

# Nori: A Learning Path Driven by Empathy

## Design Philosophy: Altruism as a Catalyst for Learning



Nori shifts early childhood education away from memorization and toward empathy.

Nori introduces a new learning architecture where altruism replaces performance metrics as the primary progression engine in early childhood education.

Instead of learning in isolation, children explore a living world where their goal is to help animals in need. To do so, they complete learning tasks such as spelling and mathematics.

By helping others, children feel capable and helpful. At the same time, they build academic skills and develop emotional awareness. Learning and caring grow together.

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## A Structural Removal of Anxiety Triggers

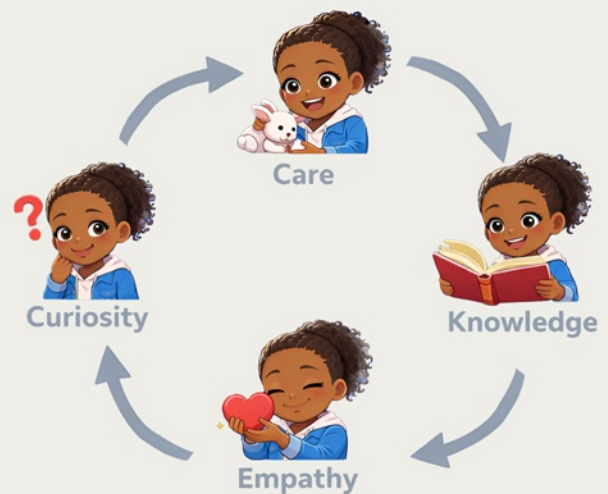
### Comparative Design Impact Table

#### Traditional Model

- Timer
- Scoreboard
- Level gating
- Failure states

#### Nori Model

- No punitive triggers
- Adaptive scaffolding
- Emotional pacing
- Open biome navigation



Nori eliminates traditional pressure-based engagement tools, including time limits, scoreboards, and failure states, replacing them with adaptive scaffolding and progressive guidance.

Nori creates a simple and meaningful cycle that keeps children engaged.

#### Knowledge as a Reward

When children help an animal, the animal shares real facts about its life and habitat. This builds curiosity about nature.

#### Environmental Awareness

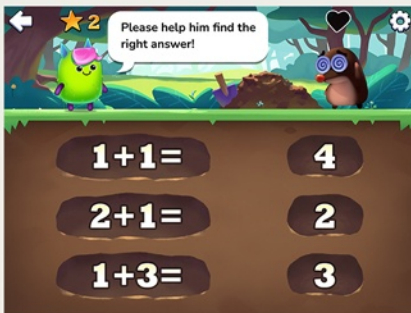
The app introduces environmental topics in simple ways. For example, children learn how rising temperatures can affect sea turtle hatchlings.

#### Achievement Through Kindness

Progress is measured by the number of animals helped. Helping becomes the motivation to keep learning.

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## The Gentle Guide: Nori



Tap me!



Nori creates a calm, supportive learning space — no timers, no “Game Over,” no punishment.

When a child hesitates, help appears step by step:

- Short hints.
- Clear visual examples.
- Simple icons instead of complex text.
- An easier version of the task.

Children can tap Nori anytime for help. Getting stuck becomes part of learning, not failure.

The system adapts to each child’s progress, keeping tasks challenging enough to build confidence but simple enough to prevent frustration — supporting steady growth.

## Inclusive Character Design

Nori addresses the needs of a vast underserved population: among children under 12 worldwide, approximately 65 to 70 million suffer from color vision deficiency (color blindness)



Display in Colorblind Mode



Protanopia-type



Deuteranopia-type

Nori is designed to be visually clear for all children.

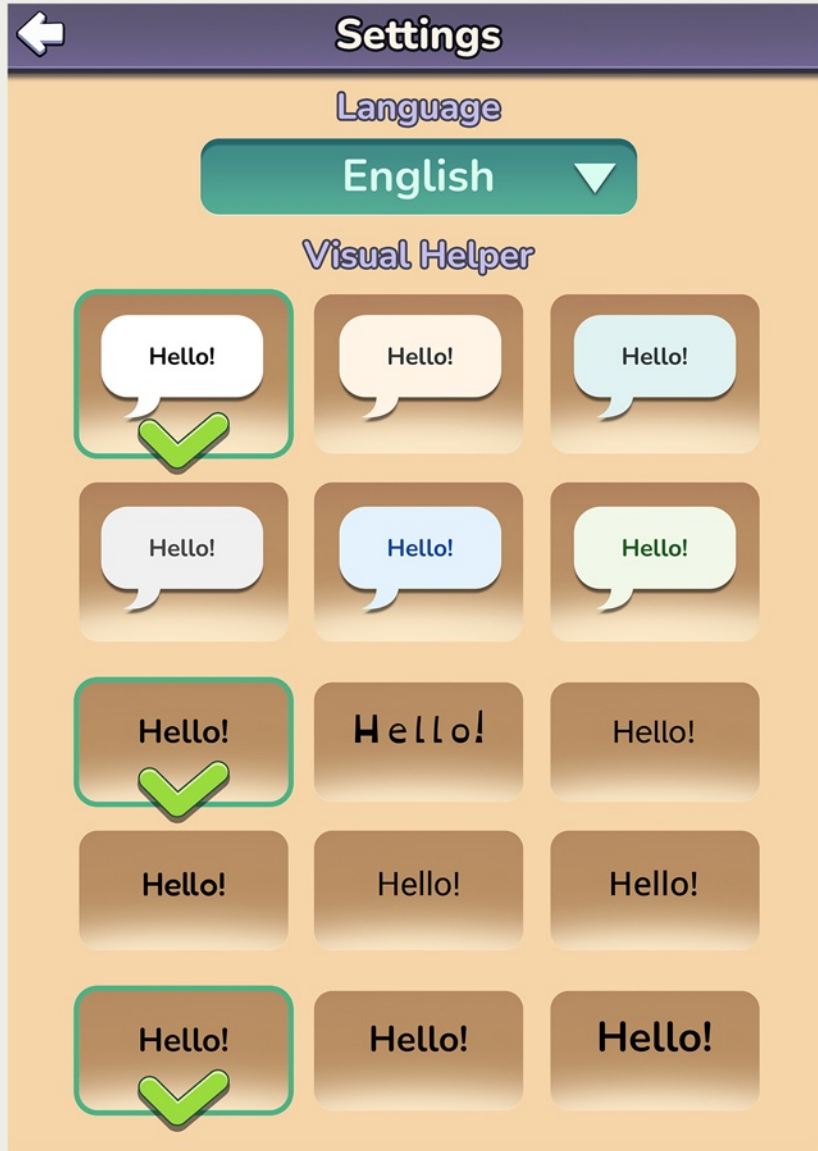
For children with color vision difficulties:

- Characters use strong contrast.
- Colors differ clearly in brightness and tone.
- Important elements are easy to tell apart.

The goal to make visuals lively and accessible, so children with color blindness can fully enjoy the characters and environment.

## Adaptive UI Design

Among children under 12 worldwide, there are approximately 160-380 million with dyslexia, 85-130 million with ADHD.



The Settings page includes options that support different learning needs.

Children can adjust:

- Font type.
- Text size.
- Background colors.

These options reduce visual stress and help children with dyslexia or ADHD focus more comfortably.

The interface remains playful while being inclusive.

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## Audio Scaffolding & Flexible Navigation



Designed for children with dyslexia and attention challenges, each paragraph includes a tap-to-play audio button to reduce reading pressure.



Dialogue scenes provide previous and next buttons, allowing children to replay or review content easily. After narration finishes, a progress bar triggers automatic page turning.

This reduces frequent tapping and cognitive load, creating a smoother, more accessible experience.

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## Real-World Companion

Nori also exists as a Hybrid Digital-Physical Empathy Ecosystem companion. It includes: voice interaction, a small built-in camera, and an internet connection.



At the end of a session, it gently reminds the child to take a break. If the child feels upset, it responds with:

- Continuity beyond the screen.
- Contextual nature recognition.
- Emotional transition regulation.
- AI-driven bedtime closure loop.

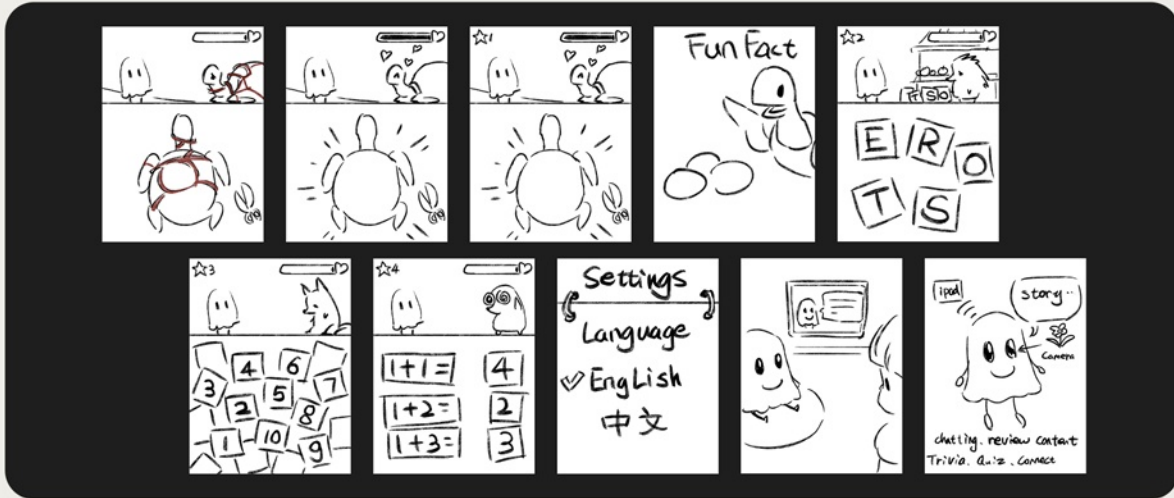


Children can talk with it, review lessons, play quizzes, and take it outdoors. Nori can recognize plants and animals and share simple, engaging facts about them.

Learning continues beyond the screen and connects naturally to real-world exploration.

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## Concept Design



## Tutorial Design-Storyboard



Hi there! I'm Noli, so happy to meet you! I'll be your best friend as we explore the world together. Ready?



Let's go! Where should we start? The Jungle, the Desert, or the Beach?



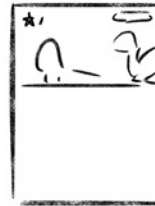
Wow, this beach is so beautiful! Can you feel the sea breeze? It feels so nice!



"Look! There's a sea turtle ahead. Oh no, he looks like he's in trouble! Let's go check it out."  
"Oh my goodness! He's tangled in so much plastic. He can't move at all... he looks like he's in a lot of pain."



Wow! Congratulations! You just earned an Achievement!



Let's help him! Let's snip away all that plastic!"  
(After success) "Yay! You did it! You're amazing!"



Turtle (Kim): "Hi! I'm Kim. Thank you so much for saving me! Now I can swim freely again!"  
Turtle (Kim): "To say thank you, here's a Fun Fact: Did you know that sea turtles... [Fact]? Also, please take this pretty shell as a gift! Bye-bye!"



You're a hero! We saved Mr. Turtle together. What a perfect trip!



You can tap the left button to type it in, or tap the right button to tell me. Thank you!



So glad to meet you, Aaron! Let me show you around our world.

Wait! I don't know your name yet. Can you tell me your name? And how old are you?



Look! This is our Magic Book. Everyone you meet will appear here with their own special stories!



"Now, let's go see my room! Tap on my avatar on the left."



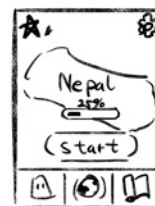
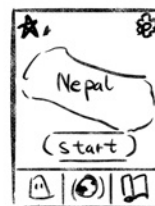
This is our room! You can decorate it and make it feel just like home."  
"Here is the shell Mr. Turtle gave you. Let's put it in the room..."



Wow! It looks so pretty! I love it!  
Let's keep exploring! Tap the Earth button.



The country in the middle is where you live! You can choose any place you like to explore. Drag the map to see more countries. Pick one, and let's start our next adventure!

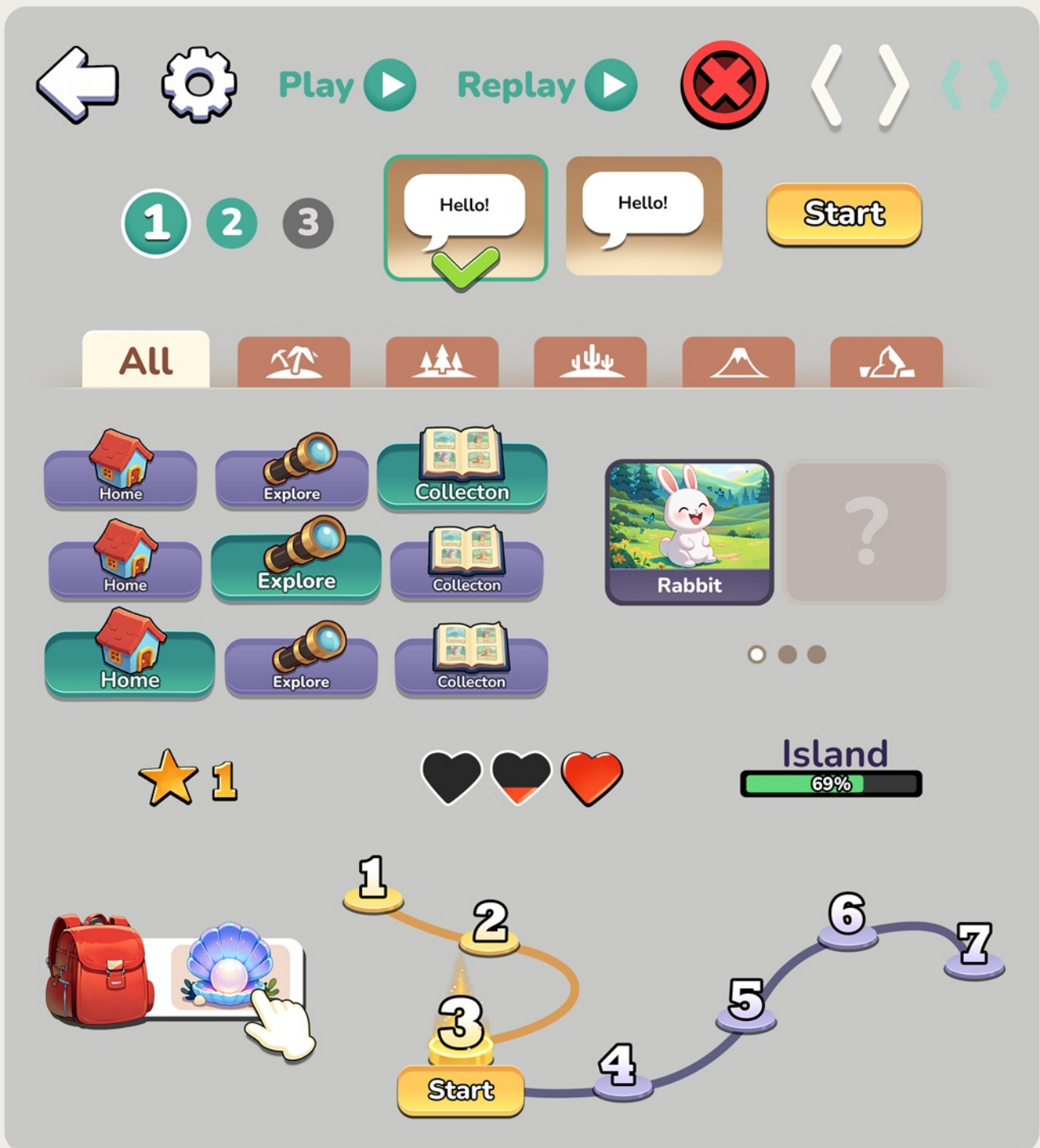


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## UX Design



## UI Components



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## Game Flow

