**Problem Statement**

**Challenge:** Create customized stories based on your child’s imagination

Daddy, tell me a story about...

- My dog’s adventure in a forest finding a treasure

...I don’t know how... / ...I’m not creative enough... / ...I’m feeling very tired...

**Solution**

**Story Maker:** "Any and every story your child wants"

- Customized story generation
- Collaborative story creation
- Story sharing
- Engaging story elements

Other features:
- Editable and reusable stories
- Age appropriate stories
- Visual and sound aids
- Printable stories

**Competitive analysis**

**Differentiator:** Storyline creation

*Ease of use = 2, Value = 4, Storyline creation = 4, Story engaging elements = 2, Sharing = 2*

- Moglue
- Nook
- iBook Author
- StoryJumper
- StoryMaker

**Ecosystem**

- Generate stories based on custom criteria
- Read stories from central library
- Extra themes: Characters, settings, plots
- Crowd-sourced library of stories
- Share custom stories
- Share generated stories

**User**

- Web
- Tablet
- Mobile

**Paid content**

- Adobe
- Autodesk
- Disney
- FZKAR
- DreamWorks

**Users**

Carnegie Mellon University Silicon Valley