

ABSTRACT

Generation Alpha is growing up in the midst of rapid digital advancement, but excessive exposure to gadgets can hinder cognitive and fine motor development, especially for children aged 9–12, who are entering a crucial stage in learning abstract time concepts. Unfortunately, most children's watches on the market are either overly childish or too complex due to their resemblance to adult designs. This study aims to design an educational wooden analog watch for children aged 9–12 that is both visually appealing and supportive of learning and time management habits. The Double Diamond method was applied across the Discover, Define, Develop, and Deliver stages, using observation, interviews, and questionnaires to analyze user needs. The design concept is based on five core elements: Build (helping children form a relationship with time through simple visuals and modular components), Learn (supporting visual time learning with large numbers and color-differentiated hands), Organize (encouraging children to manage their daily activities independently), Create (allowing personalization through strap color choices), and Know (fostering responsibility and discipline without relying on digital devices). The final product is an ergonomic, educational, and customizable wooden analog watch, offering an innovative solution and a new market opportunity for Eboni Watch to provide child-friendly, educational, and sustainable timepieces.

Keywords: *analog watch, Generation Alpha, cognitive development, double diamond, Eboni Watch*