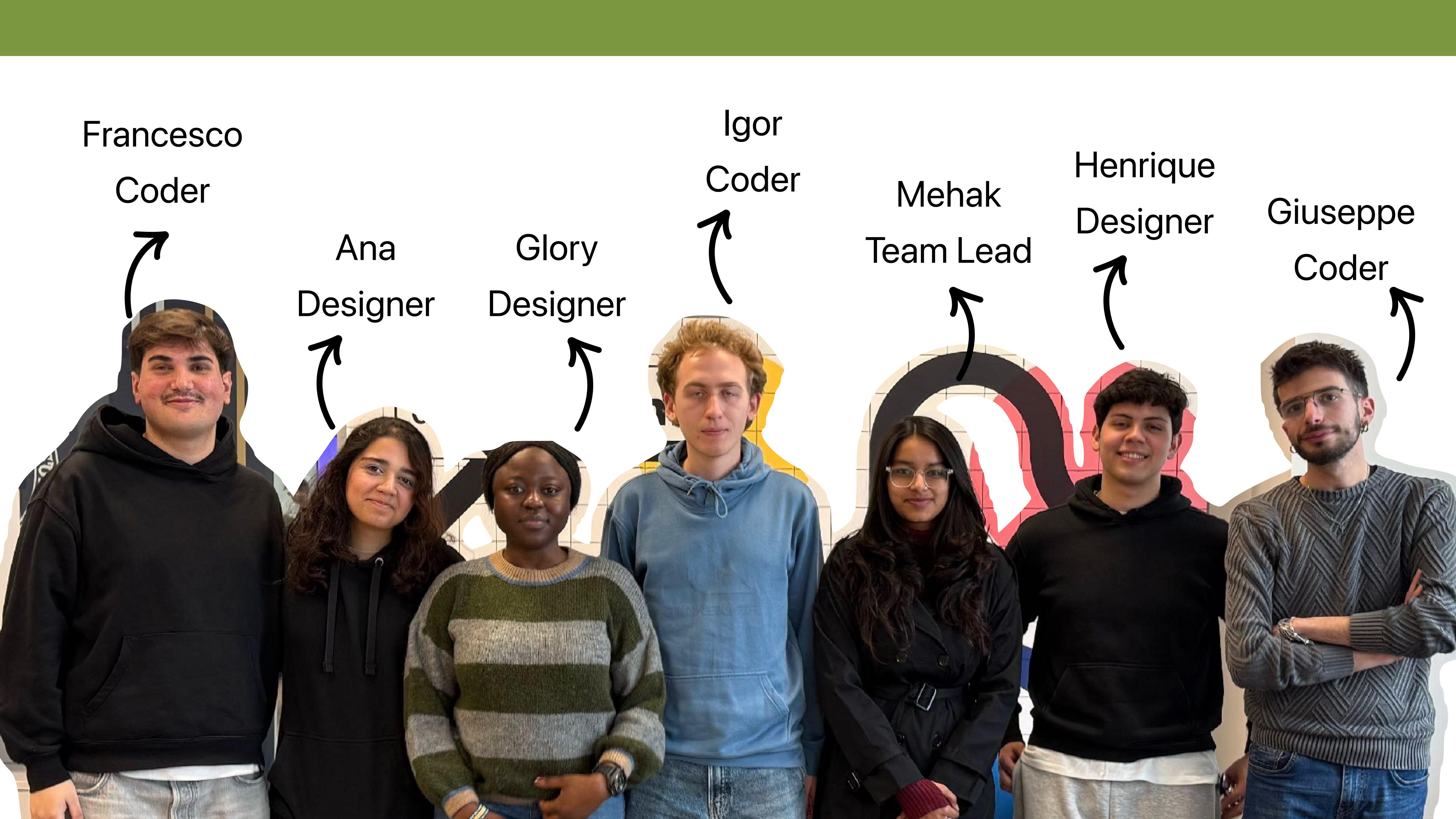




# Rose Team

## Seven Kingdoms

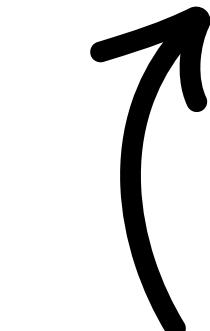


Francesco

Coder



Ana  
Designer

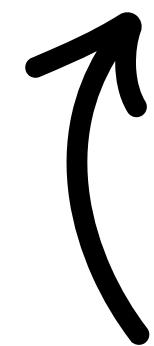


Glory  
Designer



Igor

Coder



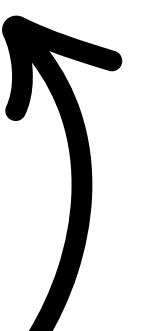
Mehak  
Team Lead



Henrique  
Designer



Giuseppe  
Coder



# How do kids really learn to care for the planet?



# How might we help children learn reuse, recycling, and sharing through fun experiences?





# Research & Exploration

- Observed interaction
- Competitive analysis
- Informal interviews





# What We Learned

- Kids stay engaged longer when learning feels like play
- Rewards and challenges increase motivation
- Many apps focus only on kids, not families





**Sustainability is often taught in a passive way that doesn't hold children's attention or translate into real-life habits.**



Play → Action → Habit

# Solution

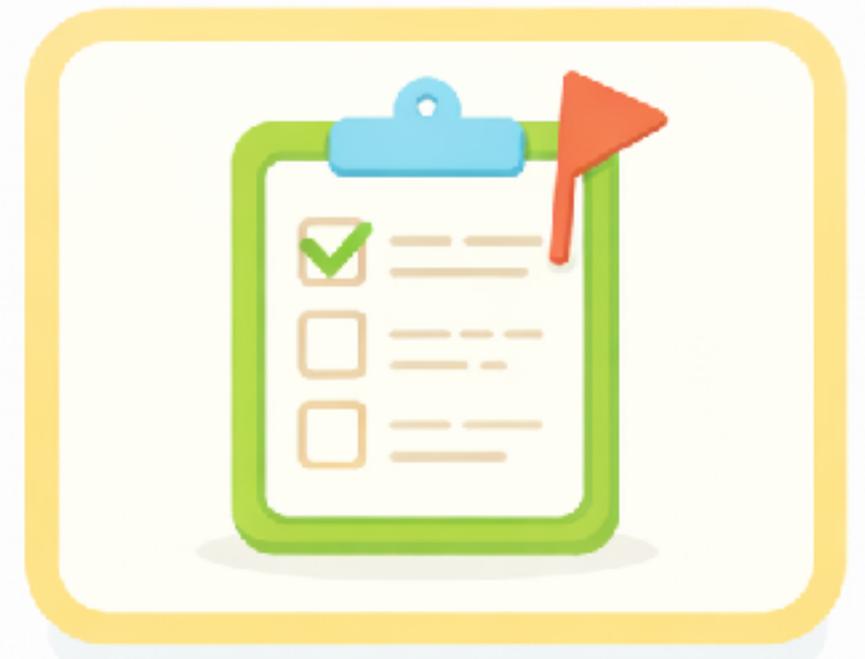
- Gamified sustainability learning
- Playful interactive challenges
- Parent-child participation
- Real-life habit building



Learning continues beyond the screen and into the home.

# Concept

- Game-based learning for kids
- Reuse & recycling challenges
- Parent involvement through guidance
- Rewards and positive reinforcement





## Giuseppe

8 years old

Curious, playful, and learning how everyday actions affect the planet.

### Motivations:

- Likes games and challenges 🎮
- Learns better by doing, not reading 🤝
- Enjoys rewards and positive feedback ⭐

### Context:

- Uses a tablet or phone at home
- Plays with parental guidance
- Talks about what she learns with family



Scappies



9:41

### Section 1 Recycling

This screen shows a yellow banner at the top with the title "Section 1 Recycling". Below it is a large image of a girl in a pink shirt and blue shorts putting items into a yellow recycling bin. To the right are three circular icons: a book, a play button, and a trash can. At the bottom are three buttons: "Home", "Achievement", and "Parents".

9:41

### Section 2 Reusing

This screen shows a blue banner at the top with the title "Section 2 Reusing". Below it is a large image of a boy in a blue shirt and green shorts holding a cardboard box. To the right are three circular icons: a book, a play button, and a trash can. At the bottom are three buttons: "Home", "Achievement", and "Parents".

9:41

A profile screen for a user named Giuseppe. It features a circular portrait of a boy with brown hair. Below the portrait is the name "Giuseppe" and a pencil icon. A yellow banner at the top says "My Achievements". Below the banner are three achievement cards:

- Planet Protector**  
You protect the planet 🌱
- Reusing Genius**  
You turned old into awesome 🎉
- Kind sharer**  
You shared and made someone smile ❤️

At the bottom are three buttons: "Home", "Achievement", and "Parents".

9:41

### LESSON

A lesson screen titled "What is Reusing?". It shows a girl holding a pencil and a notepad. Text explains: "Reusing means using things more than one time!". A "Continue" button is at the bottom.

9:41

### LESSON

A lesson screen titled "What can we reuse?". It shows icons of a water bottle, a box, a t-shirt, and a jar. Text lists: "Bottles", "Boxes", "Clothes", and "Jars". A "Continue" button is at the bottom.

9:41

### LESSON

A lesson screen titled "How can we reuse things?". It shows a happy Earth character with a recycling symbol. Text says: "Use it again Turn it into something new". A "Continue" button is at the bottom.

9:41

### You are a planet hero!★

A final achievement screen with the message "You are a planet hero!★". It features a cartoon boy and girl standing next to a smiling Earth. A "Claim" button is at the bottom.

9:41

### CHALLENGE

A challenge screen titled "Let's Upcycling together!". It shows a boy holding a plant in a plastic bottle. A speech bubble says "Let's Upcycling together!". A "Continue" button is at the bottom.

9:41

### CHALLENGE

A challenge screen showing various items being transformed: a bottle into a vase, a t-shirt into a flower, a box into a bag, and a box into a toy. A "Continue" button is at the bottom.

9:41

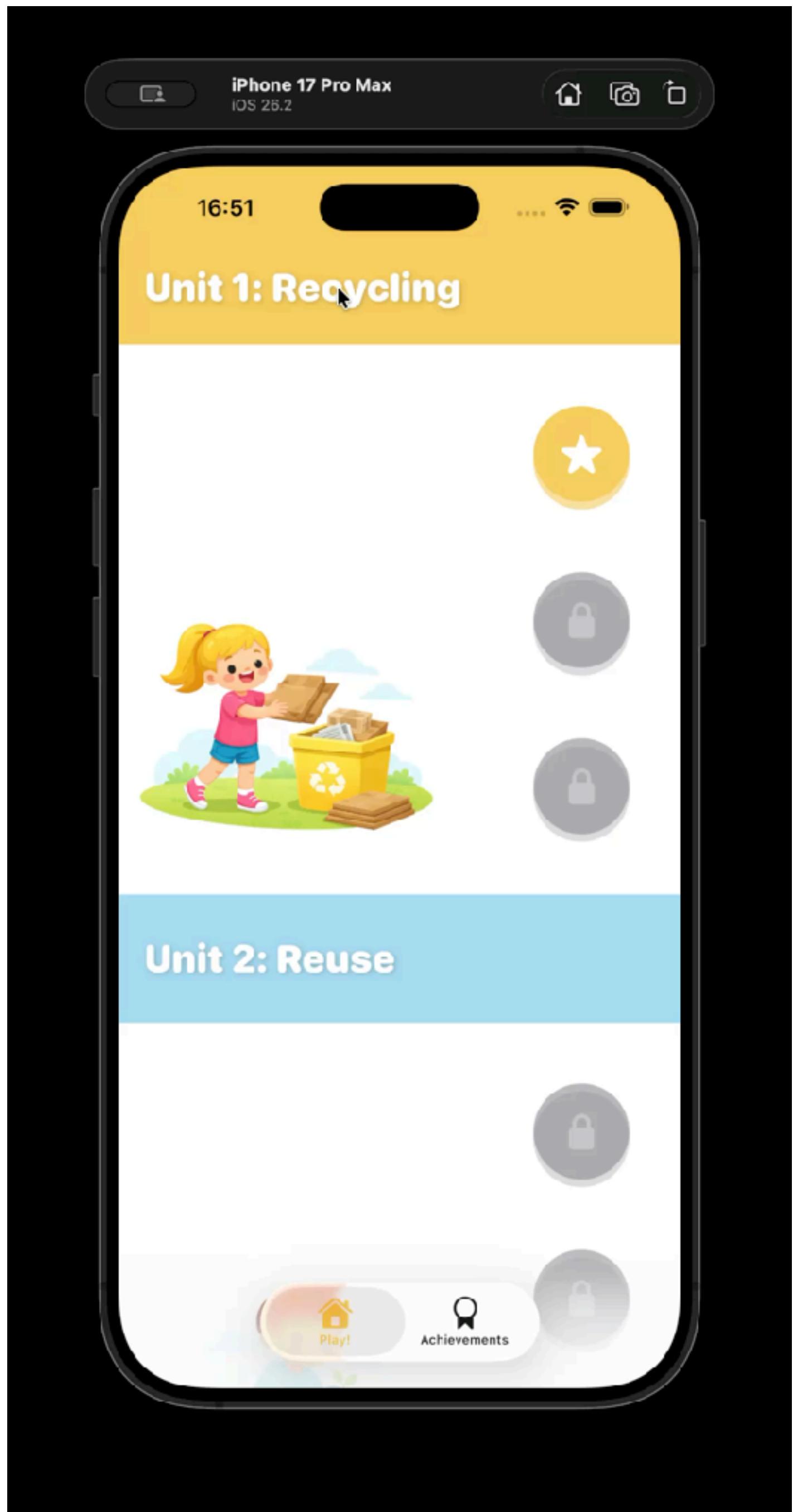
### CHALLENGE

A challenge screen showing various items being created from old ones: a vase from a bottle, a flower from a t-shirt, a bag from a box, and a toy from a box. A "Continue" button is at the bottom.

9:41

### You did it ★ You are a planet hero!

A final challenge achievement screen with the message "You did it ★ You are a planet hero!". It features a gold medal with a plant growing on it. A "Claim" button is at the bottom.



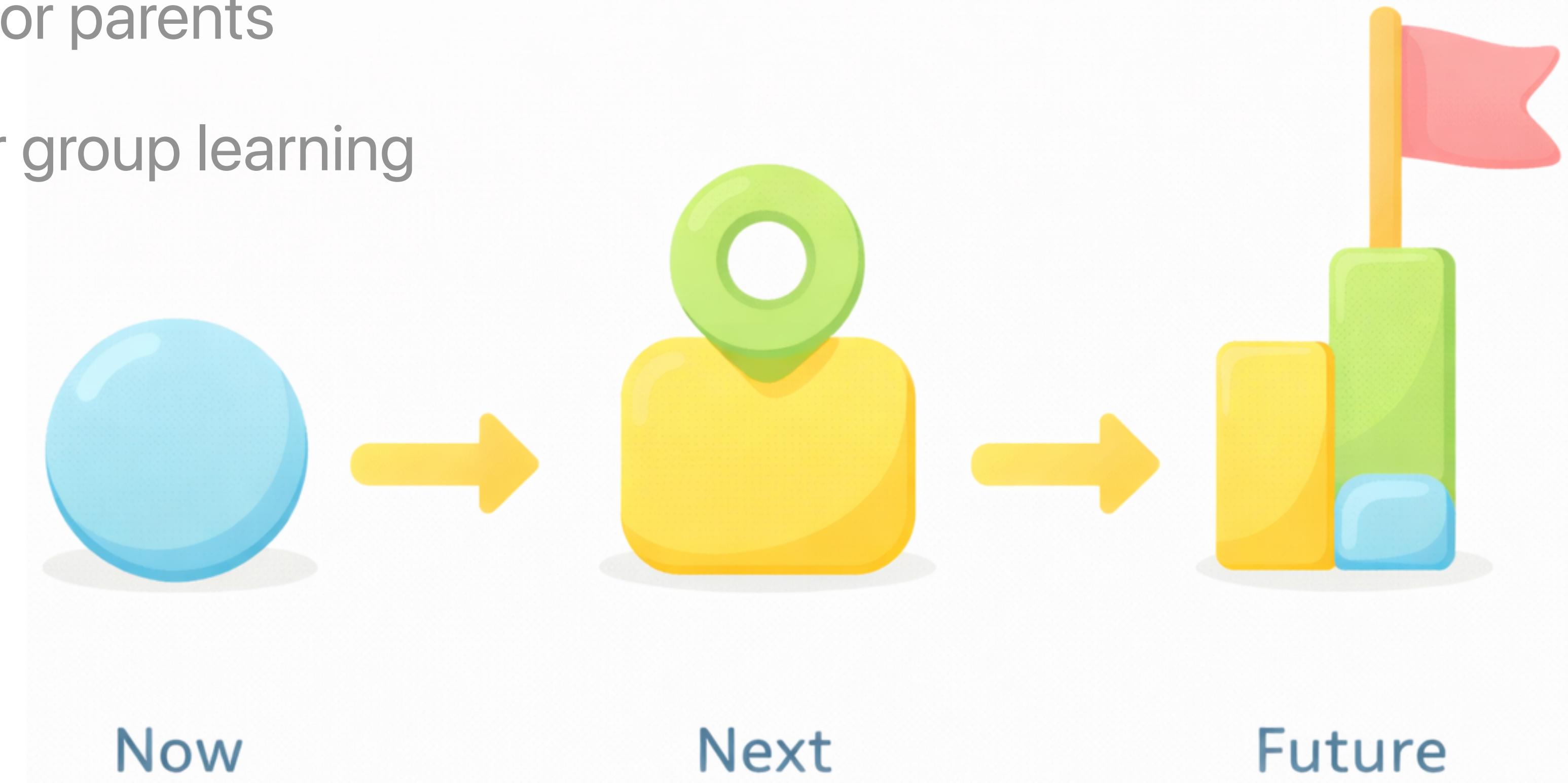
# Value Proposition

- For Kids: Fun, engaging learning through play
- For Parents: Simple ways to guide and support
- For Families: Shared habits that create real impact



# Looking Ahead

- More sustainability topics and levels
- Simple progress insights for parents
- Potential use in schools or group learning



# Rose Team

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Glory Ishaku Mallo, Ana Miri



## Scrappies

Education

**Scrappies** teaches kids to **recycle, reuse, and share**. Through fun **games, lessons**, and easy **tips**, we make caring for the planet simple and exciting.

The screen shows a "LESSON" title at the top. In the center is a cartoon Earth character with a smiling face, green hair, and arms, holding a small blue recycling bin. The background is yellow. At the bottom is a "Continue" button.

**Why Recycling Is Good?**

Recycling helps to:

- Keep Earth clean
- Save trees
- Protect animals

Continue

The screen shows a "CHALLENGE" title at the top. On the left, text says "Drag the item to the right bin!". An aluminum can is shown above three recycling bins: blue (paper), yellow (plastic), and green (glass). At the bottom is a "Continue" button.

Drag the item to the right bin!

Continue