



CASE STUDY

The 2026 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.

Amber Ivey



Amber Ivey, also known as AI, is the founder of AiDigiTales and creator of AiDigiCards. A data and AI governance practitioner, children's edutainment creator, and proud aunt, she helps kids and the adults who love them understand AI in simple, safe, playful ways, building critical thinking, creativity, confidence, and curiosity rather than taking them away.

Kids are growing up in an AI world, but the adults raising and teaching them rarely have a simple, safe way to introduce AI, without adding screens or handing a child to a chatbot. Families want kids to understand AI, yet worry about technology eroding creativity, privacy, and childhood. Schools are still catching up, and children are already meeting AI through toys, YouTube algorithms, game apps, classroom tools, and voice assistants.

AiDigiCards meets kids at the kitchen table, not on a tablet. The ABCs of AI Activity Deck teaches foundational AI concepts offline first, using tactile cards, stories, games, and activities adults can guide. Each card introduces a concept through multiple modes: kids can hear it, say it, act it out, draw it, question it, or connect it to everyday life, and closes with a conversational prompt that hands

AiDigiCards

WHERE AI LITERACY BEGINS.

PRODUCT: AiDigiCards

TARGET AGE: 5-9 with parents, teachers, librarians, and caregivers serving as trusted adult guides

AiDigiCards is a screen-free-first AI literacy edutainment product line that helps kids build a foundational understanding of artificial intelligence through hands-on, age-appropriate learning tools. Its first product, the ABCs of AI Activity Deck, introduces kids to AI concepts through definitions, stories, activities, games, and optional audio.

→ [AIDIGICARDS.COM](https://aidigicards.com)

the trusted adult an easy, ready-made question to keep the discussion going. That supports vocabulary, critical thinking, communication, creativity, turn-taking, and adult-child connection, building AI literacy in step with how young children actually learn: through play, repetition, and conversation with someone they trust.

WHAT COMPONENTS OF WELL-BEING DOES MY PROJECT ADDRESS?

AiDigiCards addresses **autonomy, creativity, competence, and social connection**. It supports autonomy by letting children explore AI in a low-pressure way, with no screen or AI tool required. It builds creativity through drawing, storytelling, movement, and imaginative play. It develops competence by giving kids simple language for complex ideas. And it strengthens social connection by creating shared learning moments between children and trusted adults, turning AI from something kids face alone into something they explore together.

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AI literacy should start at the kitchen table, not on a tablet. The fellowship clarified that this wasn't just a tagline, it's a well-being principle.

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HOW CAN MY PRODUCT BETTER ADDRESS CHILDREN'S WELL-BEING?

- + **Protect the way kids first meet AI.** The fellowship helped make the why clearer. AiDigiCards starts offline because kids do not need their first AI lesson to come from another screen. They need room to ask questions, play with the ideas, and build confidence with an adult beside them. As the product grows, the deck will stay the starting point because that first conversation matters.
- + **Add digital only where it makes sense.** Digital is still part of the roadmap, but not every part of the deck needs to become digital. The Youth Design Team helped sharpen that. They were more interested in digital activities than digital definitions or stories, which makes sense. Activities give kids something to do, try, and create. That feedback will guide how future expansion packs are built.
- + **Keep making AI feel understandable, not scary.** Kids can handle big ideas when the language meets them where they are. The Youth Design Team reminded us that clear explanations, physical activities, and playful examples matter. AiDigiCards will keep translating AI into language kids can actually use, with examples connected to their real lives instead of jargon that makes AI feel distant or overwhelming.





REFLECTION

The biggest shift was realizing well-being can't be bolted on after a product is built; it shapes the core design choice itself. For AiDigiCards, that meant committing to conversation, play, and trusted-adult guidance before independent digital use. The Youth Design Team affirmed it: kids still want physical activities, simple language, and playful ways to learn. Their feedback reinforced that children need room to build confidence, ask questions, and stay curious in a space that feels safe, human, and age-appropriate.

LOOKING AHEAD

AiDigiCards will keep growing as a screen-free-first tool, adding digital experiences only when they genuinely support children's learning and well-being. The next phase is testing the full ABCs of AI Activity Deck with kids, parents, teachers, and librarians, learning which cards engage most, which concepts need clearer language, and how adults actually use the deck to guide conversations.

Those findings will shape the roadmap, guided by a simple principle: cards for now, digital next. The physical deck stays the core experience because it gives kids a tactile, playful way to build AI literacy alongside trusted adults. Digital expansion packs will follow gradually and intentionally, beginning with audio, informed by the Youth Design Team's insight that activities, more than definitions or stories, are where kids most want to go digital. Letting children's feedback drive the roadmap keeps the goal in focus: every new feature should help kids build confidence, curiosity, and agency in how they understand AI, rather than pull those qualities away.

- + **For kids:** AiDigiCards creates a safer first encounter with AI. Children already meet AI through platforms, toys, games, and voice assistants, usually without guidance. The deck offers a more intentional introduction before kids are asked to use AI or trust its answers. By starting with play, language, and adult support, it helps them build confidence, curiosity, and critical thinking, so their first relationship with AI is one of questioning rather than blind reliance.
- + **For families and educators:** AiDigiCards makes AI easier to talk about. Many adults know AI matters but don't feel prepared to explain it to children. The deck gives parents, teachers, librarians, and caregivers plain language and ready-to-use activities, helping them become guides in the conversation instead of letting platforms become a child's first teacher.
- + **For the field:** AiDigiCards offers a screen-free-first model for emerging-technology literacy. The lesson for other designers is that teaching children about technology doesn't have to start with more technology. Physical play, storytelling, and co-learning are powerful design choices, especially for young kids. Digital tools still add value, but they work best when introduced with purpose, boundaries, and care.



Joan Ganz Cooney Center

For more information about the Well-Being by Design Fellowship program, please visit joanganzcooneycenter.org/fellowship2026