

Quest

Value proposition

For parents of kids ages 13 and under, who would like to encourage their kids to develop a healthier relationship with technology, Quest is a wearable that tracks kids' offline activity. Unlike FitBit, the product allows parents to reward completion of a range of activities and hobbies.

Quest is:

A kids'-only smartwatch and activity tracker that syncs with an app on a guardian's phone

An app for parents and a wearable designed for kids under 13 years of age

A platform that allows parents to track their kids' offline activities, from playing outside to reading

Customizable to motivate kids to use the wearable on a regular basis

Customizable to allow parents to set available activity types, activity duration, and frequency

Customizable rewards

Allows parents to send messages to kids' wearables through the app

Allows parents to set reminders, like brushing teeth or getting ready for bed, come home

A resource guide for parents who want tips for regulating kids' tech use and modeling good behavior

An activity guide that suggests local, offline events and outings

Key features:

Activity tracking

Customizable avatar and wristband

Parental control of available activity types, duration, and frequency

Parental control over incentives/rewards for completing activities

Rechargeable, long-lasting battery

Durable hardware

Simple interface

Use cases

1. It's spring break. Mom wants her two kids to spend their time doing activities that are more productive than just watching television.

Mom opens her Quest app where she can customize the types of activities her kids can do during the week: play outside, read a book, make crafts, etc. Since they're out of school, she increases the duration of those activities in order for her kids to get reward points.

Mom opens app > selects activities > customizes duration/frequency > syncs with devices > monitors kids' activities on the dashboard > reviews some completed activities (reading, crafting) for accountability

2. Nine-year-old Bobby's mom wants to encourage him to be more active. She buys him a Quest watch and downloads the Quest app, which syncs with the watch.

Within the app, Bobby's mom inputs Bobby's information (age, height, weight) and selects a number of possible activities for Bobby to complete during the week.

Downloads app > Let's get started > Inputs parent and child info > Pairs with wearable using Bluetooth > Selects possible activities/Quests > Specifies duration and frequency of Quests > Syncs with device > Wearable is ready to use

3. Mom Maria needs help figuring out activities for the weekend. She'd like to get out of the house with her child for a few hours. She opens her Quest app and selects the Activities tab in the navigation bar. When it opens, she sees an aggregated list of local activities: museum days, day hikes, library events. She can even meet up with other parents/kids in her community.

Opens Quest app > Home page/dashboard > Activities > Scrolls through up-to-date list of local activities > Registers for activities/meetups through the app

4. Mom Teresa wants some tips for encouraging healthy tech habits and modeling responsible tech use, but she's not sure exactly what she should do. She opens the Quest app and selects the Tips tab. There, she finds articles and videos with information she needs.

Opens Quest app > Home page/dashboard > Resources/Tips tab > scrolls through updated feed of articles and videos

5. Nine-year-old Bobby wants to play outside to complete his Quest and earn Reward points. On his Quest watch, he selects "Play" on the scrolling menu. As he plays, he sees his progress bar light up to show that he's fulfilling the Quest goal. After he has played for long enough that his progress bar is full, he sees a message telling him that the Quest is complete.

Activates wearable > Scrolls through possible Quests > Selects "Play" > Completes Quest > Earns reward points

6. Mom Teresa wants to make sure 9-year-old Bobby remembers to brush his teeth at night. In her Quest app, she programs a daily reminder that will make the watch light up and vibrate to remind Bobby to brush his teeth.

Opens Quest app > Home page/dashboard > Customize > Add reminder > Brush teeth > Set time > Set frequency > Save and sync

7. Maria wants to set a consistent bedtime and remind her kids to charge their wearables regularly. In her Dashboard, she customizes a reminder for bedtime so that the watch screen will light up with a reminder. Additionally, the avatar is animated to look sleepy and demonstrate the need to recharge.

App flow: Opens Quest app > Dashboard > Customize > Set bedtime > Set frequency > Save and sync

Wearable flow: Screen flashes and vibrates at bedtime > Animation shows sleepy avatar > Child removes wearable and plugs in > Animation shows sleeping avatar