Vision, scope and personas

# Vision

Good sleep is so important for babies. When they are sleeping, the brains get development and they will consolidate everything they received in the daytime. If the babies don’t get good sleep at night for some days, it will drive their parent to crazy. Every parent want their babies get healthy sleep. Some research reports lullabies works well to help babies fall in sleep easily and fast. However, each baby is different with others. They have their own favorite songs and sleeping pattern. Some love birds’ sound, some love some noise like the sound of hairdryer. Parents hope their baby has a special music toy which can customize based on baby’s love or dislike. But in current market, there are few lullabies toys. The popular one is seahorse which pre-set 5~8 lullabies in, but it can’t be added more or deleted music. It doesn’t meet with parents’ needs really.

The new zodiac animal music toy of S company is the right one for those parents. It’s four-in-one: toy, media player, recorder and light. It is designed for 6 months old and up kids. For kids, it’s a beautiful animal toy with soft fur. It attracts babies’ attention by eyes opening and closing, and it contains beautiful music/ lullabies. It’s safe for kid anytime (to hold when they are sleeping and safe for biting, etc.); for Parents. It’s an effective tool to get the kid off the bed. It is a media player; it can be added/deleted the music/songs, support MP3 and can adjust the volume and set playlist and the period of music playing time; at the same time, it’s a recorder, too. Parents use it to record their babies’ voice and their babbling; it can be changed light brightness and colors. It is easy to clear.

And after it is introduced to market, it should be the bestseller in 3 months and should become the most favorite toy of children. On the famous online shopping websites, it should be at least 4 star rating.

# Personas

## Lily Smith



Twenty-seven year-old Lily is the mother of one girl Kate who is 1-year-old.  She lives in her own home, cooks very day and bakes a pie once or two a month. She loves cooking and makes food for her baby and husband. Sometimes she invites some friends and treats them lunch or dinner with delicious food and cookies. She loves animals. She had cats, dogs, rabbits when she was a child. Before the baby was born, Lily loves to play card games. Every Friday night, she asked her friends to join and play the cards. And she loves to see movies with her husband. But with baby’s coming, her life has been changed, these activities have been cancelled. However, something keeps. She and her husband have one trip or two to other countries for the vocations. Last year they went to Hawaii. This year they are going to Aegean Sea with her baby, she is going to bring her baby’s favorite toy and portable crib that baby is using. She hopes these can comfort her baby when baby get fussy during the trip.

Lily is a student, too. She has two courses on campus and one on-line. Her mayor is accounting. After baby sleeps, Lily start to prepare the assignments of courses. She took participate in a party organized by her Chinese classmates this month. She was so happy when she knew her zodiac is Rabbit and she has a Tiger husband and a Dragon daughter and learn about the zodiac stories during the party. She loves shopping, too. She is an on-line shopping fan. She have at least ten credits cards. She buys fashion clothes, and a lot of toys for her baby. Her baby has some toys of animal, like turtle and dinosaur and bear. She orders two times or three on Amazon a month. She keeps her eyes on all kinds of deals. During the sales seasons like Black Friday and Christmas, she would buy many toys or gifts for her kid and children of friends’. She found her daughter loves music. When she plays music to her girl, the girl looks so happy and will twist her waist and hip with the tempo and white noise makes her baby falling into sleep easily and quickly. And she bought music table and Seahorse for Kate. But she realizes these toys meet with her daughter’s need partly. She is thinking it’s better if there is a toy which can be customized. For example. It can be added Kate’s favorite music/songs, delete those she doesn’t like. Now her daughter tries to speak every day and sometime she always gives Lily surprise that Kate speak new words or new sounds. Lily hopes she can catch that moment and keeps them. But most she missed since when she fetched the recorder or phone, Kate has done. Lily hopes her daughter has such toy that can be a recorder then she can record immediately and conveniently.

She is an internet fan, too. She spent at least 3 hours on the internet each day; reading /writing blog; reading news; researching some information about raising the baby; chatting with other moms online to share experiences with other moms.

Every Saturday morning, she and her husband with their girl go to supermarket to buy grocery, baby food and cats’ food for a week. If it’s a good weather on Sunday, they take their girl to park nearby their home or meet their friends. She has some neighborhoods who have girls, too. So their girls can play together. Every Friday morning 11:30AM she takes Kate to go to Redmond Library for story time. After that Lily would borrow/return some books from/ to library for her kid. And every Sunday afternoon 13:00PM she takes her girl to Redmond Gym play and learn center.

Lily feeds her baby bread milk when the baby need and two times solid at 12:00 and 18:00. It’s not easy to feed the baby when the baby at this age. Every time the baby would get everywhere messy. Kate still keeps two naps in the daytime, one is 10:00 in the morning and other is 4:00 in the afternoon. Night o’clock, it’s time to go to bed for Kate. Before her baby goes to naps or sleep, she plays with her for half an hour. Singing /playing songs/music; reading the book; playing game; playing toys. Then lets the baby go to sleep alone. Lily uses baby monitor to know how baby is and doesn’t worry to disturber the baby.

## Eileen Li



Eileen is a cute and active baby girl, 11 months old. She lives with her parents. Her house is full of her laughter. She loves cats. Cats love her, too. They sleep nearby Eileen and let her touch them even pulls their tails and hair. She love “reading”. She always hold a book and keep turning the pages, when she wake up in the morning or before she go to bed. She loves to tear up the books, newspaper, magazines, paper, too.

She is very curious. When she hears new sound or see new things, she looks excited and want to find out what’s that. She always want t to reach everything around her. She always watch the people. She love to smile at people who are familiar with her but cries when she met the strangers sometimes. She love to go outside with her parents. In a warm and sunny day, her mother would take her outside, she is so happy and “talking” to her mother on the way.

Eileen plays with herself even though her parents invited the playmates who are at the same age with Eileen. She keeps a short time attention on a specific toy; she always changes her toys in hand. But when she plays her music table, she plays for half an hour.

Eileen has four time milk at bout 8:00Am, 12:00AM, 16:00PM, 19:30PM and two times solid food at 12:00AM and 18:00PM a day. It’s not easy to feed the baby when the baby is at this age. Every time the baby would get everywhere messy. She tries to grab the spoon and bowl, tries to feed her by herself when her mother feeds her solid food. Eileen has one nap or two in the daytime, one is about 10:00 in the morning if applicable and other is about 13:30 in the afternoon. Eileen always goes to bed at 20:00Pm. Her mother would give her a bath at 19:20 then feed her 6~7 Oz milk before Eileen goes to sleep. Before Eileen falls in to sleep, her mother would stay with her, sometime singing songs quietly; sometime reading the books; sometime playing games or toys. Eileen has two favorite books: Hickory Dickey Dock and Mickey Mouse Club House. She always asks her mother read these books again and again. She would touch the figure with her nose or tongue when her mother is reading. Although Eileen doesn’t know how to speak yet but she uses her own way to let the mother know her meanings. She would hold the book and passes to her mother’s hand and says babblings. Her mother asks:” Do we read this page? ” Eileen would smiles and nods her head or claps her hands. And her favorite toys are Seahorse and [Tiny Love Sweet Island Dreams Mobile](http://www.amazon.com/Tiny-Love-Island-Dreams-Mobile/dp/B00198PQHY/ref=sr_1_1?s=baby-products&ie=UTF8&qid=1390372084&sr=1-1&keywords=mobile). She would hold the Seahorse and kisses it sometime. Sometime she bites it or tries to tear it up. Sometime she would pat the Seahorse slightly, since her mother pats on her slightly when she sleeps. When the Seahorse stops singing, Eileen would give it to her mother and grabs her mother’s hand on the tummy of the Seahorse, asks her mother play music again. And she loves to throw things even though those are her love then requests her mother pick them up.

# Scope definition

## In of scope:

### This product appearance is designed based on zodiac animals. There are twelve animals that look different by changing the covers.

### The surface/covers are polyester fiber. The surface/cover is can be taken off and washable by hand or machine and dry wash. All components are BPA free and toxic free.

### This product uses 3 AA batteries.

### This product can connect to computer with USB port.

### Its memory space can be 2G, 4G and 8G.

### The followed features should be included.

* Toy’s size is 5 x 5 x 10.5 inches, weight is 15 ounces or less.
* The eyes of animal can close and open when changing its posture. When they lay down, the eyes are closed, else they are opening.
* Screen size is 1 x 1.5 inches.
* Media player functions. They can be added/deleted the music/songs, support MP3 not other format music files and can adjust the volume and set playlist and the period of music playing time.
* Recorder functions. They can be used to recorder babies’ voice and their babbling; don’t support recording images. Size of each record file depends on the memory space.
* Light brightness and colors can be changed.
* Languages should be set based on the countries to be sold.

### Pass software test and safety test. Provide the certification of safety if applicable.

### Provide user manuals in English, Spanish, and Chinese.

### Delivery time is November 1 2014.

## Out of scope

### Cotton, silk or other material for cover except polyester fiber.

### This product supports the re-charge or [Button Cell Batteries](https://www.google.com/shopping/product/1070093682451926995?q=button+battery&client=firefox-a&hs=blP&rls=org.mozilla:en-US:official&channel=np&bav=on.2,or.r_cp.r_qf.&bvm=bv.60983673,d.cGU,pv.xjs.s.en_US.jnH77UlIqKE.O&biw=1280&bih=696&tch=1&ech=1&psi=3Pz7UsGnHJPmoASwvYKAAg.1392245981664.3&sa=X&ei=4vz7UuryG8zboATs94J4&ved=0CN0EEPMCMAI)

### Support plug to electric.

### This product provides Com port or other ports.

### Support other format music files except MP3.

### Support other languages to display information on screen except English.

### Training materials.

### Record image(s).

### Music player supports forward or backward play.

### Edit MP3 or record file(s).

### Camera functions.

### The product works in water or fire.