

Assignment #1: Needfinding



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Intro | Problem Domain

How parents learn about their children



Methodology | Participants

- Parents
- Children



Methodology | Questions

Parents:

- What do you want to learn about your kids and their lives?
- Tell me about the last time you learned something new about your child.

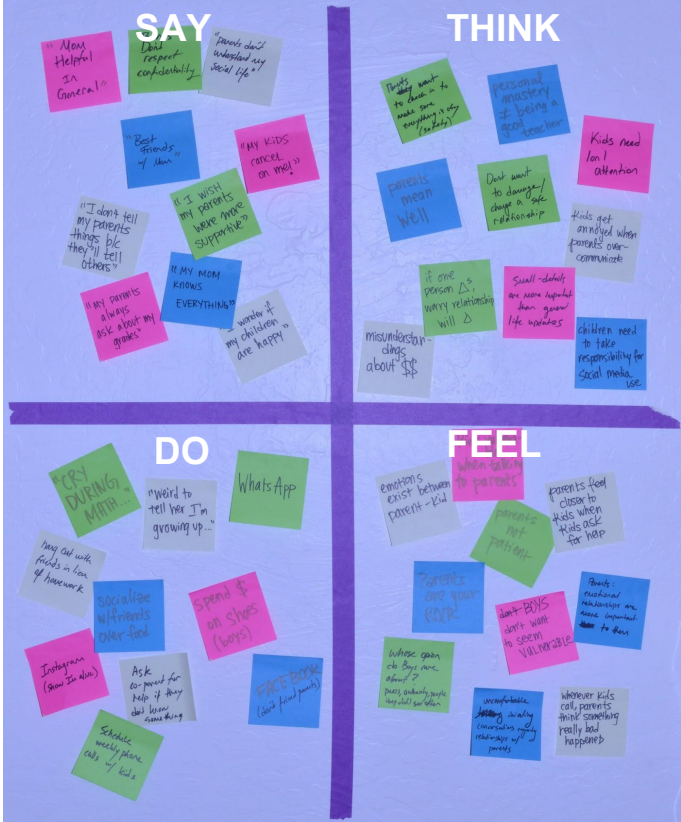
Children:

- What conversations are difficult to have with your parents?
- Tell me about a time your parents didn't understand you.

Ask both:

- Why, why, why?

Results & Analysis | Empathy Map



Results & Analysis | Jamshid & Malathi



- “These days, it’s so easy to go to a restaurant, take a picture of your meal, and share it on WhatsApp.”

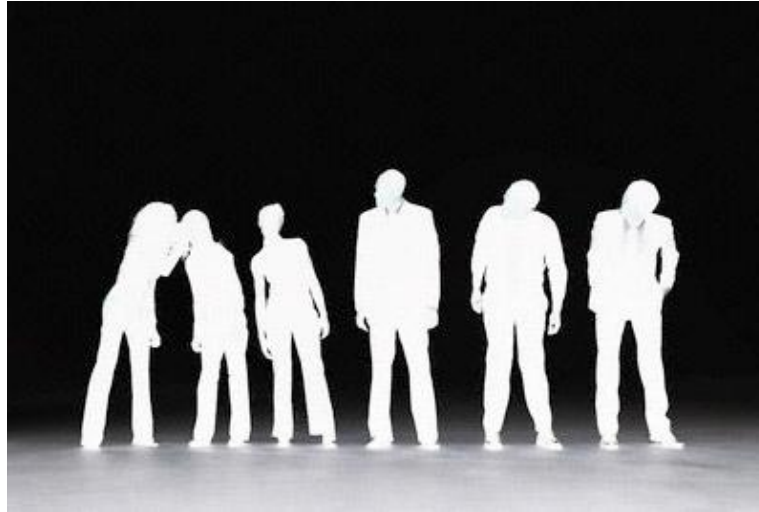
SAY

DO

THINK

FEEL

Results & Analysis | George & Roman



- “I don’t tell my parents things because they will tell other family members.”

SAY

DO

THINK

FEEL

Results & Analysis | Nicole & Leila



- “Best friends”
- “Weird to tell her I’m grown up”

SAY

DO

THINK

FEEL

Results & Analysis | Nicole & Leila



- “Sometimes, I would cry when learning math. My mom wasn’t the most patient. But in general she was very helpful.”

SAY

DO

THINK

FEEL

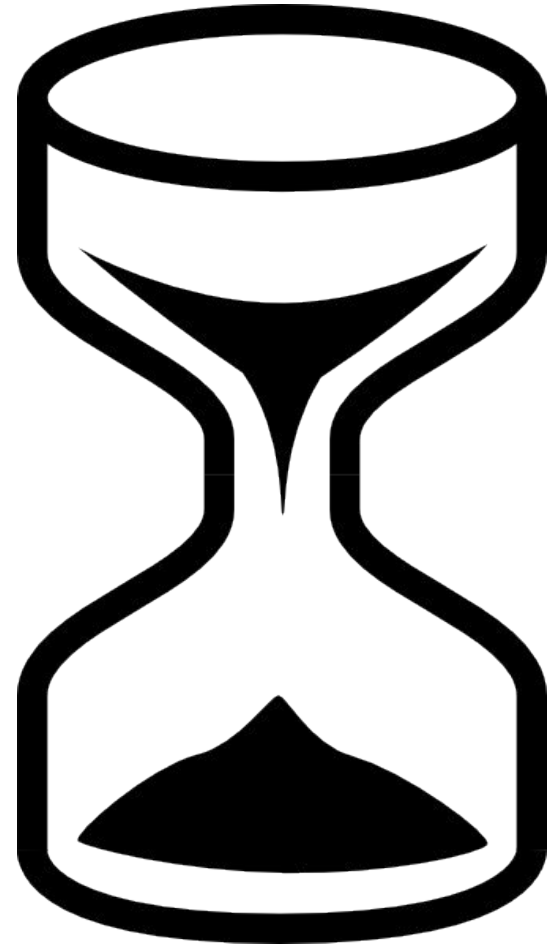
Summary

Insights / Needs:

- Parent-child communication
- Parent-child teaching

Next steps:

- Focus domain, choose need
- Solution space



Appendix

Interview Notes & Empathy Maps: <https://docs.google.com/document/d/13yIROaHROnegtYzMv7MQ-iOvS13xLZeGXdbSDjVx8IQ/edit?usp=sharing>

Initial Idea Brainstorm: <https://docs.google.com/document/d/1MMedW3v24WMMpAnNSgiLzLUZW8IPkOYFhxz5jbVOM2I/edit?usp=sharing>