



CASE STUDY

BRAINCHILD COVID-19 3D DIGITAL LESSONS FOR CHILDREN

SMARTTEK
(FORMER AVRSPOT)



ABOUT PROJECT



BRAINCHILD IS AN ONLINE EDUCATIONAL PLATFORM THAT HELPS STUDENTS STUDY AND FILL IN THE GAPS THEY MIGHT HAVE IN VARIOUS SUBJECTS. IT OFFERS MULTIPLE ACTIVITIES TO LEARN NEW INFORMATION. THE RESOURCE PROVIDES VIDEO LESSONS, INSTRUCTIVE MATERIALS AND INTERACTIVE TUTORIALS. THE LESSONS CAN BE CUSTOM SELECTED AND THE PACE CAN BE ADJUSTED.

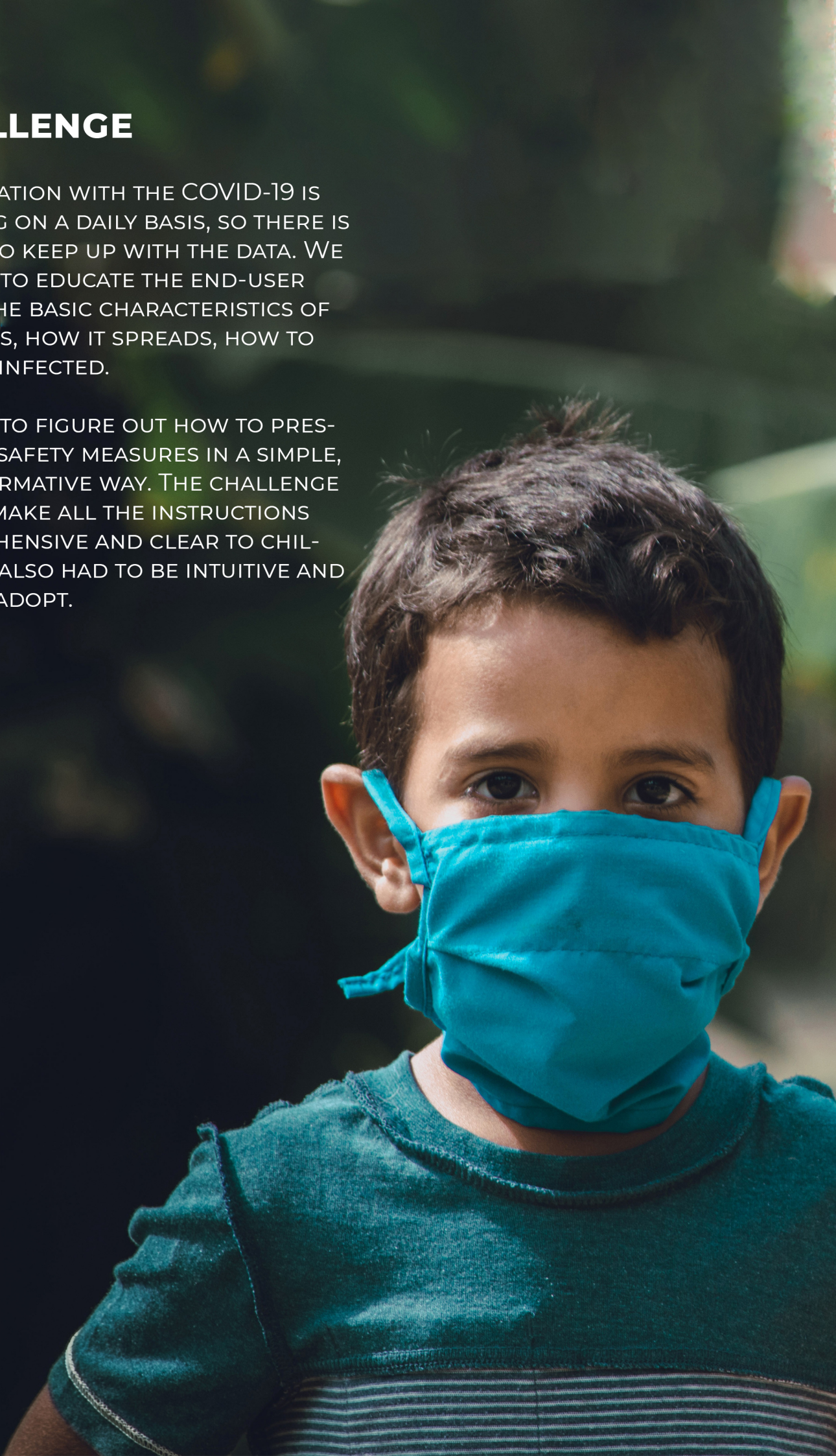
DUE TO THE OUTBREAK OF THE NOVEL CORONAVIRUS IN JANUARY, 2020, THERE WAS AN URGENT NEED TO INFORM THE PUBLIC OF THE SAFETY MEASURES. BRAINCHILD WANTED TO MAKE A SIMPLE, YET INFORMATIVE CONTENT TO HELP THE AUDIENCE, ESPECIALLY KIDS, STAY SAFE AND PREVENT SPREADING OF THE COVID-19.



CHALLENGE

THE SITUATION WITH THE COVID-19 IS EVOLVING ON A DAILY BASIS, SO THERE IS A NEED TO KEEP UP WITH THE DATA. WE WANTED TO EDUCATE THE END-USER ABOUT THE BASIC CHARACTERISTICS OF THE VIRUS, HOW IT SPREADS, HOW TO NOT GET INFECTED.

WE HAD TO FIGURE OUT HOW TO PRESENT THE SAFETY MEASURES IN A SIMPLE, YET INFORMATIVE WAY. THE CHALLENGE WAS TO MAKE ALL THE INSTRUCTIONS COMPREHENSIVE AND CLEAR TO CHILDREN. IT ALSO HAD TO BE INTUITIVE AND EASY TO ADOPT.



CHALLENGE

CHILDREN ARE OFTEN CARELESS WITH THEIR HYGIENE AND RARELY TRACE THE THINGS THEY HAVE TOUCHED BEFORE TOUCHING THEIR NOSE OR MOUTH. THUS, THE WORLD HEALTH ORGANIZATION'S RECOMMENDATION TO WASH HANDS FREQUENTLY WITH SOAP UNDER RUNNING WATER FOR AT LEAST 20 SECONDS – HAD TO ILLUSTRATE HOW LONG 20 SECONDS FEEL LIKE AND HOW TO WASH HANDS PROPERLY.



WITH PRACTICING COUGH AND SNEEZE ETIQUETTE WE HAD TO SHOWCASE HOW TO COVER MOUTH AND NOSE THAT WOULD BE NATURAL TO ADOPT, SINCE CHILDREN RARELY DO THAT.

WE ALSO NEEDED TO TEACH CHILDREN TO AVOID DIRECT PHYSICAL CONTACT, SINCE THEY ARE USED TO HUGGING AND COMING CLOSE TO GREET ONE ANOTHER. ULTIMATELY, TEACH KEEPING THE 6 FEET DISTANCE AND THE FACE MASK ROUTINE, WHEN SOCIAL DISTANCING IS NOT POSSIBLE.

SOLUTION

VIDEO LESSONS WITH ANIMATED INSTRUCTIONS FOR 6 MAIN HYGIENIC AND HEALTH MEASURES.

CHECK THEM OUT ON THE WWW.BRAINCHILD.COM/COVID-19/

1

AVOID SPREADING THE VIRUS. THERE IS PROOF OF HUMAN-TO-HUMAN TRANSMISSION OF THE COVID-19. WE SHOW AN INTERACTION OF TWO 3D CHARACTERS OF CHILDREN, WHERE GERMS APPEAR AS GREEN SPOTS THAT

2

WASHING HANDS. WE CREATED AN INTERACTIVE TUTORIAL TO ENGAGE THE END-USER IN LEARNING HOW TO WASH HANDS PROPERLY. WITH GAMIFICATION WE TURNED THE INSTRUCTIONS INTO A FUN NINE-STEP ORDER OF PLACING PALMS AND HUMMING A WELL-KNOWN MELODY TO ENCOURAGE THE RIGHT DURATION.

3

SOCIAL DISTANCING. TO ILLUSTRATE STAYING 6 FEET APART WE HAVE DESIGNED A CHALLENGE TO STOP TWO ANIMATED FRIENDS FROM COMING TOO CLOSE TO EACH OTHER. BY CLICKING THE DISTANCE BAR AT THE RIGHT NUMBER A USER CAN DEMONSTRATE UNDERSTANDING THE DISTANCE MEASURE AND SCORE TO BE “GOOD AT SOCIAL DISTANCING”.

SOLUTION

VIDEO LESSONS WITH ANIMATED INSTRUCTIONS FOR 6 MAIN HYGIENIC AND HEALTH MEASURES:

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4

COVER COUGHS AND SNEEZES. KEEP-
ING IN MIND THAT SNEEZING IS OFTEN
SUDDEN WE DECIDED TO SHOW HOW
TO COVER THE MOUTH WITH A TISSUE
OR ALTERNATIVELY, WITH AN ELBOW.
WE HAVE INCLUDED A THREE-TIME
DRILL TO STOP AN ANIMATED GIRL IN
TIME FROM SNEEZING OUT THE GERMS
BY PICKING ONE OF THE TWO OPTIONS
TO COVER HER MOUTH.

5

STAYING SAFE IN PUBLIC PLACES. WE
CREATED A SUPERMARKET AS A FAMIL-
IAR PUBLIC ENVIRONMENT TO SHOW
THAT WEARING A CLOTH FACE MASK IS
STRONGLY RECOMMENDED ESPECIALLY
WHEN AMONG GROUPS OF PEOPLE.
WE ADDED A THREE-STEP TUTORIAL TO
SHOW HOW TO PUT A FACE MASK ON,
TAKE IT OFF AND HOLD IT CORRECTLY.

6

DISINFECTION. ROOMS AND SURFACES
SHOULD BE CLEANED DAILY. THAT IS
WHY THIS PART INCLUDES A VISUALIZA-
TION OF A TYPICAL CHILDREN'S ROOM
WHERE WE LISTED THE ITEMS THAT
ARE FREQUENTLY TOUCHED, THUS
SHOULD BE DISINFECTED. WE AIMED
TO ENCOURAGE CHILDREN TO FEEL RE-
SPONSIBLE FOR CLEANING THEIR
SPACE AND TRY IT OUT IN A SIMULATED
BATHROOM WITH SIX CONTAMINATED
SPOTS TO FIND AND CLEAN.



RESULTS

WE MANAGED TO CREATE AN INFORMATIVE AND FULLY RESPONSIVE VIDEO-INSTRUCTION FOR A BETTER CUSTOMER EXPERIENCE. THE LESSON IS WELL-DESIGNED AND EASY TO NAVIGATE. IT OPTIMIZES A SIGNIFICANT SCOPE OF INFORMATION, AIMING TO ASSIST THE YOUNGER GENERATION STAY SAFE AND HEALTHY.

CHECK THEM OUT ON THE WWW.BRAIN-CHILD.COM/COVID-19/





ABOUT SMARTTEK

SMARTTEK (FORMER AVRSPOT) HELPS CLIENTS TRANSFORM THEIR BUSINESSES BY PROVIDING VIRTUAL AND AUGMENTED TECHNOLOGY SOLUTIONS.

WE SOLVE SOPHISTICATED ISSUES WITH CREATIVE STRATEGY AND LARGE-SCALE ENGINEERING. BY APPLYING DESIGN-DRIVEN PROTOTYPING APPROACH IN COMBINATION WITH PROVEN PROJECT MANAGEMENT TECHNIQUES OUR HIGHLY QUALIFIED TEAM DELIVERS OUTSTANDING DIGITAL SOLUTIONS AND CONTENT TO OUR CLIENTS.

OUR TEAM OF EXPERTS PROVIDE AR/VR CONSULTING, PRODUCT DESIGN & IMPLEMENTATION, AND USABILITY TESTING. MOREOVER, WE HAVE EXPERIENCE IN CROSS-BORDER COLLABORATION AND VIRTUAL TEAMS.