



## Hannah Chung and Aaron Horowitz Sproutel

### “Designing a Robotic Duck for Children with Cancer”



**Wednesday, May 16, 2018**  
**12:00-1:00**  
**CIT 477 Lubrano**



*Abstract:* Sproutel is a patient-centered research and development workshop, developing products that make a meaningful impact in the lives of patients. Most recently, Sproutel launched My Special Aflac Duck, an award-winning social robot that helps children with cancer cope with their treatment journey. In this talk, Hannah and Aaron will share stories on their journey creating the duck from ethnography research to design and development.

**Hannah Chung** is the co-founder and chief creative officer of Sproutel, a research and development workshop that creates meaningful products in play-based healthcare education. The White House and Barack Obama recognized Sproutel as one of 32 companies representing diversity in tech in 2015, and Hannah as one of 50 honored makers in 2014. Hannah was one of “15 women to watch in Tech” by Inc in 2012. Before Sproutel, Hannah co-founded Design for America, a nationwide network of interdisciplinary college students working on social impact projects using human-centered design. Hannah graduated from Northwestern University with a degree in mechanical engineering.

**Aaron Horowitz** is a maker; from sculptures to business, he is fascinated with the process of taking an idea from concept to reality. He is the co-founder and CEO of Sproutel, a research and development workshop focused on creating play-based healthcare innovations, like Jerry the Bear - an interactive companion for children with type 1 diabetes. The White House and Barack Obama recognized Sproutel as one of 32 companies representing diversity in tech in 2015, and Aaron as one of 50 honored makers in 2014. He holds a degree in Mechatronics and User Interaction Design from Northwestern University, a major he created to pursue a passion for understanding how people play with robots! When unplugged Aaron is likely either carving stone or surfing.

Host: Peter Haas/HCRI