The design of this phone consists of a small microphone and speaker that are embedded in a hat. The microphone is located in the front of the hat, and the speaker is located on the right side of the cap. On top of the speaker is a small button, which is pressed to start or end a phone call. This button is also used to turn the phone on and off. There is also a small port on the back of the hat, through which the phone can be charged. The hat will come in different styles, such as a baseball hat, fisherman’s hat, or a fatigue cap, to attract different audiences. All dialing and answering features are voice-activated. A separate hand-held device is provided to program numbers into the phone. This device is not needed while talking on the phone.

Who is the audience for your particular phone?
The intended audience for this phone is children. Although this phone is intended for children, it can be used by anyone.

What is the motivation for your design?
The number of children that own cell phones has increased at a rapid rate during the past few years. The cell phone market will expand in the years ahead to accommodate for this change. Although children can use the same cell phones as adults, cell phones can be modified to be more suitable for children. For example, a cell phone can be made in bright colors or with the picture of a popular television character on the phone. This would be more attractive to children than a plain black phone. Also, a phone can be made with less buttons so that it is easier for children to use.

How is the motivation rendered in the design of the phone?
Children often tend to misplace their belongings. Cell phones are small and can easily be lost. This will pose a problem, as parents will not want to keep replacing cell phones if they are lost. This phone design is intended to help children keep track of the phone. Children can simply wear the hat, and not have to place the phone in a pocket or carry it around and risk losing it.

This phone design will also eliminate the need for children to have to learn how to operate a complicated phone or memorize phone numbers. Parents can help program numbers into the phone using the hand-held device. Then, children can simply say ‘Call Home’ or ‘Call Mom’ to call those phone numbers. This feature also allows for parents to monitor the people that their children are calling. A number cannot be called unless it is programmed on the phone using the hand-held device.

Does the design allow for completion of the intended task?
To make a phone call, the user must first press the button next to the speaker. This button will trigger the phone to listen for a voice command. The user can then state the recipient of the phone call by saying ‘Call Mom’ or whomever they wish to call. The phone will then place the call, and the user will be able to speak through the microphone and listen through the speakers. The user can press the button located next to the speaker to end the phone call.
When a call is received on the phone, a ringing sound will be broadcast through the speaker. To answer a phone call, the user must press the button located above the speaker. This begins the phone call. The user can then press the button located next the speaker to end the phone call.