



## Why?

Why might a child feel  
that the digital product  
(or part of it) is not really  
'for them'?



## Why?

Why might a child with  
different abilities struggle  
with the flow of play?



## Why?

Why might a child find themselves being mean or unkind when playing?



## Why?

Why might a child feel included when playing, whatever their background?



## Why?

Why might a child find  
it hard to get started  
with your product?



## Why?

Why might a child feel encouraged to generate new content or build new things with your product?



## Why?

Why might a child feel  
as if their imagination is  
constrained, interrupted  
or boxed in?



## Why?

Why might designs based on a child's past interactions make them feel manipulated, frustrated or disinterested?





## Why?

Why might a child feel bored and that they are not achieving or creating anything new?



## Why?

Why might a child feel that  
their play is imaginative  
and creative?



## Why?

Why might a child feel they  
are able to explore and  
discover new possibilities?



**Why?**

Why might a child feel excited  
or thrilled when using your  
product or service?



**Why?**

Why might a child feel a  
sense of freedom when  
playing with your product?



# Why?

Why might the experience  
make a child feel confident  
and in control?



**Why?**

Why might a child feel  
they must perform in a  
'certain way' to play?



## Why?

Why might a child feel  
that they can easily stop  
playing when they are  
hungry or tired?





## Why?



Why might a child choose  
to return to your product  
regularly, without feeling  
compelled?





## Why?

Why might a child feel  
pressured into 'liking' or  
engaging with your content?



## Why?

Why might a child feel they must buy new items when playing, even if they can't afford them?



## Why?

Why might a child feel  
compelled to share data,  
even when they don't  
want to?



## Why?

Why might a child want  
to share their experience  
of play, or play with adults?



## Why?

Why might a child report a problem or seek help when something happens that upsets them?



## Why?

Why might a child accept an invitation from an adult they have not met before?



**Why?**

Why might a child feel  
safe when playing with  
your product?





## Why?

Why might a child  
feel threatened or  
uncomfortable when  
playing with your product?



## Why?

Why might a child want to  
break some rules or push  
boundaries?



## Why?

Why might a child invent new  
rules or ways of engaging  
with your product?



## Why?

Why might taking a risk  
when playing feel satisfying,  
exciting or enjoyable for  
the child?



## Why?

Why might a child use external software or apps to communicate with other players?



# Why?

Why might a child keep seeking new challenges?



## Why?

Why might a child feel  
uncomfortable when playing  
with parents, caregivers or  
older siblings?



# Why?

Why might a child feel  
invested in their engagement  
with your product?





## Why?

Why might a child feel that they are being treated unfairly when using your product or service?



## Why?

Why might a child feel  
a sense of personal  
achievement when playing  
with your product?



**Why?**

Why might a child feel  
frustrated when using  
your product?