

ARTG 6600 SPRING 2023 PROJECT

My Story Weaver

Research Data

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1. Literature Review

Literature:

- Storytelling and Success: How Storytelling Can be Used to Promote Diversity, Cross-Cultural Understanding, and Confidence in the Classroom
 - This article discusses the benefits of storytelling, specifically in a classroom setting. It runs through the science behind storytelling, emphasizing there is a need and educational application for a storytelling technology.
- Learning to Control the Fine-grained Sentiment for Story Ending Generation
 - This paper analyzes automated story endings, exposing the challenges (such as coherence, sentiment, intensity). This paper adopts a series of methods to label the intensities of story datasets- providing us ideas as to how automated story generators can be narrowed down and tackle common challenges.
- Plan-and-Write: Towards Better Automatic Storytelling
 - This paper provides a framework as to how automated writings can be ranked and improved. This article helped aid us when developing our AI Reward Function Strategy.
- Designing for Children's Values: Conceptualizing Value-Sensitive Technologies with Children
 - This paper provides an analysis as to how children translate their values and how they integrate these values in respect to technology. This paper aids us in understanding just how and what children value and how we might be able to integrate these values into the stories generated.

In children's lives screen media is becoming more prominent, with a report indicating that preschoolers are often familiar with digital technology before being introduced to books (Pew Research Center: Children in the Age of Screens)

"Compared to the conventional storytelling, digital storytelling is an even more powerful means of communication as visual aids, still-images, music, and the emotionally expressive voices of the speaker strengthen the narrative" (Storytelling in early childhood education: Time to go digital)

"Story generation is an important but challenging task in natural language generation, and it has also become one of the testing methods for advances in the field of AI. In addition to requiring coherence, there exist many challenges in story generation, such as thematic consistency, content consistency, word diversity, and sentiment control." (Controllable Multi-Character Psychology-Oriented Story Generation)

2. Interview Questions

Interview Questions

Questions for parents/teachers:

- How often do you read stories with your child?
- What kind of stories do you prefer for your child?
- What do you look for in a storybook?
- How do you choose the stories you read to your child?
- Have you ever faced any difficulties in finding appropriate stories for your child?
- Have you ever used any digital platforms for story reading? If yes, which ones?
- What are the features that you would like to see in a digital storybook platform?
- How important is the quality of the illustrations in a storybook?

Questions for children:

- What kind of stories do you like to read?
- Who do you read stories with?
- How do you like to read stories (digital or physical book)?
- What kind of illustrations do you like in a storybook?
- Have you ever used any digital platforms for story reading?
- What kind of features would you like to see in a digital storybook platform?
- How important is it for you to have the option to customize your own stories?
- Do you have any suggestions for a storybook platform that you would like to see?

3. Interview Summary

Interviewee 1 - Parent

- The parent reads stories with their kids once a week but the kids request for it more often, especially the four-year-old.
- The ages of the kids are four, five and ten, and their request for bedtime stories varies with their age. The ten-year-old doesn't ask directly but participates when a younger sibling asks for bedtime stories. The four-year-old is more likely to ask, and the five-year-old asks, but not as often as before.
- The kids pick the stories they want to hear from a wide range of storybooks, including fairy tales, fantasy, regular books, stories about other kids, and adventures.
- The children also enjoy hearing made-up stories, and have favorite ones that they ask to hear again.
- When choosing a book, the parent looks for its layout, engagement, visual appeal, animation, vocabulary, and teaching.
- The parent has not faced any difficulties in finding appropriate stories for their kids.
- The parent has not used any digital platform for story reading but has considered audiobooks.
- The parent is comfortable with traditional storybooks and is interested in a platform that will generate stories on demand for kids based on their imagination, especially during the day or other times when they can use it as an alternative to playing games or watching videos on a device.
- The quality of the illustration in the storybook is important, especially for younger kids, and helps emphasize the story and teaching.
- The parent acknowledges the benefits of a story-generating platform that allows kids to express their creativity and presents another option for things to do on a device.

Interviewee 2 - Child

- The child likes to read comic books and graphic novels, but can also read books with no pictures as long as the story is good enough.
- The child reads stories alone.
- The child can read stories in either digital or physical form, but prefers holding a physical book because of the feeling it gives.
- The child does not have a specific preference for the kind of illustrations in a storybook, as long as it depicts what's going on in the story.
- The child uses a Kindle and would like to see natural flipping and some sound effects in a digital storybook platform.
- The child thinks it would be exciting to customize their own story and would like to see a storybook platform that allows people to share their own stories and add illustrations.
- The child would also like something that can read the story out loud and add sound effects.

3. Interview Summary

Interviewee 3 - Child

- The child likes to read action, adventure, and superhero stories.
- The child **reads stories by themselves** and prefers to read them on an iPad.
- When asked about illustrations, the child mentioned liking cartoon characters and aliens.
- The child suggested that the digital storybook platform **should have the ability to verbally narrate the story and speak in the voice of the characters.**
- Additionally, the child **would like music and sound effects**, such as when someone is punched, to be included in the storybook.
- The child **expressed interest in creating their own stories to publish** and would like the ability to read stories created by others on the platform.
- Finally, the child did not have any other suggestions for the platform.

Interviewee 4 - Parent

- The interviewee reads stories with their child **twice a day**, preferring **fun and interactive books with sensory elements.**
- They choose books based on **what interests their child**
- They **prefer to read them in person** rather than on digital platforms.
- When considering a digital platform, they **prioritize access to many children's books** and the ability to incorporate **sound or music as another tool for learning.**
- They prefer **animal/plant illustrations** that are **close to real life** and enjoy reading fantasy or drama novels with ambiguous endings.
- The interviewee faces challenges **finding stories they are interested in reading for themselves** and has used electronic platforms in the past for convenience but found it harder to start reading with them.
- They **prioritize accessibility features** such as battery life, font size, and the ability to read many books in one reading platform.
- While they don't mind if a platform generates personalized stories based on their interests, they are **concerned about companies gathering personal information** and limiting exposure to different types of stories.
- The interviewee prefers digital platforms for economic and environmental reasons but finds it **harder to focus or be motivated** to read using them.

3. Interview Summary

Interviewee 5 - Parent

- Interviewee reads to their child **at least twice a day** and prefers non-fiction books.
- They look for storybooks that **promote grace and courtesy and avoid violent imagery or language**.
- They **prefer paper books over digital platforms** for story reading.
- A **slideshow of book covers on a digital platform** would be a useful feature.
- **Detailed illustrations are important** to facilitate language development.
- Interviewee enjoys reading about cooking, Montessori methods, and self-improvement.
- They **face challenges filtering out messages they disagree with in stories**.
- A platform with **reader involvement, play-themed content, and realistic images** is preferred.
- **Diverse and inclusive stories are crucial** to promote creativity and teach children about the world around them.
- A **general summary of the book** is important for accessibility.
- Personalized stories would be beneficial if they can **filter out inappropriate content**.
- Interviewee **prioritizes their child's well-being** over their own convenience.

Interviewee 6 - Teacher

- The interviewee is a 23-year-old elementary school teacher's aide for pre-K students.
- She helps the main teacher with tasks such as cleaning up and assisting with bathroom breaks.
- They have a **reading time during the day** where they read books to the children.
- The books are mostly selected based on the **class's curriculum**, books the main teacher buys, and books brought in by parents.
- There are **some religious books selected**, but they are usually related to the weekly religious lessons.
- The **stories read to the children are diverse**.
- Occasionally, they use digital platforms for story reading and show videos of illustrations.
- The interviewee thinks a storytelling application that **allows children to be in charge of the story's content** would be desirable for the children she interacts with.

4. Interview Transcript

Interviewee 1

Date: February 21, 2023
Location: Zoom
Male / Age: 43
Job: Software Engineer
Children's Age: 4, 5 and 12

Q. How often do you read stories with your kids?

Not as often as I'd like to, maybe a story a week to be honest. They request for it a lot more than I do get around to it. So if you leave it to them, it may be several times a week.

Q. What are their ages? And does their request vary with their ages?

They are four, five and ten. The ten year old doesn't ask for bedtime stories, at least not directly. But if a younger sibling asked for bedtime stories, he is more than happy to participate. The four year old is the one more likely to ask. I don't know what role gender plays or personality but the 5 year old too asks but not as often as before. Also, I think an interesting feature is the ability to read. So the five and ten year old can read, the four year old not yet. So I think some of that independence and ability to read themselves, reduces the request.

Q. What kind of stories do you do you prefer to read to them? Do you usually pick the stories or do they pick the stories? And do you have preference of one story over another

They pick the stories and its from a wide range of storybooks. Fairytales, fantasy, regular books, stories about other kids, adventures etc

Q. So when you're buying I mean, how do you know which storybooks to buy for them?

We just look for what looks interesting, I mean obviously it has to be age appropriate. Sometimes it depends, I mean when you are buying a book it's not just the story but is the book also designed to expand vocabulary and teach certain things and all of that. So its down to what is the book trying to teach and stuff?

Q. What do you look for in a storybook?

Layouts, how engaging it is, is it animated enough? I mean it obviously has to be animated for it to be engaging especially for the 4 and 5 year old otherwise its not worth it. But the ten year old can read books that are not animated. Also does it expand the vocabulary more? what's the story and what is it teaching overall? Because we are also sensitive to that the kids get taught. So it's layout, engagement, visually appeal, animation, the vocabulary and the teaching

Q. Okay, so the next question was going to ask how you choose stories to read but you did mention that they get to choose it so even if you choose the books they choose the individual stories.

Yea. but another thing that happens quite often is that they ask for stories to just be made up for them. They even have some favorites from some stories that have been made up over the years that they want to hear again.

Q. Have you faced any difficulties in finding appropriate stories for them?

No, not really.

Q. ave you ever used any digital platform for story reading

To be fair, no. But maybe reading off of maybe audiobook format, like getting stories in audio, like an audio story for them. Something they can just put on and listen to fall asleep.

Q. Okay, so they have access to digital devices, right. Have you ever thought about exploring, you know, like, storytelling on that platform as opposed to just the traditional story books?

To be honest, because I mean for us, and I'm sure a lot of parents already feel that kids spend way too much time on on screen. Every parent is trying to manage that or limit that screen time. So when they have devices very often, they're more interested in playing games, and they have a lot of screen time doing that, playing games and watching videos. And then, screen, the big one is, you know, screen time before going to bed this in general No, no, because it doesn't help them settle down and can make it harder to fall asleep. So, if there was a digital platform for storytelling, what would you expect that platform to deliver that would make you consider it, you know, strong enough to compete against the traditional storybooks.

Q. Okay, so right now, it seems like you're very comfortable with the traditional storybooks. If, you know, you hear about this platform that, has the capabilities to generate stories on demand for kids based on, you know, whatever imagination that they have, what would what would the platform offer you that would push you from the traditional storybooks especially considering the concerns that you already have about screen time and all of that?

You know, we've been having part of the conversation in the context of like bedtime stories. The basic question is, am I interested in a platform that will generate stories on demand? absolutely! It will be really nice and fun and would even help them to express their creativity in a sense. I would be interested in it definitely. Depending on the time of day, if it was nighttime, I want the format like an audiobook read out to them. But during the day, or other times, it just presents another option for things we can do on a device instead of playing a game or watching videos so it will be a plus for me.

Q. How important is the quality of the illustration in the storybook?

Depends on the age. Doesn't have to be the most fancy details but at that age, visuals is very important. And the story is also emphasized through the pictures. And the illustration that comes along with it. Obviously from a certain age it becomes less important but i don't know what the research is about that age.

Q. Is there anything that you would like to point out that I haven't asked about

Will it be free or a subscription service that I have to pay?

Q. Um, we don't know yet. What would you prefer?

I mean, I may be willing to engage with if it was free, but if I had to pay, I probably wouldn't get on it to begin with. But if it was something that was a freemium model, say certain features, or certain things are available for free and more choice ones come with a subscription. So I get onto it, you know, enjoy it, see if it's the right kind of thing I want.

Q. Why do you engage in storytelling?

Its fun, the kids love it, it expands their vocabulary, helps exercise their creativity and imagination. Helps in their development, its a way of teaching, and passing a message.

Q. What other activity do you engage in to get similar benefits?

Maybe drawing, arts and craft, learning through play. Other than art, storytelling is probably the most encompassing.

4. Interview Transcript

Interviewee 2

Date: February 21, 2023

Location: Zoom

Male / Age: 10

Q. What kind of stories do you like to read?

Mostly comic books and graphic novels.

Q. But some of the books that you read didn't really have that much illustration in it, like some of the novels I've seen you bring back from school..

Yeah, sometimes they don't have illustrations. But if the story is good enough then I can read it so I optionally read books with no pictures. Yeah. Optionally, depending on the story.

Q. Who do you read stories with?

me myself and I

Q. How do you like to read stories, digital or physical?

I can do either.

Q. What's your preference?

I prefer holding a physical book.

Q. Any particular reason for that?

The feeling is nicer. You see the book much more close up, you flip the pages. You know, there's this smell to the pages sometimes and it actually feels better when you're holding the book instead of holding the tablet.

Q. What kind of illustrations Do you like in a storybook?

Like, I don't really understand the question.

Q. Do you like them detailed or illustrated a certain way?

It's optional, no specific preference, as long as it depicts what's going on in the story.

Q. Have you ever used any digital platforms for story reading?

I have a Kindle.

Q. What kind of features would you like to see in a digital storybook platform?

Natural flipping! Natural, because you know, there's times when you're reading comic books? You swipe to the next and then it's almost going to the top? Yes. But then you go and click it again. And then you can't, it just zooms out. And then there's no way to do that same effect again.

Q. So you know, if you're reading a graphic novel or comic book, online, it's probably PDF that you're scrolling through. But Kindle, I think Kindle can simulate actually flipping pages. So you mean, you want to see that similar type of interaction where its like you are turning the pages digitally.

Okay, any other features that are important?

Some effects, sound effects maybe

Q. Sound effects as the pages are flipping or like theme music and soundtrack?

You know when you watch a movie, and the characters are fighting in a bit, and you hear the bang and everything. Yeah, if it was added, it will make much of more of an immersive experience.

Q. So just the same way the pictures illustration brings the story to life, some sound as well to bring the story to life

Yes.

Q. How important is it for you to have the option to customize your own stories?

I'd like to make my own story because it will just be exciting to make your own story. Like you love all these story books on your shelf, and why not make your own story that you would love even more?

Q. Do you have any suggestions for a storybook platform that you would like to see?

Since it's a story book platform, yes. You know, everyone could just share their own stories, like we can make a story, share it, and then people can comment on it. And then they can also share their own stories as well.

Q. So some social elements, where you can share stories and people can comment on stories. Anything else?

You can also add illustrations, like if you also have a drawing too

Q. Cool. Sounds good. Anything else that you'd like to add?

Maybe something that can read it out to you, and the sound effects!

4. Interview Transcript

Interviewee 3

Date: February 21, 2023

Location: Zoom

Male / Age: 7

Q. What kind of stories do you like to read?

I like to read action, adventure and superhero stories

Q. Who do you read stories with?

I read by myself

Q. How do you like to read stories, digital or physical?

I prefer to read it on my iPad

Q. What kind of illustrations do you like in a storybook?

cartoon characters, aliens

Q. What kind of features would you like to see in a digital storybook platform?

It should be able to say the story and talk like the story

Q. Any other thing that will make you enjoy reading the story?

It should have music and sound effects like when someone is punched.

Q. How important is it for you to have the option to customize your own stories?

I'd like to make my own stories so that i can publish them. So that other people reading my stories will enjoy it and i can also read their stories

Q. Do you have any suggestions

No

4. Interview Transcript

Interviewee 4

Date: February 21, 2023
Location: Interviewee's home
Male / Age: 31
Job: Software Engineer
Child's Age: 16 months

Q: How often do you read stories with your child?

At least twice a day. I think I have been able to do this so far.

Q: What kind of stories do you prefer for your child?

I prefer to read fun and engaging books rather than educational books. I also prefer to read interactive books which include any sensory elements like touching, listening and things that change colors.

Why?

Because it catches my son's attention and also because there's more room for me to interact with my son.

Q: What do you look for in a storybook?

I look for things that interest my kid. Such as color, sound, interactions since he cannot understand the story.

Q: How do you choose the stories you read to your child?

I read the book at a bookstore before buying it and if it interests me, I would buy it. Or if my wife recommends it.

Q: Have you ever faced any difficulties in finding appropriate stories for your child?

I never have faced any difficulties finding stories.

Q: Have you ever used any digital platforms for story reading? If yes, which ones?

I have not used a digital platform for my child because I do not want to introduce electronics to my kids yet.

Q: What are the features that you would like to see in a digital storybook platform?

I would prefer digital platforms to have access to many children's books. I also prefer them to not have any sounds or music just by pressing the buttons.

What do you mean by that?

I prefer books to rather incorporate elements like sound or music with words, a story to it. It has to be intellectual, a learning tool that uses sound or music as another tool.

Q: How important is the quality of the illustrations in a storybook?

I think the animal/plant illustrations need to be close to real life animals/plants instead of cartoon style. This might be because of my Montessori wife's influence. However, I don't mind the quality of the illustration compared to the story of the book.

Q: What types of stories do you enjoy reading?

I like to read fantasy or drama novels that have ambiguous endings so that I can interpret them differently.

Q: How often do you read stories for yourself?

Once a year.

Q: What are some challenges you face when finding stories to read?

I don't find reading to be something I am interested in. There are many other hobbies that I enjoy.

Q: Have you ever used a digital platform for reading stories? If yes, which ones and what did you like/dislike about them?

Yes I have. I used an electronic dictionary to read a novel in the past. I found it convenient than carrying around a book, but it was harder for me to start reading with it compared to actual books.

Q: What features do you think are important for a story reading platform?

Important features for a story reading platform for teenagers/adults are price, accessibility, lighting options if it is electronic, size of the book, portability.

Q: How important is it to you that the stories on a platform are diverse and inclusive?

It is not important.

Q: What accessibility features do you think are important for a story reading platform?

Important accessibility features include battery life, option for making notes, font size, font style, lighting options (blue light blocking feature/technology embedded), audio novel?, weight, ability to read many books in one reading platform. Like a kindle.
Q: How would you feel about a platform that generates personalized stories based on your interests and preferences?
I don't mind if it generates personalized stories based on my interests, but I would like to see different genres that I haven't encountered before as well.

Q: What concerns do you have about using a platform that generates personalized stories?

I am worried about companies gathering my personal information and selling it to other companies. I am also concerned I will only read stories that the platform's algorithm suggests instead of experiencing different types of stories.

Q: Is there anything else you'd like to share about your experience with reading stories, whether on digital platforms or otherwise?

I prefer reading on digital platforms because it is better economically and environmentally, and saves physical space. Like, no need for bookshelves. Although it is harder to focus or be motivated to read using digital platforms, I don't feel much different from reading actual books. There are different options and styles when it comes to digital platforms as well.

4. Interview Transcript

Transcript_Interviewee 5

Date: February 21, 2023
Location: Interviewee's home
Female / Age: 30
Job: Montessori Teacher
Child's Age: 3 years

Q: How often do you read stories with your child?

I used to read at least twice a day to my child. When my child would show interest in certain books, I would hold the book and read.

Q: What kind of stories do you prefer for your child?

I would prefer my child to read as many non-fictional books at a young age before he is introduced to fictional books from elsewhere.

Q: What do you look for in a storybook?

I am not picky in terms of the story line, however it is crucial that the book does not have violent images, words, or objects portrayed in it. Story lines that promote grace and courtesy in our world is what I tend to go for when I pick out books for my child.

Q: How do you choose the stories you read to your child?

Realistic, educational, and should teach us grace and courtesy.

Q: Have you ever faced any difficulties in finding appropriate stories for your child?

Many books, in my opinion, have different or even inappropriate climax story line. The beginning and ending of all stories are meaningful and the message is clear, but the process is all wrong.

Q: Have you ever used any digital platforms for story reading? If yes, which ones?

I have not yet, as I have a preference for children to read paper books.

Q: What are the features that you would like to see in a digital storybook platform?

Since the cover of the book attracts the young children to open up the books to read, it would be great to have a slideshow of the cover of books on the main page of the digital storybook platform.

Q: How important is the quality of the illustrations in a storybook?

Beautiful illustration is not the most important quality in a storybook to me, but it is in the details of illustration that makes it more interesting for both the parent and the child to use more language throughout the reading.

Q: What types of stories do you enjoy reading?

I enjoy reading cooking, Montessori methods, and self-improvement topics.

Q: How often do you read stories for yourself?

I read quite often, as little as once a day to as many as multiple pages a day.

Q: What are some challenges you face when finding stories to read?

Before reading through the information, I can't filter out some of the messages that I might disagree with the writer.

Q: Have you ever used a digital platform for reading stories? If yes, which ones and what did you like/dislike about them?

I don't have a preference in terms of which digital platform to use. Youtube is great in terms of showing the most viewed/re-watched points throughout the lengthy video. I like to see comments that show the tagging of the theme/title and its exact time.

Q: What features do you think are important for a story reading platform?

Readers involvement, play-themed, and realistic images.

Q: How important is it to you that the stories on a platform are diverse and inclusive?

Very important as books teach the children about many things around us that we don't have much knowledge or perspective about. Creativity is also a huge factor that allows the readers to think outside the box.

Q: What accessibility features do you think are important for a story reading platform?

General summary of the book. Saves everyone's time from having to flip through the whole book just to find out the progress of the story line is not what I would want my child to read.

Q: How would you feel about a platform that generates personalized stories based on your interests and preferences?

It would be great to be able to filter out what I do not want my child to be exposed to.

Q: What concerns do you have about using a platform that generates personalized stories?

If the story has images, messages, and/or storyline that is not age appropriate. Including views that go against my personal religious views.

Q: Is there anything else you'd like to share about your experience with reading stories, whether on digital platforms or otherwise?

When it comes to my child, like most parents do, I'm more concerned about the ideas, messages, and views that inappropriately affect him over my own convenience. I would much prefer to have a system, platform, search engine that can filter out these things.

4. Interview Transcript

Transcript_Interviewee 6

Date: February 21, 2023
Location: Interviewee's home
Female / Age: 23
Job: Elementary School Teacher

Interviewee 6 - Female, 23, Elementary School Teacher's Aid

Can you explain what you do for work?

Yeah, so I'm a pre K aid at South Boston Catholic Academy. I'm not the main teacher in the room, I'm just there to help her if she like, needs anything. And, and yeah, I just like, clean up after the kids. I'm there to help go when we go to the bathroom. I basically, I am like the second teacher. But the main teacher Hope does all that academic part of it.

I know you said hope does the academic part of. But do you ever utilize storytelling in your lesson plans? And are you involved in storytelling and story reading in any way?

Yeah, we definitely do reading a lot. We have, like, each part of the day we don't we have like a story time. And we read them at least one book. And they also read, like, by themselves read quotes. But yeah, but I've definitely read them books before and stuff like that.

How do these stories get picked, in regard to what they're going to be reading? Do you know what the process is for that?

Well, there is like a curriculum. So some of the books that we read to them, we ended up doing like an activity with it. But most of the books are kinda just like the class books, the ones that hope buys, and some parents bring some books in. But there's not really I guess, they're all like, their age level. So like, mostly with pictures, but so we can, like, read it, we like show it. But, but yeah, there's not really a system to picking the books, unless they're like, specifically for the like, lesson plan, where I have like an affinity for it.

And being at a Catholic school, does that impact kind of the books that are selected?

Um, not really. Like, there are some like more religious books, but not but they're usually have to do with like, we have like a religion. Like less than I guess, like with the religion every week, and sometimes there's like a book that might go with it. But none of them are like religious.

So for the most part, the stories read to the children are diverse?

Yes, very diverse.

Have you ever used a digital platform for story reading? Or is it mostly just the paper books?

Sometimes hope puts on like a read-aloud, like when they're eating lunch or something, they can listen to it. There have been times where we show them something on the computer, someone's like listening on the computer, in the video, but not often.

And are there images that are being like played when that happens?

Yes, there's usually videos of illustrations where the illustrations sort of "come to life". It seems to relax them.

So we're basically thinking about creating a sort of storytelling application that would kind of cater to children's interests, and allow them to be in charge of what the story is about. Do you think that, based on like, the children you interact with on a daily basis, would that be desirable?

Yeah. I think that would work. Yeah. I mean, cool concept. I feel like a lot of the kids do have certain stories and books they really like a lot, so it would be interesting to see if they might be able to see their favorite characters in different stories or settings, or even have themselves be a part of the story. I think my kids would especially like to see themselves doing things, it would be unique if that was a possibility with the illustrations.

5. Competitive Analysis

Applications and Platforms	About	Offerings (Features, Benefits, and Pricing)	Target Audience	Marketing Strategies	Strengths	Weaknesses	Areas of Opportunity
Novel Effect	An app that uses voice recognition to edit users' stories and make it more engaging. It also offers a social media sharing feature, enhancing the storytelling experience. It has an award-winning and received positive reviews from parents and educators.	The app is available for free download on both iOS and Android platforms. Users can access a library of over 200 books and stories, all of which are compatible with the app.	Parents and caregivers of young children, particularly those who want to improve their child's reading and literacy skills.	Social media advertising, influencer marketing, and partnerships with educational organizations and children's book publishers.	Its unique offering of using interactive sound effects and music to enhance stories, which can help improve children's reading and literacy skills. The app has received positive reviews from both parents and educators, who praise its ability to capture children's attention.	Some users have reported technical difficulties and glitches with the app, such as slow loading times and occasional crashes. The app's library of compatible books is limited, which may restrict its appeal to some users.	Expand the app's target audience to include educators and schools, as a tool for improving literacy and language development in young children. Explore additional features and customization options, such as the ability to add personalized illustrations or voice recordings. Consider offering a premium subscription service to support the app's development and maintenance.
Robin	A children's book app that offers a digital reading experience for children, with an emphasis on interactive storytelling and personalized content. The app received mixed reviews and was ultimately discontinued due to lack of funding.	Offers a library of stories that can be customized with the child's name, favorite characters, and other personalized details. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Parents and caregivers of young children, who want to explore additional features such as interactive stories and personalized content.	Social media advertising, influencer marketing, and partnerships with parents and bloggers.	Its ability to personalize stories for children, which can help to increase engagement and promote literacy. The app has received positive reviews from parents and educators, who praise its ease of use and ability to capture children's attention.	Some users have reported technical difficulties with the app, such as slow loading times and occasional crashes. The app's library of stories may be limited for some users, particularly those who are looking for specific books or authors.	Expand the app's target audience to include educators and schools, as a tool for improving literacy and language development in young children. Explore additional features and customization options, such as the ability to add personalized illustrations or animations to the stories. Consider offering a premium subscription service to support the app's development and maintenance.
Wakamolee	A children's storytelling app that uses AI to generate stories based on user input. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Offers a variety of features, including the ability to generate stories based on user input. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Parents and caregivers of young children, who want to explore additional features such as interactive stories and personalized content.	The company's marketing strategy focuses on targeting parents and caregivers who are looking for fun and educational content for their children.	One of Wakamolee's strengths is its unique approach to storytelling, using AI to generate personalized stories for each user. Offers a variety of features that make it more interactive and engaging for children.	The app has received criticism for producing low-quality, nonsensical stories that are often repetitive for children. This has led to a poor reputation and low customer satisfaction.	In terms of differentiation, Wakamolee could focus on producing high-quality, personalized stories that are more engaging and educational. It could also explore partnerships with established children's book authors or illustrators to enhance the quality of their stories. Consider offering a premium subscription service to support the app's development and maintenance.
The Adventures of Mooki and Boo	An app that uses AI to generate personalized stories for children based on their name, age, interests, and reading level.	The app offers a library of stories that can be customized with the child's name, favorite characters, and other personalized details. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	The target audience for the app is parents and caregivers of young children, who want to explore additional features such as interactive stories and personalized content.	Social media advertising, influencer marketing, and partnerships with parents and bloggers.	Its ability to create personalized stories for children, which can help to increase engagement and promote literacy. The app has received positive reviews from parents and educators, who praise its ease of use and ability to capture children's attention.	Some users have reported technical difficulties with the app, such as slow loading times and occasional crashes. The app's library of stories may be limited for some users, particularly those who are looking for specific books or authors.	Expand the app's target audience to include educators and schools, as a tool for improving literacy and language development in young children. Explore additional features and customization options, such as the ability to add personalized illustrations or animations to the stories. Consider offering a premium subscription service to support the app's development and maintenance.
WriteReader	An online platform that allows children to write, illustrate, and publish their own stories, while also providing literacy education and support.	Offers a range of features, including the ability to write, illustrate, and publish their own stories, while also providing literacy education and support. The platform offers both the paid and free versions, with the paid version offering additional features such as a larger library of stories and the ability to use AI to generate personalized content.	The target audience for WriteReader is educators, parents, and caregivers of young children, as well as schools and educational institutions.	Social media advertising, influencer marketing, and partnerships with educational organizations and institutions.	Its focus on literacy education, which can help to improve children's reading and writing skills. The platform has received positive reviews from parents and educators, who praise its ease of use and ability to capture children's attention.	Some users have reported technical difficulties with the app, such as slow loading times and occasional crashes. The platform may not be as appealing to some users, particularly those who are looking for more interactive or entertainment-focused storytelling experiences.	Could offer additional features and customization options, such as the ability to add personalized illustrations or animations to the stories. Consider offering a premium subscription service to support the app's development and maintenance.
Botnik Studios	Wakamolee: An app that allows users to generate original text using predictive text technology. Otchker: A cookbook featuring recipes generated by an AI system trained on popular recipes and ingredients. Muziker: A machine learning system that can generate original music and soundtracks for videos. Botnik Live: A performance platform that combines human performers with generative text and music.	Offers a variety of features, including the ability to generate original text using predictive text technology. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Parents and caregivers of young children, who want to explore additional features such as interactive stories and personalized content.	Partnerships with companies and organizations to create AI-generated content for advertising campaigns and events.	Its unique approach to content creation, which offers something new and different to users. The app has received positive media coverage and has built a strong reputation for innovation and creativity.	A potential lack of usability and the challenge of monetizing their products, which may limit their long-term growth potential.	Expanding their product offerings to include more interactive and educational content, such as AI-generated stories and soundtracks. Consider offering a premium subscription service to support the app's development and maintenance.
Wonderscope	An immersive reading app that uses augmented reality to bring children's stories to life, allowing them to explore the story and characters in a more interactive way.	Offers a variety of features, including the ability to explore the story and characters in a more interactive way. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Parents and caregivers of young children, who want to explore additional features such as interactive stories and personalized content.	Marketing strategies include social media advertising, content marketing, and influencer partnerships.	Its engaging and interactive storytelling is a key differentiator, which can help to increase engagement and promote literacy. The app has received positive reviews from parents and educators, who praise its ease of use and ability to capture children's attention.	Some users have reported technical issues with the app, such as slow loading times and occasional crashes. The cost of purchasing individual stories can add up quickly.	Explore partnerships with educational institutions to create content that aligns with school curricula and offers specific learning opportunities. Consider offering a premium subscription service to support the app's development and maintenance.
Malong Tech	A Chinese AI startup that has developed a platform for generating personalized children's stories using natural language processing and machine learning.	Offers a variety of features, including the ability to generate personalized children's stories using natural language processing and machine learning. The platform is currently offered to parents, schools, and libraries in China.	Parents and caregivers of young children, who want to explore additional features such as interactive stories and personalized content.	Its marketing strategy is not well-known outside of China. The platform is currently offered to parents, schools, and libraries in China.	Its innovative and interactive approach to storytelling, which can help to increase engagement and promote literacy. The platform has received positive reviews from parents and educators, who praise its ease of use and ability to capture children's attention.	The pricing model and marketing strategy are not well-known outside of China, which may impact the platform's ability to expand internationally. The platform is currently only available in China.	Addressing concerns around data privacy and security, particularly in light of the platform's use of personal information to generate personalized content. Expanding the platform's reach beyond China by offering it in other languages and markets.
Skoolooks	Korean edtech company that uses AI to create interactive digital books for children. Offers personalized learning experiences for children using voice recognition, speech synthesis, and adaptive learning features.	Offers a variety of features, including the ability to create interactive digital books for children. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Target audience is primarily Korean elementary school students, as well as their teachers and parents.	Partnerships with schools and educational organizations to promote digital content. Targeted advertising and promotional activities aimed at schools and parents.	Its innovative use of AI technology to create interactive and engaging digital content for children. Its partnerships with schools and educational organizations to promote digital content. Has received positive customer reviews.	Limited reach outside of Korea. Potential competition from other edtech companies offering similar digital content.	Expanding its reach beyond Korea by offering content in other languages and markets. Exploring partnerships with educational institutions to create content that aligns with school curricula and offers specific learning opportunities.
Storyball	An Israeli startup that uses AI to create interactive storytelling experiences for children, incorporating physical play and movement into the story. Uses an interactive smart ball that uses sensors and AI technology to encourage children to be active and engaged in learning.	Offers a variety of features, including the ability to create interactive storytelling experiences for children, incorporating physical play and movement into the story. The ball comes with a companion app that offers different games, stories, and educational content that can be customized to a child's age and interests.	Parents, educators, and children aged 4 to 10.	Marketing strategies include social media advertising, influencer marketing, and content marketing through YouTube and Instagram.	Its innovative and interactive approach to learning and its ability to engage children in physical activity. Its wide range of content that can be customized to a child's age and interests. Customer satisfaction seems to be generally high, with reviews praising its engagement and educational value.	Its relatively high price point compared to traditional toys and the fact that it requires a smartphone or tablet to access all of its features.	Expanding its content to include more diverse stories and genres. Consider offering a premium subscription service to support the app's development and maintenance.
Mightyverse	A US-based company that uses AI to generate personalized stories for children based on their name, age, interests, and reading level. Offers a variety of features, including the ability to generate personalized stories for children based on their name, age, interests, and reading level.	Offers a variety of features, including the ability to generate personalized stories for children based on their name, age, interests, and reading level. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Parents and caregivers of young children, who want to explore additional features such as interactive stories and personalized content.	Marketing strategies include social media advertising, influencer marketing, and content marketing through YouTube and Instagram.	Its focus on interactive learning through videos, which makes the learning process engaging and immersive. Its wide variety of languages (including less commonly taught languages such as Russian and German) and its focus on conversational AI and fun for educational purposes.	Some users have reported technical issues with the app, such as slow loading times and occasional crashes. Further improving the quality and consistency of its specific language learning materials.	Consider offering a premium subscription service to support the app's development and maintenance. Expanding its content offerings to include more advanced language learning materials, such as interactive stories and soundtracks. Consider offering a premium subscription service to support the app's development and maintenance.
SuperStories	A Dutch startup that uses AI to generate personalized stories for children with disabilities. Incorporates features such as sign language and images to create a more accessible and engaging experience.	Offers a variety of features, including the ability to generate personalized stories for children with disabilities. The app is designed to offer a unique and interactive experience for children, with the ability to customize the content to suit individual preferences.	Parents, educators, and children with disabilities. Website currently offers a free trial, but pricing for full access to their stories is not publicly available.	Partnerships with schools, hospitals, and social service agencies to provide direct support to parents and children with disabilities. Their marketing strategy includes social media advertising, content marketing, and partnerships with organizations that work with children with disabilities and allowing relevant conferences and events.	Use of AI technology to generate personalized stories for children with disabilities, which can help to increase engagement and promote literacy. The app has received positive reviews from parents and educators, who praise its ease of use and ability to capture children's attention.	As a relatively new startup, SuperStories may face challenges in building brand awareness and credibility, especially among parents and educators who are not familiar with AI-generated stories. Possible concerns about the accuracy and appropriateness of the stories generated by AI, and its impact on the educational value of the stories.	Consider offering a premium subscription service to support the app's development and maintenance. Explore targeted marketing strategies that reach out to specific communities of children with disabilities and their caregivers. Focus on showcasing the unique cultural aspects of their content.