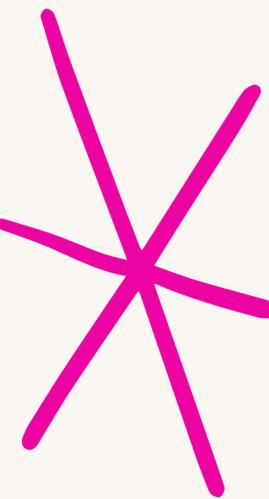


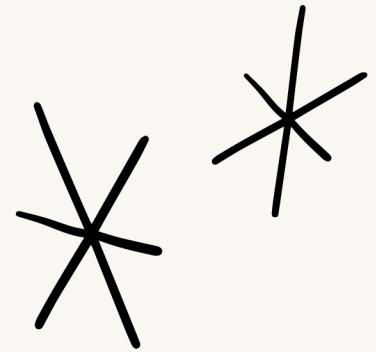
A1: Needfinding





Intro





Team Members



Emily Deng



Jenna Kim



Ariane Lee

Problem Domain

General Constraints:

- Reachable audience
- Within studio theme

Self Imposed Constraints:

- Some sort of connection
 - Ex: not B2B SASS



Problem Domain

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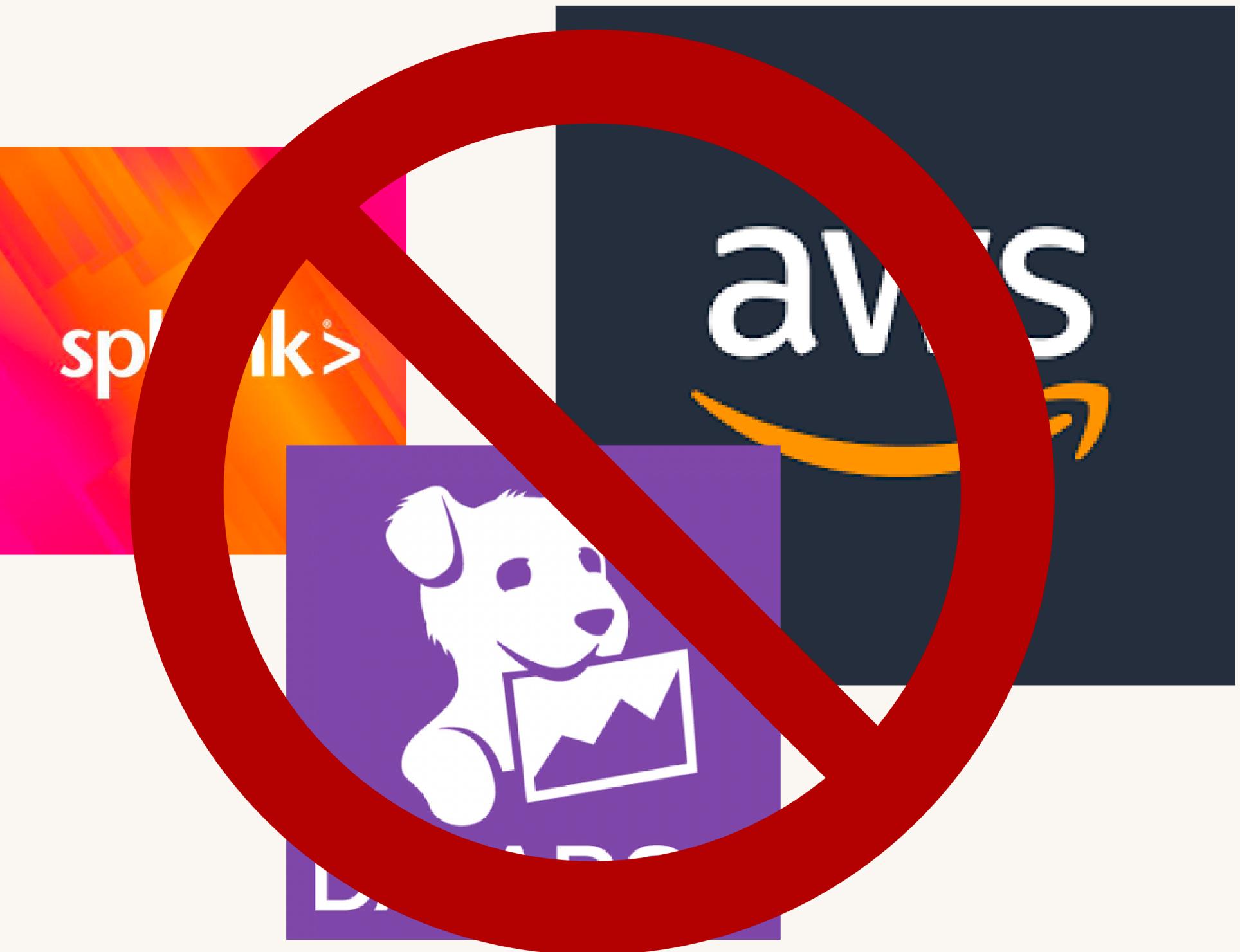
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Mothers!



Why Mothers?

- Have needs/problems we have a stake in

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Why Mothers?

- Have needs/problems we have a stake in



Why Mothers?

- Have needs/problems we have a stake in
- Around 25% of the population (source)
 - Large demographic -> impactful
 - Accessible audience



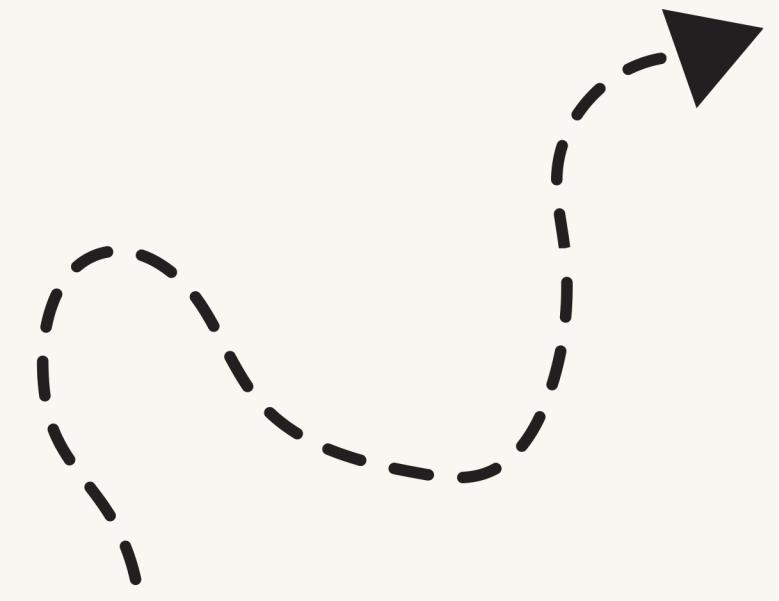


Needfinding

Methodology

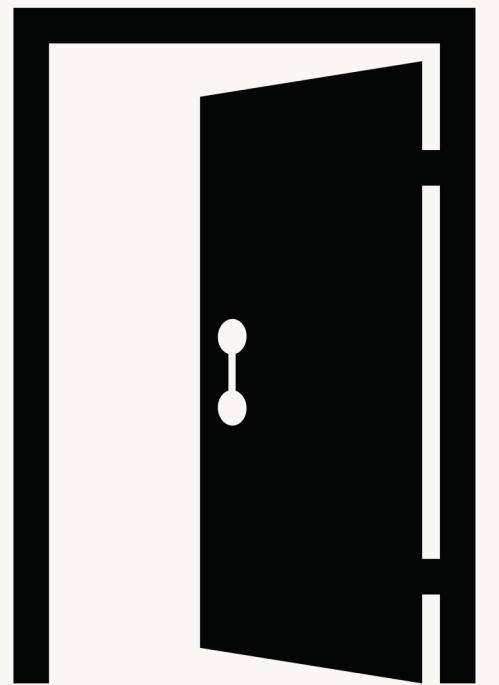
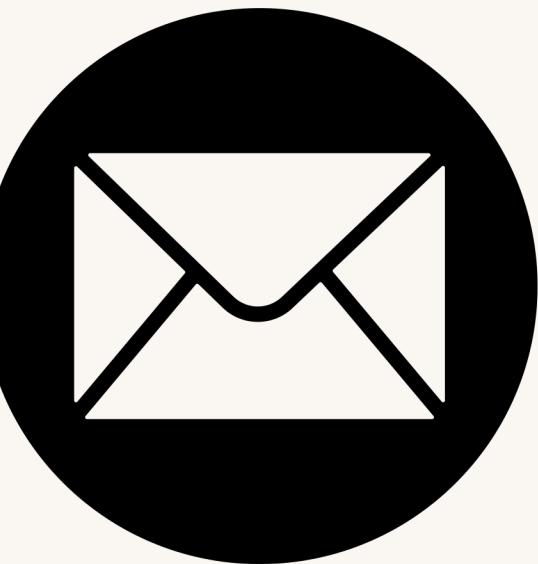
Candidate Considerations

- Looking for diversity in
 - socio-economic status
 - occupations
 - ethnicities
 - age/number of kids



How were they recruited?

- Asked for volunteers via
 - Cold emails
 - Nextdoor
 - (Polite) In-person asks
 - Second-degree connections from class, friends, etc.



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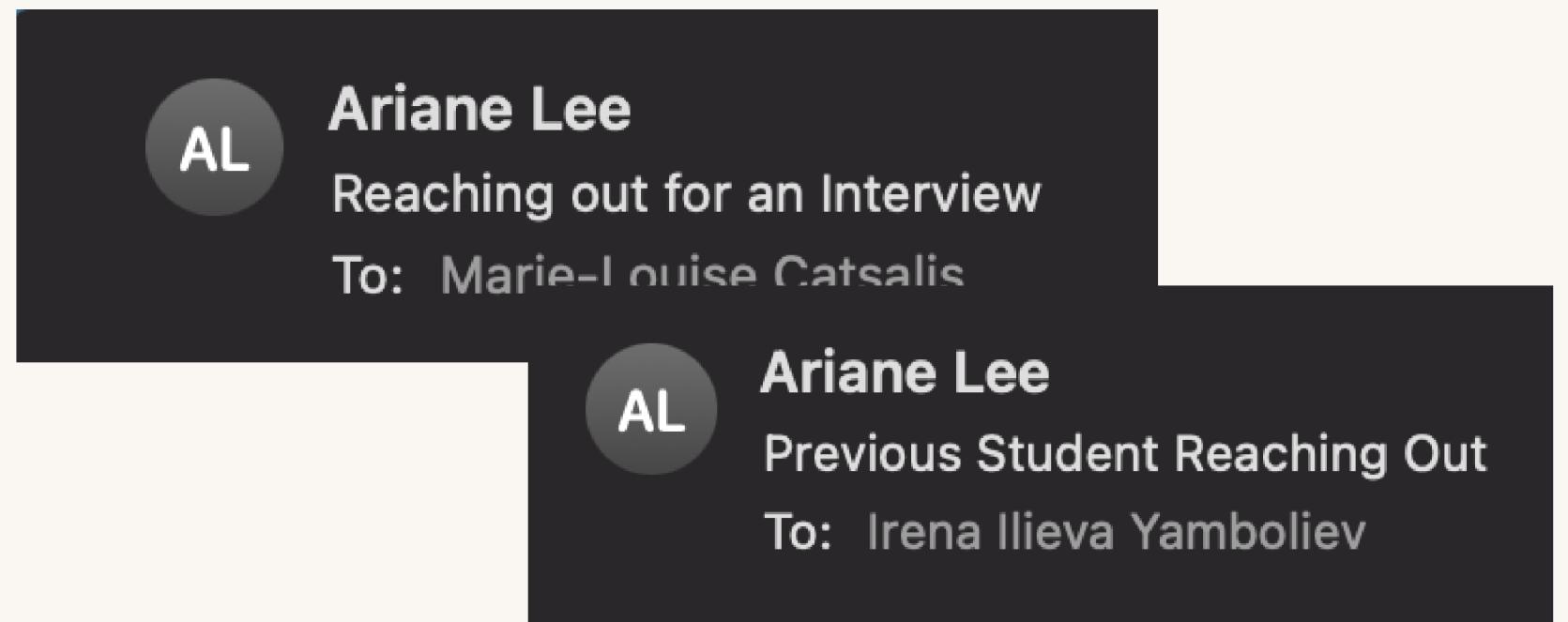
Ariane Lee

Reaching out for an Interview

To: Marie-Louise Catsalis

How were they recruited?

- Asked for volunteers via
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Ariane Lee

Reaching out for an Interview

To: Marie-Louise Catsalis

AL

Ariane Lee

Previous Student Reaching Out

To: Irena Ilieva Yamboliev

How were they recruited?

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AL

Ariane Lee

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To: Marie-Louise Catsalis

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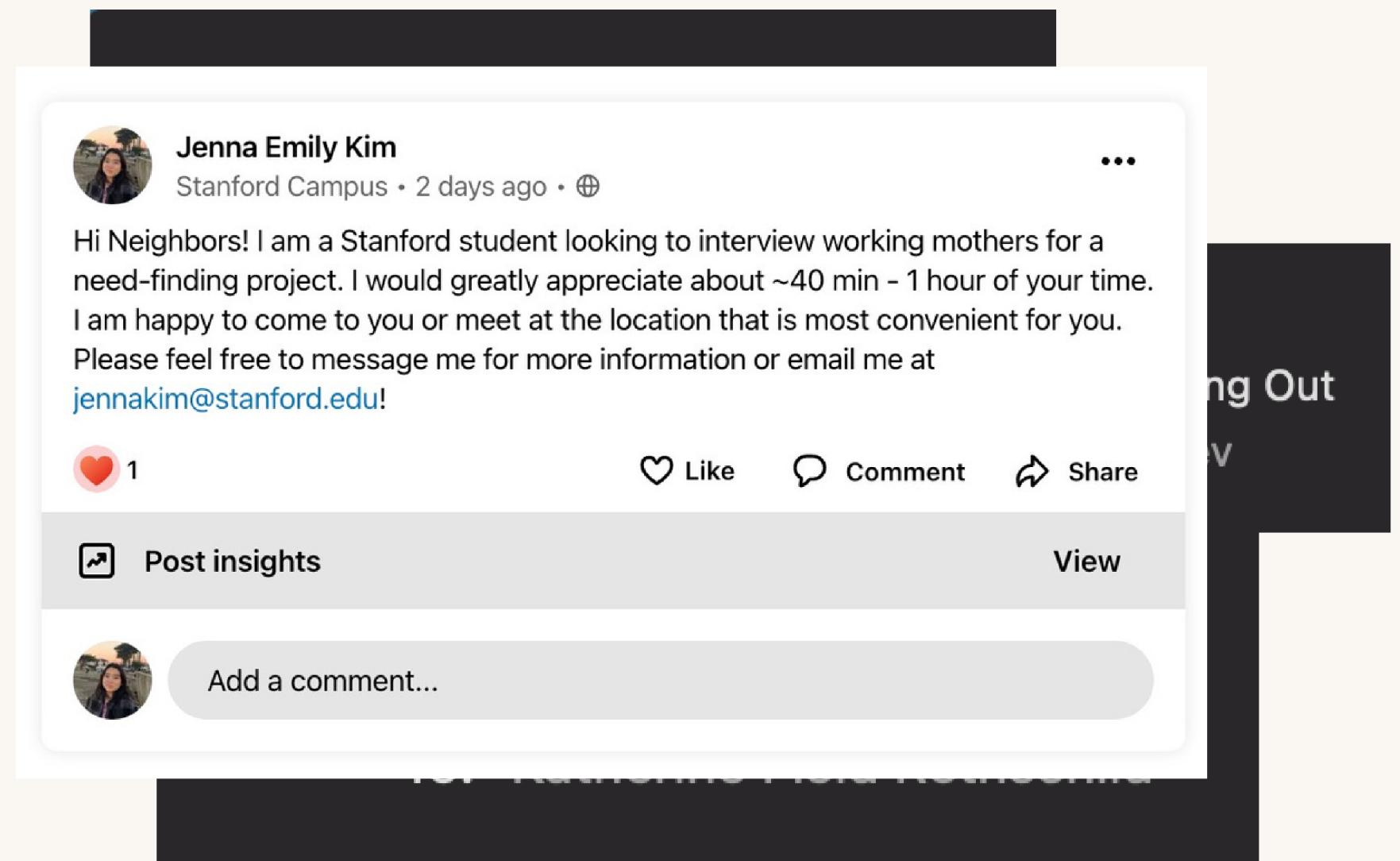
Ariane Lee

Reaching out for an Interview

To: Katherine Field Rothschild

How were they recruited?

- Asked for volunteers via
 - Cold emails
 - Nextdoor
 - (Polite) In-person asks
 - Second-degree connections from class, friends, etc.



Interviewees



Wei

Stay-at-Home Mom
Mother of 1 (a. 7)



Ann

Entrepreneur
Mother of 3 (a. 20, 17, 10)



Marie

Piano Professor / RF
Mother of 2 (a. 18, 15)



Teresa

680 Chef
Mother of 5 (a. 23-40s)

Questions Asked

Walk me through your daily routine, starting from when you wake up to when you go to bed.

How do you split childcare responsibilities with your partner?

What surprised you most about motherhood?

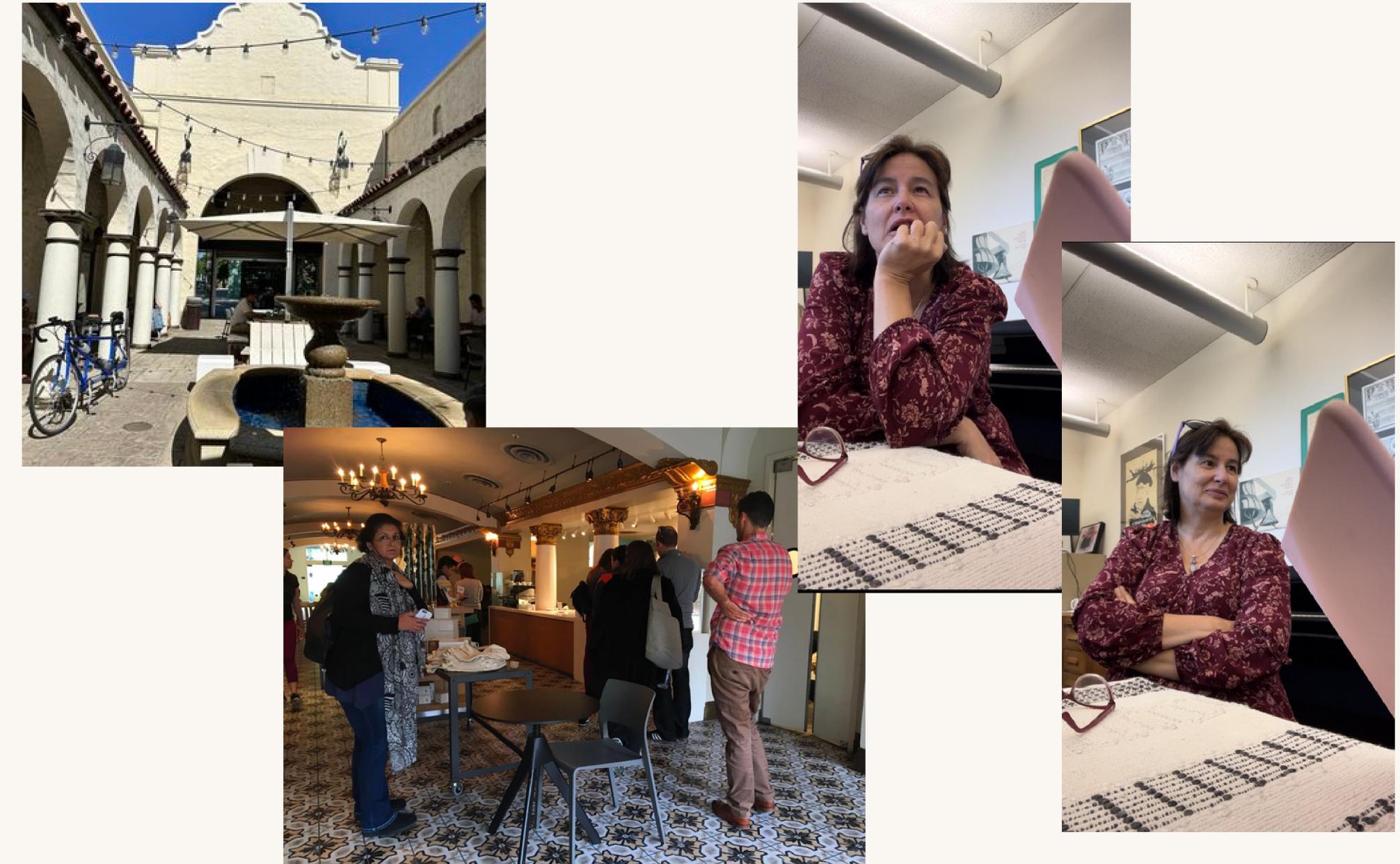
What is your favorite tool/product that you use?

What are some processes you feel are redundant or inefficient?

How did being a mother impact your career?

Where

- Classrooms
- Dorms
- Offices
- Coffee Shops
- Phone Call



Pictures & Relevant Artifacts

ANN EXTREME USER



- **HAS 3 CHILDREN WITH TWO PARTNERS**

Ann co-parents her 17 & 20 year-old with her ex-husband while raising her 10-year-old with her current husband. This requires Ann to manage familial responsibilities and clearly coordinate between two families and households.

- **SUCCESSFUL ENTREPRENEUR**

Ann is the founder of two successful companies. She created her first business, which was a parenting social network called Maya's Mom, after the birth of her second child. Maya's Mom was later acquired by Johnson & Johnson. She is currently the CEO of Hatch, a sleep wellness company that Ann co-founded with her current husband. Hatch initially only sold products for babies but now creates lights + more for everyone.



Team Member Roles

- Ann
 - Notetaker: Jenna, Interviewer: Emily
- Marie
 - Notetaker: Jenna, Interviewer: Ariane
- Teresa
 - Notetaker: Ariane, Interviewer: Emily
- Wei
 - Notetaker: Emily, Interviewer: Jenna

Apparatus

- Phones- recording videos & taking images
- Otter.ai- transcribing audio

1 Speaker 1 0:01

Awesome. So if you could just tell me a little bit more about yourself just to get it started.

2 Speaker 2 0:06

Okay, so my name is Louise solace, and I work here at the Music Department. As a lecturer in I'm teaching in the piano lab in 20 minutes. And then I also produce and musical director, the annual stage production and work in the voice department.

1 Speaker 1 0:25

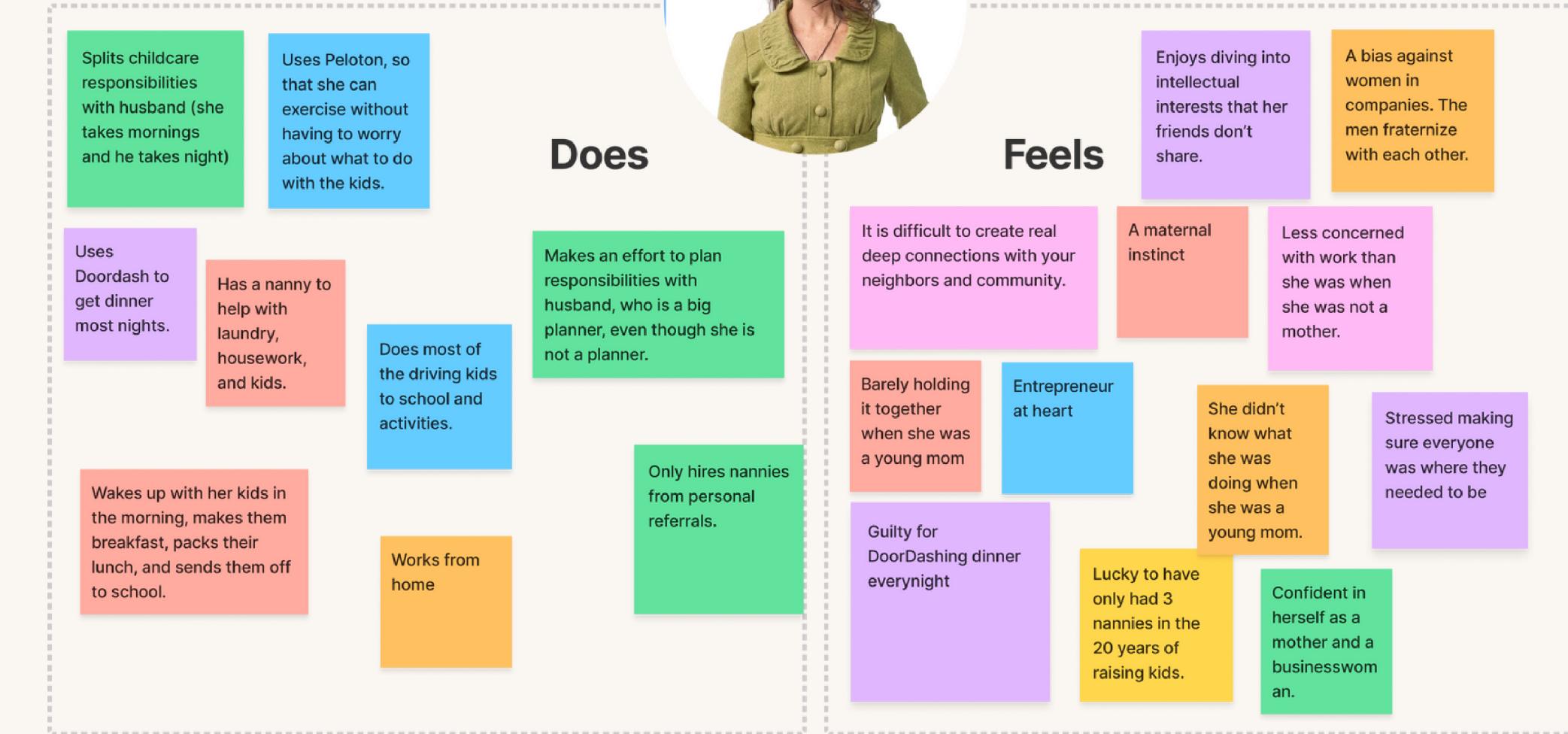
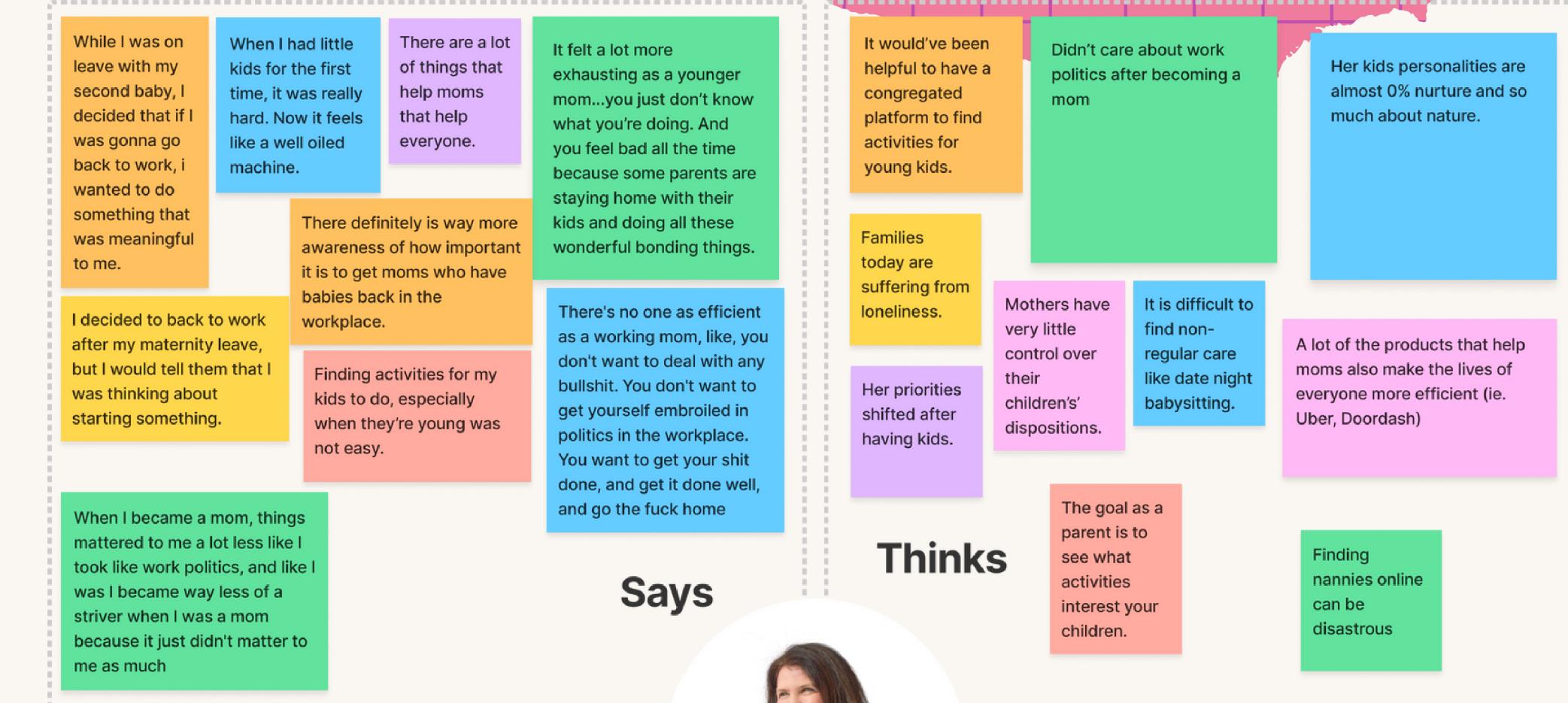
Awesome. Can you tell me a little bit more about your family life, your home life?

2 Speaker 2 0:30

Sure. So we have a very interesting family life. It's really interesting because for the last this is our 14th year living in the dormitories. Oh, wow. So we live at toyon Hall. Oh, so in addition to that, the My Work

Interview Results & Analysis

Key Insights



Key Insights

There are a lot
of things that
help moms
that help
everyone.

took like work politics, and like I was I became way less of a striver when I was a mom because it just didn't matter to me as much

Uses
Doordash to
get dinner
most nights.

Only hires nannies from personal referrals.



Says

Does

er kids personalities are
most 0% nurture and so
uch about nature.

Didn't care about work politics after becoming a

Her kids personalities are almost 0% nurture and so
ture.

are
es
d (she
gs
night) Uses Peloton, so
 that she can
 exercise without
 having to worry
 about what to do
 with the kids.

Only hire
Has a
help w
laund
house
and k

With her kids, makes the breakfast, packs their lunch, and sends them to school.

	<h1>Feels</h1>	Enjoys diving into intellectual interests that her friends don't share.	A bias against women in companies. The men fraternize with each other.
--	----------------	---	--

It is difficult to create real deep connections with your neighbors and community.	A maternal instinct	Less concerned with work than she was when she was not a mother.
Barely holding it together when she was a young mom	Entrepreneur at heart	She didn't know what she was doing when she was a young mom
Guilty for		Stressed making sure everyone was where they needed to be

DoorDashing dinner everynight	Lucky to have only had 3 nannies in the 20 years of raising kids.	Confident in herself as a mother and a businesswom an.
----------------------------------	---	--

Key Insights



Key Insights

Laughs when we ask if her husband helps with raising Kyle or housework.

Uses Nextdoor to find recommendations for help or tutoring.



Key Insights



Key Insights

There are probably other applications/ technologies out there that can make her life easier, but she doesn't know about them.

Frequently voice and video calls her kids and grand kids, who live in Mexico

The state of the economy was the biggest challenge for her.

Learns about new apps/ technologies mainly through her kids and grandkids

Says



The state of the economy was the biggest challenge for her.
The Bay Area is pleasant because there is a lot of vegetation and there is not much contamination

Frequently voice and video calls her kids and grand kids, who live in Mexico
Visits her family in Mexico occasionally

Learns about new apps/ technologies mainly through her kids and grandkids

was a stay-at-home mom, she spent time selling shoes, other apparel products (she didn't have frames)

Once her kids were older, she had to go back to work to support her family (the father's salary was not sufficient)

Does



When she returned to work, she communicated to her kids that she was doing it to support their education.

she learns about new technologies and apps mainly from her kids and grand kids

Instilled values of respect, responsibility, and hard work in her children

Stayed at home to raise her five kids when they were younger.
She gave her kids more household responsibilities when she returned to work full-time

Thinks



Feels



Nervous about the future we are leaving our children, especially with respect to climate change.

she felt more "useful" towards society and as a

Grateful for video calling technology

It is difficult to keep track of and/or discover new technologies

Misses her children and family, who mostly live in Mexico

government policies

delinquency and crime rates.

She values respect and respect in household (both towards her children and husband)

Every kid is different, some are calm and others are disobedient and rowdy

Mexico is very beautiful and lovable, but there is a lot of crime that kids can become entangled in, especially if they want to make money quickly

The state of the economy was the biggest challenge for her.

The Bay Area is pleasant because there is a lot of vegetation and there is not much contamination

work, she could no longer give her kids as much time and attention.

People in positions of power don't see the harm they cause, all they think about is money

People use technology in improper/twisted ways: porn, cyber bullying, misinformation, etc.

Older systems already satisfy her needs

not have the security of a home and family to help pay bills

Life is difficult, and hard work does not always lead to great outcomes. However, you just have to keep battling and build yourself up slowly.

Education is very important for providing for family, especially for her husband

Every kid is different, some are calm and others are disobedient and rowdy

As she got older, she had to work full-time to support her family. She does not have the security of a home and family to help pay bills

All sacrifice ultimately has its reward.

Education is very important for providing for family, especially for her husband

back to work full-time to be with her husband

there is a job back to work full-time to be with her husband

she does not have the security of a home and family to help pay bills

Nervous about the future we are leaving our children, especially with respect to climate change.

she felt more "useful" towards society and as a

Grateful for video calling technology

It is difficult to keep track of and/or discover new technologies

Misses her children and family, who mostly live in Mexico

government policies

delinquency and crime rates.

Key Quotes

“There's no one as efficient as a working mom, like, you don't want to deal with any bullsh*t. You don't want to get yourself embroiled in politics in the workplace. You want to get your sh*t done, and get it done well, and go the f*ck home.”

-Ann

Surprises

Was so frustrated by schooling options that she wants to start her own school



Even hired help for the house/kids were unhelpful and created more work to do



Apps/platforms that help her the most are apps that aren't specific to mothers (ie. DoorDash, Uber)



Still heavily involved with 15 year old son's schedule.



Managing a family is like managing RA's (very analogous problems)



Each kid is a completely different parenting experience. Much more nature than nurture.



Observed

- 1 The interviewees said the most helpful products for them were Uber, Doordash, Google Drive, phone calls, etc.
- 2 Specifically people hired to help with household tasks were still unhelpful.



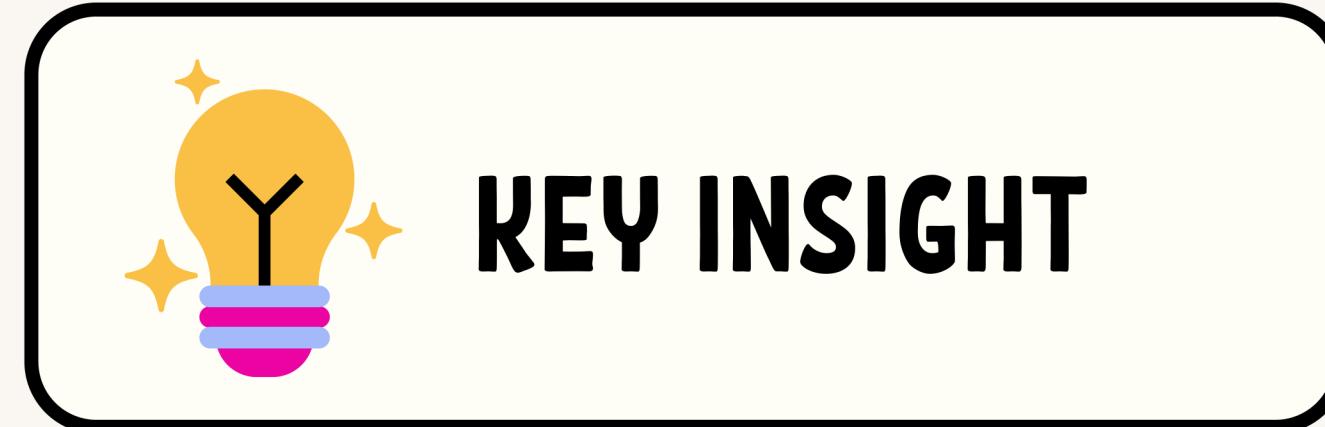
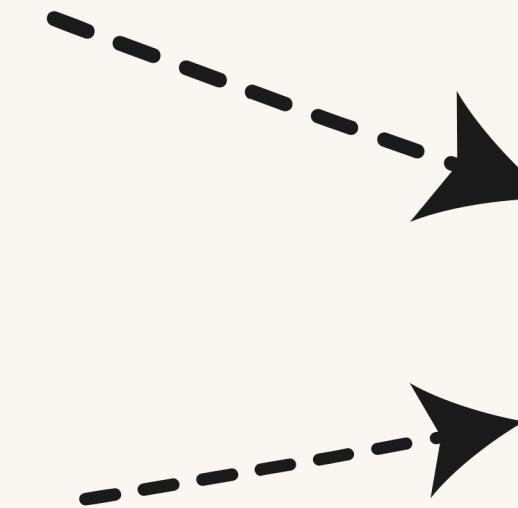
KEY INSIGHT

Mothers' needs are so specific that more generic and flexible tools are the most useful to them.

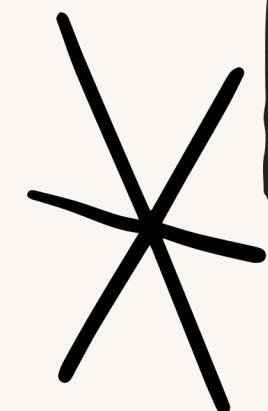
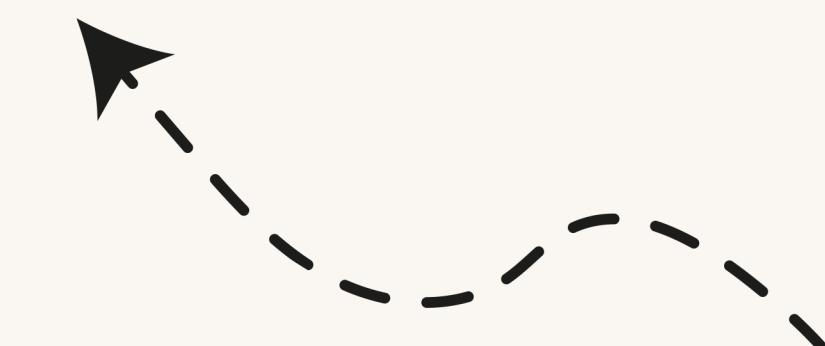


Observed

- 1 Ann, Teresa, and Marie had difficulty with scheduling and balancing responsibilities because of the number of people they had to manage



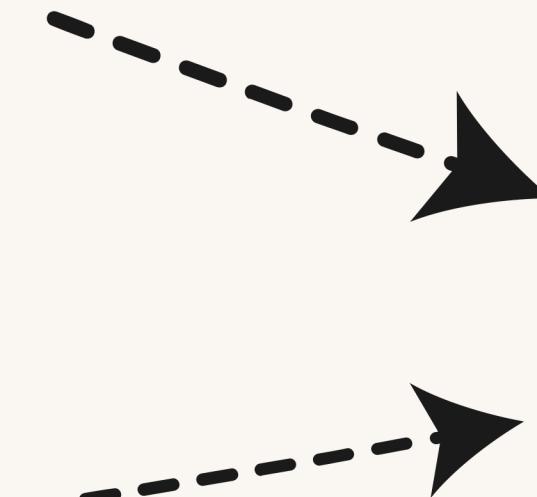
Mothers experience similar problems to non-mothers but at a larger scale & complexity (a type of extreme user)





Observed

- 1 Wei and Ann only trust word-of-mouth recommendations. People who have worked for friends already know the values of the neighborhood and how to take care of a house.



KEY INSIGHT

Hard to communicate your needs to someone who does not experience the same problems.

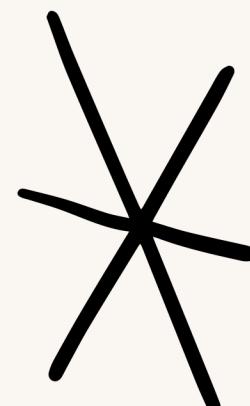
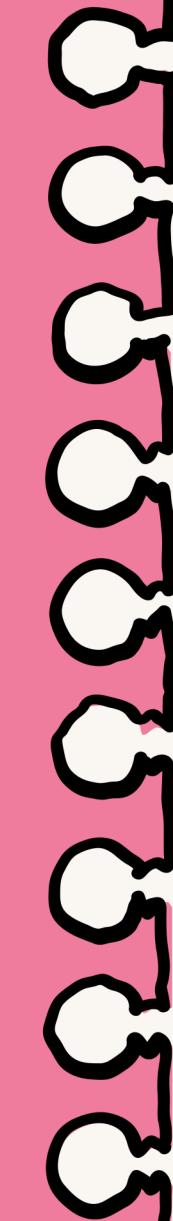




Summary

Key Learnings

Mothers are
already trying their
best to maximize
their efficiency



Key Learnings

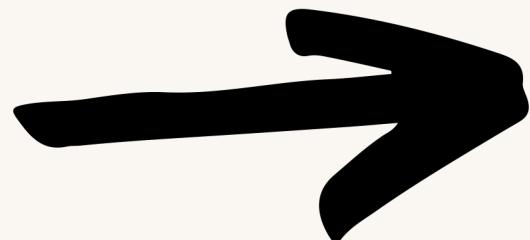
Mothers are already trying their best to maximize their efficiency

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Is the right answer just to design something that allows them to accomplish more work?

Key Learnings: Luggage Example

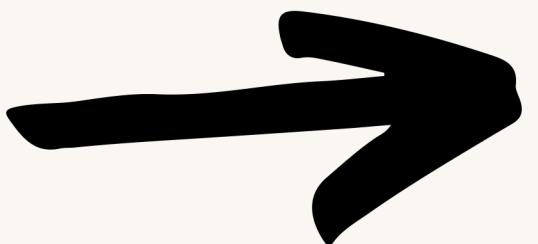
Iterating on existing
bags (bigger, more
compartments, etc.)



Creating a new type
of bag with wheels

Key Learnings

**Not just enabling
mothers to do
more work**



**but also making
work distribution
easier?**

Talking to fathers, couples, and others who have similar responsibilities (scheduling, management, logistics, etc.)

HMW statements & prototyping

Continuing to unpack interview insights

Using insights to target a more specific problem within domain

what's NEXT?



Appendix

Guiding Interview Questions

- What surprised you most about motherhood?
- What frustrated you most? What did you enjoy?
- What is your daily routine (to see what processes get repeated super often)?
What is the most frustrating part? What's the most frustrating part of the routine that involves the kids?
- Walk me through your mornings at home, starting from when you wake up to once you arrive at work
- What is the hardest part of your daily routine? The easiest?

Guiding Interview Questions

- Any solutions you've found to problems you've had as a mother?
- What is your favorite tool/app/product/platform that you've used as a mother
- What are some tips and tricks you would pass on to your friends/family
- What are some processes you feel are redundant or inefficient?
- What would make your life easier?
- Favorite and least favorite parts of motherhood or your daily routine right now
- What's something you wish you could automate or have someone do for you
- What childcare benefits does your company offer?