

# Design for delight

What we can learn from  
designing for children

Rebekka Valdmanis Mørken

Ida Håkonsson



Sign up

Step 1 of 2

## Register new NRK profile

Fill in the fields below



*“Can we sign  
up again,  
mum?”*

INIK

BBC

svt

**DR**





NRK super

NRK Super's vision

The strongest community  
for all children in Norway

A group of children are gathered in a residential street with red wooden buildings. The children are wearing colorful clothing, and some are holding hands, suggesting a community activity or dance. The scene is outdoors with trees and a cloudy sky in the background.

NRK Super's vision

The strongest community  
for all children in Norway



NRK Super's vision

The strongest community  
for all children in Norway

NETFLIX

 YouTube



Most popular streaming  
service for  
0-5 years olds



6-9 years olds



NETFLIX





10-15 years olds



NETFLIX





1 year

3 years



10 years

4 years

7 years

Sign up



Don't read



A photograph of four children in various outfits, including winter gear, a helmet, and a dress, standing against a dark background. The image is dimly lit and has a blue tint. The text 'Don't understand' is overlaid in the center.

Don't understand

The image features four children against a dark blue background. On the left, a child in a pink jacket and white beanie. In the center, a child wearing a large, wide-brimmed straw hat and a green vest. On the right, a child in a colorful helmet riding a scooter, and another child in a yellow dress. The text 'Can't accept terms' is overlaid in white across the middle of the image.

Can't accept terms



**TIKK**

**STINKI & MØKKI**

**LEDDI & Gal**

**DET HJEM-SØKTE HUSET**

**KUN TRO**

**Get a personalized experience**

[Register](#)

[Sign in](#)

**Maybe later**



**TIKK**

**STINKI OG MØKKI**

**LEDD & GAL**

**DET HJEM-SØKTE HUSET**

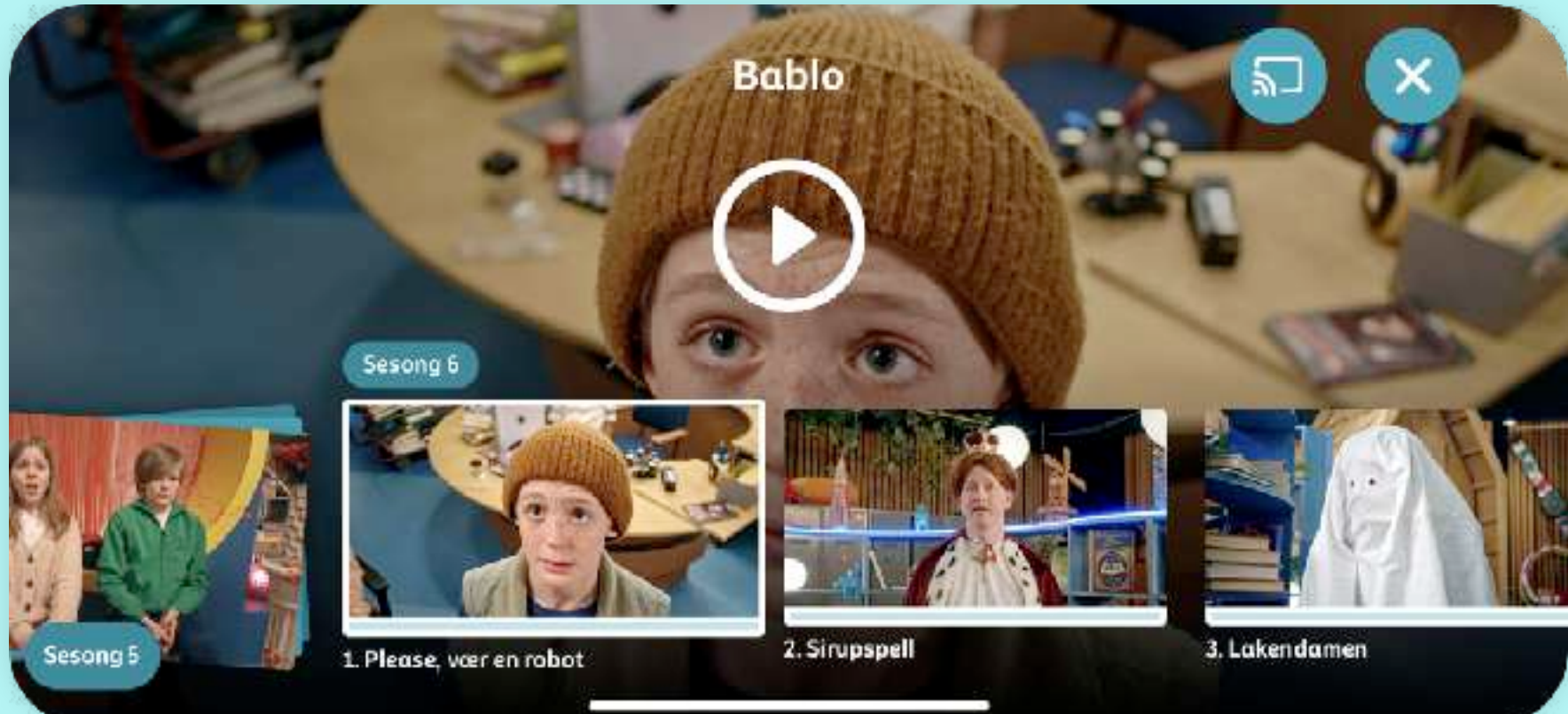
**KUN TRO**

**Get a personalized experience**

[Register](#)

[Sign in](#)





A video player interface for the show "Bablo". The main video area shows a close-up of a young boy wearing a brown knit beanie, with a large white play button in the center. The name "Bablo" is written in white text above the play button. In the top right corner of the video area, there are two circular icons: one with a share symbol and another with a close (X) symbol. Below the main video, there is a horizontal scroll bar with three video thumbnails. The first thumbnail is labeled "Sesong 5" and shows two children. The second thumbnail is labeled "Sesong 6" and "1. Please, vær en robot" and shows the same boy in the beanie. The third thumbnail is labeled "2. Sirupspell" and shows a woman in a red and white costume. The fourth thumbnail is labeled "3. Laken damen" and shows a white sheet ghost costume.

Bablo

Sesong 6

Sesong 5

1. Please, vær en robot

2. Sirupspell

3. Laken damen

**TIKK**

**STINKI & MØKKI**

**LEDDI & GAL**

**DET HJEM-SØKTE HUSET**

**KUNSTRO**

**Get a personalized experience**

[Register](#)

[Sign in](#)





How do we make  
them want to sign up?

Build  
motivation!



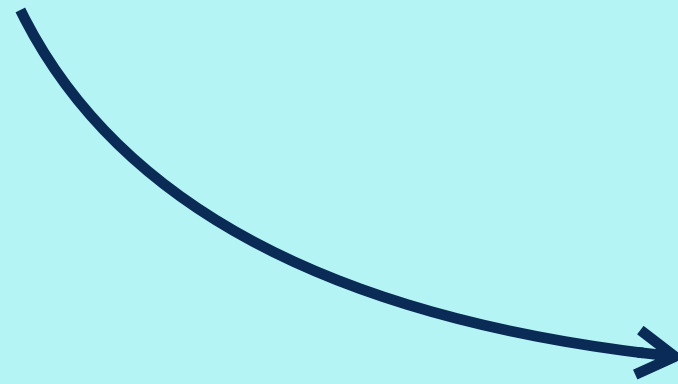
klipp  
klipp





What's our  
super power?

What's our  
super power?



Content









**Get a personalized experience**

[Register](#)

[Sign in](#)

STINKI og MØKKI

LDDI & Gal

KU TRO

How do we explain  
signing up?

# Visualizing the abstract







NORSK  
RIKSRINGKASTING

NORSK  
RIKSKRINGKASTING





NORSK  
RIKSKRINGKASTING



NORSK  
RIKSKRINGKASTING



STINKI vs MØKKI

EDDI & Gal

KU TRO



Unlock your own space!





How do we make it  
more tempting?

# Gamifying it

**Unlock your own space!**

STINKI og MØKKI

LDDI & Gal



20:30



STINKI vs MOKKI

EDDI & GAL

ROU TRO

Unlock your own space!

The advertisement features a man in a purple shirt waving and holding a red and yellow puppet. The background is a collage of colorful, stylized images. The text 'Unlock your own space!' is prominently displayed in white on a dark blue background. There are also two key icons, one blue and one yellow, and a search icon in the top right corner of the ad area.

STINKI vs MOKKI

EDDI & GAL

KUVA TROU

Unlock your own space!

The advertisement features a central dark blue rounded rectangle. On the left side of this rectangle, there is a teal circular icon with a black keyhole symbol, followed by a glowing yellow key icon with a star on its head and small yellow stars around it. Below these icons, the text "Unlock your own space!" is written in white. To the right of the text, a man with short, light-colored hair, wearing a purple button-down shirt, is smiling and waving his right hand. He is holding a red and yellow puppet that resembles a dog or a bear. In the top right corner of the dark rectangle is a white "X" icon. The background of the advertisement is a collage of various images, including a sign that says "STINKI vs MOKKI", a sign that says "EDDI & GAL", and a sign that says "KUVA TROU".

STINKI vs MOKKI

EDDI & GAL

ROU TRO

Unlock your own space!

The advertisement features a man in a purple shirt waving and holding a red and yellow puppet. The background is a collage of colorful, stylized images. The text 'Unlock your own space!' is prominently displayed in white on a dark blue background. There are also icons of a keyhole and a key with a star.

STINKI vs MØKKI

EDDI & Gal

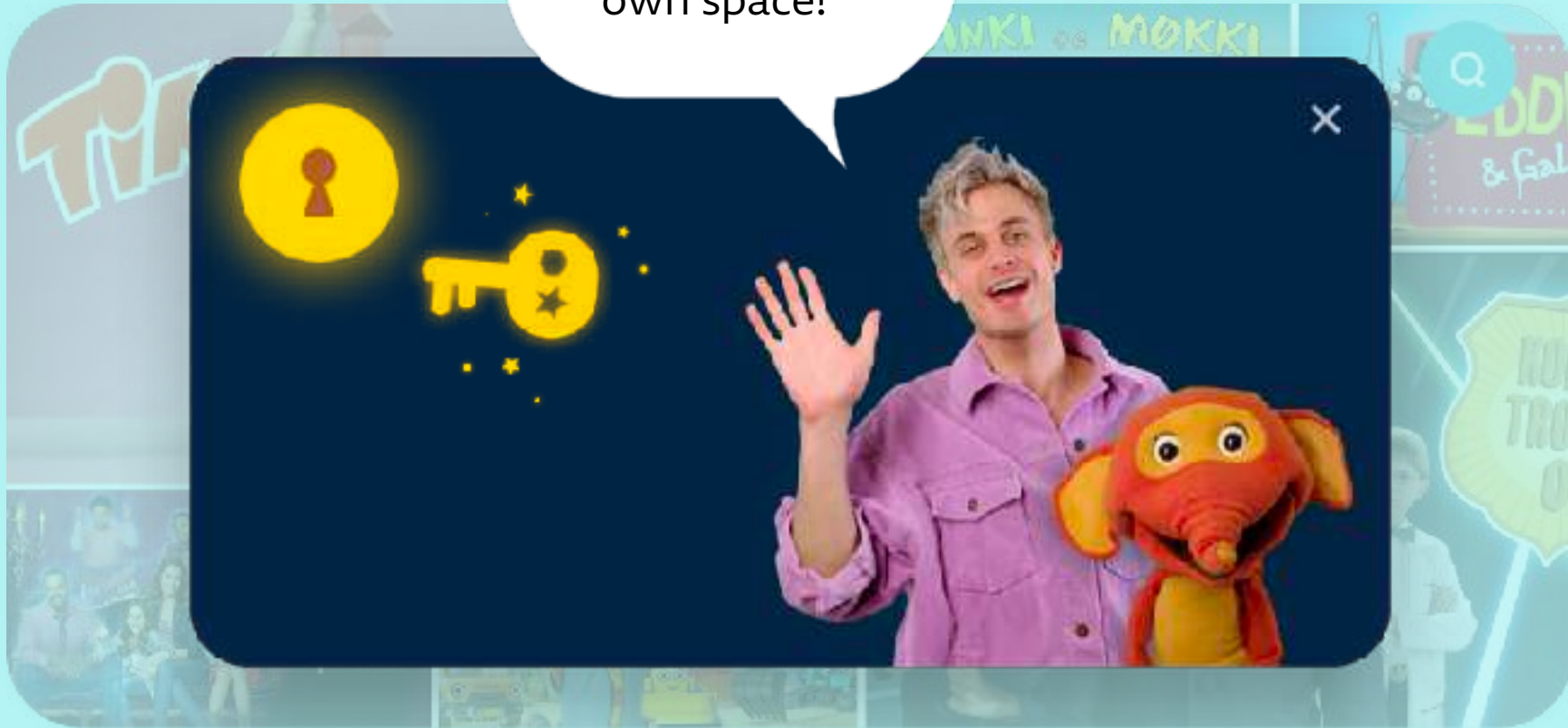
KUN TRO

Unlock your own space!

This advertisement features a central dark blue rounded rectangle. On the left side of this rectangle, there is a glowing yellow keyhole icon inside a circle, and a glowing yellow key with a star on its head, surrounded by small yellow stars. Below these icons, the text "Unlock your own space!" is written in white. To the right of the icons, a man with short, light-colored hair, wearing a purple button-down shirt, is smiling and waving his right hand. He is holding a red and yellow puppet that resembles a dog or a bear. In the top right corner of the dark rectangle, there is a small white "X" icon. The background of the advertisement is a collage of various images, including a sign that says "STINKI vs MØKKI", a sign with "EDDI & Gal", and a sign with "KUN TRO".

Making it come  
alive

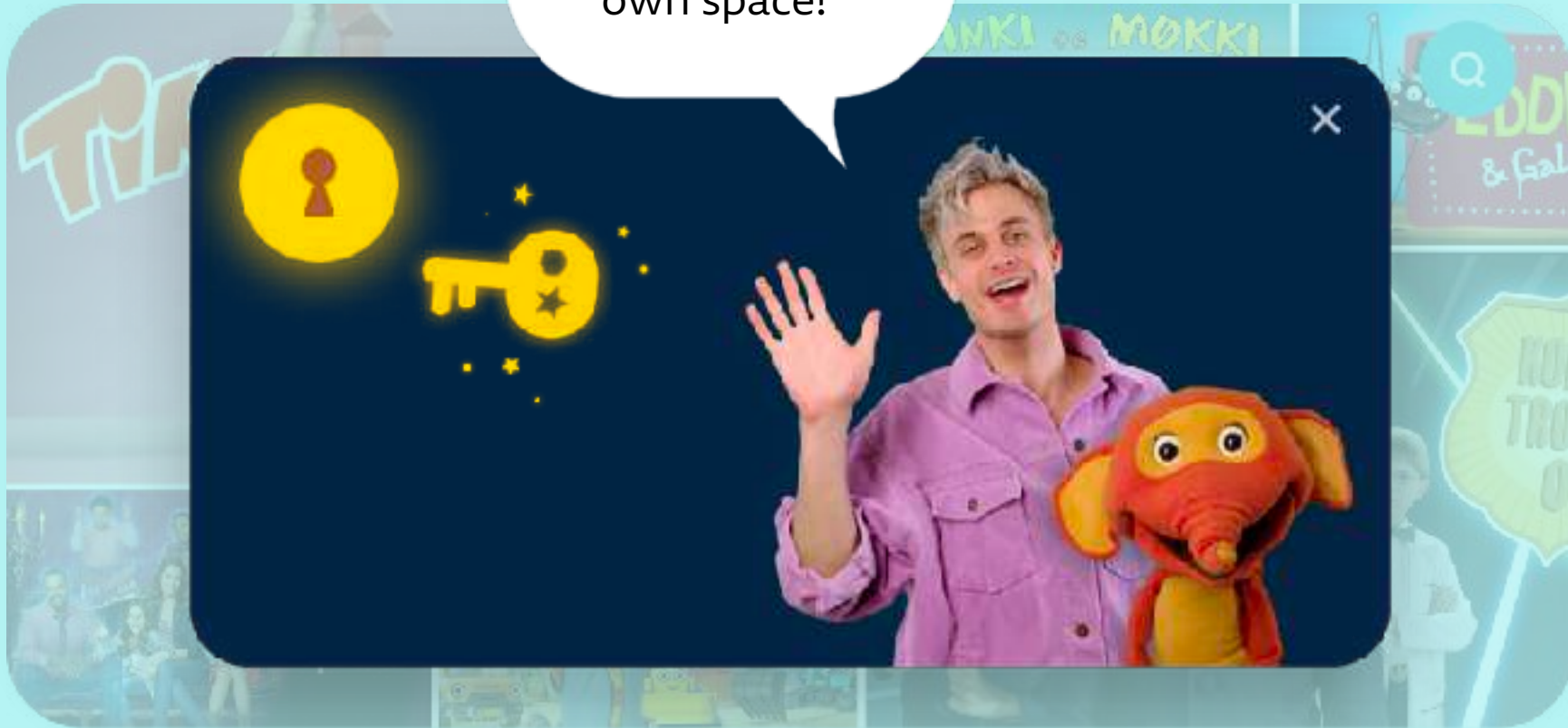
Unlock your own space!



Kun til voksne

Fortsæt til voksenområde >  
Swipe med to fingre

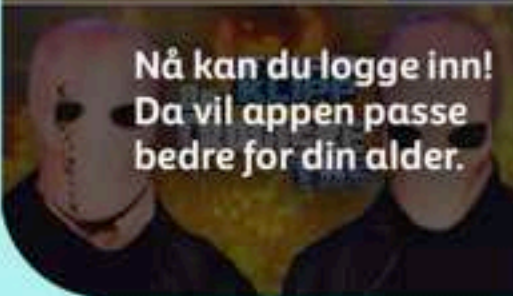
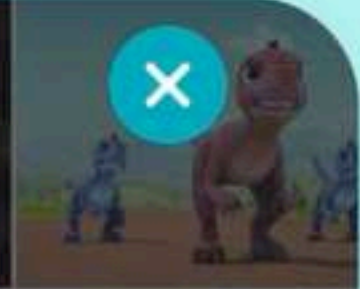
Unlock your own space!











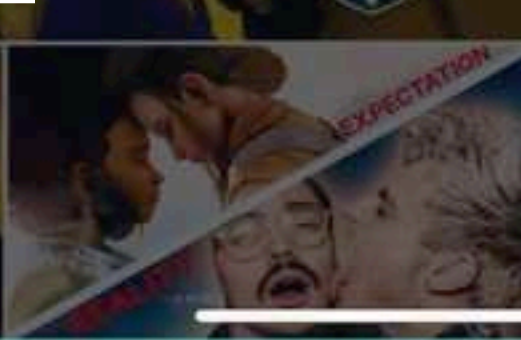
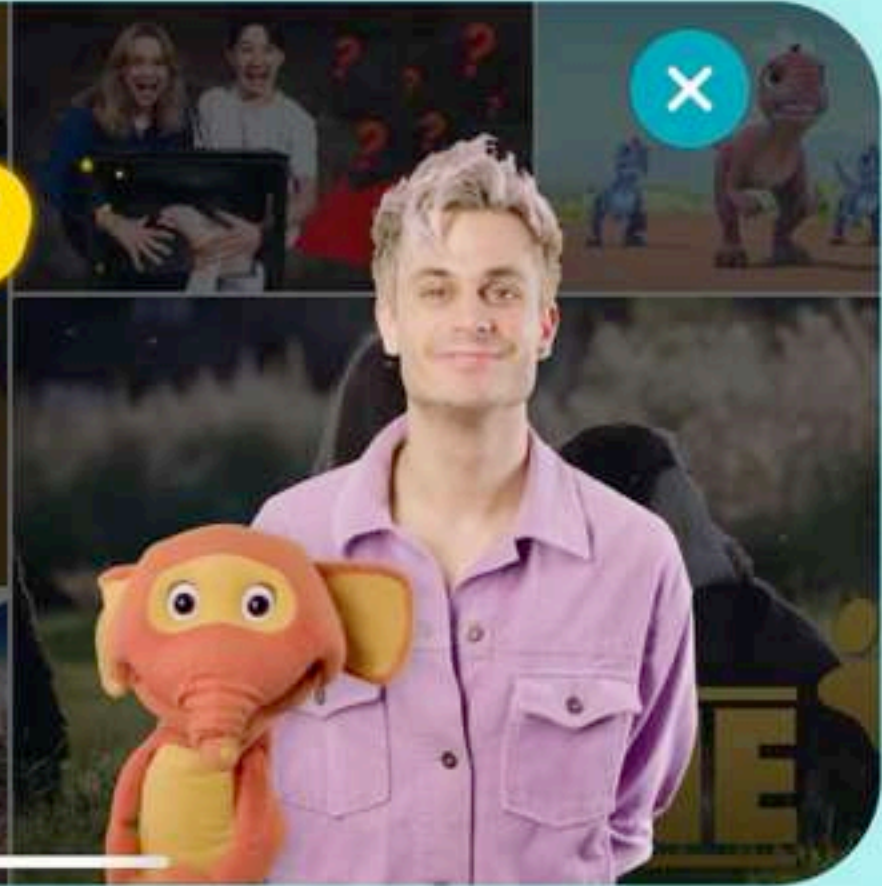
Nå kan du logge inn!  
Da vil appen passe  
bedre for din alder.





Nå kan du logge inn!  
Da vil appen passe  
bedre for din alder.

EXPECTATION





Nå kan du logge inn!  
Da vil appen passe  
bedre for din alder.

EXPECTATION





## Time to update!

We've made improvements in the app. It usually takes a minute to update, then we're ready to go!

[Update](#)







# Time to update!

We've made improvements in the app. It usually takes a minute to update, then we're ready to go!



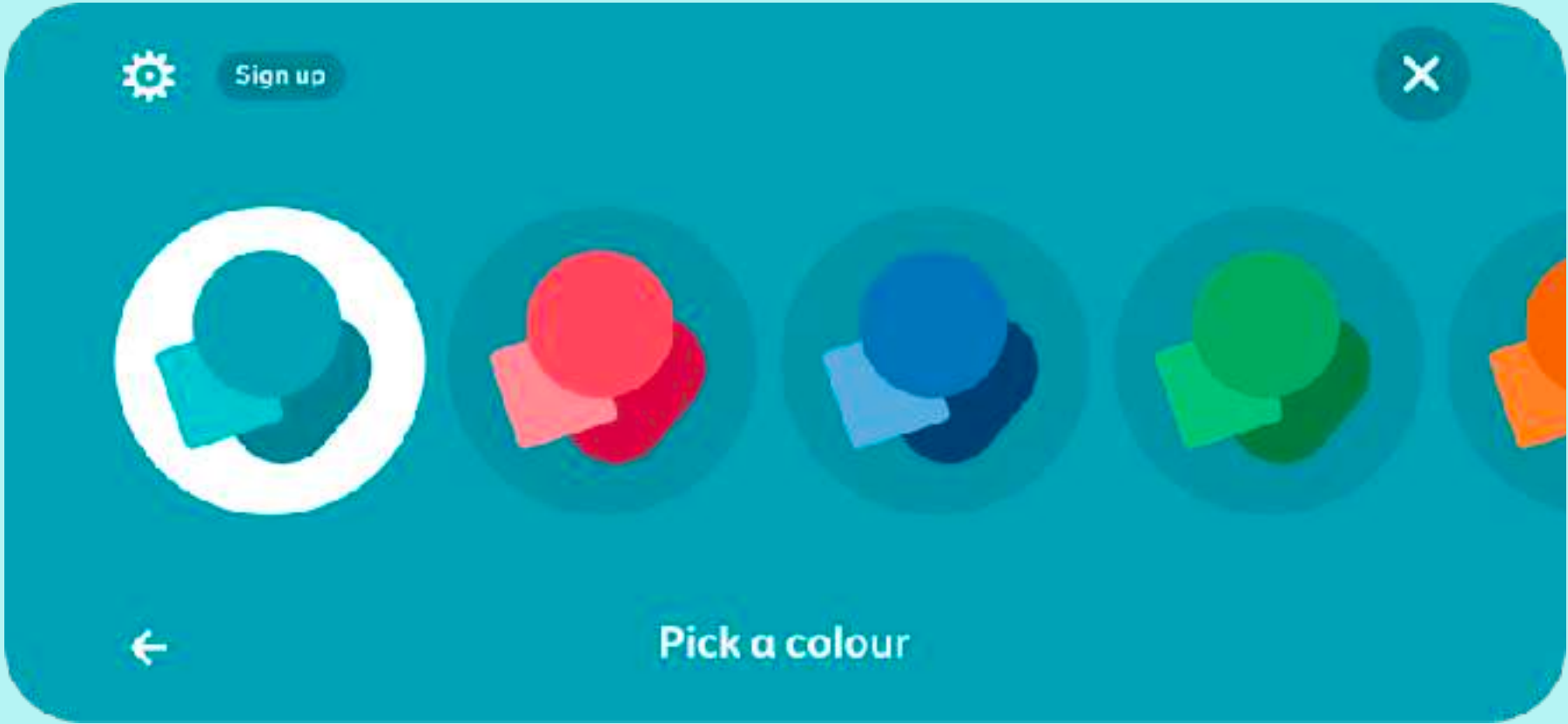








Invest upfront







Logg inn



Hvordan vil du se ut?



Photo by Lene Røisland



Photo by Samuel Horn Af Rantzien on Unsplash



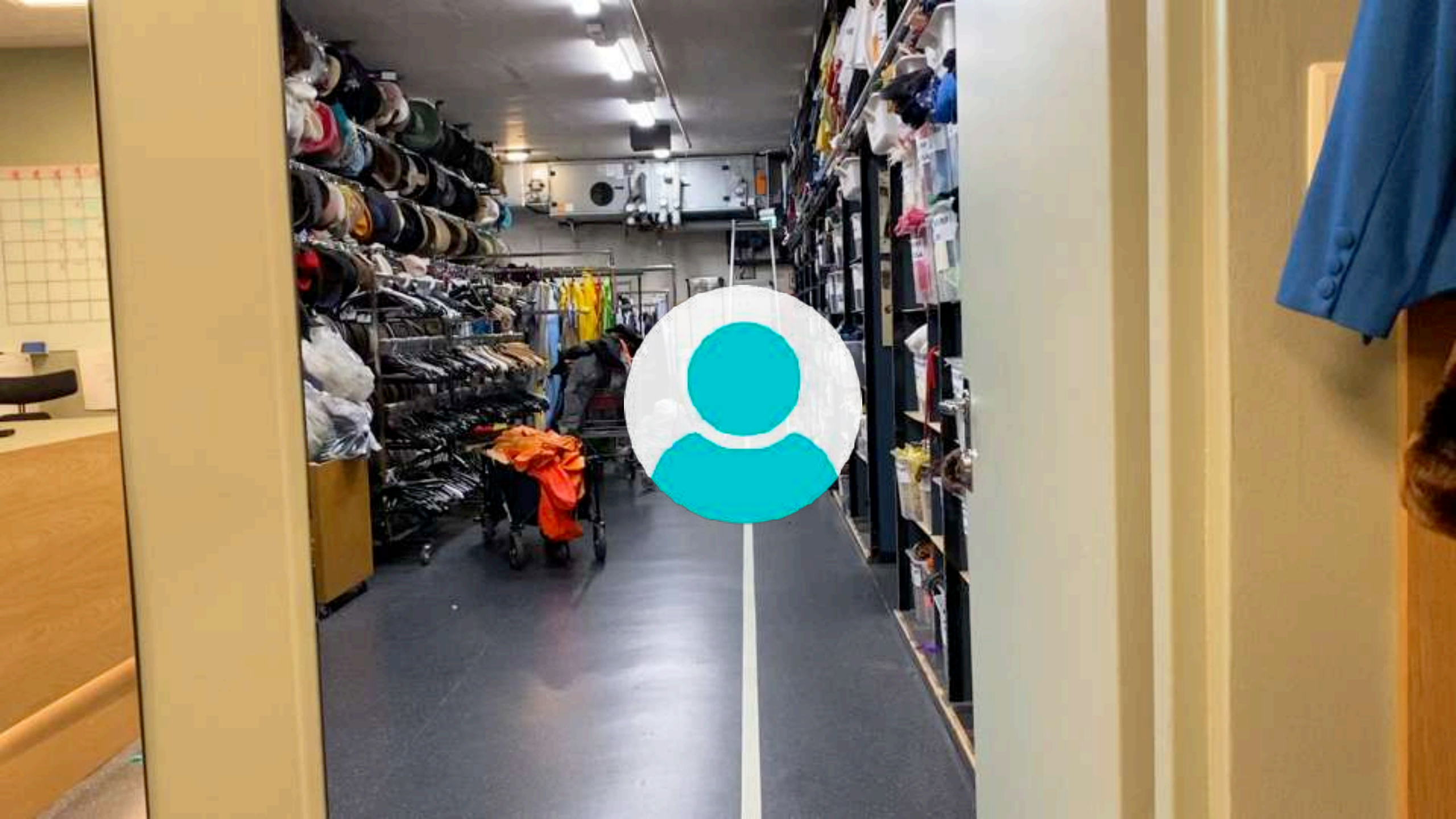
Photo by drian-lordache on Unsplash



Photo by Marthe Sørum Aas















70

1980

1990

2000

2010

20





















**NRK super**











On brand

Personality















































# Bablo





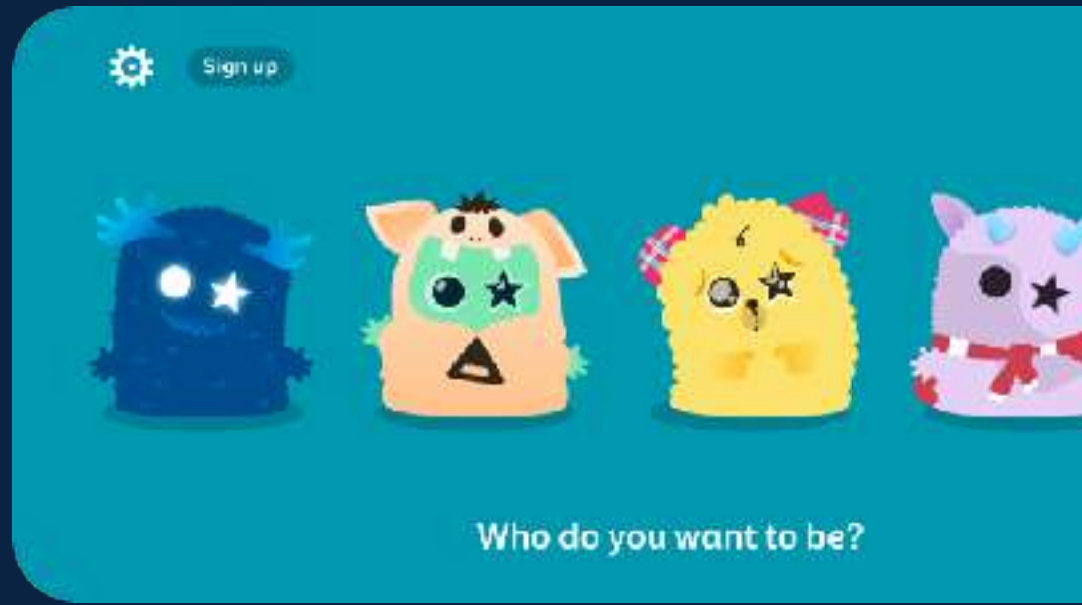
★ Lappeteppet

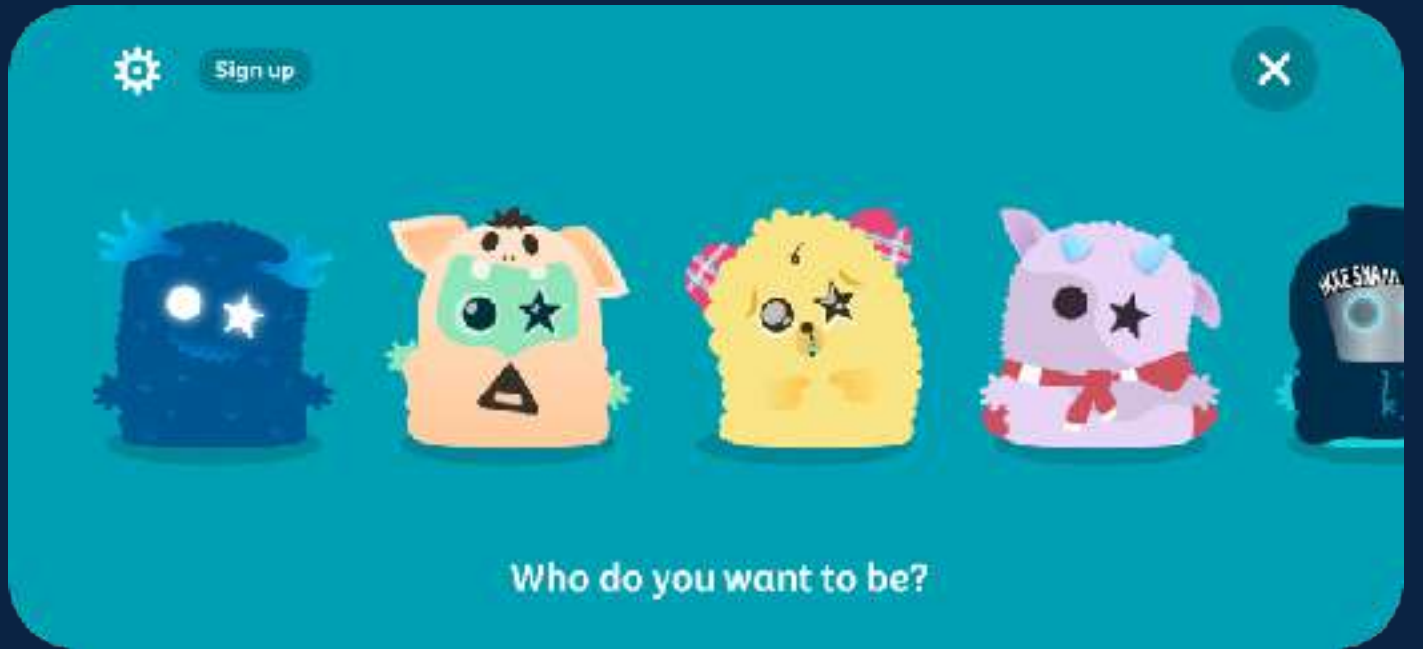


★ Peppa Gris











Who do you want to be?



Who do you want to be?

Sign up, and you will get content that better fits your age!

[Tell me more](#)

Sign up



Sign up, and you will get content that better fits your age!

[Tell me more](#)

Sign up



Ved å logge inn får du innhold som passer din alder!

[Fortell meg mer](#)

Start innlogging



Now all you need to do is

get a grown up

Da må du bare hente en voksen, så skal vi gjøre ferdig profilen din.



**NRK**

## Logg på NRK og opplev mer


Få bedre funksjonalitet i alle tjenestene våre.

NRK TV   NRK RADIO   NRK  

**Logg på**

**Opprett en NRK-profil**

Se fordeler 




**NRK**

## Logg på NRK

Fyll ut feltene under

E-post

Passord 

**Logg på**

Glemte passord?

Har du ikke NRK-profil? [Lag nyprofil](#)



**NRK**

**Steg 3 av 3**

## Barneprofil

Legg til navn og alder på barnet  
En barneprofil kan brukes i NRK Super og NRK TV for å få alderstilpasset innhold.



Sarah

Dag  9
 Måned  September
 Årstal  2014

Fødselsdato brukes for å gi innholdsrammetilpasset innhold, og til å telle tusndager. Informasjonen er trygg hos NRK.

**Alderskontroll:**   Av

Alle NRK Supers programmer er tilgjengelige via sek. Du kan begrense hva som kan spilles av.

**Opprett barneprofil**

[Tilbake](#)



Delight

for everyone











*A bear-like figure with yellow, woolly fur, checkered ears in pink, and big pleading eyes*



*An avatar with blue, touselled fur and moose-like horns, wearing a mischievous smile.»*







What can we take  
with us?

# Trigger curiosity





Trigger curiosity

Think storytelling



Trigger curiosity

Think storytelling

Speak directly



Trigger curiosity

Think storytelling

Speak directly

Details that bring joy





reb...@...  
charlotte.am...@...no  
.hako...o