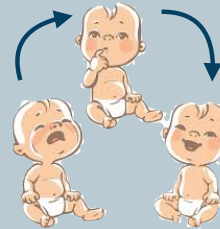


# Mr. Cuddle

Caroline Sturza - Think 66 - Design That Understands US

# MR. CUDDLE

Age 0-8



## What is Mr.Cuddle?

A baby feels secure, in a safe space, and comfortable when around his parents. Mr. Cuddle is a smart interactive teddy bear that reminds a baby of his parents when they are not physically with him. It has multiple features that allow the baby to feel safe without his parents. Additionally, it releases parents from stress and allows them to sleep more but also acts as a reassuring object for a baby. There is the possibility to record voices or songs, there is a movement and noise detector and a speaker implemented in the teddy bear but it also has the ability to warm up and light up to reassure a baby. Its silicon texture reminds the baby of his parents' skin.

*Need more sleep?*

**MR. CUDDLE IS YOUR SOLUTION**



*You want to have more free time?*

**MR. CUDDLE IS YOUR FRIEND**



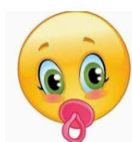
*Are you stressed or anxious?*

**MR. CUDDLE IS YOUR SOLUTION**



*Seeking for your baby's peacefullness?*

**MR. CUDDLE IS YOUR COACH**



## Mr. Cuddle for education? **YES**

As the baby grows, the function of Mr. Cuddle shifts from a reassuring object to an educational tool. As Mr. Cuddle has a recording feature parents can record a new language or teach numbers to their child for example. Over time, Mr. Cuddle will help parents have more time for themselves but also educate their children.

## How it works?

MR. CUDLLE HAS MULTIPLE FEATURES THAT ALLOW THE BABY TO FEEL SECURE WHEN HE IS WITHOUT HIS PARENTS:

- Parents can record their voices in the voice recorder by pressing the right ear of the bear.
- The movement and noise detectors implemented automatically activate the parents' voice, song or story when a certain movement or noise is detected.
- The teddy bear can warm up and remind the baby of his parent's skin. The on and off button is located in the left ear.
- By pressing on its nose, Mr. Cuddle can light up.
- Scrats hands to easily fix it on the baby's bed.
- Parents can add their perfume in a diffuser situated in Mr. Cuddle's back.

