



TRAVEL TEDDY

making traveling with kids

BEARable

teddy bear + mobile app

The Problem

- children are children
- both children & driving demand a lot of attention
- parents apprehensive about effect of tech on children's development

Our Solution

- only an animatronic teddy bear for the child
- children's attention focused on the environment rather than on a "distracting" screen
- parental control of crowdsourced content & frequency of interaction



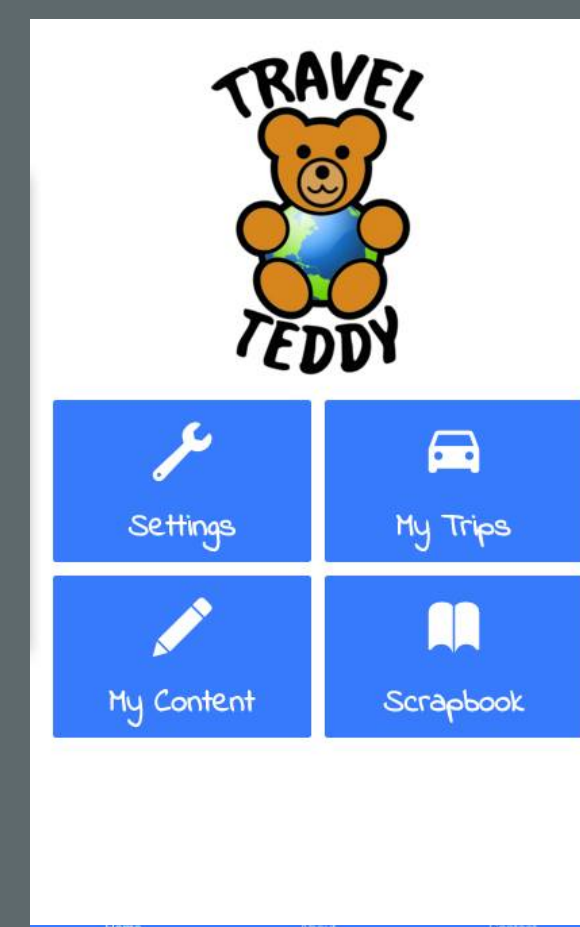
Design Iteration



Low-fi



Med-fi



Hi-fi