FIX 8BIT

UNIVERSITY OF LIVERPOOL

THE - PROBLEM

World today has gotten busier. Making it harder for parents to be more involved in their Kids development On top that for better or worse the world is getting smarter, driven by tech and information. Mystical concepts of past like Ai and digital assistant are slowly becoming an integral part of day-to-day life. This also means more and more kids are being influenced by this addictive technology that has little to no filter.

- *Parents having little to no control over their kids screen time because of their busy schedule.*
- *Internet today is essential part of kids learning yet most never use it to its full potential.*
- *Most parents find handing over the phone to kids as easiest way to kill their boredom.*
- *Even while using the internet to learn it is easy to go off topic.*
- *Addiction to digital world at an small age might lead to dire consequences.*

Digital Calamity in India Cased by Smartphone addiction.

ACT NOW SAVE THE FUTURE

THE -SOLUTION

Our approach to this problem was by developing an toy (PIX) whose basic functions would be to act as a key to access digital world.

- The toy which is powered by an A.I would use its data and parameters set by parents to determine when to provide access.
- The Ai also monitors their search and interrupts the connection if needed.

Apart from protecting children from digital addiction PIX also boosts their learning process.

- Able to answer kids questions like a smart assistant.
- Actively tell them age appropriate facts and news.
- Helps improving memory by asking questions.
- Track their interests and dislikes that can only be monitored by parents.

NEVER STOP EXPRESSING

We got you covered
With something
For every one.

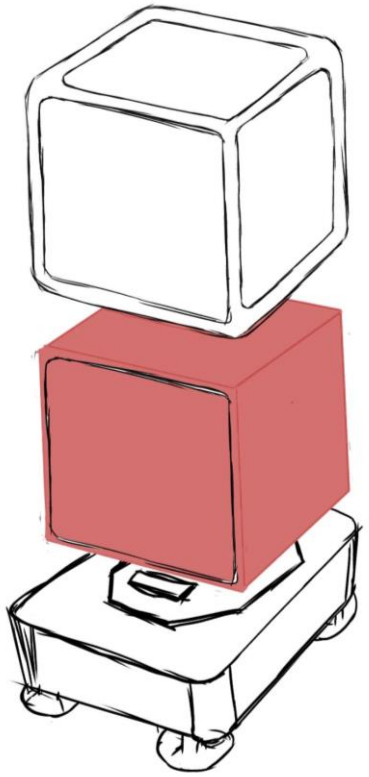
NEVER STOP LEARNING

Auditory learning
makes learning
un-noticeable.

ONE PIX LIMITLESS POSSIBILITIES

Making learning fun
Improves cognitive abilities
More than just educational
Develop new hobbies
Durable
Learning companion

PRODUCT CONCEPTUALIZATION



Concept Summary

The PIX bot is a smart assistant like Alexa or Google assistant, but it's specifically developed to interact with kids and help kids in their overall development. The PIX bot is getting its name from the word pixel since the Bot was designed to look like a small illuminated body.

Educational value

PIX bot focuses on Auditory and visual learning. It uses audio mainly to interact with kids and by telling Facts in direct or indirect conversations it tries to get them interested in topics designed by team of Child Psychologist's and Educationalist. The level and category of topics are not determined by age but rather on interests and responses. I is also able to answer children's question like any other virtual assistant if it is connected to the internet. Different attachments can further be added to improve the learning experience for the children.

Modularity

The look of the toy is made as simple as possible so kids could improve it by customizing it and use it with PIX compatible products.

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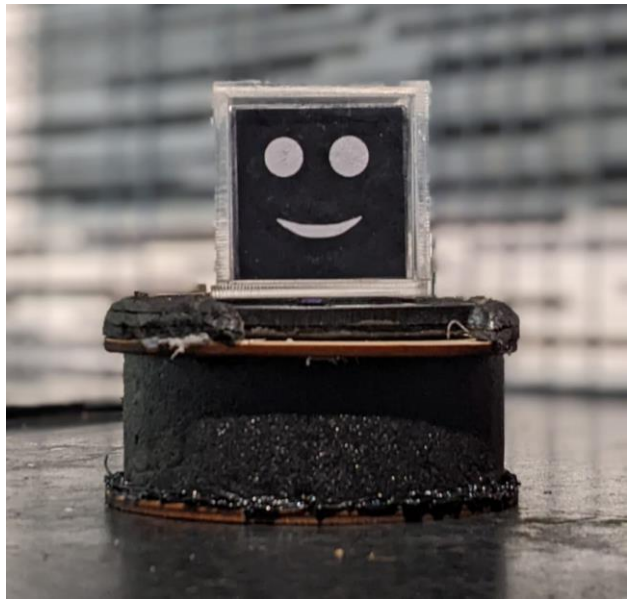

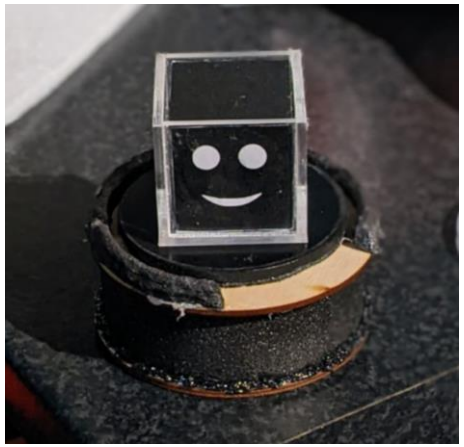

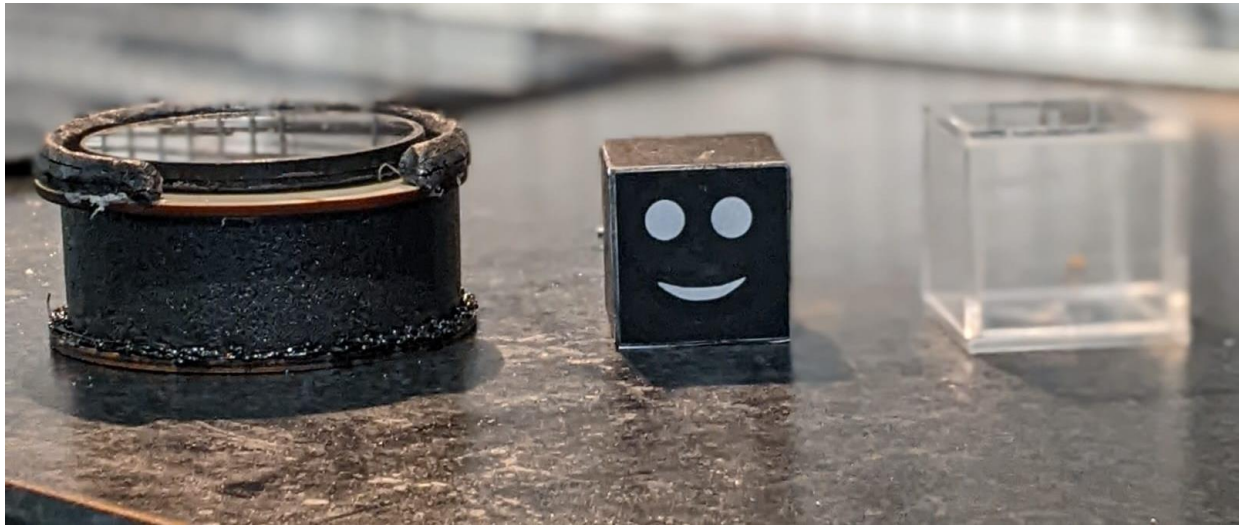

PHYSICAL REPRESENTATION

Model made of foam, Acrylic and Wood. Magnets are used to hold charger and cube together. Top of charging unit rotates, and bottom of cube is closed using magnets so different interfaces and expressions could be tested in the cube.

Ergonomics & Anthropometrics

The physical model greatly helped in understanding the ergonomic and anthropometrics of the conceptual product. The original conceptual size was to be 7 cm cube but during prototyping 5cm cubes felt to be more appropriate. The cut Acrylic is smoothened, but it was also realized a casings of soft and shock absorbing material can be used to make it safer and more durable. Use of magnets to hold cube to the charger would make sure it is firm while charging and along with suction caps on bottom of charger it can even be placed on walls.

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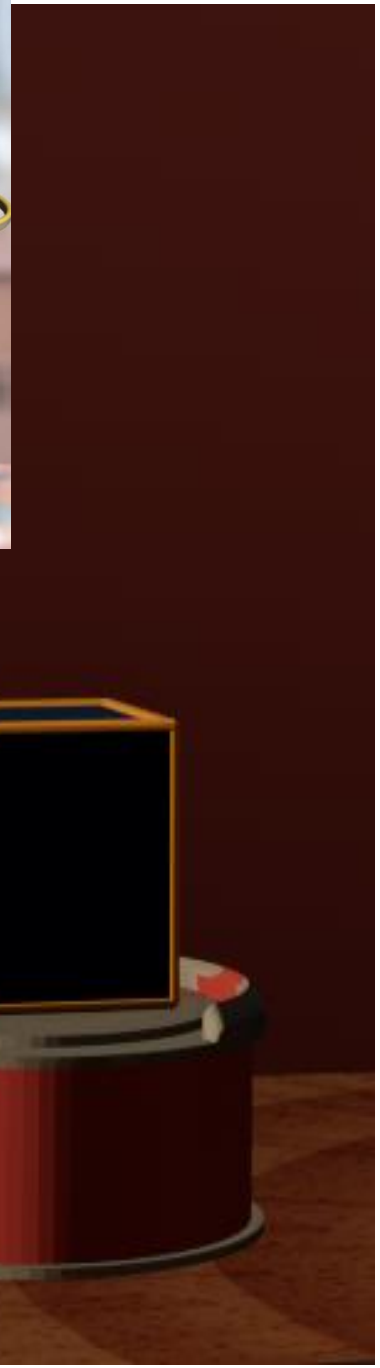
VIRTUAL REPRESENTATION

The virtual representation for outer appearance of the product is made along with its Charging pad and some other modules that can be used with the Pix. The virtual presentation of cube includes main body, charging connections, magnetic joints and connection holes for connecting with modules.



Voice of Customer

Modularity- Variety of modules can be used to make PIX more versatile. These modules could encourage kids to develop new hobbies, learn new skills or make learning more fun.

Gender neutrality- Since the main PIX body has a simple yet intriguing design the neutrality could be maintained by bringing variations in color schemes and mods.

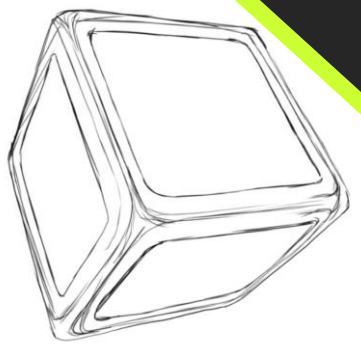
Age compatibility- Pix is designed so it could be an aid during the growing years of kids to maintain this Pix is made super versatile so it can teach children a variety of things. The data is updateable to keep the learning experience fresh.

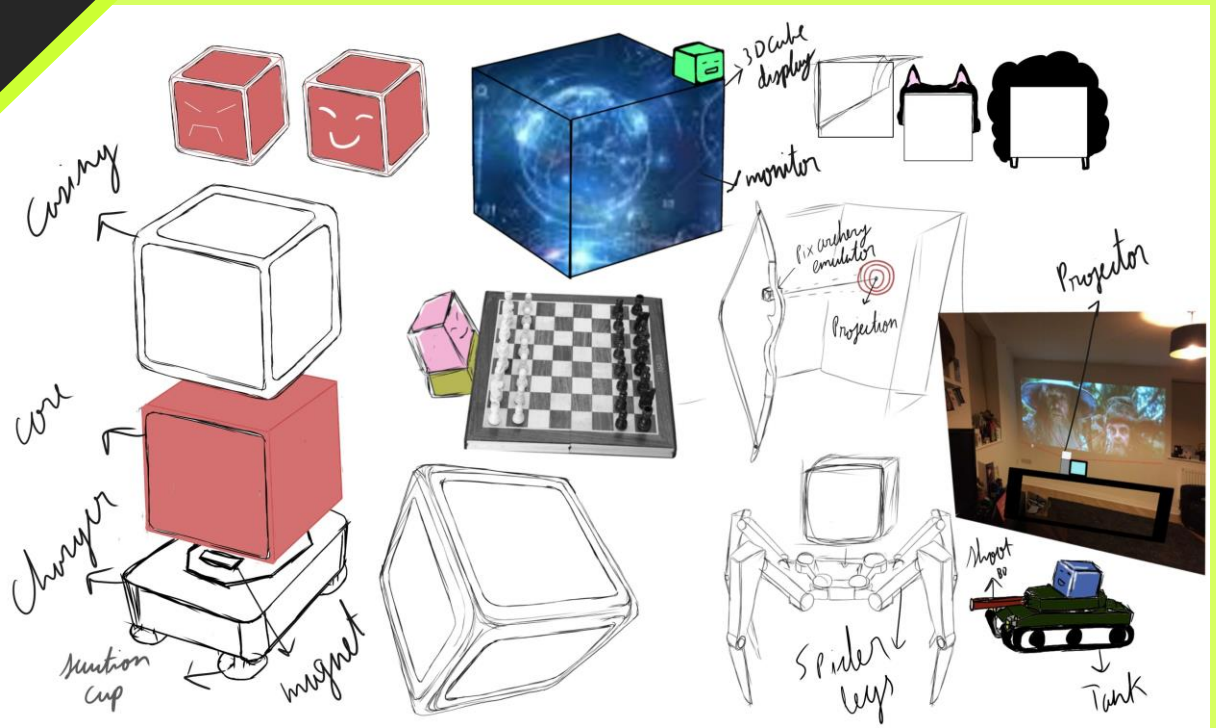
Built- Pix is made robust so it can handle day to day impact as other toys that kids play with. Yet the interactive display is highlighted by expressions produced which sync with audio output.

Character customization - uses small wearable or covers to add more characters to the PIX. These customizations can range from furry fluffy covers to cat ears or horns for its head.

Learning modification - these are also special developed toys for PIX to interact with. Which include things like keyboard or chessboard so it could help you in learning them and challenge you. It also has other modifications like projector, display cube to improve the visual learning experience.

Movement customization- PIX could be attached to modified toys like a drone, tank, spider legs and other similar PIX cubes which gives it some moving parts. These attachments could also be controlled remotely or programmed using a snap Programming tool.

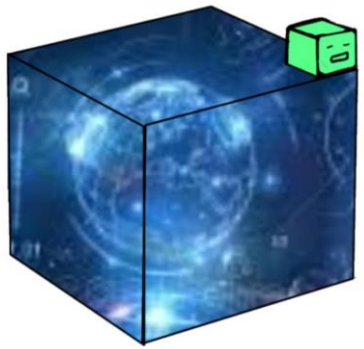




GETTING STARTED

THINGS YOU NEED TO DO WITH NEW PIX

1. Scan the Or code inside the package.
2. This will take you to Pix ownership from.
3. Fill out the details about parents and kid.
4. Type in the Pix code presented inside your Pix Packaging.
5. You have successfully created your virtual Pix.
6. You can download the app on different devices that your child might use to secure their internet experience and limit their screen time.
7. Start your Pix by tapping 3 times on its top.
8. Use Voice command to connect it to wifi
9. The virtual Pix you created will now load to the Pix b app.
10. The Pix is ready to be used and character customization can further be done on parent control app.



Charging

Since Pix is operated using built-in battery it needs charging. It can be charged by placing it on its charging dock . The dock can be connected to the Pix in case you want to charge it using only USB. The shape of charging dock could warily depend on the model and edition.

Learning

things kids could learn.
Current affairs
Daily news
History
Nutritional facts about food
Behaviour
Helps in revision.
Basic programming
Skills like chess, Pino, archery etc.

Security

Biggest concern for smart toys is cyber security. To address that some of the main features that makes Pix interesting are tried to be integrated inside it like learning database, machine learning, facial recognition etc. Secure during internet-based applications needs to established.

Interaction

It can interact with the user using mainly audio and simple expressions. But the small front display could be used to deliver information to some extent like message, spellings, equations etc.
The user can interact with Pix using mainly voice but other forms include gesture and app.

PRODUCT TIME LINE