



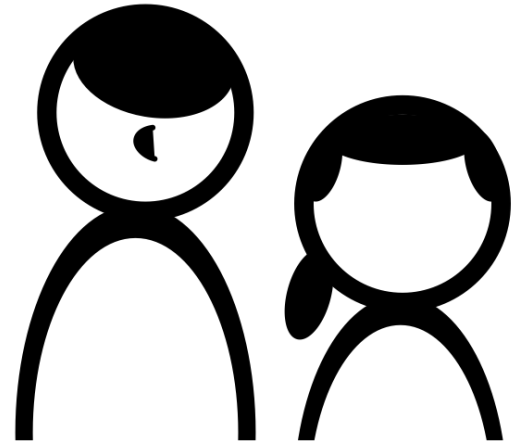
Needfinding: Wellness in Parents with Young Children

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Presentation by Karen Lu



Needfinding Methodology

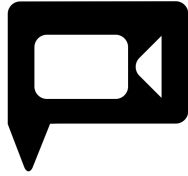
- “You are not the customer”
- Choosing and recruiting diverse participants
- Preparing interview questions
- Conducting interviews and observations



Introducing our Participants

Dr. Chen

1.5, 3.5 yo
Family
friend
25 min



Jiazhi

2 yo
Family
friend
30 min



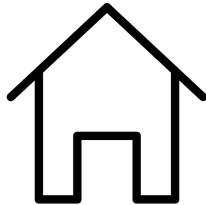
Rachel

4 yo
Family
friend
30 min



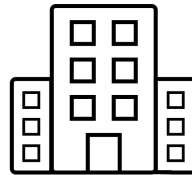
Mac and Eugenia

1 yo
Mentors
from HS
1 hour



Steven

11 mo
Stanford
CS Dept
1 hour

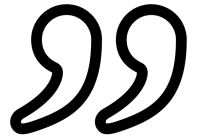


Example Questions



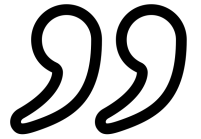
- Tell us your favorite story that describes what it's like to be a parent.
- What is most frustrating about being a parent?
- What was something surprisingly challenging about being a parent?
- Where do you get help from?
- How has becoming a parent changed your lifestyle?

Quotes and Results



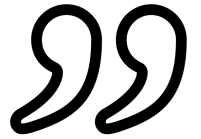
- No time to rest
 - “it’s just draining”
 - “when you’re a parent you’re more less on, all the time”
- Experiences of doubt and guilt
 - “finding out about my own inadequacies”
 - “mommy guilt...you feel like you have to be the perfect mom”
 - “split my time between the two kids”

Quotes and Results (cont.)



- Emphasis on learning
 - “ I would want him to figure things out on his own”
 - “milestones like figuring out educational toys, picking up his playphone”
- Connected wellbeing of parents and kids
 - “if you don’t take care of yourself, you can’t take care of the child”

Quotes and Results (cont.)



- Work-life balance
 - “struggle between career and kids”
 - “schedule revolves around him”
- Need for community
 - “why not have [friends’] positive influence on your kids too”
 - “I found the co-op groups really helpful”
 - “it takes a village to raise a child”

Surprises



- how much having nearby family helps
- how much age differences affect parenting
- how early parents with babies wake up
- use of blogs and pregnancy books for advice
- helpfulness of co-op group for third child

Inferences and Conclusions



Education → Curiosity and exploration very important

Community → In-person relationships, connections with other parents with similar values

Quality time → Need time to enjoy being with family

Empathy Map: SAY

“My daughter is curious about so many things. When people are adults, you can sort of predict what they're going to do.”

“Just because I say he's an ‘easy’ baby doesn't mean that refers to his personality, too. He has *opinions*.”

At what moments do you feel most happy about being a parent? “When he poos.”

Empathy Map: D0

Mac and Eugenia's house:

- “our life is paper plates”
- some clutter
- gated playspace
- continual interaction with baby
- frequent distractions



Empathy Map: THINK



- mind always occupied thinking about kids
- conversation always refocuses on the current struggle
- reevaluating priorities and time management
- learn about parenting, pregnancy, child development/psychology

Empathy Map: FEEL

- positive, bright and happy
- excited and proud about the little things
- physically and mentally exhausted
- worried when speaking of sickness, work-life balance
- guilty about not being a perfect parent
- isolated from community vs. thankful for community
- thankful

Needs and Insights



- more sleep
- time off being with kids
- parental support network
- reliable sources of information
- less pressure around parenting
- effective division of time between (multiple) kids and work

Sources

- Icons from the Noun Project