



CASE STUDY

The 2025 Well-Being by Design Fellows participated in a four-month professional development program for designers and producers of interactive kids' technology and media. They met online to workshop their current projects, network with other fellows, and gain insights from research and industry leaders as they worked to incorporate principles of well-being into their designs. We are delighted to share highlights from each fellow's experience.

Sunny Williams



Sunny Williams is the founder of Tiny Docs, an interactive kids platform that uses animated content to teach kids about health and make a billion people smile. Formerly a lawyer, teacher, and filmmaker, he now follows his passion for storytelling and well-being. Outside of work, he enjoys improv, fitness, and relaxing with his wife, Gina, and their two dogs.



PRODUCT: TD Shuffle, a digital puzzle game where kids learn about health by matching colored medical objects.

TARGET: Kids age 5-8

→ [TINYDOCS.CO](https://tinydocs.co)

Tiny Docs is an interactive web app designed to educate kids about health in a fun and easy-to-understand language. We are on a not-so-tiny mission to improve kids' health and make a billion people smile. We have partnered with health institutions such as Lurie Children's Hospital, the American Heart Association, and Louisiana Department of Health. Our first game is *TD Shuffle*.

The inspiration for *TD Shuffle* draws from the nostalgic charm and simplicity of *Dr. Mario*, reimagined with a meaningful purpose: to educate children about health and help them manage anxiety in a fun, engaging way. Today's kids are growing up in a world where medical information—and misinformation—is everywhere, often leading to confusion or fear about their own health. We wanted to create a game that empowers young players by helping them understand basic health concepts, like how the immune system works, what germs do, and how everyday habits like handwashing and nutrition keep them strong.

At the same time, we recognize how video games can serve as a tool for emotional support. Our gameplay mechanics are intentionally soothing, designed to reward calm thinking, and promote a sense of control—two things that can be especially helpful to kids facing medical anxiety or hospital visits. By blending science-based learning with familiar puzzle mechanics and comforting visual design, the game encourages curiosity, reduces fear, and builds confidence in young players, one “virus” at a time.

WHAT COMPONENTS OF WELL-BEING DOES MY PROJECT ADDRESS?

TD Shuffle highlights emotional regulation, creativity, empowerment, and social connection. *TD Shuffle* supports **emotional regulation** by providing a calming, structured environment where children can manage challenges at their own pace, reducing anxiety related to health. It fosters **creativity** through avatar creation and interactive problem-solving that encourages imaginative thinking. **Empowerment** comes from teaching kids how their bodies work and how they can take care of themselves, building confidence in their own health journey. Relationships are promoted through co-play features and shared learning experiences, encouraging collaboration among peers or with caregivers in a fun, supportive digital environment.

TD Shuffle has an opportunity to improve upon creativity, safety and security, and relationships. For **creativity**, we can add features to allow kids to use their imagination to design their own gameboard. For safety and security, we have an opportunity to add an additional layer of security with a third party safety seal to ensure parents and kids that it is a safe environment. Lastly, we can add levels of difficulty to help improve **problem-solving** skills while making children feel accomplished and competent.

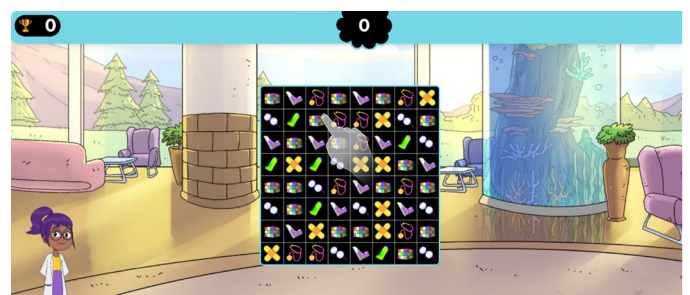
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REFLECTION

I've learned that incorporating well-being into product design is truly a win-win. It not only creates a more meaningful and positive experience for kids, but also gives us a clear framework for building a more thoughtful, impactful product. Feedback from the Youth Design Team was especially valuable—they found our beta version unengaging, which highlighted important areas for improvement. Their insights reminded us that prioritizing emotional and cognitive well-being isn't just a feature—it's central to making something kids genuinely connect with and delight. Designing for well-being means designing with empathy, curiosity, and a willingness to grow.





LOOKING AHEAD

Our design team is excited to begin integrating the thoughtful suggestions shared by the Youth Design Team. Their feedback provided valuable insight into how we can make *TD Shuffle* more engaging and immersive. Key ideas we plan to incorporate include introducing progressive levels to increase difficulty, using sound and music to build tension and excitement, and enhancing the user interface to improve usability and visual appeal. These changes will not only make the game more enjoyable but also align with our mission to support well-being through meaningful, user-centered design.

POTENTIAL IMPACT FOR KIDS (USERS) AND THE FIELD

- + Every piece of feedback is a data point. A single comment may be a unique user quirk—or it might reveal something worth addressing. Stay curious and keep asking questions. When critiques begin to repeat across users, that's a strong signal that something in the design needs your attention. Look for patterns.
- + The early moments of a usability test are critical. Before any tasks, questions, or feedback, you need to establish rapport and create an environment where the user feels safe, seen, and valued. Position the child as the subject matter expert and make them feel like a partner in the process.



Joan Ganz Cooney Center

For more information about the Well-Being by Design Fellowship program, please visit joanganzcooneycenter.org/fellowship2025