

# **SIXTH SENSE DESIGN STUDIO**

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## **Transforming Parent into Mentor**

**Product Lab Idea Pitch (EMBA2020A)**

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3<sup>rd</sup> Oct'20**

# Idea Expression

**For** the parent of the children below the age of 18 years

**Who are dissatisfied with?** The current education system

**Our Product is a** Design Studio for Children / Web Portal / Mobile App

**That provides** consistence guidance to parents on how to mentor their children on three area (Reading Habits, Design and Computation)

**Unlike** School/Online Learning Platform

**We have assembled** knowledge, tools, technique & guidance that help the children to improve how they learn and apply through various activity and systematic learning by using technology.

# Envisioning the Idea

## **Problems**

How might we enable the parents as a mentor of their children for continuously improve children learning ability from early stage.

## **Players**

Parents  
&  
Children under 18 years

## **Context**

When parents are not happy with schools and conscious about their children holistic development.

## **Consequences**

May lack in holistic development and not able to develop full potential.

## **Alternatives**

Schools/Institutions  
&  
Online Learning Platform

## **Solution & Value**

Design Studio for Kids/Web Portal/Mobile App will enable parents to mentor their children to develop the full potential.

# Ideas - 3 Whys

## **Why this?**

- To develop writing, design & problem solving skill early stage of learning and make children ready to solve real world problems.
- Use my experiences and passion to solve the challenges of current education system for children.

## **Why now?**

- Education system in India is changing (NEP 2020 “5+3+3+4”) which is triggering the mindset change among new age parents.

## **Why you?**

- I am having 20 years of IT industry experience on various domain in product development, user experience designing, data science & software engineering space.
- Parent of two children (13 year son & 9 years daughter) and having 10 years of children mentoring skills.

**Thank You!**