



## How?

How can children  
from different financial  
backgrounds play together  
on an equal footing?



## How?

How can you adapt your product to improve accessibility, so no child is disadvantaged when playing with peers?



## How?

How can children see  
themselves, their cultures  
and values reflected in  
your product?



## How?

How can you manage  
any toxic communication  
in your product?



## How?

How can you ensure that play  
does not exclude children  
who don't fit the 'norm'?



## How?

How can you guide children  
to contribute constructive  
and imaginative content?



## How?

How can you facilitate a child's ability to extend a narrative or a form of play in new ways?



## How?

How can you ensure that pathways are individualised rather than based on a 'typical user'?





# How?

How can you be more  
responsive to individual  
player preferences?



## How?

How can you give a child  
more control over their  
play experiences?



## How?

How can you build flexibility  
into how a child can engage  
with your product?



# How?

How can you diversify the  
pathways to create a range  
of experiences?



## How?

How can you make your  
product 'playable' in  
different contexts, spaces  
and media forms?



## How?

How can you present  
different 'starting points'?



## How?

How can you support  
children to celebrate  
and share their creative  
achievements with others?



## How?

How and when might you suggest moments of 'pause' or 'closure' in the game?





## How?

How can you identify ethical commercial strategies that better align with your principles and goals?



## How?

How can you ensure that notifications, commercial interruptions or pop-up data agreements do not overwhelm a child?



## How?

How can you facilitate  
children's intrinsic  
motivation to play?



## How?

How can you make  
the algorithms more  
transparent to and  
controllable by a child?



## How?

How can you encourage a child to tell you when they experience a problem?



## How?

How can you build a system  
that adapts its process of  
reporting and redress to a  
child's age?



## How?

How can you give a child more control over the information recorded about them?



## How?

How can you encourage  
children to engage in  
pro-social behaviours  
when using your product?





## How?

How can you build a moderation system that balances a child's freedom of expression and safety?



## How?

How could your product  
support children to  
experiment with  
different outcomes?



## How?

How could you make the  
rule structures in your  
product more flexible?



## How?

How can you design  
your product in ways  
that encourage children  
to challenge themselves  
constructively?



## How?

How can you mitigate  
any negative effects of  
risk-taking without  
constraining children?



## How?

How can you encourage  
children and adults to  
experiment together safely?



## How?

How could your product  
better support children and  
adults to play together  
safely and fairly?



## How?

How can you ensure that a child understands which age group your product is for, and why?





## How?

How can you ensure that  
children of all ages get the  
help that they need when  
they need it?



## How?

How can you include more clues and tricks on how to get better at playing or using a product?



## How?

How can you make your product meet children's diverse interests and capacities?