

SmartGurlz

IoT-Smart Toy with Mobile Application

Friendly self-balancing robots

NIX team developed a multifunctional SugarCoded app for smartphones and tablets, which teaches girls how to code their Siggie Robots and to carry out adventures.

Rated the #1 Educational Product by parents

- Project type
Mobile Application, IoT
- Business domain
EdTech, Game
- Technologies
iOS, Android

SmartGurlz™

SmartGurlz™ is a line of friendly self-balancing robots and action dolls that engage and encourage girls to learn to code.

Media inquiries

BBC

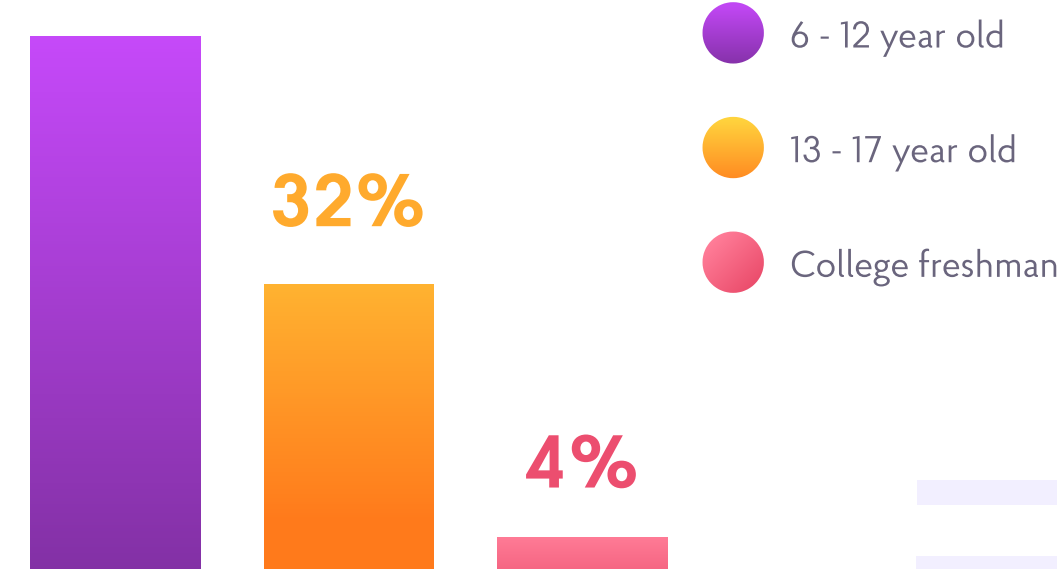
Forbes

SHARK TANK

THE HUFFINGTON POST

Business Overview

% of female students interested / enrolled in computing programs



Statistical data

Almost all the coding toys on the market were focused exclusively on boys. It leads to statistics where only 1/5 women are working in IT in comparison with men. The market is growing, and there are plenty of opportunities to develop. Women miss out on these opportunities because of stereotypes.

For example, a graph in GirlsWhoCode research shows the extinction of girls' interest in programming. SG consumers - 66% of girls who may not give up the idea to link their lives to the exact sciences.

Origin of the idea

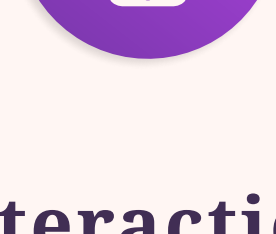
Founder and CEO Sharmi Albrechtsen became disappointed trying to find not only educational but also entertaining toys for her child, Nina. It has to be something that will inspire their curiosity in STEM-related subjects (science, technology, engineering, and math).

She realized a need to create a robot for doll-loving girls and came to us to craft her dream into reality.



Challenge

Create the SmartGurlz SugarCoded app which will be successfully engaging with robot dolls.



Interaction

Connect Siggie Robots to the application assuring proper synergy.



Design

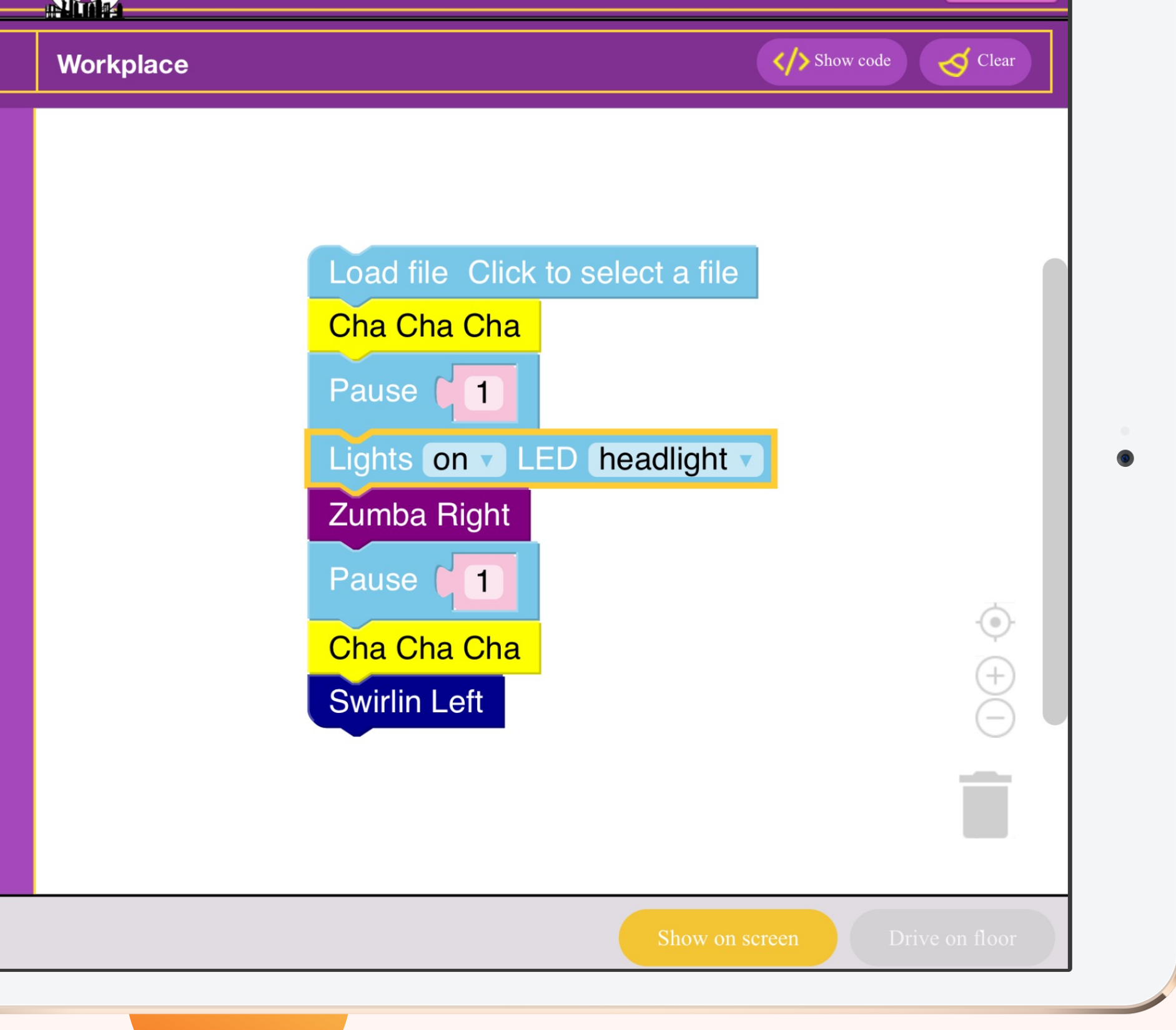
Provide a user-friendly UI/UX design that will help girls to engage in the game easily and feel like creators.



Connection

Ensure stable Bluetooth functioning regardless of the doll's type.

Solution



Sugarcoded

Via the SmartGurlz SugarCoded app for smartphones and tablets, girls learn how to code their Siggie Robots to carry out adventures.

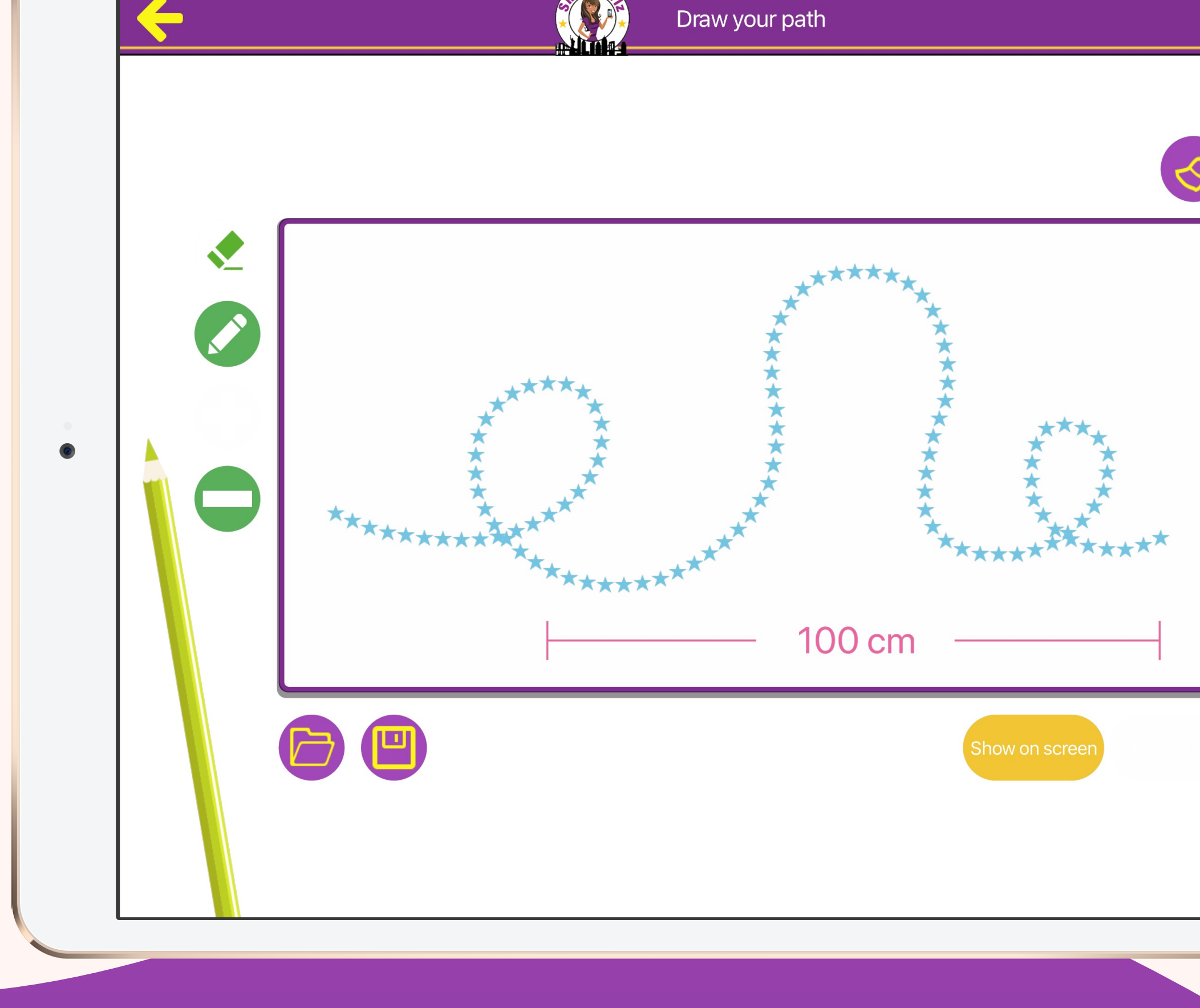
The application is based on the Blockly function, which is widely used to teach kids basic programming and contains 10 specific tasks that help to understand each element of the code. They have to use maps and find imaginary items on the floor to help their characters complete their various missions.

Bluetooth

Connection

Each doll is monitored through an application by Bluetooth and has a unique e-book that emphasizes her life as a computer hacker, chemist, artist or engineer.

A girl can control the movement trajectory of the friendly doll on a segway and code her toy.



Colors & Fonts

UI/UX

Working side-by-side with our client's team, we placed particular emphasis on choosing cheerful and bright colors - pink, purple, red, yellow. Equally important was to keep in mind the type of fonts and animation because children perceive information through images - it helps them to understand the meaning using abstract thinking.

Also, easy navigation was one of the fundamental factors to provide children with a handy interface. They often try to use several fingers when playing the game - that's why we implemented the ability of Multi-touch.

Technologies



Outcome



SmartGurlz™ - the world's first self-balancing coding robot for girls got a Shark Tank deal with Daymond John and immediately sold \$100,000 in the product, in less than 24 hours.

Also, it was mentioned by media giants like BBC, Forbes, The Huffington Post as a "revolutionary" app for female future and was rated as the #1 Educational app by parents. SmartGurlz™ became one more step on the women's path to success and better self-esteem.

Team

7 experts

- Project Manager
- Business Analyst
- C ++ Developers
- JS Developers
- QA Engineer

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