



What if...?

What if you remove all
representations of gender
from the game?





What if...?

What if you remove
one of the sensory inputs
from gameplay?





What if...?

What if children could
provide more support
and encouragement for
other players?



What if...?

What if a child's disability
makes access challenging?





What if...?



What if a child's background
puts them at a disadvantage
when using your product
or service?





What if...?

What if a child is rewarded
for imagining new ways to
play with your product?



What if...?

What if a child could
re-build the environment
with friends?



What if...?

What if you nudge
a child towards an
unexplored area?



What if...?

What if a child could express
themselves freely?



What if...?

What if children can use their
imagination to adapt the
visual assets?



What if...?

What if you remove
or change one of the
'pathways' or 'routes'
through to your product?



What if...?

What if your product is like a cardboard box so a child can use it in multiple ways?



What if...?

What if curiosity becomes
the 'aim' of the game?



What if...?

What if the 'starting point'
is different every time?



What if...?

What if children can amend
your guide on how to play?



What if...?

What if you give a child the option to remove all nudges and notifications?



What if...?

What if your product lets
a child stop playing
without feeling like
they are losing out?



What if...?

What if a child can only
access the game once
a week?



What if...?



What if ad-free games are
the industry standard?





What if...?

What if a child is prompted
to reflect during play?



What if...?

What if you can create
a system for managing
user-generated content
that doesn't need to be
moderated?



What if...?

What if children can build
their own 'codes of conduct'
and 'codes of contact'?



What if...?

What if a child can challenge
the restrictions that parents
or caregivers put on their
online activities?



What if...?

What if a child can see the
data you hold about them
and can control who has
access to it?



What if...?

What if a child doesn't
know how to ask for help?



What if...?

What if your product enables
a child to make or break
rules when playing?



What if...?

What if children coding their
own content is integrated
into product design?





What if...?

What if children's inventions
are celebrated?





What if...?

What if there is no
'wrong way'?





What if...?

What if risk-taking
is rewarded?



What if...?

What if children are grouped
by interest rather than age?



What if...?

What if a child wants to play
with their teacher or their
parents or other adults?



What if...?

What if a child could
guide new players?



What if...?

What if you misjudge
or misunderstand a
child's capabilities?





What if...?

What if you focus on
benefits to a child rather
than their needs?

