

nurtue

be a better parent.

Team 2
Caring From Within - 2:30PM



Our Team



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Problem + Solution Overview

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

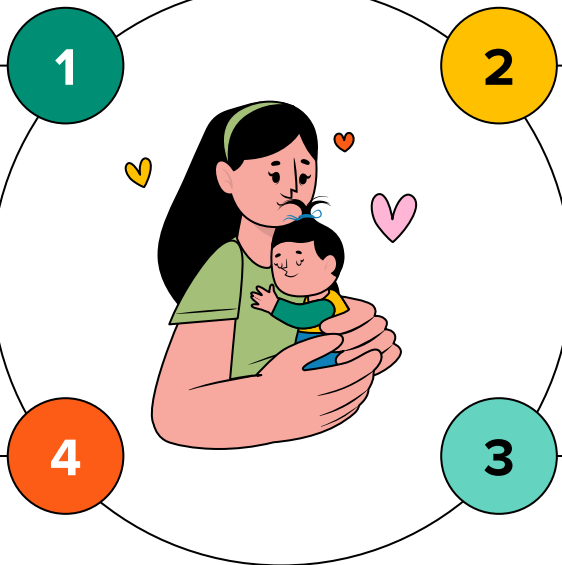
Gamify

Conflict Resolution

Incentivize parents and kids to solve problems together following best practices, and reward agreement follow-through.

Additional features

Personalized feed of articles tailored to parents' needs and circumstances, affirmation reminders, progress tracking dashboard, etc.



Exercise Parenting Skills

Use quizzes to practice the parenting skills you want to improve, so that you can apply them to real life.

Expert Q&A

Submit questions and receive responses and recommendations from parenting experts.

Market Research

Relevant solution 1 - Spring Health



Solution: Precision Mental Healthcare

“Using clinically-proven machine learning models, we accurately assess an individual’s needs and then our experienced care navigators guide the individual to the right care, whether it’s coaching, meditation, therapy, medication or more.” ([source](#))

Spring Health recently launched family mental health resources, including relationship counseling, pediatric mental healthcare, parental coaching, self-guided exercises for parents, and adult therapy for individuals.



**Spring Health
Announces \$190 Million
in Series C Financing**



What worked for Spring Health?	How does it differ from our solution?
<p>Personalization of mental health solutions</p> <ul style="list-style-type: none"> • collect a comprehensive set of data on each individual • use peer-reviewed machine-learning models to match each person to the right care for them; <p>Short waiting time for healthcare</p> <ul style="list-style-type: none"> • Instant mental health exercises available • short waiting time for therapist appointment <p>Scientific approach</p> <ul style="list-style-type: none"> • solutions backed by clinical tests and research • Go beyond connecting customers with healthcare providers by tracking symptoms and progresses 	<p>All-round vs. Deep dive into parenting</p> <ul style="list-style-type: none"> • Spring health offers mental health support for all conditions; • We focuses on parenting, and specifically conflict resolution between parents and children <p>Parent/kid separated services vs. promoting parent-kid collaboration</p> <ul style="list-style-type: none"> • Spring health provide parenting coaches and pediatric therapists, emphasizing addressing the problems with each family member; • Our core solutions emphasize personal growth of parents and aims to improve parent-kid collaboration in solving conflicts. <p>Healthcare platform vs. personal growth platform</p> <ul style="list-style-type: none"> • Spring health aims to provide accessible healthcare for mental health when a parent is in crisis; • We hopes to help parents make improvements day by day to prevent more serious mental health problems from happening



Relevant Solution 2 - Peanut



Solution: A safe space for women to meet and find support

“Connect with women who are at a similar stage in life—from fertility, pregnancy and motherhood through to menopause. Peanut provides access to a community who are there to listen, share information and offer valuable advice.” ([source](#))

Meet

Discover women nearby who are at a similar stage in life.

Groups

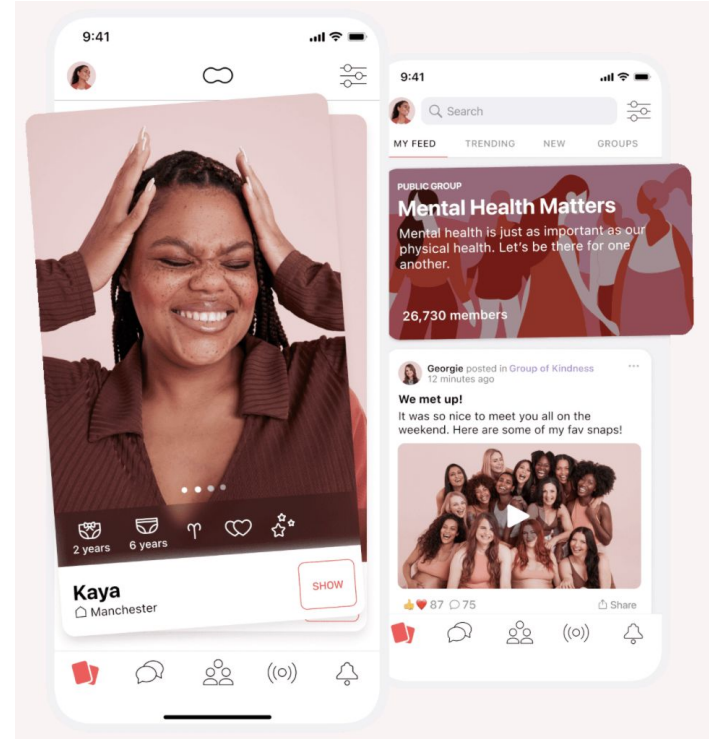
Join groups and find communities with common interests.

Share

Ask questions, get advice and share stories across meaningful topics.

Pods

Join live audio conversations hosted by experts.



What worked or didn't work for Peanut?

A stand-alone social network for moms

- **What worked:** make sure the majority of users are moms
- **What didn't work:** could not integrate with other social networks; the connection pool is limited compared to facebook groups, etc.

Every mom can share their experience

- **What worked:** provides a space for moms to share their feelings, questions, etc. and get feedback
- **What didn't work:** unfiltered quality of sharing, misleading suggestions, users ganging up against other users.

Anonymous posting

- **What worked:** offers mom a safe outlet for what they wouldn't share in real life;
- **What didn't work:** moms posts hatred language, abuse, or even suicidal content that might make other moms feel stressed.

How does it differ from our solution?

Targeting moms vs. targeting all parents

- Peanut is a mom-only community but our solution welcome all parents.

Everyone can share vs. experts give you advice

- Peanut encourage experience sharing and helps users to connect with moms with similar conditions; moms can get advice from other similar moms, but the advice quality depends;
- Our solution hopes to offer high quality suggestions from experts targeted at parents' specific conditions to ease the anxiety parents had about finding the "right" answer.

Social vs. Personal

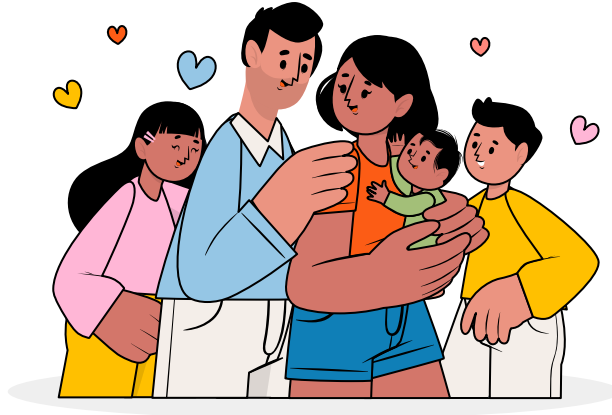
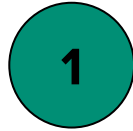
- Peanut focuses on connecting moms and create a community for sharing;
- We believe that parenting is a journey of self-improvement, and parents just need to compare with themselves instead of comparing with others.



What Makes Our Solution Unique

Personalized, Trusted Advice

We offer instant solutions recommended by experts that fit your specific condition so you don't need to worry about whose advice to take.



Inclusiveness

As long as you want to grow as a parent, whether you are a dad, mom, grandma, or step-father, you can find useful information in Nurtue!



Self-improvement Companion

We believe parenting is primarily a self-improvement journey, and we help you to keep track of your progress. You don't need to worry about what others parents do; instead, just focus on yourself.



Productive Conflict Resolution

We provide a positive perspective to view conflicts and make it a fun opportunity for parents and children to grow together by gamifying conflict resolution and rewarding communication.



Tasks

Tasks

Simple

Connect with an expert who can provide personalized advice to help you work through a specific situation you're facing with your child's behaviors.

Moderate

Practice using more effective language to communicate with a child.

Complex

Resolve a particular conflict with a child in a peaceful manner, and come to a filed agreement that the parent can reference.

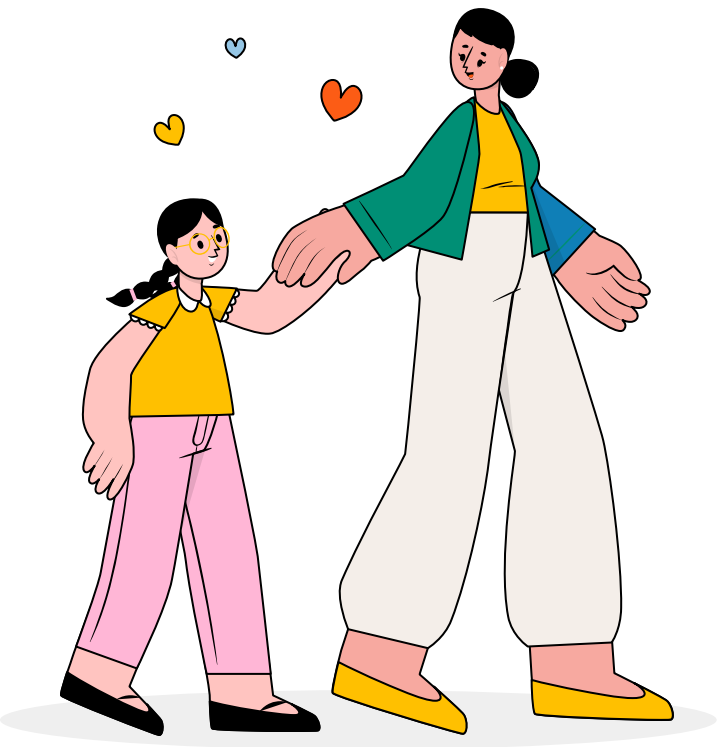
Level of involvement between parent and children



The story versions of tasks can be found in speaker notes.

A thick teal horizontal bar at the top of the slide, with a vertical teal bar on the left side, creating a frame effect.

Values in Design



Conflicting Values

Is there a “right” way to raise a child?

Who can say what’s the right way to raise a child?

How to protect parents’ privacy?

Some parents might feel uncomfortable to share personal information.

Will it leads to longer screen time?

It’s likely that some parents might spend their attention on the app too much instead of on their children.



How to Address

Give parents choices

We should allow parents to choose preferred parenting styles and personalize the advice they get.

Ensure data security

We should make sure data stored are anonymized and give parents control of what information they share with the app.

Promote real-life interactions

Encourage real-life interactions between parents and children and potentially offer screen time checker.



Video Storyboards



Parent walks in and sees...



Kid plays iPad.
Parent's hands come in frame & grab it.



Parent yells at kid.



iPad tug of war.



Parent snatches iPad



Kid throws tantrum



Parent is stressed

~ Transition ~
Flash to white?



Parent gets notification



Parent does exercises
Realizes the right communication.



Progress complete!



sleep.

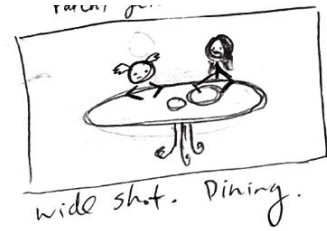
Scene 1: Fighting over iPad Usage

Moderate Task:

Learn and practice parenting best practices such as using more effective language to communicate with a child.



Scene 2: Dealing with Picky Eating



Simple Task:

Connect with an expert who can provide personalized advice to help you work through a specific situation you're facing with your child's behaviors.



Scene 3: Settle an Agreement on Playing Video Games vs. Getting Homework Done



Complex Task:
Resolve a particular conflict with a child in a peaceful manner, and come to a recorded agreement.



Concept Video



nurtue
grow together.