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| **Name:** | Jaclyn Jacobson |
| **Title:** | Eye Know |
| **Problem:** | To create a universal toy primarily fabricated from wood. |
| **Context:** | The Eye Know was inspired by the randomness of a fortune-telling device along with the metaphor of the all seeing eye. |
| **Solution:** | Eye Know is a personal fortune-telling device. This toy can be used by children and adults for personal use at home or as a desktop fidget. Eye Know also functions as a centerpiece for group games. |
| **Brand Strategy:** | Eye Know is a unique and quirky item for people of all ages. The simple design is easy for manufacturing and has a constancy that will stand the test of time and separate itself from anything similar on the market. |