

Mindfulness,  
whenever  
they need it

## Meet Meditation Mouse

The Fisher-Price® Meditation Mouse introduces toddlers to guided meditation through physical prompts and breathing exercises to help them unwind during the day and before bedtime.

### Why make Meditation Mouse?

Mental health practices are important for kids to learn starting at a young age. Children begin to learn about themselves and their bodies around 2 years old, a great time to introduce simple mindfulness practices. Our team of designers and research development experts wanted to create a product that would be effective in helping introduce these practices, so we studied how meditation could help children with sleep and relaxation.

#### What We Studied

As we started development, our Play Lab experts looked to better understand and evaluate little one's response to scripted content. Including:

- Their understanding and ability to follow exercises and narrated prompts
- The best pace of narration & length of meditation exercises
- The most appropriate voice talent

In order to do this, our researchers observed families with children ages 2-5 both in the Play Lab and at home as they engaged in meditation and mindfulness exercises. They also conducted surveys and focus groups with parents.



### What We Learned

During our research, kid testers showed us how to make the Meditation Mouse even better, and we listened!

- When our kid testers were following along with guided breathing, our experts found that timing was everything. Too slow, and little meditators got distracted. Too quick and it wasn't quite calming enough. After lots of testing, our team adjusted the speed at which prompts were delivered to keep kids interested and maintain the calming effectiveness. The team also lengthened the amount of time spent on breathing prompts in the bedtime mode. This gave little ones more time to follow along and settle down before the content switched to soothing white noise.
- At first the Meditation Mouse was meant to be just for bedtime soothing. But we learned from our kid & parent testers that mindfulness also helped calm little ones down during the day. As a result, our designers added a daytime soothing mode. This mode is shorter in length and guides kids through stretching and breathing exercises that are more active. It also eliminates the calming white noise the mouse plays in bedtime mode.
- Our experts also learned in research that it was important to add stretching exercises as part of the mindfulness activities. But how could Meditation Mouse help kids know how to move? We needed to build in references they could easily understand and respond to, like telling kids to move slowly like a turtle or reach up to the sky like a tree.



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