

Team Boba!

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Assignment 2: POVs and Experience Prototypes

Problem domain

From the general studio theme of mobility, we decided to narrow our focus down to the problem of facilitating mobility for parents with kids.

Initial POV

From our needfinding assignment, we gained insights from Sarah, Kent, and Hiromi on their experiences traveling with kids. We learned that traveling is hard, and traveling with kids is harder. All three parents shared similar concerns relating to safety, money, and worthwhileness of the experience. Finally, we learned that we can't rely on technology to solve everything, especially if it involves exposing children to smart devices at an early age.

Additional Needfinding

We interviewed three additional people. First, we met Anna and her son Bodie, a kindergartener. Anna helped reinforce the themes we'd encountered with the previous parents. The most important of these was that kids need constant, novel stimuli. Anna also shared similar concerns as the other parents, particularly her son throwing a tantrum and having enough supplies (snacks, diapers, etc.). It was also interesting to note that, while Anna was hesitant to let her son use technology while traveling, she was okay with a more passive engagement: a portable DVD player. It was a good compromise between the worries several other parents expressed: the negative effects of technology on child development and the practical need to entertain children to make traveling bearable. During the interview, we noticed that even during our conversation Bodie was desperately seeking his mother's attention. We also noticed that both seemed flush and a bit sweaty, having just returned home from biking from school.



Sarah and Bodie's home: Escondido Village

Second, we met Lin and Quentin and their toddler son Mi Le, a hip young family from Beijing that travels to the US twice a year with their 2.5-year-old son, in the Main Quad. Lin described their son's behavior on the plane as "naughty"--he's curious about everything, asks a lot of questions, and just needs to check everything out. The family travels mostly by car both in Beijing and the Bay Area. In preparing for traveling with their son, the family's biggest obstacles are finding public restrooms and restaurants that accommodate children, lamenting that "in America we can't have good food" because luxury restaurants refuse babies or don't have highchairs. Interestingly, Lin didn't seem too concerned that her son would bother other people in restaurants or while traveling. You've gotta accept the reality of traveling with a young child, she said. If he is being too loud, they simply explain to him that he's in public and shouldn't be loud. Lin also mentioned that Mi Le is very interested in her iPhone but won't let him play with it, even if he's being loud in public. They prefer that he play in nature. Other things to note: they were concerned about the safety of some areas of SF while with their son, and they really rely on apps for travel, especially Google Maps and Yelp.



Lin, Mi Le, and Quintin being fashionable af

Third, we looked for a “power user”, a parent with many children. It was difficult to find parents with more than two children in our investigation so far, so we interviewed Jemima, a Stanford student who grew up with five siblings. With six kids, they did not go many places all together. Jemima’s mom never brought all her kids to errands like the grocery store because that “would be hell.” She said her mom might allow one or two kids to go if they begged. Jemima remembers taking family trips to California, a 5-hour drive, going to Disneyland and Seaworld. We found a lot of similarities between Jemima’s mom and the other parents we interviewed. Like Anna, Jemima’s mom always made sure to prepare enough food and entertainment. Like Lin and Quentin, Jemima’s mom planned restroom breaks in advance. Like Karlston, Jemima’s mom packed all food for the trip in advance and did not stop to buy food on the way because that would be too expensive for such a big family. Additional worries were safety, having enough supplies and staying within budget, since these trips were always fully budgeted and timed out. Jemima says her oldest sister had to act like a “mini adult” helping with things like navigation at as early as age 10. Jemima is also thankful to have so many siblings because there was always someone to play with in the car and to get excited about vacations with.

POVs and HMWs

POVs	Some of the HMWs
<p>We met Sarah.</p> <p>We were amazed to realize how engaged</p>	<p>1. HMW make means of distracting or entertaining kids instead an educational, engaging experience?</p>

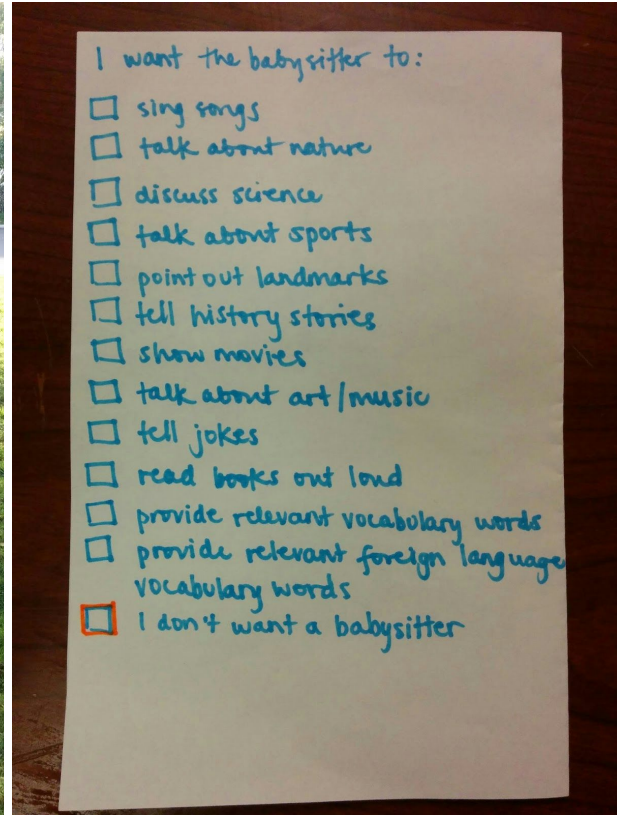
<p>she is with her kids while traveling.</p> <p>It would be game changing if she could give her children personalized attention and also guarantee safety while traveling.</p>	<ol style="list-style-type: none"> 2. HMW allow a parent to keep a child engaged in the activity of travel without having to look at them or physically engage with them? 3. HMW use technology to engage kids in a way that parents are comfortable with? 4. HMW avoid promoting helicopter parenting? (question assumption that parents always need to be engaged by the parents) 5. HMW allow other travelers to engage with and distract/entertain others' children? (ID unexpected resources)
<p>We met Lin and Quentin (aka. Beijing Yuppies).</p> <p>We were amazed to realize how much having a child affects the types of places they are able to go.</p> <p>It would be game changing if we could make it easier for them to find and choose destinations.</p>	<ol style="list-style-type: none"> 1. HMW make it easier to find diaper changing stations, nursing rooms, etc.? 2. HMW find places (like restaurants) that are welcoming to babies? 3. HMW find nice/safe/healthy places for babies to play? 4. HMW make a child less of a disturbance in a public place? (question assumption that babies shouldn't be allowed in fancy restaurants) 5. HMW make having a baby expand instead of limit the amount of travel experiences you can have? (adjectives)
<p>We met Hiromi (and her 5-month-old baby and 4-year-old daughter).</p> <p>We were amazed to realize how dependent she was on her car to take care of her kids, despite the inconveniences and expenses involved.</p> <p>It would be game-changing if we could make the experience of transporting kids as seamless and convenient as possible.</p>	<ol style="list-style-type: none"> 1. HMW make finding parking the most exciting part of the trip? 2. HMW make diaper changing possible everywhere? 3. HMW make child supplies easy to find while traveling so nothing has to be brought along? 4. HMW gamify good behavior for kids when traveling, in order to encourage them to help with normally stressful tasks like finding parking or waiting for public transportation? 5. HMW crowdsource entertaining kids in public transportation?

3 Best HMWs and Experience Prototypes

1. 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's POV)
 - Solution: Automatically generated location-based and -relevant educational storybook
 - Assumption tested: We can guess what parents want to their kids to learn about, and parents want something/someone else to engage with their child.
 - Scene:
 - i. The best babysitter in the world is coming along with you and your child on a roadtrip. They will sit next to your child the entire time and interact with them in relation to things outside of the vehicle. This babysitter is an expert on everything and is well prepared.
 - ii. What do you prefer the babysitter do? Read over the options, and then select 0 to all of the options in the order that you prefer them.
 - Roles:
 - i. Parent: parent
 - ii. We: babysitter
 - Props: List of activities
 - Reactions:
 - They focused on the educational (like science, history, language) and the engaging (singing songs, telling stories, *not* movies) choices.
 - **Our assumption was for the most part valid. We had guessed that educational engagement would be preferred but surprised that some parents value engaging entertainment just as much.**



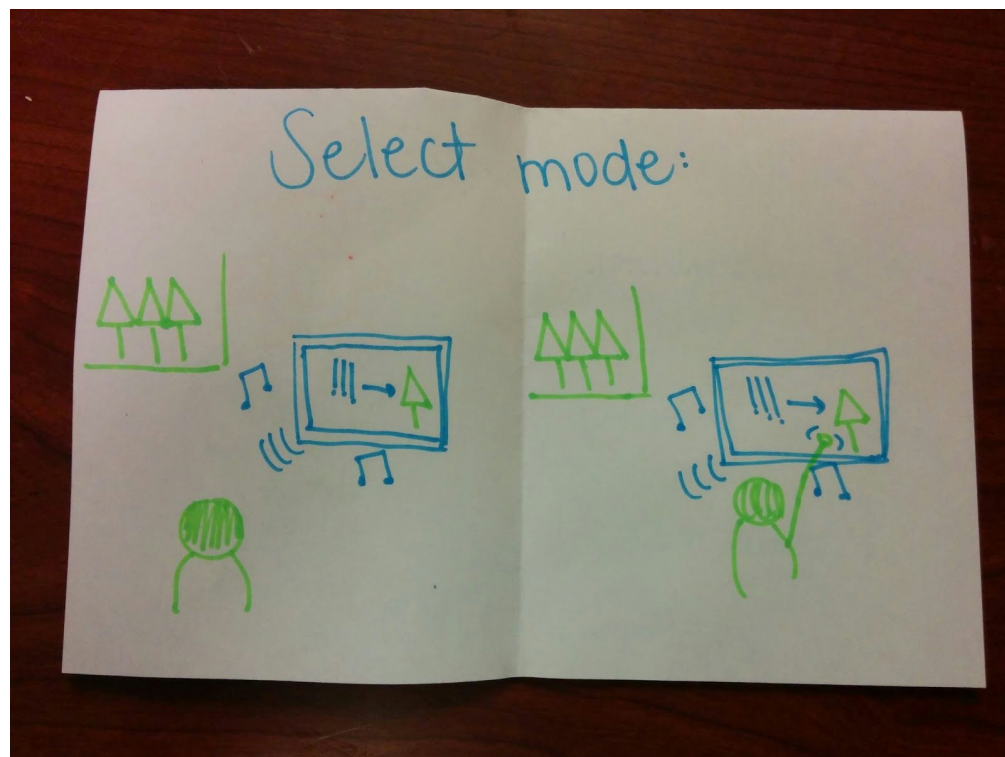
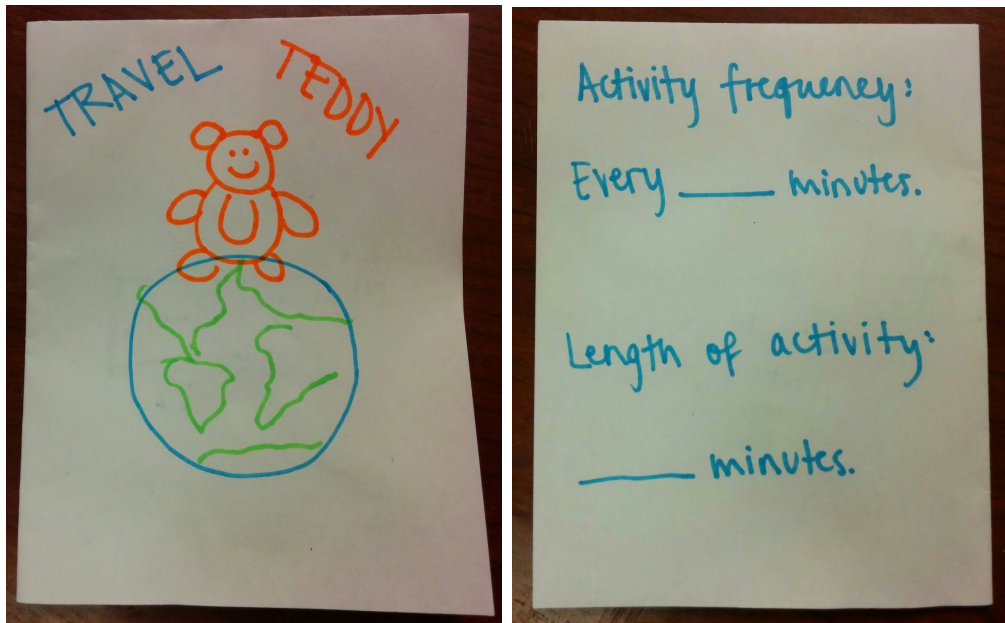
Kevin and his daughter



2. HMW use technology to engage kids in a way that parents are comfortable with? (Sarah's POV)

- Solution: Let the parent choose the style of interaction of their child with the technology.
 - Assumption tested: Parents are willing to allow their kids to use technology if it enhances the present experience (as opposed to their kid just playing candy crush) and if they have control of the type of interaction.
 - Scene:
 - i. You're going on a trip in the car with your child. You're using the Travel Teddy App to engage and educate your child about their surroundings and trip destination.
 - ii. Before letting your child use the app, select which interaction mode you want to be used with your child. (Let them choose.) What do you imagine this mode being and doing?
 1. If they don't understand the icons, explain only: mode 1 is a passive visual and auditory experience, mode 2 also includes interaction with your child
 - iii. Finally, adjust these settings: how frequently should the app interaction with your child and for how long each time?
 - Roles:
 - i. Parent: user

- ii. We: narrators
- o Props: App on a device



- Reactions:
 - o All three picked the interactive mode.
 - o Solomon imagines it might be tell his daughter about things like landmarks and history of the location, while Kevin sees it as being just some games.

- Timing differed greatly between the three parents (from 10 minutes per hour to no limit) which shows how parents should be able to customize the timing
 - **No parents expressed any strong reactions to having their children use this technology. Sonia, who in shorter trips doesn't allow any technology for her kids, didn't even say so until after the experience. What is undeniable though, is that parents have very varying opinions about technology, so allowing parents to decide how their children can interact with technology is a must.**
3. HMW make having a baby expand instead of limit the amount of travel experiences you can have? (Lin and Quentin's POV)
- Solution: An app that, based on the specifics of your trip, app gives you a checklist of things to bring and useful things along the way like rest stops for the kid. (Possibility of crowdsourcing information for kid-friendly places, tips, etc.)
 - Assumption tested: We, having never been parents, can guess what is important to parents traveling in all situations.
 - Scene:
 - i. You're preparing to travel with your child to multiple destinations. Look over this information guide, then select 0 to every option in the order that they are most important or relevant for your trip.
 - ii. Trips: Half Moon Bay, Lake Tahoe, flying to NYC
 - Roles:
 - i. Parent: user
 - ii. We: narrators
 - Props: Information guide
 - Reactions:
 - There tended to be more needs the longer the trip (all three indicated "checklist" only for the longer trips). Shorter trips mostly needed just the weather and some activities for the kids.
 - **Of course, we don't really know what parents need; our assumption was invalid. We can now assume that needs differ depending on the length and type of trip, so customizability here is also a must.**



Which prototype was the most successful in achieving a desired solution?

Prototype 3, the checklist guide, was the least successful prototype because it was very broad and parents seemed to think it was useless. The first two solutions, the magic babysitter and customizable teddy, were both successful for the same reason--they allowed parents to customize their child's experience. Combined, we think they would be most successful in achieving a desired solution.