SESAME WORKSHOP

Project
Sesame Street.org Reimagining
Document
Request for Proposal
Version
Final
Last Updated
9 March 2026
Prepared By
Kristin Cook-Allen

1/ Company Information

About Sesame Workshop

Sesame Workshop is the global nonprofit behind Sesame Street and so much more. For over 50 years, it has worked at the intersection of education, media, and research, creating joyful experiences that enrich minds and expand hearts. With a mission to help children everywhere grow smarter, stronger, and kinder, Sesame Workshop reaches families in more than 150 countries with playful early learning, to empower each generation to build a better world. Beloved characters, iconic shows, and outreach in communities are rooted in deep expertise and designed to meet children's most pressing needs. From building school readiness to encouraging playful problem-solving, from supporting emotional well-being to promoting positive self-identity, Sesame Workshop is there for children and families — as every caregiver's valued partner and every child's trusted friend.

2/ Proposal and Submission Guidelines

Invitation for Pitch/Proposal

We are requesting an itemized proposal for this project and we are including your company in our request. Proposals should include:

- Examples of previous work that showcase how your company has handled similar projects around websites and apps for large brands.
- Recommended process and deliverables for this project.
- Itemized cost estimate/budget.
- Project development timeline elaborating on the one provided on p. 11 of this document.
- Resource allocation sheet listing key team members expected to be assigned to the project.
- Please tell us about your company and why you believe that you are right for this project -- we are particularly interested in descriptions of relevant projects, client references, and a summary of your process for projects like ours.

All proposals are due via email by **03/20/26.** Please submit proposals and any questions regarding this RFP t to:
Kristin Cook-Allen
Email: Kristin.Cook@sesame.org
Phone: 212-875-6867

RFP sent to vendors	3/9/26
Intent to bid due from vendors	3/13/26
Proposal due	3/20/26
Kickoff	4/9/26

Terms of Agreement

Sesame Workshop Digital Products invites vendors to submit proposals to enter into a professional services agreement in accordance with the requirements, terms, and conditions of this Request for Proposal as follows:

Proposal Submission Information

This RFP is not an offer to contract. Sesame Workshop is under no obligation to a vendor until Sesame Workshop and the vendor enter a written contract. We are not obligated to consider or accept any proposal from a vendor even if the vendor satisfies all requirements stated in the RFP.

Confidentiality

Information provided by Sesame Workshop to vendors in connection with the RFP process, including this document, is confidential to Sesame Workshop. A vendor will not disclose such confidential information to any third party without Sesame Workshop's prior written consent, will use such confidential information solely to respond to the RFP, and will take all reasonable measures to maintain the confidentiality of the confidential information.

Valid Offer Period

The pricing, terms, and conditions stated in your response must remain valid for 90 days from the date of delivery of the proposal to Sesame Workshop.

Proposal Ideas

Vendors acknowledge that the proposal will be based on Sesame Workshop's intellectual property including Sesame Workshop's characters and brands, and that Sesame Workshop has developed, is currently developing and will continue to develop materials similar to those described in this RFP. Vendors acknowledge that Sesame Workshop in good faith will have the sole discretion to determine whether any materials developed by Sesame Workshop are similar to any elements contained in a vendor's proposal, whether such elements are truly novel, whether Sesame Workshop's materials are created as a result of vendor's proposal, and whether any compensation is due to a vendor. Sesame Workshop will not distribute any copies of a vendor's proposal to any third party and upon request will return the vendor's proposal at the end of the RFP process.

Right of Rejection

Sesame Workshop reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more vendors at the same time. Additionally, Sesame Workshop reserves the right to amend or withdraw this RFP in whole or in part, at any time prior to entering a contract with a vendor.

Cost of Proposals

Expenses incurred in the preparation of proposals in response to this RFP are the vendor's sole responsibility.

Work-Made-For-Hire

Any contract to be entered into between Sesame Workshop and a vendor will be for work provided solely as work-made-for-hire, with ownership and all rights belonging to Sesame Workshop, except for any pre-existing proprietary technology that is specifically identified by vendor and pre-approved by Sesame Workshop.

Subcontractors

The vendor agrees not to sub-contract out any work unless otherwise agreed to by Sesame Workshop.

3/ Project Overview

Summary and Goals

SesameStreet.org and the Sesame Street App are our flagship web products designed especially for kids 2-5 and we are committed to continuing to evolve these platforms as a safe destination for families that serves as an intersection of joy and learning. As a brand that has been helping children grow smarter, stronger, and kinder for more than 50 years, we aim to make our digital ecosystem for children a more engaging, personalized, and balanced experience for those children, and their parents/caregivers. Through this project we want to improve content visibility, introduce recommendation-driven personalization, and align with broader goals around digital well-being, accessibility, and parent engagement.

We are looking for a partner to wireframe, design and develop this reimagined Sesame Street experience for web and in the app. We are aiming for a tablet-first design, but also a responsive design optimized for desktop and mobile.

Our goals for this redesigned website and app are:

1. Website/App Updates & Personalization
Goals:
- Increase discoverability of content and showcase the full range of children's content upfront for parents who are choosing where their children will spend their online time.
- Integrate personalization features that evolve through user engagement, creating a personalized learning experience for children based on their goals, interests, past usage, and parent/caregiver input.
- Increase child engagement through personalized character driven experiences.

Concepts & Considerations:

- **Integrated Recommendation Engine Powered by SalesForce Marketing Cloud Personalization:** Personalized, playlist-like content suggestions, that become even more refined for logged-in users, recommending both videos and games.
- **Personalization Visibility:**
  - **For children:** Subtle personalization through character-driven interactions.
  - **For parents:** Customizable personalization set-up in an account dashboard.
- **Character-Driven Experiences:** Muppet characters guide sessions and offer themed digital well-being breaks, adapting to user preferences over time. We need to ideate the best way for our characters to guide and appear throughout this experience (we are imagining animated characters). If you have the capacity and expertise to engineer and integrate these character interactions, please include and note that as part of your proposal. If however, that is outside your area of expertise, we are open to working with a separate vendor on this piece of the work. Sesame would be responsible for character records and scripting.

2. Digital Well-Being & Calm Down Features
Goals:

- Provide parents with an educational, fun, and customizable digital resource designed with key digital well-being principles in mind, to help make them feel comfortable and confident about sharing it with their children.
- Teach and reinforce digital well-being strategies among children through unique features such as opportunities to pause and suggestions for how to positively transition to offline activities.

Concepts & Considerations:

- This is an extension of our Digital Well Being initiative. This initiative includes resources and information to help families find healthy, **joyful** ways to use media.

- **Breaks/Check-In Moments:** Pop-up prompts or gentle interruptions (e.g., Muppet-led reminders).
- **Parent-Controlled Wind Down:** A button or timer allowing parents to trigger a transition or end-of-session activity with the child's favorite character. It would be great if these were available to logged in and non-logged in users in some capacity.
- **Session Limits:** Customizable by parents during account setup and adjustable through a parent dashboard. These would initiate a guided wind down rather than abrupt lockout.
- **Content Suggestions:** Give parents content suggestions based on their child's user behavior but also give the parents agency to adjust the kind of topics and themes suggested to their child on the site.

3. Navigation & Content Structure

Goals:

- Simplify navigation and improve discoverability keeping in mind children should be able to navigate on their own. Align to latest best practices with a clear POV comparing and contrasting competitor site navigation frameworks.
- Integrate creative tools and character experiences seamlessly.
- Evolve traditional SEO as well as Generative Engine Optimization (GEO) for content discoverability in AI-native search experiences.

Concepts & Considerations:

- **Art Maker Section:** Evaluate whether to keep it as a top-level nav item or merge it with Games, framing it as a "creative break."
- **Muppet Integration:** Replace the standalone Muppet section with embedded character interactions across the site.
- **Collection Pages:** Retain collection pages like Games, Videos, Elmo Games, etc. and optimize SEO and GEO with clear categorization per SEO and evolving GEO best practices.
- **Full Length episodes:** We currently host mostly short form video on the site but may want to include more long form video in the future. If we do host full length episodes we would want a way to highlight those while seamlessly integrating them into the experience.
- **Monetization:** While we do not currently monetize content, we want to build for that possibility in the future. If we were to monetize part or all of the experience, what elements would need to be put in place now to enable that down the road? An example would be the ability to suppress content in the app vs. the website.

4. Parent Account Features & Reporting
Goals:

- Empower parents/caregivers to support their child's learning through personalized learning dashboards and email reports with ways to engage/enhance child learning.
- Foster bonding between parents and children.

Concepts & Considerations:

- Move away from locked content incentives.
- Provide genuine value of accounts to users through improved features, personalization, and reports.
- **Setup Options:** Choose content based on topic, content types, and character preferences, and set time limits.
- **Content Suggestions:** In addition to topics and themes, we'd also like to explore giving parents the ability to suggest classic sesame Street content – introducing children to 'their' Sesame. There may be other content parameters that we would want to make available to parents to further customize their child's content feed.
- **Email Reports:**

- o Actionable insights from a curricular perspective.
  - o Follow up activities to extend their child's learning like conversation starters and resource suggestions from our SesameWorkshop.org site.
- **Personalized Communication:** Highlights based on the child's favorite characters and content habits.
- **Authentication Flow:** Evaluate and implement secure authentication, authorization session management, parental consent /COPPA-aligned flows, and possible account linking across SesameStreet.org and SesameWorkshop.org, mobile apps etc. using a modern identity layer (OIDC/passkeys) that does not depend on CMS build in only authentication patterns.

5. AI & Technology Integration
Goals:

- Enhance personalization and site efficiency while maintaining safety and human oversight.
- Incorporate previously produced content related to defining and demystifying AI.
- Utilize AI tools in the backend to help with tagging content and assets in order to help make the most of Personalization's features.

Concepts & Considerations:

- **AI for Tagging & Personalization:** Improve content discovery and recommendations.
- **AI-Assisted Creation:** Explore the possibility of generating parent prompts and engagement content (always reviewed by humans.)
- Make sure the site architecture can support future **c**hild-safe AI experiences.
- **Safety:** Maintain human moderation and partner with external organizations on responsible AI use.
- Search for parents: Please consider including an AI enabled search tool for parents as part of their dashboard experience. Please line item this out separately in your proposal.
- **Brand Quality:** We would not use AI to generate any brand elements such as character voices or images of our characters.

6. Spanish & Multilingual Options
Goals:

- Better showcase our Spanish language content to users while keeping in mind this is an English website that we don't plan to make universally bi-lingual.

Concepts & Considerations:

- Offer **Spanish-language games** as a parent-enabled feature while keeping the main interface in English.
- **Content Source Consideration:** Our current slate of Spanish games is limited and most likely part of our Outreach-produced materials on tougher topics.

7. Content Hosting & Internal Linking
Goals:

- Improve content exploration and cross-pollination between Sesame Workshop and SesameStreet.org
- Improve SEO and GEO practices and results.
- Ensure robust Analytics and data tracking that aligns with our overall data infrastructure.

Concepts & Considerations:

- **Centralized Hosting:** Migrate all games hosted on SesameWorkshop.org to the children's site Sesame Street.org for consistency and analytics tracking.

- o Open Question: We need to decide if this includes our online storybooks.
- o Consideration: we will still need to gatekeep "sensitive games' on tough topics and make them not discoverable on SesameStreet.org unless a parent/provider access them through SesameWorkshop.org.
- **Internal Linking:** Our Parent site SesameWorkshop.org should better link users to relevant sections on the children's site for SEO and GEO and navigation efficiency.
- **Analytics:** A more centralized structure would simplify reporting and performance tracking. We aim to use this redesign as a chance to rebuild and redesign the analytics architecture alongside the UX — what to track, how to tag it, and where the data lands. Measurement planning should be a line item in your proposal.

We conducted a discovery period meeting, with partners and collaborators to help craft our goals. Please See **Appendix A** for the details on those discovery meetings.

Target Audience / Audience Funnel

- Children, Parents & Caregivers

We are thinking of parents as our top of funnel/entry point to the site, and children as the middle of funnel/engagement, with our conversion being return visits to SesameStreet.org *and* Sesame Workshop.org. We'd like to see SesameStreet.org become a top referrer to our SesameWorkshop.org site by making it easier for parents to migrate there after finding value for their child on SesameStreet.org.

Please see **Appendix B** for some initial user Journeys.

4/ Look and Feel
High Level Specifications

This is not an entire rebrand of the look of the site. Any new page templates or additions to the site should stay within our current [Sesame Street brand guidelines](). We recently updated our company font which we can provide for all development.

5/ Technical Consideration

Our current site utilizes a modern, cloud-native architecture hosted on **AWS**, designed for high availability and omnichannel content delivery. At its core, we leverage a **headless Drupal 11+ CMS** to centralize content management. This decoupled backend feeds a diverse ecosystem of frontend applications: **Next.js** powers our responsive web and mobile browser experiences, while **Flutter** drives our native iOS and Android applications. Additionally, our API-first approach extends content delivery to major OTT platforms, including **Roku, Vizio, and FireTV**.   Please make sure to retain an API layer to continue this approach in your proposal.

The infrastructure is containerized using **Docker** and orchestrated via **AWS ECS**, backed by **MySQL on AWS RDS** for robust data management. To ensure code quality and seamless deployment, we utilize **GitHub** for version control and **GitHub Actions** for CI/CD, maintaining distinct Development, Staging, and Production environments."

The following systems should also be considered in any redesign:
- Salesforce CRM/Salesforce Marketing Cloud
- Online Video Platform (JW Player)
- Google Analytics 4
- Metadata Tracking
- Indexing/Search Tool

Our organization currently operates a hybrid environment where WordPress drives the majority of our web properties, complemented by the specific Drupal implementation detailed in this RFP. Our team is highly experienced in managing

and deploying these open-source ecosystems. While we value the flexibility of our current stack, we are not dogmatic about it. We welcome proposals that leverage our team's existing strengths, but we are equally interested in modern alternatives that might offer superior efficiency or omnichannel capabilities.

When submitting your proposal, please outline a solution that can be built on GCP
Currently we are using AWS.

Target Browsers and Devices

Device Type	Browser Version and Specs
Windows	• Microsoft Edge (Latest version) • Google Chrome (Latest, Latest minus 1) • Mozilla Firefox (Latest, Latest minus 1)
Mac	• Google Chrome (Latest, Latest minus 1) • Mozilla Firefox (Latest, Latest minus 1) • Safari (Latest, Latest minus 1)
iOS	• Apple iOS 16+, • Mobile Safari (Latest) • Mobile Chrome (Latest)
Android	• Android 9+ • Mobile Chrome (Latest)

Operating System Minimum Specifications

- IOS Version 16+
- Android Version 9+
- Mac OS Version 10.15+
- Windows 10+
- Chrome OS version x86_64+

App Stores

We want to maintain our presence in the iOS app store and Google Play store. We would also like to make the redesigned app available in the Amazon Appstore as Fire tablets are a big seller in the kid's space.

This app is available in **Amazon Kids**+ and we want to maintain that presence.
- The Kids+ environment prohibits experiences from having outbound links. Since we have a version of the app in the program, we will need to make sure that any updates that include outbound links can be programmatically flagged to disable them for the Kids+ version.

Deep Linking and In App Events
- We want to include some form of live ops for the app stores. In app events is an easy way for us to do a form of live ops. They inform the app stores that you are an active participant in their community and will help to support your product when you demonstrate you are giving attention to that product (implementing platform specific technology is also incredibly helpful.) Deep linking would allow us to utilize in-app events in the app store by linking to specific content throughout the year (whether seasonal or related to other Sesame Marketing opportunities).
- We may also want to consider enabling local notifications triggered by remote configuration to help promote new content.

Workflow that facilitates simple updates

- We want to be seasonally changing and AB testing app icons as well as other baked in content. Having an updated workflow that makes this easier and somewhat codeless would be helpful.
- We need to also assess the feasibility of allowing for differing content population based on the app location (store/geography/device) inclusive of the OTT experience.

Additional Considerations
- OTT: We have an OTT presence that relies on the current Drupal CMS of the website so as we make changes we need to consider how to maintain an OTT experience.   We work with a vendor (OTTerra) and would need to work with our chosen vendor and OTTerra to understand if we can rebuild the existing apps with new API calls and results; whether this can be done on the legacy Flicast platform, or whether we would need to migrate to a new one.
- Digital Equity: We need to be cognizant and mindful about app size, data usage, and performance and re-examine the availability of offline content. We would like the new app to support more offline content.

Analytics Reporting
We currently have analytics reporting through GA4 (enterprise level) and would like to maintain GA4 moving forward. Please review the notes above about ensuring robust tracking to allow for meaningful reporting.

Accessibility
Sesame Workshop is working to ensure digital accessibility for individuals with disabilities. We are consistently striving to improve the user experience for everyone and adhere to the relevant accessibility standards. The Web Content Accessibility Guidelines (WCAG) defines requirements for designers and developers to improve accessibility for people with disabilities. It defines three levels of conformance: Level A, Level AA, and Level AAA. We would like the site update to be fully compliant with WCAG 2.0 Level A. We also expect to make our best effort to comply with WCAG 2.0 level AA. We understand there are pieces of content like games, that we will not be updating that would prevent us from being fully WCAG AA complaint.

6/ Documentation and Delivery Requirements

Upon completion of the project, the vendor must deliver to Sesame Workshop all assets and documentation for the entire project, including but not limited to:
- A complete set of wireframes outlining all site functionality
- A clear recommendation of the back-end set-up and architecture, including how the site interconnects to various other platforms.
- Interactive (XD or similar) design Mock-ups of all key site pages

Build/Release Notes (Must accompany each delivery while in Production)
- List of major functionalities newly delivered
- List of bugs fixed when appropriate and known bugs still in process to aid the efficiency of our internal QA

Final Delivery (Assets)
- Any final source art, including models and composited files, page design PSDs, AI, source art files and animations
- Any final Videos files
- Any final audio files/SFX

We assume there will be no restriction issues – But please note if you have used any stock assets, which might have single-project-use or maximum-download limits attached.

Final Delivery (Code)

All source code, configuration files, and build scripts developed during this engagement must be delivered via our internal GitHub organization. We maintain a CI/CD workflow utilizing GitHub Actions for automated testing and deployment. The final code delivery must be fully compatible with this pipeline, supporting seamless deployment to our cloud environments—specifically AWS or GCP. Success will be defined by a clean, documented handoff where all assets are versioned in our repositories and ready for deployment within our established cloud infrastructure

7/ Roles and Responsibilities

SESAME WORKSHOP
Create and provide RFP + Topline Schedule.
Provide information necessary to ensure that the vendor meets technical, functional, and educational standards and requirements of Sesame Workshop.
Provide Sesame brand guidelines as necessary.
Provide access to analytics to chosen vendor.
Facilitate stakeholder interviews as necessary with chosen vendor.
Review and provide feedback on all deliverables at various phases in production.

VENDOR
Create and maintain the ongoing Production Schedule in line with Sesame's topline schedule. Allow for at least three (3) business days for feedback at all review points within schedules. Larger milestone deliverables will require more time.
Create and provide Functional Specification Document and Technical Design Document.
Take into account restrictions and requirements surrounding funders, COPPA compliance, etc.
Create and provide any wireframes necessary to support the recommended direction. May require multiple drafts.
Create and provide any page designs necessary to support the recommended direction. May require multiple drafts.
Create and provide detailed budgets to align with recommendations.
Prototypes (at least 1) that will be user tested. These will inform the alpha build.
Work with Sesame QA to create and execute a detailed QA plan, based on the specific OS, browser platforms, and device that will be used.
Implement revisions based on Sesame Workshop feedback at various phases in production.
Delivery of all final files including source code, source files and any source art and animation. This also includes deployment documentation and technical manual.

8/ Schedules and Approvals

Topline Milestone Schedule

The following is just a topline schedule and includes only major deliverable deadlines. A detailed project schedule will be created by the vendor and approved by Sesame Workshop after a vendor is chosen. We would like to kick off this work in Mid-April and aim to complete everything by end of November '27.

DATE	MILESTONE	OWNER
Mid April	Kick-off	SW/Vendor
May '26 – Oct '26	Wireframes, Designs, Prototyping	Vendor
Oct '26 – Dec '26	Alpha phase	SW
Jan '27-May '27	Beta Phase	Vendor
May '27 – Nov '27	Soft launch at start of phase while impact evaluation progresses	SW/Vendor

Approvals

All work will be approved by Sesame Workshop. Sesame Workshop will also review key milestones with the project's stakeholders. The project schedule must include review time for internal Sesame Workshop review, testing, and approvals. Please account for at least 3 business days of turnaround time for SW feedback at each review point.

9/ Administrative Details

Submission of RFP Proposal
Main RFP contact   Kristin Cook-Allen
                                              Sesame Workshop,
                                              1900 Broadway, 3rd FL,
                                              New York, NY, 10023
                                              Kristin.Cook-Allen@sesame.org

How to deliver   E-mail
Due date   3/20/2026

Sesame Workshop Project Management Team
Sr. Director Digital Products: Kristin Cook
Director Web Strategy & Email Marketing: Tatyerra Spurlock
VP Operations & Digital Product: Tina Moglia
Producer Digital Products: Nicole Dugan
SVP of Marketing: Aaron Bisman
Chief Technology Officer: Shadrach Kisten
VP Digital Media Engineering: Sam Lee
Director, Learning Design: Michelle Newman-Kaplan
VP, Corporate Partnerships: Chloe Mead

Appendix A

SesameStreet.org Discovery – Synthesized Suggestions from Partners and Collaborators

1. Anchor the Experience in Healthy Digital Well-Being (Not Just Screen Time Limits)

Key Insight: The industry is shifting from reducing screen time to promoting *healthy balance*.

Suggestions:

- Design SesameStreet.org as a **model for healthy digital habits**, not just a content destination.
- Integrate **character-led moments** (e.g., Elmo, Abby) that:
    - ο Prompt breaks
    - ο Signal wind-down or transitions
    - ο Encourage reflection ("How does your body feel now?")
- Reuse existing Sesame content as:
    - ο Wind-down routines
    - ο Off-ramps from play
    - ο Bridges to offline activities

Why it matters: Positions Sesame as a trusted guide helping families build lifelong self-regulation skills.

2. Design Parent Accounts for *Utility*, Not Just Reporting

Key Insight: Parents say they want dashboards, but usage is historically low due to complexity and low perceived value.

Suggestions:

- Shift from traditional dashboards to **bite-sized, actionable insights**, such as:
    - ο "Your child played mostly number games today—try this counting activity offline."
    - ο "Lots of fast-paced play this week—here's a calm activity you can do together."
- Prioritize **low-effort, high-value touchpoints**:
    - ο Weekly or bi-weekly summaries
    - ο Push/email nudges with one clear takeaway
- Avoid overwhelming parents with raw data or controls.

Design Principle: *Insight → Meaning → Action*, all in under a minute.

3. Link Parent and Child Accounts to Build Trust and Shared Understanding

Key Insight: There's often a gap between what parents think kids do online and what kids actually do.

Suggestions:

- Use linked accounts to:
  - ο Help parents understand *patterns* (not just minutes or titles)
  - ο Support conversations between parent and child ("What did you like about that game?")
- Frame parent insights as tools for **trust-building**, not surveillance.
- Design features that encourage **co-play and co-viewing**:
  - ο Shared games
  - ο Activities that extend digital play into the real world

Outcome: Stronger parent-child relationships and reduced screen-time guilt. Could this also be a way to start to build trust for later digital usage? Something to explore more.

4. Balance Personalization with Child Agency

Key Insight: Algorithmic recommendations risk undermining children's sense of choice if not carefully designed.

Suggestions:

- Use personalization to **expand options**, not narrow them.
- Combine:
  - ο Light algorithmic guidance (based on activity patterns)
  - ο Clear opportunities for free exploration
- Allow parents to:
  - ο Set broad preferences (age range, learning goals)
  - ο Avoid micromanaging individual choices
- Design recommendation logic to avoid compulsive loops.

Design Lens: "Guided freedom" instead of "optimized engagement."

5. Be Transparent and Conservative with AI

Key Insight: Parents are curious but cautious about AI in children's products.

Suggestions:

- Clearly communicate:
  - ο Where AI is used
  - ο What data is (and isn't) collected
  - ο How personalization works at a high level
- Use AI primarily for:
  - ο Content recommendations
  - ο Adaptive learning styles
  - ο Research-only prototypes (e.g., interactive storytelling)
- Avoid AI-generated character dialogue unless IP, safety, and talent constraints are fully addressed.

Trust Builder: Transparency increases AI literacy and parent confidence.

6. Design for Neurodiversity and Inclusion from the Start

Key Insight: Parents increasingly value content that supports diverse learning needs and emotional experiences.

Suggestions:

- Label or tag games by:
    o Learning style
    o Energy level
    o Emotional tone
- Support features like:
    o Adjustable pacing
    o Audio support
    o Clear visual hierarchies
- Expand representation of:
    o Neurodivergent children
    o Children with disabilities
    o Diverse family structures

Result: A more inclusive ecosystem that reflects real children's lives.

7. Blend Digital and Real-World Play

Key Insight: Short, magical digital moments that enhance real-world activities are more sustainable than endless play.

Suggestions:

- Design experiences that:
    o Prompt kids to get up, move, imagine, or create
    o Turn everyday activities (bedtime, grocery shopping, playtime) into learning moments
- Encourage parents to extend play offline with simple prompts and ideas.

Strategic Advantage: Reinforces Sesame's educational mission while reducing over-reliance on screens.

8. Use Research and Prototyping Strategically

Key Insight: The discovery phase is an opportunity to test ideas safely and learn before scaling.

Suggestions:

- Leverage research-only prototypes to explore:
    o AI-driven storytelling
    o Adaptive play experiences
- Continue collaboration with:
    o Researchers
    o Former fellows
    o Peer organizations (PBS, Fred Rogers Productions, etc.)

Goal: Learn quickly, de-risk innovation, and build responsibly.

SesameStreet.org Redesign – User Journeys

Journey 1: Parent Seeking Learning Activities for Their Child

Overview:
Parent visits the Games page to find learning activities for their child (ages 2–5). Focus on personalization and easy discovery.

Flow:
1. Parent uses search engine to find games or learning activities (branded or unbranded search).
2. Parent lands on Games landing page, sees a variety of games and personalization features.
3. Gets prompt to create a profile for their child and establish a parent SW.org account.
4. Creates a lightweight profile and passes device to their child.
5. Parent receives email summarizing their child's play experience. First email is also a place to refine notification preferences (email frequency, text notifications).
6. Email includes offline activity suggestions to continue the learning. Possible links to related Workshop resources. Propose initial email is sent within 24hrs of 1st session activity by child.
7. Parent clicks out to Sesame Workshop to view more resources.

Awareness ▶	Acquisition ▶	Experience ▶	Retention ▶
• Parent uses search engine to find games or learning activities	• Parent lands on Games landing page	• Sees a variety of games and personalization features • gets prompt to create a profile for their child • Creates profile and passes device to their child	• Parent receives email summarizing their child's play experience • Email includes offline activity suggestions to continue the learning. Possible links to related Workshop resources

Key Components:
- SEO best practices for search engine visibility / GEO optimizing content and digital presence for structured, multi-modal knowledge for entire generative stacks (Gemini, GPT-4o)
- Prompt to create profile
- Smart recommendation engine/easily discoverable games
- Personalization tips for extended learning

Copy Tone Guidance:
Parent voice: Clear, reassuring, emphasizes learning benefits and digital Well-being (a healthy relationship with screens).
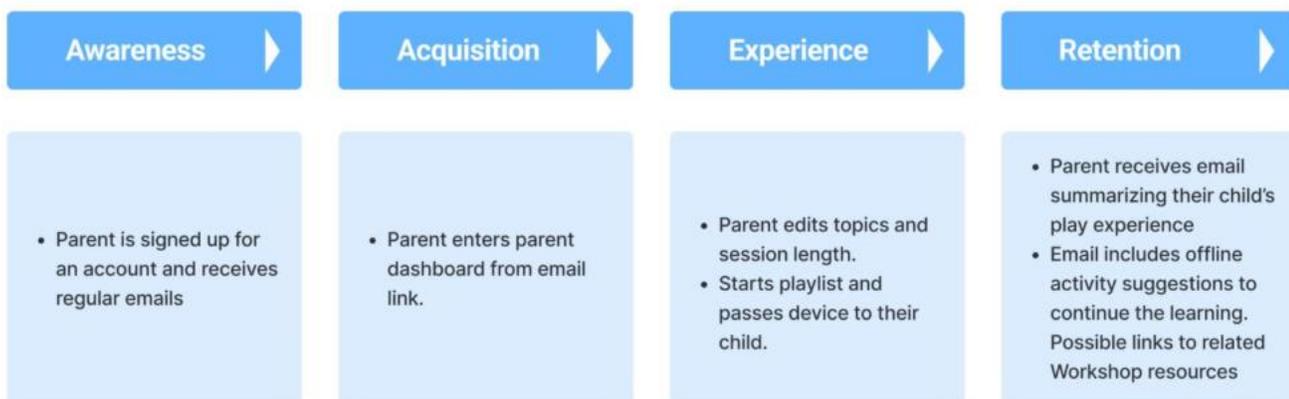
Journey 2: Returning Parent (Logged-In)

Overview:
Returning parent logs in to parent dashboard to access personalization for their child.

Step-by-Step Flow:
1. Parent is signed up for an account and receiving regular emails
2. Parent enters parent dashboard from email link.
3. Parent edits topics for games and videos, and session length.
4. Starts playlist and passes device to their child.
5. Parent receives email summarizing their child's play experience.
6. Email includes offline activity suggestions to continue the learning. Possible links to related Workshop resources.

Flow Diagram:

Awareness ▶	Acquisition ▶	Experience ▶	Retention ▶
• Parent is signed up for an account and receives regular emails	• Parent enters parent dashboard from email link.	• Parent edits topics and session length. • Starts playlist and passes device to their child.	• Parent receives email summarizing their child's play experience • Email includes offline activity suggestions to continue the learning. Possible links to related Workshop resources

Key Components:
- Parent Dashboard
- Topic preferences and session timer
- Character led playlists
- Personalization tips for extended learning

Copy Tone Guidance:
Parent voice: Empowering, emphasizes control and customization. Celebrates progress.

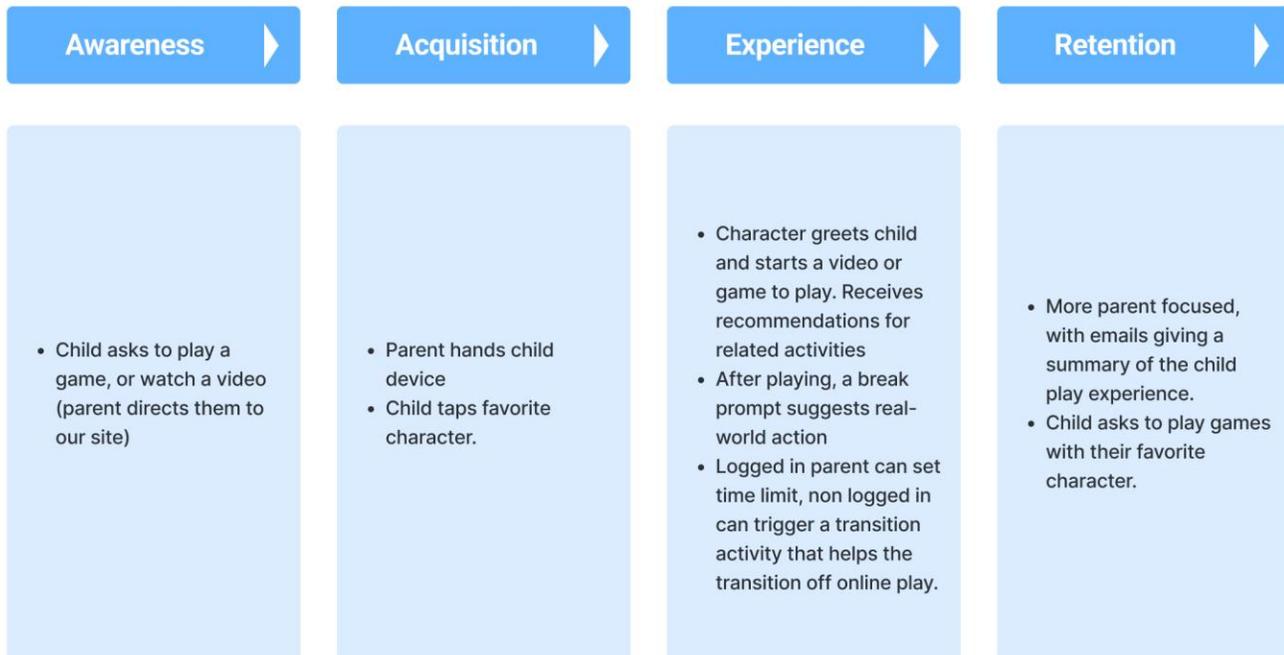## Journey 3: Child-Led Play Session (Child-First Experience)

Overview:
Child navigates the site with minimal parent intervention (gets handed device), focusing on character-led play and gentle well-being prompts.

Step-by-Step Flow:
1. Child taps favorite character on homepage.
2. Character greets child and starts a video or game to play
3. Child plays game or video. Receives a recommendation for a related activity when they are finished.
4. After a certain amount of play a break prompt suggests real-world action (stretch, find a color).
5. Menu is easily navigable is a child chooses to leave their play experience and explore the site for more characters or other types of games and videos.
6. If a Parent has an account and set a time limit, when time is up the child gets served a transition activity that helps the transition off online play.
7. If a Parent has not set up an account but would like their child to transition off the device they can manually hit a "good-bye" button on the site to trigger the transition activity.

Flow Diagram:

Awareness ▶	Acquisition ▶	Experience ▶	Retention ▶
• Child asks to play a game, or watch a video (parent directs them to our site)	• Parent hands child device • Child taps favorite character.	• Character greets child and starts a video or game to play. Receives recommendations for related activities • After playing, a break prompt suggests real-world action • Logged in parent can set time limit, non logged in can trigger a transition activity that helps the transition off online play.	• More parent focused, with emails giving a summary of the child play experience. • Child asks to play games with their favorite character.

Key Modules & Components:
- Character pop-up greeting
- Recommendation engine (default would be based on similar content being fed, if tied to a parent account content will be influenced by parent preferences)
- Well-being break prompt/activity
- Transitions to offline activity

Copy Tone Guidance:
Child voice: Warm, playful, simple. Parent voice: Minimal, supportive, optional guidance.