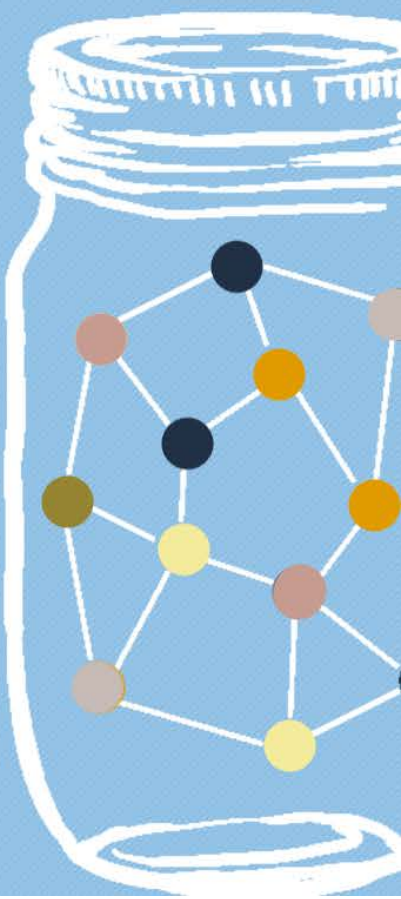


Ajar

Open, Honest
Communication
for Parents

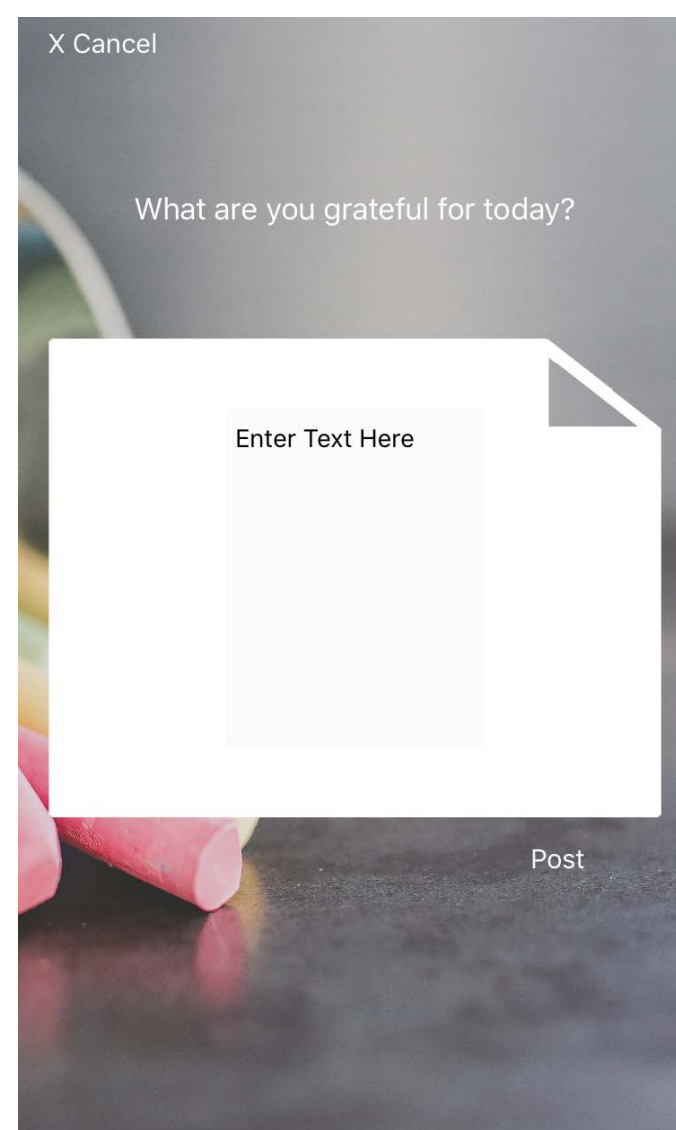
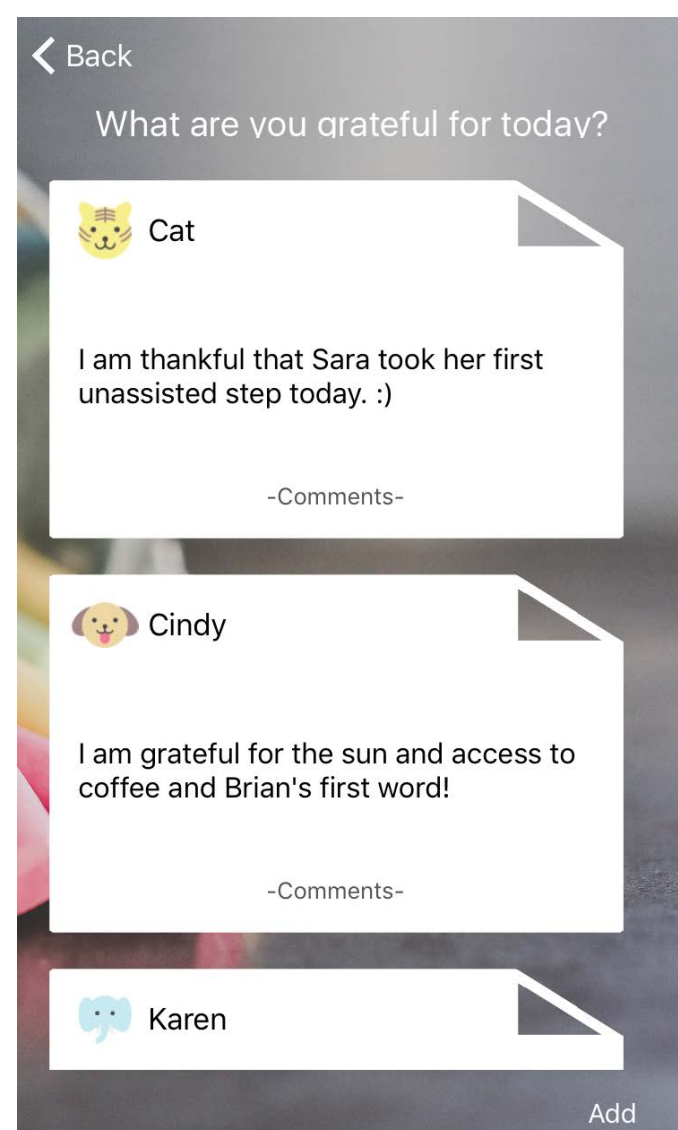
Ajar promotes parents' wellbeing
through a community with
honest sharing & reciprocal support.



How it works

Ajar features a daily question jar, where users add responses to a shared question.

- #1 View friends' responses
- #2 Add your response
- #3 Interact with community



Our design journey

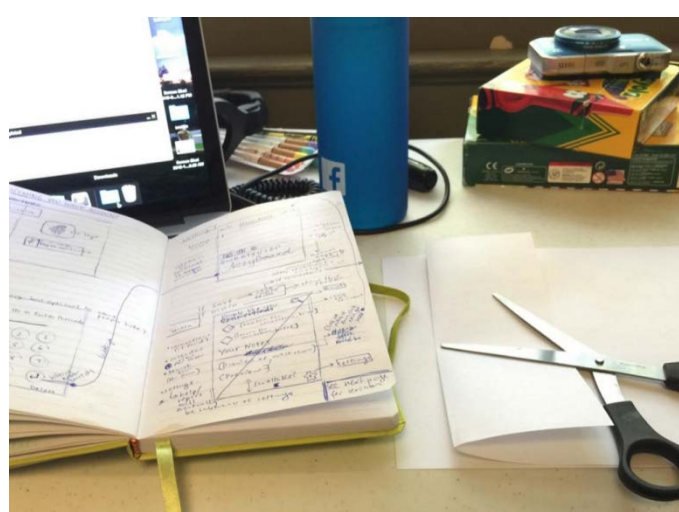
Focus on user needs:

1. combatting parental guilt
2. developing community support networks

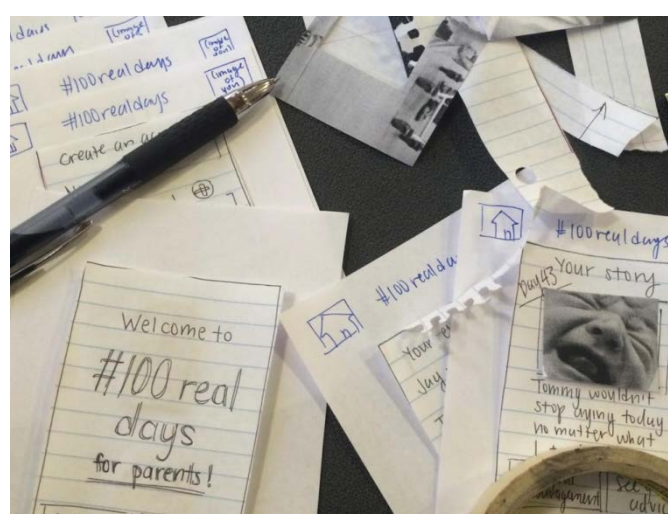
NEEDFINDING



BRAINSTORMING



EXPERIENCE PROTOTYPING

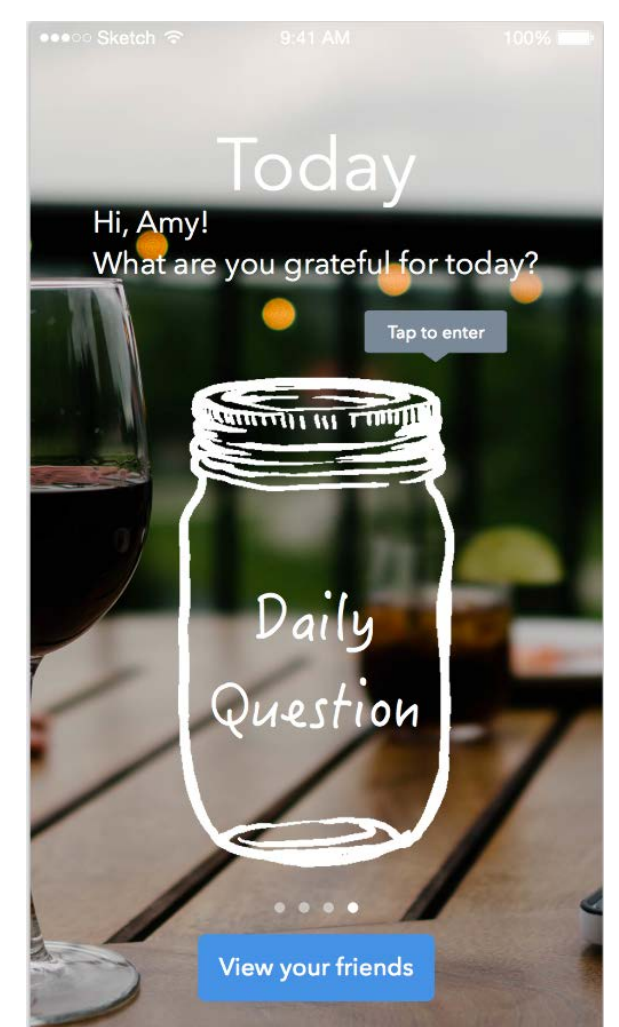


LOW-FI PROTOTYPING

Wed, Oct 21st



MEDIUM-FI PROTOTYPING



Design iteration through user testing