



Wellness: Parents with Young Children

POVs and Experience Prototypes

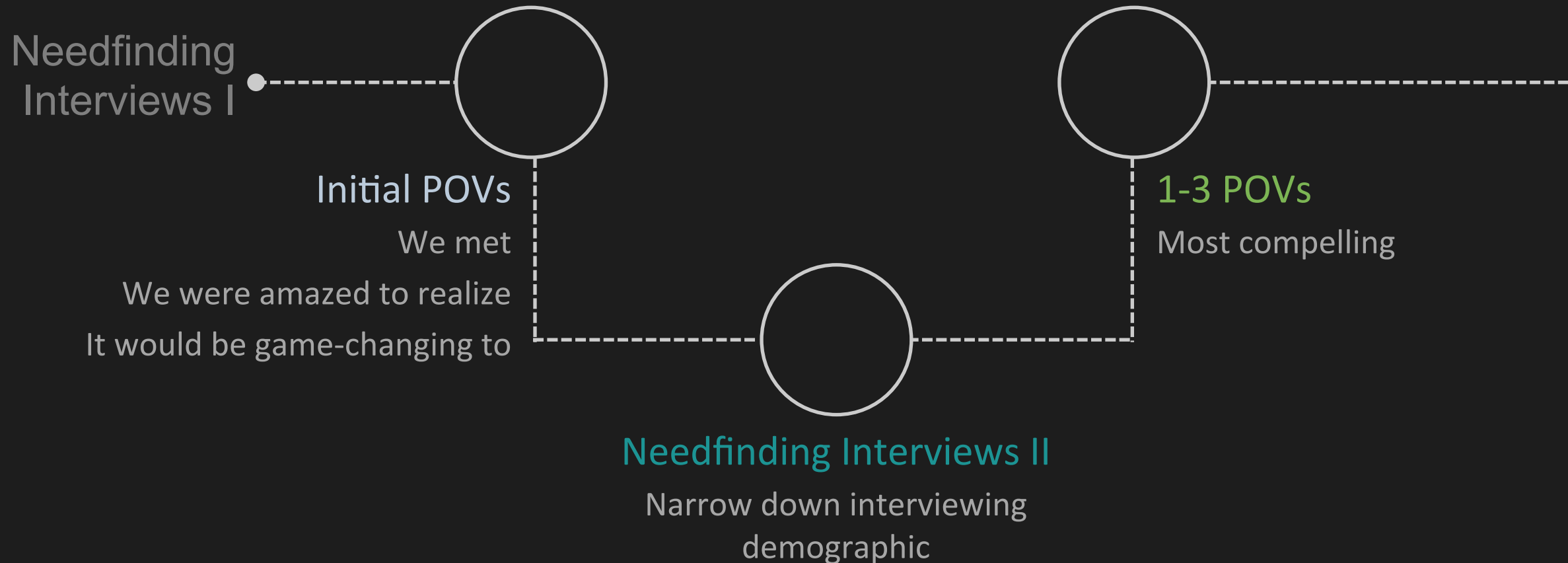
Project by Catherine Borsting, Cindy Lin, Karen Lu, and Amy Xu

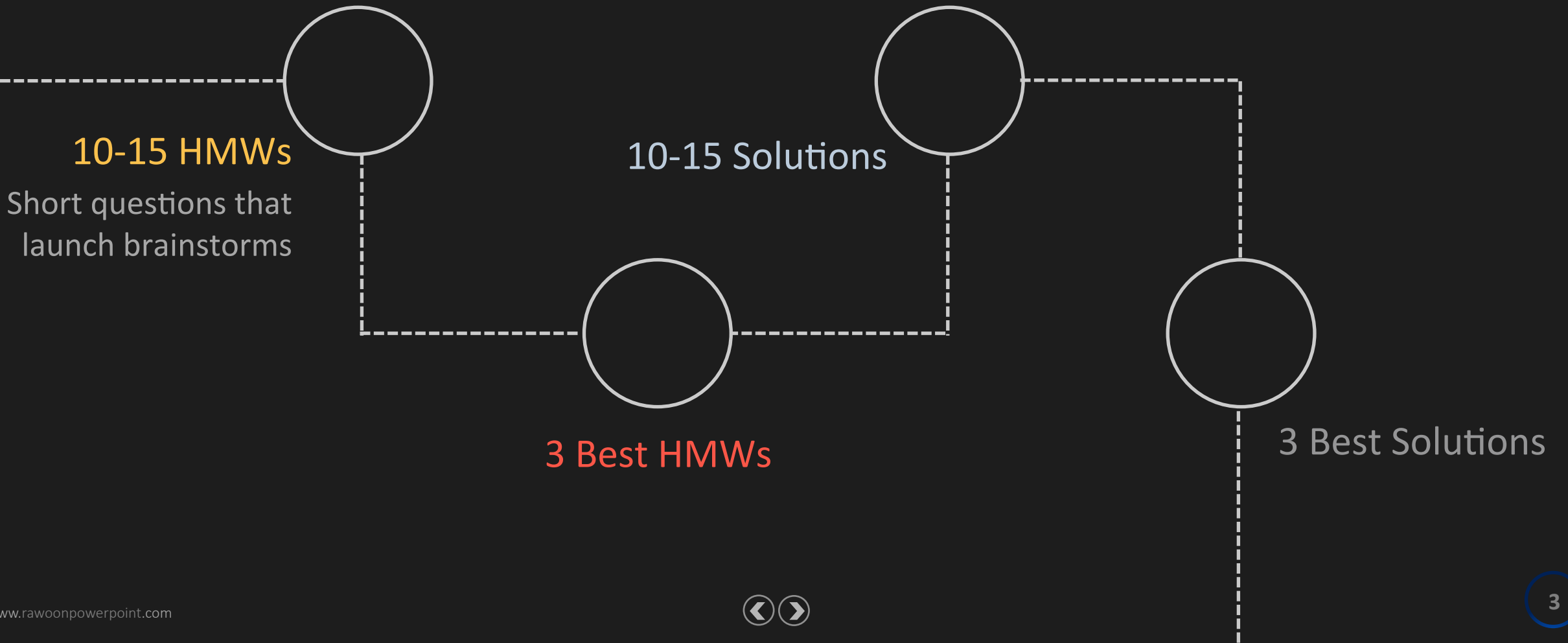
Presentation by Cindy Lin



Experience Prototyping

an overview of our process





Week 4 ●

Experience
Prototype Testing

3 Experience
Prototypes
artifacts, roles
scene +
environment



Initial POV

Jiazhi and Eugenia

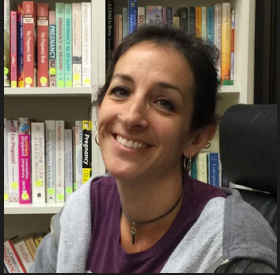
Parental guilt

Repository of screw-ups and recovery advice

Community space

Martin Bolchover
ART & ILLUSTRATION
www.martinbolchover.com

Who We Interviewed



Jeanna

Program Manager, Yoga Instructor at Blossom Birth
3 kids (14, 7, and 5 yo)
Inside the main lobby of Blossom Birth, 20 min



Stanley

Marriage and Family Counselor, ex-Engineer
Facetime, 40 min



Ingerid

Stanford student with 6 siblings (8, 11, 14, 18, 22 yo), also works at church nursery (2-3 yo)
Breakfast at EAST, 1 hour

What We Learned



“Something she shared that was just brilliance: It’s not your job to make your children happy.”

“When becoming a parent, your 2D relationship [as a couple] becomes a 3D relationship.”

"When you talk to children, one of the best things you could do is to get them to think."

Revised POVs



Mac and Eugenia
Limited time away from baby
Grow couple relationship
outside of parenting context



Jeanna, Steven, and Eugenia
Information about inevitable
opportunity cost caused guilt
Accept/embrace imperfection



Rachel, Jeanna, and Steven
Access to community
Bring together similar parents

Revised POVs + HMWs

Accept/embrace imperfection

Share mistakes

Reduce information overload

Many parenting styles

Judgment-free ways to ask Qs

Find friends for advice

**Grow couple relationship
outside of parenting context**

Easy, meaningful date ideas

Value time with each other

Trustworthy childcare

Security with leaving kids

Children enjoy independence

Bring together similar parents

Online/real-life community

Parents with similar values

**Safe about connecting with
families they don't know**

**Organize connections by
children's characteristics**

Jeanna, Steven, and Eugenia

Information about opportunity cost caused guilt

Accept/embrace imperfection

HMW help parents share their mistakes in parenting with one another?



Mac and Eugenia

Limited time away from baby

Grow couple relationship outside of parenting context

HMW remind parents to value their time with each other (without their children) more?



Rachel, Jeanna, and Steven

Access to community

Bring together similar parents

**HMW foster both an online and real-life
community that help parents find other parents
with similar values and childraising goals?**



Welcome to
#100 real days
 for parents!

SIGN UP | LOG IN

Welcome back

Post about today!

See your story!

□ □ □ (most recent)

Catch up with your friends!

□ □ □ □ (most recent)

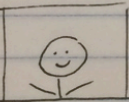
Create an account

Name []

Add a child ⊕
 Name []




Age []

Add a profile photo ⊕



Create a new post

[Tell us about your day...]

  
 (photo) (video) (quote)

[What do you need right now?]

Celebration | Encouragement

Advice | Financial support

(see next page) →

Day 43 Your story

(image of crying baby)

Tommy wouldn't stop crying today no matter what I tried to do!

See your encouragement | See your advice

Your encouragement

Jay: Hang in there!

Tess: We love you!

Jason and Kim:
 Our Tyler was the same way until he turned...

Your friends

Jen Day 52
 66 You can't make me walk! 99

(image of child throwing tantrum)

Send encouragement

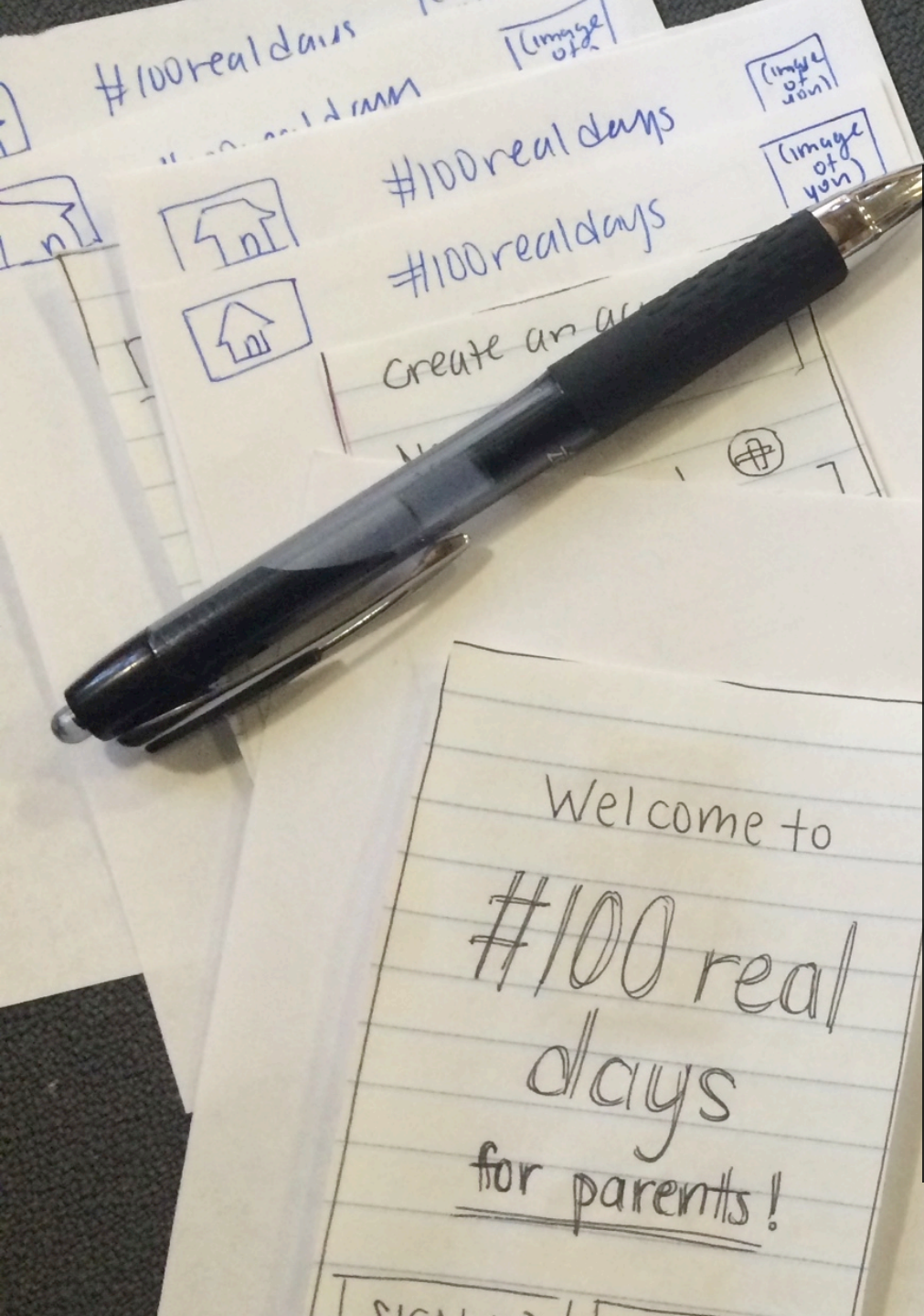
Roy Day 21

Roy Day 21

(image of sick child)

Jimmy is dreadfully sick and we must fly to Chicago so we can see a specialist. Please pray that he'll be okay!

Send encouragement | Send \$\$\$



Social media platform for parents to share honestly about their parenting experiences

Tested: Christine, Stanford employee with 2 children

- 😊 General page flow (writing a post, etc.)
- ☹️ Button interaction needed to proceed
- ?! Users want to learn more about the app before signing up

Assumption: parents wanted to avoid guilt in parenting

→ Valid

However, parents feel guilty “complaining” about their kids

New Search

★★★★★ 1100 reviews

NICK HOTEL

Day care, handy, nes, playground

Sign In

NICK HOTEL

800 reviews

Write Review

Excellent	★★★★	200 reviews
Very good	★★★	80 reviews
Average	★★	25 reviews
Poor	★	25 reviews
Terrible	☹	

"An awesome place to stay!"

"~~Great~~ Excellent service!"

Reviews

☹

★★★★

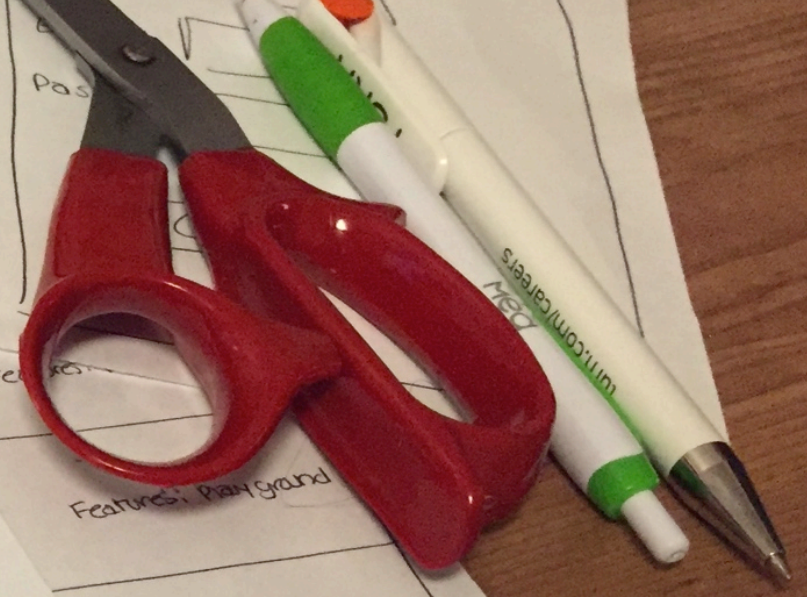
☹

★★★★★

☹

Select Location

Use Current



Features: Playground

Features: ~, ~

Platform that finds travel locations with daycare services

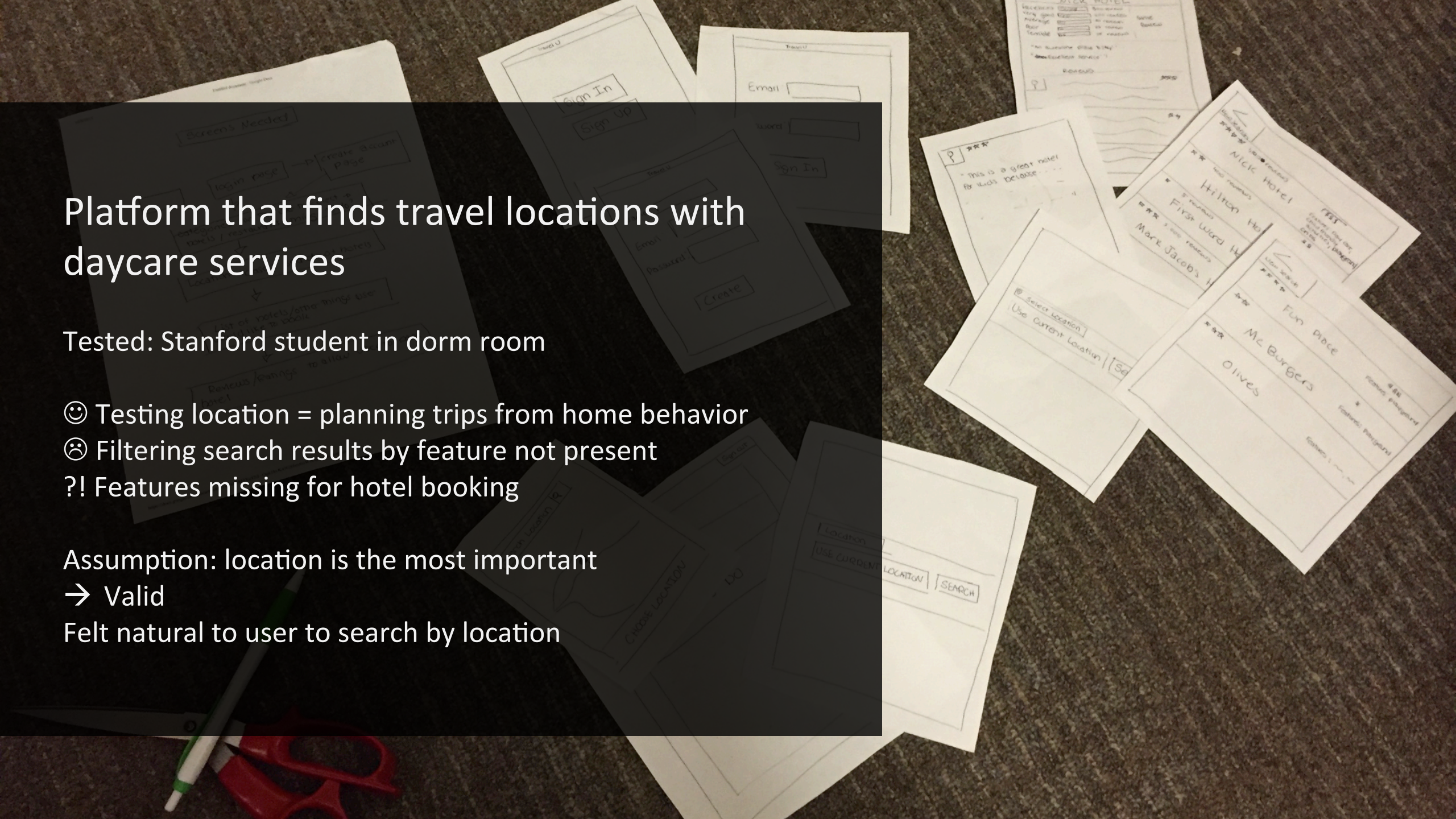
Tested: Stanford student in dorm room

- ☺ Testing location = planning trips from home behavior
- ☹ Filtering search results by feature not present
- ?! Features missing for hotel booking

Assumption: location is the most important

→ Valid

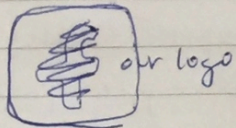
Felt natural to user to search by location



ASSUMING YOU HAVE ACCOUNT

~~Assuming you have account~~

Sign in with Facebook



Sign in with Facebook

writing

Main New Note Save

blinking cursor

Citation:
NL (Notelock)
Fb messenger messenger

QWERTYUIOP
keyboard

take photo
insert photo

tag w/ topic

manual tagging optional.
also, sentiment analysis! :)

if connectors

if save → save note to db → show this screen.
if main

"main"

People like you
~~connections~~

connections (if found)

[reason for connection, brief]

[reason for connection, brief]

calendar view for later

search bar (for own)

Your Notes

(Preview of most recent)

settings

help/report will eventually be sub-menu of settings

(Preview)

scrollable?

Search

some sort of icon

Click to view if then click get here

Settings

see next page for revision

reach connections

anonymous later

We found someone who also talked about

[insert tag/sentiment topic/struggle here]

messages

this says Request to Connect

Not now

No thanks for this topic

take you to messenger

message on messenger

Your Connections

Name topic brief

Name topic brief

Connections We Found

topic brief

Your notes

Note Preview 1

Note Preview 2

Settings

search down a bit

will take up as much space as possible

icon

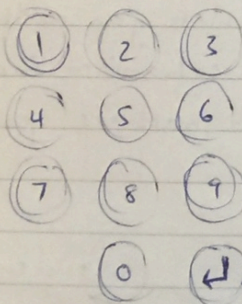
clicking on this

if password:

(b/c this is a diary, but optional bc some people hate.)

iOS login

Touch ID or Enter Passcode

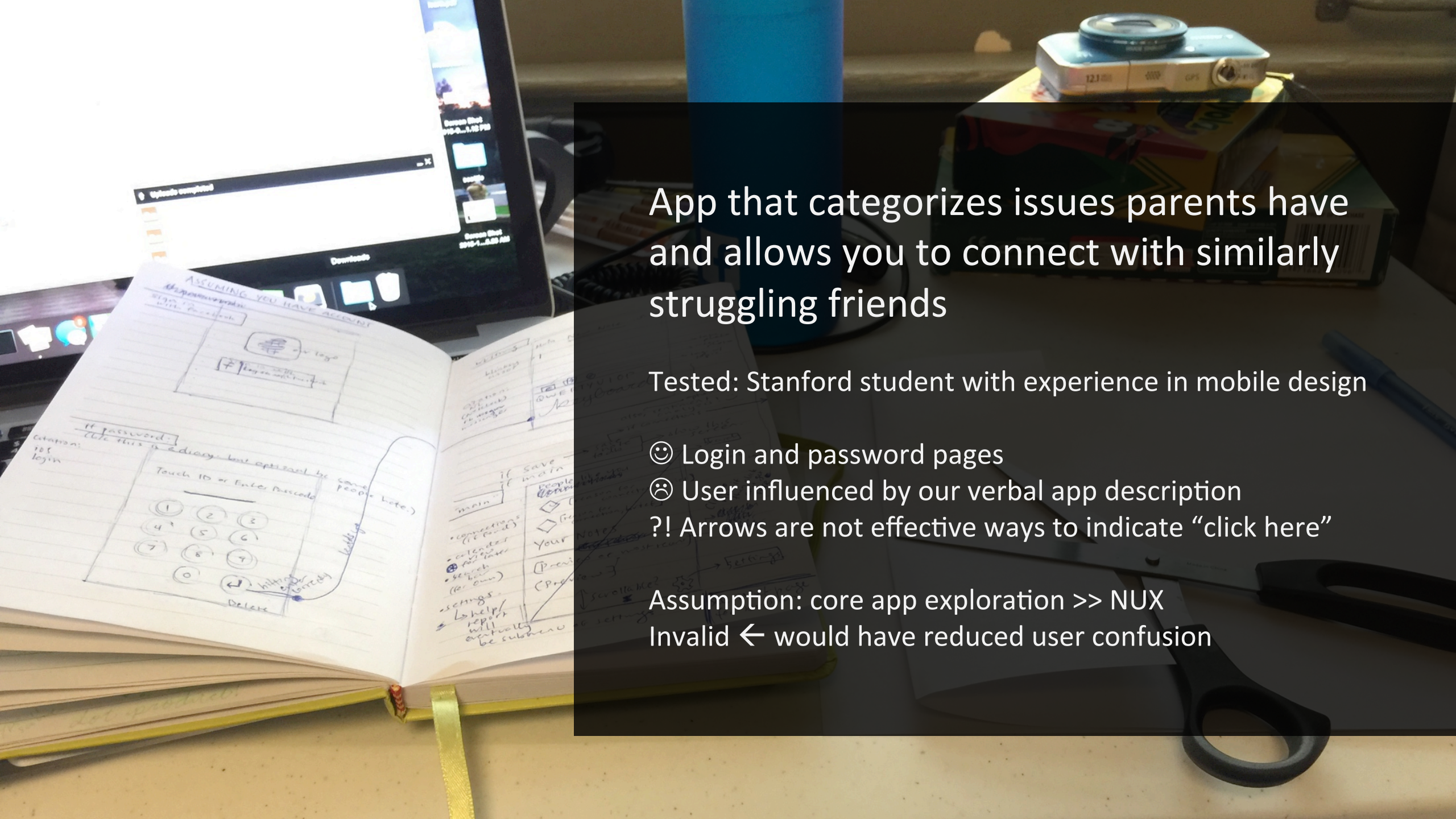


Delete

leads to

hitting enter

leads to



App that categorizes issues parents have and allows you to connect with similarly struggling friends

Tested: Stanford student with experience in mobile design

☺ Login and password pages

☹ User influenced by our verbal app description

?! Arrows are not effective ways to indicate "click here"

Assumption: core app exploration >> NUX

Invalid ← would have reduced user confusion



Img srcs

<http://averageus.com/tag/guilt/>

<http://naturopathicpediatrics.com/tag/mom-guilt/>

<http://www.lifehack.org/articles/communication/15-things-happy-couples-differently.html>

<http://www.churchalive.cc/community-groups/>

<https://thenounproject.com>



Thank You

Cat, Cindy, Karen, Amy

