

# TEAM CAAKE

## Team Introduction

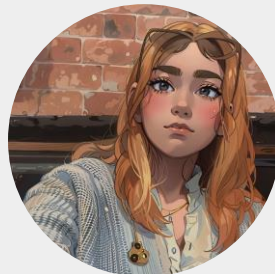
Chai Luanzon

- Organised at managing schedules as well as allocating tasks
- Flexible / open to feedback
- UI / UX Designer → Prototyping



Kaixin (Cindy) Lin

- Designer / Prototype
- Team Collaborator
- Good Communication
- Good Researcher



Abigail Borrromeo

- UI / UX Design → User Testing, Wireframing and Prototyping
- Proofreader
- Ideation and Conceptualisation
- Thrives in a collaborative environment



Enoe (Jolo) Gapusan - Team Leader

- Presenter / Good at public speaking
- Can program a variety of languages
- Work well in a team
- Good at managing and organising people / tasks

Aditya Samuel Hadinata

- Work well under pressure
- Good listener and teammate
- UI / UX Skills
- Video, website, and social media expert
- Front end programming



# DOMAIN & PROBLEM SPACE

**Mental health issues would occur when moving away from their parents [1]**

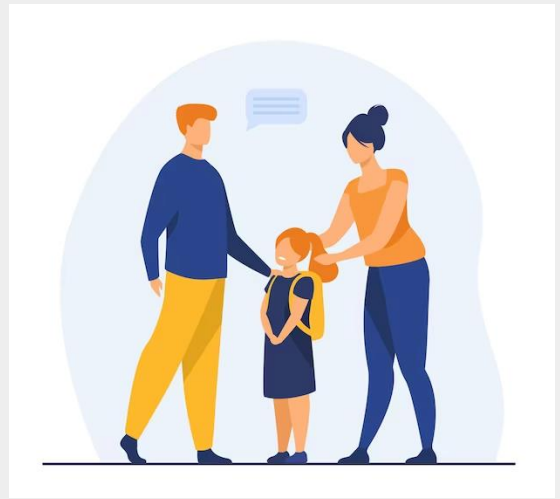
Challenge:

- Emotional separation -> feelings of loneliness or neglect
- Difficulties in communication-> appropriate timing, other arrangements in life.
- Lack of interaction between loved ones and missing out on important moments in each other's lives.
- Emotional imbalances, time and financial pressures

Technique consideration with interaction:  
Text messages, voice call, video call



Insufficient information, Inability to convey real emotions, Delayed communication, Lack of interactive experience, Over-reliance on technical stability



**Problem space:**

**Intended to address the challenges that long distance imposes on the parent-child relationship.**

# AUDIENCE & DESIGN OPPORTUNITIES

**OUR PRIMARY STAKEHOLDERS:** International University Students and their Parents

- Conducted initial interviews with international university students.

From our interview insights, we identified the following **DESIGN OPPORTUNITIES:**

Most communication is sporadic and consists of small talk -> there is an opportunity to facilitate more **intentional meetings and connection** for better **quality time** spent

Many struggle with clashing schedules when one is calling the other. Hence, a way to enable students and their parents to **intentionally schedule times** with each other to call.

A way to connect with their parents that **doesn't require internet connection**-> most identified their main struggle with the current technology to be bad internet connection.

Interviewees mentioned that their current forms of communication(WeChat/Video Call) with their parents lack the sense of **emotional connection** they were seeking.

Providing **more perspective** than just the one-way screen. Students felt a sense of powerlessness & restriction.

We want to target **those who desire to connect with their parents but find it difficult to** -> this means that we are not necessarily focusing on those who have a bad relationship with their parents.

# RESEARCH AND CONCEPTS

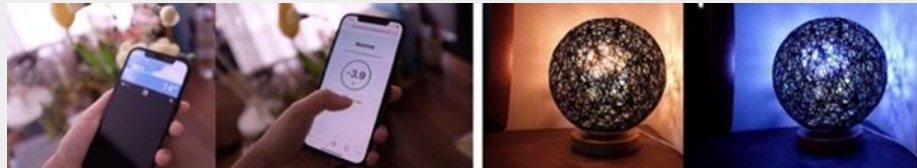
## Research

The different perceptions of communication and connection between a parent and their child [2]

Individuals share nostalgia to create and maintain social connections. [3]

'[he] came home late and suddenly saw the lamp was on. I knew the signal came from my mom thousands of miles away. I can feel she's thinking about me.'

'[they] are busy at work. [they] like the way by not sending a direct message, so [they] don't need to worry about reply.'



*Image of NostosLamp in action [4]*

## Concepts

Enhance current communication methods or introduce a new way to communicate, that fosters a deeper emotional connection and encourages international students and their parents to connect with each other.

Virtual Family Gatherings



Digital scrapbooking



Responsive Artefacts

# PLAN OF WORK

Outlining the work that must be done, and our plan to complete our project.

