

Topic: Screen time in children

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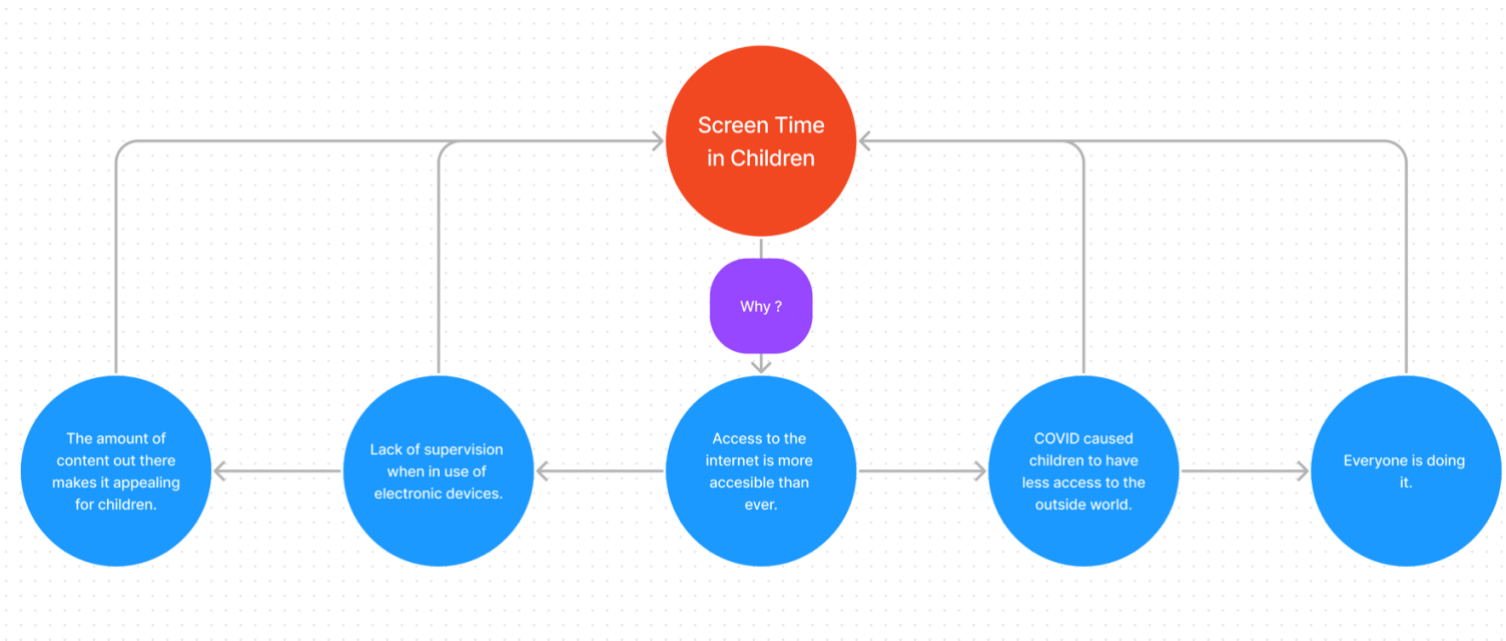
Problem Background

- According to research done by the university of Calgary More than 75% of children younger than 2 and 64% of kids ages 2 to 5 exceeded the recommended guidelines. The university analyzed over 60 studies looking into more than 89,000 children around the world.
- Excessive amount of screen time in children of this ages are linked to obesity, irregular sleep and are more prone to be exposed to content not contempt for their age which can lead to an impact on their behavior according to the APP “The American Academy of Pediatrics”.
- Nearly 40% of Gen Z prefers searching on TikTok and Instagram over Google Search and Maps, according to Google's internal data.

Target

The mission to achieve is to build an online platform before November 30, 2022. Where children of ages from 2 to 12 can log in and gain badges for doing activities outside. Just like how boy scouts can get badges for achievements, the online platform will have challenges where if they for example climb a tree, go to a river or beach. They can take a picture of the challenge and get a badge. The more challenges they collect the more badges they get. There is also a clan badge where users can have activity’s of two or more people and can also gain badges, for doing activities such as kayaking or having a sleep over. The idea is to make playing outside fun and rewarding. Children can share their badges with a picture of what they did with their friends and colleges. This idea can also have family involvement and a greater impact as a whole.

Causes



Countermeasures

- Find a ways where children can play outside and find it rewarding.
- Have a variety of activities where children do not get bored. But still maintaining a safe but entertaining environment.
- Parents and children alike have the ability of creating their own badges or achievements. The only rule is that the activity has to be outside.
- Find ways of involving the whole family in a simple but fun matter.
- Promote the platform to teachers, parents, pediatricians and consumers.
- Have notifications as a remainder to use the app.
- Provide a terms and conditions at the begging of the app.
- Provide the user tips on how to do the activities outside in a safe but fun matter.
- Side with organizations or events in order to gain more capital and grow the platform.

Check/Evaluate

- The project’s success will be measured by factors such as user growth and retention. Seeing how the app scales in terms of access and time spent will guide is in what to implement or remove.
- The app will play hand in hand with technology. Instead of going against it and it will target the rout cause of children spending too much time on their technological devices.
- Another measure of evaluation is user activity inside the app. If the users are completing the badges and interacting with the app this is a clear impact and success.
- Project failure can be seen if there is a sudden decrease in user activity or login activity.

Act/Standardize

- Research on fun activities for children to do outside.
- Work on keeping a safe environment for the community (for instance, make sure that the challenges that are set and proposed have a low risk factor involved).

