



Studio:
Unintentional Good

A2: **DEFINE & IDEATE**



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- 04 Moving Forward



 03

Intro

The Team



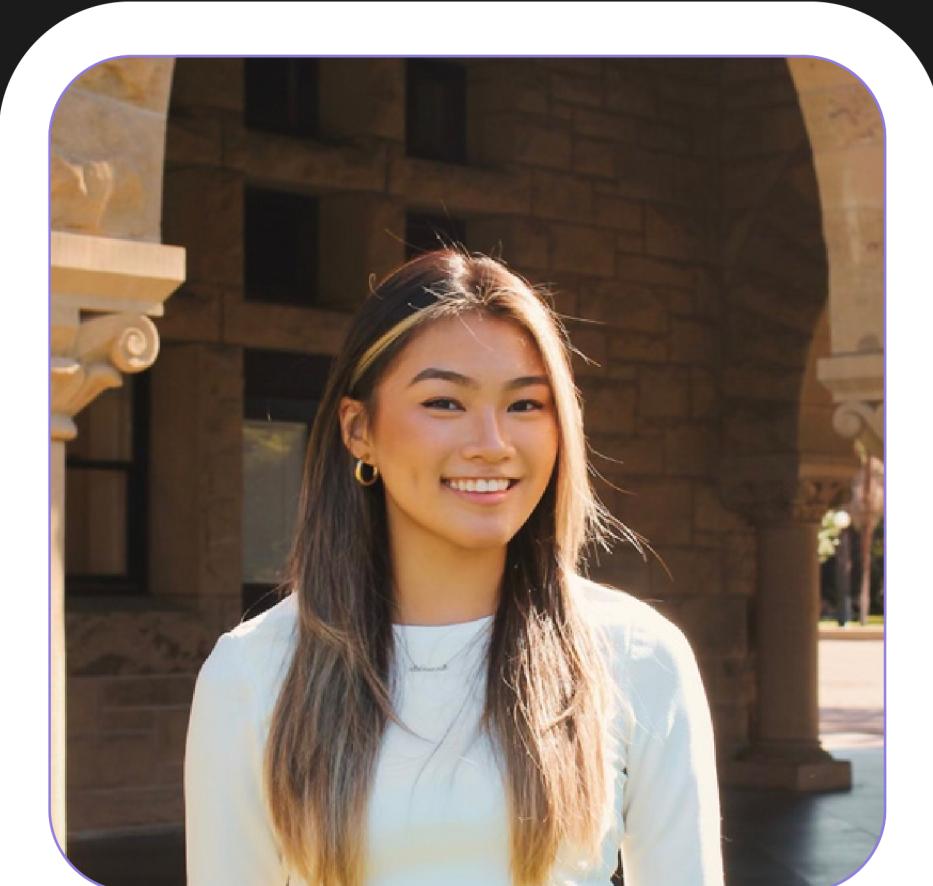
Emily Deng

Symbolic Systems '25



Jenna Kim

Computer Science '25



Ariane Lee

Computer Science '25

ORIGINAL DOMAIN

MOTHERS

ORIGINAL DOMAIN

MOTHERS

The apps that best supported mothers are the same ones that support us (ie. DoorDash, Uber, Venmo).

Mothers are not the only caregivers.

ORIGINAL DOMAIN

MOTHERS

Mothers are the **extreme user**. They experience life transitions all the time alongside their growing child.

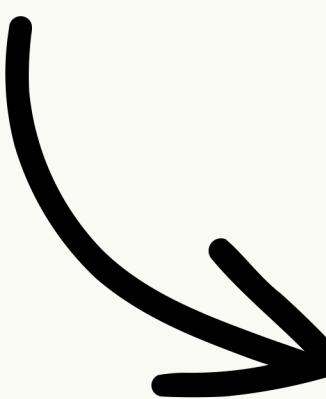
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Mothers are not the only caregivers.

ORIGINAL DOMAIN

MOTHERS

Mothers are the **extreme user**. They experience life transitions all the time alongside their growing child.



NEW DOMAIN

LIFE TRANSITIONS

Example: birth of a child, moving to a new city, death of a parent, going to a new school, etc.

The apps that best supported mothers are the same ones that support us (ie. DoorDash, Uber, Venmo).

Mothers are not the only caregivers.



Interviews & Insights

Who we interviewed this week



Alex,
22 yo New Grad & Growth Engineer



Xin,
Trust Engineer & Mother of 2 (7 yo, 3.5 yo)



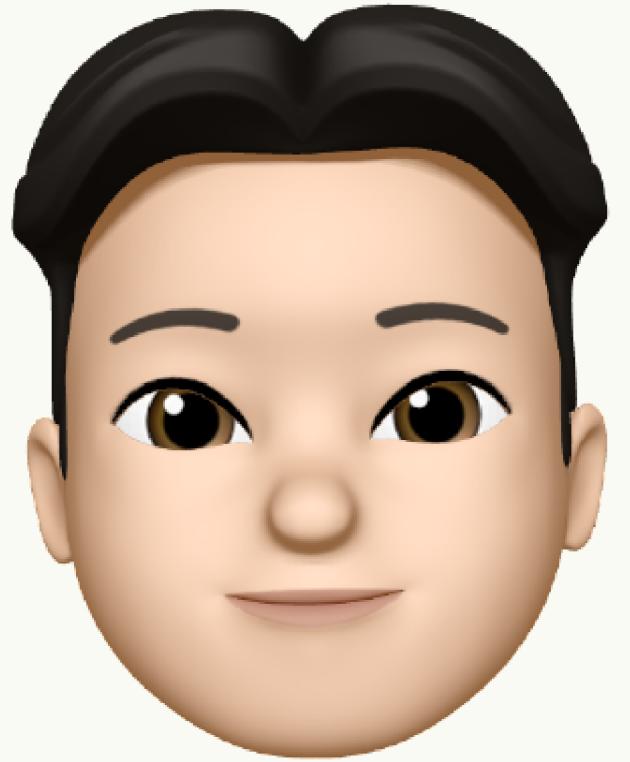
Steven,
New University Lecturer, recently moved



Irena,
PWR Professor & Mother of 3 yo and currently pregnant



Angela & Ben,
25 yo & 33 yo Associates



Alex

22 yo

San Francisco, CA
Growth Engineer

- Calls his parents a lot to ask about things like healthcare, car maintenance + registration, etc.
- As a **growth engineer**, he works on how to make the onboarding process for the user as easy as possible
- Talked a lot about **low activation energy**
- Tries a lot of new tools that are recommended by people he trusts (ie. prominent Tech Twitter accounts, friends)

“If the task I need to do is something that seems far away, like booking an annual check up, I’m probably not going to do it”

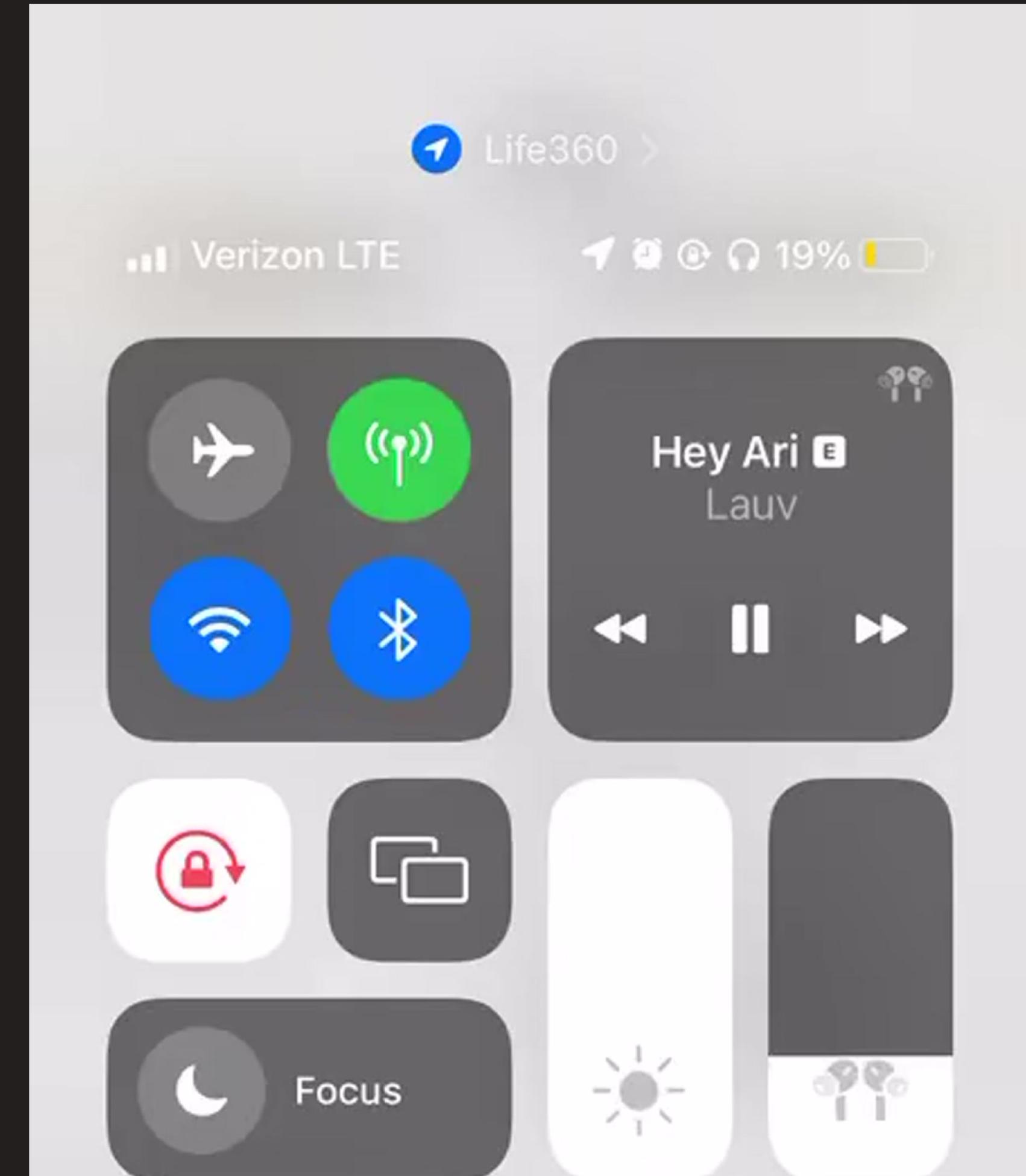


Alex

22 yo

San Francisco, CA

Growth Engineer





Steven

*Florida -> Bay Area
University Lecturer*

- Recently started a **new job** and moved across the country to a **new city** after his mom died of cancer
- Found it difficult to info about things like wills, family history, & his mom's finances after she died, **despite extensive preparation**
- Had **a lot of responsibiliies** at his old job and worked **80 hour workweeks**
- Only liked using productivity tools he could easily customize such as **spreadsheets**

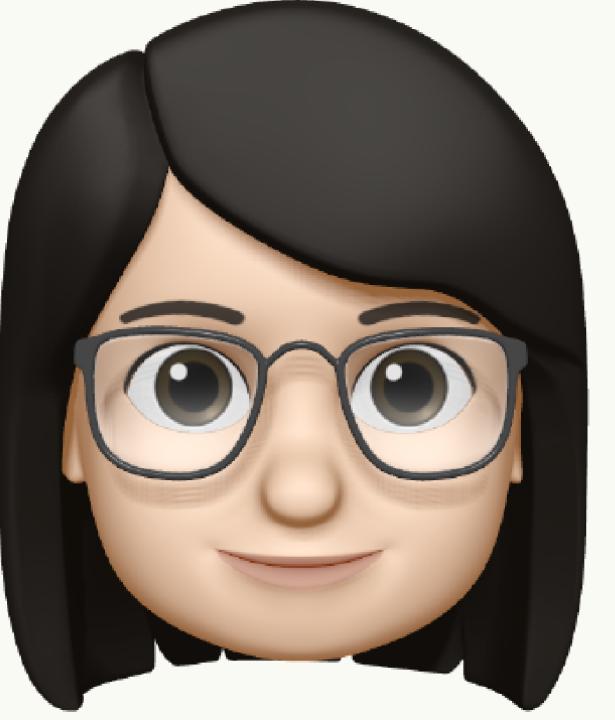
“Since my mom died, I’m really cognizant of all the knowledge and information my dad has to offer.”



Steven

*Florida -> Bay Area
University Lecturer*

N	O	P	Q	R	S	T
Deadlines						
* All deadlines are tentative.						
	"At Status" Deadline Tuesday, Sept. 26, 5:00 PM				Section Sign-up Deadline through Paperless Sunday, Oct. 1, 5 PM	
		Assignment #0 Due Monday, Oct. 2 5:00 PM	Quiz #1 Series Due Wednesday, Oct. 4 2:00 PM			
		Assignment #1 Due Monday, Oct. 9 5:00 PM	Quiz #2 Series Due Wednesday, Oct. 11 2:00 PM		Add/Drop Deadline Friday, Oct. 13, 5:00 PM	
		Assignment #2 Due Monday, Oct. 16 5:00 PM	Quiz #3 Series Due Wednesday, Oct. 18 2:00 PM			
		Assignment #3 Due	Quiz #4 Series Due			

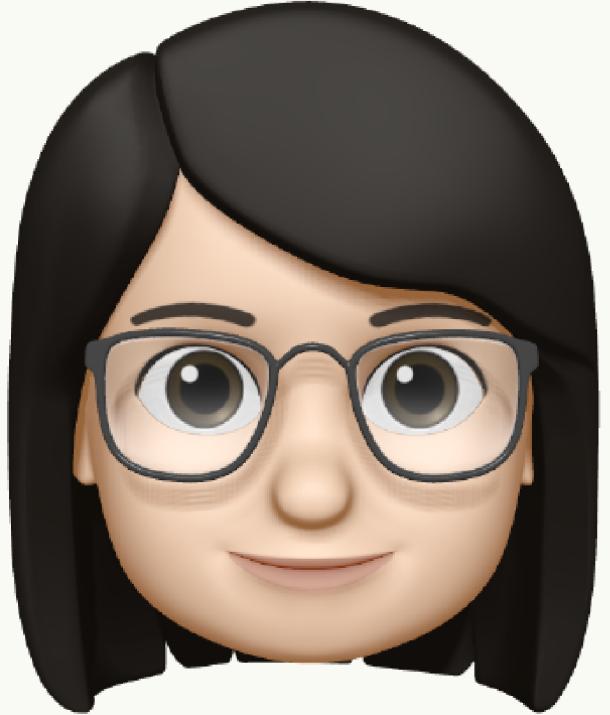


Xin

Palo Alto, CA
Trust Engineer
Mother of 2 (7 yo, 3.5 yo)

- Every week sits down with husband to coordinate their calendars and plan for the week
- Major pain point of scheduling kids activities
 - Keeping track of activity/summer camp registration
 - Coordinating play dates with other moms
 - Finding activities where pick up and drop off work around her and her husband's work schedule

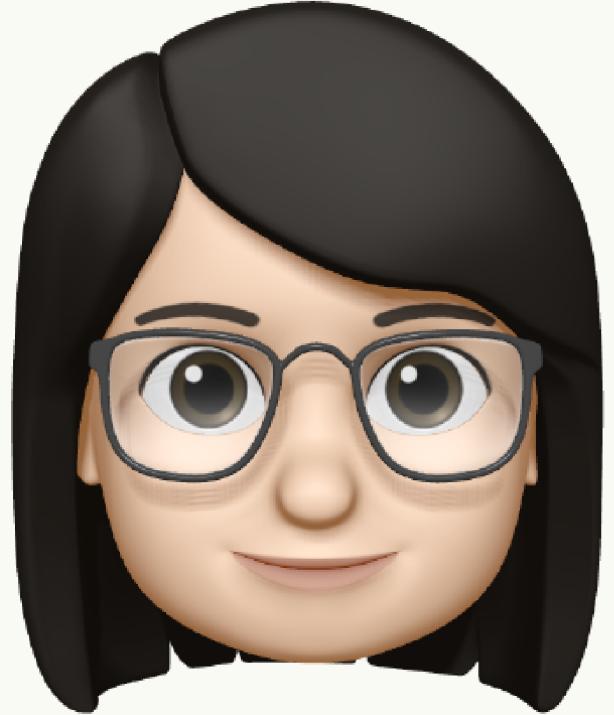
“I still haven’t found a good to do list or planning tool that can help me with both work & the family”



Xin

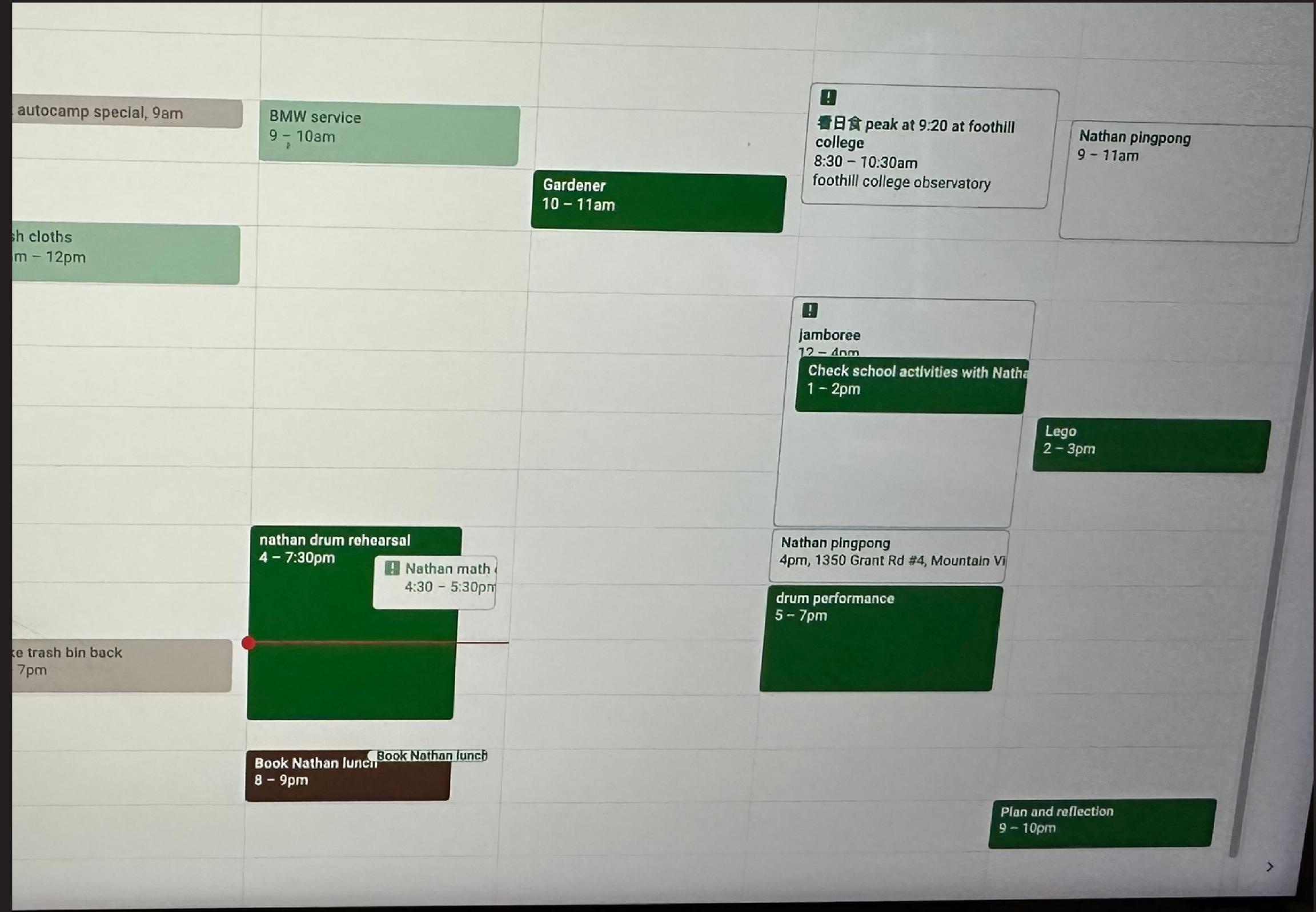
Palo Alto, CA
Trust Engineer
Mother of 2 (7 yo, 3.5 yo)

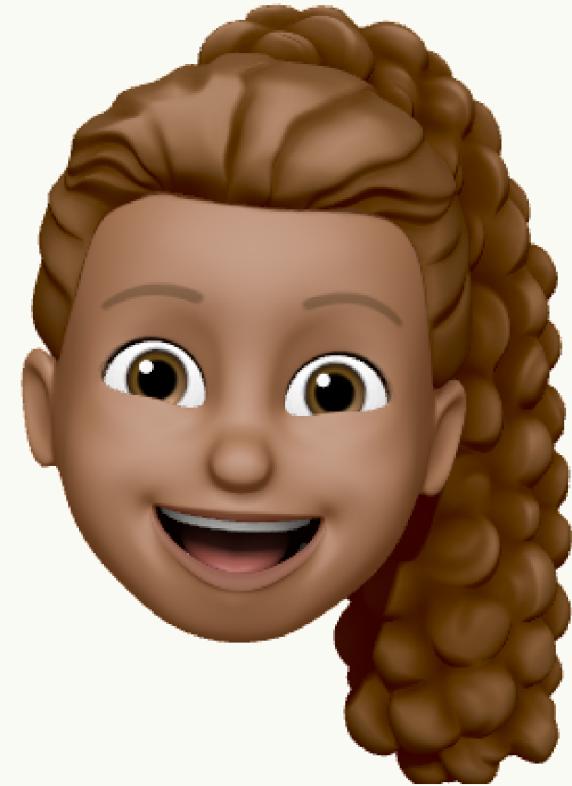
“Starting from 6-years-old or even earlier, my son is so busy that I feel like his secretary.”



Xin

Palo Alto, CA
Trust Engineer
Mother of 2 (7 yo, 3.5 yo)





Irena

Oakland, CA

PWR Instructor

Mother of 1 (3.5 yo)

- Has to **email her husband** in order to schedule meetings and find time to speak with him
- Has to schedule things like yoga classes **at least 3-4 days in advance** in order to coordinate childcare and pickup logistics with her husband
 - Every minute of every day is accounted for
- Has found that progress her research and writing has **substantially slowed down**

“My role as a mother is constantly in tension with my role as a scholar.”



Angela & Ben

NYC <-> SF
25 yo & 33 yo
Associates

- Long distance couple, hard to build in time to talk to each other and visit each other
- Find it impossible to find tools that integrate their work and personal calendars welll
- Splitting finances and household tasks back when they were living in the same apartment was challenging, asked for tips from friends

“You don’t realize how hard integrating your life with another person’s is.”



Angela & Ben

NYC <-> SF

25 yo & 33 yo
Associates

- 7 AM
- 8 AM Liebenthal Ventures (Jesse) <-> HIG Growth (Angela) ☎...
- 9 AM AXE Partners <-> HIG Growth ☎ Zoom
- 10 AM
- 11 AM Studio 350 Union st studios
- See chestnut with deck studi...
- Noon • ProsperOps Sy... See 180 Mallorca
- View California studio with Nancy \$2440
- 1 PM
- 2 PM SF Team Sourcing Meeting
AKs office or free conf room
- 3 PM
- 4 PM Growth HH | Kaiyo
Kaiyo Rooftop
701 3rd St, San Francisco, Ca, United States
- 5 PM

Today

Calendars

Inbox (3)



Angela & Ben

NYC <-> SF

25 yo & 33 yo

Associates

- 7 AM Updated IRALOGIX model c/w H.I.G. Capital LLC 10 AM (ED...
- 8 AM
- 9 AM
- 10 AM
- 11 AM
- Noon Oliver Technology <-> HIG Growth intro Zoom
- 1PM 2400 pacific unit 808 \$3k
- 2 PM SF Team Sourcing Meeting
AKs office or free conf room
- 3 PM
- 4 PM
- 5 PM 1690 filbert studio \$2595 Apex College Consulting:
3325 Steiner St. showing studio
- 6 PM



POVs, HMWs, & Solutions

The transfer of household information is difficult



Marie found it hard to convey how she wanted tasks done to the RAs



Wei found that people she hired to help around the house never understood what she wanted



Alex would frequently call his parents and ask about questions about healthcare & car maintenance



Steven thought he got the info he needed from his mom before her passing, but he still has questions

We met . . .

Steven who is transitioning into a lecturing position at a new university, all while coping with the recent loss of his mother and a big move across the country.



We were surprised to realize that . . .

that Steven's mother had diligently documented important family and personal information before her expected passing, leaving Steven concerned about the potential logistical challenges that could arise upon an unexpected passing of his father.

Steven

We wonder if this means . . .

many families struggle to proactively plan for death, leading to the loss of important family knowledge regarding health, financial, and daily life.

It would be game changing to . . .

simplify the storage and sharing of important family or personal information so that families always have it on hand.

HOW MIGHT WE

ensure that household logistical information is passed down through life transitions?

Solution

An app that allows family members to **document both quotidian and important information via photo or video.** The app will then label the media as some relevant process, and other family members can easily query the app for answers.

Critical Assumption

People's **first instinct** is to reach out to family members for answers to questions regarding health, financial, and daily life.

The Prototype

What hospital were you born in?

How do you take care of a wool sweater?

What tires does your car use?

What does your health insurance cover?

We asked users a series of questions, and asked them to tell us how they would go about answering them: “ask my mom,” “google search,” “ask a friend,” “call my provider,” etc.

Critical Assumption: People’s first instinct is to reach out to family members for answers to questions regarding health, financial, and daily life,

Testing Participants

Looking for diversity in age and occupation



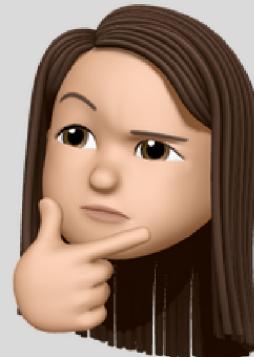
Simon

- 29 yo Dutch PhD graduate



James

- 22 yo senior from NYU



Selena

- 57 yo store manager from San Jose

Results



What worked

- We found patterns among different age groups;
younger people tended to ask their mom for more answers



Simon, 29 yo Dutch PhD graduate

- Rarely answered that he would ask his parents anything



James, 22 yo senior from NYU

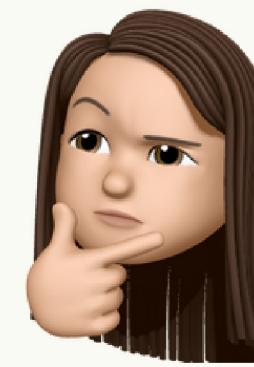
- Defaulted to asking his parents even for questions that could be looked up like “How to wash a wool sweater”

Results



What didn't work

- Google search was more common than we expected
- Some answers were already known or irrelevant to the user



Selena, 57 yo store manager from San Jose

- Already knew the answers to most of the questions



Simon, 29 yo Dutch PhD graduate

- Would search or ask experts to answer any questions

Results



New Learnings

- No one said “ask my dad”
- As people grow older, they rely less on their parents and rely more on Google search, personal knowledge, or directly contacting experts

Future Testing

- What is the threshold for information that people are willing to document digitally?
- Asking more targeted questions for older people

Complexity of scheduling & task management increases exponentially with more people



Irena had to clear any plans she made with her husband 3-4 days in advance to coordinate childcare



Angela & Ben splitting rent and finances difficult



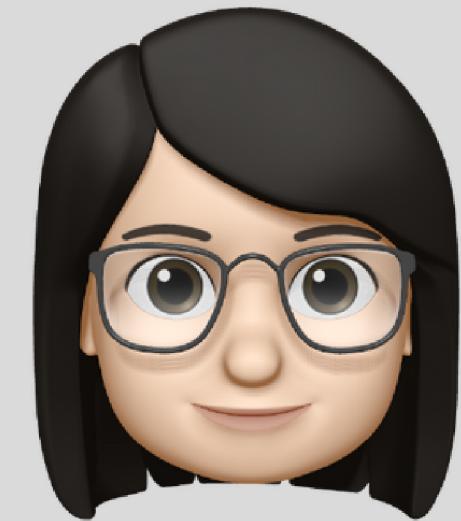
Xin had difficulties coordinating with other families & her husband when it came to her child's activities



Steven custom built complex spreadsheets in order to schedule meetings with his TAs

We met . . .

Xin, a mother juggling the responsibilities of raising two young children while maintaining a full-time position as a Trust Engineer at LinkedIn.



We were surprised to realize that . . .

she feels like her 7-year-old son's "secretary" because she spends so much time scheduling her son's various activities.

Xin

We wonder if this means . . .

Xin feels like the logistical requirements of managing her son takes away from actually enjoying her relationship and time with him.

It would be game changing to . . .

ease Xin's mental burden when coordinating each family member's schedule.

HOW MIGHT WE

relieve the mental burden of scheduling in personal,
relationship, and familial settings?

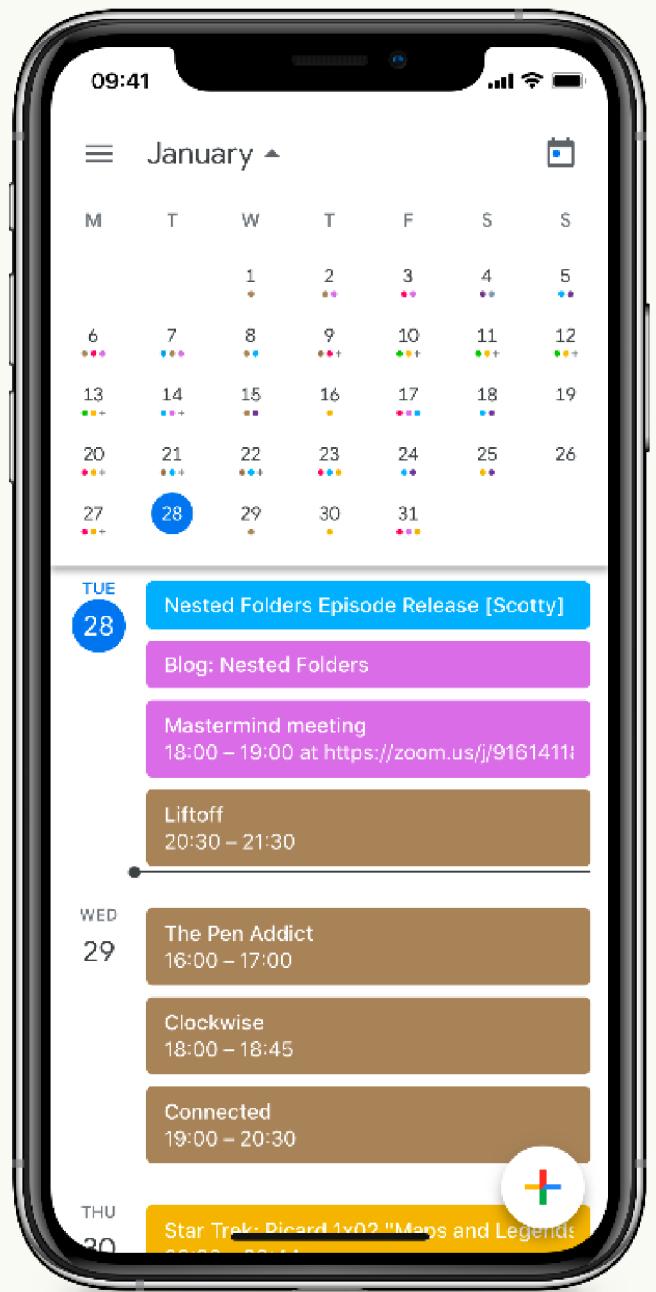
Solution #2

An app/extension that judges whether or not you can schedule certain plans based on your location, traffic, personal “dawdle” history, destination, and more. **Will also optimize routes** based on tasks you need to complete but haven’t scheduled like getting gas, picking up a prescription, buying groceries, etc.

Critical Assumption

People are overly ambitious when scheduling plans and making to-do lists for the day; they tend to miss events or forget about tasks or show up late.

The Prototype



We asked people to walk us through a past day on their calendar, and whether or not they actually completed all the tasks they wanted to complete. If not, why not?

Critical Assumption: People are overly ambitious when scheduling plans and making to-do lists for the day; they tend to miss events or forget about tasks or show up late.

Testing Participants

Looking for diversity in age, occupation, and levels of busyness



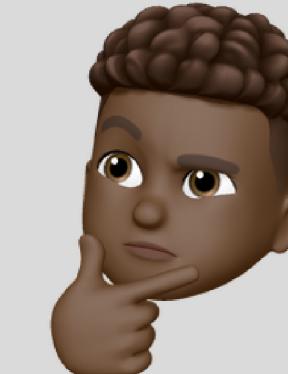
Amy

- 42 yo Cambodian small business owner



Daphne

- 50 yo accountant & mother of 3



Kyle

- 22 yo junior from Georgetown

Results



What worked

- Everyone has some system in place for managing their day: mental notes, physical notebook, reminders app, physical calendar, etc.



Amy, 42 yo Cambodian small business owner

- Physical calendar & alarms



Daphne, 50 yo accountant & mother of 3

- Work calendar & mental notes



Kyle, 22 yo junior from Georgetown

- Reminders app and Google Calendar

Results



What didn't work

- People did not really want to share too much of their personal calendars with us
- Many users do not put personal plans in the calendar (picking up kids, lunch with friends, etc.)



Amy, 42 yo Cambodian small business owner

- Didn't need to write down most of her tasks



Daphne, 50 yo accountant & mother of 3

- Had kids text her when they needed pickup
- Remembered all daily activities

Results



New Learnings

- People's days are filled with personal tasks and events that are not explicitly written into their calendars
- Calendars are not always accurate
- Most important tasks always got done (ie. work meetings, picking up kids)

Missed Critical Assumption:

People need to record their schedule.

We realized...

Many people have an everyday routine that doesn't really change, and thus doesn't need to be written down.

As students, we missed that because our schedules change all the time.

People tend to
really like
things
recommended
by people they
trust



Alex liked tools recommended by people he followed on tech twitter



Wei liked getting school recs from Nextdoor & friends



Steven got good dentist and restaurant recs from friends



Angela & Ben liked personal finance tips from their friends

We met . . .

Wei, a stay-at-home mother who is the primary caretaker of her 7-year-old son.

We were surprised to realize that . . .

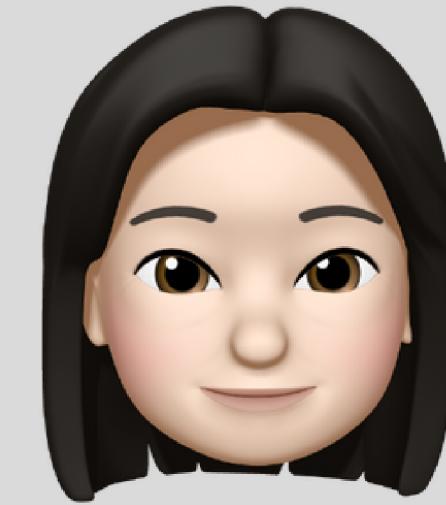
Helpers recommended to Wei by friends and neighbors were consistently better than those found through other means, like websites or agencies.

We wonder if this means . . .

that people generally trust and prefer the opinions of those in their network, even if they are inconsistent with the opinions of a larger amount of strangers.

It would be game changing to . . .

easily connect Wei to advice, information, and recommendations from friends or those who have similar values and perspectives as her.



HOW MIGHT WE

increase the number of relevant, high quality recommendations people receive for services which have a high personal preference factor?

Solution #3

An app where you can browse reviews for services such as childcare, haircuts, and therapy **among people in your network**. See what services your friends like and/or dislike, and even assess the opinions of friends of friends.

Critical Assumption

People generally trust and prefer the opinions of those in their network, even if they are inconsistent with the opinions of a larger number of strangers.

The Prototype

We had users pick between two services based on reviews left by friends and the public. Users picked between services liked by friends and disliked by the public or vice versa.

Critical Assumption: People generally trust and prefer the opinions of those in their network, even if they are inconsistent with the opinions of a larger number of strangers.

These are the ratings of two different hair salons. Which one would you rather go to? Why?



Hair Salon #2

4.9 ★★★★★ (3)

Rated by your best friend, your mom, and your sister



Hair Salon #1

4.9 ★★★★★ (78)

"Excellent place to get a haircut"

Testing Participants

Looking for diversity in age, occupation, and geographic origin



Tobias

- 20 yo designer from LA



Monika

- 48 yo professor from England



Frank

- 65 yo neurologist from Canada

These are the ratings of two different hair salons. Which one would you rather go to? Why?

Both salons have the same average rating of 4.9 stars.



Hair Salon #2

4.9 ★★★★★ (3)

👤 Rated by your best friend, your mom, and your sister

Endorsed by family and friends.



Hair Salon #1

4.9 ★★★★★ (78)

👤 "Excellent place to get a haircut"

Has more reviews

These are the ratings of two different hair salons. Which one would you rather go to? Why?



Hair Salon #2



4.9 ★★★★★ (3)

👤 Rated by your best friend, your mom, and your sister



“I can’t just go to any barber. They need to understand my hair.”



Hair Salon #1



“I’m not really picky with my hair. It’s more about convenience for me.”

4.9 ★★★★★ (78)

👤 “Excellent place to get a haircut”

These are the ratings of two moving services. Which one would you rather go to? Why?

Both services have same amount of public and known reviewers.



Moving Service #1

3.0 ★★★★☆ (50)

👤 "They were okay"

5.0 ★★★★★ (Rated by 4 of your friends and your mom)

👤 "They were super efficient and nothing broke or got lost!"

Average - low public rating, high familial rating.



Moving Service #2

4.5 ★★★★★ (50)

👤 "Stuff got here safely and quickly"

3.0 ★★★★☆ (Rated by 4 of your friends and your mom)

👤 "They broke several of my items"

High public rating, average - low rating from family & friends.

These are the ratings of two moving services. Which one would you rather go to? Why?



Moving Service #1

3.0 ★★★★☆ (50)

👤 "They were okay"



5.0 ★★★★★ (Rated by 4 of your friends and your mom)

👤 "They were super efficient and nothing broke or got lost!"



Moving Service #2

4.5 ★★★★★ (50)

👤 "Stuff got here safely and quickly"



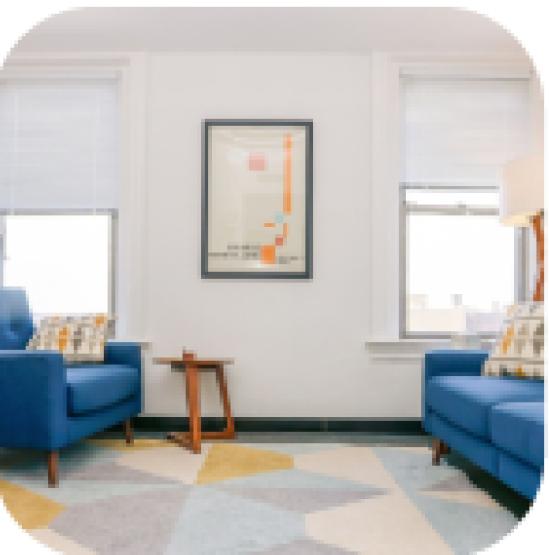
"Movers are either good or bad. I'm looking for consistency."

3.0 ★★★★☆ (Rated by 4 of your friends and your mom)

👤 "They broke several of my items"



These are the ratings of two different therapists. Which one would you rather go to? Why?



Therapist Office #1

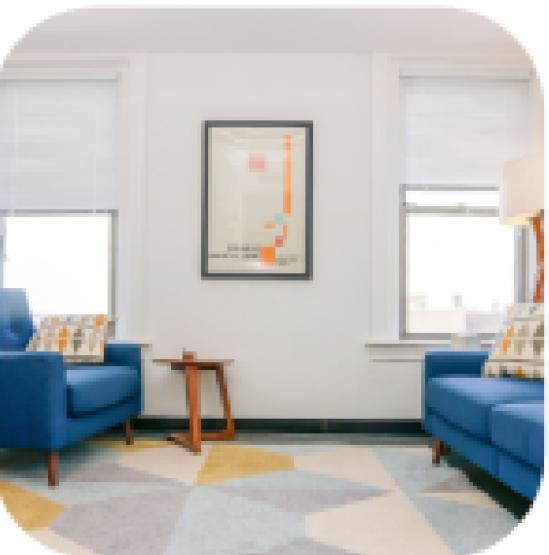
4.5 ★★★★★ (65)

👤 "Really helped me"

1.0 ★ ★ ★ ★ ★ (Rated by 1 of your friends)

👤 "He was dismissive of my concerns" - your friend

Highly reviewed by public, but bad review from friend.



Therapist Office #2

3.0 ★★★★☆ (65)

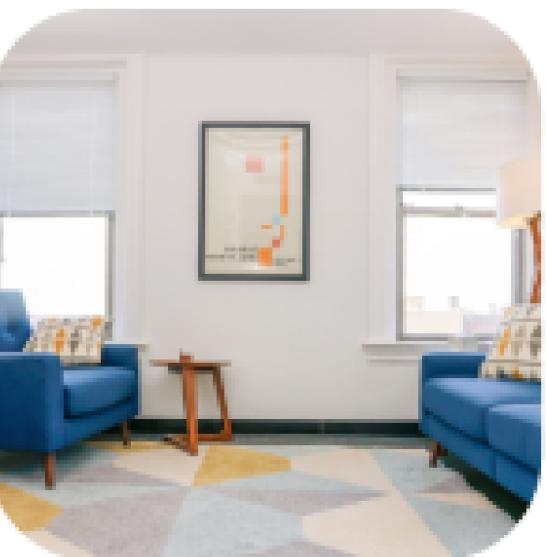
👤 "Was nice but nothing special"

4.8 ★★★★★ (Rated by 3 of your friends)

👤 "She understood exactly where I was coming from" - your friend

Average-low public review, but highly reviewed by friends.

These are the ratings of two different therapists. Which one would you rather go to? Why?



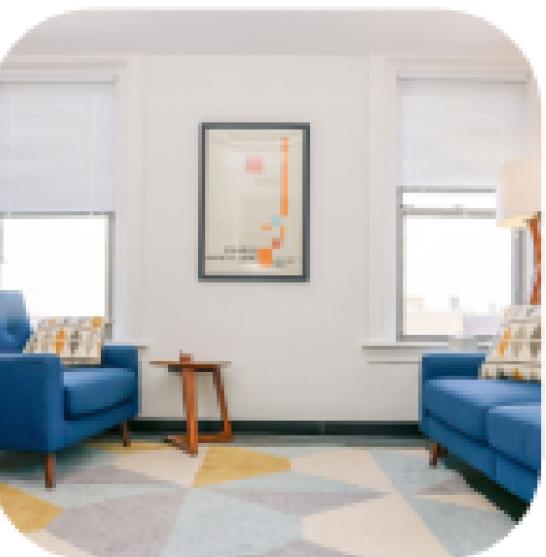
Therapist Office #1

4.5 ★★★★★ (65)

👤 "Really helped me"

1.0 ★☆☆☆☆ (Rated by 1 of your friends)

👤 "He was dismissive of my concerns" - your friend



Therapist Office #2

3.0 ★★★★☆ (65)

👤 "Was nice but nothing special"



4.8 ★★★★★ (Rated by 3 of your friends)

👤 "She understood exactly where I was coming from" - your friend

Results

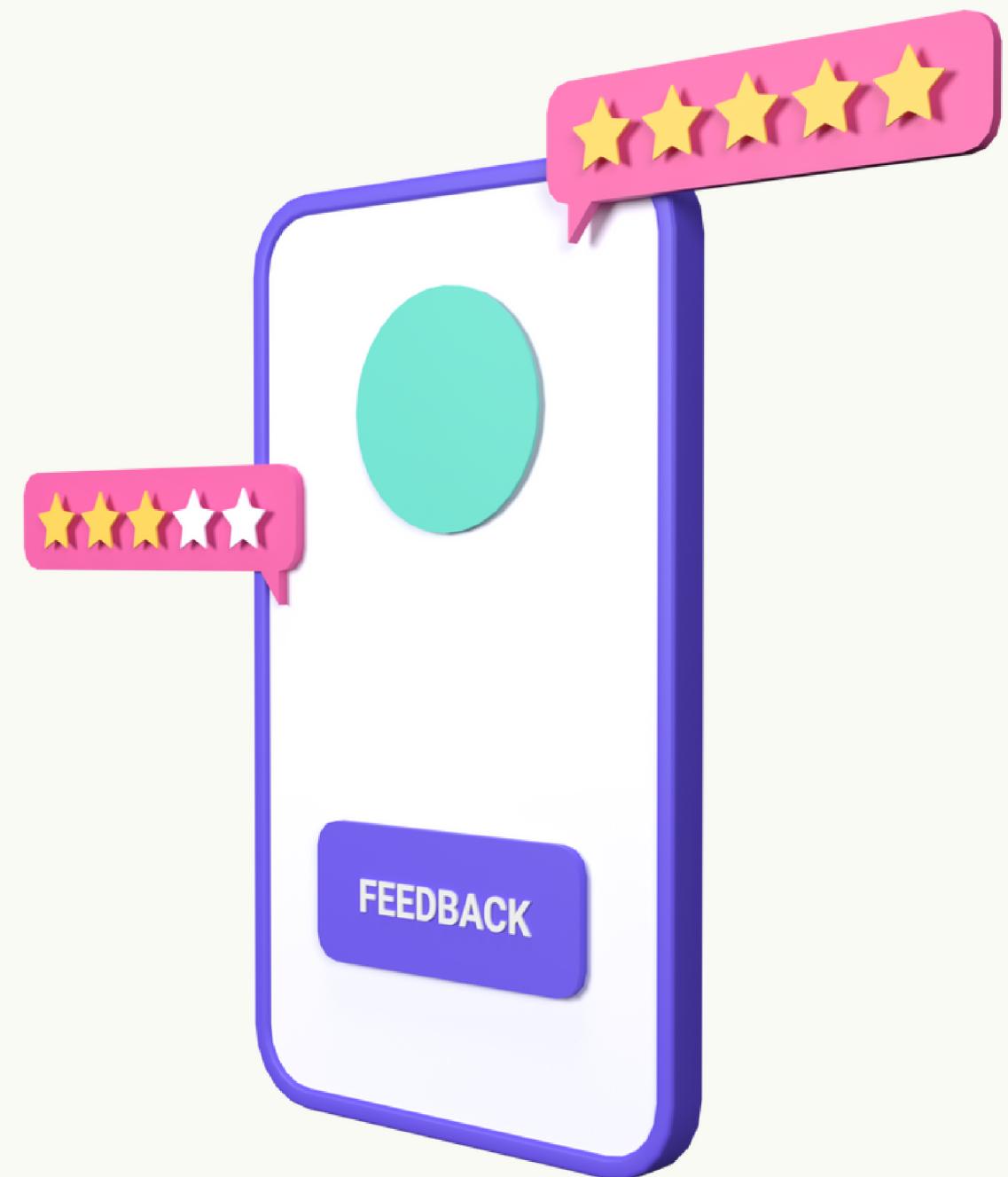


What worked

- Prototype was straightforward
- People **nearly always picked the service with better friend reviews**, even if public reviews were equally good and more numerous

What didn't work

- When it came to less personal services like moving services, some people were more inclined to trust the public reviews

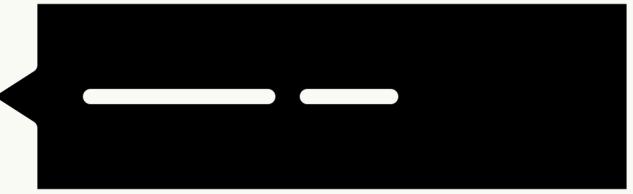


Results



New Learnings

- People place **more value on friends' opinions** when the service they are seeking is **more personal** (therapy as opposed to moving company)
- People who have been reviewed poorly (Amy and Steven) were **distrustful of bad reviews online** because they know that sometimes customers have unlucky experiences
- “I want to give everybody a chance”

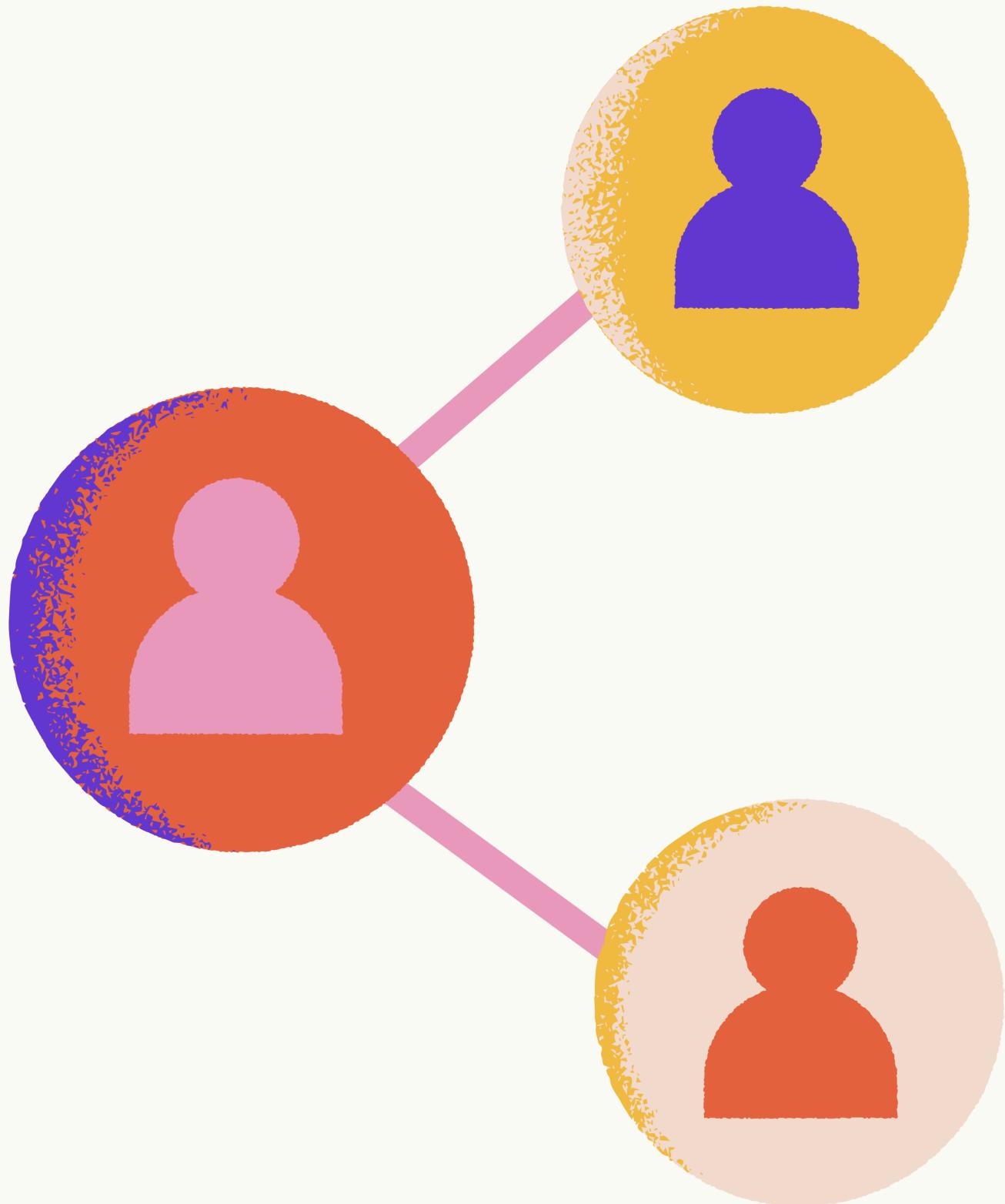


Moving Forward

What's Next?

We found that the third experience prototype yielded the most consistent, actionable insight: **people heavily value the opinions and preferences of friends and family** when it comes to picking personal services.

This pattern seemed to hold true even when the “public reviews” are great and numerous.



Final Solution

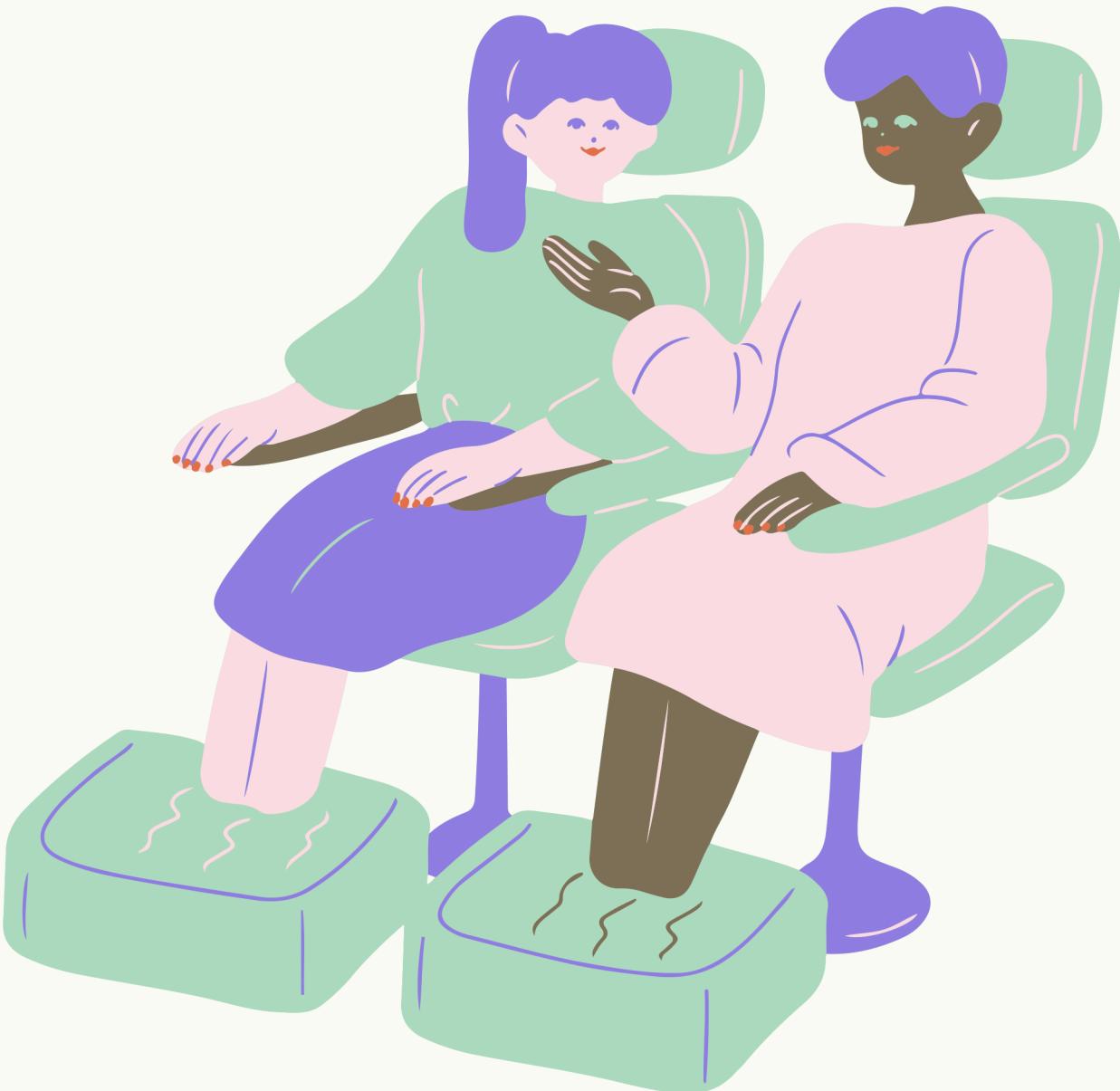
SOLUTION #3:

An app where you can browse reviews for services such as childcare, haircuts, and therapy among people in your network. See what services your friends like and/or dislike, and even assess the opinions of friends of friends.



Ethical Implications

1. A friend or family based review system can create echo chambers of opinions, as your network is probably similar to you



Ethical Implications

2. People may feel pressured to disclose personal information like therapists and/or doctors, even to their friend networks



Ethical Implications

3. Fewer reviews, even if they are given by trusted connections, may be unfair to merchants if a single customer had a bad experience by chance and left a terrible review



Who does it serve?

People who care a lot about the **quality** of their services



People who want to hear reviews from a demographic **that's different from the general population** (reviews from people of the same ethnicity, gender, etc.)

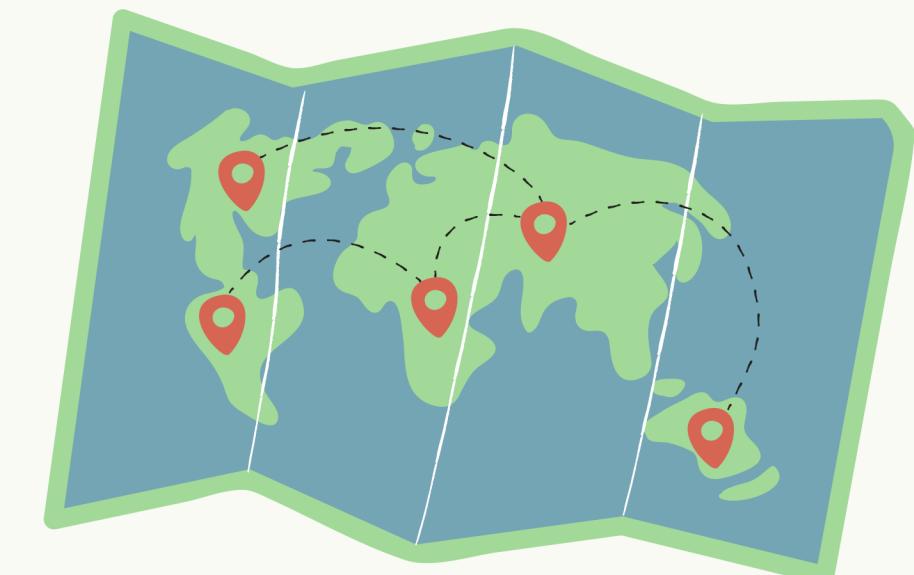
Who does it leave out?

People who need more specialized services (people with disabilities, learning disorders, etc.)

People who live far away from their networks

People whose networks live very different lifestyles from them

Non-tech savvy people





Appendix

We met ...

Ann, a mother of 3 children, who co-parents with her ex-husband while raising her youngest with her current husband while being the CEO of a successful company.

We were surprised to realize that ...

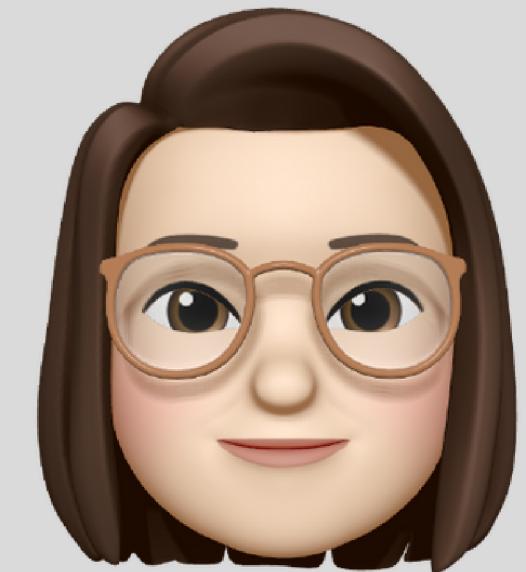
While Ann claims to be really social and knows a lot of the parents and people within her local community, she feels lonely and lacks someone to share her intellectual interests with

We wonder if this means ...

She feels trapped by the context in which her friends know her (as a mother, as a CEO, etc.)

It would be game changing to ...

Find an organic way for Ann to meet people with similar interests that accommodates her busy schedule.



Ann

Wei HMW Brainstorm

Allow Wei to see what all her friends think about a product or service?

Automate some of the processes or chores she needs help with?

Put Wei in contact with friends of friends, who may have similar values?

Make public reviews equally trustworthy and valuable?

Help word-of-mouth advice spread faster?

Connect Wei with helpers who match the experience she is looking for?

Better communicate Wei's specific parenting and organizational preferences to her helpers?

Put Wei in contact with neighbors, who may have similar social, political, and economic situations?

Ensure that the helpers Wei hires are well-trained and receptive to feedback, regardless of how she hired them?

Make it unnecessary to hire help

Xin HMW Brainstorm

Automatically analyze Xin's family's schedule and offer paths to optimization?

Leverage other parents with scheduling logistics like carpooling?

Alleviate concerns about arriving and departing places on time?

Relieve the mental burden of scheduling in personal, relationship, and familial settings

Foster a network for busy parents to share strategies for managing family schedules

Establish a system of scheduling boundaries that allows for a more regular routine

Create more opportunities for shared family activities rather than individual activities that require more logistical coordination

Redesign the UI of the digital calendar to better visualize the various commitments of each family member

Offer Xin personalized scheduling suggestions based on her work schedule, her family's commitments, & her personal tasks?

Encourage Xin's son to assist in managing his own schedule

Steven HMW Brainstorm

make the process of asking parents about generational knowledge less awkward?

make family planning for death a non-taboo subject?

we make moving a process that doesn't involve finding new dentists, doctors, etc.

consolidate all the accounts tied to your name in one place?

ensure that household logistical information is passed down through life transitions?

allow Sean to inherit his parents' assets and account management without explicit passwords or permission (in the absence of a will)?

inspire people to be better prepared to pass on their assets/info in the event of their death?

automatically update out of date information regarding stevens address, family members, financial situatio etc

consolidate all this personal, health, and financial information into one secure cloud account?

make the documentation of family information a passive activity?

HMW increase the number of relevant, high quality recommendations people receive for services which have a high personal preference factor?

Create an app where users can only join neighborhood group if they prove they are residents

Create a reviews app that matches you with recommendations from users that review things similarly to you

A reviews app where users fill out their personal preferences and the app prioritizes recommended places that are highest rated in the categories you preferred

A recommendations app interface bigger organizations (ie. companies, schools) can use where only members of those orgs can access.

Create a social media aspect to a reviews app where you can follow reviewers whose recommendations you like

an app where you can see and filter reviews based on qualities of the reviewer (where they live, how old they are, their race, etc.)

Create a service recommendations social media app where you can see your friends' favorite hair salons, doctors, etc.

Facebook marketplace but for services

Review app where you can filter by culture

A hub to connect people from the same backgrounds in the neighborhood

A matching algorithm for families and nannies based on family needs, preferences, and nanny background/work history.

an app where you can solicit recommendations based on criteria of the recommender (is from California, etc.)

HMW relieve the mental burden of scheduling in personal, relationship, and familial settings?

Create a family calendar where each member of the family has their own calendar in one integrated place

An app where parents can connect with their children's friends' parents to easily plan for playdates, pickups, and drop offs

Ride-sharing for kids to carpool together from school/activities

Calendar that optimizes task order based on where you will be for different events

App that suggests group activities based on the free times in everyone's calendar

An app that converts communal todo lists into separate calendars for family members

Calendar that learns your scheduling habits (ie. if certain events usually take you longer than you think, if you cancel on certain people frequently)

Social calendar where you can see whether or not your friends are free

Calendar that factors in your commute time to different events

Calendar chatbot that can tell you whether or not you can schedule events or the most efficient way to schedule them

App that assigns tasks/chores to people in a group based on the available time on their calendars

App that automates appointment scheduling and cancellation based on personal calendar

HMW ensure that household logistical information is passed down through life transitions?

app that filters through your important info like bank accounts and transfers them to designated people after certain life events

handbook for household information (preferred laundry detergent, toilet paper brand, etc.)

app that keeps track of all the things you need to do when you move, graduate, etc.

app that keeps track of anything your credit card / address / etc. is attached to in a node network format

app where you store copies of important documents and numbers like passport, birth certificate, etc. (secure digital vault)

app that processes and labels images for easy storing and future querying (e.g. a picture of the mechanic shop)

Shared Drive x Password Manager, members can choose where to share what with who

Family members can verbally record or write down important family information and app use NLP to organize and summarize key info

App that has suggested info to store (ie. bank accounts, family cemetery info, will) about yourself and you can choose which categories to share with who.

A "gamified" version of home organization apps, where users earn points for uploading and searching information

An app that can scrape government and bank systems for the personal acc. info of deceased family members

A digital will app that manages all your digital assets (accounts, crypto, photos and videos) in the event of your death