

LittleDoc

an empathy company



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LittleDoc is created by Meredith Nelson
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It All Started

In the winter of 2019, I found myself sitting across from a strong-willed 4-year-old, playing with her new LEGO set. As her babysitter, we would often talk about school and her friends.

As we were sitting at the table chatting, a puzzled look came across her face. I could see her mind churning so I anxiously waited for her thoughts to spit out. She opened her mouth, widened her eyes and said: "Marin can't have peanuts... so we can't have peanuts!". Her sassy, yet curious voice surprised me. It made me believe she was not just upset she could not have peanuts around

Marin, she was also confused why. After my conversation I began to wonder how design can help little kids with their curiosity; how could that conversation be prevented? What is the best way I can help this little girl understand better? How can design help better communicate tough conversations?

All these questions lead me to create LittleDoc, a company that not only changes the language around health topics but also helps children gain empathy for anyone who may be a little different than them.

“Marin
can't have
peanuts...
so we
can't have
peanuts.”



Our Purpose

LittleDoc wants children to ask the tough questions so we can answer them - through games, books, and apps.

LittleDoc also teaches the importance of empathy. Without having empathy, people cannot have compassion for their friends, family members, neighbors, teammates... anyone around them who may act, look, or seem a little different.

We survive because we can love.

When I was researching empathy in young children, I came across a book by Dr. Bruce D. Perry called *Born for Love: Why Empathy Is Essential-and Endangered*. Dr. Perry emphasizes the importance of teaching and exposing children to empathy at a young age. While I read, I came across a quote that set an overall tone for LittleDoc. The quote stated, “we survive

because we can love. And we can love because we can empathize.” The simple yet profound quote led my passion for promoting more empathy to others. A supportive community is based on strong relationships and love. If a community has neither; there is no room for empathy to live.

And we can love because we can empathize.

Born for Love: Why Empathy Is Essential-and Endangered.
Bruce D. Perry, M.D, Ph.D.

Szalavitz, M., & Perry, B. D. (2010). *Born for love: Why Empathy Is Essential -- And Endangered*. New York: William Morrow.



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A child's hands are shown holding an open book. The book features illustrations of a lollipop and several faces. The text "why we love books" is overlaid in a large, white, sans-serif font. The background is a solid pink color with a white circular arc on the right side.

why we love books

Storytelling is a great way to approach topics that may be difficult to explain through verbal communication. If children can comprehend a realistic storyline, such as a relationship between a child and their grandpa, they can absorb the information more adequately since they can visualize it.¹ A story that includes fantasies or tales will not give them the same relation. Reading stories that can personally correlate to a child's life can enhance their educational & emotional growth.

1. Walker, C. M., Ganea, P. A., & Gopnik, A. 2002. "Children's causal learning from fiction: assessing the proximity between real and fictional worlds," in *Proceedings of the 34th Annual Conference of the Cognitive Science Society*, eds N. Miyake, D. Peebles, and R. P. Cooper (Austin, TX: Cognitive Science Society), 1108-1113.



When Grandpa Doesn't Remember Our Jokes

When Grandpa Doesn't Remember Our Jokes is a children's book introducing Alzheimer's Disease. The intention of the book is to bring awareness and empathy to an illness that is often hard to understand even as adults. This story of a young girl and her grandpa gives children knowledge while building compassion for a child who may be experiencing this relationship with a grandparent.

Why'd the
chicken cross
the road?!

But one weekend, Grandpa
couldn't remember one
of our jokes.

Hmmmm,
I just can't
remember.

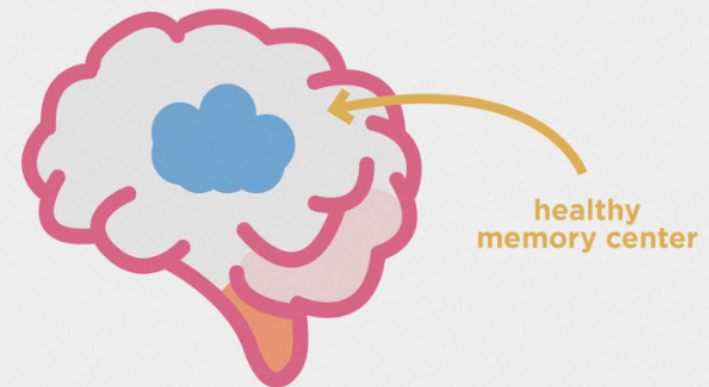


I didn't
understand why.

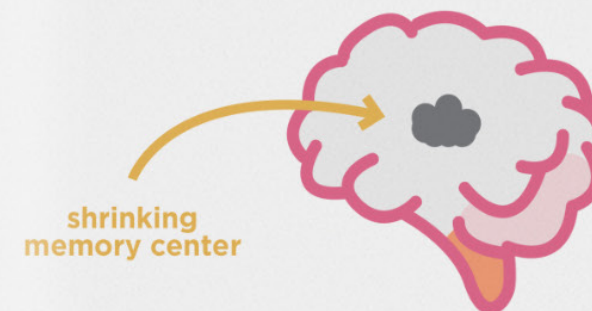
Alzheimer's disease
is different than everyday
forgetting like mom and
dad sometimes do.

It is a condition that
permanently affects
grandpa's brain.

normal brain



brain with Alzheimer's





My Friend Margot

My Friend Margot is a book explaining the difference between a young boy and his friend Margot, who has to carry an EpiPen with her at all times. Although Margot doesn't look different, she does have to be careful about what she eats due to her severe peanut allergy. This book shows the importance of understanding Margot's procedure of using the EpiPen while also gaining compassion towards her differences even at a young age.



EpiPens can be used to stop reactions from bites, stings, foods, drugs & other allergens

EpiPens can only be injected into the middle of the upper thigh

Mom explained to me that Margot has to carry around an EpiPen.

EpiPens are used to treat severe allergic reactions (anaphylaxis).



I now understand
Margot a lot better.



It's important for me
to know I can't have
peanuts around her.

why we love games

Play is so important in the development of a young child. Interactive games can help with their cognitive, physical, social & emotional skills.¹ It can also help with the connection children have to their parents.

Playing games together can form stronger relationships.

1. Kenneth R. Ginsburg. 2007. The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds. Pediatrics. 119 (1) 182-191.xaax



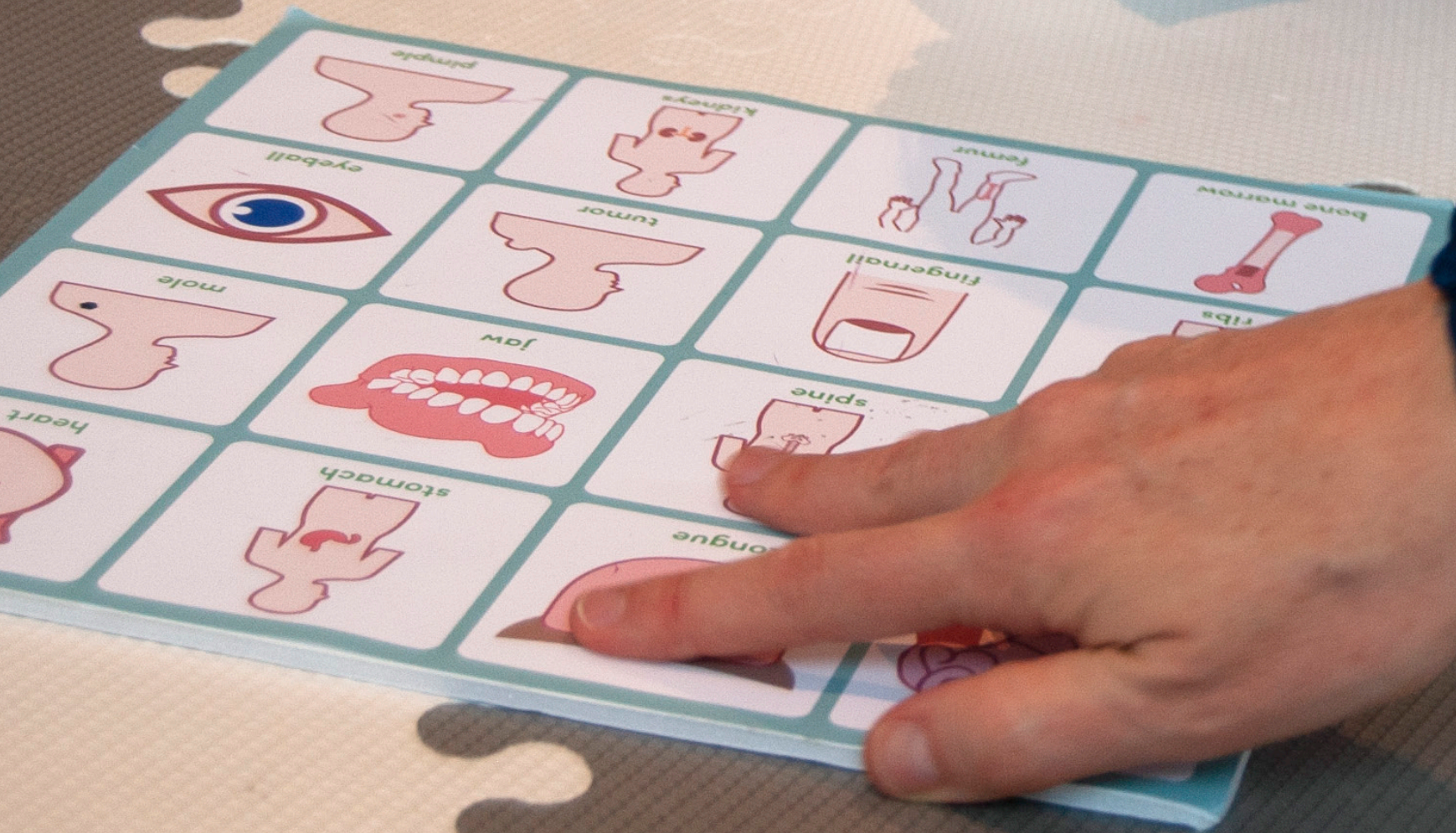
Apple A Day

Objective

Apple A Day's objective is for the players to learn more about the human body and appreciate all the functions. It is important to learn about how dense and complex human bodies are and how each part of our bodies serves a purpose. Best for ages 7+.

Instructions

Set up the board, cards, and your doctor chart. Start by choosing one item on the board and write it on your doctor's chart. Make sure you keep your item a secret, as your partner will try to figure it out. Each person must have their item. Once you choose your item, start by picking up the card & asking your partner the question. They will have to answer "yes" or "no" to each question. Continue this process until one of the players' figures out their opponent's item.



apple day

Name of item: _____
Is it ☐ internal or ☐ external?
Is it ☐ above or ☐ below the waist?
What system is it part of?
☐ nervous ☐ respiratory ☐ muscular ☐ endocrine
☐ digestive ☐ skeletal ☐ circulatory
☐ secretory ☐ respiratory ☐ reproductive

_____ drawing of item

Other fun facts I learned: _____

doctor's signature + date _____



apple
a day

apple
a day

apple
a day

apple
a day

bone marrow

ribs

fingernail

pimple



Helping Hand

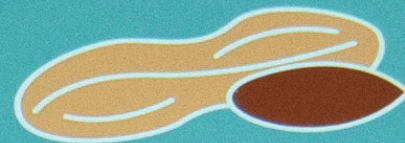
Helping Hand is an interactive phone or tablet app that gives children the ability to understand health through the lens of a doctor. (Ages 8+)

The player resembles a doctor who has patients waiting to see them. Each patient has a different health concern that the player can learn and test themselves on. Through games and educational exercises, kids will gain more knowledge and compassion for their patients. Ultimately, Helping Hand helps children learn about conditions their friends and family members may have.



Patient: Danny

Danny has an allergy to NUTS



Symptoms

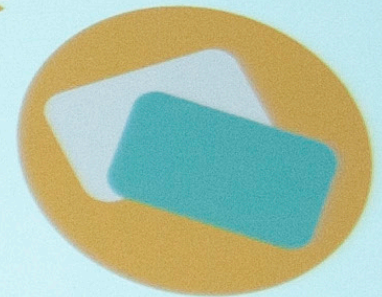
- severe reaction
- hives
- lip swelling

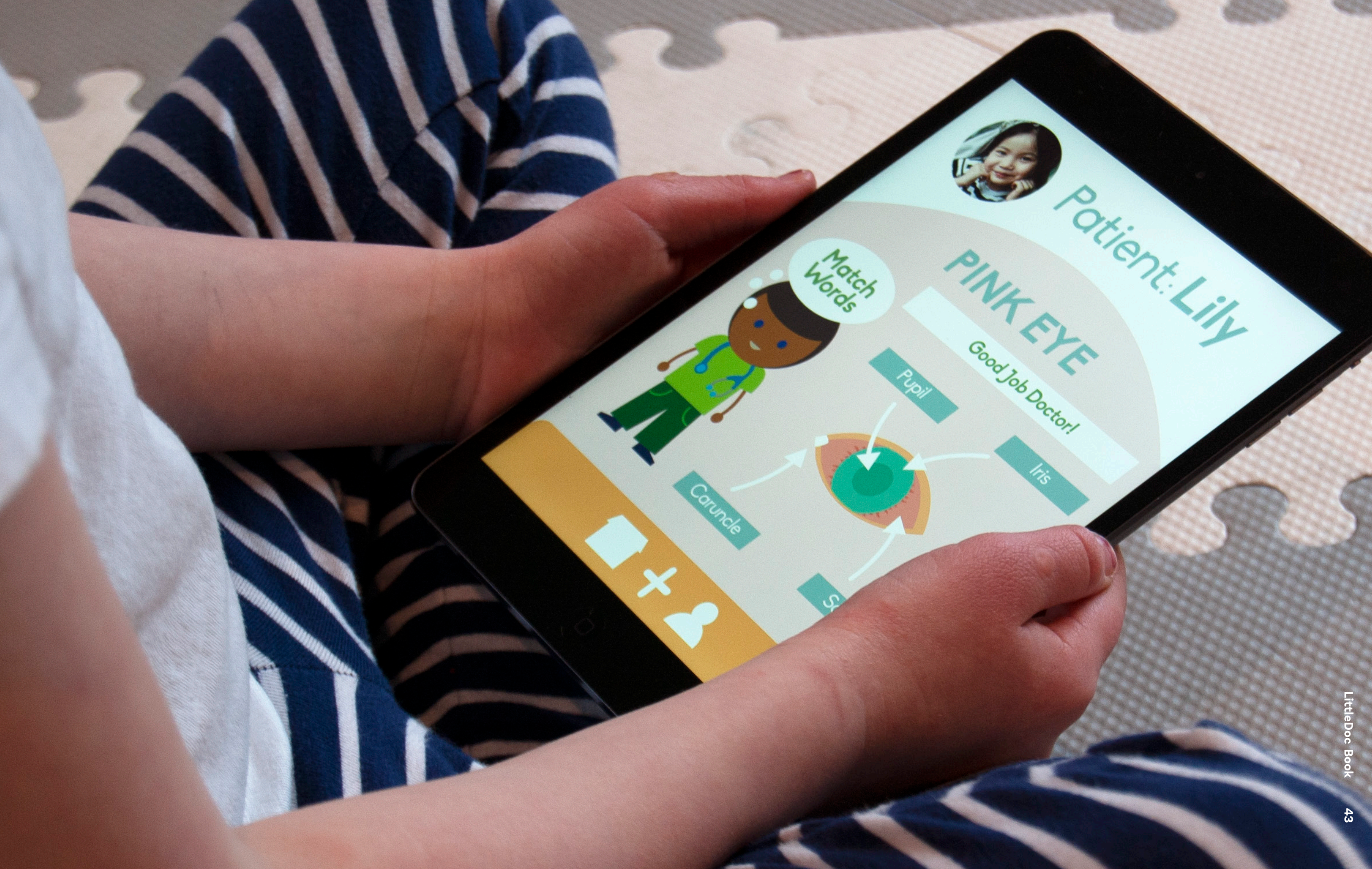


Help Dr. Ava
teach Danny more



Help Danny learn
more by playing
a game





The background features a collage of children's educational materials. At the top, there are two books: one titled 'My Friend Margo' with an illustration of two children, and another titled 'When Grandpa Doesn't Remember Our Jokes' with a truck illustration. Below the books is a green flashcard with a grid of body parts: 'tongue' (with a tongue illustration), 'stomach' (with a stomach illustration), 'jaw' (with a jaw illustration), and 'heart' (with a heart illustration). The text 'our visual aesthetic' is overlaid in white, with 'our' in a sans-serif font and 'visual aesthetic' in a script font.

our *visual* aesthetic

LittleDoc was created to educate little kids; because of that goal, our visual aesthetic needed to be attention-grabbing yet approachable. With softer colors and legible but fun typefaces, our brand came to life.

It is important to acknowledge that this section is only a glimpse into what the brand guidelines entail. This sections purpose is to show the meaning behind the design.

Logo

The logo includes our main graphic element, a bandaid.
The band aid is a representation of empathy. Our typeface and choice of green for the primary logo exemplify the approachable characteristics of the brand.

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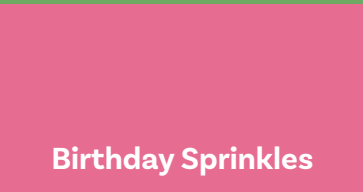
Color Palette

Our citrusy color palette offers a welcoming feel to our serious topics. With hints of fresh green and soft robin egg blue, it allows for topics both mature and childlike to come alive.

Primary Colors



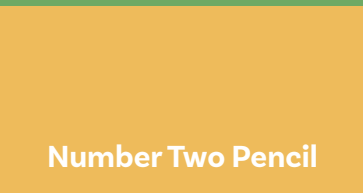
HEX #6ea863
RGB 110 168 99
CMYK 62 15 79 1



HEX #6ea863
RGB 231 108 145
CMYK 4 72 19 0



HEX #6ea863
RGB 245 220 223
CMYK 2 15 6 0



HEX #6ea863
RGB 238 187 91
CMYK 6 27 75 0

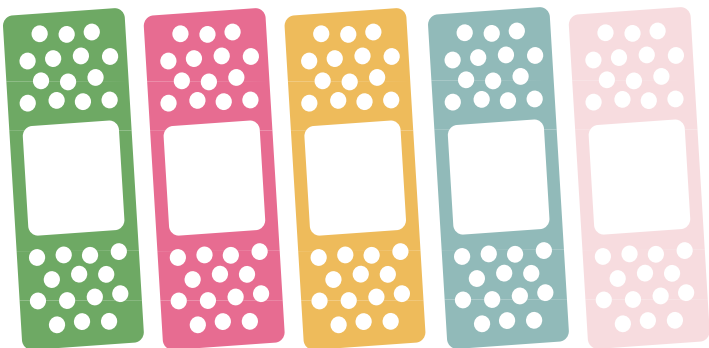


HEX #6ea863
RGB 145 186 186
CMYK 44 14 26 0

Secondary Colors

Graphic

Our main graphic is a bandaid; which is also found in our LittleDoc logo. The band aid sets the visual tone as our compassionate brand. The friendly rounded corners and colorful palette gives LittleDoc an approachable and kind feel.



Typefaces

Our typefaces are a good representation of our upbeat personality. While also having a sense of formality, we want to visually show our mature yet fun aura. KittenSwash is our small detail of frill throughout the brand, it allows us to show our not so serious side.

Basic Sans Regular
Basic Sans Bold
Biko Bold
KittenSwash



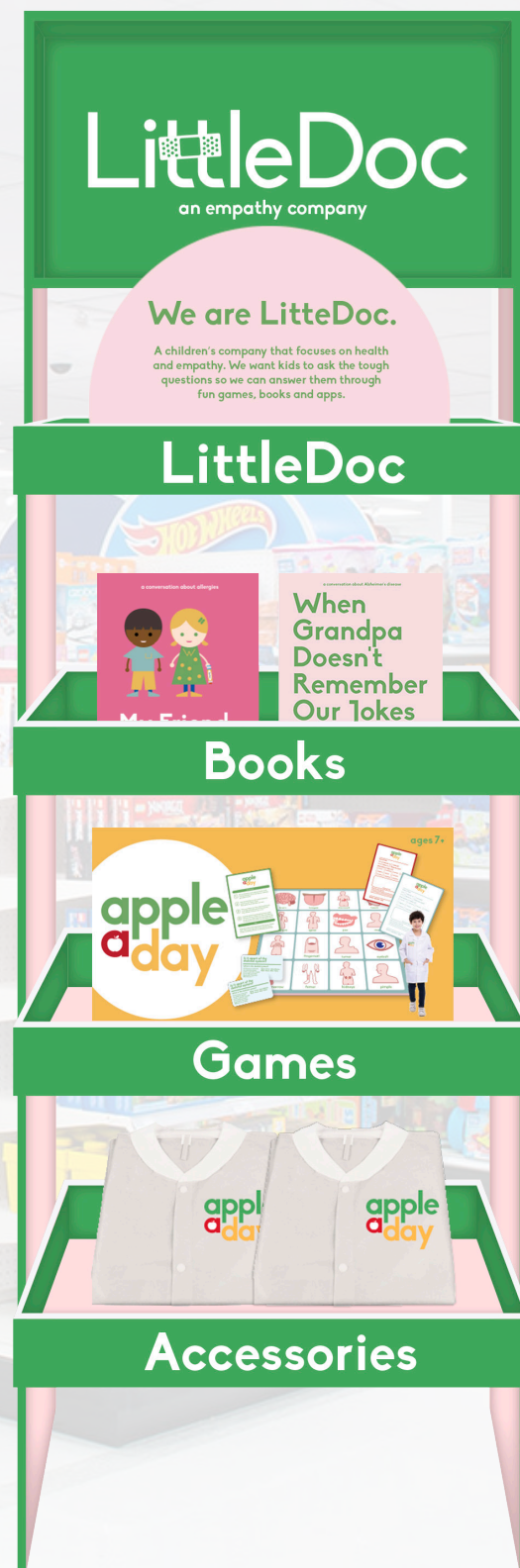
Our
Future

Where We Belong 53

We Belong in Stores,
Libraries, Schools,
& Beyond 53

Let's Get To Caring 55

Let's Get To Caring 55



we belong in stores, libraries, schools & beyond

LittleDoc has created a unique ecosystem that can exist in many different areas. We imagine ourselves in stores, libraries, schools and beyond. LittleDoc's in-store display was created to show an example of what it would look like in stores. The display gives life to our books and games. Our books can live in libraries where children can explore and parents can read to their young children. Schools are also a great way to expose

LittleDoc products to young children in a more educational space like a classroom.

It is important to understand that our products can be approached both educationally and simply for fun. While our books and games are helpful for times in need, it is also great for times of growth and learning. LittleDoc allows for mature conversations to be open, fun and honest.



lets get to *caring*

When I first thought of the LittleDoc idea, I imagined a parent using this tool as a guide to better explain tough health conversations to their young kids. I am proud that I was able to make that idea come to life - while also learning how much of an impact design can take on during this process. By designing an ecosystem of colors, visuals, and storytelling, my idea flourished into something much bigger than

I had originally envisioned. LittleDoc serves as a place to have open and honest conversations about the world around us. By doing that children can learn and feel safe to be curious, empathetic, thoughtful, and brave.

I hope this company sets a good example for not just children, but for anyone who comes across it - now let's get to caring!



1 Set up the Last but get res

2 Start with E

3

What system is it apart of?

☐ nervous ☐ respiratory ☐ muscular ☐ endocrine

☐ digestive ☐ skeletal ☐ circulatory

☐ excretory ☐ respiratory ☐ reproductive

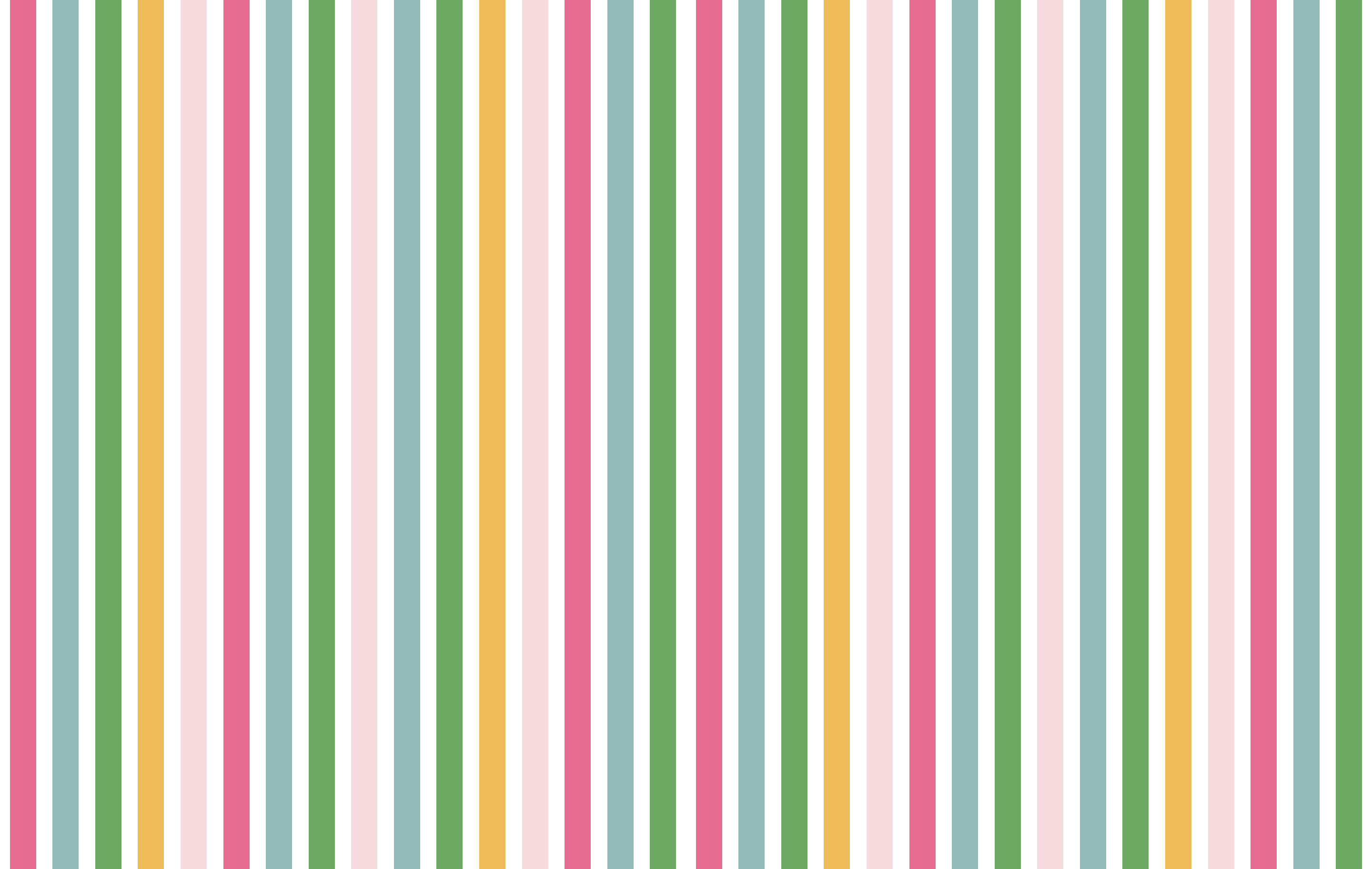
drawing of item

Other fun facts I learned:

doctors signature + date

Write a chart, that way friends and family will





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