

Parenting

Caring From Within

Team 2

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Our Team



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Problem Domain:

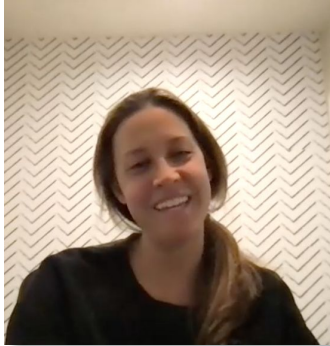
Parenting

Studio: Caring From Within



Needfinding Methodology

Interviewees



Allison

High School Math Teacher
Married

3 yr old girl, 5.5 yr old boy,
7.5 yr old girl



Kimsa

School Nurse
Married

15 month old girl,
3.5 yr old girl



Monica

Tech Recruiter
Single Mom / 1st-gen
Immigrant

9 month old girl



Jiayue

Data Analyst



Bonan

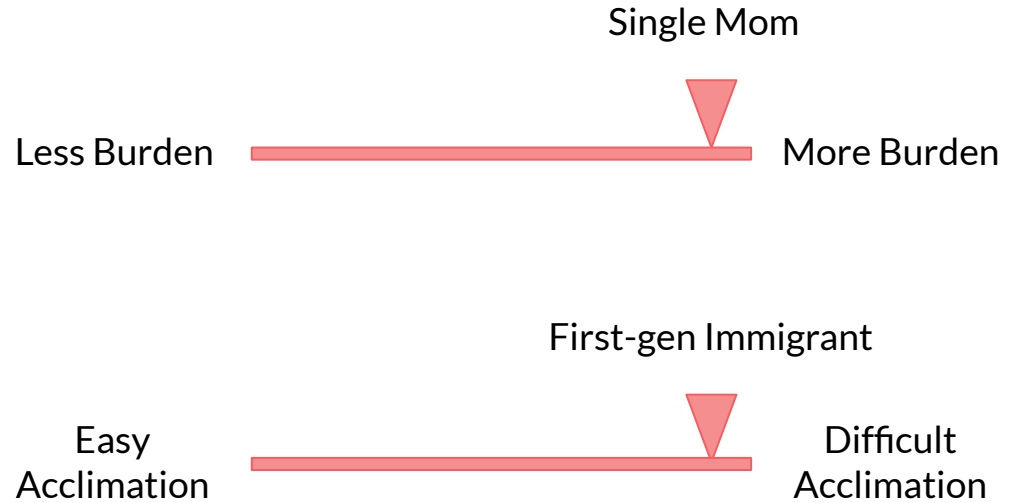
Software Engineer
1st-gen Immigrants

12 day old newborn boy

Extreme User



Monica



Questions

Walk me through
your day yesterday
in detail

How did you feel in
the different phases
of parenthood?

What do you think are
the most challenging
aspects of bringing up a
child?

How do you think the
way you were raised as a
child has influenced you
as a parent?

Tell me about a time you
had a conflict with your
child/children

Which phase of your
child's age was most
challenging to deal with,
and why?

Do you think there
are differences in
raising children of
different genders?

If you could improve
one part about your
relationship with
your child what
would it be?

What's the most
rewarding thing
about being a
parent?

What's the most
terrifying thing
about being a
parent?

Interview Results



Allison

High School Math Teacher
Married

3 yr old girl, 5.5 yr old boy, 7.5 yr old girl

“Tough love was big in my family, like our feelings weren't valid.

I always remembered my mom as strict, mean, stressed, tired.

I intentionally try not to be that.”



Kimsa

School Nurse
Married

15 month old girl, 3.5 yr old girl

“As a first time parent you want to do what's best, but who knows what is best? There's so many opinions and hot topics.”



Monica

Tech Recruiter
Single Mom / 1st-gen Immigrant

9 month old girl

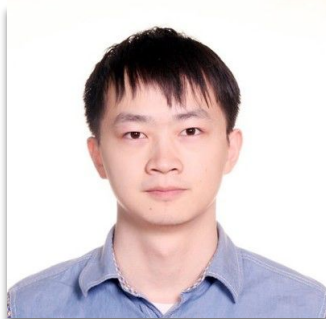
“I have to manage my time very efficiently. I have to do all the things. All by myself.”

“I feel relieved when knowing that I’m not alone with a baby crying at 4 am. Other moms are also struggling with it.”



Jiayue

Data Analyst



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Software Engineer

1st-gen Immigrants

12 day old newborn boy

“It is more
challenging after
the baby is born.
Giving birth is the
easiest part.”

- Jiayue (Mother)

SAY

No matter how many newborn classes we took and my experience as a nurse I had no idea what a newborn baby would be like.

In West LA Santa Monica, wealthy moms try to get their kid into preschool with the same seriousness as college.

As a first time parent you want to do what's best, but who knows what is best? There's so many opinions and hot topics.

If I don't put them in preschool at 1 yrs old, will they be behind? Is an outdoor based preschool better than traditional?

W/ a pandemic baby, I was burnt out from being the sole caregiver and having nowhere to go or take them. No scheduled leisurely time.

Respectful/Gentle Parenting: "I see that you're upset. I get disappointed too when I don't get what I want."

That shit is EXHAUSTING! Sometimes you just want to put the toy away and leave.

My parents are immigrants and would never parent like this. They always say "You are not equals. They do as YOU say."

THINK

Values the importance of validating her kids feelings

At the end of the day it's not always about following all the advice and gurus, it's what works for you and your kid. They'll turn out fine.

She wants the best for her children but thinks that the wealthy Santa Monica moms are too high strung.

Older generations don't understand the current best practices

Hiring help is expensive but worth it.

DO

Baby Group program

Read parenting books

Hired nannies and doulas

Followed parenting Instagram accounts

Hired a meal service during newborn period



FEEL

Stressed & overwhelmed by all the opinions/advice

Guilt if I don't make the "right" decision: Am I harming/hurting them?

Exhausted from lack of sleep

Respectful/Gentle parenting techniques take so much energy and patience.

Tensions, Contradictions, Surprises

"I always want to make the best decisions for my children, but it's not always clear. I'm always second guessing myself."



While they want the best for their children, they become stressed by the conflicting advice from other parents, baby gurus, social media, books, etc.

"Getting help from my mom and senior family members was hard because of cultural differences. The things they did when I was a baby are outdated now."



Generational differences in parenting. Current parents do not want to take their own parents' advice.

"I operated off so few hours of sleep I didn't know was possible."
"I had no scheduled leisure time."



Lack of sleep and time makes it difficult to balance work, personal life, and childcare.

Initial Insights / Potential Needs

Relationship 🧑🧑:

- Maintaining the interpersonal relationship between parental figures

Parenting advice 🧑:

- Finding a “source of truth” for parenting best practices

Time management 🕒:

- Tracking baby’s schedule
- Allotting time for personal enjoyment as a parent

Social 🗣️:

- Sharing your struggle (knowing that you are not alone with your parenting challenges)



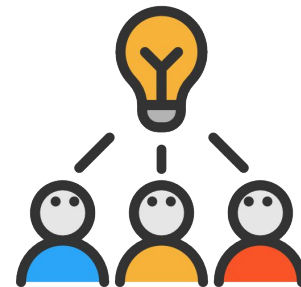
Summary



We talked to parents of young children with different backgrounds.



Parents often struggle with making the “right” parental decisions, managing relationships, managing their time, seeking social support.



For the next steps, we will narrow down the domain focus and prioritize needs.

We also aim to diversify our interviewees.



Thank you!

Any Questions?

SAY

I operated off so few hours of sleep I didn't know was possible.

Kids are sponges; they really soak up information. My baby started saying "my feelings are hurt".

I always want to make the best decisions for my children, but it's not always clear. I'm always second guessing myself.

Tough love was big in my family, like our feelings weren't valid. I always remembered my mom as strict, mean, stressed, tired. I intentionally try not to be that.

It helps that my husband and I make decisions together. He shows me I'm not crazy. I'm not the only one.

THINK

Values the importance of validating her kids feelings

She always wants to make the "right" decisions for her kids.

She cares about how her kids remember and perceive her.

She evaluates why she is the way she is and what she can change to be better.

Sacrificing work time to spend time with family is worth it.

DO

Worked part time for 2 years

Brings kids along to errands. Hands on.

Receives help from the husband's mom.

Intentionally acts more spontaneous and goofy to not be like her mother.

FEEL

Stressed & anxious whether her choices are "right"

Guilt if she doesn't make the "right" decision: Am I harming/hurting them?

Exhausted from lack of sleep

Appreciative of her husband for validating her decisions. Sense of security.



SAY

The baby needs feeding every 2-3 hours

It is more challenging after the baby is born. Giving birth is the easiest part

I am supported by my manager. He said "family first"

I am willing to help cleaning but now we have the nanny to help

I am trying to figure out a way to balance our life and the baby

Get myself more educated about taking care of the baby, and myself

It's never too late to prepare

The baby is the bridge between us and our parents



THINK

A baby is crucial to the couple relationship: it's a bond and also a test

Greater responsibility for the baby because they want to change some of the ways they were raised by their parents

Keeping a good work life balance when having a baby is important

One needs to learn and prepare for being a parent

Work is not an obstacle for being a parent

DO

Find a babysitter and seek help from their grandmother

Watch videos / read books on how to take care of a baby

Listen to advice from nurses at the hospital

Try to figure out why the baby is crying

Mom needs lots of time to rest and recover from giving birth; dad doesn't

FEEL

Mom feels insecure as to who dad now loves more, her or the baby

Mom feels unfair that she had to go through recovery after giving birth

They feel underprepared for first-time parents (and young mom)

They feel relieved that they don't have to worry about work too much

They feel anxious about the child education

They feel very happy when the baby is interacting with them

SAY

Should play more video games if I know I won't have time for it anymore

I feel okay with that (sacrificing my personal time), because if you love your baby very much

I have to manage your time very efficiently. I have to do all things, all by myself.

I hope I downloaded the schedule tracking apps earlier. I often messed up the schedule.

You don't know what to do when the baby is crying at 4 am. Nobody's gonna pick your phone. It drives me crazy.

Some babies cry for 4 hours and their moms are struggling, but my baby will only cry for 0.5-1 hour, so I feel it's not a big deal. I can handle it.

I just don't listen (to my parents). They will give traditional suggestions

My baby secures my job. The company can't force you to go back to the office

THINK

Being a parent means sacrificing part of your own life, but rewarding

When I think my baby is tough to deal with, seeing tougher examples makes me feel better.

Apps can be helpful, but only at the early stage

I hope to use my own way to bring up my baby. My parents' experiences are irrelevant.

There are too many things to do and too little time

Things can happen at any time; there's no over-preparation

Don't think her baby as a barrier to her career

DO

Make schedule changes to fit with baby's schedule

Consulting doctors frequently

Compare her baby's behavior with other babies

Shop online a lot

Check BBS for moms when doctors are not available

Wake up frequently at night

Sacrificed personal interests and prioritize baby's need



FEEL

Rewarding/satisfying when seeing the baby grow healthily

Relieved when knowing every mom struggles

Confident that she can take good care of her baby on her own

Stressed/feel lost when don't know what baby needs

Tired/exhausted from finishing work + taking care of baby

A little bit pitiful that she can't keep her hobby

Point of View (POV)

We met...

Monica, a single mom working as a tech recruiter, with her baby born during COVID-19

We were amazed to find...

How she felt relieved and grateful for her baby after she found out that all moms are struggling on BBS

How much schedule changes she made to adapt to her baby's schedule

It would be game-changing to...

Encourage moms to share their negative emotions without concern with fellow moms

Help moms/parents plan their time efficiently