

1. Idea Overview

- a. The Sprout is a watch that encourages activity by keeping track of the user's steps per day through a pedometer device. Kids aged eleven to fourteen are recommended around 13,000 steps a day. The growth of images on the watchband will correlate to whether or not the user reaches the recommended 13,000 steps per day. This growth of images is how the name "Sprout" came to be. If the daily amount of steps is accomplished, an image will light up rewarding the movement. However, if the daily goal is not reached, then an image will disappear and can only return the next day with 13,000 steps. The idea of the watch is extremely expandable, and countless themed watches could be available.
- b. Sprout! It's more than just a watch. The more you move, the more the watch changes. Start with a bow and arrow and see if you can move enough to hit the target at the end! Or start with an empty pot and grow a plant until it reaches the bug! New images will appear as you move, but remember, if you are a couch potato, your images will soon disappear!

2. Appeals to Kids

- a. Eleven to fourteen year olds may be categorized as kids, however that's not how they view themselves. They desire to be older and more "cool", but of course while still playing and having fun. The Sprout is a great way to combine these two worlds. The watch is a sophisticated gadget, yet it is an everyday item that this age group would not be ashamed to wear. The Sprout takes the watch to the next level with encouragement through fun images, but also independence. Not only will the kids be responsible for their own exercise, but the images on the watch are something to be taken care of, nurtured, and grown. As self-responsibility is usually not appealing enough, the eleven to fourteen year-old can exercise for the growth of the images. Rather than give kids a goal to lose weight, or exercise more, the Sprout lets them make small, and fun goals, which will ultimately improve their health.

3. Gets Kids Moving

- a. The great thing about the Sprout is that any kind of aerobic activity works with it! For each day that the user reaches the recommended amount of movement, another image will appear on the watch.
- b. Sprout encourages a high level of activity. A lack of activity is immediately noticed when the level of images reduces, or even disappears altogether.

4. Keeps Kids Moving

- a. Designed to maintain physical activities over time, the Sprout involves consistent movement in order to achieve a progression of images. If the user chooses to stop exercising regularly, the progress that the child has developed will diminish both health wise and visually on the watch. In this way, Sprout encourages a healthy and active lifestyle.
- b. The product will not be fulfilling to the user if it is only used for a short period of time. It is about long-term progression. Also, a watch is a daily and useful item that kids will be sure not to leave at home. So many different ways to exercise leave no way to lose interest in this product. Sprout rewards any type of activity. If the issue is that the images become boring, different themed watches can be available.

5. Originality

- a. Using pedometers to evaluate exercise is always used for adults, but not so much for this age group. This makes our product unique by involving fun, and health awareness all into one product. It ingrains into kids' minds the idea that moving and playing can be more beneficial than sitting and playing. We know it is expected that kids will play, but our product rewards active play, whether they realize it to be exercise or not.
- b. There are other watch pedometers on the market; however, we did not find any devices that reward active play through growth of images.

6. Gives Kids Control

- a. As Sprout is a wearable product, the user will be self-sufficient. The amount of supervision needed is dependent on what activities are chosen for exercise and play. For example, parents may not want their kids outside alone.
- b. The control of this product all lies in the kids' hands, because it is up to them to progress their exercise and the growth of images on the Sprout.

Theme 1: Bow and arrow



1. Start with a bow and arrow.



2. Each day, an arrow can be added or subtracted depending on whether or not you moved the recommended amount.

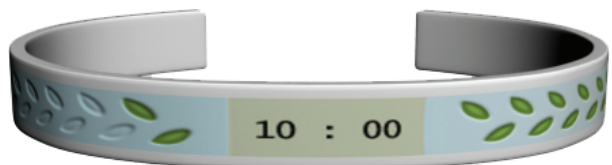


3. When you have consistently accomplished your daily exercise, and all arrows are lit, you will hit your target!

Theme 2: Nature



1. Start with an empty planters pot.



2. Each day, a pair of leaves can be added or subtracted depending on whether or not you moved the recommended amount.



3. When you have consistently accomplished your daily exercise, and all leaves are lit, a lady bug will appear!