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# Sunshine

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# Blogs

## The moral code of a Cyclist

### Cyclist

#### The moral code of a Cyclist

Imagine running five miles with 15 lb of metal, this metal could real reframe the situation, suppose that the 15 lb of metal is a bike? No than the fastest runner now the metal that was a burden is an your value of people, believe in incremental growth earned and cultivate good it shapes us and makes us better. I have a duty to be shaped everyday and a duty to be available to help shape those around me decision-making is like climbing hills an exercise conquered by pr burdens and there is always a bigger hill tomorrow.

I am a cyclist my burdens are my assets I help people find ways to propel them to the next hill.



## Classworking

[preeti.github.io/blog/2014/10/21/first-class-activity.html](http://preeti.github.io/blog/2014/10/21/first-class-activity.html)

Preeti Singh home

#### Classworking... 1-2

After a term of learning design process, we stepped into the world of prototyping. Class one onwards was action oriented. As part of a class activity, we were separated into 3 teams and given markers, coloured paper, cardboard sheets and tape to build a map.

Our group of six brainstormed and came up with various ideas. We finally decided to map out real haunted houses in Baltimore as our project. The resulting prototype was colorful and we used origami and cartography to construct it.

Fonts from

# Mind Map



## The Millennium Development Goals

# Eight Goals for 2015



**1** Eradicate extreme poverty and hunger



**2** Achieve universal primary education



**3** Promote gender equality and empower women



**4** Reduce child mortality



**5** Improve maternal health



**6** Combat HIV/AIDS, malaria and other diseases



**7** Ensure environmental sustainability



**8** Develop a global partnership for development



# What was your favorite book?

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Kaye Evans-Lutterodt

**5 Dollars**

**5 Year olds**

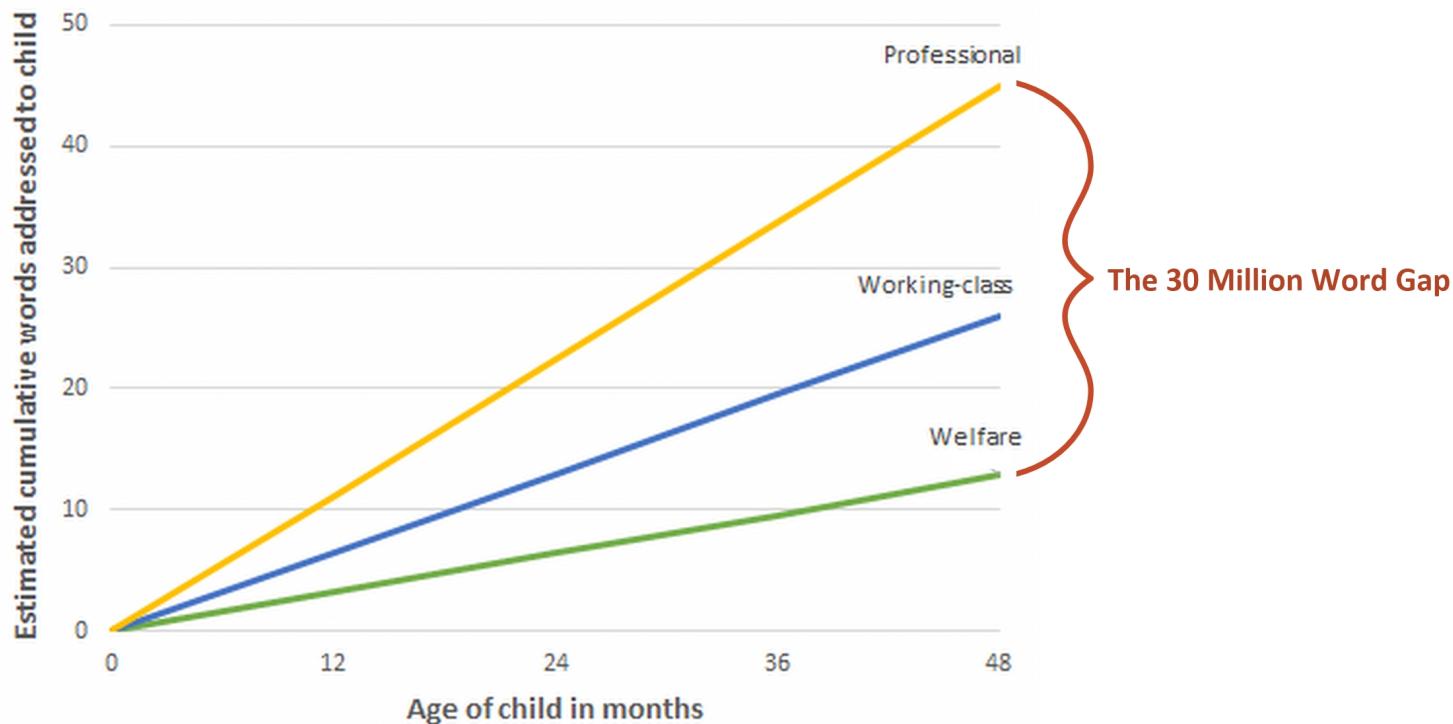
**500 Books**



# A 30 Million Word Gap by age 5

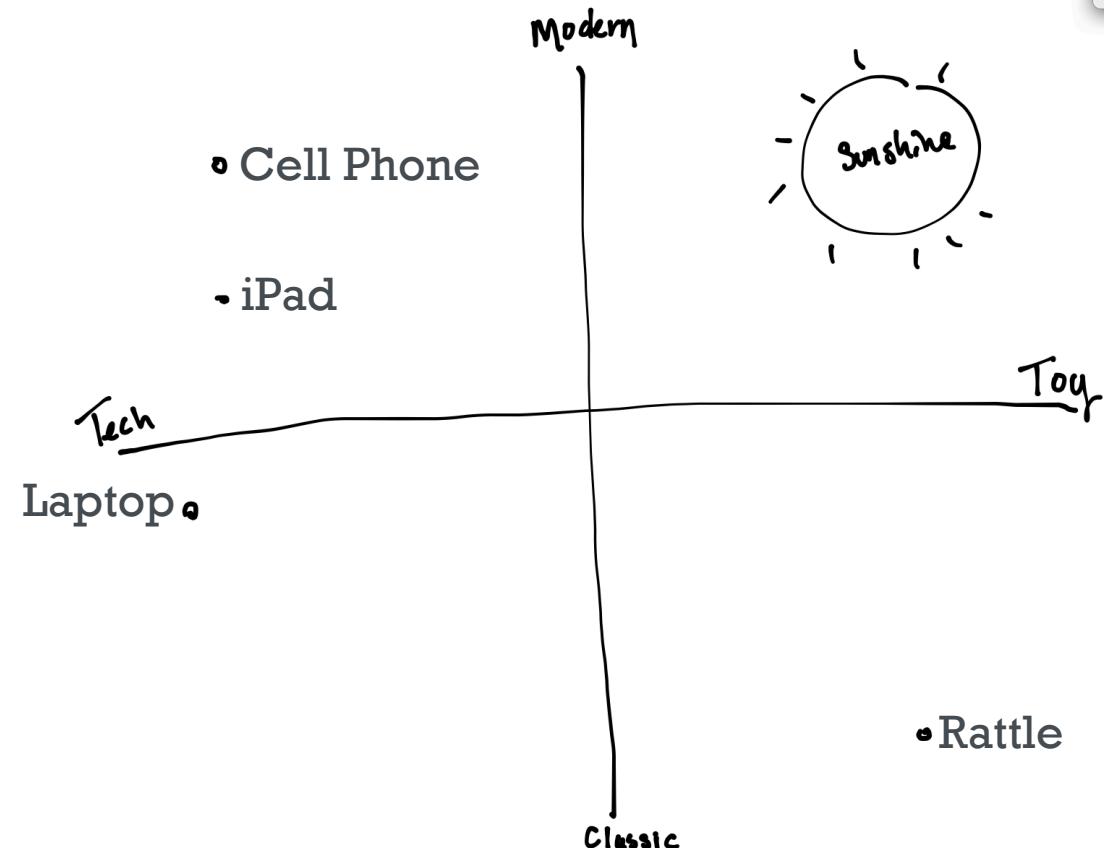


**Number of Words Heard by Children Differs Across Income Groups**



Hart & Risley, 1995

# Project Matrix



# Context Analysis



## Who is our Client?

- Under resourced
- Ashamed of reading ability
- Want the best for their children
- Underestimate their power to better their childrens' cognitive development

# Sunshine

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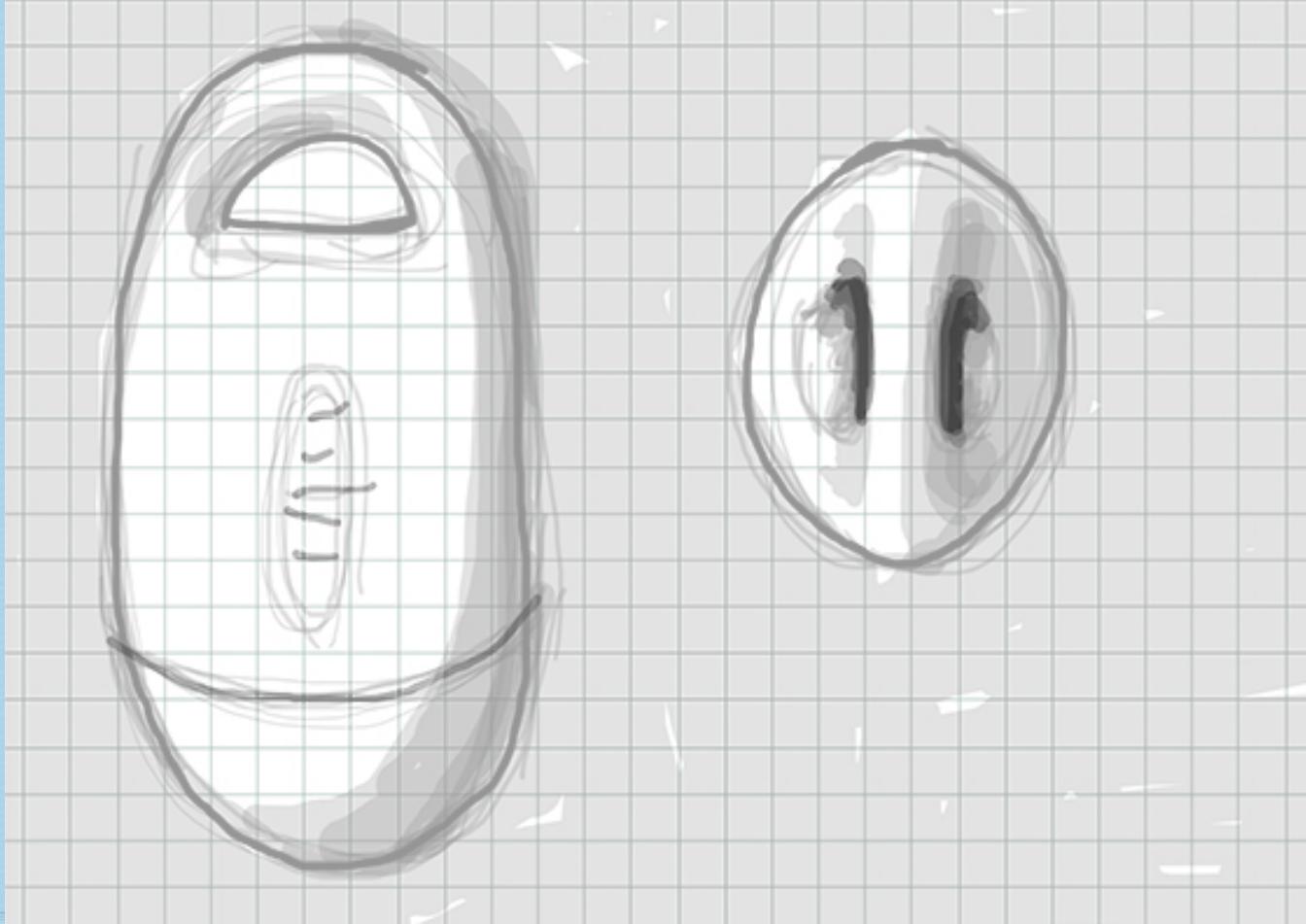


- ❖ Solar powered MP3 Player preloaded with 500 books
- ❖ Cost \$3 to manufacture + \$1 to make water proof
  - ❖ Low-cost product already exists— simply need to tailor it to our audience and its needs

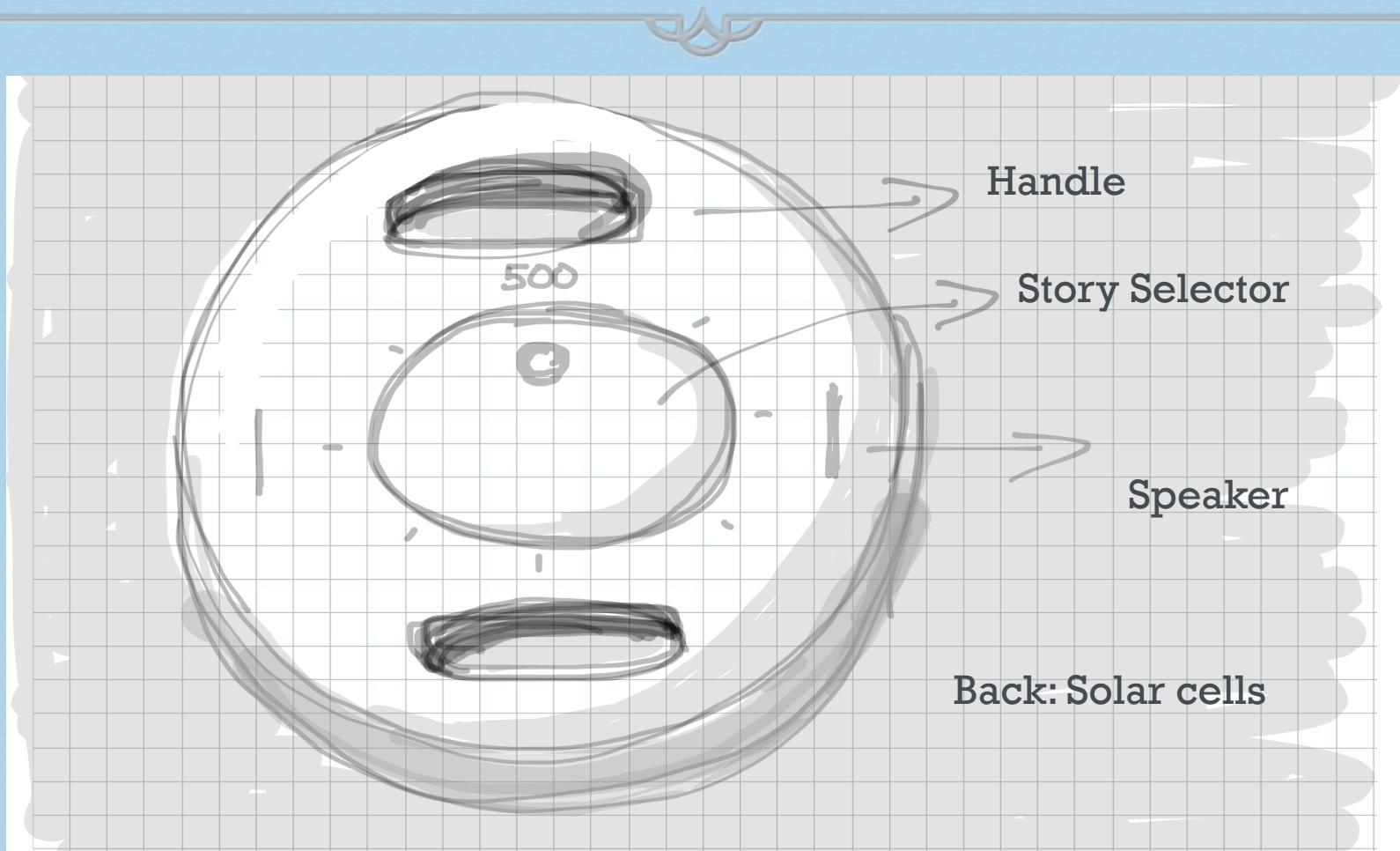


# Prototype 05

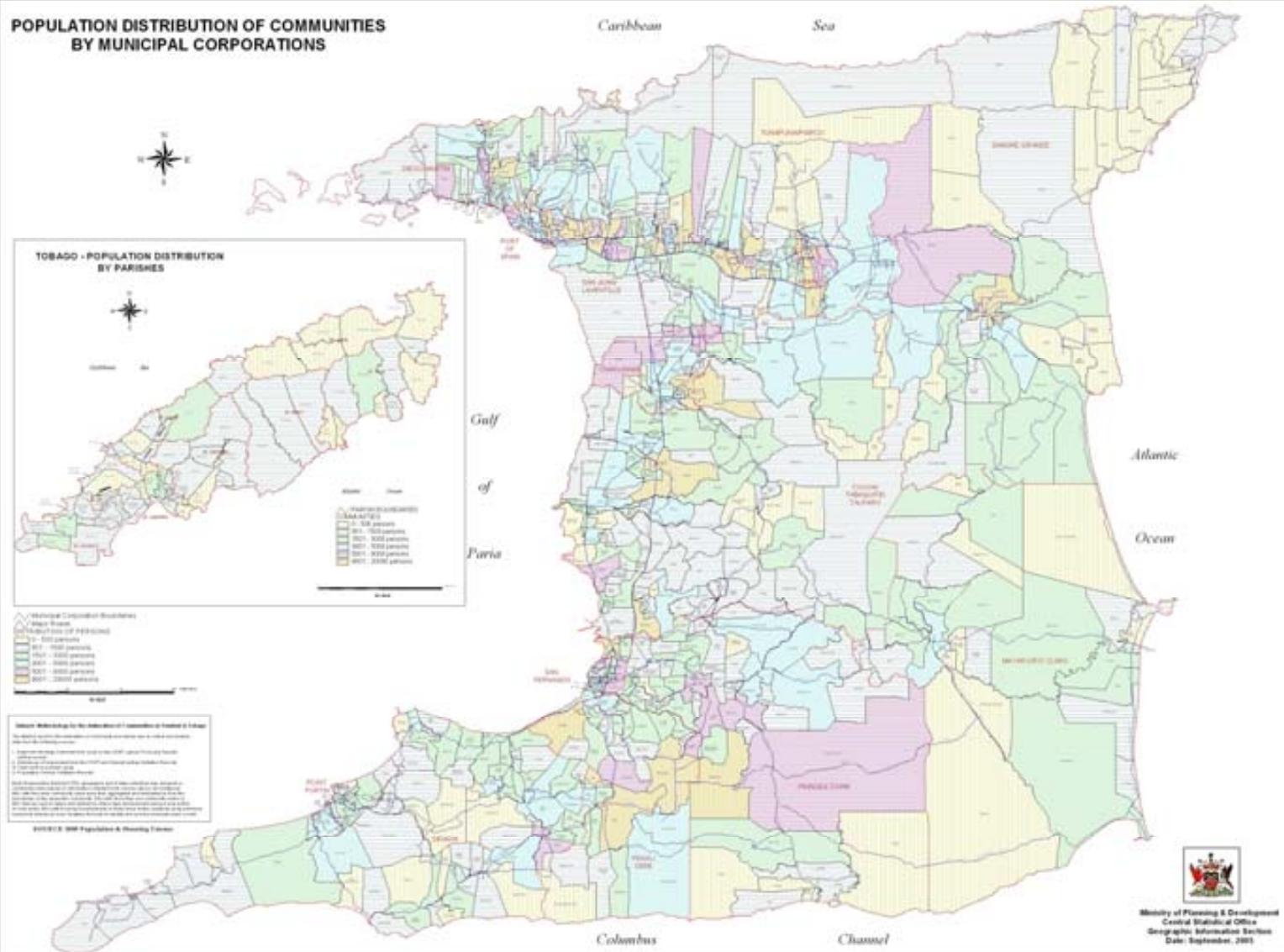
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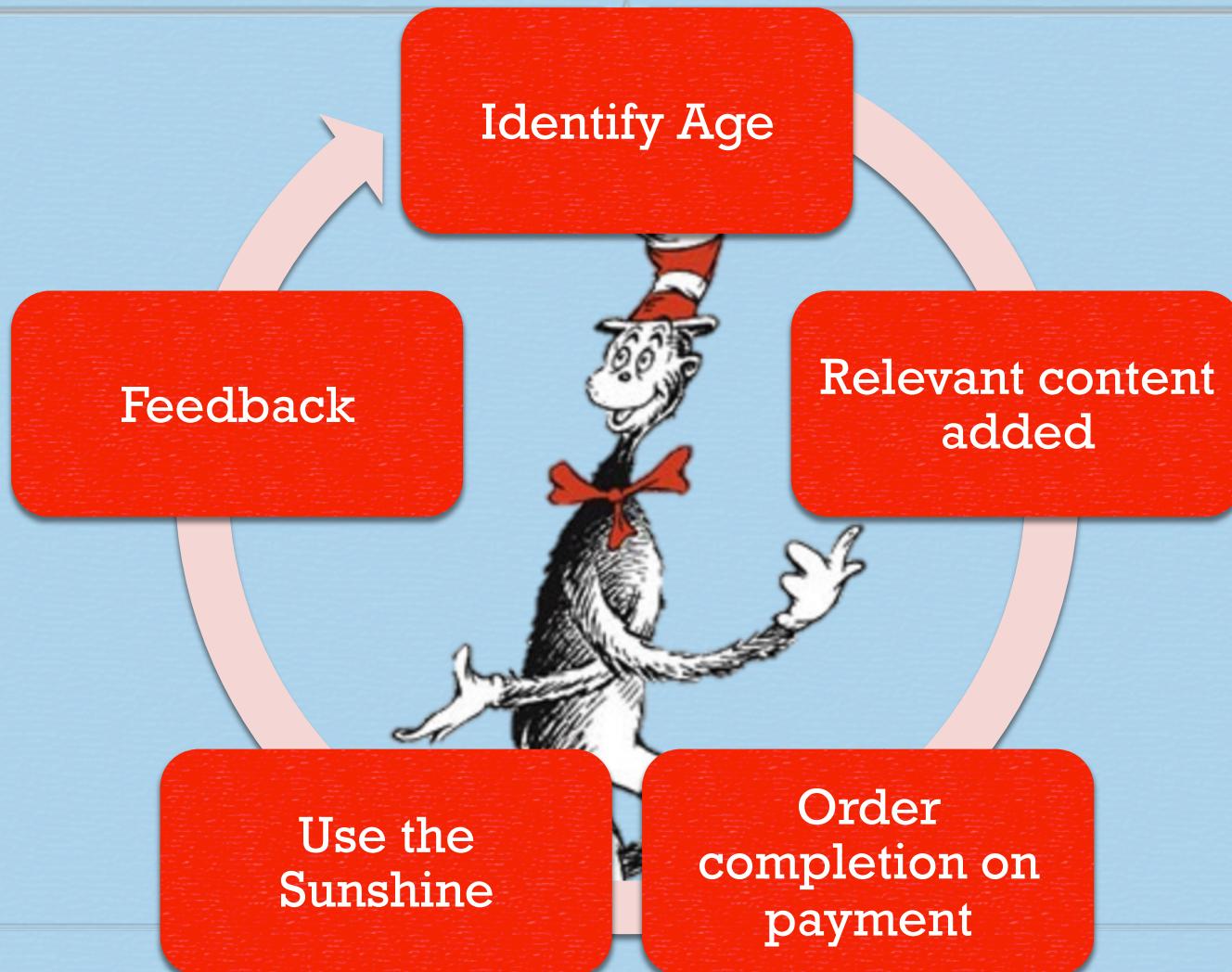
# Prototype 07



## POPULATION DISTRIBUTION OF COMMUNITIES BY MUNICIPAL CORPORATIONS



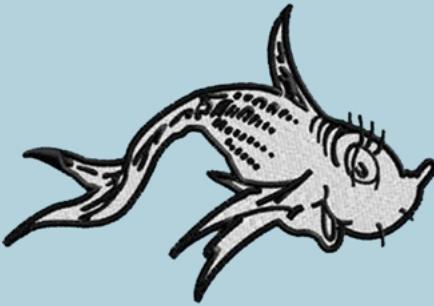
# User Flow Chart



# Timeline

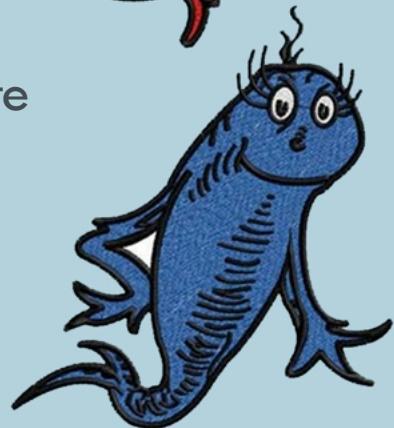
## YEAR 1:

- Beta test 50 devices with available technology
- Collect 500 stories



## YEAR 2-5:

Continuous ongoing observations to improve user experience



## YEAR 2:

- Begin Manufacturing first model, water proof “chewable”
- 10,000 units
- Develop distribution network

## YEAR 3:

- Screen with text

## YEAR 4:

- Develop models that gather data about word quantity and quality for parent feedback
- Produce 1,000,000 units

# Next Steps...

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- ✓ Identify the under-served areas in Trinidad
  - ✓ Map out the density and age statistics
  - ✓ Map potential distributions and strategic affiliations
  - ✓ Map out the life cycle of the product from 0-5 years of age
    - ✓ overlay it over the demographic
  - ✓ Prototype the 3D product using Rhino for laser cutting
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