



Anthony Moles

LEGO Sr. Interaction Designer P-11: CASE

Deliver a never before seen form of play and playful learning, which brings families together around meal times and meal preparation.

Imagination

Creativity

Fun

Learning

Caring


Quality

Inspire and develop the builders of tomorrow

Learning-through-play

System-in-play

Inclusive experiences



Team	Five LEGO staff
Market	Core and emerging
Age group	Whole family (3-12 + adult)
Context	Meal prep and mealtime
Value	Play and playful learning together

Why could mealtime and meal prep be a growth area for LEGO?

FAMILY MEAL PREP

Challenges

Fussiness, recipes and meal ideas, planning, setting and clean up, restaurant or takeaway

Benefits

Child-parent interactions and conversations, nutrition, positive emotions and feeling of control, more vegetables

Interventions

Healthy foods acceptance, inclusion, sharing responsibilities

FAMILY MEALTIME

Challenges

Rules and responsibilities, clean your plate, interpersonal dynamics, manners, politeness, attendance, regularity, duration, more time at the table, conflict, no-phone-zone

Benefits

Time for conversation, feeling of togetherness, ceremony, shared nutrition

Interventions

Regularity, decreasing conflict, eating out healthily, portions

[From academic studies on family mealtimes](#)



DORE FAMILY

Mummy, Daddy, 4.5 year old and 2 year old

Meal prep

Hungry, chaotic
Usually screen time
Able to focus on 1 child at a time
Imaginary friends and roleplay
Making pizza or nachos together

Mealtime

Persuade, cajole, frustrating
Eat favourite food first
Playing games to encourage eating
Bland flavours - boring for parents
Bedtime routine afterwards

Family activities

Singing songs
Dancing together to music
Telling made up stories about today's activities
Going outside e.g. walks, park
Inside games e.g. hide and seek
Crafts and messy play



JOYA FAMILY

Mummy, Daddy, 6 year old, 4 year old and 2 year old

Meal prep

Hungry, chaotic
Usually screen time
Able to focus on 1 child at a time
Sometimes involve kids - mood/calm and schedule dependent

Mealtime

Eat quick, no toys, no screens
Time for conversation
Pudding as a reward for finishing main course
Bedtime routine afterwards

Family activities

Imaginative roleplay
Dancing together to music
Watching films
Reading books
Praying together
Going out e.g. shopping, walks
Not easy to get everyone to play together e.g. with colouring or jigsaws



JOHNSTON FAMILY

Mummy, Daddy, 12 year old, 9 year old and 6 year old

Meal prep

Hungry, chaotic, bustle
Feels different to free time
Usually screen time
Decompress after school
Youngest likes to help prep

Mealtime

Conflict around noise (singing)
Eating w/ fingers (learning cutlery)
Manners, interrupting, bored
Bedtime routine afterwards + play
Sometimes family time - weekends

Family activities

Some LEGO models are not shared - could get broken
Sharing highs and lows of the week
Drawing, cutting, making up games e.g. guess the country
Reading aloud
Watching films or TV
Playing boardgames
Swimming

Family daily routine

MORNING

Wake up, get dressed

Breakfast

LEGO?

Brush teeth, pack bag, coat on, out the door

AFTERNOON (WEEKDAY)

Freetime, homework, chores

LEGO

Meal prep

LEGO?

Mealtime

LEGO?

BEDTIME

Wash, brush teeth, pyjamas

Bedtime stories, lights out

3 starting points

HEALTHY EATING

- ▶ Games/apps - [Sizzle and Stew](#), Toca Tea Party, Overcooked
- ▶ Meal/baking subscription for kids - [BKD](#) (defunct), [Little Cooks](#)
- ▶ Playful tableware and cutlery OXO
- ▶ Roleplay toys - Melissa and Doug, Kid Kraft Amazon Alexa kitchen, Playdoh oven
- ▶ CBeebies My World Kitchen
- ▶ Restaurants - Happy Meal, colouring in, play areas
- ▶ Imaginative games and storytelling around meal prep and mealtime
- ▶ Positive diet “Protective association between regular mealtimes and stable adolescent weight-related behaviour” [ref](#)

FAMILY TIME

- ▶ Family rhythms and routines - fitting in [SAGO Mini](#)
- ▶ LEGO serious play, agile retros with bricks as storytelling
- ▶ LEGO eyes, faces - long tradition of expressing/teaching emotion
- ▶ [LEGO classic colour based sets](#)
- ▶ LEGO Movie Queen Watevra Iwanabe
- ▶ [Bygge Hygge campaign](#) - purposeful play
- ▶ Kid-safe social media
- ▶ [Big White Wall website](#) (mental health)
- ▶ [Dementia audio photo book](#)
- ▶ Inclusive games e.g. Among Us, Space Team
- ▶ Emotions front-back on Minifig
- ▶ [Digital wellbeing](#) and screen time
- ▶ Building kids confidence to [tell stories](#) and [share emotions](#)

CURRICULUM CONNECTED

- ▶ Stimulate family engagement with the child’s education
- ▶ [Support and extend education](#)
- ▶ Education is disrupted
- ▶ “I have to ask the teacher what they’re doing at school”
- ▶ [Curriculum aligned](#) building instructions
- ▶ [STEAM support](#) - can be daunting for parents
- ▶ Technology changes quickly
- ▶ [Child-led, play as learning](#)
- ▶ Bite-sized daily projects
- ▶ Short slot, meaningful outcome
- ▶ The Logical Journey of the Zoombinis

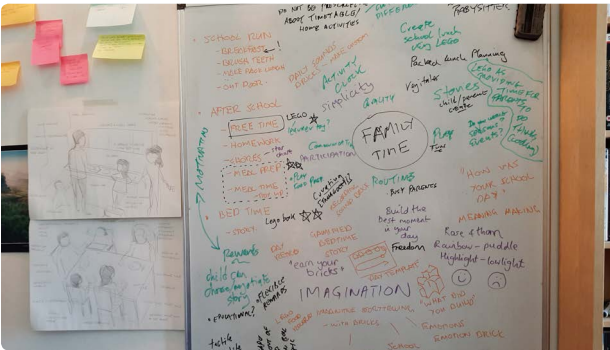
[illegible]

- Visualise nutrition
- Making eating fun
- Nintendo Labo... kitchen?
- Digital/physical systems e.g. [Koski](#), [Osmo](#)
- [Beasts of Balance](#) stacking game
- [Light building base](#) like TWSU Arcade Coder

Varied attitudes and changing advice about nutrition, toys and food hygiene, food is not that exciting to build.



Ideation family time



INSPIRATION

- Daily or weekly rhythms
- Modular light sculpture
- Purposeful play prompt, invent gameplay
- Bleep Bleeps - tech for families
- AI sentiment analysis
- Aid Memoir
- Storybooks with sounds

Families already tell their own stories through imaginative play, LEGO could help

The challenge is creating type of storytelling play that is suitable for the meal prep and mealtimes context.

Testing day 1



AUDIO CLIP

What did you do today? How did you feel?

“When I ask about their day I usually get a one-word answer. Important details sometimes come out weeks later. [It could have] Sad/happy faces, highs and lows. Makes space to reflect and debrief.”

INSIGHT

Children intuitively use avatars to tell stories about their lives (and imaginative stories)

They had limited interest in building with bricks and were more focussed on customising minifigures to look like them and their friends. Pros and cons - conversation and play around mealtime impacts bedtime routine and tiredness tomorrow.

Testing day 2

Let's make a game about your day for Mummy and Daddy

“She wrapped herself up in bubble wrap to become a LEGO person”
“It's all gone off-piste, LEGO is no longer the main attraction”

INSIGHT

Making games is complicated and boring (at least for some age groups at this point in the day)

Purposeful play can be effortful for children, they get more energy from free play, especially at a younger age. Connecting with emotions is effortful for the whole family, it's not a daily event.

Ideation family storytelling

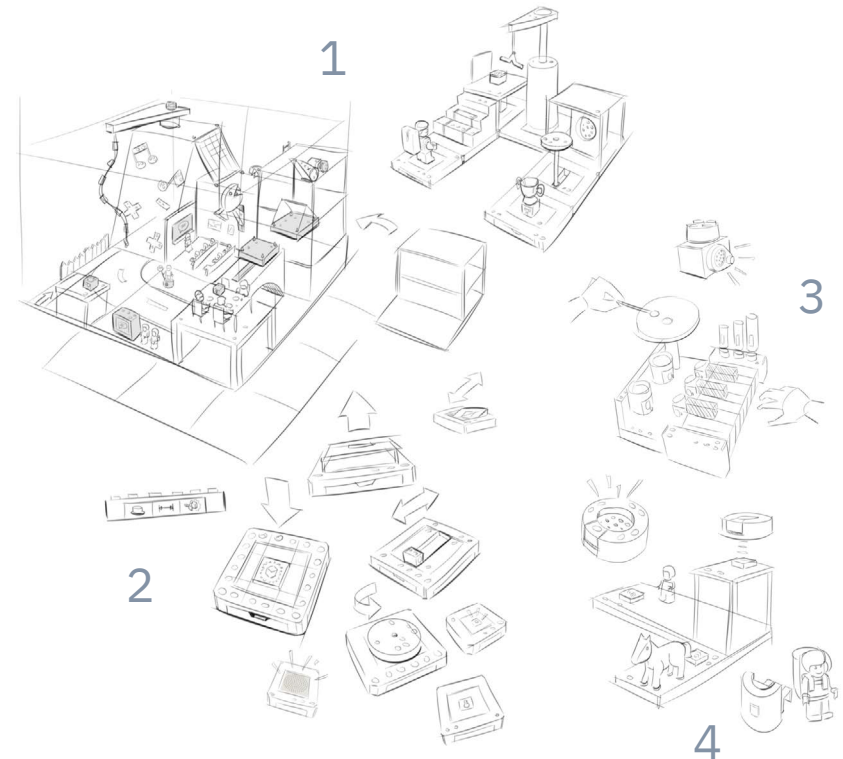


IDEA

Logging bricks (Location, photo, sound) help children build the story of their day to share with parents

[Family emotion tree](#), I've experimented with ["Life Logging"](#), Arduino (previously Google) [Science Journal](#) app encourages kids to think about collecting data
Teenagers and parents can get involved just through the app - [differentiated](#)

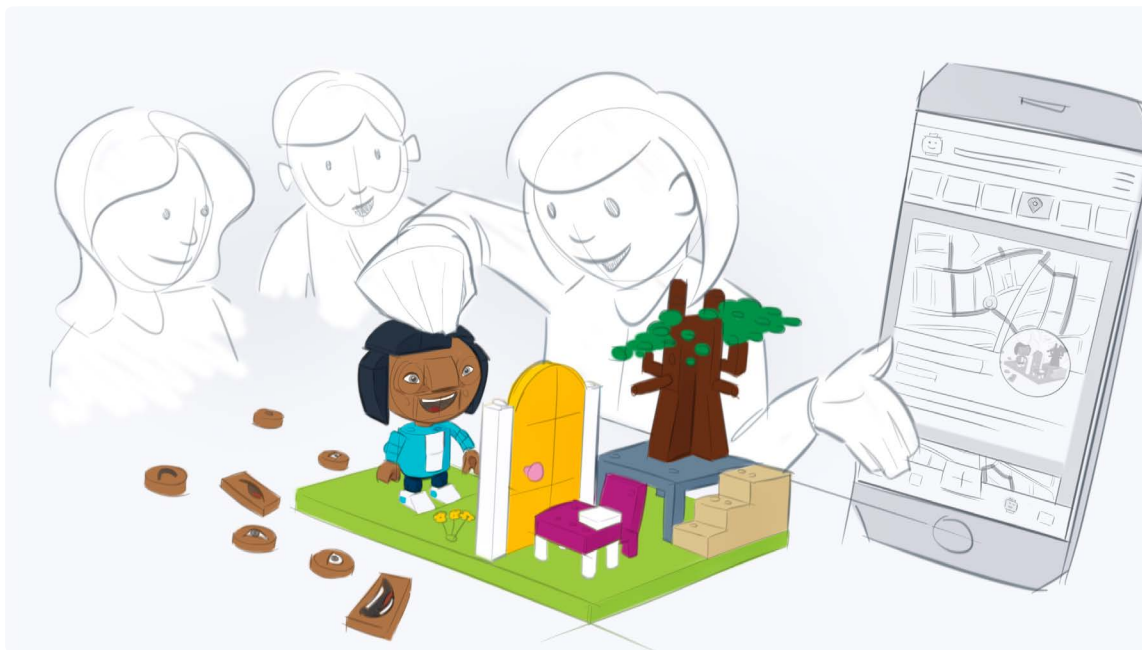
Ideation family games



IDEA

Children make a platforming-style game for their parents which tells the story of their day

Screwball Scramble, Floor is Lava, [Boom Blox](#), school theme, "LEGO School Runner"
[Behaviour bricks](#), [assymetric gameplay](#), teaching [game design](#)
OR [social-sonic game](#), drumming, music making together as a family, ritual



LEGO LIFE My Story

TELL YOUR STORY THROUGH LEGO PLAY

In busy family routines, finding the time and energy to talk about daily life and emotions can be hard. My Story is a framework which facilitates storytelling through LEGO creative and imaginative play.

EMOJI TILES

Build your storytelling avatar

IDENTITY BRICK

Location tracking brick
GPS, WIFI

LEGO LIFE APP

Display location, take pictures of
story-builds

MEAL PREP

During meal prep, family members not engaged in preparing the meal can build their story.



MEALTIME

After everyone is finished eating, storytelling with LEGO begins. Parents and older children can refer to the app-based location.



FAMILY

Communication and
understanding

Harmony

Self awareness

Mood and wellbeing

LEARNING

Emotional awareness

Storytelling, writing

Digital & data safety



Comparative and Competitor products

SMARTPHONES

KIDS SMARTWATCHES

PAINTING, DRAWING AND CRAFTS

THE INCREDIBLE INTERGALACTIC JOURNEY
HOME

DOLLS, TEDDYS, ACTION FIGURES ETC.



Core risks and mitigations

LEGO BRAND VALUES AND REPUTATION

CULTURAL FACTORS

NO SCREENS, NO PERSONAL DATA

SAFEGUARDING



Success Criteria

IDENTITY BRICK W/ BASE SET SALES

STORY PROMPTS ADD-ON SALES

DRIVES SALES OF NEW BRICKS, INCREASES
USE OF EXISTING BRICKS

MEASURING IMPACT? (APP ANALYTICS)



What do I bring to the team?

IDENTITY/AVATAR PLAY

SUPPORTING/ENHANCING CORE
EXPERIENCE & BUSINESS

FAMILY VALUE PROPOSITION

MULTI-TOUCHPOINT EXPERIENCES

CREATIVE AND IMAGINATIVE PLAY



Where I need help

SECOND PAIR OF EYES

CHILD DEVELOPMENT

EDUCATION & PEDAGOGY

LEGO MODEL DESIGNERS

ENGINEERING, ELECTRONICS, SOFTWARE

CROSS-DEPARTMENT COORDINATION



Evaluation and next steps

FAKE-IT PROTOTYPE TEST MODERATED

INVESTIGATE BUILDING POTENTIAL

EXPERT INPUT

QUANTITATIVE DATA OR SURVEY (PARENTS)

Thanks!

