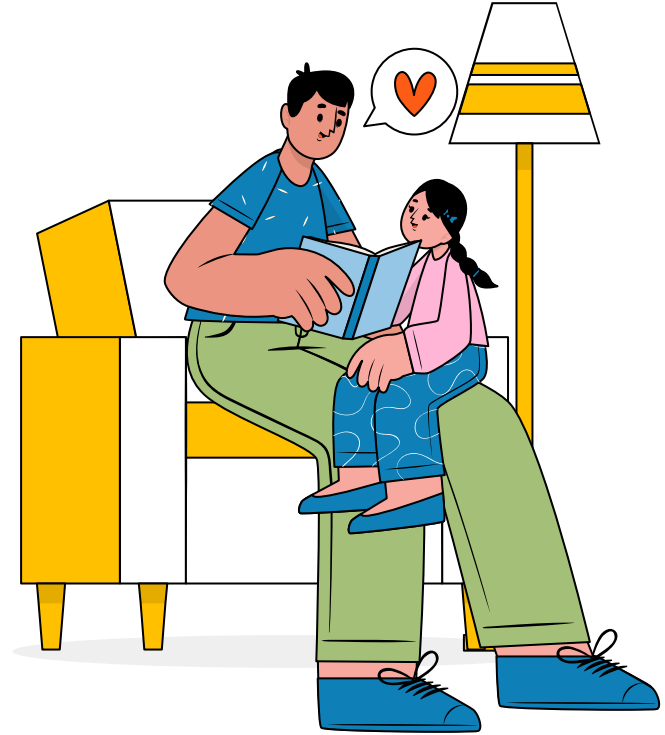


POVs & Experience Prototypes

Team 2 (BetterUs 🧑🧒)

Caring From Within

Problem Domain - Parenting



Our Team



Meng G.

M.S. Symbolic Systems,
C/O '23



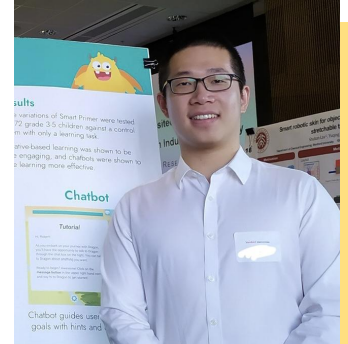
Catherine H.

B.S. Computer Science (HCI),
C/O '23



Dyllen N.

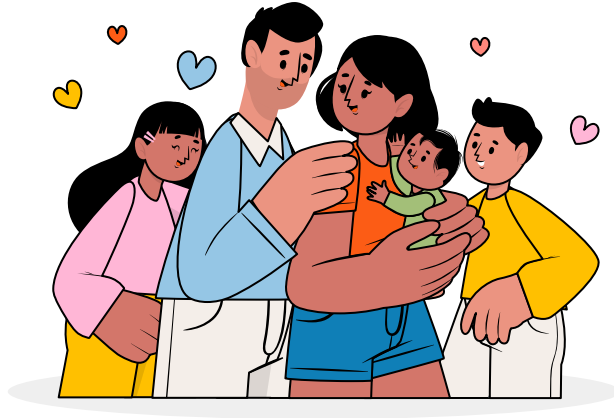
B.S. Human-Centered
Design and Engineering,
C/O '24



Rui Y.

M.S. Computer Science (HCI),
C/O '23

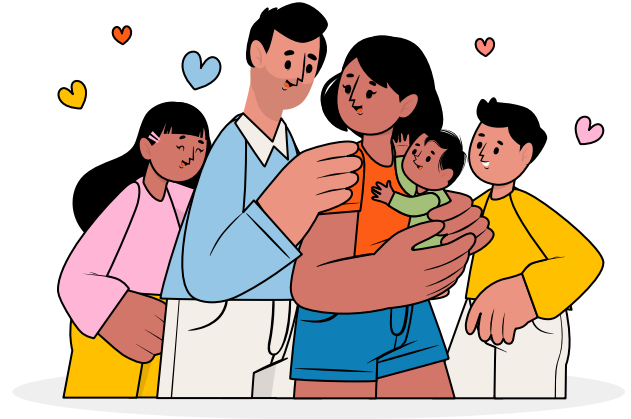
Problem Domain



Parenting

Initial POV

- We met Jiayue, a data analyst who just came to the US and had a 12 day old newborn baby.
- We were surprised to notice that she really emphasized how difficult her recovery was after giving birth.
- We wonder if this means she feels insecure and useless during the first few weeks after giving birth.
- It would be game-changing to help new moms tackle their insecurity right after a baby is born.



Additional Needfinding



Tina

Financial Professional

Previously employed at a daycare and elementary school.

Single Mom

16-year-old girl, 14-year-old boy, and 6-year-old girl

“In that time of disobedience, instead of wasting thoughts on her father’s absence, she was able to redirect her depression and angst into sports.”

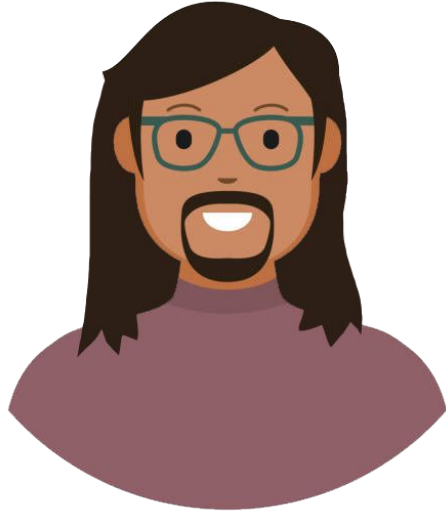


Surprises & contradictions:

- The father's absence contributed to her pre-teen's disobedience by bringing boys home; Tina wants to prevent her girls from making the same mistakes she made.
- Tina was often whooped by her mom while she was a child. Though she knows it's harmful, she sometimes punishes her kids physically too.

Insights:

- Some parents might resort to physical punishment when they don't have effective ways to handle conflicts, even if they know it's harmful.
- Building healthy relationships is important for development and well-being.



Felipe

Extreme User

Electrical Engineer

Male parental figure to the daughter
of his girlfriend for the past 2 years.

Grew up with his grandfather
as his father figure.

8-year-old girl

**“I'm not gonna go out
and read books or use
apps and this and that.
Parenting has been
around for a very long
time. You can just figure
it out and learn on the
fly. Or maybe I'm just not
that deep.”**



Surprises & contradictions:

- Felipe thinks he can figure out parenting naturally, though he struggles to balance authority and fun with the child.
- He is paranoid that the child hiding candy wrappers will lead to an eating disorder in her teenage years.

Insights:

- Parents might change their parenting style if they understand the benefits of parenting styles other than the ones they received as a child.
- Parents may worry about secrecy and prefer transparent communication in childhood development.

Revised POVs & HMWs

POV 1

We met Kimsa, a married school nurse with a 15 month old girl and a 3.5 year old girl who lives in San Diego. **We were surprised** to notice that even after researching parenting thoroughly, the conflicting advice from multiple sources has made her feel stressed rather than calm. **We wonder if this means** Kimsa feels inadequate with her parenting efforts, and that she is missing crucial information. **It would be game-changing** to find a way to help parents collect and analyze parenting advice based on their own situation.



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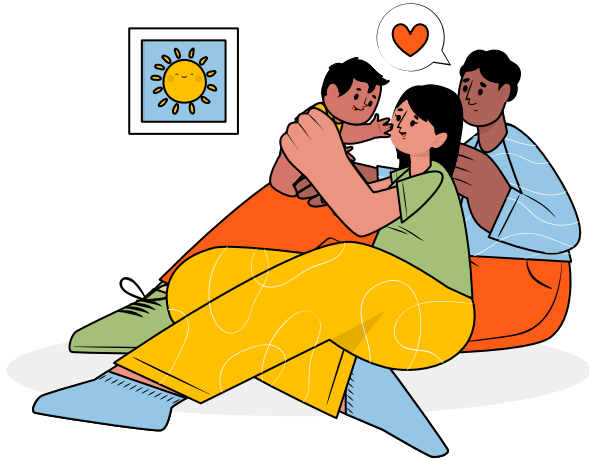


How might we...

- **make parents feel less inadequate in their parenting efforts?**
- make parents feel less overwhelmed by all the different parenting advice that exists?
- help parents be confident at making parenting decisions?
- make parents feel happy to read parenting advice instead of feeling stressed?

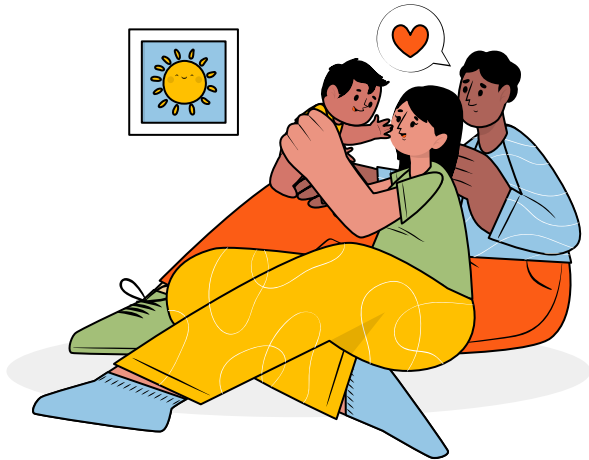
POV 2

We met Tina, a financial professional who has a 16-year-old girl, a 14-year-old boy, and a 6-year-old girl. **We were surprised** to learn that Tina punishes her children by hitting them, but much less frequently than how her own parents would her. **We wonder if this means** Tina knows physical punishment is bad for child development (based off her own experience), but resorts to it only when she lacks another effective way to handle conflict. **It would be game-changing** to help parents handle conflict in the moment it is necessary.



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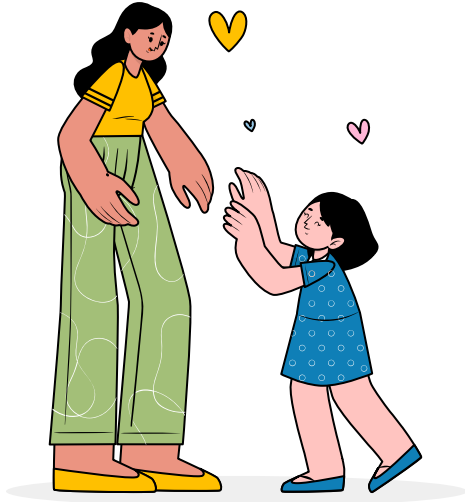


How might we...

- **make conflicts a good thing for parents and kids and foster productive conflict?**
- calm parents down to avoid irrational actions during a conflict?
- educate parents to prevent conflict from happening in the first place?
- include children in the handling of parenting conflicts?

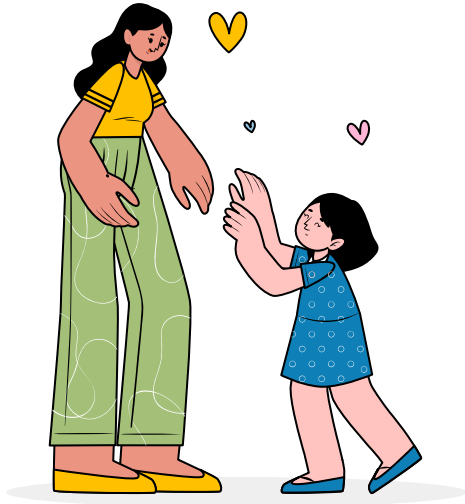
POV 3

We met Monica, a single mom working as a tech recruiter, with her baby born during COVID-19. **We were amazed to find** that she felt relieved and grateful for her baby after she found out that all moms are struggling. **We wonder if this means** parents need an outlet for their negative emotions while they might be uncomfortable or unable to share with close family and friends. **It would be game-changing** to find a way to encourage parents to share their emotions with fellow parents.



POV 3

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How might we...

- **make emotion sharing less terrifying and more satisfying?**
- help kids understand their parents' emotions and actions?
- listen to distressed parents or children, alleviate negativity, and promote solutions?
- help parents realize that how they feel also matters?

Top 3 HMWs

HMW 1

How might we **make parents feel less inadequate in their parenting efforts?**



We met Kimsa, a married school nurse with a 15 month old girl and a 3 and ½ year old girl who lives in San Diego.

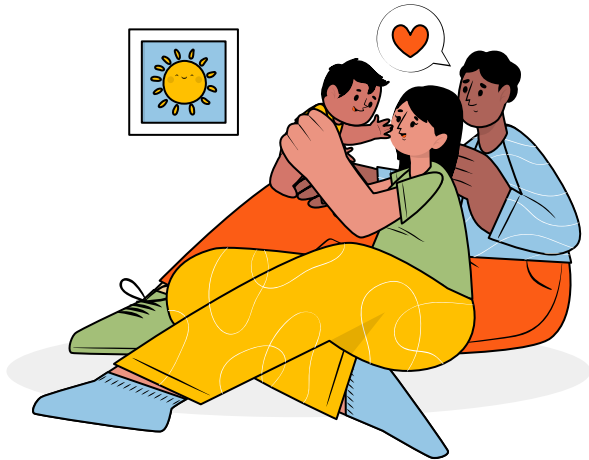
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HMW 2

How might we **make conflict a good thing for parents and kids and foster productive conflict?**



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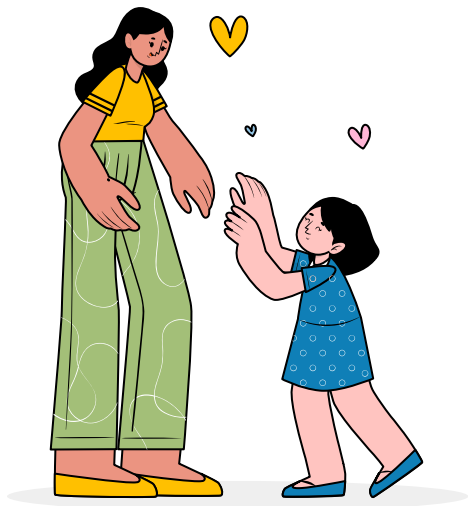
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Solutions, Assumptions, & Experience Prototypes

Solution 1



A quiz to provide parents with personalized parenting advice depending on the specific needs and circumstances of the parent and child.

Solution 1

Assumption:

Parents are receptive to personalized, external feedback and willing to adjust their parenting style accordingly.



Solution:

A quiz to provide parents with personalized parenting advice depending on the specific needs and circumstances of the parent and child.

Experience Prototype 1



Take a quiz to learn about your parenting style. Get personalized recommendations that work the best for your family!

[Take Quiz Now](#)

Step 1: take a survey
(parenting style test)



You score high for perfect parent syndrome
Generating personalized recommendations.....

Step 2: “generate”
recommendations

Based on your parenting styles, here are some suggestions that similar type of parents think helpful

- Being an attentive and available parent has many positive effects on growing children. Your children will trust you and be able to depend on you when they need you most, and will grow up with higher self-esteem and confidence.

Do you find this suggestion helpful?



Will you take actions based on this suggestion?



Step 3: show
recommendations



Melody
UX Researcher
5-year-old boy

We want to see if parents are open to suggestions and take actions based on their parenting style test results.

Solution 1 Results

Things that worked

We confirmed that parents are open to personalized suggestions and willing to take action. A “Quiz” is a good first step for self-awareness and opens parents’ minds about the different ways to handle conflict.

Things that didn’t work

The 10-min quiz is too long; the quiz wasn’t customizable for children’s age range or marital status, so some prompts were irrelevant.

Surprises

Parents feel that even if we customize quizzes, AI might be inadequate to offer deep, relatable parenting advice; they prefer to build long-term consulting relationships with humans because they can understand the family better.

Learnings

Parents are interested to know the consequences of actions they take to help them decide how to change their parenting style.
Being able to relate to emotions and interpersonal relationships is necessary to offer helpful parenting advice.

Solution 1 Results

Assumption **validated**

Things that worked

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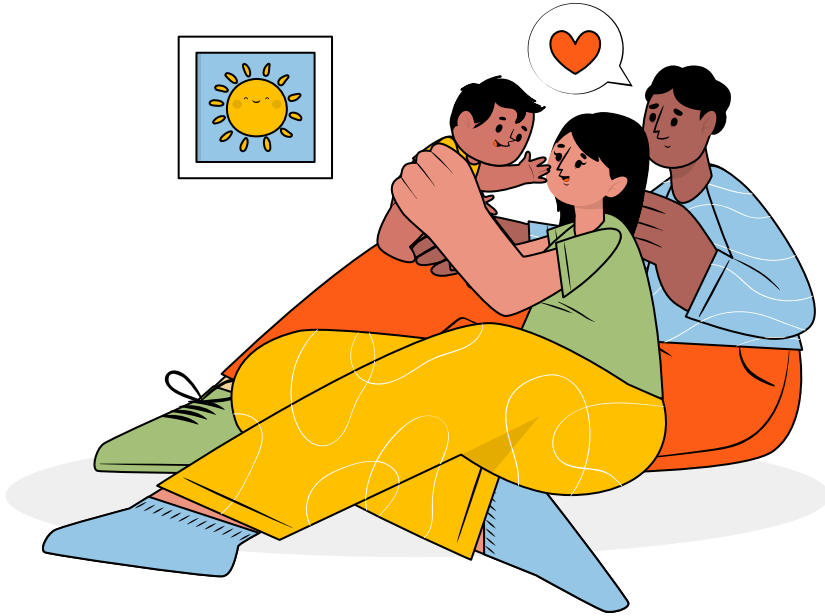
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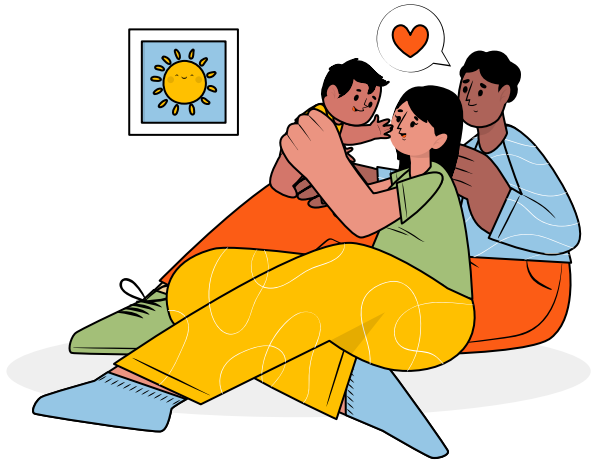
Solution 2



**A reward system for
parents and children to
encourage them to solve
a problem together.**

Solution 2

Assumption:
Parents and kids care enough about the
rewards to participate.



Solution:

A reward system for parents and children when they solve a problem together.

Experience Prototype 2

Conflict Resolution Worksheet

AGREEMENT:

I, _____, the parent, and I, _____ the child, agree to the following rewards to be distributed once a conflict is resolved.

SIGNED:

Name of Parent Date

Name of Child Date

STEP 1.

Determine rewards. Parent and child must agree on one (1) small reward and one (1) large reward, based on the size of the conflict. The parent and the child must agree on the relative size of the conflict. If the two cannot agree, a third-party adult must serve as the tiebreaker. Rewards remain constant over time.

Small reward: _____

Large reward: _____

STEP 2.

Parent, explain your point of view using objective language. Succinctly justify your reasoning.

Child, explain your point of view using objective language. Succinctly justify your reasoning.

*Parent, **restate** your child's point of view using objective language. Succinctly justify their reasoning.*

*Child, **restate** your parent's point of view using objective language. Succinctly justify their reasoning.*

STEP 3: *Talk it out. Do your best to reach an agreement, and compromise if necessary.*

STEP 4:

Describe the agreement. What are we doing to resolve this conflict? Does this resolution warrant a small or large reward?

STEP 5: Go get yourself a reward! :)

INTERVIEWEE



Dan
Lawyer, Stanford alum
10 y/o girl, 13 y/o boy

To test our assumption, we put together a worksheet for a parent and child to complete together that integrates our reward system. With Dan, we simulated a parent/child conflict and went through the worksheet together.

Solution 2 Results

Things that worked

- Restating what the other person said in an objective manner
- Reward to motivate the child

Things that didn't work

- Child should be rewarded not for resolving the conflict, but for following through on the agreement.
- Point system is out because children struggle with delayed gratification.

Surprises

- Parents do not need a reward. The conflict being resolved is its own reward to the parent.
- Third graders and older would be willing to sit down and use the worksheet, which requires maturity.

Learnings

- Parents want a centralized place to memorialize resolved conflicts and remember agreements.
- Rewards should change to keep kid motivated.

Solution 2 Results

Assumption
partially validated

Things that worked

- Restating what the other person said in an objective manner
- Reward to motivate the child

Things that didn't work

- Child should be rewarded not for resolving the conflict, but for following through on the agreement.
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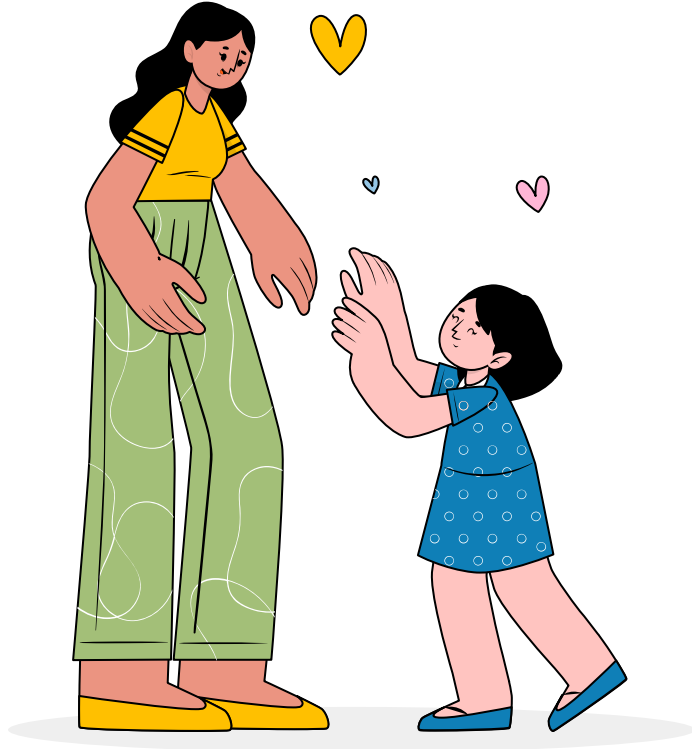
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Learnings

- Parents want a centralized place to memorialize resolved conflicts and remember agreements.
- Rewards should change to keep kid motivated.

Solution 3



**Daily affirmations and
empowering quotes.**

Solution 3

Assumption:

Parents are willing to receive, read, and internalize the affirmations/quotes.



Solution:

Daily affirmations and empowering quotes.

Experience Prototype 3

We texted 3 affirmations to a parent throughout one day, simulating an app notification.

At the end of the day, we interviewed the parent about their experience and engagement.

Alvaro
Costco Employee
4-month old girl.



Today 11:30 AM

"Children are not things to be molded but people to be unfolded."

Today 2:30 PM

"It shouldn't matter how slowly a child learns as long as we are encouraging them not to stop."

Today 7:03 PM

"When a child can't calm down, they need connection and comfort, not criticism and control."

Read 7:48 PM

Solution 3 Results

Things that worked

- When parents read parenting quotes/affirmations, they immediately apply them to their own life and how they interact with their child.
- Parents enjoy affirmations because it sets a positive tone for the day.

Things that didn't work

- Because the experience prototype was delivered over iMessage, some of the quotes went unnoticed.

Surprises

- Some parents are very willing to reflect upon and talk about their routines with their child without even being prompted.

Learnings

- Parents prefer to receive notifications early in the morning (before work) or later in the evening (after work).
- When parents make the conscious decision to download the app, they will pay more attention to its notifications.

Solution 3 Results

Assumption **validated**

Things that worked

- When parents read parenting quotes/affirmations, they immediately apply them to their own life and how they interact with their child.
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Solution Overview

What

Guided exercises and personalized advice to promote healthy communication and conflict resolution.

Why

Conflict resolution is a major pain point for most parents. Parents feel more comfortable and at ease when receiving advice tailored to themselves. Guided exercises allow parents and children to validate each other's feelings and view conflict objectively.

Who it leaves behind

Parents who prefer receiving advice by discussing live with human beings, rather than digital solutions or automated systems.



Summary

Summary

Quiz



Parents love to learn by answering questions.

Reward



Children need rewarding more than parents.

Exercises



Parents learn healthy communication with practice.

Personal Touch



Parents like to hear advice from people who understand them well.

Conflict



Parents prefer guided conflict resolution to validate feelings.

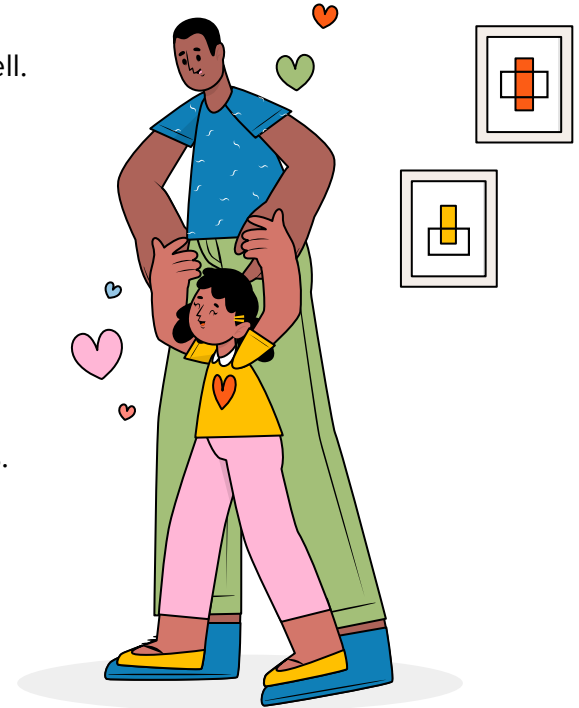
Affirmations



Parents enjoy receiving and internalizing positive affirmations.

Next...

- Conduct market research
- Define the task and task flows
- Brainstorm possible features





Q&A

Appendix

SAY

I found out I was pregnant with my second child at 25. I wasn't finished with college and didn't want the responsibility. I was depressed.

I always volunteered at their schools/programs so was able to incorporate what they were learning in school at home

They knew what they had to do. They had homework and I gave them extra homework.

It allowed me to express creativity. I was always able to make my house the party house.

Their dad started coming around a bit more. We got engaged. I got pregnant again. It was a big turn for the worst. He and I split up again.

In that time of disobedience, instead of wasting thoughts on her father's absence, she was able to redirect her depression and angst into sports.

I don't hide too much from them, if there's something I'm going through I communicate with them.

Because my mom started with me very young communicating with me, that's why I'm big on communicating.

THINK

She wants her kids to not make the same mistakes she did in her youth.

Working at the daycare/schools + experience as an aunt made parenting easier.

She's always looking for a solution instead of contributing to the problem.

She's very big on communication and visual learning.

Uses every moment as a teaching opportunity.

Deeply cares about quality family time.

Prefers raising boys than girls because less maintenance.

Wants to be there for her kids because the father isn't around.

Supports her children to pursue their passions.

Empathy map for Tina



DO

Family Leadership Program every year for 16 weeks.

Worked at a daycare, volunteered at the kids' schools.

Her parents took care of the son when she was at work.

Events, walks to park, reading every night, Children's museum memberships, YMCA swimming, dinner time altogether, pray together, sleepovers, dance parties, making cakes, watching movies.

Tried counseling to deal with preteen daughter's emotions

Had experience raising nephews & nieces. "The fun aunt"

Enrolled kids in an environmental science school

Separated w/ the father and got back together, then separated again.

Sent her daughter to get nail supplies. Tonight is spa night!

Pre-teen daughter brought boys over. She cleared them out and had a debate w/ daughter.

FEEL

Grateful for the support systems of her parents & Family Leadership Program

Difficulty connecting & communicating with preteens. Lack of understanding.

Overwhelmed by the maintenance and emotions of daughters.

Wary about boys getting near her daughters

Depressed when unexpectedly pregnant.

Regretful about getting back together with their father.

Happy to express creativity w/ the kids

Hopeful for her children's future.

Satisfied with her life and family despite challenges

Sadness / Guilt about their parental relationship's influence on the kids

SAY

Alan made it clear she had 0 expectations about me taking on parental responsibilities.

Alan babies her. I like to let her figure it out. Help her be more independent, less needy.

I might be overthinking it, but I wonder if her secrecy may lead to an eating disorder in her teenage years.

It's about being comfortable and direct enough to ask questions and call them out.

I had an older sister beating my ass all the time and cousins that tormented me. This is why I'm too rough with her.

When I met Indigo she was super sweet, fun, playful. I introduced her to roughhousing. Now I'm like oh crap I think I created a mini-monster.

I'm around, I'm here, I like you, I hope to teach you something, and I hope you teach me something

I'm not gonna go out and read books or use apps and this and that.

THINK

Parenting has been around for a very long time. You can just figure it out and learn on the fly. Or maybe I'm just not that deep.

Overthinks about how actions now could impact future development.

I don't do it in the most supportive way, I can sometimes be a little short with her

Not going to baby the kid. Will call her out on bad behavior.

Believes in discipline for not following instructions repeatedly.

Tell it to them straight.

Prefers to be playful, sarcastic, rough around the edges.

Recognizes he needs to tone back his roughhousing.

Would like to adopt her.

Empathy map for Felipe



DO

Lived alone for 35 years

Rough housing, pranks, jokes

Embarrassed himself to help the kid make friends.

Exposes the kid to outdoor activities like biking, hiking, rollerskating.

Made a schedule to help himself take care of the kid.

Lives an independent life

Takes care of the dogs

Interviewed while driving, pulled over to side of the road.

FEEL

Paranoid about how the kid's secrecy could negatively impact teenage years.

Indifferent about learning parenting techniques.

Annoyed at the kid's behaviors.

Critical of his own thoughts and actions

Overwhelmed with responsibility when alone with the kid

Wants the kid to take him seriously

Doesn't care when kid says mean things to him. Understands.

Wants to be respected and listened to.