

# Phase ONE Initial Review

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10/25/2019

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Snorbles



# Snorbles: The backstory

“In a land far away, there's a kingdom called Lullaboo. It's a wonderful place filled with peace, love, and creatures from all the colours of the rainbow. Of all the magical animals that call Lullaboo home, none are more adorable than the Snorbles. Throughout Lullaboo, the Snorbles spend their days helping their friends, playing in the fields, forests, and rivers, and enjoying everything else the kingdom has to offer. Together, the Snorbles have made Lullaboo a wonderful place, and it just keeps getting better. Many say Lullaboo is a land of dreams, and they're kind of right.

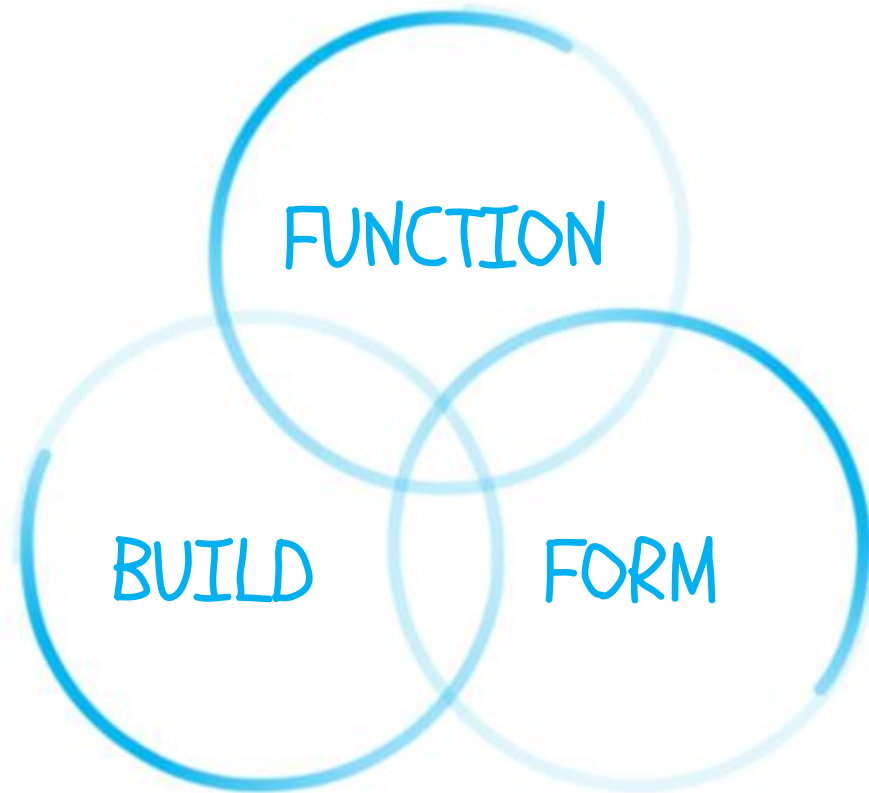
In fact, Lullaboo is a kingdom made by dreams. Although some think Lullaboo grows bigger and better because of the Snorbles and their wonderful imaginations, they've actually had help from children for a long time. Many years ago, Snorbles introduced us to lullabies, and ever since then Lullaboo has continued to grow due to the dreams of everyone who drifted to sleep with those simple songs.

Now, thanks to the success of their lullabies, Snorbles have decided to leave Lullaboo and travel far and wide to help children sleep better every night with a whole bunch of wonderful games and just a touch of Lullaboo magic”.

# Primary Focus

- Sleep behavior
- Sleep training
- Sleep correcting
- Sleep understanding
- Wake up

# Design Considerations



# Function - Daily Routine

## AM

\*

Pre Wake up  
Stay in bed  
Wake up/ Get up  
Time to go play  
Breakfast  
Brush teeth  
Make our bed

## Mid AM

Play and learn time  
Nap wind down  
Nap  
Nap wake up

## Lunch

Meal time  
Play & learn time  
Games  
TV

## Evening

Dinner  
Play & learn time  
Screen time  
Jammies  
Cleanup  
Bath  
Teeth

## Bed Time

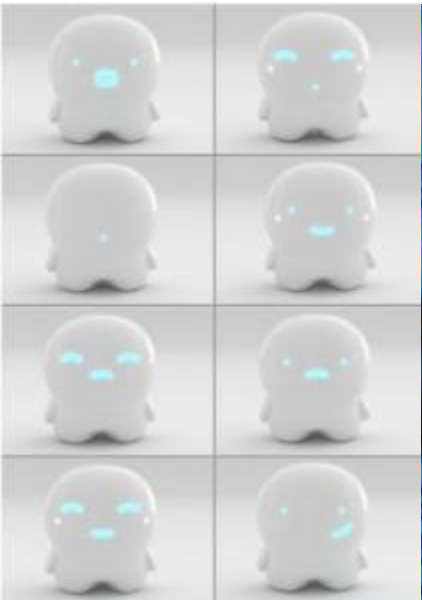
\*

Storytime  
Wind down  
Music  
Prayer time  
Alone time  
Sleep time  
Soothing  
Monitoring

\* Initial primary focus for first launch.  
Activities for each routine to be mapped out.  
Map will reveal commonalities for functionality

# Communication - User Interaction - Desirability

Expressions/  
Emotion



Letters &  
Numbers



Colors/  
Mood



Motion/  
Objects



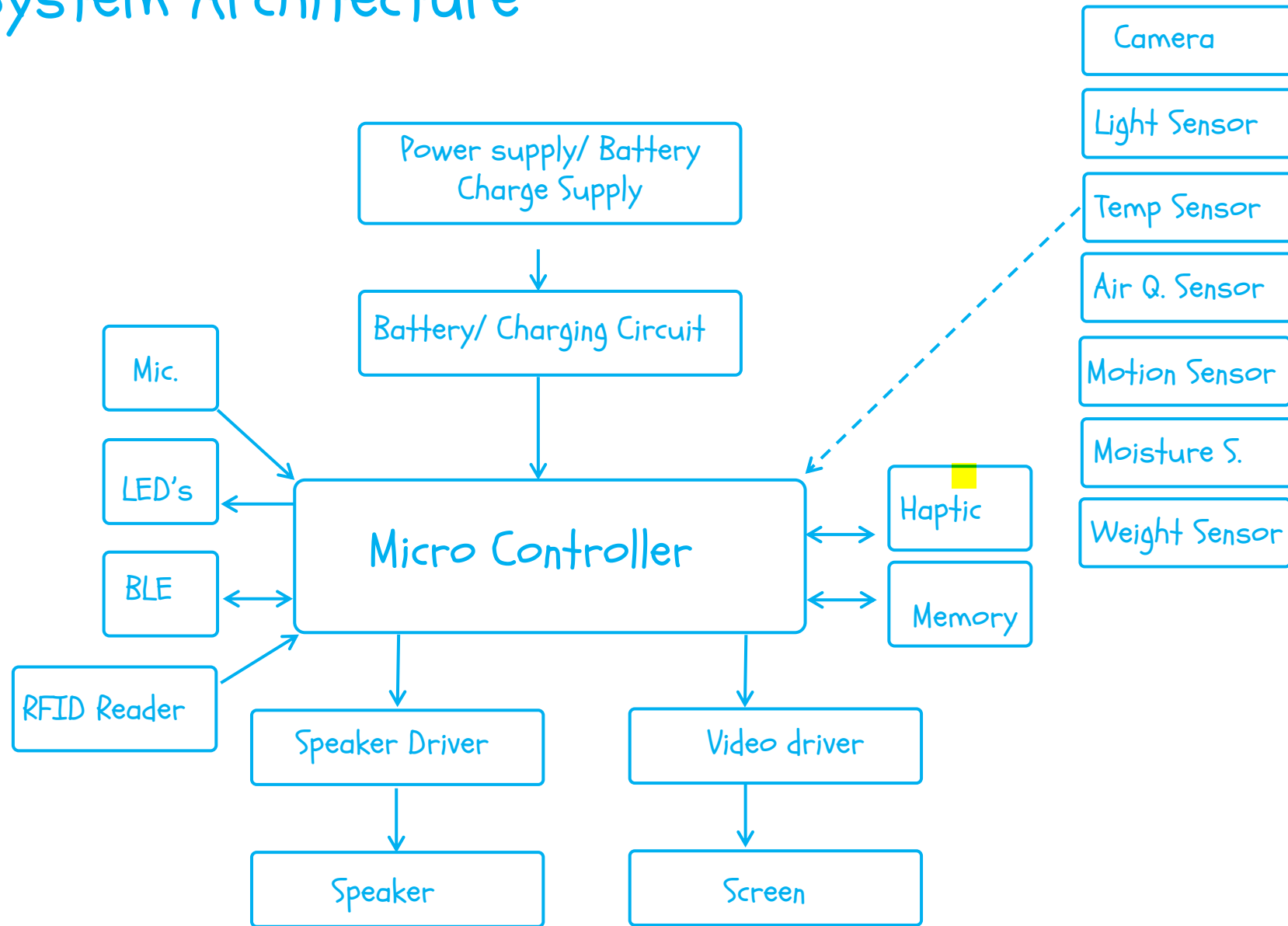
Haptic/  
Touch



Sensors/  
Indicators



# System Architecture



# Form - Theme

## Simple Form

- Sphere
- Cube

## Elements

- Water
- Fire
- Wind

## Characters

- Animal
- Mythical
- Magical
- Hero
- Critters
- Robots
- Sea Creatures
- Robots
- Space Creatures

## Themed

- Space
- Animal Kingdom
- Jungle
- Savana
- Occupation
- Ocean
- Aeronautical
- Water
- Vehicles
-



Form



GEOMETRIC



SIMPLE



COMPLEX



ORGANIC

# Interchangeable Theme/ Characters.



BASE Tech



BODY Skin



Unlimited  
Collectable  
Forms

BASE Tech

# Visual Tech – Simple LED's

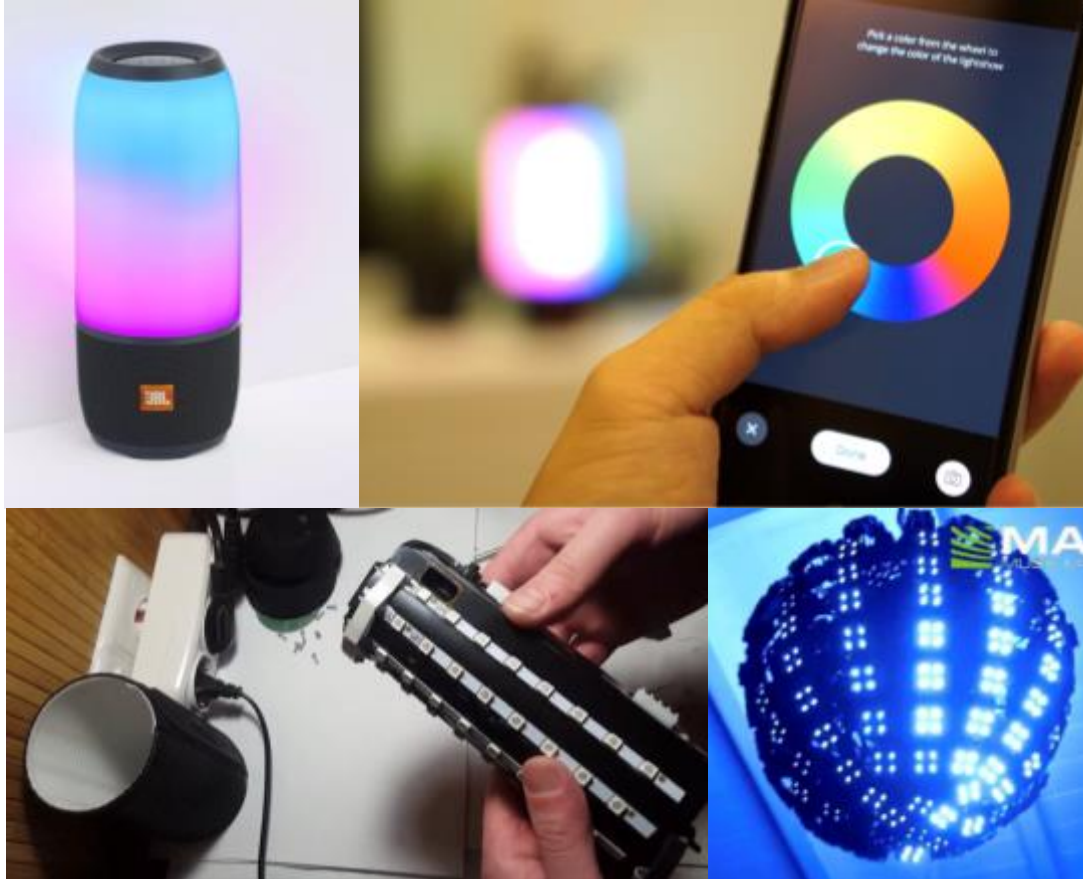


Pro's  
Low cost, Mood light

Con's  
Very little detail, minimal  
facial features

**BASE**  
**Tech**<sub>1</sub>

# Visual Tech - LED array



Pro's  
Medium cost, Mood light,  
some feature control, mood  
and facial expressions

Con's  
Detail too low for lettering &  
details.



## Visual Tech – LCD



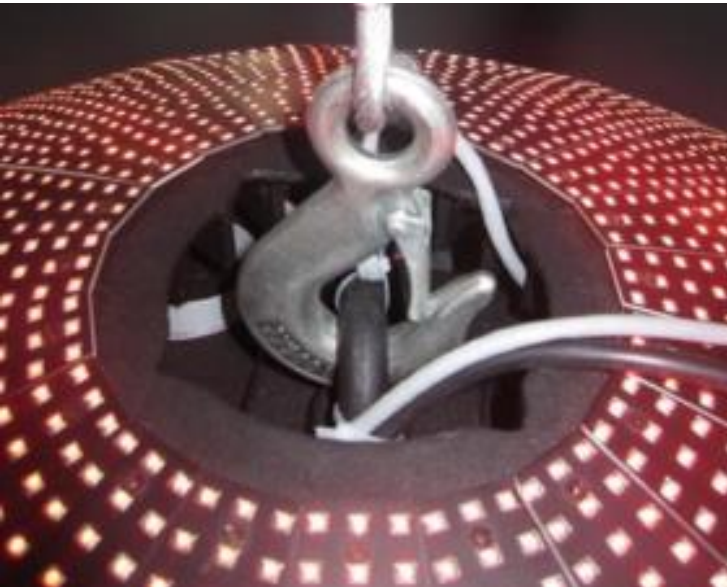
### Pro's

Low cost, readily available, full feature and letter detail, mono chromatic and full color options.

### Con's

Face will be flat or need to be recessed

# Visual Tech - Complex LED's



Pro's  
Full feature and letter detail, mono chromatic and full color options.

Con's  
Costly, programming may be time consuming



# Visual Tech - Projection



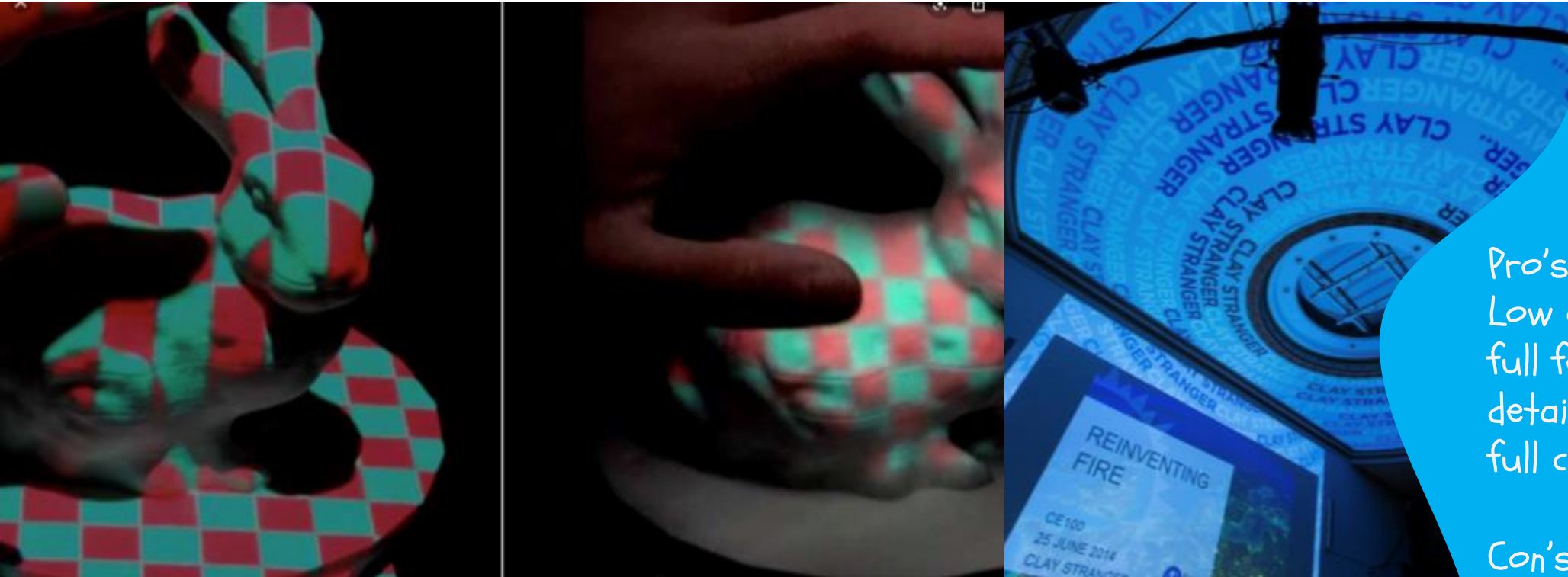
## Pro's

Low cost, readily available, full feature and letter detail, mono chromatic and full color options.

## Con's

Face will be flat or need to be recessed

# Visual Tech - Rear & Shadow-less Projection



## Pro's

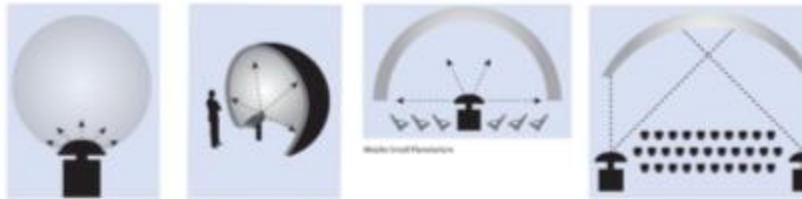
Low cost, readily available, full feature and letter detail, mono chromatic and full color options.

## Con's

Face will be flat or need to be recessed



# Visual Tech - Fish eye projection

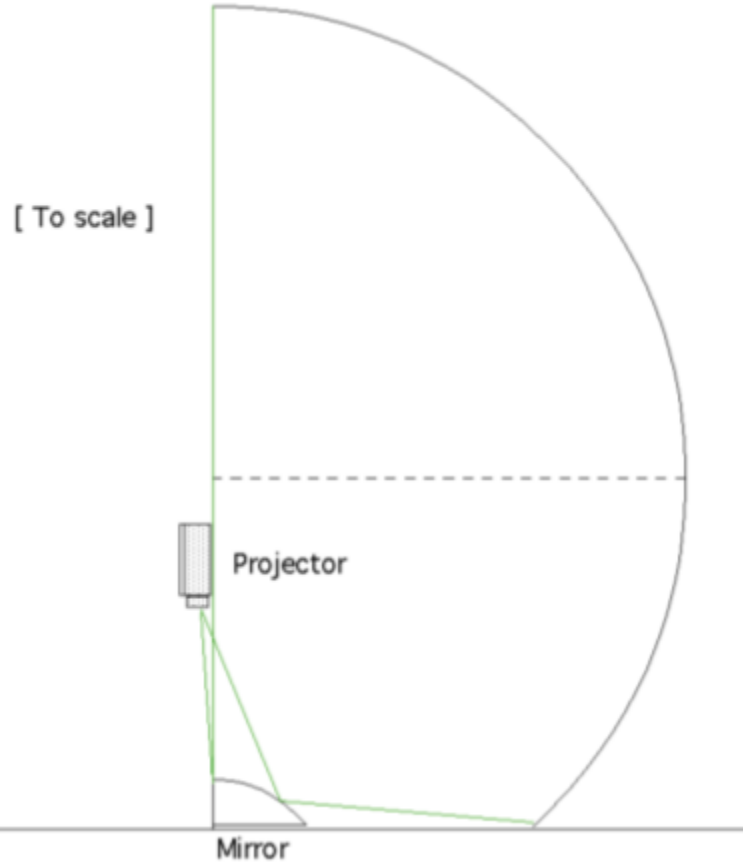


Pro's  
High rez, Full feature and  
letter detail, full color  
options.

Con's  
High Cost, Large scale

**BASE**  
**Tech**<sub>7</sub>

# Visual Tech - Mirror Projection



## Pro's

High rez, Full feature  
letter detail, full color  
options, lower cost,  
scalable

## Con's

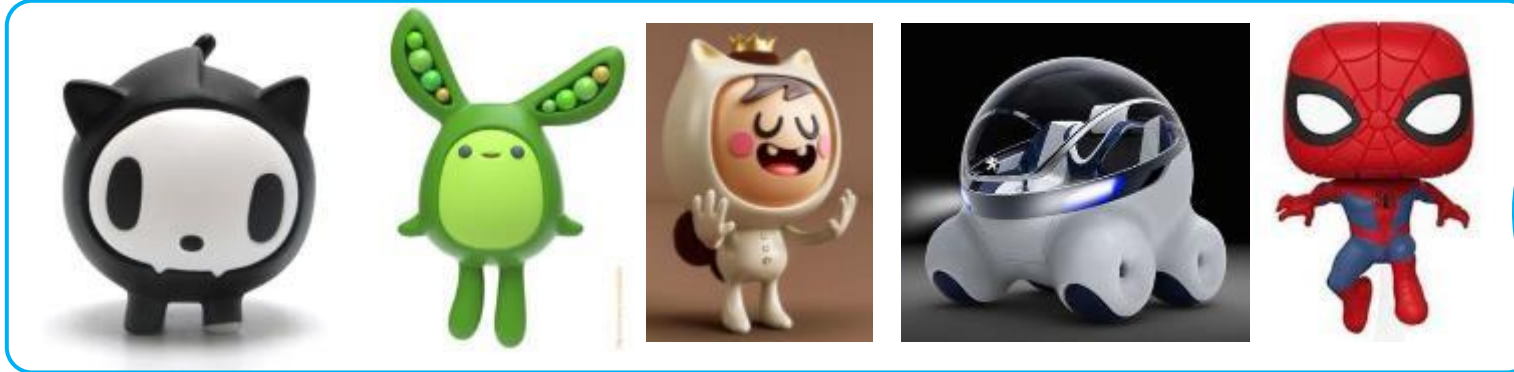
More development time

# BASE Tech - Skins

Simple/ Smart  
Base Unit



Multiple skin options for young to older kids.



45x76mm

RFID Chip allows skin  
to sync with base.

Pro's

High rez, Full feature  
letter detail, full color  
options, lower cost,  
scalable

Con's

More development time

# Own the Brain



+



# Build - Materials

Plastic



Silicone



Soft Goods



Gel Covering



Plastic

Rear surface screened plastic

Silicon

Silicone over plastic

Silicone and fabric

Plastic Vacuum metallized plastic and silicone

Magic Character | Animal Kingdom | Space Universe | Robot Buddy

Generic Shapes | Swappable skin | Add-on accessories | Soft Pajama

Theme  
Directions





Magic  
Characters

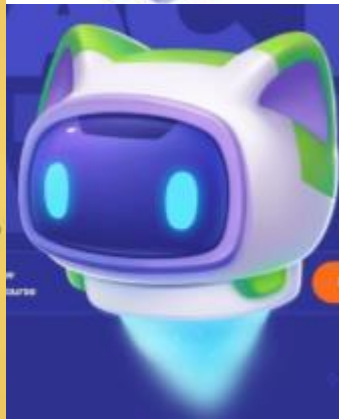
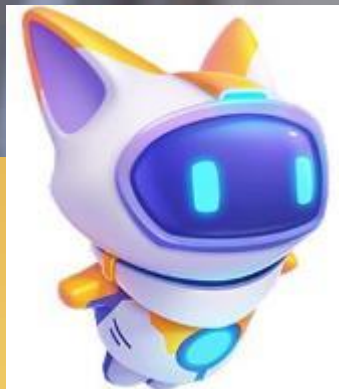
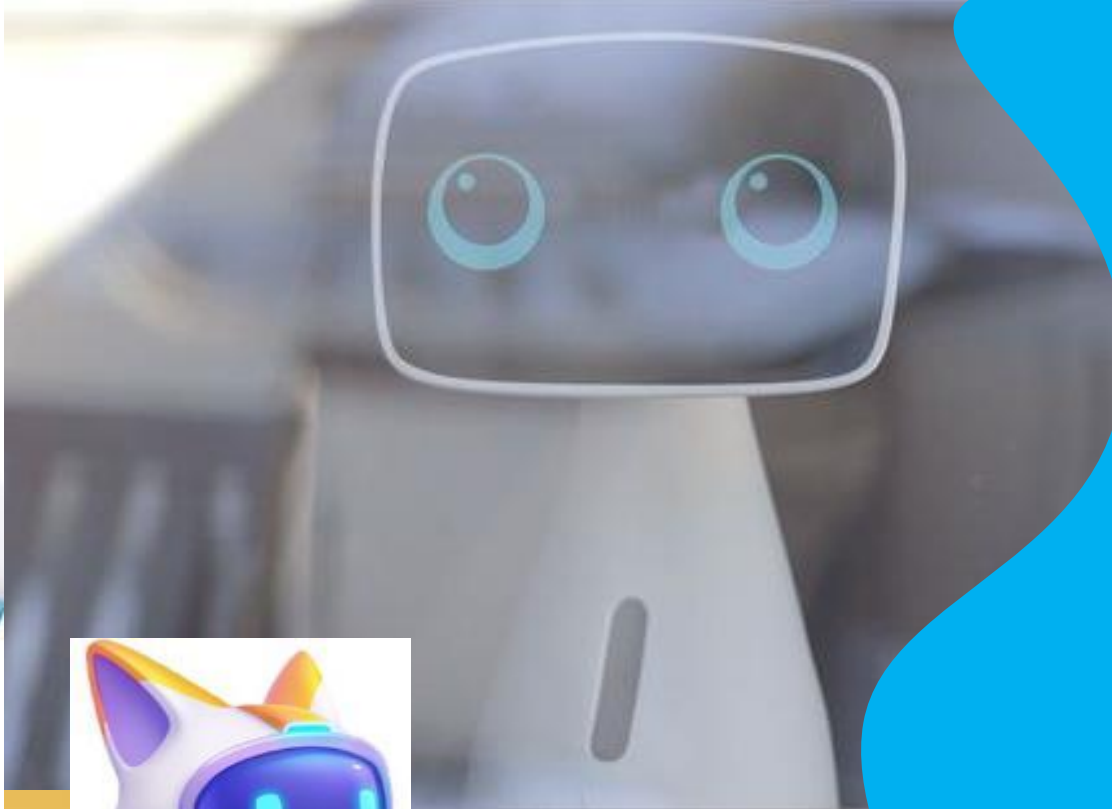


Animal  
Kingdom





Space +  
Universe

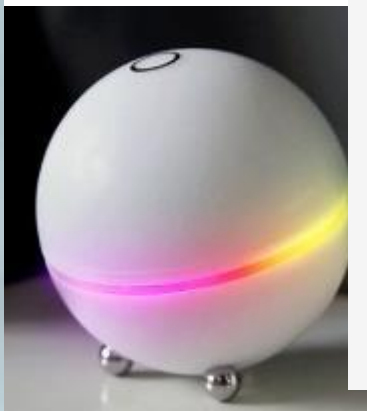
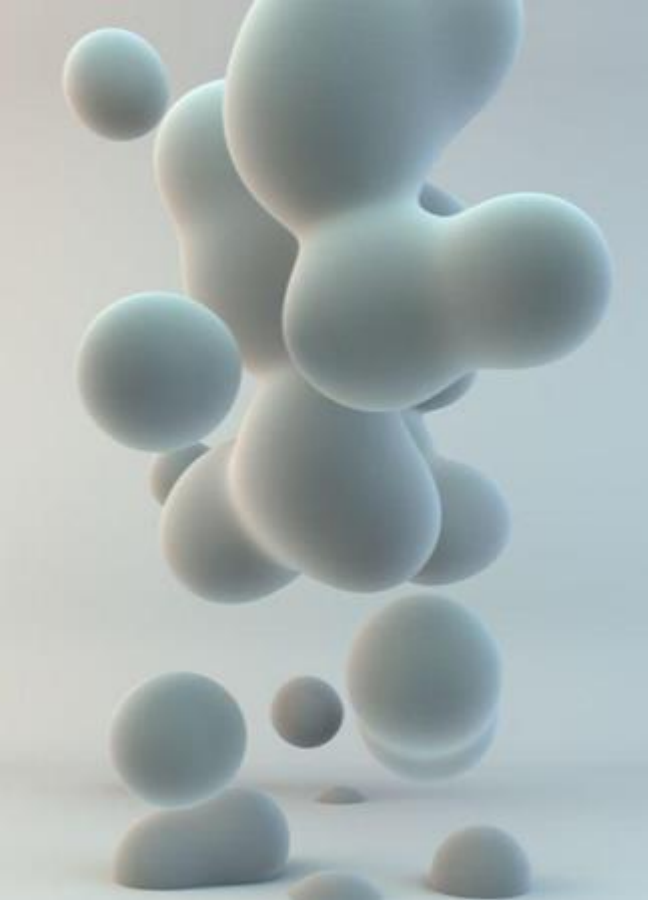


Robot Buddy





Vehicles



Generic Shapes



Swappable Skin





Add-on  
accessories



Soft Pajama



## LittleHippo Mella Ready to Rise Children's Trainer, Alarm Clock, Night Light Sleep Sounds Machine (Arctic Blue)

by LittleHippo

★★★★★ 2,209 ratings | 316 answered questions

**Amazon's Choice** for "toddler alarm clock"

Price: **\$49.99** ✓prime FREE One-Day

You can earn 5% back and get \$100 off instantly: Pay \$0.00 upon approval for the Amazon Prime Store Card.

Color: **Arctic Blue**



- ★ **PATENTED, BEAUTIFUL DESIGN** - A runaway crowdfunding success, MELLA has been featured in publications such as Mashable and Yanko Design for its numerous features and modern design. Who says children's products can't be beautiful too?
- ★ **KEEP YOUR KID IN BED LONGER AND GET MORE SLEEP** - MELLA uses colors and facial expressions to teach your kids when it's time for bed and time to wake up. Half an hour before it's time to wake up, MELLA will glow yellow, signaling it's almost time to start the day. When MELLA turns green, it's time to wake up!
- ★ **ALL-IN-ONE SLEEP GADGET GROWS WITH YOUR CHILD** - MELLA also features three sleep sound options and five night light colors to soothe your child to sleep. MELLA also features three alarm sounds and both an alarm and silent countdown for timed activities for older children.

[Compare with similar items](#)

**New** (1) from **\$49.99** ✓prime

[Report incorrect product information.](#)

# Similar Products





Roll over image to zoom in

## Philips Wake-Up Light Alarm Clock with Colored Sunrise Simulation and Sunset Fading Night Light, White (HF3520)

by [PHILIPS](#)

★★★★☆ 4,510 customer reviews

| [828 answered questions](#)

Price: **\$115.18** & **FREE Shipping**. [Details](#)

[Free Amazon product support included](#) ▾

- Light therapy lamp and natural sunrise alarm clock for improving your sleep, energy, and well being
- Philips' #1 best-selling wake up light alarm clock. Only Philips wake- up lights are clinically proven to help you wake up feeling more refreshed

Similar  
Products



## Mirari OK to Wake! Alarm Clock & Night-Light

by [Mirari](#)

★★★★☆ ∨ 4,341 customer reviews  
| 279 answered questions

Amazon's **Choice** for "ok to wake clock"

Price: **\$26.73** & **FREE Shipping**. [Details](#) & **FREE Returns**

[Free Amazon product support included](#) ∨

Product Packaging: **Frustration-Free Packaging**

**Frustration-Free Packaging**

Standard Packaging

Similar  
Products



## Bunny Kids Alarm Clock, Children's Sleep Trainer Clock, Night Light for Kids, 5 Ringtones, Sleep Timer with Digital Thermometer, Touch Control and Snoozing with 2000mAh Rechargeable Clocks

by [anmones](#)



97 customer reviews | 41 answered questions

**Amazon's Choice** for "bunny kids alarm clock"

List Price: \$49.99

Price: **\$26.99** & **FREE Shipping**. [Details](#)

You Save: **\$23.00 (46%)**

[Free Amazon product support included](#) ▾

Color: **Blue**

Similar  
Products



## Hatch Baby Rest Sound Machine, Night Light and Time-to-Rise

by [Hatch Baby](#)



2,237 customer reviews | 433 answered questions

**Amazon's Choice** for "night lights for kids"

Price: **\$59.99** & **FREE Shipping**. [Details](#) & [FREE Returns](#)

- **MULTI-FUNCTIONAL:** Rest combines nightlight, sound machine, and time-to-rise alert in one easy-to-use device that you can control from your phone! Customize color, brightness, sound, and volume level. Set programs to turn off and on automatically based on your family's sleep schedule.
- **EASY TO USE:** Rest can be programmed to turn on automatically, can be adjusted remotely via phone, or can be tapped on manually as needed. Control remotely via easy-to-use Hatch Baby Rest app. No

Similar  
Products



## LittleHippo Kelvin Color Changing Nursery Night Light, Customizable Room Thermometer and Hygrometer for Children/Kids

by [LittleHippo](#)



268 customer reviews | 21 answered questions

**Amazon's Choice** for "baby room thermometer"

Price: **\$24.99** **FREE Shipping** on orders over \$25.00 shipped by Amazon or get **Fast, Free Shipping** with [Amazon Prime](#) & **FREE Returns**

Similar  
Products



### SnüzCloud Baby Sleep Aid



20 customer reviews

- Helps comfort and settle your baby to sleep
- 4 soothing sounds: heartbeat, pink noise, lullaby & waterfall
- Two light options: a calming pink glow & soft white night light
- Soft, plush and portable
- Attaches to your crib, cot, pram or car seat
- Adjustable volume

✓ IN STOCK

£29.95

ADD TO BASKET

Order in the next 1h 58m for FREE next day delivery on Mon, Oct 21

Similar  
Products





Finding your feet as a new parent isn't easy, especially cracking that all-important routine. The Bluebell Smart



**£299.00**  
Including VAT

Similar  
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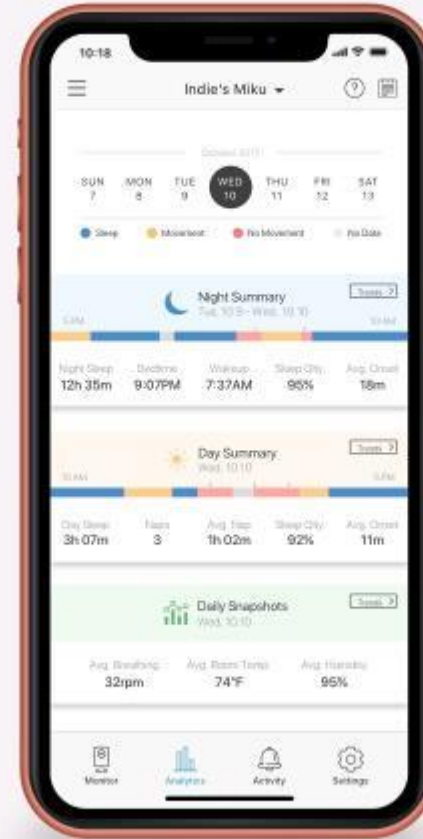


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\$299.00

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\$1,295.00

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- First Round Concept Design
- Theme Selection
- Material preferences.
- Tech integration/ considerations

NEXT STEPS