
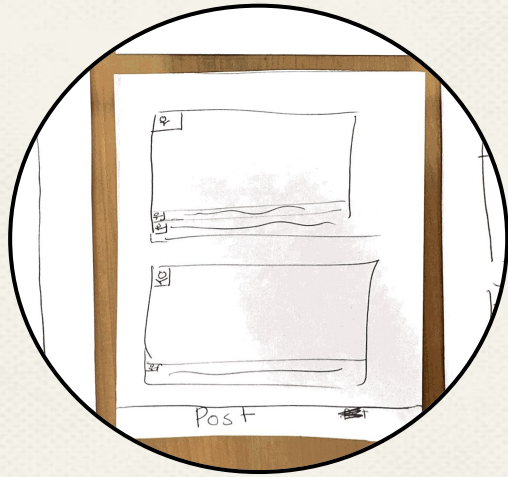


P2P: Connecting Parent to Parent

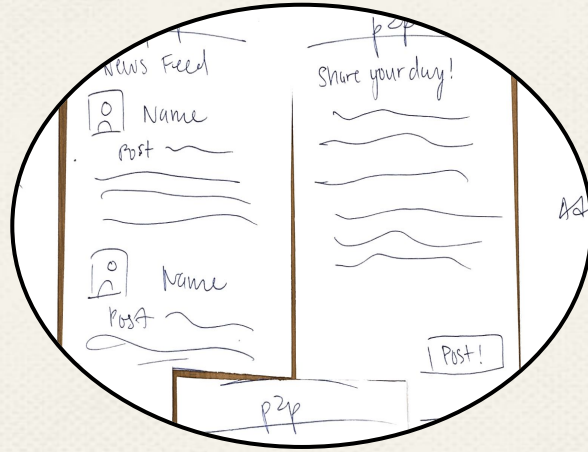
A Prototype Presentation



Mission: To promote wellbeing for parents through an online community centered around honest sharing and reciprocal support.



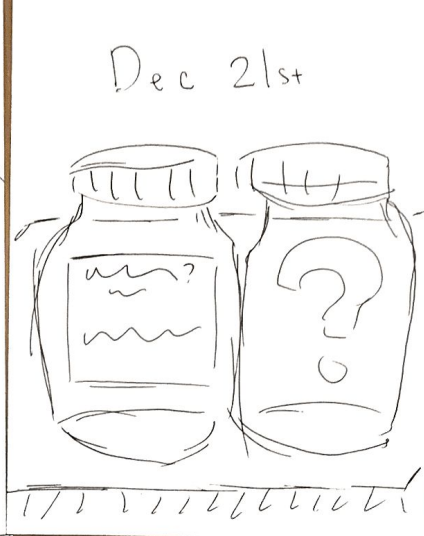
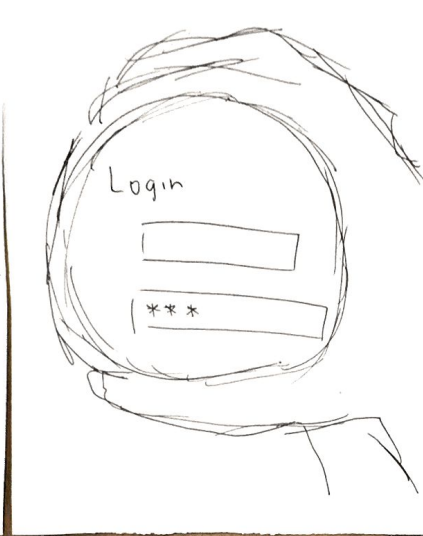
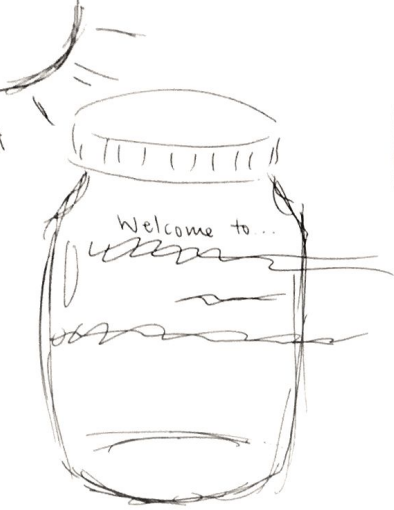
Idea: Create a community where members share 5-10 seconds of their day



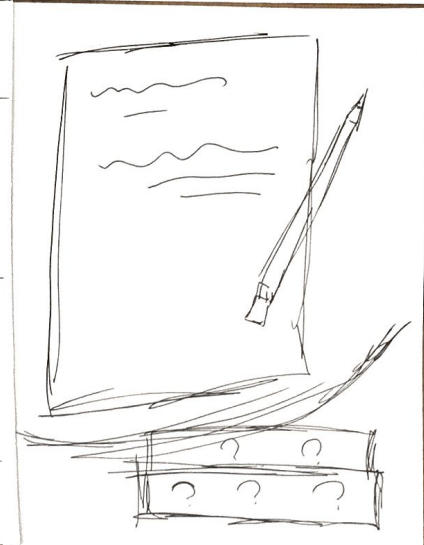
Idea: Create a community that allows users to post updates about their day and send encouragement to other parents



Idea: Create a community that allows users to answer daily questions directed at parents



Idea: A simple and intuitive app that would foster community between parents



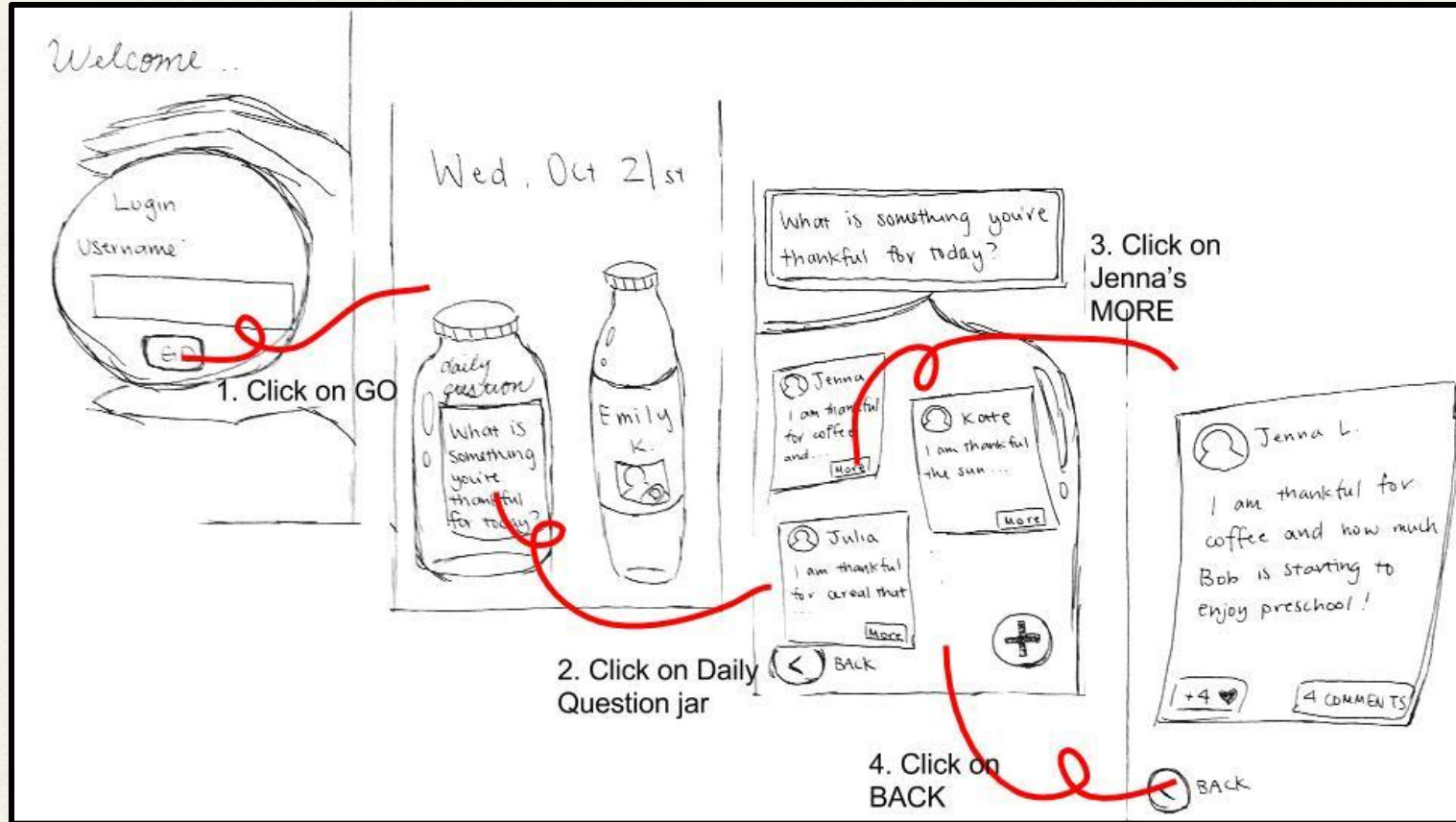
Why: Our interviews taught us that parents have busy schedules and little free time



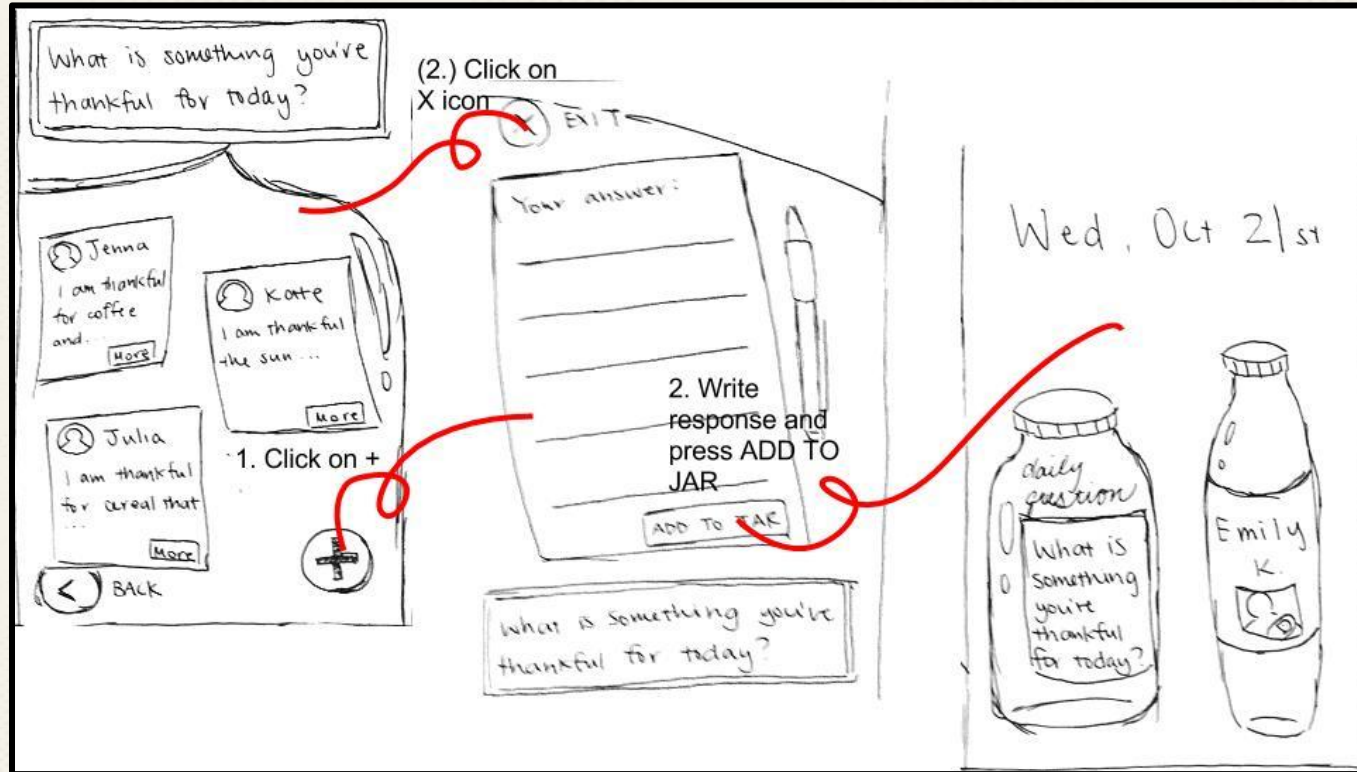
Low-fi Prototype:

1. View daily responses to a question directed at parents
2. Have the option to add your own response
3. Encourage user to post a note in their friends jar

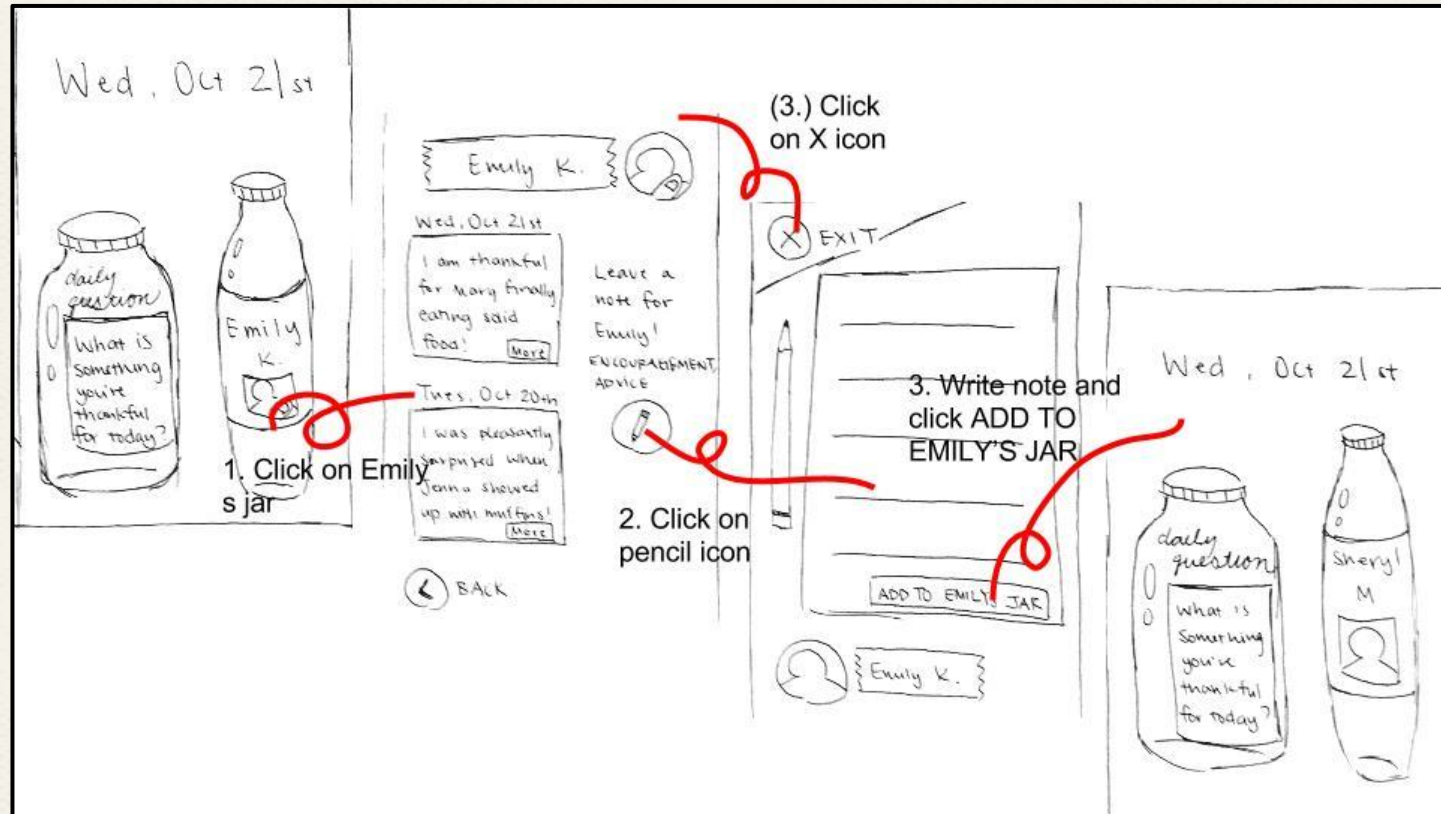
Task #1: Open the jar to view your friends responses to the daily question



Task #2: Add your own response to the daily question



Task #3: Leave a note of encouragement in your friend's jar



Our Experiment

Participants: Our participants were parents diverse in age, gender, profession, and number of children.

- User 1: One grad student at Stanford University
- User 2: Young mother working in the tech industry with a daughter in kindergarten
- User 3: Mother aged 50-60 with two children in university

Our Experiment

Environment: We conducted our interviews in locations that these parents might spend their day.

- User 1: Medical school on Stanford campus
- User 2: Coupa Cafe, in downtown Palo Alto
on a break from work
- User 3: Conducted in the user's home



Our Experiment

Task #1: View your friends' responses to daily question
(Simple)

Task #2: Add your response to the daily question
(Medium)

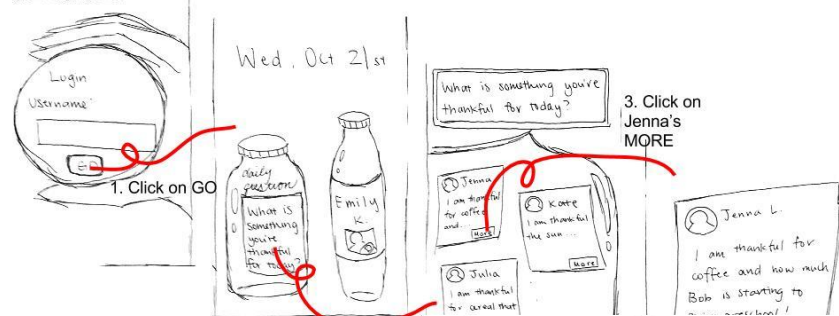
Task #3: Leave a note of encouragement in your friend's
jar (Complex)

Our Results

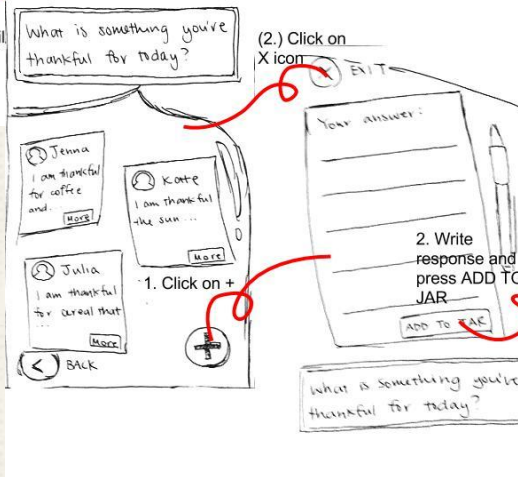


- Users were confused by our two jars on the home screen
- User #1 tried to find a way to scroll through different friends, and thought it was strange that they showed up at random

Welcome...



2. Click on Daily Question jar



(2.) Click on X icon

2. Write response and press ADD TO JAR

1. Click on +

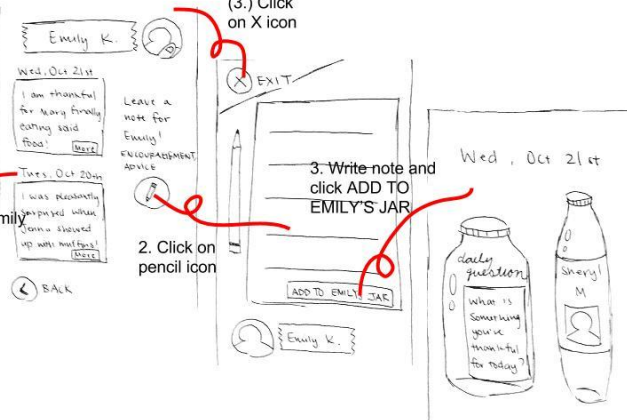


1. Click on Emily's jar

What is something you're thankful for today?

Wed, Oct 21st

Wed, Oct 21st



(3.) Click on X icon

3. Write note and click ADD TO EMILY'S JAR

2. Click on pencil icon

BACK

Wed, Oct 21st

Any Questions?

