

**THE ULTIMATE GOAL FOR COZMO IS TO CREATE A REAL, BELIEVABLE ROBOTIC CHARACTER THAT FEELS ALIVE.**

Something we have seen over and over again in movies, but never in real life. Cozmo needs to feel alive the same way a pet feels alive, by creating a strong emotional connection with people. Really long term, we want to create a series of characters, with an ecosystem around them and the ability to have the types of stories we only see in movies play out in the real world.

**THE TOP PRIORITY, ABOVE ALL ELSE, IS HIGHLIGHTING THE PERSONALITY OF THE CHARACTER. EVERYTHING ELSE BECOMES A TOOL IN SERVICE OF THAT GOAL.**

Cozmo is the soul of the product, and where the 'magic' is. Everything else in the experience is in service of making the character feel alive, and emotionally intelligent. Mini-games, UX, game mechanics/structure, story, etc. should all be thought of as tools for creating context for making Cozmo feel more alive with a richer personality. The game is a means for driving engagement / exploration of Cozmo and his boundaries. Cozmo will have a limited ability to understand his world in general, but be extremely smart in specific areas. Our goal is to optimize for his strengths, and avoid his constraints. The goal for any accessories, games, etc. for Cozmo is to channel players' attention towards the things Cozmo understands really well. These are the best opportunities for us to impress and surprise the user with emotions and depth of character and intelligence in a way that only we can.

**COZMO IS NOT A GAME, BUT RATHER AN EXPERIENCE, WITH THE INTERACTIVE ELEMENTS THERE TO GUIDE YOU THROUGH THE JOURNEY AND MAGIC OF INTERACTING WITH YOUR ROBOT FRIEND.**

Think of Cozmo as your robot pet, with regards to exploring possible interaction, play and responsibilities. Not in how it looks (no fur and whiskers). He's smart, he's emotional, he recognizes you, he has a sense of humor, he wants to interact with you -- these are the types of feelings we want to naturally draw out of users.

**FOCUS WHENEVER POSSIBLE SHOULD BE ON COZMO, NOT THE APP / PHONE.**

The app, supporting sound, UI, etc. are there to help gently guide the user through the experience of playing with Cozmo and exploring his boundaries. But whenever possible, focus should be on discovering the physical and emotional sides of the experience.

# COZMO®

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