

POVs + Experience
Prototypes

Mobility

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Travelers with Kids

Initial POV



- Traveling is **hard**.
- Traveling with kids is **harder**.
- **Recurring concerns:** safety, money, worthwhileness of the experience
- **Relying on tech** isn't the answer.

Additional Needfinding

Questions Asked

- How do you travel with your kids?
- How do you **prepare** to travel with your kids?
- What are your **concerns/worries** when traveling with kids?
- What are your **best and worst experiences** traveling with your kids?

Results

Anna SAYS:

- “The **less technology** the better.”
- “We’re very very grateful for **DVDs** when we travel.”
- “It was **very stressful** trying to keep baby Bodie occupied.”

Anna DOES:

- Lives in Escondido Village.
- Just **biked** back from Escondido elementary school with her son.



Analysis

Anna THINKS:

- **Quality engagement** with her kids is good.
- A **portable DVD player** is an acceptable compromise.
- Constantly attending to her child's wishes and needs can be **exhausting**.

Anna FEELS:

- **Tired** after traveling with kids.
- **Conflicted** about using technology with kids.



Results

Lin and Quentin SAY:

- “In America we **can’t have good food** because luxury restaurants don’t allow kids.”
- “We just **accept reality**: it’s not bad, it’s not good. But with him, it’s good.”

Lin and Quentin DO:

- Fly over **from Beijing** to visit the US twice a year.
- Let their son Mi Le **roam freely** around without watching him constantly.



Analysis

Lin and Quentin THINK:

- We would enjoy our travels in the US more if businesses were more **accommodating** to kids.
- The **joy of traveling** with kids outweighs the difficulties.

Lin and Quentin FEEL:

- **Limited** in their opportunities to travel with a kid.
- **Trust** in their son to not get hurt or in trouble while playing and exploring a new environment.



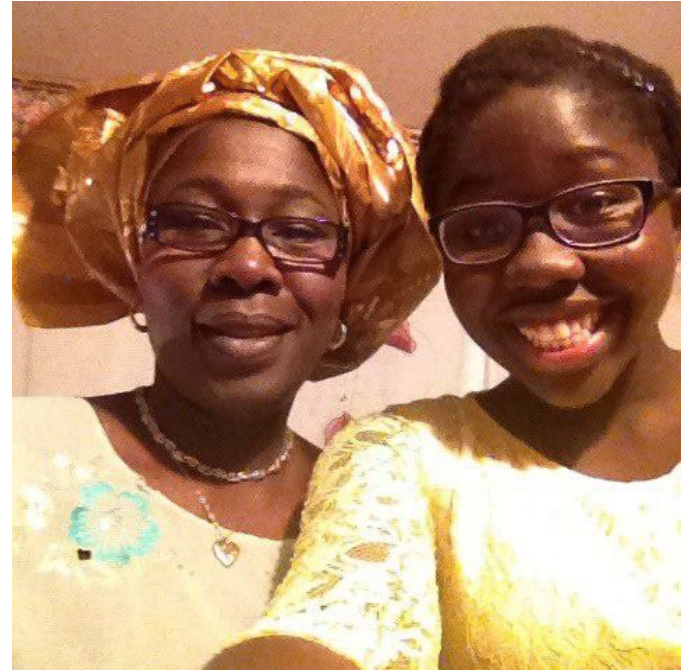
Results

Jemima SAYS:

- Going to the grocery store with all six kids “would be hell.”
- “These things [big trips] were definitely **budgeted and timed out.**”

Jemima[’s mom] DOES:

- Brings **food and entertainment** like music and books.
- Leaves for a trip early in the morning so the **kids just sleep in the car.**
- Plan **restroom stops** in advance.
- Let the **oldest child** help with things like navigation.



Analysis

Jemima THINKS:

- Taking trips with a lot of kids takes a lot of planning.
- Older kids need to take on more responsibility when there's more kids to take care of.



Jemima FEELS:

- **Happy** to have many kids to play with in the car.
- Her mom's **stress** in budgeting and planning for these big trips.



Revised POVs

We met Sarah.

We were amazed to realize
how engaged she is with her
kids while traveling.

It would be game changing if
she could give her children
personalized attention and
also guarantee safety while
traveling.



We met Lin and Quentin.

We were amazed to realize
how much having a child
affects the types of places
they are able to go.

It would be game changing if
we could make it easier for
them to find and choose
destinations.



We met Hiromi.

We were amazed to realize
how dependent she was on
her car to take care of her
kids, despite the
inconveniences involved.

It would be game-changing
if we could make the
experience of driving with
kids as seamless as possible.



Top HMWs

Sarah



HMW allow a parent
to keep a child
engaged in the activity
of travel without
having to look at them
or physically engage
with them?

Sarah



HMW use technology
to engage kids in a way
that parents are
comfortable with?

Lin and Quentin

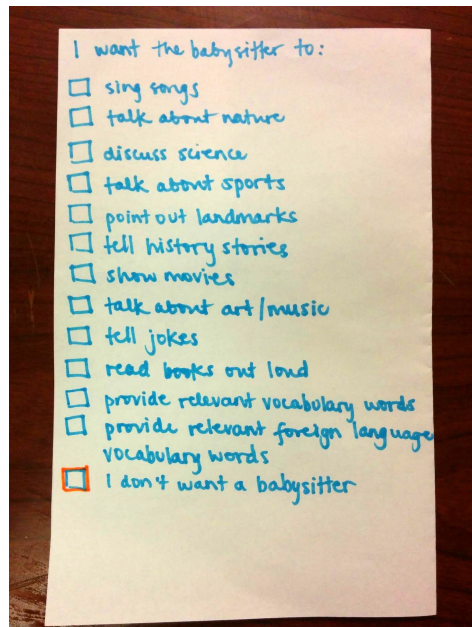


HMW make having a baby expand instead of limit the amount of travel experiences you can have?

Experience Prototypes

“Magic Babysitter”

Automatically generated location-based and location-relevant educational storybook



Parents preferred the educational activities.



Some still preferred to engage directly with the child.



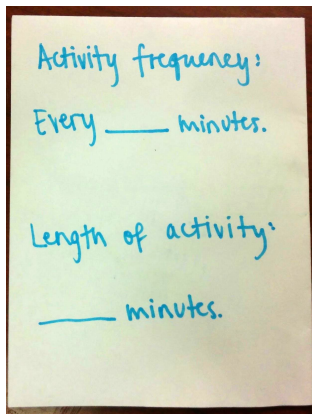
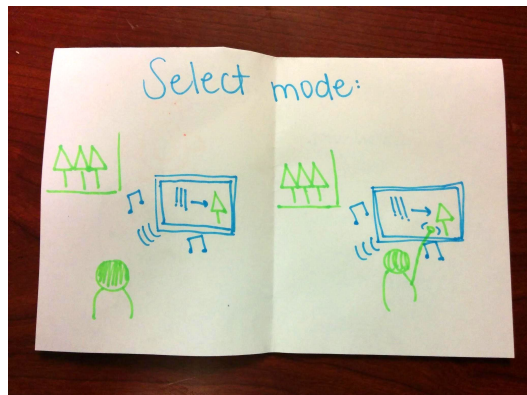
Parents also value entertainment.



Parents will allow tech if it engages child with surroundings.

“Travel Teddy”

Let the parent
choose the style of
interaction of their
child with the
technology



Parents had different
opinions on timing.



Some parents were
confused by the diagram.



Parents all chose
interactive mode.



Customization is
important to parents.

“Crowdsourced Guide and Checklist”

An app that, based on the specifics of your trip, gives you a checklist of things to bring and useful things along the way



Parents picked some of the options.

They found some things to be useless.

Parents had completely opposing strategies.

This idea was too broad and not helpful enough.

A Solution?