



Creating the Perfect Bedtime



Project Kickoff

Fabled came to life from a reflective conversation with a close friend in Korea. She had reached out to me, hoping I could recommend storybooks for her young child, knowing I had some background in storybook illustration. As we spoke, she shared the challenges of finding suitable books and how exhausting it was to read them aloud every night. While she treasured these bedtime moments, the routine often felt overwhelming alongside her daily responsibilities, making it hard to enjoy fully.

Our conversation stayed with me, sparking an idea: what if there were an app that could ease the bedtime routine for parents while adding an engaging, interactive element for children? Advances in AI presented the opportunity to create a platform that could generate unique stories each night, personalized to each child’s preferences. I envisioned an app that wouldn’t just read stories aloud but would invite children to make choices along the way, allowing them to shape their own adventure within each tale.

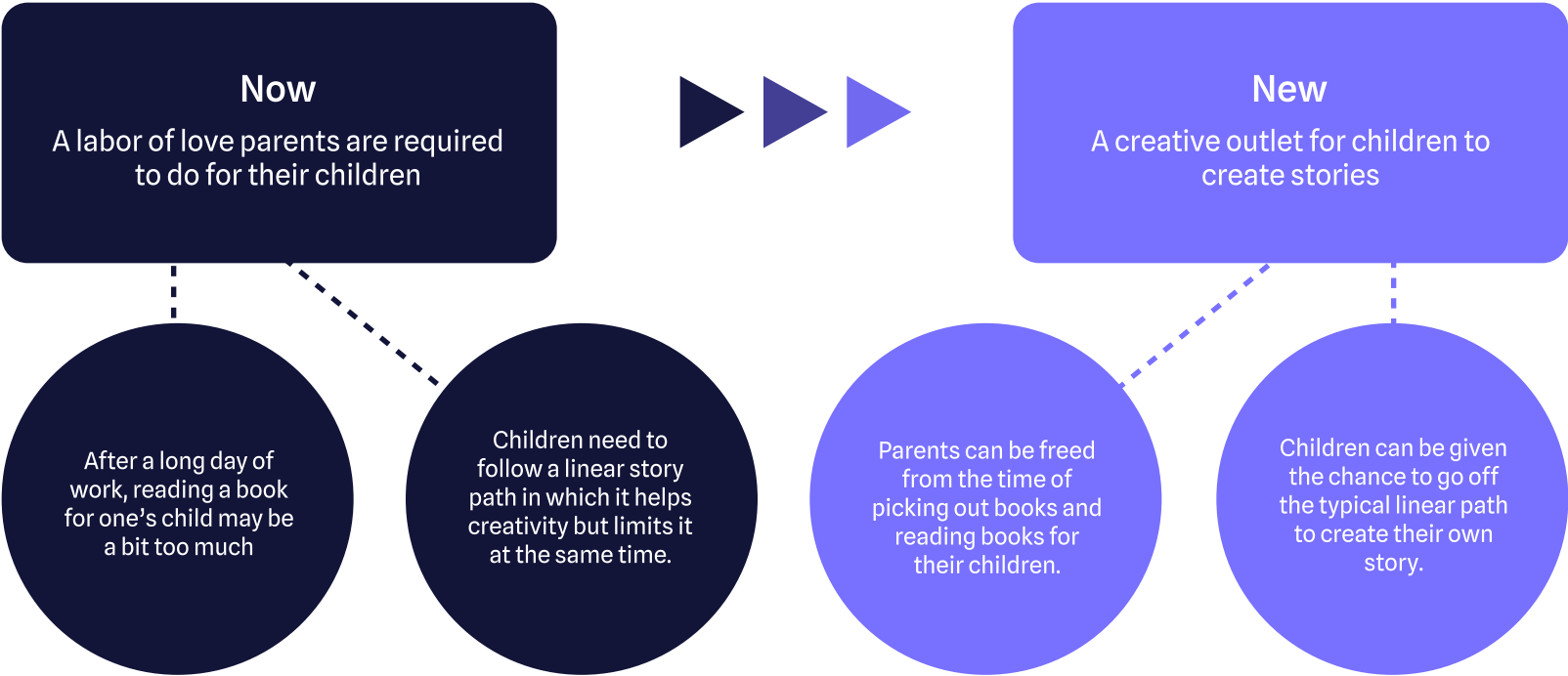
That’s how Fabled was born—a bedtime story app designed to make storytelling simple and magical. The app aims to relieve parents of the daily storytelling burden while nurturing children’s creativity. Each story becomes an adventure of choices, turning bedtime into a truly immersive experience where children aren’t just listeners but active participants in their own story world.

Overview & Hypothesis

The hypothesis behind Fabled revolves around rethinking bedtime stories as a more accessible, engaging experience for both parents and children. Traditionally, bedtime involves parents selecting and reading stories to their kids each night—a ritual that, while cherished, can often feel repetitive or exhausting, especially after a long day. Fabled was created to ease this nightly routine by offering fresh, unique stories at the tap of a button. Instead of spending time searching for new material or rereading the same books, parents can focus on bonding, knowing that each night’s story will be engaging and tailored to that special moment. With Fabled, bedtime becomes less about logistics and more about savoring meaningful time together.

Beyond simply easing the process, Fabled transforms bedtime stories into interactive adventures that draw children into the narrative. By allowing kids to make decisions within each story, Fabled lets them actively shape their tales, sparking their imaginations and encouraging creative exploration. This interactive layer turns children from passive listeners into co-creators, giving them a sense of ownership over the story’s path and helping them develop decision-making skills in a natural, playful setting. Bedtime becomes an exciting journey, where each story is a fresh, personalized experience that fuels a child’s creativity, making every night a new adventure and every story a unique memory.

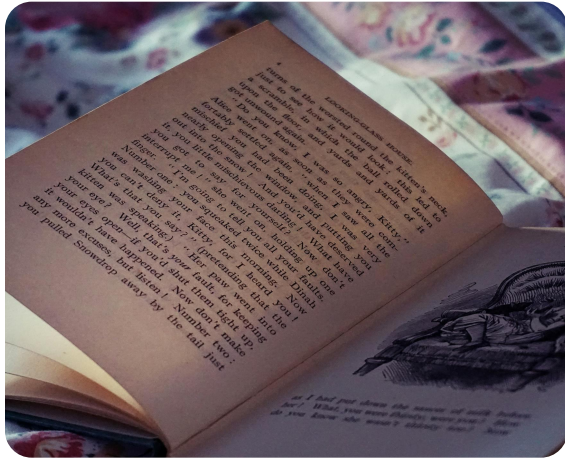
Goal



Why use AI?

1. Emergence of Generative AI

AI is now capable of not only generating images but also stories, voices and even music.



2. AI is Cost Effecient

Compared to human labor, AIs cost less. AI can retell the same story in different tones with minimum effort.



3. Custom Made Experience

As AI is capable of catering toward the user’s taste, it can create stories that will always satisfy its users.

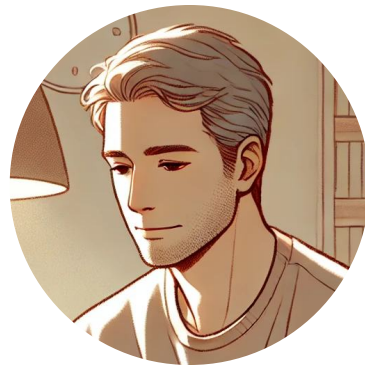


| Interviews



Female / 32 / Single Mother
It isn't too easy to care about everything

I know my child's education and care is important but it's just too hard to manage both my job and child care. Having a nany isn't an option with the budget I am stuck with.



Male / 29 / Father
I gotta admit, I am a bit lazy

I've already spent my day being a dad working my xxx off. All I want to do when I come back home is to lay down and get some rest. Yes, I'm a bit lazy when it comes to childcare, but it is what it is.



Male / 9 / Child
I want my own Marvel Comics

After reading all the comics at home, I'm out of options! I want to read more how Hulk smashes, Captain America saves and Thor saves his people! I want more!



Female / 6 / Child
I don't want Ariel to die

My mom read me the book 'The Little Mermaid'. She said in the end, Ariel wasn't chosen by the prince and had to become a bubble. Is this the real ending of the book? Can't there be other endings?

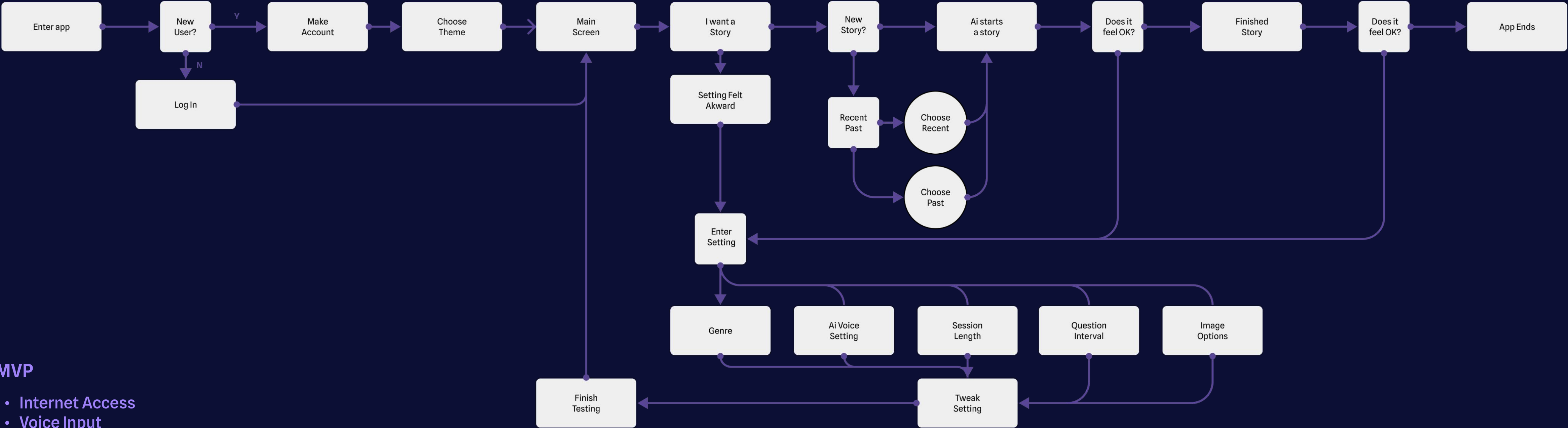
Painpoint Overview

- Some parents are too tired or lazy to read books for their children.
- Some parents want books to be more than just an experience but also a creative outlet.
- Children want more than a linear path but a stroy they can create.

| Journey Map

<div>Emily</div> <div>Occupation Stay-at-home Mom</div> <div>Personality Caring & Loving</div> <div></div> <div>Eric</div> <div>Occupation The Only Child</div> <div>Personality Curious & Excited</div>	<div>//</div> <div>Hmm... What would be the best book?</div> <div><div>1. Shopping or searching online for a bedtime book for son/daughter.</div><div>2. Choosing a book takes alot of consideration since certain books are politically aligned to certain ideals.</div><div>3. Purchasing a book with uncertainty.</div></div>	<div>//</div> <div>Once upon a time...</div> <div><div>1. Lying in the bed with son/daughter readying to read a book.</div><div>2. Reading the book as lively as possible so that the child can enjoy this interactive moment.</div><div>3. Answering questions as the child reacts to the storyline.</div></div>	<div>//</div> <div>Now, now, let's go to sleep darling.</div> <div><div>1. Listening to the reaction/feedback of the storyline.</div><div>2. According to how much time spent and the enthusiasm of the child, another story could be read repeating the process.</div><div>3. Kissing and giving a good night bye, leaving the child to tend to one's business.</div></div>	<div><div>• A bedtime story being both an educational and an interactive moment for the child.</div><div>• The story should not include profanity in general. According to what political stand point she is, she expect or doesn't expect topics such as LGBTQ+ rights.</div><div>• A bedtime story becoming a potential creative outlet where the child can improve logic skills.</div></div>
	Searching / Lying in Bed	Reading / Listening	Aftermath	Expectations
	<div>//</div> <div>Story time! Yay!</div> <div><div>1. Readying oneself for the bed time story one's parent prepared.</div><div>2. Asking in advance what we are going to read today.</div></div>	<div>//</div> <div>Oh no! Is it a dragon?</div> <div><div>1. Every time a story is revealed, reaction is accompanied followed by questions.</div><div>2. The same goes for images alongside the story. If the image looks interesting, questions and reactions follow.</div></div>	<div>//</div> <div>One more please! Pleaassee!</div> <div><div>1. Asking questions if not fallen asleep, giving feedback about the session.</div><div>2. Begging for more stories if the sotry time was enjoyable.</div><div>3. If rejected, reluctantly going to sleep.</div></div>	<div><div>• A fun and interactive time to spend with one's parents before going to sleep.</div><div>• A time to make fun creative questions and reactions.</div></div>

User Flow Chart



MVP

- Internet Access
- Voice Input

Entering Main Menue

1The Welcomming

- A welcomming screen including an AI Image to reinforce the concept and familiarize with the aesthetic of the app.

2First Customization

- The first option to customize is presented.
- Other options are accessible after loading into the main screen.

3Loading

- A time for the AI to acknowledge the customization.

4Successful Entry

- The main menu screen includes four options: recent adventure, new adventure, past adventure and settings.

5.1Starting a Story

- Recent adventure will continue on the story that was most recently looked upon.

5.2Archived Past Stories

- Past stories will give the list of stories that were told before.
- Archive of these stories will have a limitation and delete the oldest ones once it hits its limit point. However there will be an option to bookmark certain ones.

The Story Book Experience

1Main Screen

- The story book screen is composed of 3 elements: Image, text and a play button.

2Pause

- The user can press the play button to pause any time of the story.

3Decision Making

- As the story goes, the story asks its user to make a decision setting the path for how the story arc goes.
- The mic icon indicates that it also allows voice recognition.

4Settings

- By pressing the top right button, the user can easily access the customization option.
- It also allows to go into full text mode with the slider.

5Text Only

- By sliding the slider, the user can decide to take away the imagery and focus more on text.

6Main Screen 2

- By pressing outside the box, the setting is automatically saved and will continue so on.

Introduction to Customization Options

1.0Intro to Customization

- Clicking on the setting button on the main menu, one can enter the option to customize.

1.1AI Voice

- AI voice setting is a setting were the user can manually choose the voice of the story.
- Voice options include not only pure ai but a parent's voice recording.

1.2Sessions Length

- Sessoin length allows its users to set the timer for a bedtime story

1.3Question Interval

- Question interval allows users to set how often the AI should ask its users to make a decision for the story line.
- Users can choose for the AI to not question its users.

1.4Image Style

- Image styles can be adjusted according to the user's preference.

1.5Genre

- Genre setting allows its users to set the keywords for their stories.

Interacting with the Cusomtization Options

1.1AI Voice

- There are 4 initial choices for AI Voices.
- The default setting is set to auto so that the user can experience all type of voices.

1.2Press to Change

- By pressing choosing a different option, the default setting is changed to a new one.

2.1Sessions Length

- By scrolling the numbers, the timer can be adjusted.

2.2Slide to Change

- The same goes for question interval timer.

3.1Image Style

- As well as the voice, the image setting is set to random so that the user can experience all the different images before choosing what they prefer.

3.2Press to Change

- By selecting a certain style, the user can make the decision to only see a they style they want.

1 User Testing Custom Voice

over **50%**

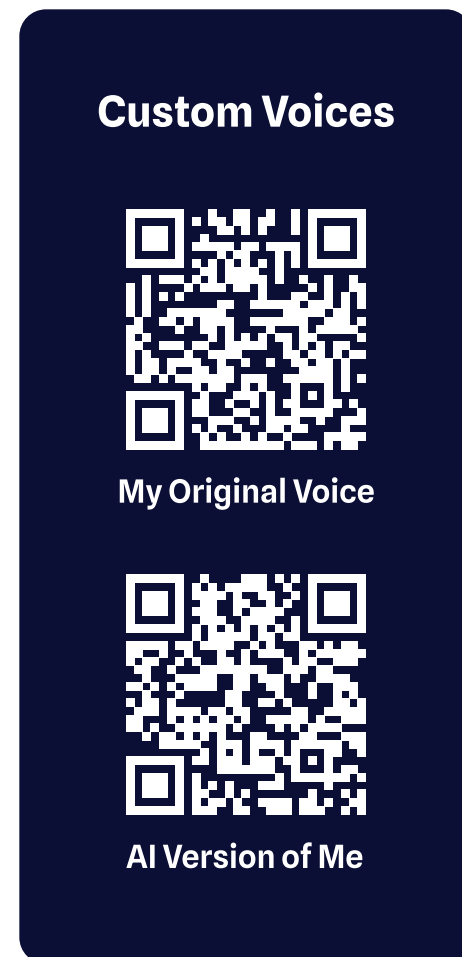
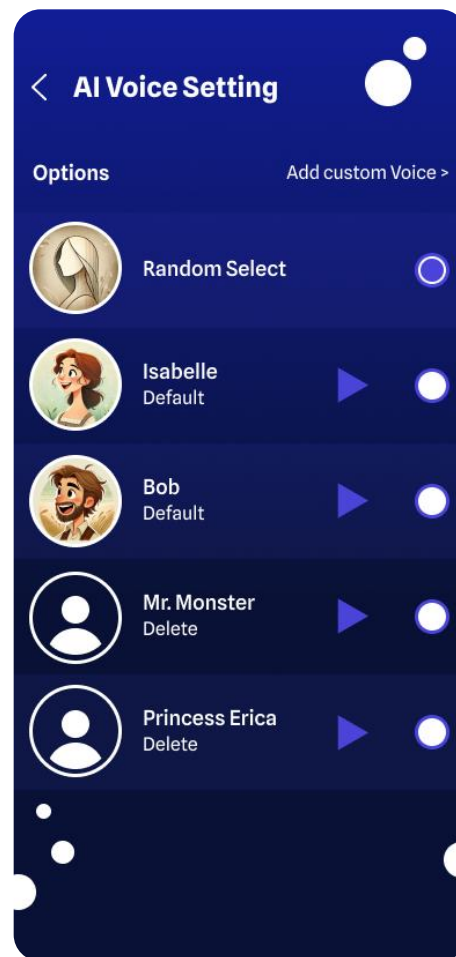
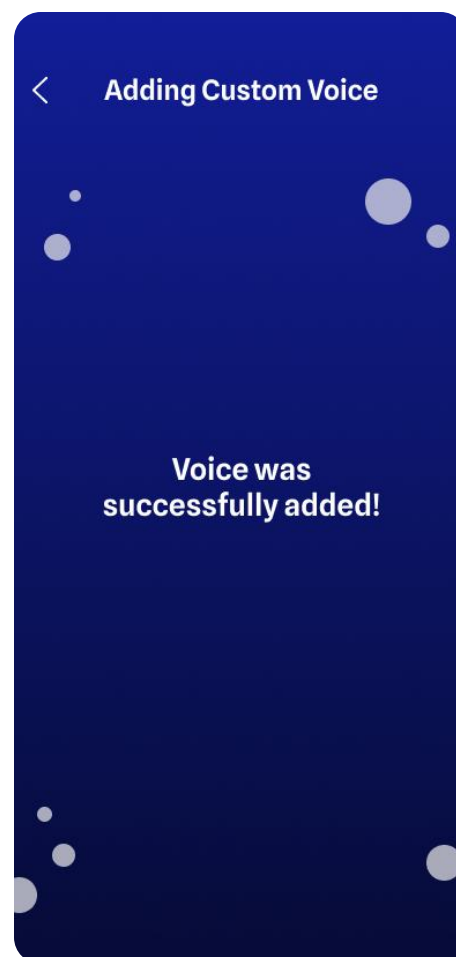
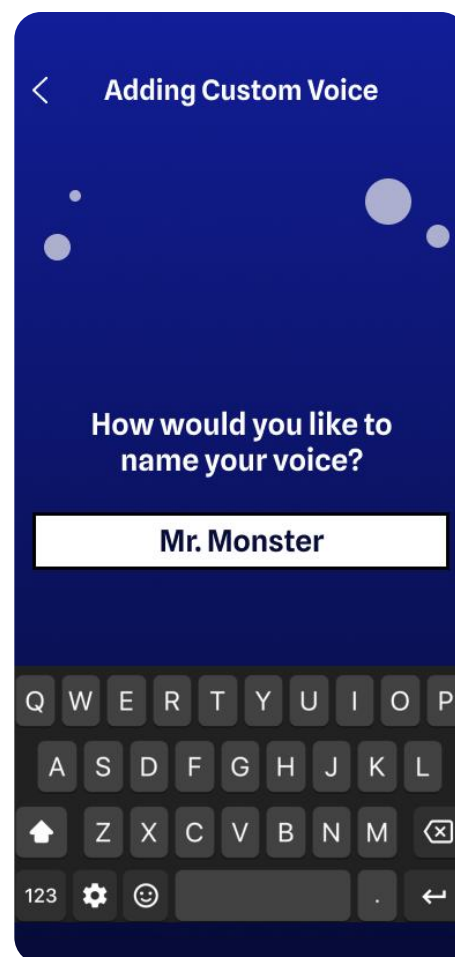
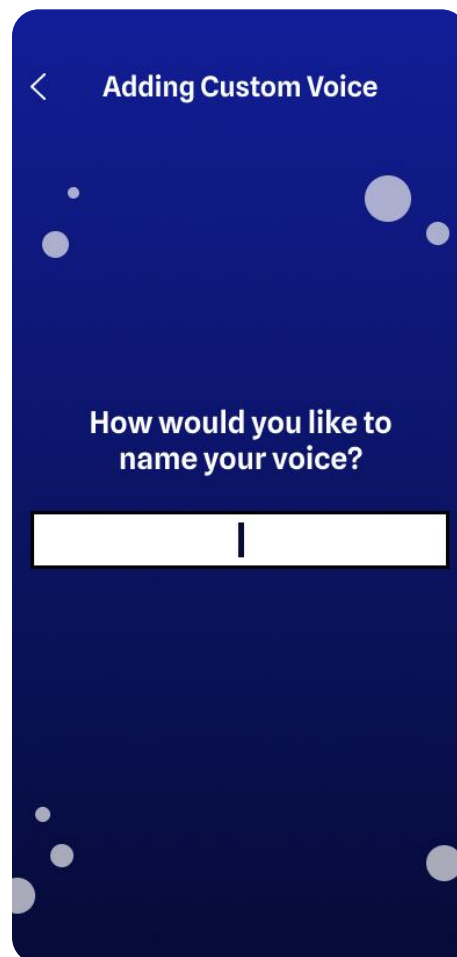
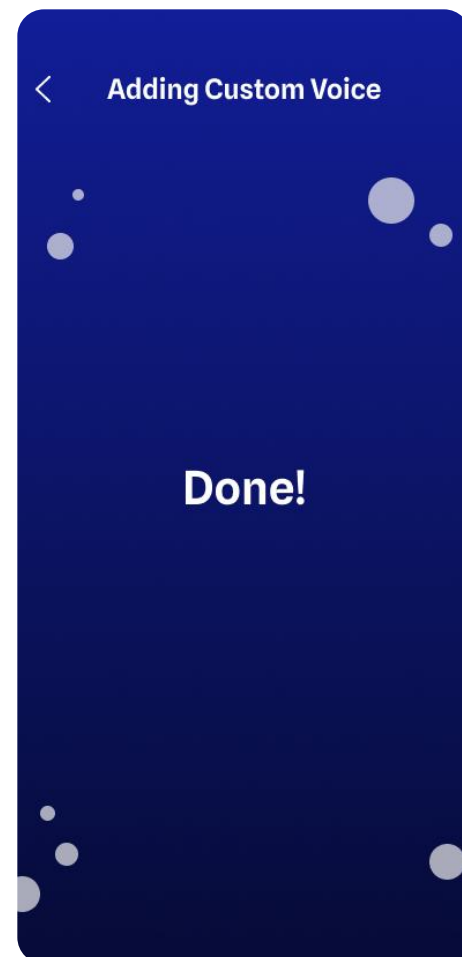
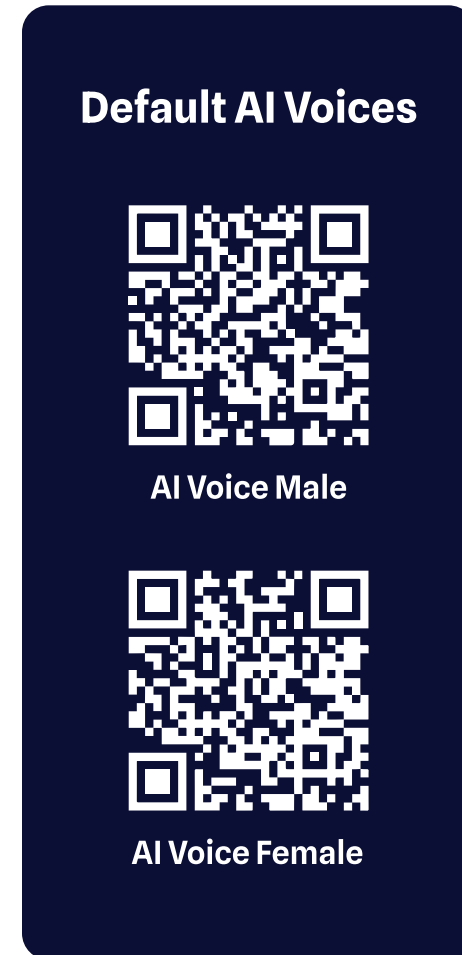
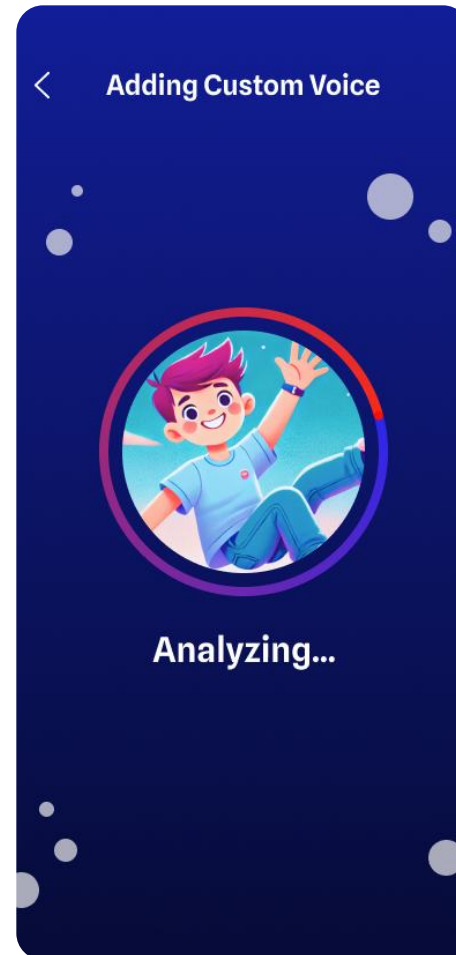
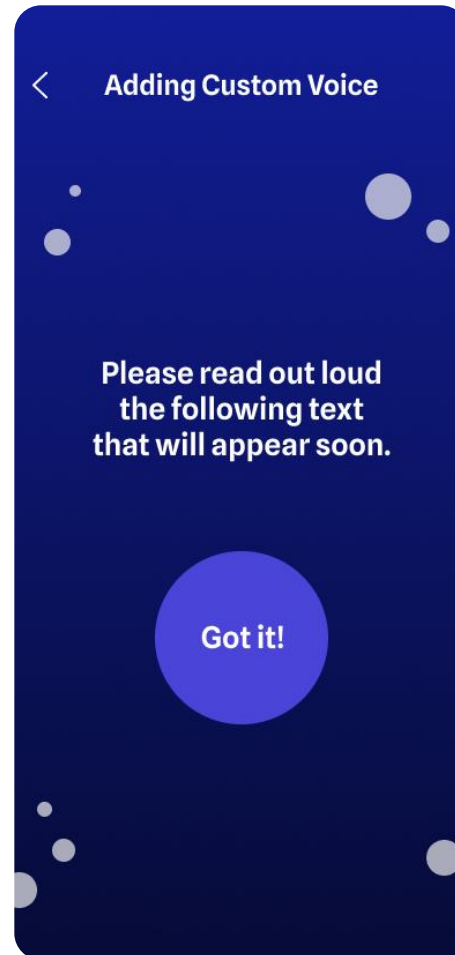
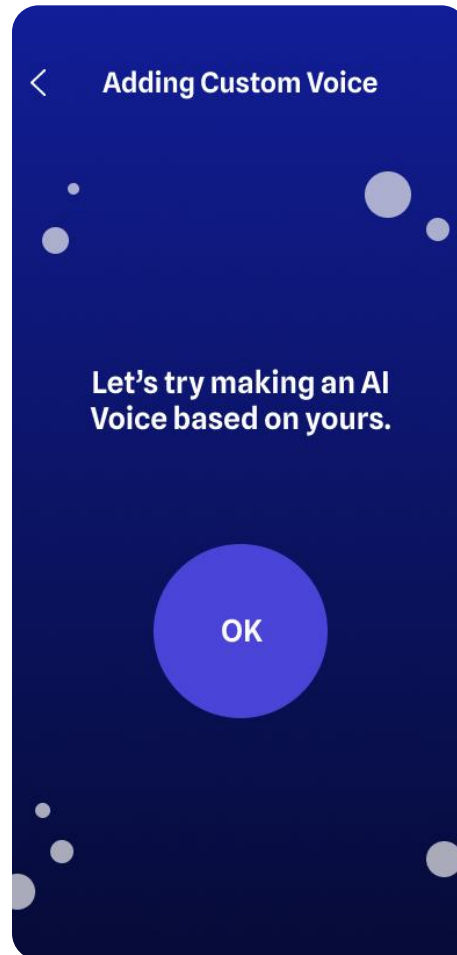
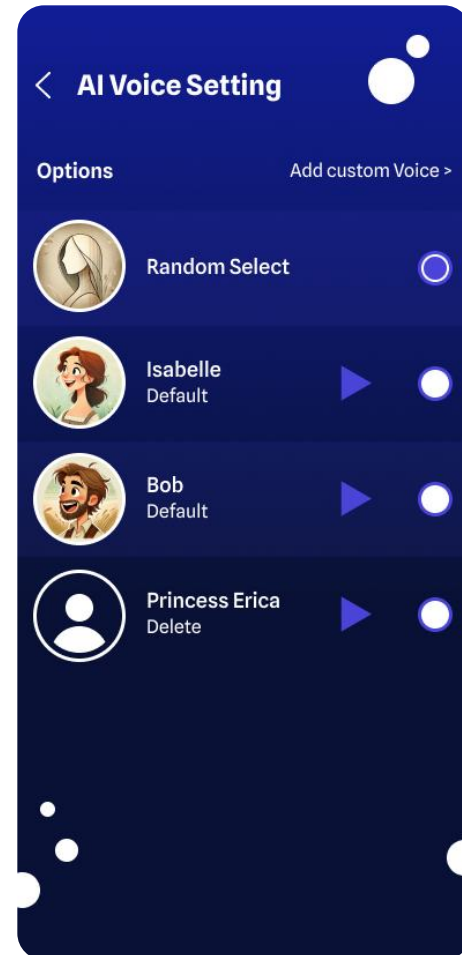
of the children wanted more voices, including the voices of their parents.

Neuroscience research has shown that hearing brief samples of mother's voice elicits increased activity in a wide range of brain systems associated with salience, reward, and emotion processing in school-aged children.

-National Library of Medicine

Adding a Parent's Voice

Through user testing, Fabled discovered that replicating a parent's voice using AI significantly enhances a child's emotional connection and engagement with bedtime stories. Parents' voices are central to fostering a sense of security and supporting a child's learning process, making this feature key to both the emotional and educational impact of the app.



89

After the introduction of the function to add voices, 89 percent of the user base participated in making a custom voice. Among these 89 percent, 80 percent decided to use their custom voices as the default for all stories.

07

7 percent of the children users decided to add in their voices alongside their parents voice. Although these voices weren't used as prevalent as the voice of the parents, it was responded with positivity. The parents calimed their children enjoyed hearing their own AI voices.

24

After adding their normal voice, 24 percent of the parents decided to add another with an impression to impress their children with a unique voice. They also added that it would be nice to have more default voices that aren't based on human but from a mystical creature.

100

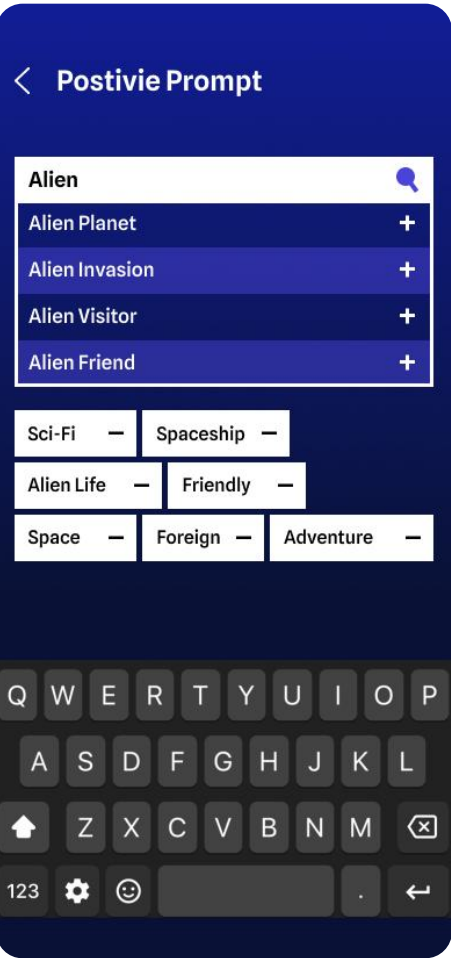
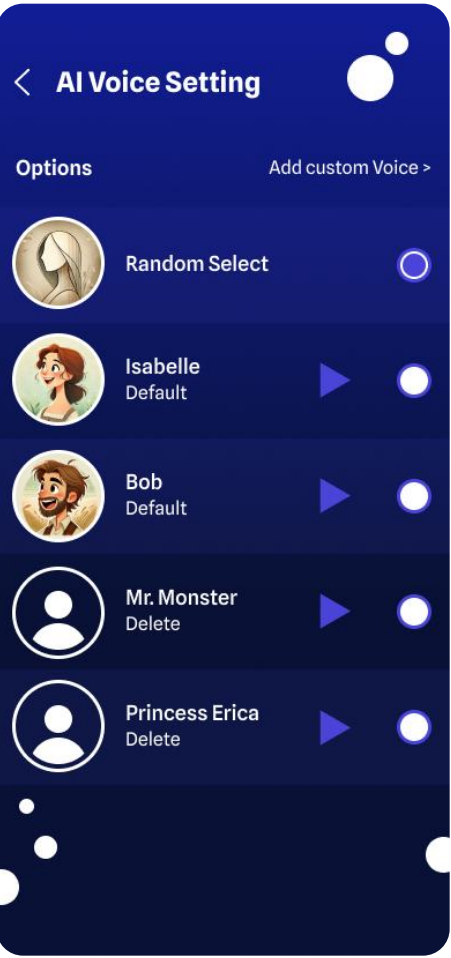
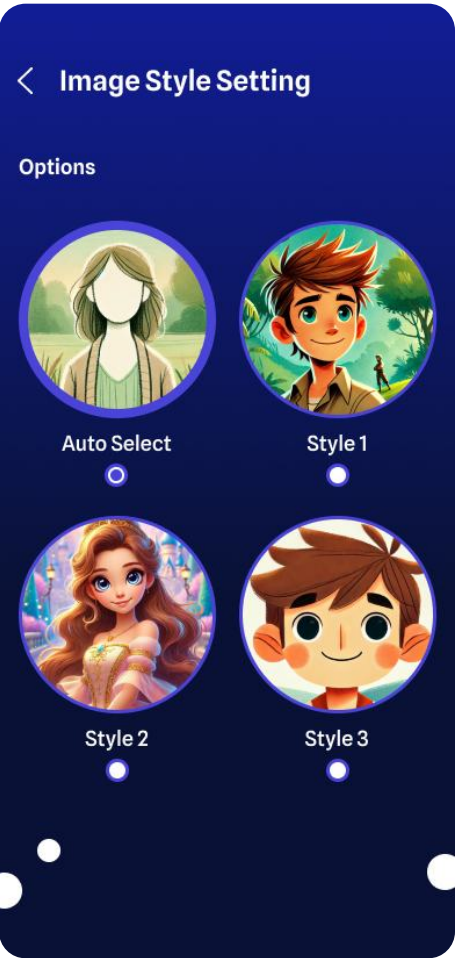
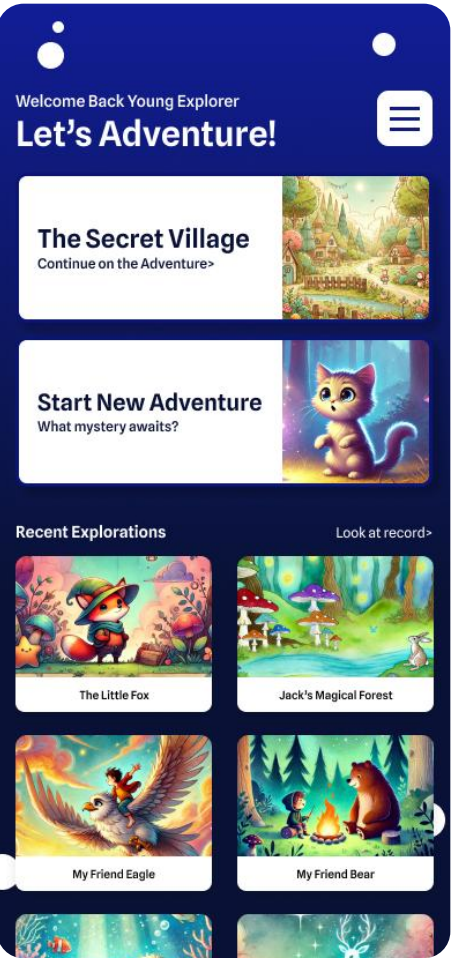
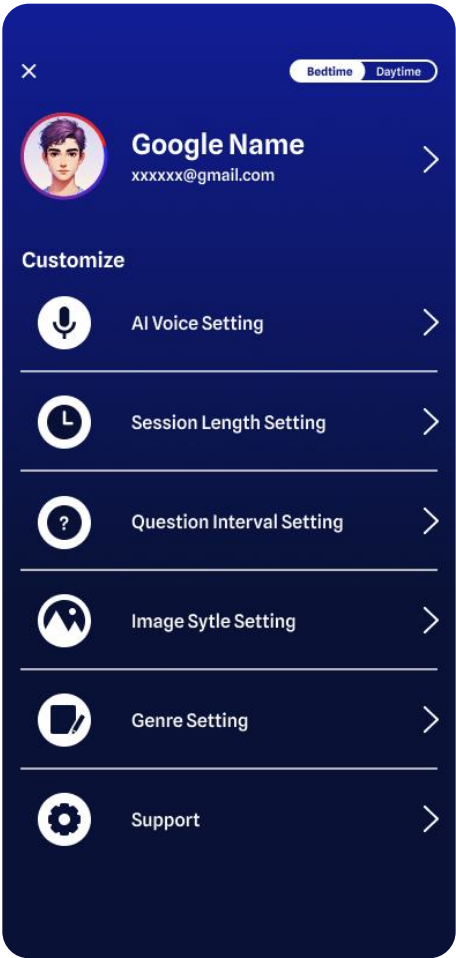
All the users who went through the process of adding their voices and testing these voices responded that it was a satisfying experience. Overall, the addition of customizable voice was a huge success.

2 User Testing Night & Day

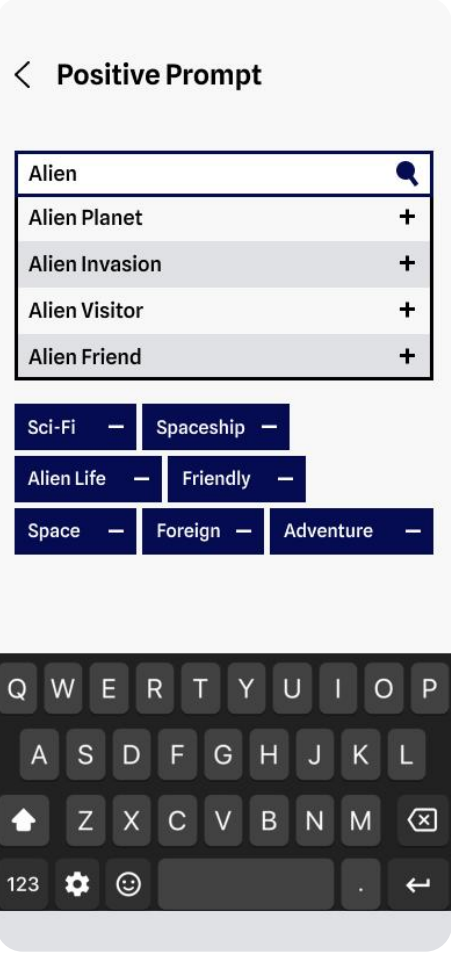
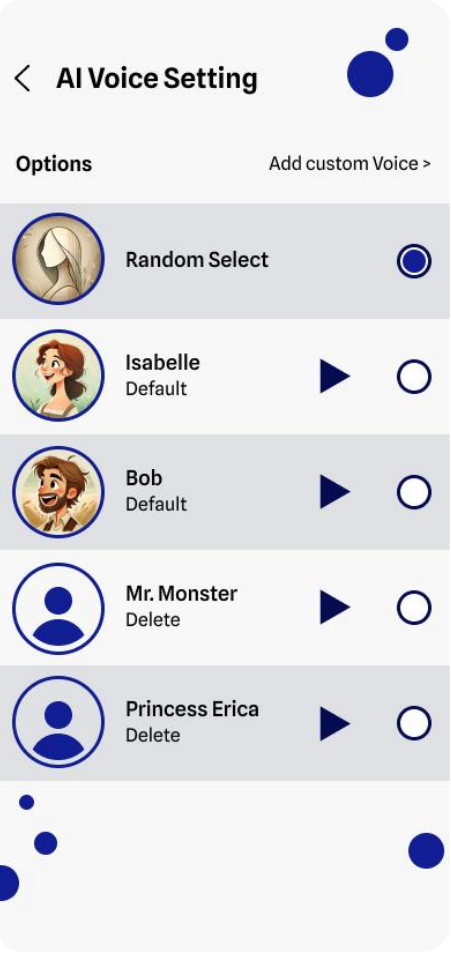
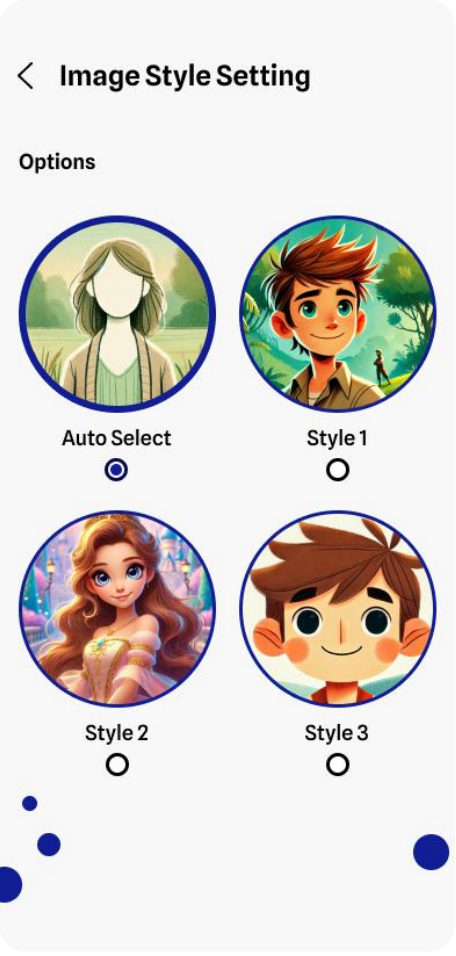
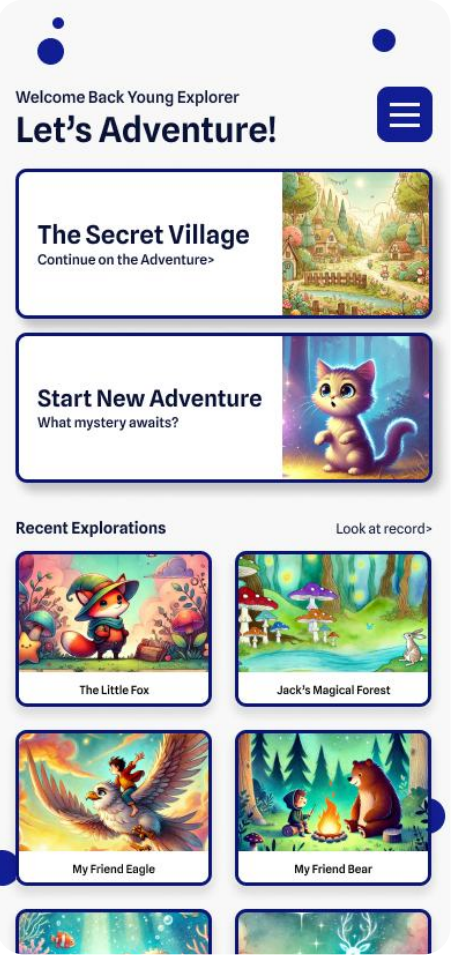
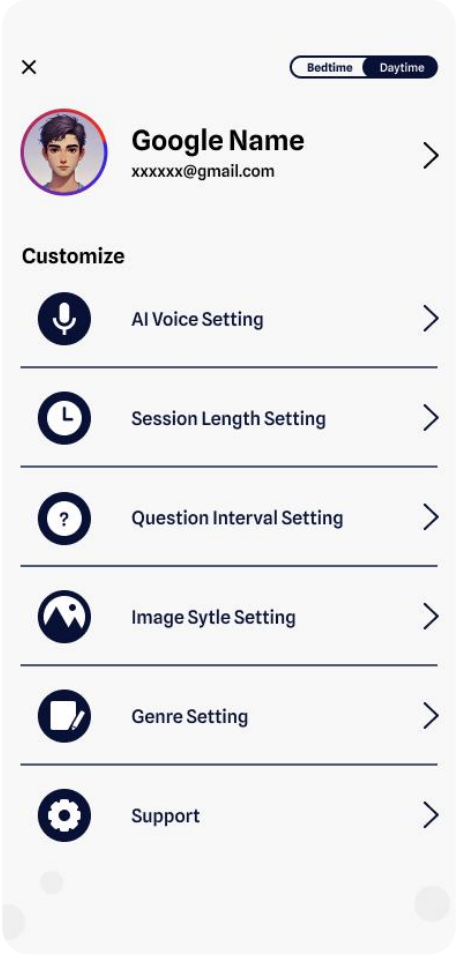
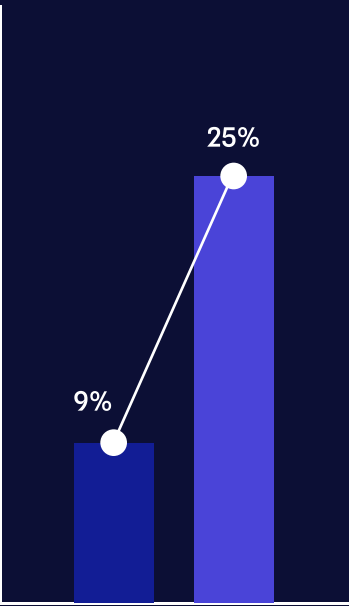
About 9%

of the parents wanted to use the app outside of a bedtime stories but as an e book.

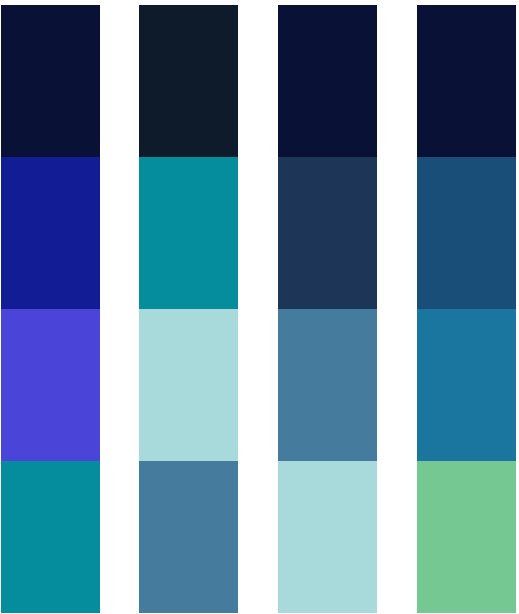
Although Fabled was initially designed as a bedtime story app, user testing revealed that many users wanted to use it as an AI-generated ebook. In response, we introduced a light mode, complementing the original dark, dreamy night mode. The light mode retains our brand’s color palette while offering a brighter, more upbeat tone. Additionally, stories generated in light mode reflect this shift with a more energetic feel, compared to the calming bedtime stories. We’ve made it easy for users to switch modes by adding a toggle in the top right corner of the settings menu.



After introducing the ebook feature, 25% of our users began using Fabled as both an ebook and a bedtime story app. This is a significant increase from the 9% who initially mentioned the idea during testing, demonstrating the app's growing appeal as a versatile tool for AI-generated stories beyond its original bedtime focus.



Although color choices were carefully applied to align with branding, usability, and the overall feel of the app, it has been challenging to balance all these aspects in a seamless manner. A small portion of the user base mentioned that certain screens cause discomfort due to the color scheme. To address this, future updates may require more than just two themes to accommodate the diverse preferences of users. While none of the testers experienced color vision challenges, a suggestion arose to introduce an option for color-blind users, further enhancing the app’s inclusivity and accessibility.



Suggested Alternatives

3

User Testing
Negative Prompt

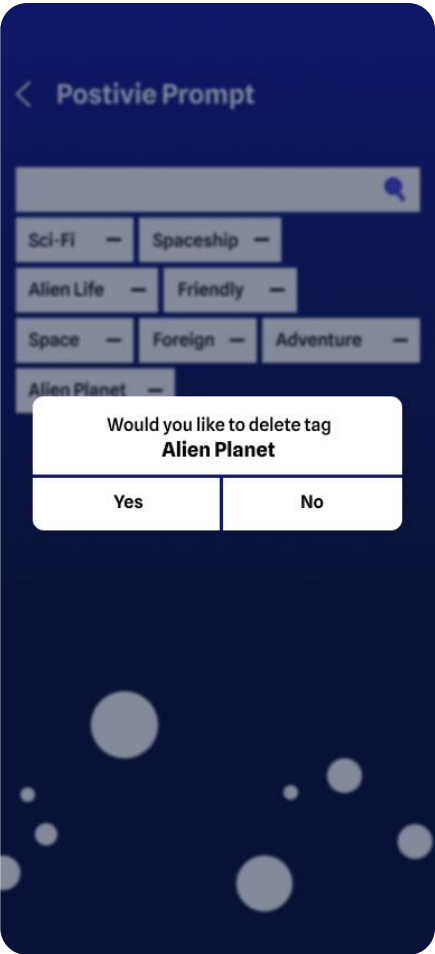
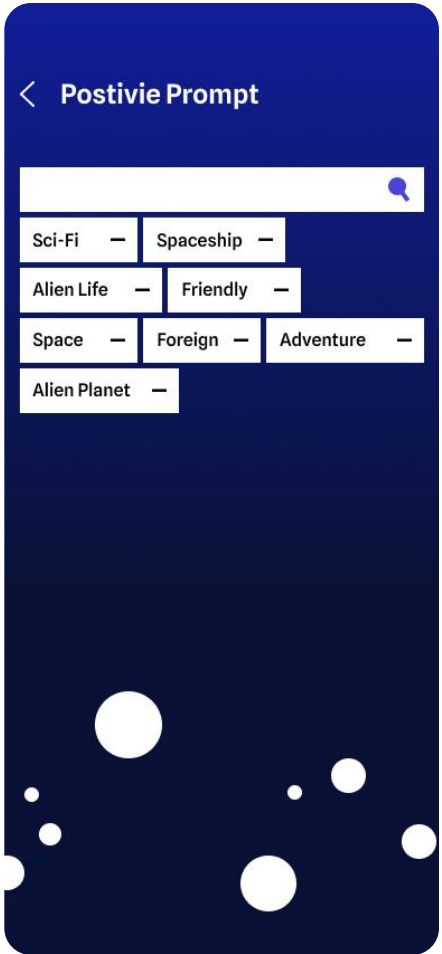
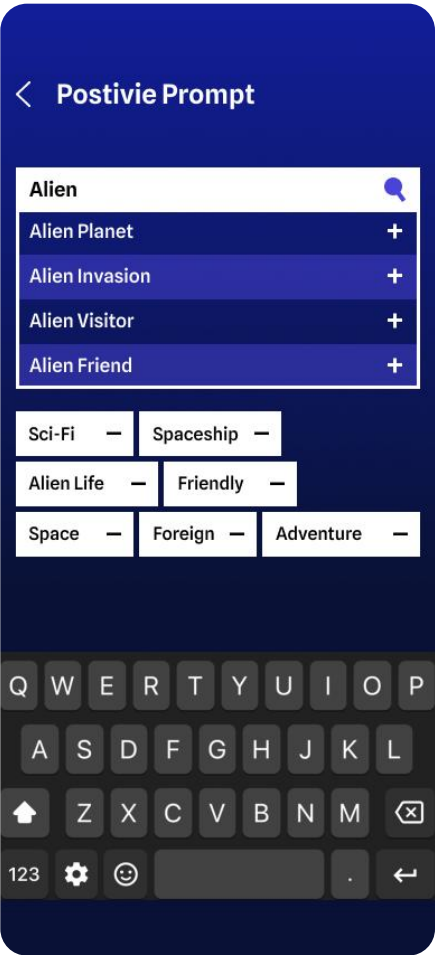
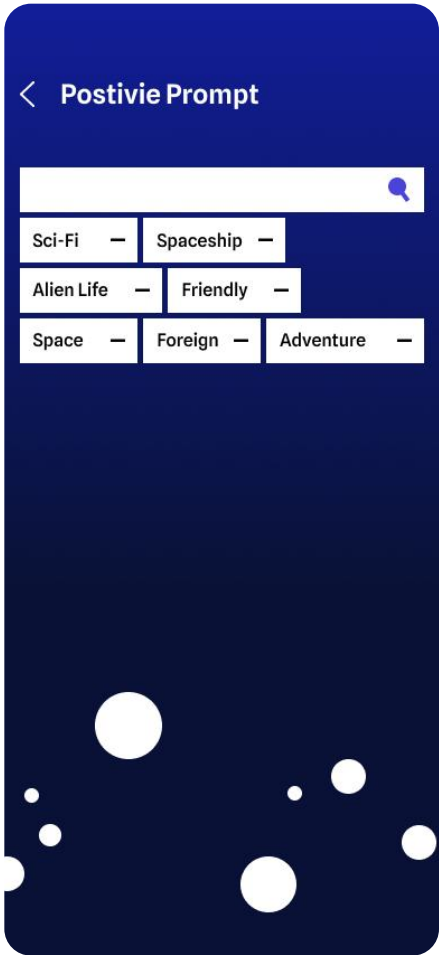
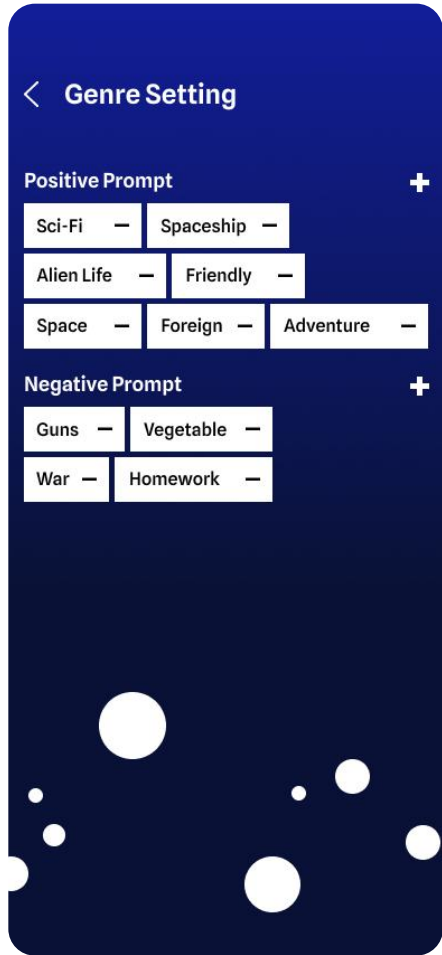
About 5%
of the children disliked certain scenerios due to their distaste in keywords such as monsters.

About 6%
of the parent’s disapproved of certain conetents showing up in story books.

Introducing
Negative
Prompts

If typical keywords were to enhance what the user likes, negative prompts excludes what the user dislikes.

For children, they didn’t like specific keywords such as ghosts and monsters. Parents, on the other hand, disapproved politically sensitive topics such as gender identity, critical race theory and etc.



Parental Mode

To keep children safe, all words related to violence and sexual content are automatically flagged and added as negative prompts within the app. However, there were instances where children, when left unsupervised, managed to enter inappropriate prompts despite these safeguards.

To address this, Parental Mode was introduced, which locks children out from making any changes to the app’s settings. This feature ensures that once activated, parents can maintain control over the app's safety measures, preventing children from accessing or altering sensitive content, even if they are using the app without supervision.

Period of Interest

Children often go through phases of interest in topics like dinosaurs, princesses, and other popular themes. By analyzing the data gathered from the stories children choose and interact with, Fabled was able to gain valuable insights into the preferences and developmental stages of its users. This information allows the app to accurately estimate the child's likely age and adjust the reading material accordingly. As a result, Fabled tailors the complexity and literacy level of its stories to align with the child’s expected age and skill level, ensuring that the content remains engaging, appropriately challenging, and educationally beneficial as the child grows.

Keywords: Adult

The following keywords were both added into positive and negative being controversial:

LGBTQ

Sexuality

Gender

Feminism

Death

Religion

Keywords: Children

Although not many, there were themes in which children did not prefer. These were in the genres of spooky stories.

Ghosts

Monsters

Creepy

Dark

Vampire

Werewolf

4

User Testing
Landscape Mode



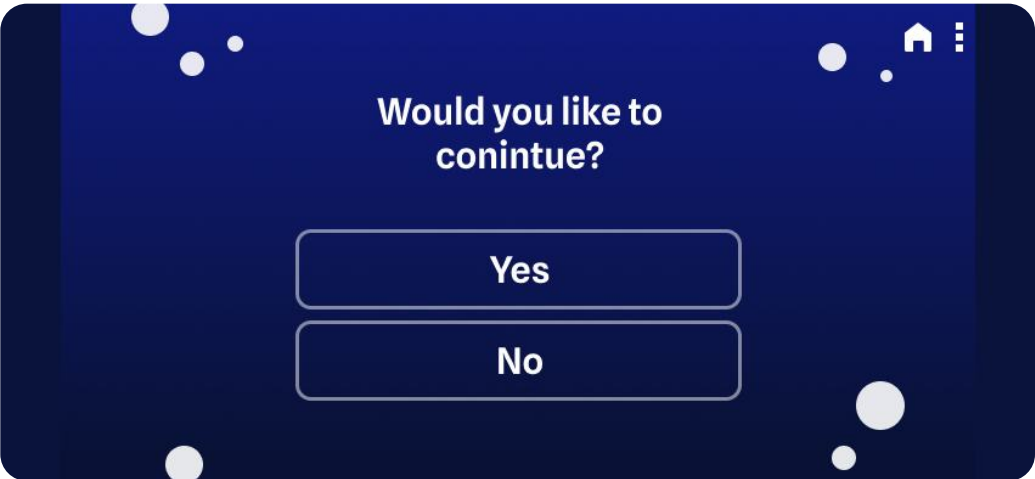
About 24%

of children wanted the images to be bigger.

To enhance the visual experience, the app introduced a landscape mode that adjusted the image-to-text ratio for a more immersive feel. In version 1, 60 percent of users who requested larger images were satisfied, but 40 percent provided feedback asking for full-screen images. In response, version 2 was developed, offering a full-screen option, which received positive feedback from all those who had requested the feature. Additionally, 30 percent of users who hadn't asked for landscape mode began using it, showing its success in attracting a broader audience.

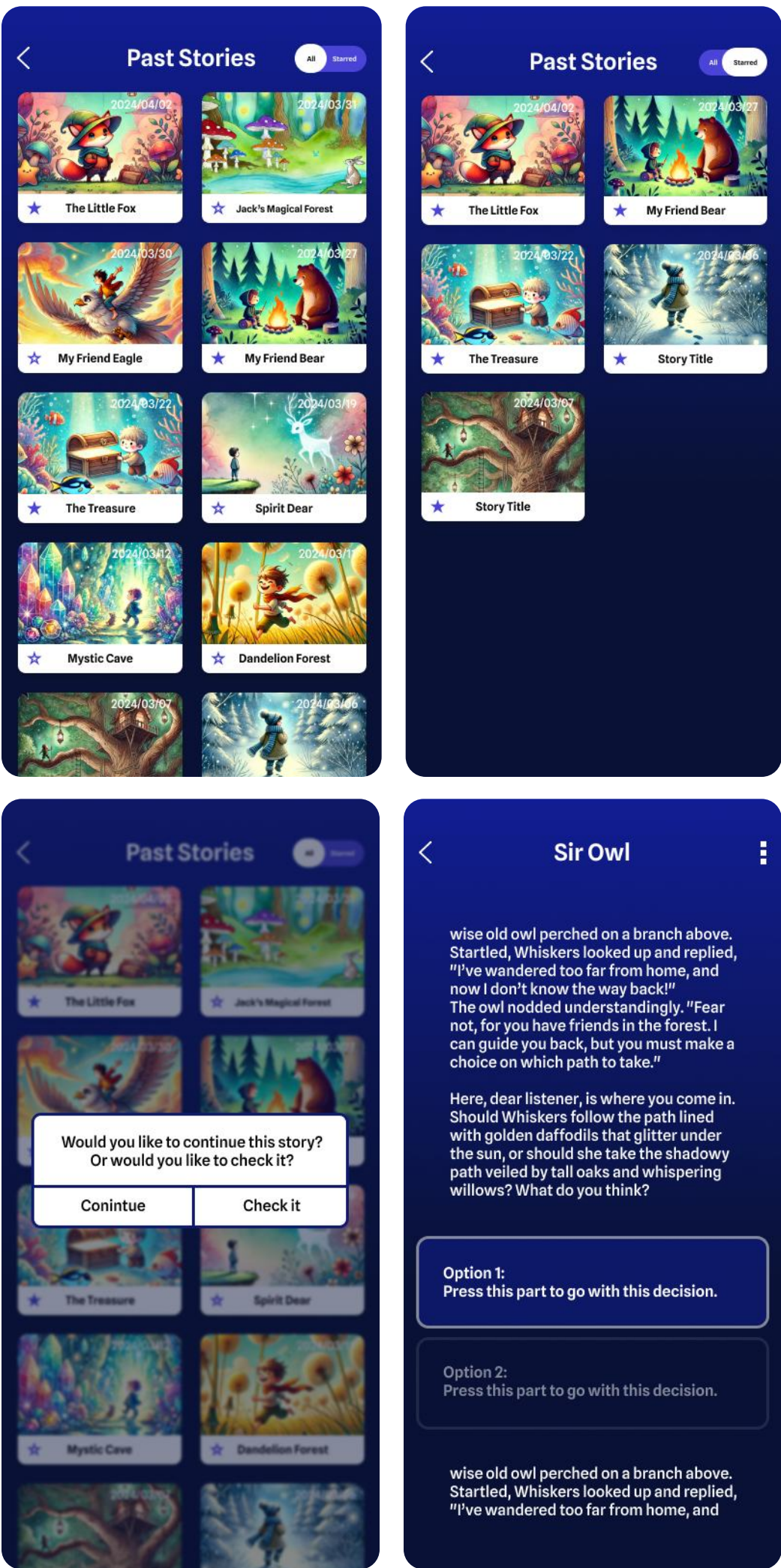
Alongside landscape mode, an "ending screen" feature was added, allowing users to decide whether to continue the story or pause for the night. This gave users the flexibility to either resolve their creative curiosity or wind down for bedtime, adding an element of choice and control to the storytelling experience. Both updates helped improve the app's user engagement and satisfaction.

Ending Screen



5

User Testing
Looking Back



About 37%

of the parents experienced their children wanting to revisit a story they have already done.

Although most children using the app didn't initially show interest in revisiting past stories, 37 percent of them voiced a desire to go back and experience stories they had already completed. Recognizing this interest, the app decided to enhance the user experience by adding new features to give more depth to the past stories section. One of the first improvements was the introduction of a starring feature, making it easier for children to bookmark their favorite stories. These favorited stories also influence the AI, which uses this data to craft more personalized future content, creating a tailored experience that grows with the user's preferences and interests.

In addition to the bookmarking system, the app went beyond simply archiving old stories by allowing users to continue from where they left off. This feature transforms stories into longer narratives that unfold over multiple nights, enriching the storytelling experience and making it more immersive. As a result of these updates, children spent approximately 50 percent more time exploring the past stories feature, highlighting the success of these improvements.

However, with the growing popularity of the past stories feature, some users began to express concerns over the storage limit. Currently, the app can store up to 20 favorited stories and 50 non-favorited ones, which some find restrictive. One potential future enhancement would be expanding this storage capacity to accommodate the growing interest in revisiting and expanding upon past stories.



The Takeaway

Safer and Wider Application

Overall, users expressed interest in expanding the app's functionality beyond bedtime stories, using it as a general book app. The introduction of light and dark modes tied to day and night themes not only enhanced user preferences but also aligned seamlessly with the brand's identity. While parents were generally satisfied with the app, some raised concerns about stories potentially mentioning sensitive topics. These concerns were addressed effectively by implementing negative prompts and parental mode, ensuring a safe and appropriate storytelling experience for children.

More Customization

The negative prompt feature not only served as a safety measure for parents but also offered a customizable experience for children. Both children and parents expressed a desire for more diverse voices and higher-quality stories, prompting the app to expand its functionality beyond its initial offerings. To further enhance the experience, the app could consider hiring voice actors for special occasions, such as a Santa voice for Christmas. This approach would add a festive and engaging touch, boosting user satisfaction and fostering greater loyalty to the app. As customization remains a key priority, the app will continue to evolve to meet the needs of its growing user base.

User Friendly Tools

Users' desire for easier navigation and larger pictures highlighted areas for improvement in user-friendliness. As the app evolves with more tools and customization options to meet user demands, addressing these usability challenges becomes increasingly important. While these complexities may grow alongside the app's expanding features, the commitment to refining and enhancing the user experience ensures the app remains intuitive and accessible, ready to meet these challenges head-on.

