

Beyond the ordinary

Let the kids be kids – Idea Challenge

Team: Gamestormers

Anna-Angeliki Tsioka

Eleni Stylianaki



The Problems

- ✓ Hard to explain medical terms to children
- ✓ Fear of the unknown
- ✓ Doctors - Pain



Key Elements used for the concept

- ✓ Top 5 choices – Being a doctor when grow up
- ✓ Create the future doctors
- ✓ Kids learn through play – Imitate the grown-ups



The concept

Short Description

“Beyond the Ordinary” offers a tangible experience through integrated play. By familiarizing with the procedures the kid learns, overcomes their fears and gains skills.

Patient Journey

The child enters the hospital and encounters the interactive screen which prompts him/her use it . Question reads “Who do you want to be today?”. Child taps the screen and chooses between the two optional personas - doctors. Glowing steps lead the way to the themed room according to the choice of the child. On the door screen says “Welcome Dr. ...”. The child has to enter his/her name and the door opens. He/She chooses medical instruments and enters the themed room. In this room they interact with toy medical equipment while watching a tutorial video on how to use the machines. Beautiful, warm and soothing environment where children can play and learn about their condition at the same time.



The child is prompted to choose his “role”.



Chooses between the options to enter the appropriate themed room.

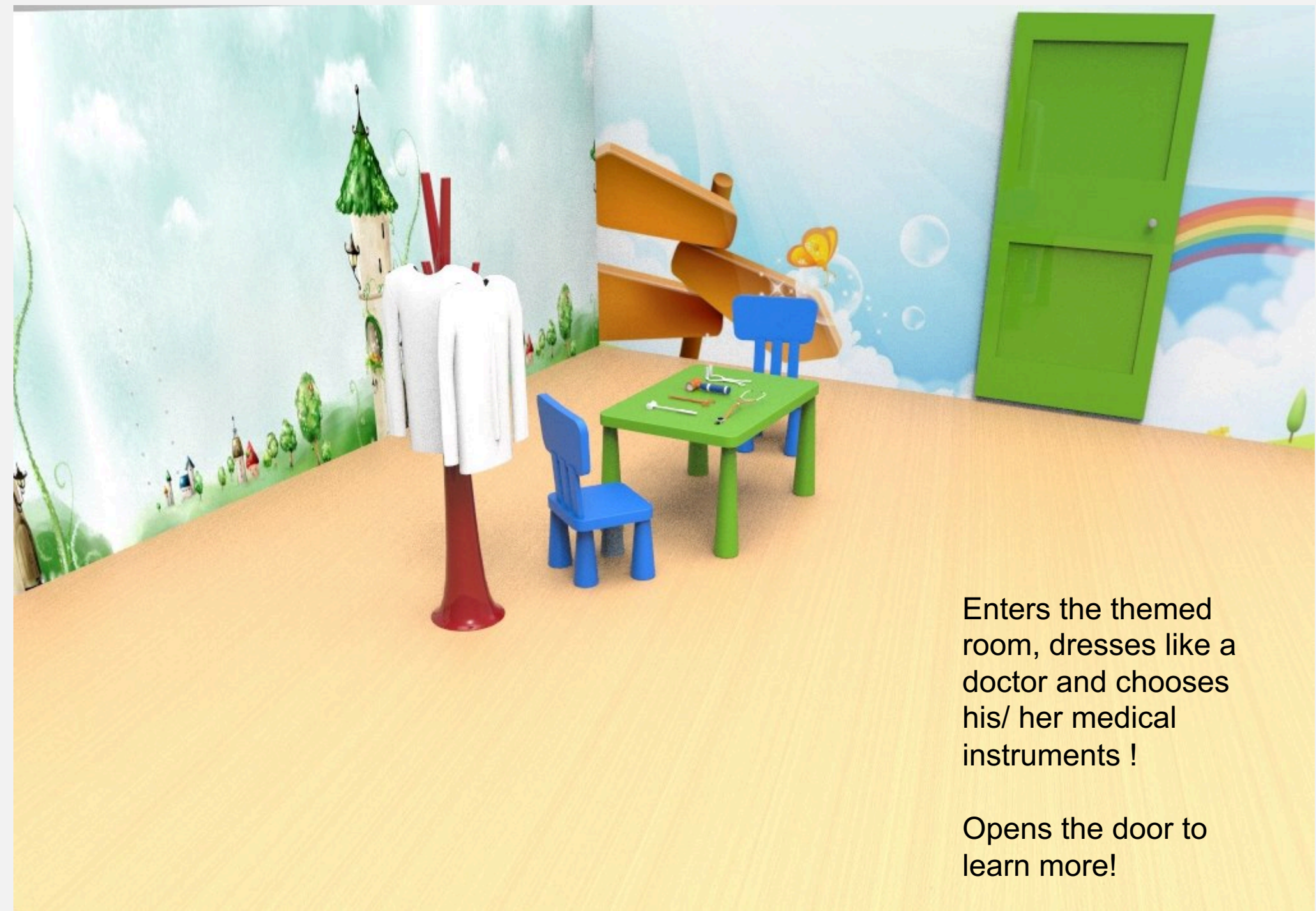
This time chooses to be the orthopedic surgeon !



Suddenly steps are glowing! The child has to follow them!

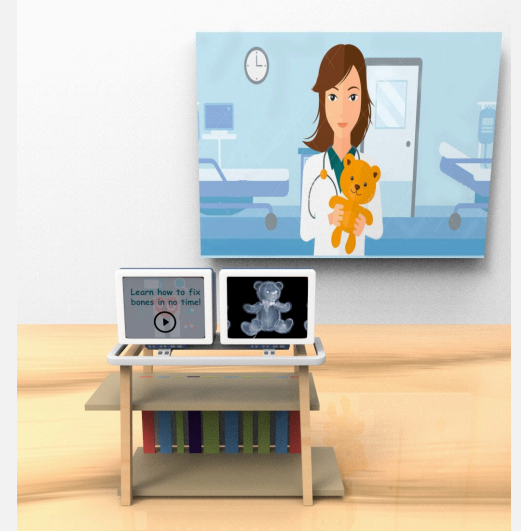


Reaches the themed room and is prompted to enter his/her name. The interactive screen welcomes him/her.



Enters the themed room, dresses like a doctor and chooses his/ her medical instruments !

Opens the door to learn more!



A video showing how an X-ray is done is projected on the wall.



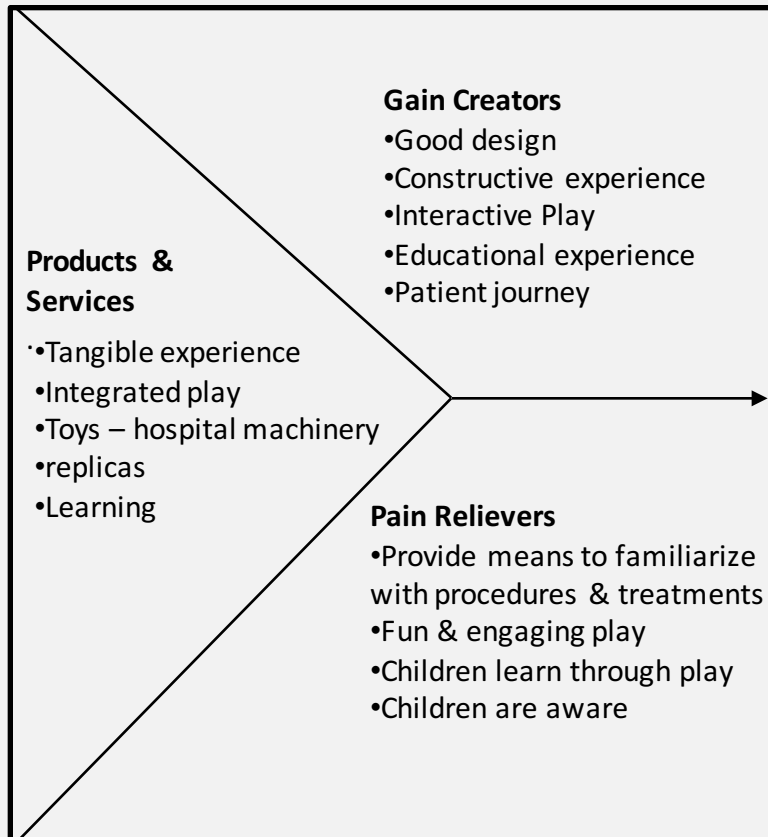
The child applies itself what he/she saw and makes X-rays of the toys of the room. He/She is not afraid of doctors anymore!

Key values

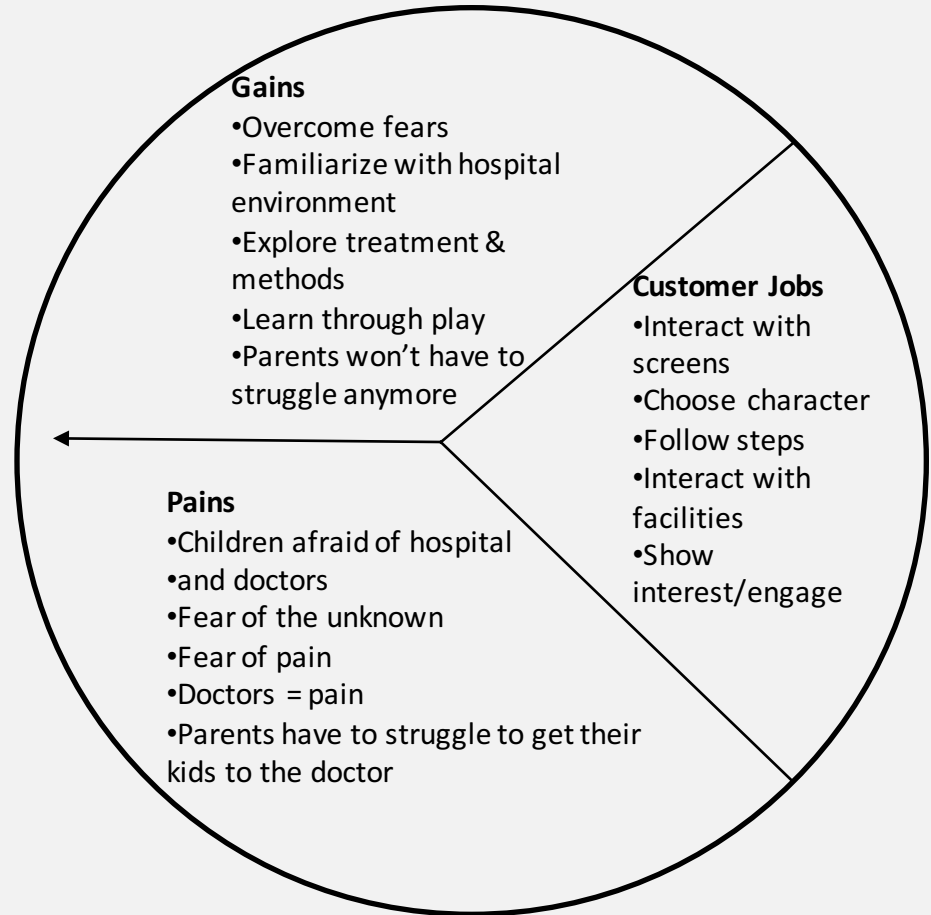
- ✓ Enhanced experience through participatory integrated play
- ✓ Impersonating the doctor
- ✓ The child gets to know how everything works
- ✓ Minimizes the fear of the unknown
- ✓ Education through play
- ✓ Shapes future doctors
- ✓ Familiarizes with hospital's environment

Value Proposition Canvas

Concept's Profile



User's Profile



Business Model

Who helps you
(Key Partners)



- Toy companies
- Hospital management
- UX designers
- Interior designers
- Electricians
- Furniture companies
- Screen tech equipment
- Costume designers
- Hospital staff
- Architects
- Psychologists
- Volunteers & student workers from nursing & technical schools

What you do
(Key Activities)



- Team management
- Room equipment
- Event management
- Marketing
- Platform development
- Room design
- Toy development

Who you are & what you have
(Key Resources)



- Developers & designers team
- Action plan
- Space-rooms

How you help
(Value Provided)



- Enhanced experience through participatory integrated play
- Impersonating the doctor.
- The child gets to know how everything works
- It minimizes the fear of the unknown
- Learns through play
- Shapes future doctors
- Familiarizes with hospital's environment

How you interact
(Customer Relationships)



- Participation
- Symbiotic
- Engaging
- Personal
- Direct

How they know you & how you deliver
(Channels)



- Themed rooms
- Interactive screen
- Glowing steps leading the way
- Interactive toys

Who you help
(Customers)



- Sick children
- Parents
- Children visitors
- Hospital staff
- Pregnant women

What you give
(Costs)



- Human resources
- Technical & hardware
- Software

What you get
(Revenue and Benefits)



- Boost in people's preference
- Higher status
- Reputation
- More funding

Further Development

- The “Beyond the Ordinary” concept is a dynamic one.

The themed rooms may change every month so the children can have more options. Moreover, the experience can be enhanced with more interactive elements in order to provide complete simulations. There can be more than two themed rooms at a time (that depends on the hospital’s choice).

- Other ideas regard the reception/entrance space which can have a specific theme on its own. This could also be discussed and analyzed with the responsible stakeholders. The idea is to provide the best welcoming environment for children. A place where they feel safe, can play no matter what and maybe even feel like home.

Thank you!