# Pixel Penguin

## Problem
How do we establish a lifetime connection among the Gen Z market to the Penguin brand?

## Insight
Penguin allows you to discover and share more of your authentic self through stories, style, and community.

Penguin gives passionate young readers the opportunity to have emotional experiences, giving readers insight into self discovery that makes them feel more confident in sharing their experiences with fellow readers online.

Penguin becomes a brand synonymous with uncovering new interests, a medium of expression, and being a vehicle for self-discovery. This cements a lifetime connection with the brand.

## Solution
Where were you in your story when you found yourself?
In the world of Pixel Penguin.

## What is it?

### 01 Virtual pet device

Inspired by the Tamagotchi devices of the 90s and 00s, our virtual pet device allows you to feed and play with your pet by reading new books.

### 02 Web app

The virtual pet device is linked to a web app, where you can explore book recommendations and customize the appearance of your pet and library.

### 03 Accessories

With accessories like a wristband, lanyard, and key-chain, the device becomes wearable and part of your unique personal style.

## Who does it appeal to? Three use cases:

A busy parent who wants to extend their same passion for books to their teenage children. They're looking for ways to incentivize reading and encourage organic self-selection of titles and genre exploration.

An enthusiastic high school reader who uses social platforms, especially TikTok (#Booktok), to share what they're reading as social currency. They actively experiment with self-expression and love to accessorize their personal devices as a means to showcase their unique personality.

A university student who's living away from home for the first time and seeking new communities with similar interests. They trust online communities and build confidence through sharing with others online.
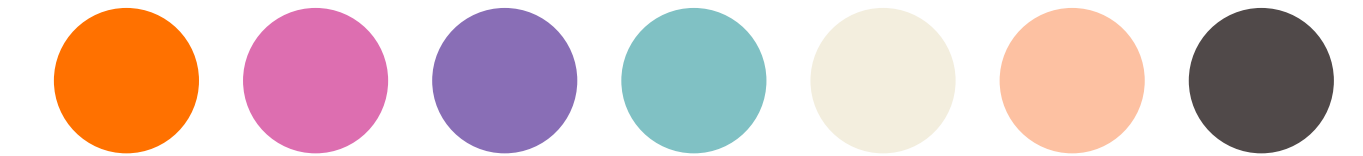
# Device Overview

Loop attached to the top of the device allows for attachment of lanyards, keychains, and charms— and is a reference to Y2K mobile phone aesthetics.

Display screen with a resolution of 350 px by 350 px. It's extra bright so that it can be viewed on an overcast day, and the graphics have a nostalgic 8-bit design.

Three navigational buttons, used to switch between the different screens and functions of the device.

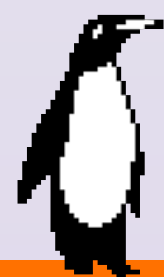All Pixel Penguin devices come with an included code for linkage with the web app.

Device available in wide range of colors, suitable for a variety of personal aesthetics.

Dual-purpose lens that works as a camera and scanner: it can capture photos and scan barcodes, QR codes, and book titles.

Round, egglike design and a lack of sharp edges make it safe for small hands to hold on to. Lightly textured matte plastic surface improves grip.

USB-C charging port. Of course, a charging cable comes with the device!

400    08:15 PM
ice and Men - John Stein

The fish icon indicates Penguin Points. Penguin Points are earned with reading progress and can be redeemed for accessories for your pet!

The magnifying glass displays your custom QR code, which users can scan to add you as a friend or see what book you're reading!

The camera on the device is a multifunctional tool. It can scan book titles, barcodes, and ISBNs to log reading activity. It can be used to scan a friend's QR code to add them to your friends list. And of course, it can take photos!
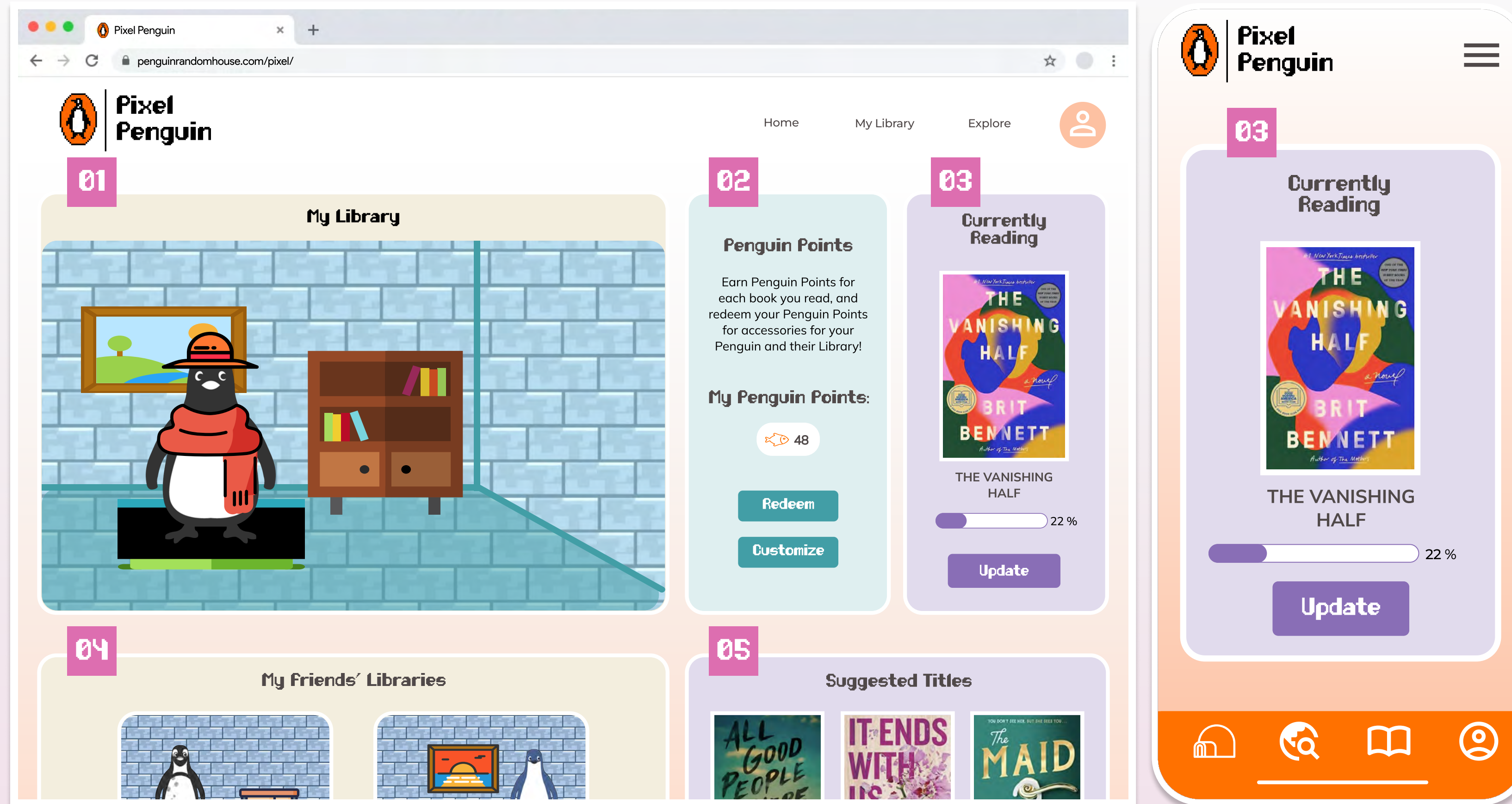
The book is a static "Now Reading" screen that can be used as a screensaver. A horizontally-scrolling marquee bar displays the title of the book you're currently reading so you can show it off to the world!

Settings contain adjustments for language, brightness, reading metrics, personalization, and your camera roll.

The igloo is your home screen, which shows your virtual pal chilling and reading in their library.

# Web App: Home & Reading Progress

**Pixel Penguin**

penguinrandomhouse.com/pixel/

Home    My Library    Explore

**01**

## My Library

**02**

### Penguin Points

Earn Penguin Points for each book you read, and redeem your Penguin Points for accessories for your Penguin and their Library!

**My Penguin Points:**

48

Redeem

Customize

**03**

### Currently Reading

THE VANISHING HALF

BRIT BENNETT

THE VANISHING HALF

22 %

Update

**04**

### My Friends' Libraries

**05**

### Suggested Titles

ALL GOOD PEOPLE

IT ENDS WITH US

The MAID

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**Pixel Penguin**

**03**

### Currently Reading

THE VANISHING HALF

BRIT BENNETT

THE VANISHING HALF

22 %

Update

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**02** Displays the number of Penguin Points you've earned and can redeem for furniture, accessories, snacks, and toys.
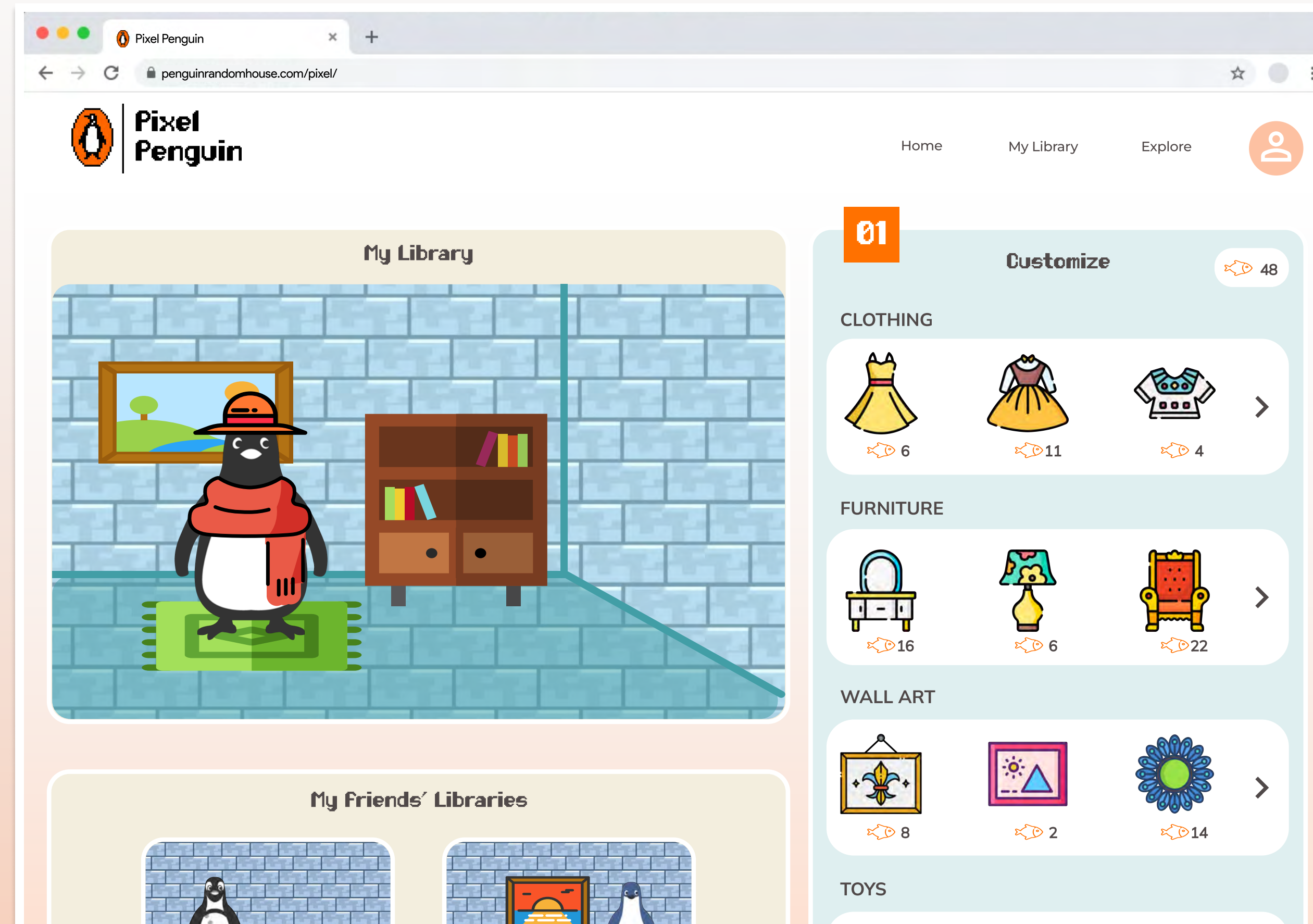
**03** Displays the book you're currently reading, and how much progress you've made in it. You can also update your reading progress here.

**04** Displays a quick preview of your friends list & their libraries.

**05** Based on your reading history and reading activity, the web app will recommend new titles for you.

**01** The library displays your Penguin pet, wearing any accessories that you've picked out. Its library igloo can be customized with furniture, and changes based on the genre / type of books you've read.
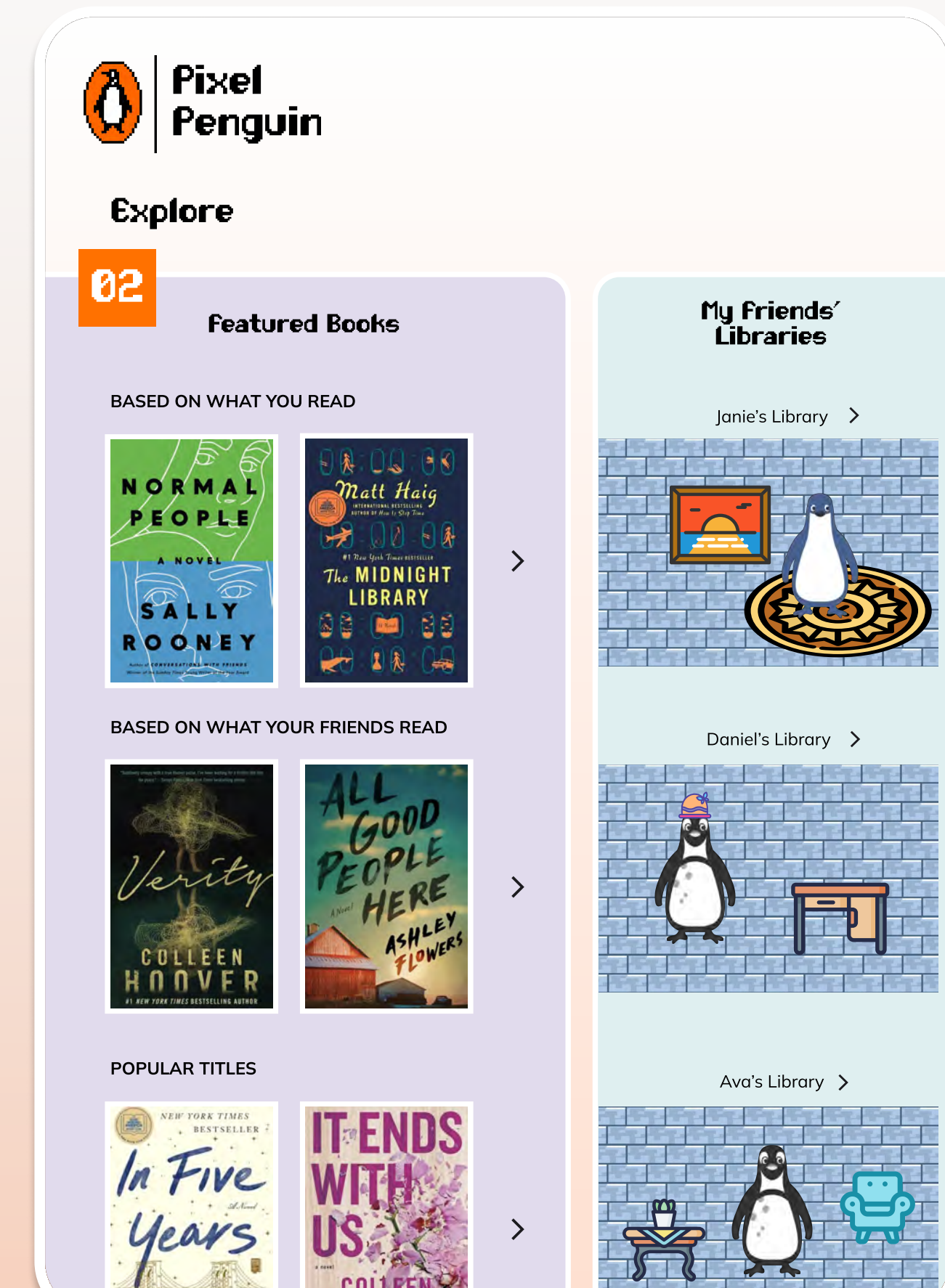
# Web App: Explore & Community

**01** Selection of items that you're able to redeem with "Penguin Points": food, clothing, furniture, wall decor, toys, etc.

**02** Book recommendations based on what you've read and what your friends have read, as well as what is trending.

Wristband that allows device to be worn as a wristwatch



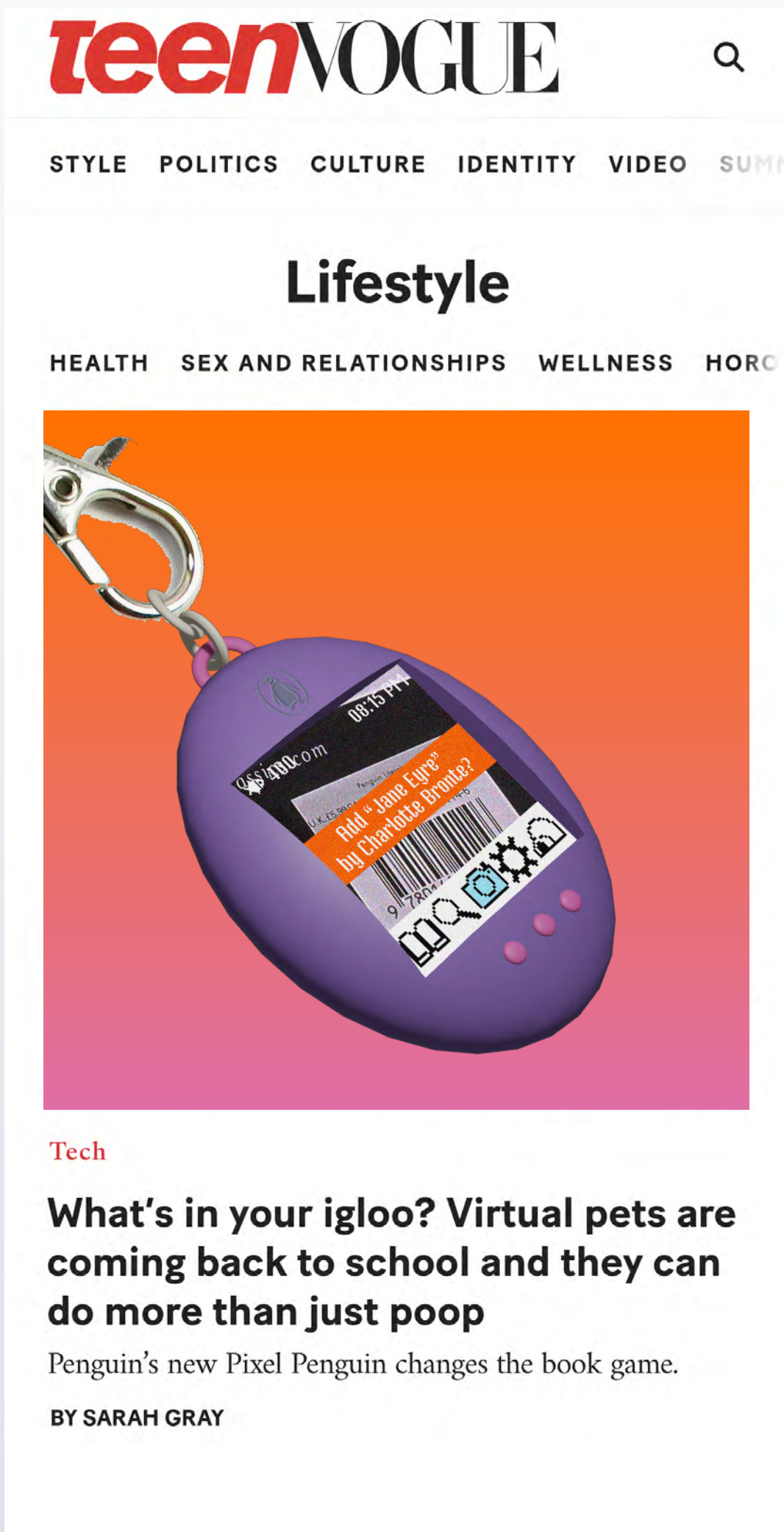Lanyard allows device to be worn around the neck



Keyring allows device to be used as keychain or backpack charm

## teenVOGUE

STYLE   POLITICS   CULTURE   IDENTITY   VIDEO   SUMM

### Lifestyle
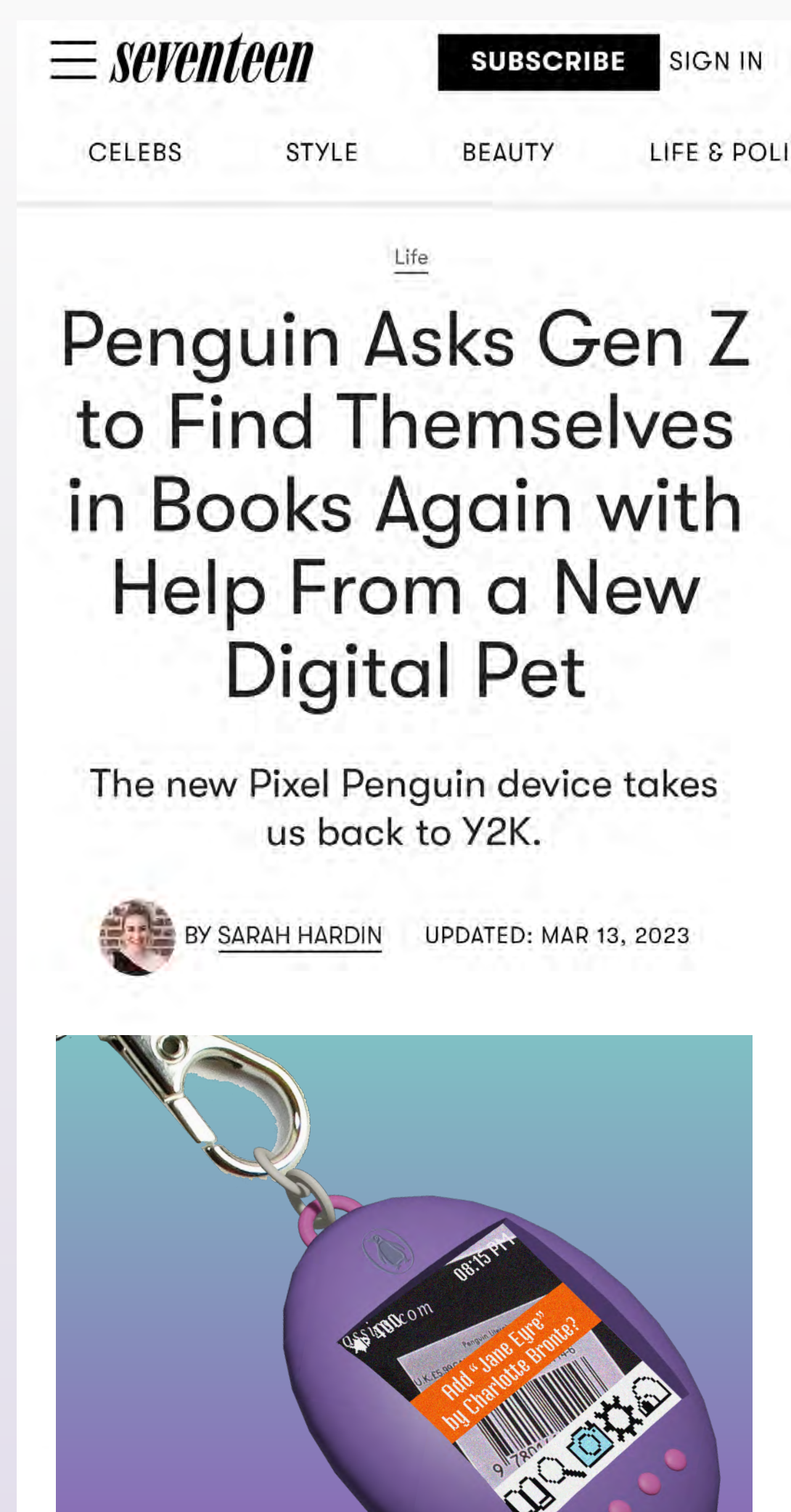
HEALTH   SEX AND RELATIONSHIPS   WELLNESS   HORO

Tech

**What's in your igloo? Virtual pets are coming back to school and they can do more than just poop**

Penguin's new Pixel Penguin changes the book game.

BY SARAH GRAY

## seventeen

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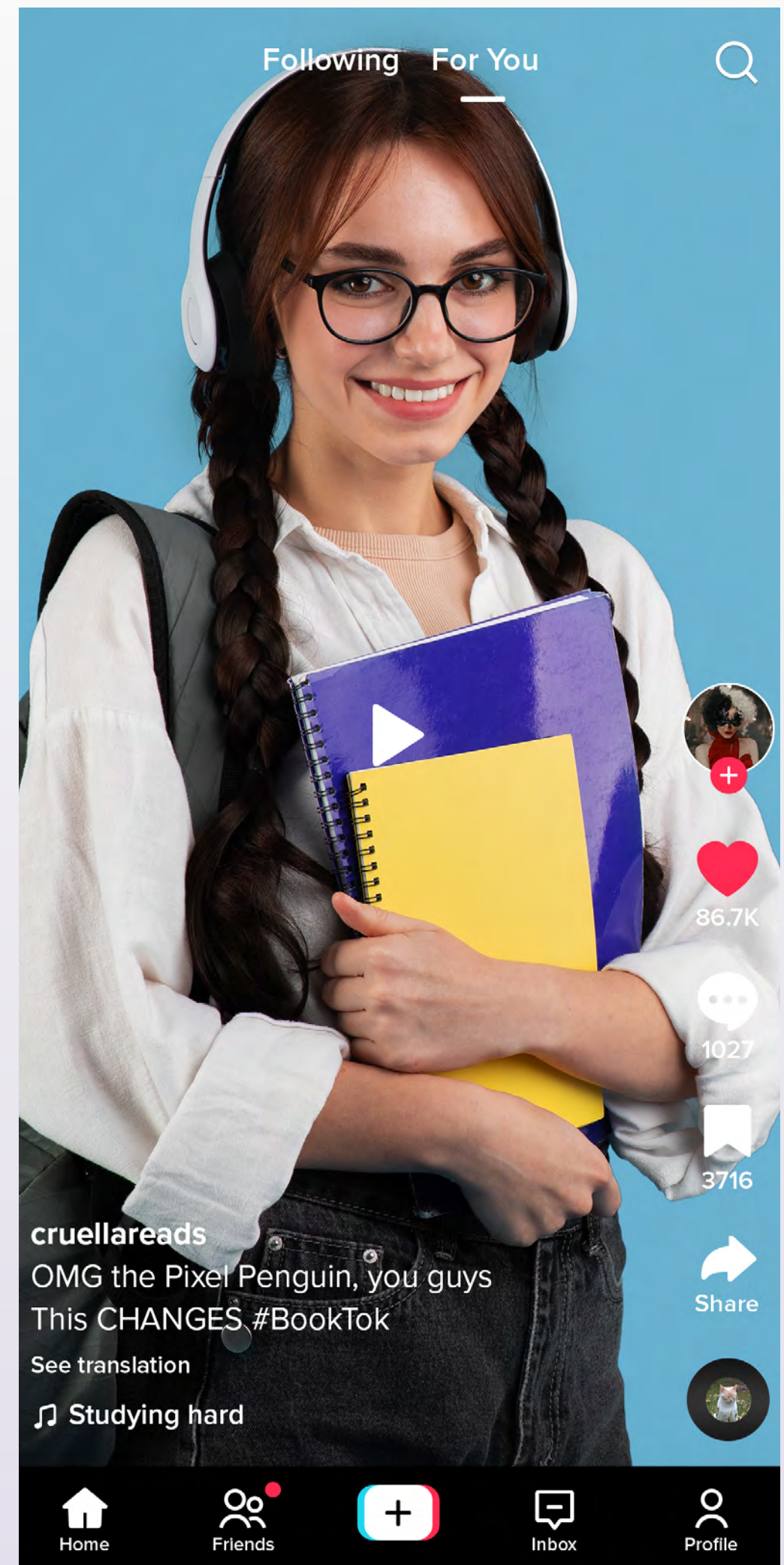CELEBS   STYLE   BEAUTY   LIFE & POLI

Life

# Penguin Asks Gen Z to Find Themselves in Books Again with Help From a New Digital Pet

The new Pixel Penguin device takes us back to Y2K.

BY SARAH HARDIN   UPDATED: MAR 13, 2023

Following   For You

cruellareads
OMG the Pixel Penguin, you guys
This CHANGES #BookTok
See translation
♫ Studying hard

86.7K
1027
3716
Share

Home   Friends   Inbox   Profile

**chlo** 🍒
@cherrychloke

Omg... Penguin Random House is bringing back the virtual pet hahahaha I can't wait to have like ten of these clipped to my backpack #PixelPenguin

6:06 PM · Mar 18, 2023

1 Retweet   2 Quote Tweets   70 Likes

**marie** 𝒛⋆｡°✩
@joiedevivread

Just spent all afternoon reading and then logged onto Pixel Penguin to buy my lil Pengy a cute new sofa for her igloo <3 will send screenshots in a bit!!!

6:10 PM · Mar 18, 2023

1 Quote Tweet   1 Like