

# **CREATING A LITERATE WORLD**

**Christoph Sokol - Issey Masuda - Nicholas Sayaan - Roser Viñals - Javier Mangas**

**CHALLENGE BASED INNOVATION - PENROSE TEAM**



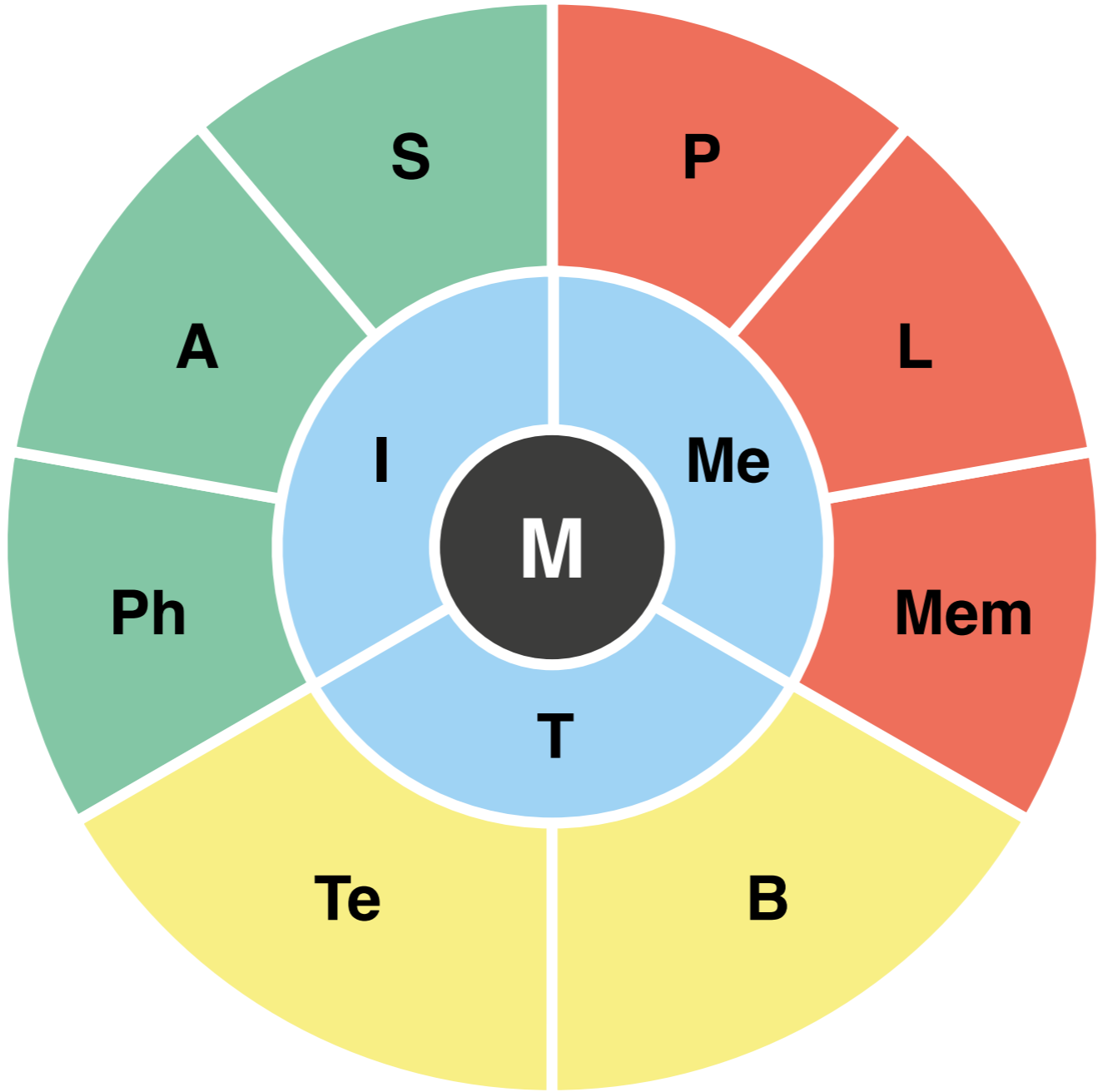
**PENROSE TEAM**

# OUR CHALLENGE

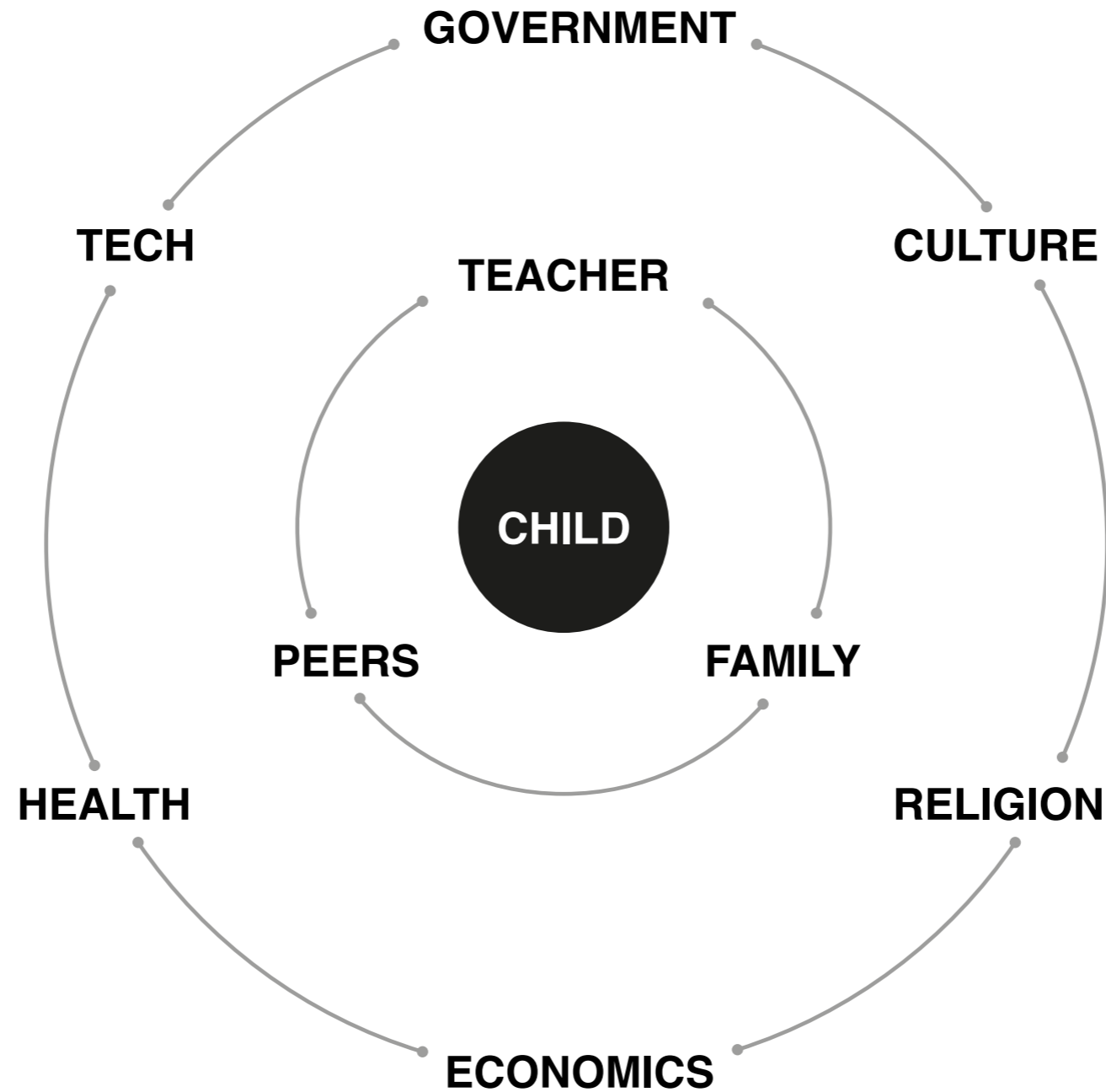
**How might we significantly reduce child and youth illiteracy at scale in developing countries, with the use of technology?**

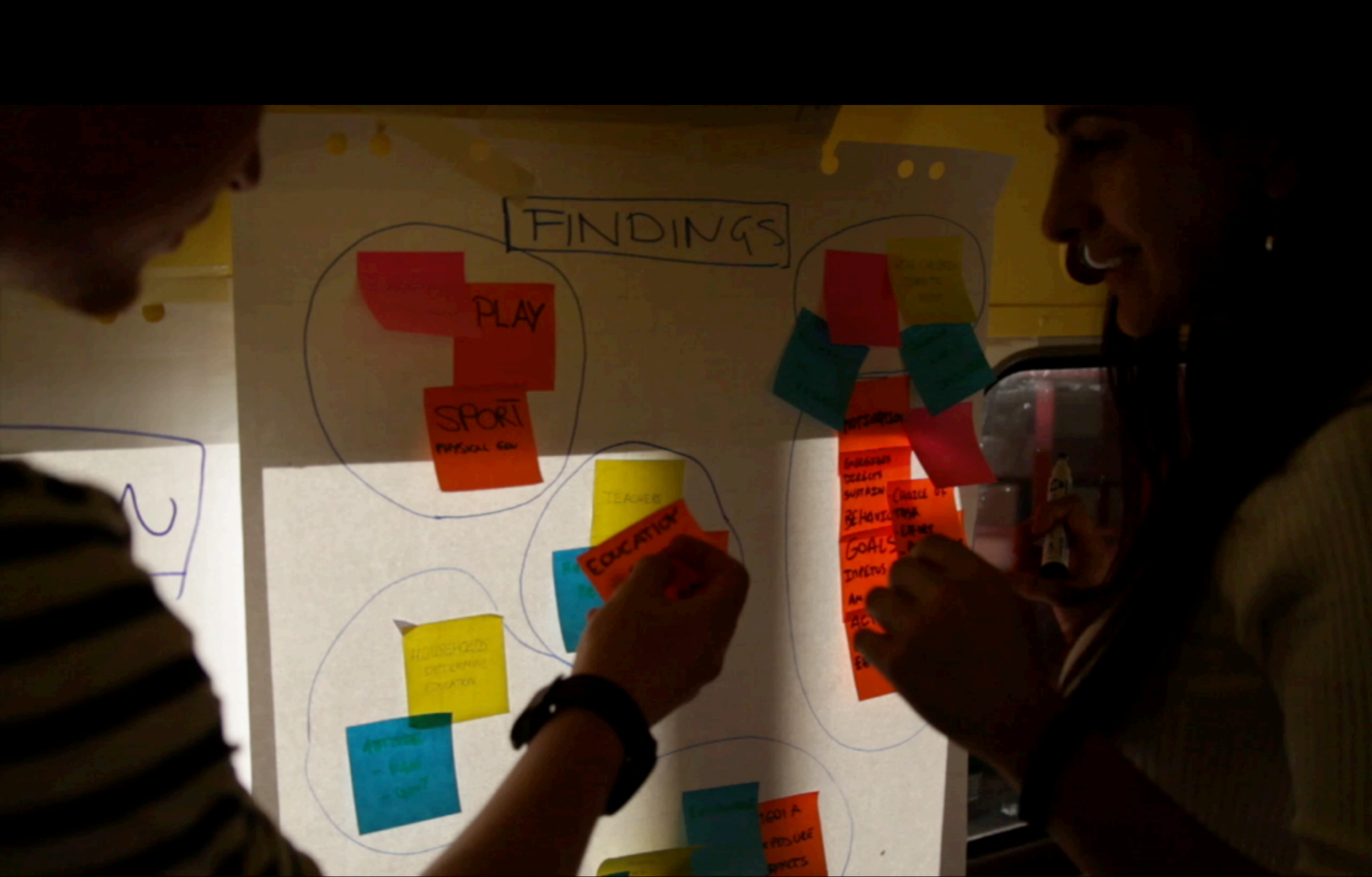


# WHAT IS IT ABOUT?

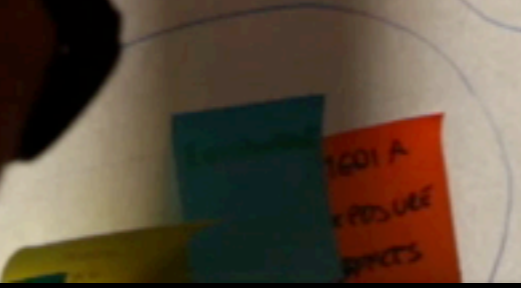
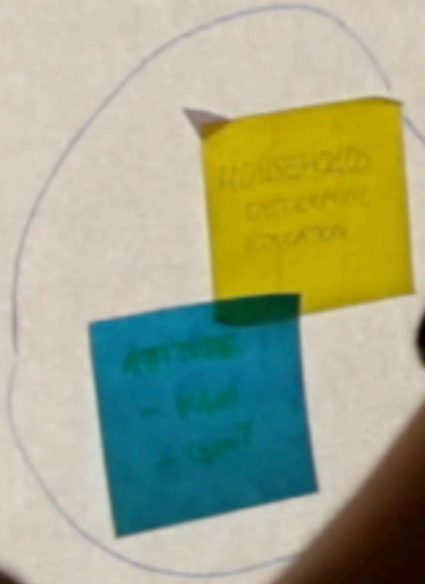
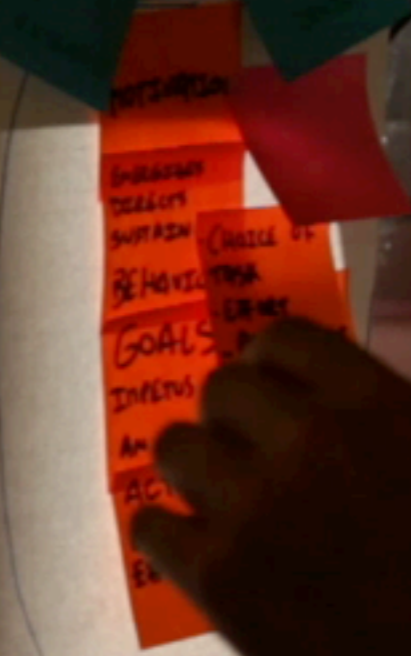
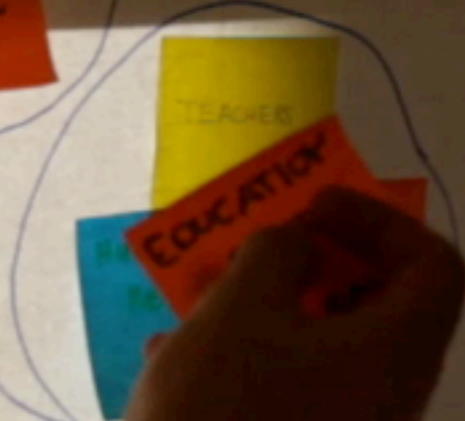
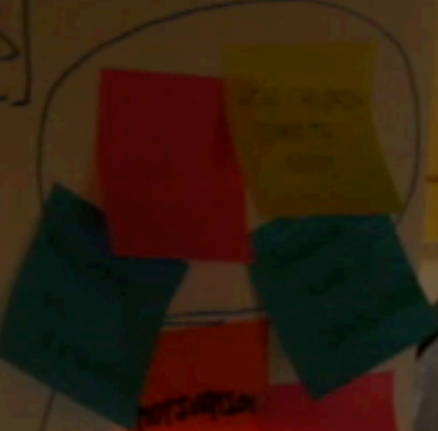


# OUR PLAYERS





# FINDINGS



# REDEFINITION OF THE PROBLEM

How can we create an enriching learning experience?



# **INTERESTING QUESTIONS**

**How can we motivate children to learn?**

**How can we make their time more valuable?**

**How can we close the gap from 0-7 years?**

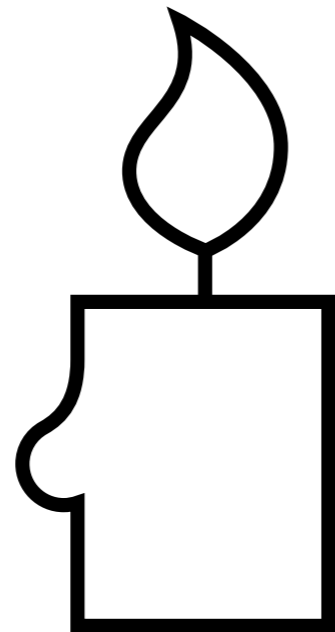
**How do we create a learning environment?**

**How can we create a new learning experience?**





# OUT OF SCOPE

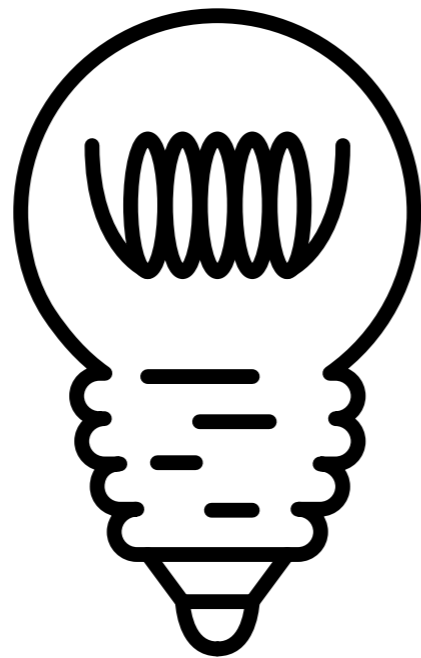


**Candle**

**Conventional  
Traditional  
Failed**



# UNKNOWN AREAS



Light bulb





# **BENCHMARK**

**Jens Vigen - UNESCO INVENIO**

**Worldreader**

**One laptop per child**

**School in the cloud**

**Rewrite the future**

**Speaking books**

**Global partnership for education**

**UNESCO - ICT for ED lifelong learning**



# RELEVANT TRENDS

**Gamification**

**Play**

**Athletics**

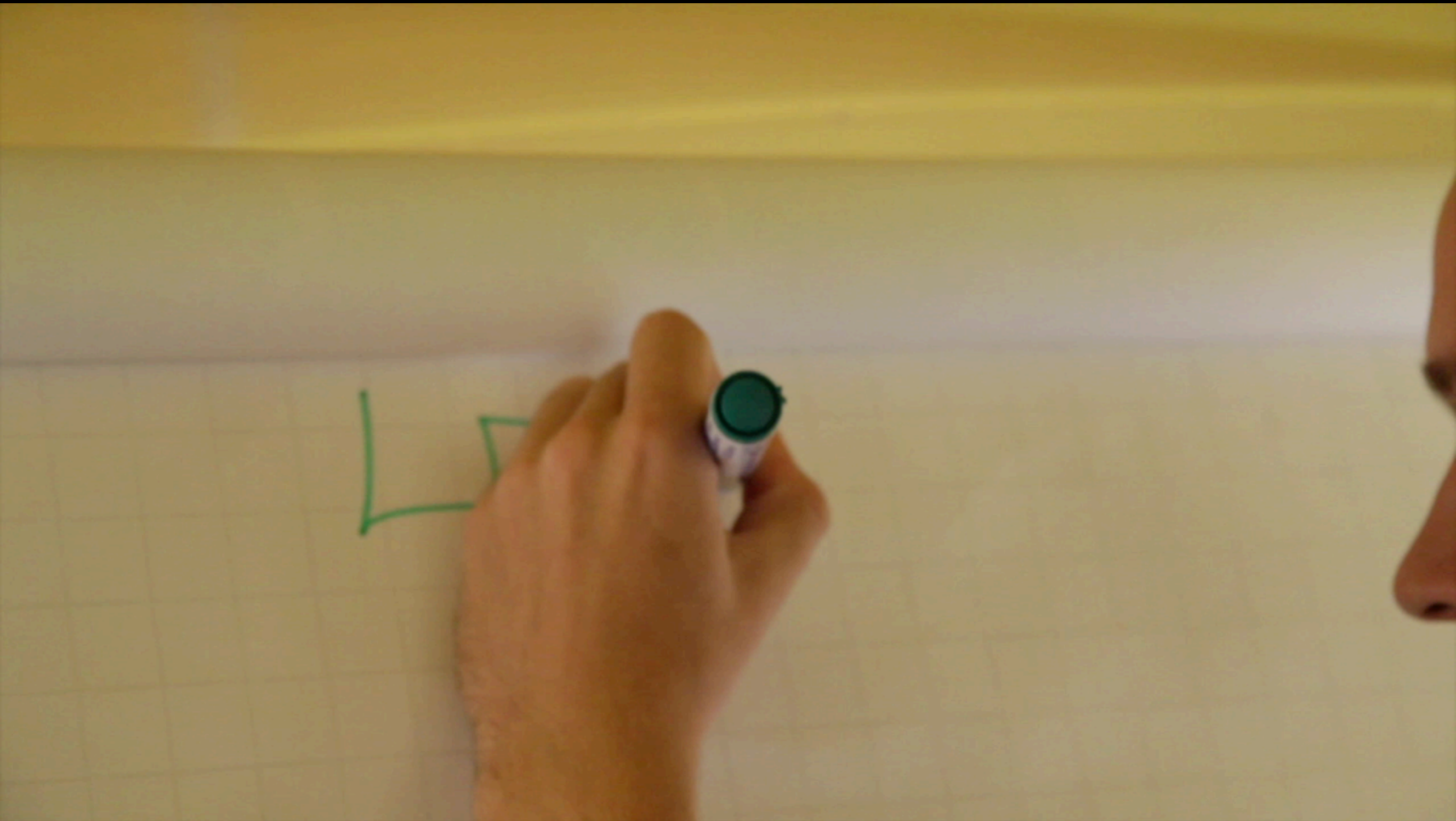
**Military**

**Technology**

**Neuroscience**







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# USER RESEARCH



# NEXT STEPS

## **Interviews**

**Eva Vidal - Colin McElwee - Helen Abadzi - Jens Vigen**

**Schools - Kindergarten**

**Social Scientists - Understand Learning**

**Psychologists**

**Tech-Experts Cern**





# **HYPOTHESIS**

**Creating an enriching learning experience**

**Gamification**

**Motivation**





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**THANK YOU!!!!!!!**

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