



# Transforming Living Spaces

Needfinding

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# Our Problem Domain

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## Accelerating the To-Do's around the House



# Questions that we asked

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Could you tell us about a time when technology made your life at home better? (Main)

What does an average week look like for your family? (Family)

What's something that makes you feel comfortable at home? (Common)



# Questions that we asked

- a. What does an average week look like for your family?
  - b. How do you spend time together as a family?
  - c. Could you tell me about a time when something about the way you spend time together didn't go as expected?
  - d. What do you like about living together in the same house?
  - e. What do you dislike about living together in the same house?
  - f. How do you assign chores?
- a. What's your current living situation?
  - b. What's something that makes you feel comfortable at home?
  - c. Do you use any home AI devices?
  - d. What have been the worst times at your home?
  - e. What have been the best times at your home?
  - f. What would you add to your home?
  - g. Would you be more comfortable with using your phones AI versus an additional device?
  - h. What did you add to make your space more homey?
  - i. What's a piece of technology would you add?

# Interviewee #1 **Moe**

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*Former Starbucks Employee, Loyal Apple Customer, in his 30s.*

*“ It’s more convenient when I can multitask at my home, and technology can help me do that. I’m a fan of automation. ”*



# Interviewee #1 Moe

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## Say

I'm a fan of automation; It's more convenient when I can multitask; ***I caught myself aimlessly looking at my phone back at home;*** i tried to throw my iPhone away at home multiple times; learning something is wonderful, and you can brag about it!

## Think

Hopes not to waste time at home on phone.

***Learning new things are meaningful things to do.***

Wants to adopt tech which would make his life easier.

## Do

***Get frustrated at himself when he is doing nothing productive at home,***

Tries hard to make his time at home more meaningful, **Uses tech** to multitask and make other people's time at his home more enjoyable.

## Feel

***Worried that he is wasting too much time,*** Yearning for self-development, Happy with the

technology he uses (Apple TV, all the wireless stuffs) that makes his life easier.

## Interviewee #2 **Gilberto**

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*Father of two children in a two parent household.*

*“ I use technology for music mostly... In the kitchen is where I could use some help.”*



# Interviewee #2 **Gilberto**

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## Say

“Technology is important for my kids. They use the computer, and our other devices. I don’t use it much myself.” ***“In the morning, I spend one hour in the kitchen, just right there.”*** “We don’t let them use it for a long time. Maybe 30 minutes or an hour.”

## Think

What he was going to make for dinner.

***Wants more help when his wife is not around.***

## Do

Get excited at thinking about how he can get help in the kitchen. ***Showed a sense of tiredness in describing his routine.*** Glowed up when bringing up his pets.

## Feel

***Tired at waking up an hour earlier to make breakfast.*** Busy at home taking care of tasks. Calm when listening to music and resting.

# Interviewee #3 **Mary Esther**

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*Mother, Stanford Affilliate, Resident Fellow*

*“Honestly you have no idea how much time it takes to plan the menu, shop for food, prepare food”*



# Interviewee #3 **Mary Esther**

## Say

“There’s this sense that there’s these two schedules running in the family - driven by the kid.” “It’s different parenting a toddler vs a teenager but there are definitely parallels” **“Honestly you have no idea how much time it takes to plan shop and make food.”**

## Think

**Very appreciative of life**. Doesn’t believe tools like Alexa are necessary. Thinks everyone should contribute to doing chores depending on their ability.

## Do

**Hesitated a little bit to say negative things about family life.** Seemed nostalgic when recounting memories. Seemed to be very self-aware of situations, challenges etc.. Seemed very focused on the differences between raising children of different years

## Feel

Nostalgia (family memories). **Happiness (family memories)**. Humor (every day happenings in the family). Frustration (grocery shopping)

# Insights and Needs

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Insight: At home alone, feels like wasting time and not doing something productive.

Need: A way to urge user to find and do a needed task.



# Insights and Needs

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Insight: Without additional help, morning routines take longer when preparing for other people.

Need: A way of providing support when getting ready for the day.

Insight: Checking and thinking about what is in the fridge everyday can be taxing.

Need: A way to quickly know what to make from what's in the fridge.

# Insights and Needs

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Insight: There is a pride associated with not relying on an excess amount of technology.

Need: A way of controlling elements of a living space from one device.

Insight: Juggling the responsibilities of a household is manageable when both partners are present, but can be overwhelming in situations when only one parent is present.

Need: A way of distributing the roles of a parent during extreme situations.

# Summary

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1. Needs in homes of one and large family homes are different.
2. Individuals want to not only **become more productive** but also **be motivated to do the tasks around the house**.
3. Families already have clear tasks that need to be done in the house.
  - a. They seem to need a more efficient and fast way of getting around the them.



# Thank you.

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