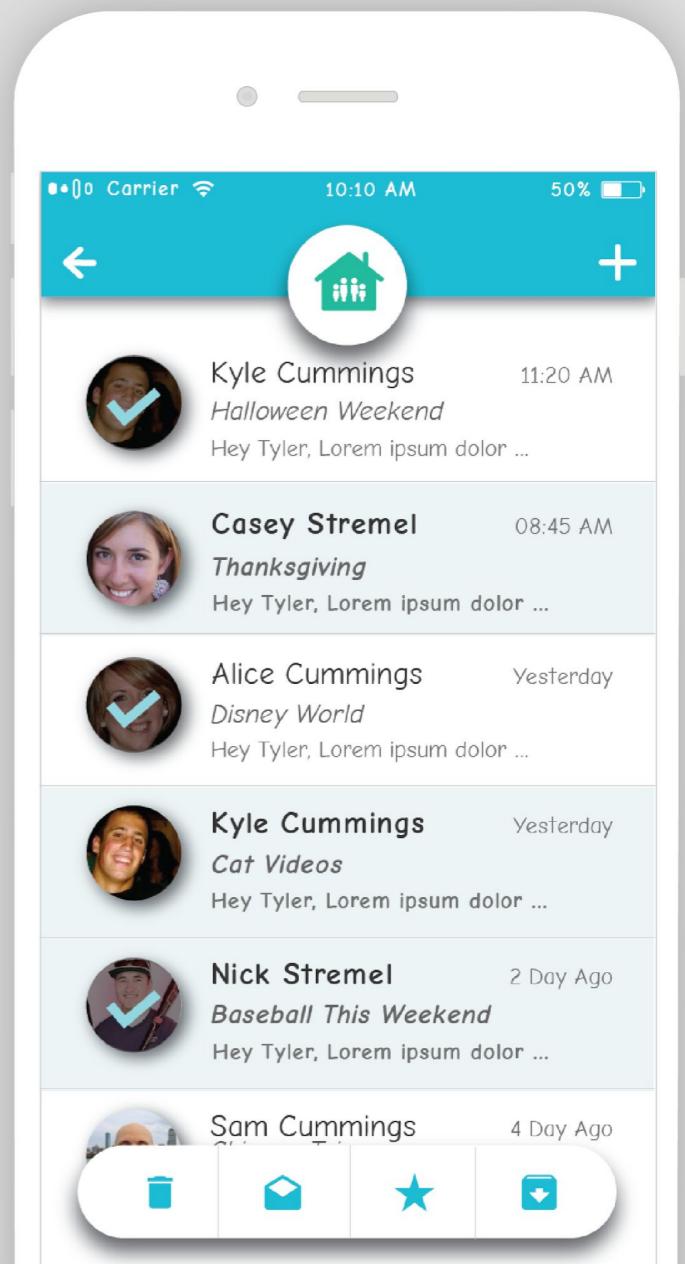
View emails in sorted **categories** for your **convenience**.



Identifies the **calendar events** in the emails and **marks** those for you.



Clean and beautiful **UI** to **mark** and **manage** the sorted emails.



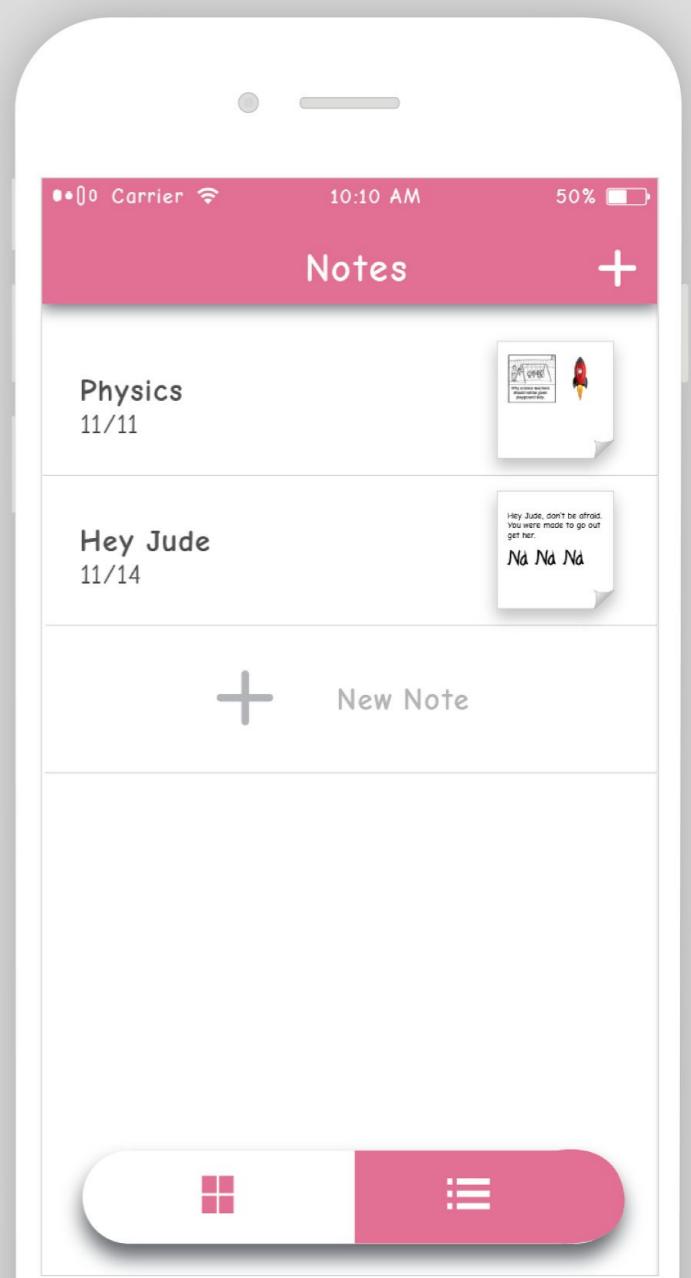
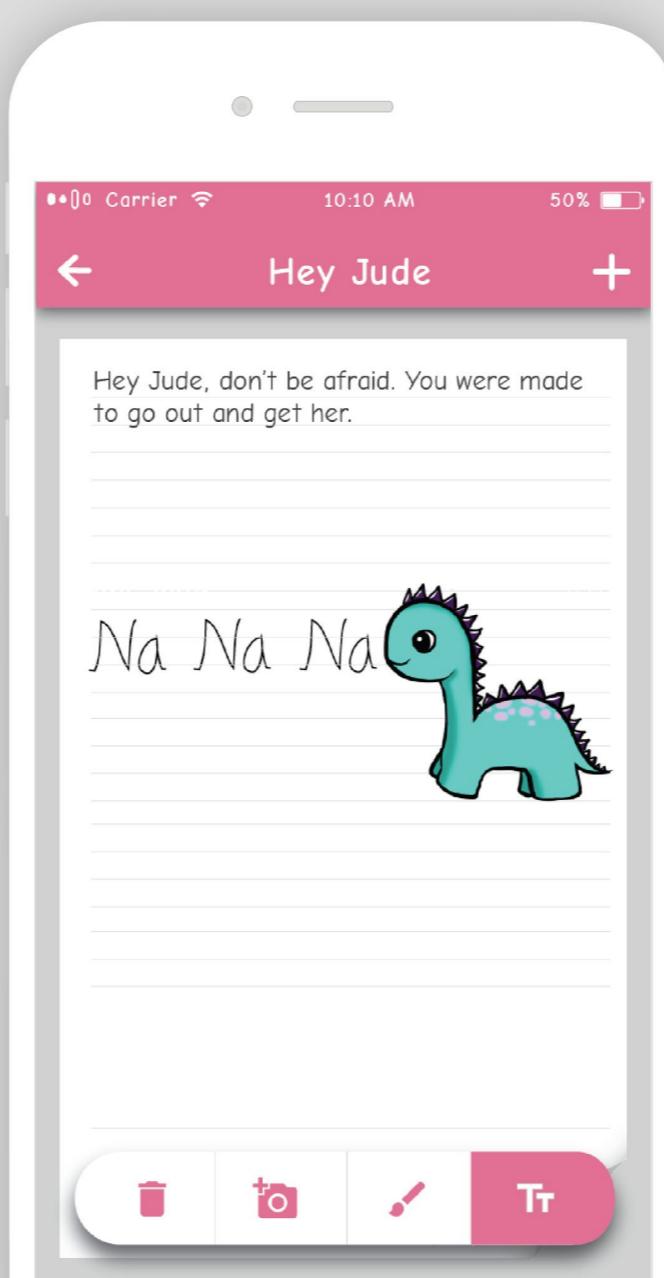
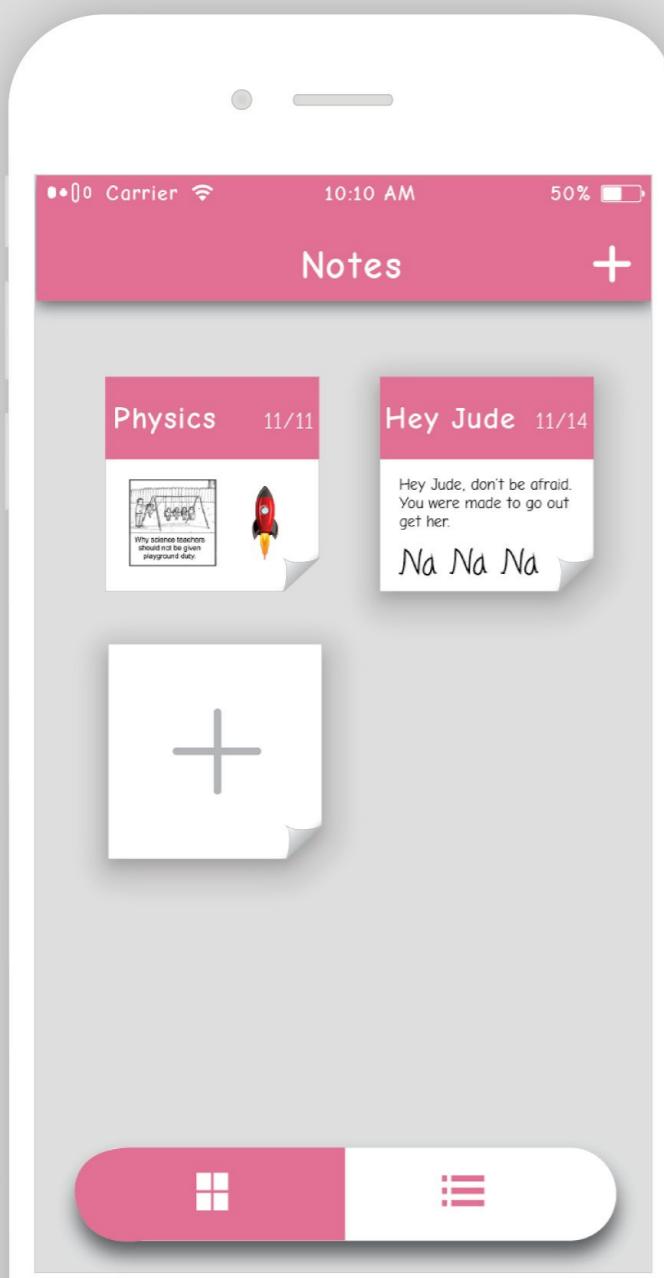
Take Notes with Beautiful UI

Notes App

Clean grid UI to take a **sneak peek** into your existing notes.

Write, draw, add **images**, or use Dobby **stickers** for lively notes.

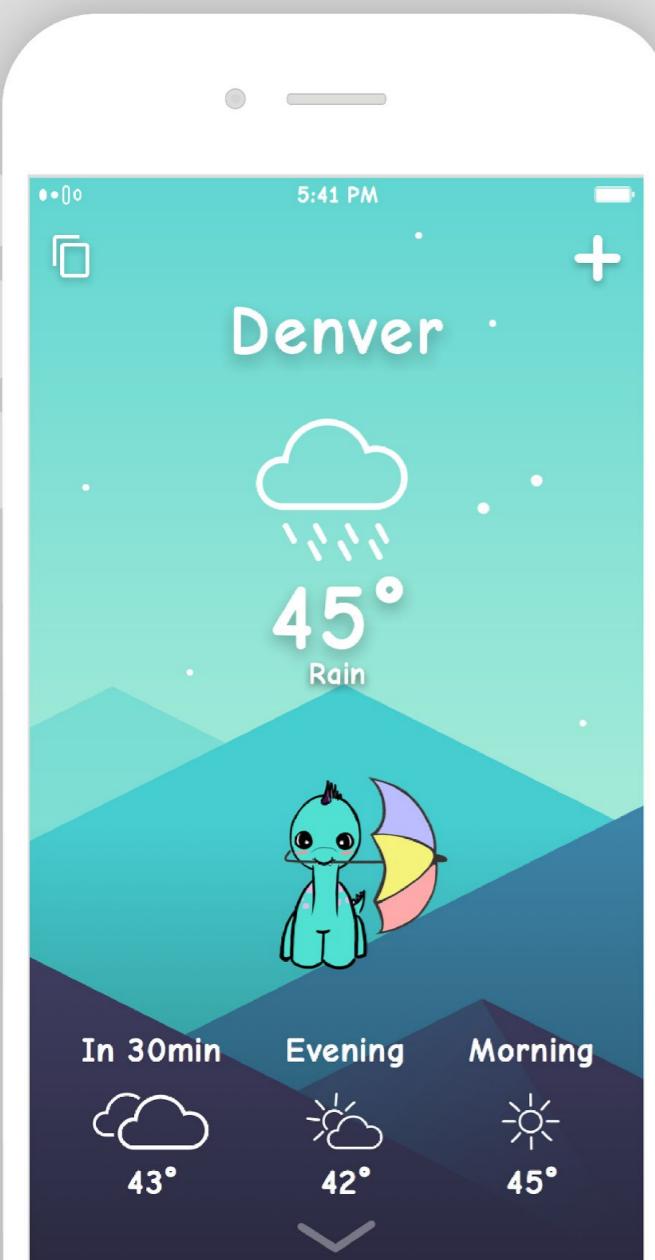
A **tabular view** of notes for a little more **organized** you.



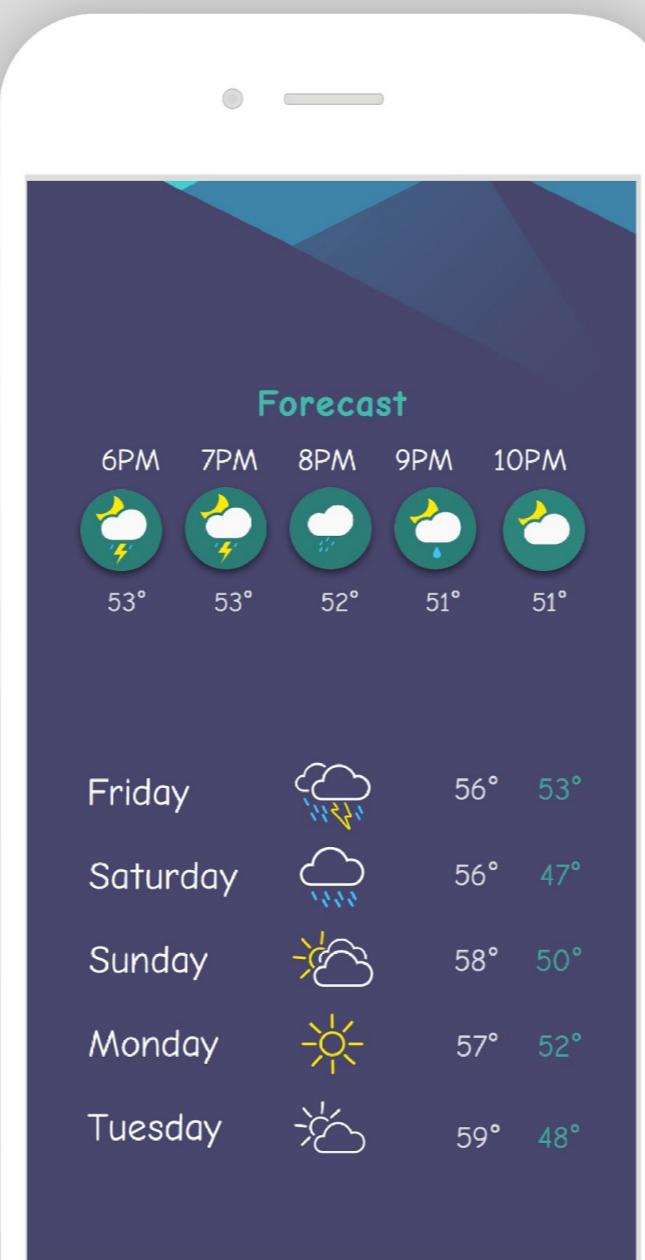
Check the Weather with Doby's Help

Weather App

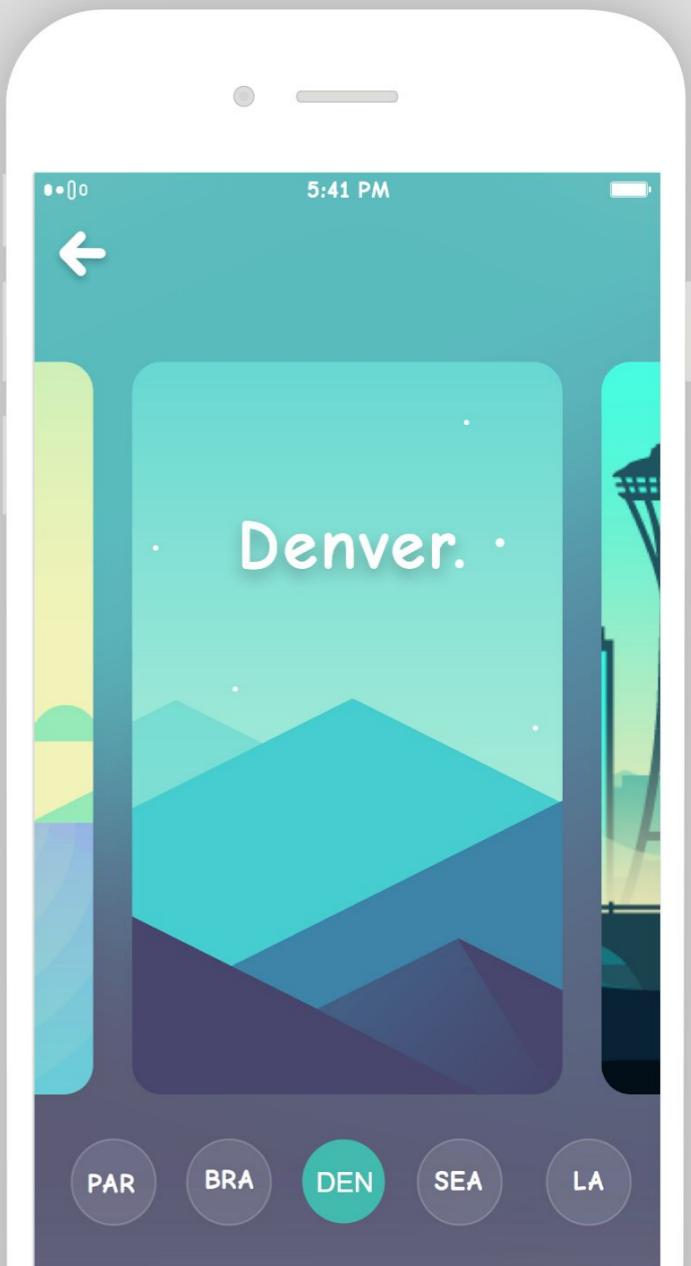
Doby will help let you know what you need for any weather. **Swipe down** for forecast



Swipe left on hours to view more on forecast



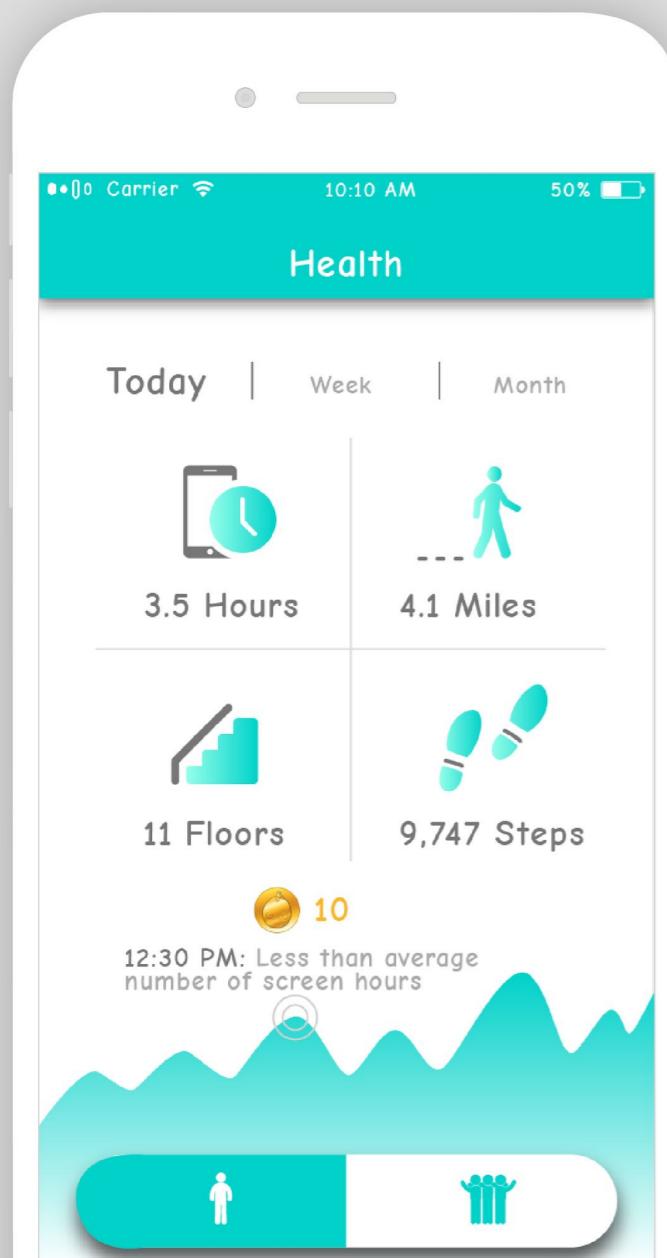
From landing, tap on top left icon to access card view of **different cities**



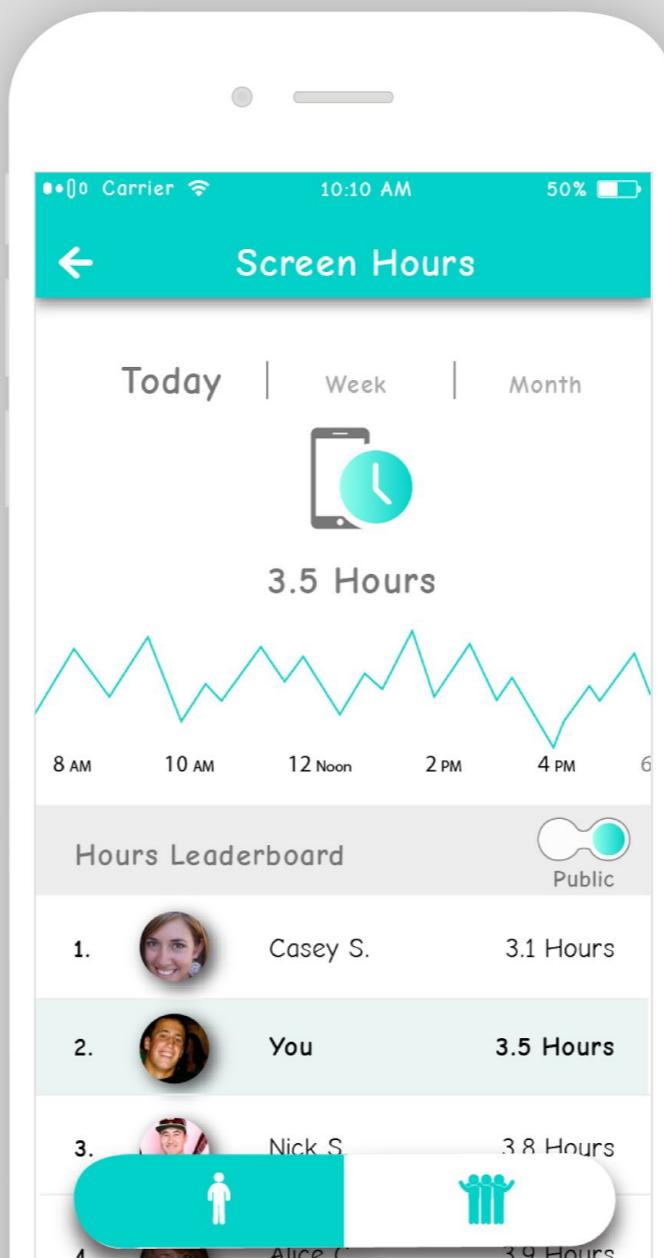
Track Your Health and Compare with Friends

Health App

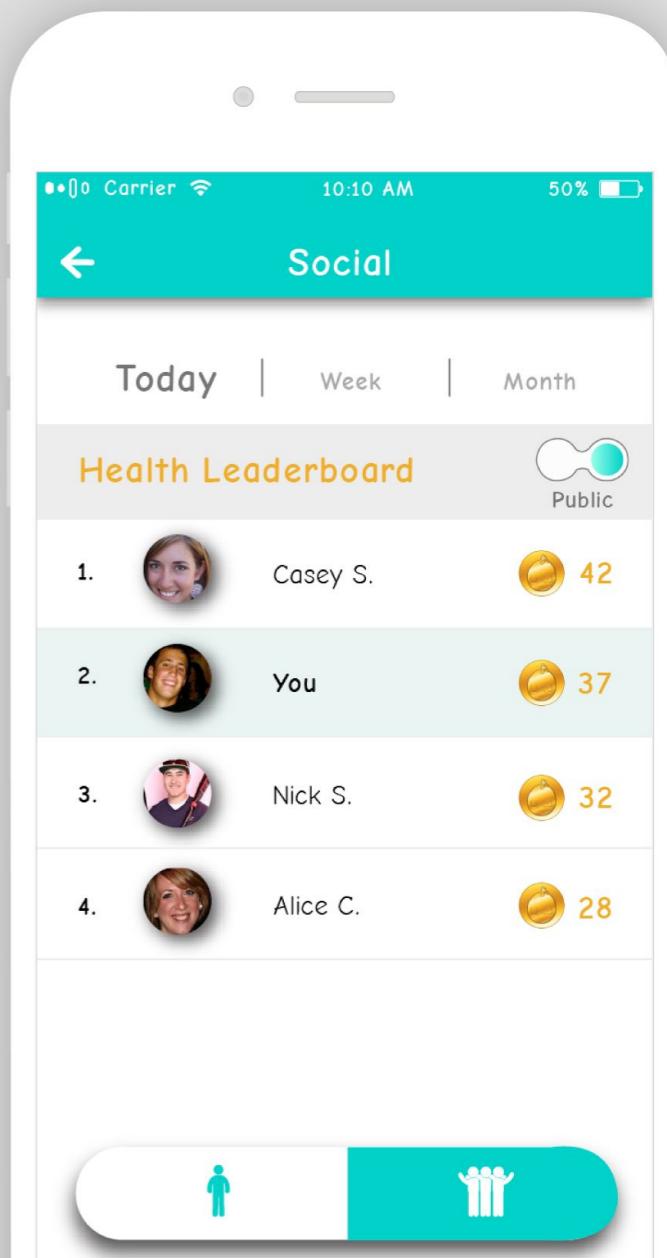
Daily, weekly, monthly **health status**.
Dobby coins for every **milestone**.



Specifics of a health parameter.
Compare public info with **friends**.



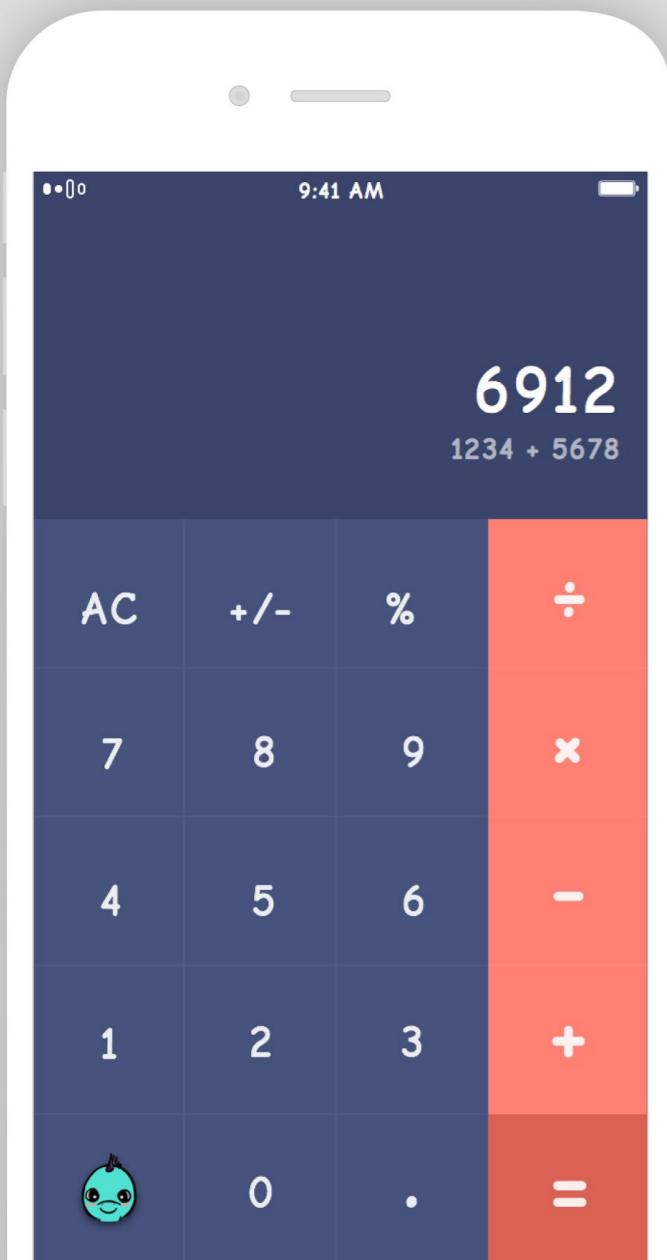
Health leaderboard to compare **dobby coins** earned with health.



Calculate Quickly With Dobby's Help

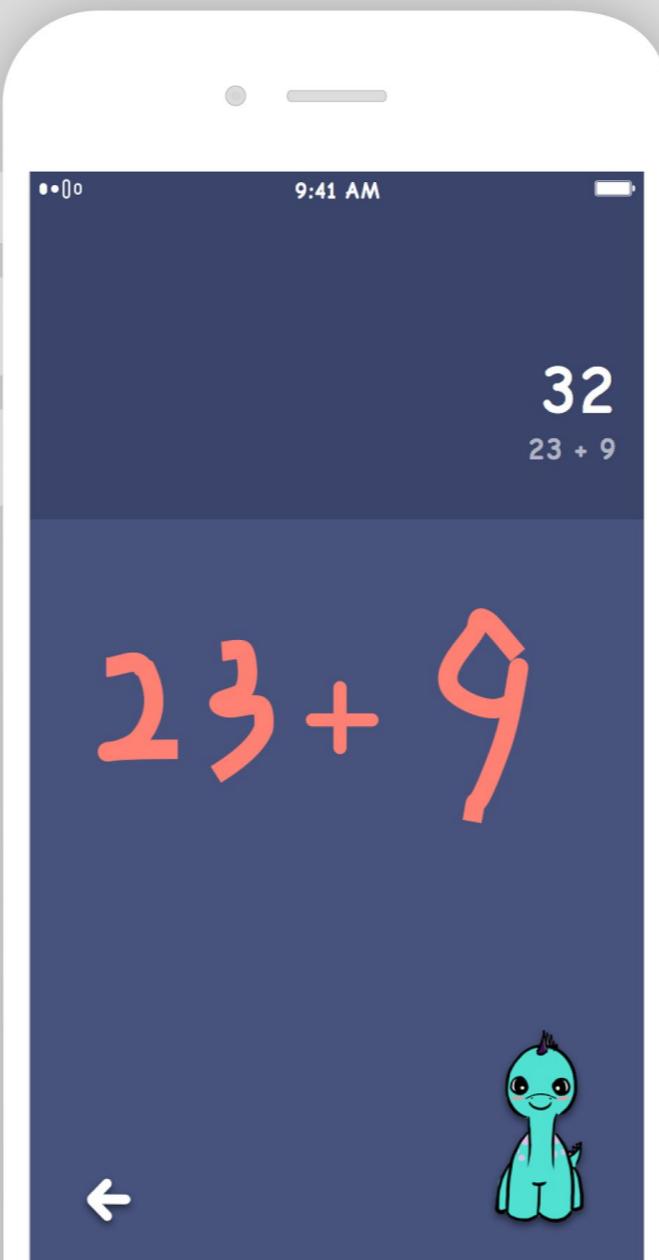
Calculator

Beautiful calculator with a little bit
of **Dobby Magic!**



Calculator

Turns **handwriting** in to results



Calculator

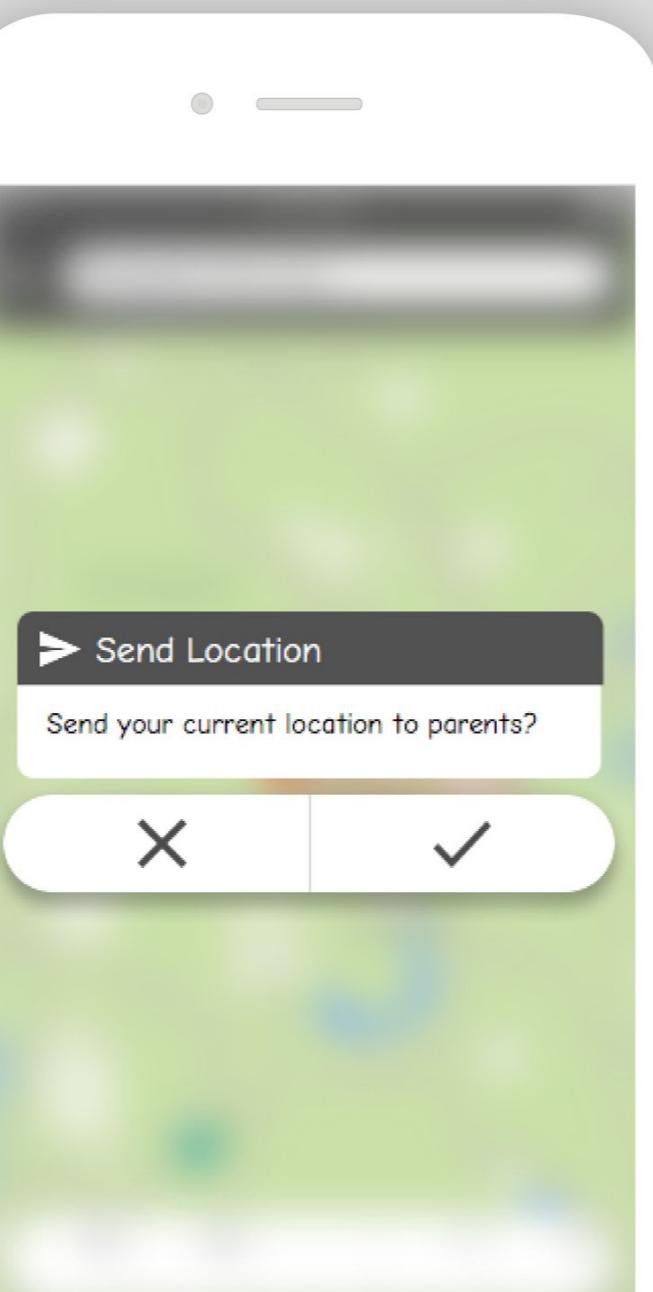
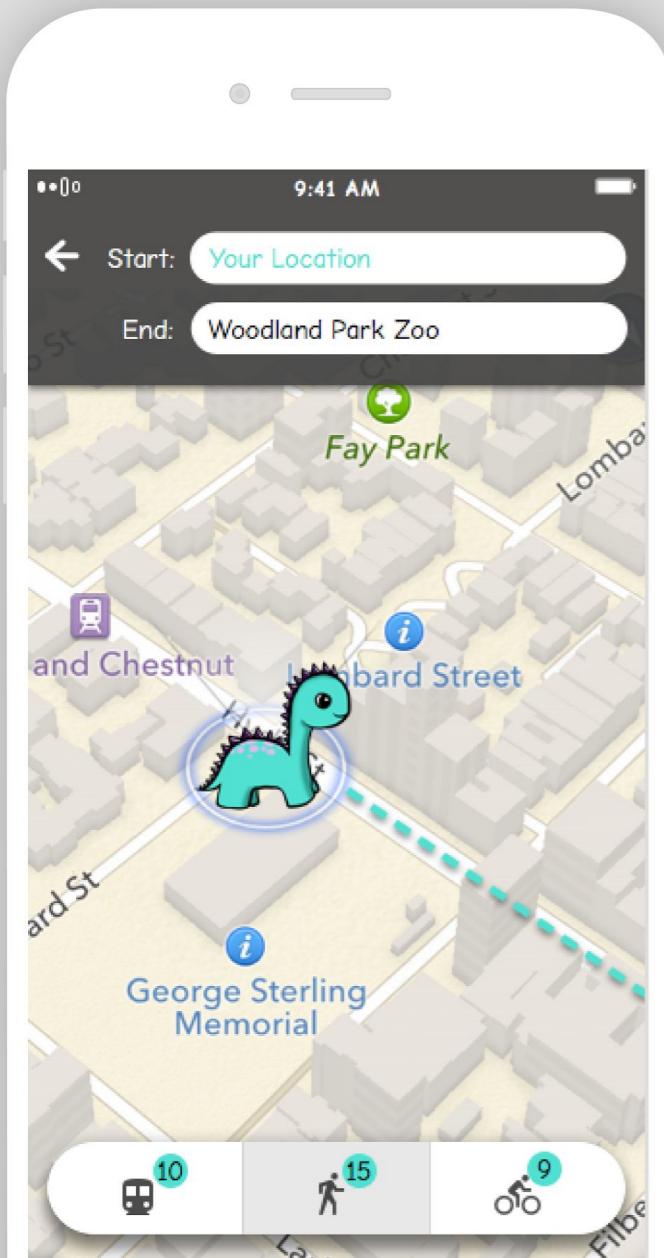
Ask **Dobby** anything! He will always have
an answer for you!



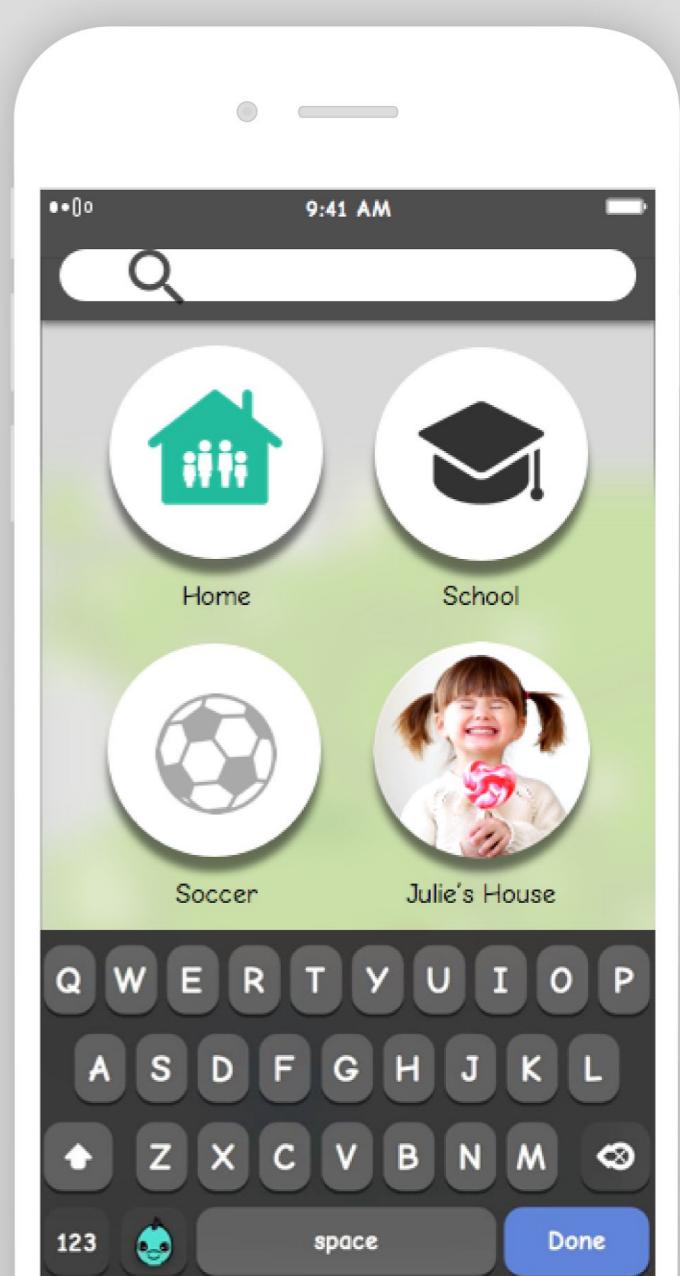
Navigate through Maps with Doby

Maps App

Follow **Dobby** to your destination and ask him for specific directions.



Send your location to parents
for **easy pick-up.**

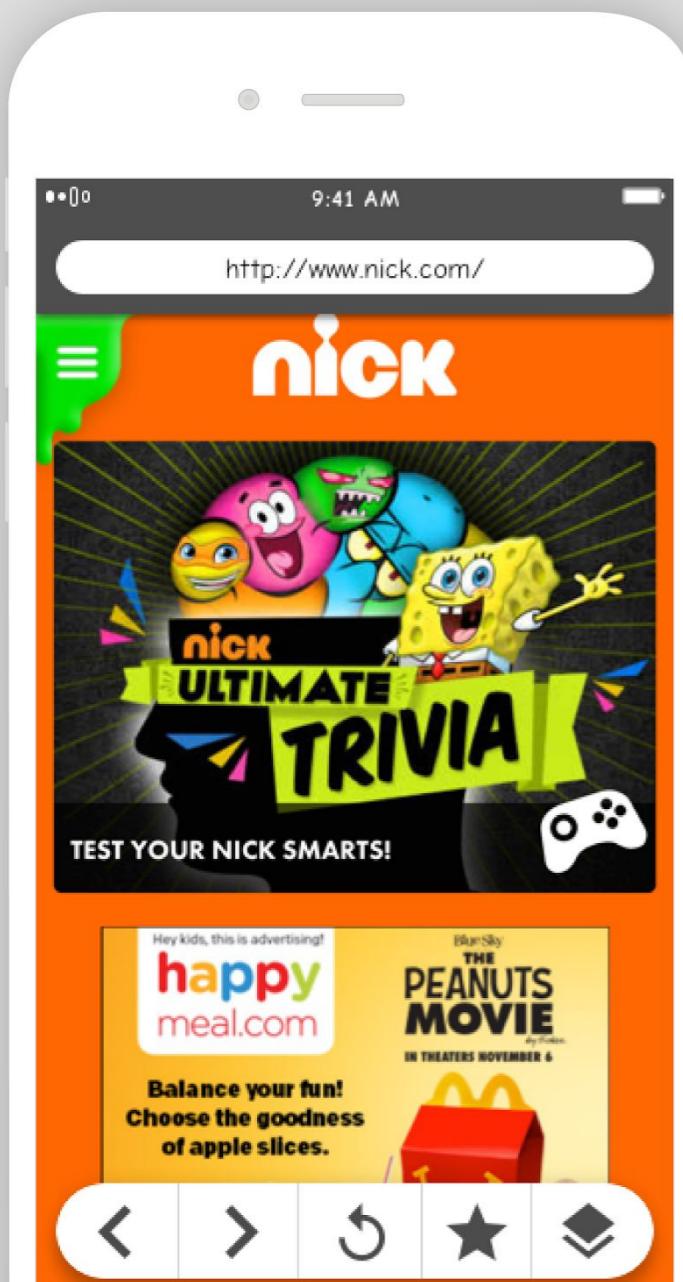


Save your **favorite** locations to the application for ease-of-access.

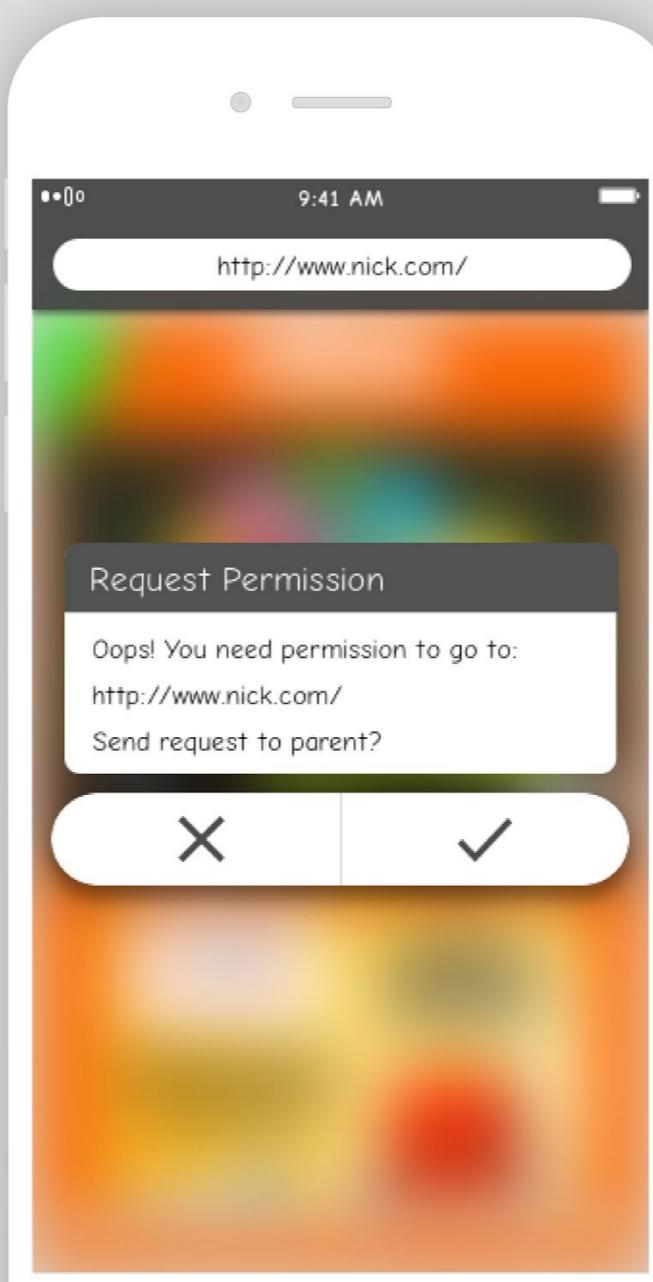
Browse the Web with Parental Control

Browser App

Visit websites of your choice from across the web.



Request **website permissions** from parents for restricted sites.



Open tabs for browsing **multiple** websites at a time.

