



#### **Q4 Blog: From User Feedback to Global Favorites: How IDZ Crafts Learning Through Play**



At IDZ Digital, creating meaningful, playful, and educational experiences for kids begins with one thing: listening. With over 400 million downloads across their apps, the company's success is no accident. Every animation, interactive game, and feature is shaped by the voices of parents, children, and educators who use them. In this interview, the IDZ team shares how feedback drives their innovation, the inspiration behind their popular titles, and what exciting new projects are on the horizon for 2025.

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**AWE: Much of IDZ's content is inspired by customer feedback. How essential is it for your team to receive feedback on your content, and how does it help shape or improve your products?**

**IDZ:** Feedback from parents and kids shows us what excites children, supports their learning, and where we can improve—keeping our apps fresh, fun, and effective. We receive feedback from multiple sources like app reviews, support queries, user testing sessions, conversations with users, and blogger reviews. This helps us understand what we're doing well, where we can grow, and where the opportunity lies to improve.

This continuous feedback loop plays a crucial role in driving ongoing improvements. It ensures that our apps evolve in the right direction to deliver the best possible learning experience for our audience.

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**AWE: Geometry Shapes – Pre-K is one of IDZ’s most popular titles. How did feedback on this title help inspire other content?**

**IDZ:** When exploring early-learning content, we realized that math could be exciting and engaging for kids through interactive games. That led to the creation of *Geometry Shapes – Pre-K (Math Preschool)*.

Feedback and reviews on this title not only helped us refine it but also inspired us with new creative ideas. While this title remains a favorite among users, we’ve developed even more popular apps like *KidloLand*, *Coloring Club*, *Baby World*, *Dino Preschool*, and many more. Many of these award-winning apps were born from listening to our users and understanding their needs—and today, they’re enjoyed by millions of children around the world.

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**AWE: What new titles or projects is IDZ working on that users can look forward to in 2025?**

**IDZ:** We’re excited about what’s ahead! In 2025, we’re expanding our offerings across the Baby, Preschool, Coloring, and Cooking genres.

Some of our recent launches include *Princess Preschool*, which blends fun themes with early learning. Coming soon are *Montessori Games for Kids in 3D*, *Monster Truck 3D*, and *Supermarket Game 3D*. We’ve also released *Pizza Preschool Learning Games* and have more upcoming titles focused on creativity, cooking, and coloring. We're committed to delivering fresh, meaningful experiences that kids love.

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**AWE: Play is at the heart of IDZ’s mission. How important is play in early childhood development?**

**IDZ:** Play is one of the most powerful tools for early learning. It sparks curiosity and makes learning joyful and natural. We believe that when learning feels like play, children are more engaged and retain concepts better.

We invest time in understanding how children interact with our apps—watching real-life videos of kids using them—so that we can ensure our games and activities are both fun and developmentally appropriate. For us, play isn't just entertainment; it's the foundation of early skill-building.

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**AWE: What is the origin story behind IDZ Digital? How and why was the company founded?**

**IDZ:** IDZ began back in 2004 as a small online birthday greeting card website. Over time, we explored various online products before stepping into the kids' early learning space. Our first real step came with a simple nursery rhymes app that featured just five rhymes.

That app became the foundation of *KidloLand Nursery Rhymes*, our first official app launched in 2012. Its success convinced us to focus entirely on educational apps. Since then, we've created a wide range of award-winning, engaging learning apps that have brought joy and education to millions of children globally.

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**With their focus on fun, feedback, and foundational learning, IDZ continues to shape the future of early childhood education through technology—one joyful app at a time.**