



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.

Tatyerra Spurlock- McPherson



Tatyerra Spurlock-McPherson is the Director of Email & Web Strategy at Sesame Workshop, where she leads the organization's digital engagement across email, SMS, and web strategy. Tatyerra drives the digital vision that connects families, educators, and caregivers with Sesame's mission to help children grow smarter, stronger, and kinder.

PRODUCT:

Sesame Workshop's digital ecosystem

TARGET AGE:

2–5



Sesame Workshop's digital ecosystem for children, spanning SesameStreet.org and the Sesame Street app, delivers interactive, research-based games, videos, and activities that help kids learn and grow through play across web and mobile.

→ [SESAMESTREET.ORG](https://www.sesamestreet.org)

SesameStreet.org and its companion app serve as the child-facing digital home of *Sesame Street*, designed to bring the show's trusted learning experience directly into kids' everyday play. Built specifically for preschoolers, the platform helps children everywhere “grow smarter, stronger, and kinder” through interactive games, videos, songs, and creative activities like coloring pages.

The experience is intentionally playful and intuitive, allowing young users to explore alongside familiar characters while building foundational skills. Content spans key developmental areas including early literacy, math, science, creativity, and social-emotional learning. Whether a child is practicing letters, expressing feelings, or learning how to navigate friendships, the site and app turn everyday moments into opportunities for growth.

WHAT COMPONENTS OF WELL-BEING DOES MY PROJECT ADDRESS?

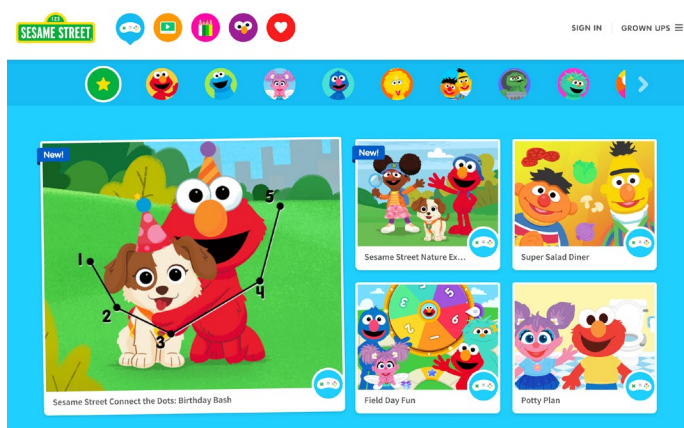
The Sesame Street website and app support digital well-being by fostering **creativity**, **emotional regulation**, and **social connection** through engaging, child-centered experiences. They promote empowerment and competence by encouraging preschoolers to explore, create, and build confidence in their abilities. Designed with inclusivity and safety at the forefront, the platforms provide a trusted environment for early learning.

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

- + **Design for digital-to-real-world balance:** Build more intentional pathways from screen to off-screen play by pairing videos and games with offline activities.
- + **Strengthen emotional skill-building experiences:** Incorporate simple check-ins and wind-down strategies to help children practice managing “big feelings” and developmentally appropriate, supportive ways across both digital and offline experiences.
- + **Enhance personalization and inclusivity:** Develop more adaptive experiences that respond to a child's age, interests, and developmental needs.

REFLECTION

The Youth Design Team pushed me to think more deeply about how we can adapt as the needs of children change in the ever-evolving digital landscape. Their concerns about how kids will engage online highlighted the importance of early digital experiences. It made me reflect on Sesame as one of the first spaces children encounter on the web, and the responsibility we have to model safe, thoughtful, and meaningful engagement. This perspective challenged me to consider how we can offer guidance that not only supports children today, but continues to shape healthy digital habits for the long term.



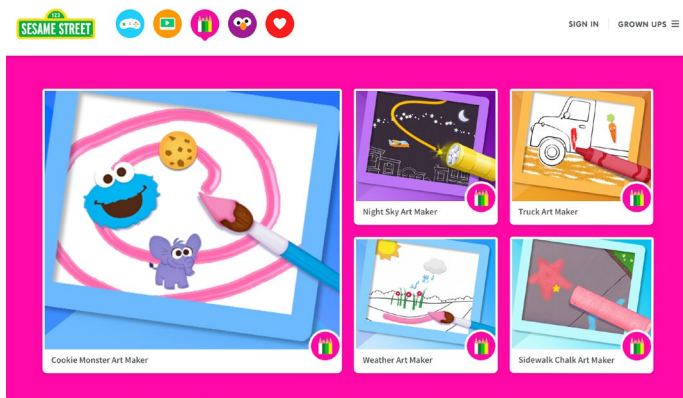
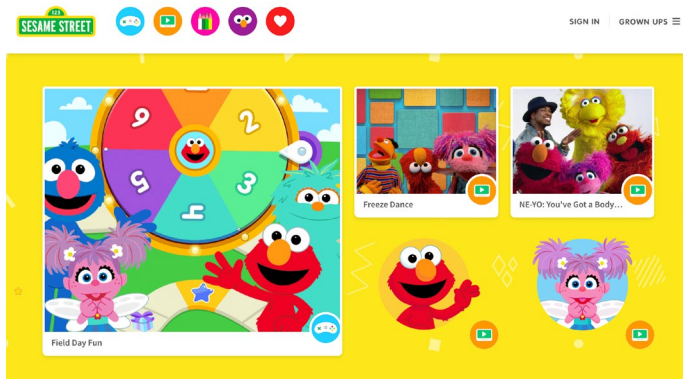
LOOKING AHEAD

One of my biggest takeaways was the importance of intentionally designing digital experiences that help children develop healthy habits from an early age, especially as technology continues to evolve. For the age group we serve, I'm particularly focused on emotional regulation because Sesame is often one of a child's first digital experiences. That creates a unique opportunity (and responsibility) to design environments that support self-regulation, reduce some of the dysregulation often associated with digital engagement, and help shape a healthier relationship with technology as children grow.

Going forward, I want to further explore ways to encourage balanced digital engagement by creating stronger connections between on-screen and off-screen experiences. This includes designing content and user journeys that promote creativity, emotional learning, co-engagement with caregivers, and real-world play.

- + **Helping children build healthy digital habits early:** As one of the first digital spaces many preschoolers encounter, the platform has the opportunity to model safe, intentional, and developmentally supportive digital behaviors that children may carry with them as they grow.
- + **Demonstrating that engagement and well-being can coexist:** A key takeaway from this work is that digital products for children do not have to choose between being engaging and supporting well-being. Thoughtful design can create experiences that are playful, educational, emotionally supportive, and commercially sustainable at the same time.

+ Encouraging more holistic approaches to children's digital design: The fellowship reinforced the importance of designing with the whole child in mind—considering emotional, cognitive, social, and developmental well-being together rather than in isolation. By integrating digital well-being principles into content strategy, UX, and storytelling, this work can help contribute to broader conversations about what responsible, child-centered digital design should look like in the future.



“

The Well-Being by Design Fellowship has expanded my perspective not only as a digital marketer, but in how I approach amplifying meaningful digital work. I now feel more confident in my ability to support my team and contribute to more intentional, impactful digital strategies moving forward.

”

SESAME WORKSHOP

Joan Ganz Cooney Center

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