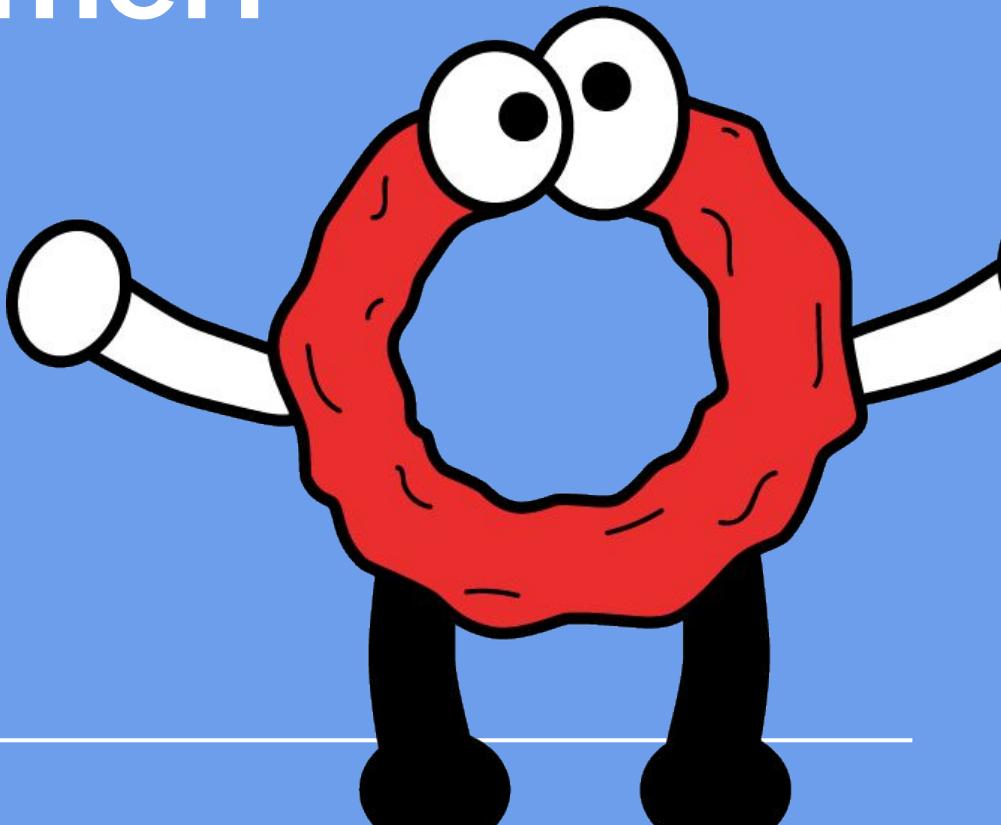
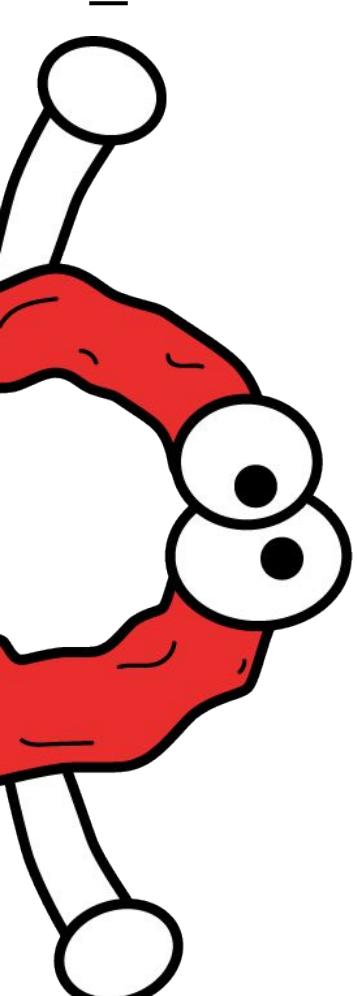

Omi Timer!



By Jamie Horowitz

Who I am

- Jamie Horowitz, 19 years old, sophomore at GW, stuck home in quarantine doing online college
 - I have two siblings in high school right now and I see the difficulties and frustrations they are having with online education
 - Made me think about what a larger issue this must be for elementary students
-



Omi Timer!

- A fun and interactive timer used by families at home to section off different time periods of the day to help bring natural structure to a child's day like they would be getting through in-person school
-

About the problem at hand

- COVID-19 is posing a scary and uncertain time for everyone, and children are being significantly impacted by its effects
 - For the first time, students are now being home schooled, where their parents are becoming their full-time teachers
-

User research

- Interviewed Illana, a 17 year old girl, high school senior, living in Old Westbury, NY a wealthier town with a large property
 - She lives with her mom and twin 7 year old siblings, Cooper and Olivia, and has observed first hand the transition in her household to total quarantine and online education due to COVID-19
 - Things are out of place because her mom has suddenly taken on the role of full time parent and teacher for her siblings
-

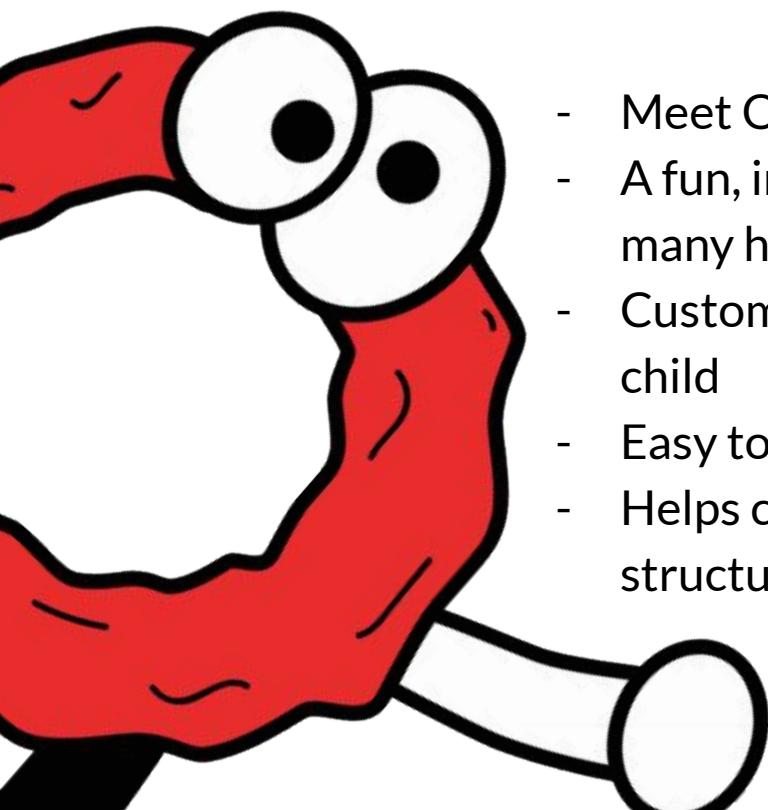
User research

- She noticed that her siblings have trouble focussing to their schoolwork because their distracting work environment, and lack of respect for their mom as a teacher
 - Although trying normal at home discipline routines with Cooper and Olivia, the children are not adhering due when the discipline is related to schoolwork
-

Lack of solutions

- “But what’s missing in all these cloistered parent texts and Facebook groups, all these helpful tips, is acknowledgement that this situation is fundamentally farcical. And individual solutions don’t – and won’t – work” - Chloe Cooney, parent of young son
 - There has not been a single uniform solution released yet that has enough flexibility and adaptability to work in largely different types of households
-

The solution

- 
- Meet Omi!
 - A fun, interactive timer-toy that is highly adaptable for many households and scenarios
 - Customizable options to fit the needs of you and your child
 - Easy to use for parents and children
 - Helps children focus on the task at hand and provide structure to their days

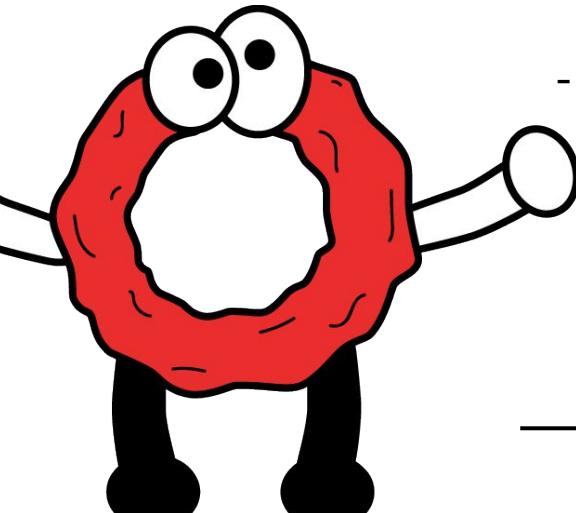
Some imagination:

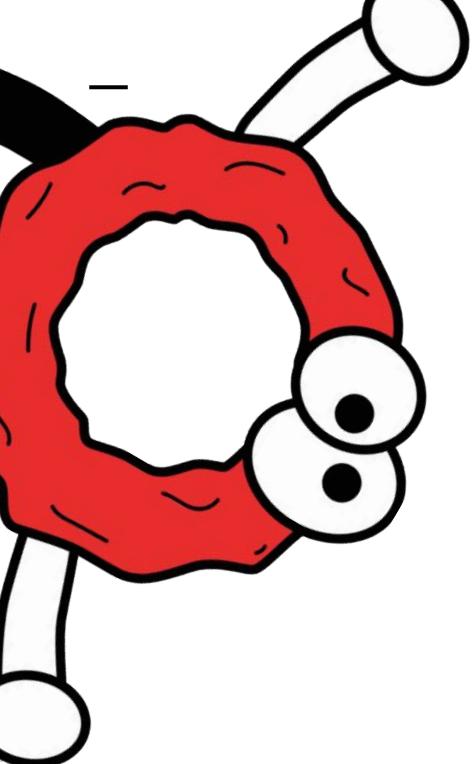
- See Scratch



Feedback

- “Super cute toy that I could definitely see being used in our house! I love that it has more components to it than just the average timer including fun features like when it dings.” - Ilana
- “I like that he is funny to look at!” - Olivia





Improvements

- “Change the noise/action that Omi makes when the timer goes off” - Ilana
 - “Have a feature where you can add more time in the middle of the session in case (from the parent point of view) more time is necessary to complete the task at hand” - Ilana
 - “Make it jump when timer dings!” - Olivia
-



Target Users

- Children ages 4 - 10 (Cooper and Olivia)
- Students who have many different tasks needing to be completed in a day



Competitors



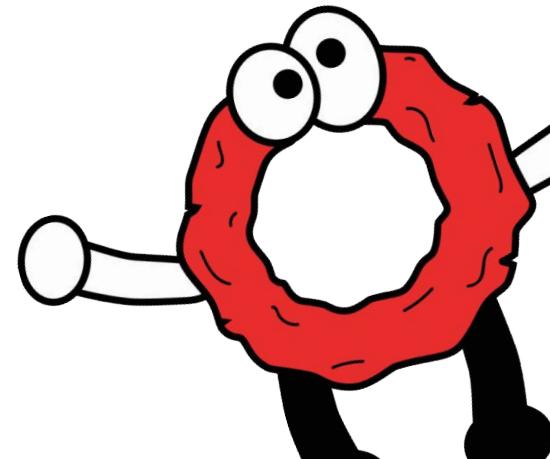
Mella: all-in-one Ready to Rise™ children's clock and sleep trainer designed to keep your kid in bed longer. MELLA is a sleep trainer, alarm clock, sleep sounds machine, night light and nap timer.



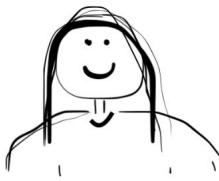
Magnetic Our Week: help the entire family co-ordinate events and activities and can be easily customised to accommodate family member names, days of the week and activities. It includes 85 magnetic pieces and a board pen for use on the wipe clean surface.

My process: Problem Statement

- Identify the problem that I wanted to tackle
- **How Might We** solve the lack of focus found in elementary students while doing at-home, online education during quarantine to help them continue learning during this time, despite being taught by their parents and working in distracting, non traditional classroom settings.

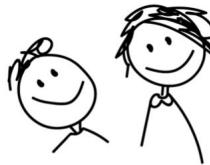


My process: User Research



Older Sister (17)

Ilana is a 17 year old girl, high school senior, living in Old Westbury, NY a wealthier town with a large property. She lives with her mom and twin 7 year old siblings, Cooper and Olivia and has observed first hand the transition in her household to total quarantine and online education due to COVID-19. She says that there is a weird feeling in her house now and things are out of place because her mom has suddenly taken on the role of full time parent and teacher for her siblings. Ilana noticed that her siblings have trouble focussing to their schoolwork because their distracting work environment, and lack of respect for their mom as a teacher.



2 CHILDREN (7)

Cooper and Olivia. Twins in the second grade. They don't quite understand what's going on in the world relating to COVID-19, but they've enjoyed extra playtime outdoors since being homeschooled. They spend their day constantly jumping back and forth between schoolwork, playtime, and eating, and have not adapted well to their mom becoming their new teacher since they know how to make her mad/guilt her into letting them not do work. They genuinely don't mind doing schoolwork, but the work they are being assigned is such busy work that it adds to their unfocused-ness and unmotivation.

My process: 360 Empathy Challenge

360 EMPATHY CHALLENGE or OPPORTUNITY

POV from 7 year old twins Olivia and Cooper who are being homeschooled by their mom due to COVID-19 and online schooling sessions.



- Children getting distracted doing work:
 - mom phone ringing
 - sister getting snack
 - oven timer beeps
- Children smiling when getting more play time



- Instructions from mom on how to do math problems, use online tools, worksheets, and all curriculum
- Schedule dictated by mom about when they must work and when they can break



- "I don't want to do schoolwork anymore"
- "Can we have play time now?"



- crying and whining about not wanting to do more work
- pleading with mom to stop working after long periods of time
- trying to negotiate/pull things on their mom to guilt her into letting them stop working

FEELING (guesses)

sad
tired
distracted
angry
antsy

LATENT NEEDS (guesses)

- structured time in their day between work, play, eat
- to feel like they are being instructed from a teacher, not a parent

My process: User Journey

padlet

Jamie Horowitz 13d
User Journey Jamie Final Project
User journey based on template

Timer Toy: The toy with a visual/built in timer to help separate the day in a fun/visual way.

ADD SKETCH

what do they do second?

Rotate timer clockwise "Session 1" length of time. Leave sitting on counter until it dings!

How is your idea, product or service making your user's work or life easier?

Students are having trouble at home focussing on the task at hand do to the untraditional classroom setting, as well as having their teacher be a parent. This will provide a fun way to make kids focus on a task for a given time and help kids and parents mutually agree on a working time period.

What risks did you discover?
What might have gone differently in the user journey?

Even without the TimerToy, the children could still refuse to pay attention for the allotted time. Also, students might have more work than expected which would result in more time needed which would make the child mad/sad/untrustworthy.

ADD SKETCHES

(short)
high
id
town with
s with her
siblings,
is
transition in
quarantine

how is the user interacting with it? what do they do first?

Set toy out on the counter and leave it in a public place (kitchen counter, student desk).

what do they do third etc

When it dings, change sessions (aka activities)!

How are your users feeling after they have used your idea?

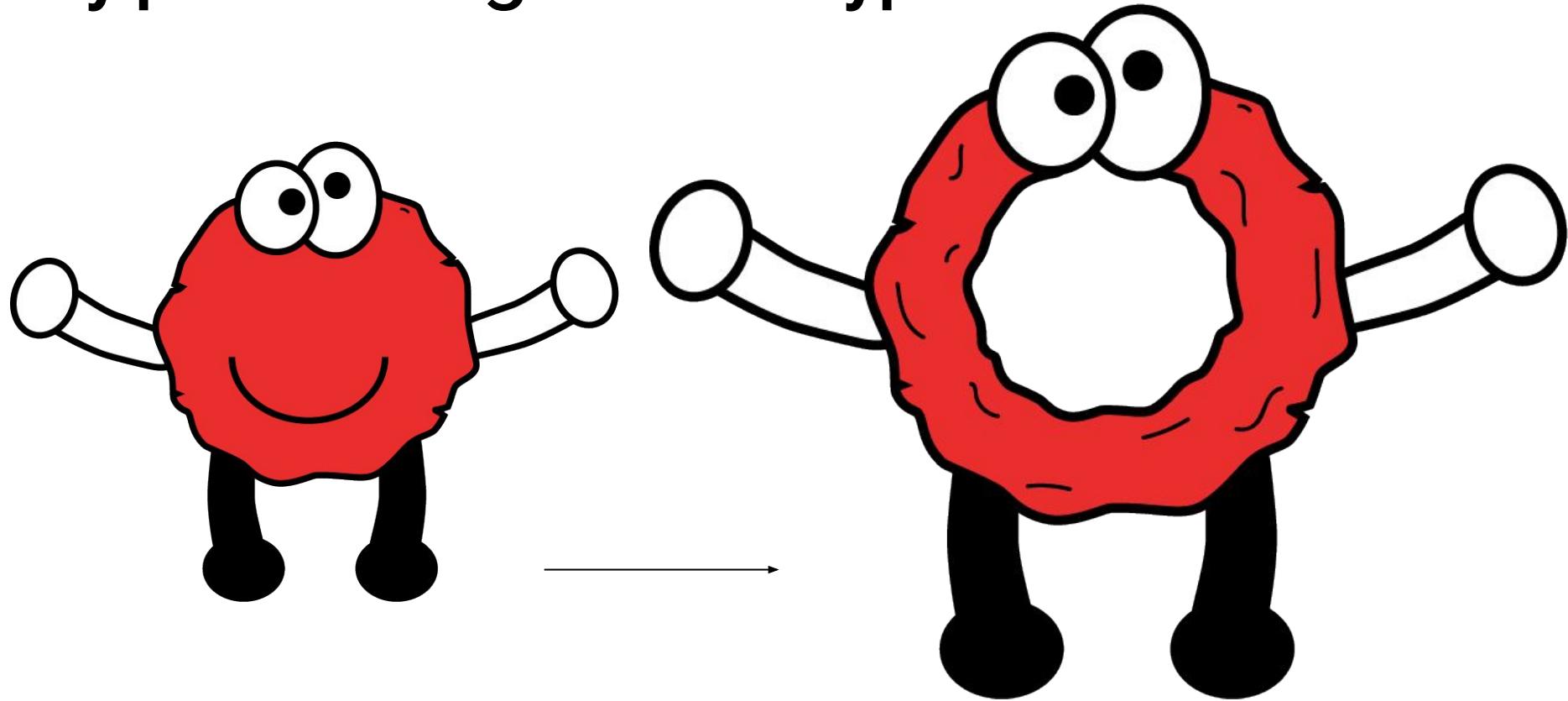
More focussed because they know the end time of their current session so it is easier to push through if you know how long (conceptually for kids) your time working will be. Relaxed: Kids will have more structure in their day. Also, parents will also know what time blocks of the day they will get to themselves not teaching/working.

My process: Physical Prototype

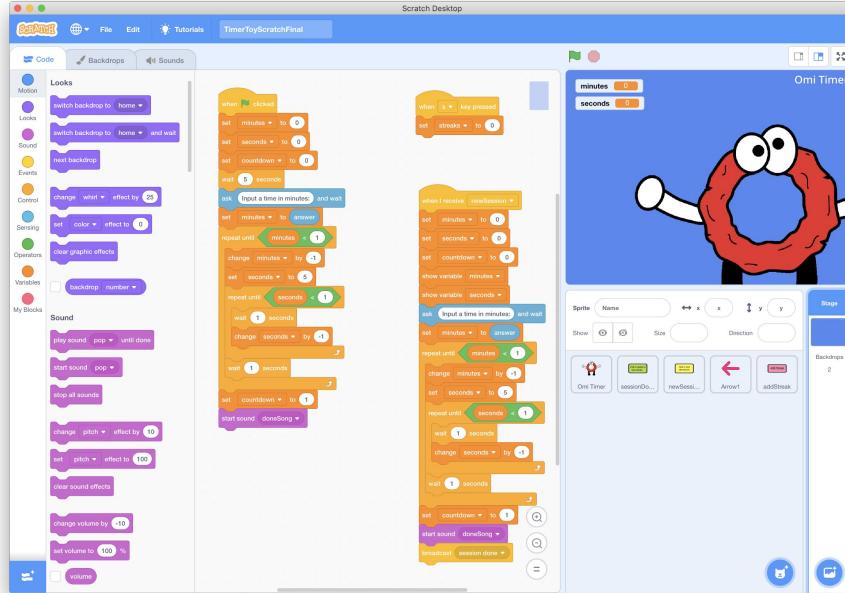
- Worked with what I had at home
- Made out of jumbo pipe-cleaner toy called “Fuzzoodles”
- This moment brought my idea to life, showed the value in physical prototyping



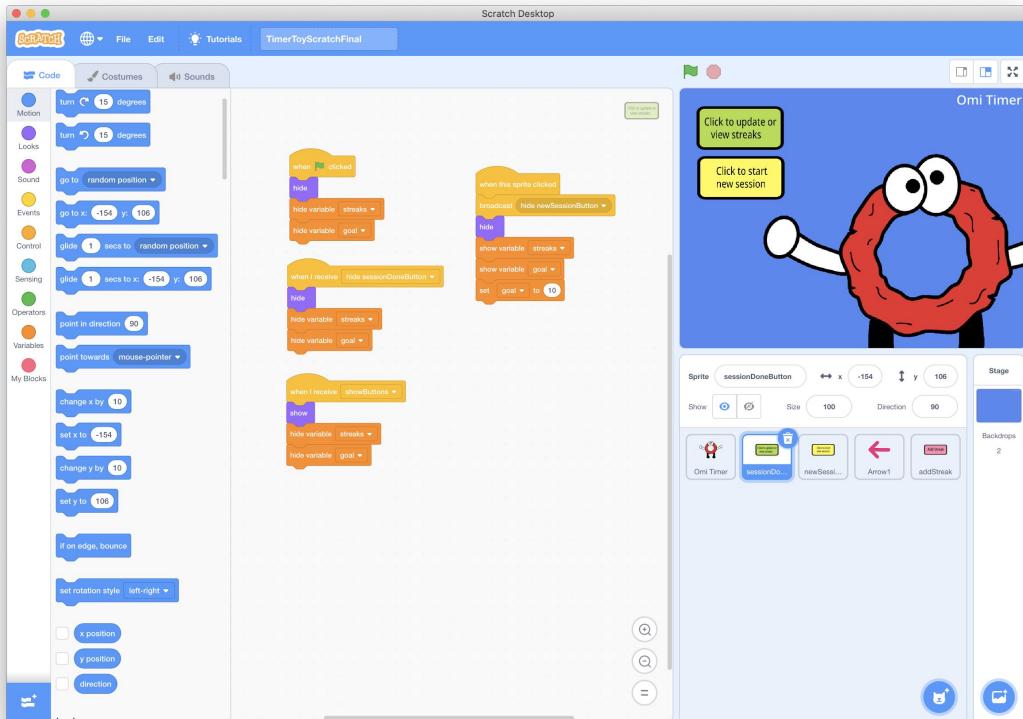
My process: Digital Prototype



My process: Scratch Prototype



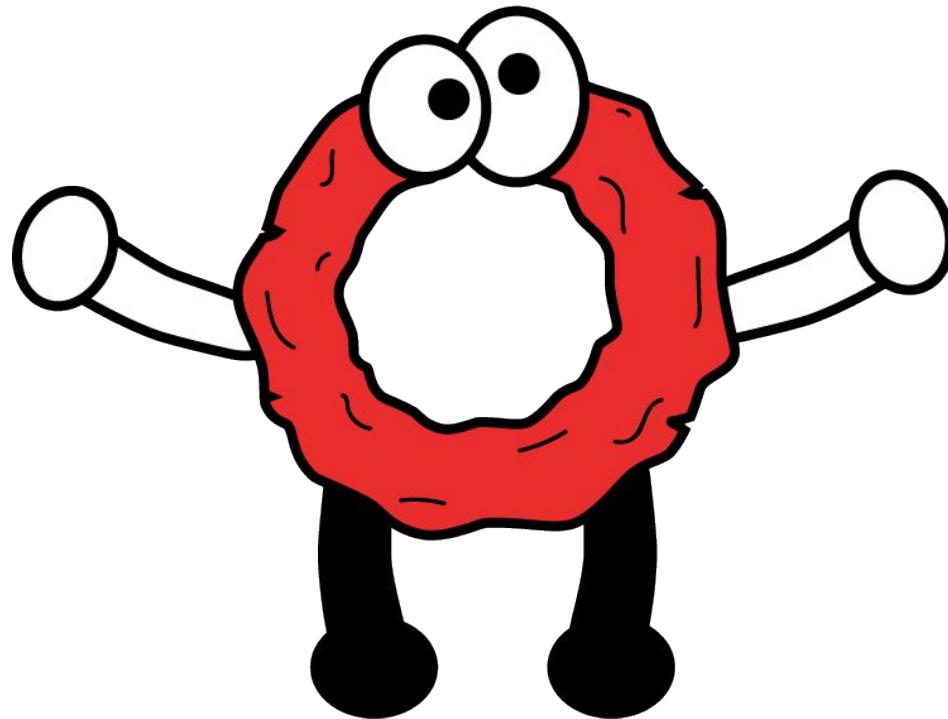
My process: Scratch Prototype



- Difficulties with button programming, transitioning, and getting it to work exactly how I had in mind
- Repetitive to test code with
- Fun platform to prototype in because you can see the UI directly as you code it

Questions

- What improvements could be made to the toy to better suit the niche scenario of quarantine that students are facing?
 - On the contrary, could this product be marketed for post-quarantine scenarios for daily scheduling purposes?
-



Thank you! - Omi