A3

Instaplan

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1. Ecosystem Dump

We were given the problem of improving communication between tweens and parents within the realm of event planning. The two presented personas were Aya, a seventh grader from Pittsburgh who recently began to use a smartphone, and Kaylee, a single mother of two juggling work, her daugthers, and her love life.

From the ecosystem dump, we determined that the areas we most needed to focus our research on were how tweens planned small social events, how comfortable parents were with others driving their kids places (other parents, public transportation, uber), and where kids often hung out. We also decided to get an idea of how tweens in a couple of different age groups and independence levels managed their independence with their parents' expectations.

2. Guerilla Research

We interviewed tweens and their parents in groups. The set of questions we wanted to cover were as follows:

Questions for Tweens:
Where do you hang out with friends?
How do you coordinate this?
How do you feel about coordinating with parents/friends?
How do your parents feel about your plans?
What has been successful in the past/what strategies do you use?
What has failed?
What aspects of coordination/communication would you like to improve?
What restrictions do you have (ex. Curfew, location)?
How often do you go out with friends?
Do you feel that your parents have set too many restrictions?

Questions for Parents:
What is your experience with Uber?
How independent/responsible do you want your kids to be?
How do you coordinate/communicate with your kids?
What has been successful in the past/what strategies do you use?
What has failed?
What aspects of coordination/communication would you like to improve?
What restrictions do you have (ex. Curfew, location)?
What determines if your child can leave (ex. Chores, homework)?
How much do you depend on carpooling when you are busy?

Some highlights of our findings were that tweens most often hung out at their friends houses, wouldn't mind going other places but didn't really have anywhere in mind, and didn't have a problem with their parents knowing where they are at a given point in time if it meant not having to responding to a worried text or phone call about their current location. Tweens also did not often take public transportation.

We were not surprised to find that parents didn't much like the idea of their kids taking uber alone, but we were a bit surprised to learn that parents were often uncomfortable with people they know driving their kids if they didn't know a lot about their driving habits or thought they could be unsafe drivers. We also learned that the most important consideration about what their kids were doing was safety.

3. Exploratory Scenarios

These brainstorming storyboards helped us focus in on what ultimately became a trip planner with elements of shared calendars, automatically generated groups for messaging, location tracking, account pairing for parents and kids, and crowdsourcing to verify location safety. This is also the point at which we decided to balance the power of decision making between kids and parents, where kids take the initiative and parents have the final say. Some of our salient scenarios are featured below.

1. Aya wants to go to the park with her friends. She sends a trip request to Kaylee with all of her friends, location, and time listed. Kaylee okays the trip and now knows where Aya will be going tonight and with whom.

2. Aya wants to go to the mall with her friends, but they don't have transportation. Her friend puts in a trip request and all parents are notified. Another parent agrees to drive them in response to the trip request and Kaylee doesn't have to drive her daughter.

3. Kaylee doesn't approve of Aya exploring new places with her friends and is only comfortable if Aya has already been somewhere before with her family. Kaylee selects a list of locations within a specified radius that she will allow Aya to hang out with her friends. When Aya logs on, she can see and choose from the predefined places her mom has picked out.

4. Aya hasn't been answering her phone for the last hour and Kaylee is starting to get worried. She logs onto her app and checks Aya's location. It says that Aya is at her friend's house and provides the parent's phone number so she can call and check on Aya.

5. Aya and her friend want to go to the mall but can't figure out transportation between their parents. Aya creates a group chat with Kaylee, her friend, and her friend's mom. The four of them discuss the girls' plans and figure out who will drive the girls.
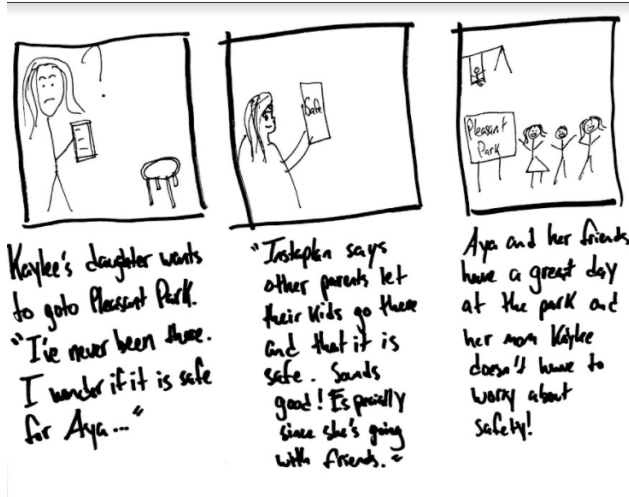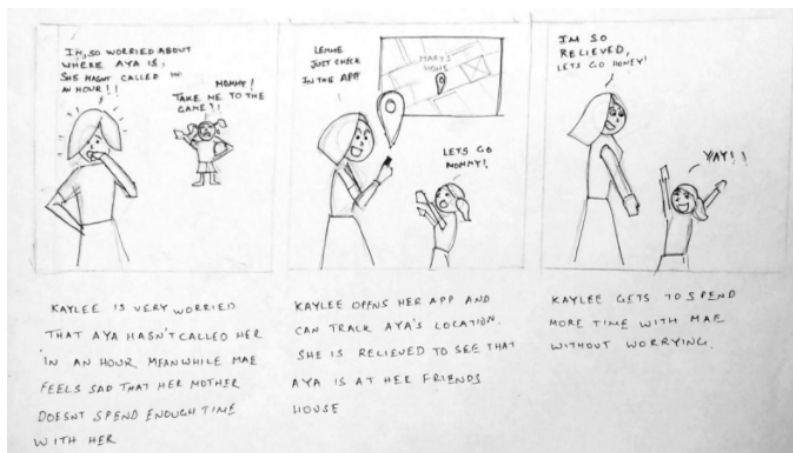
6. Aya's teacher says that there is an optional field trip to the museum this weekend, but Aya isn't sure if she can go. She pulls out her phone and sees that Mae's soccer game is at the same time on the shared family calendar. Without even texting her mom, Aya knows that she can go to the Sunday events, but not the Saturday ones.

7. Aya's friend asks her to watch a movie this weekend. She pulls out her phone and quickly looks up showings, selecting a few and sending them to her mom. Kaylee later looks through the showtimes, movie ratings, and theater location and approves the one at noon.

8. Aya finishes her homework and is now able to unlock the trip request feature in the app. She receives notifications that her friends have also finished their homework and asks her mom if they can go to the mall through the app. Kaylee approves this trip, since Aya did her homework.

9. Aya wants to go out camping with her friends and one of their parents this weekend. Kaylee asks her to make a schedule for the week and follow it. Aya does so and Kaylee is happy with her scheduling, Aaya is allowed to go to the campus.

10. Kaylee wants to make sure that Aya gets home safe after theater classes, but has a meeting. She uses her app to call Aya an Uber and monitors the ride from her phone. Once Aya arrives at home, Kaylee remotely unlocks the door for her daughter.

4. Storyboards

In making these storyboards we were sure to focus on the goals we identified in our personas and research. In particular, the tweens are discovering new places to go with their friends and parents know that the place their tweens are planning on going to is safe and they can check to see that the tween is where they said they would be (which the tween doesn't mind too much as long as they aren't bothered).

KAYLEE IS VERY WORRIED THAT AYA HASN'T CALLED HER IN AN HOUR. MEANWHILE MAE FEELS SAD THAT HER MOTHER DOESNT SPEND ENOUGH TIME WITH HER

KAYLEE OPENS HER APP AND CAN TRACK AYA'S LOCATION. SHE IS RELIEVED TO SEE THAT AYA IS AT HER FRIENDS HOUSE

KAYLEE GETS TO SPEND MORE TIME WITH MAE WITHOUT WORRYING.

Aya, Tim, and Hailey want to hang out this weekend, but aren't sure where or how they'll get there
Aya: "Hey, let's check Drive!"

Aya pulls up Drive and sees a lot of recent Instagram posts from the park nearby
Hailey: "That looks fun! But I don't know if my mom will let me go."
Aya: "Don't worry, I'll set up a group chat with us and our parents and send them the details."

Tim: "I'm so glad we came to this park! We're gonna get great Instagrams!"
Hailey: "It's great how easily we were able to coordinate this with our parents. I'll even make it home for violin practice."
Aya: "Ok let's explore! My mom will be here to pick us up at 4."

Kaylee's daughter wants to go to Pleasant Park.
"I've never been there. I wonder if it is safe for Aya..."

"Instaplan says other parents let their kids go there and that it is safe. Sounds good! Especially since she's going with friends."

Aya and her friends have a great day at the park and her mom Kaylee doesn't have to worry about safety!

5. Navigational Map

These screens show an overview of the typical user flow from both a tween and parent perspective. The tween is able to create and manage events, as well as discover parent-approved locations featured in the app. The parent is able to prove permissions for events and coordinate carpooling. Both users have access to event details and the group chat that is automatically created for each event.
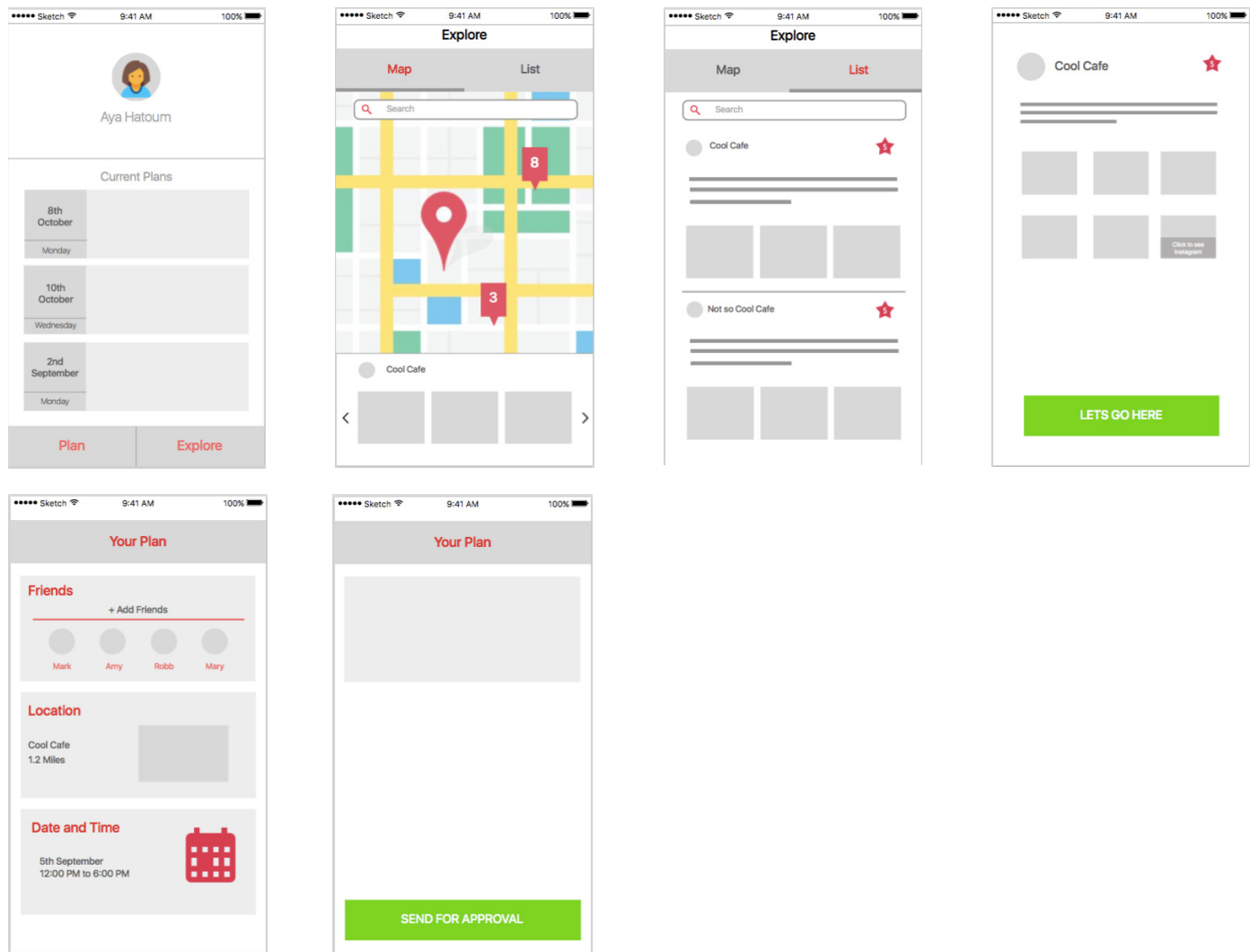
Aya's Flow

Kaylee's Flow
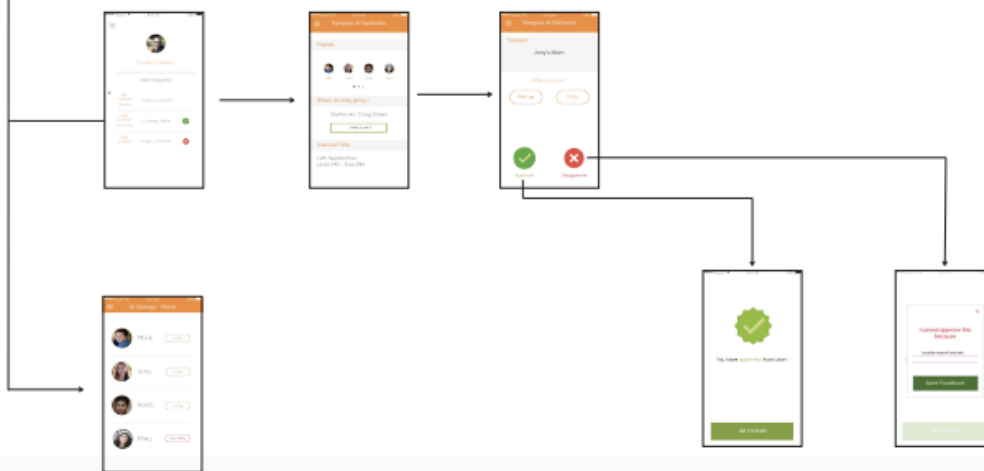
6. Wireframes

These are some of our medium-fidelity wireframes created on Balsamiq and Sketch that show the rough path users would take for a new event based on our storyboards. We tried to minimize the number of steps within the process for easier and simpler usage.
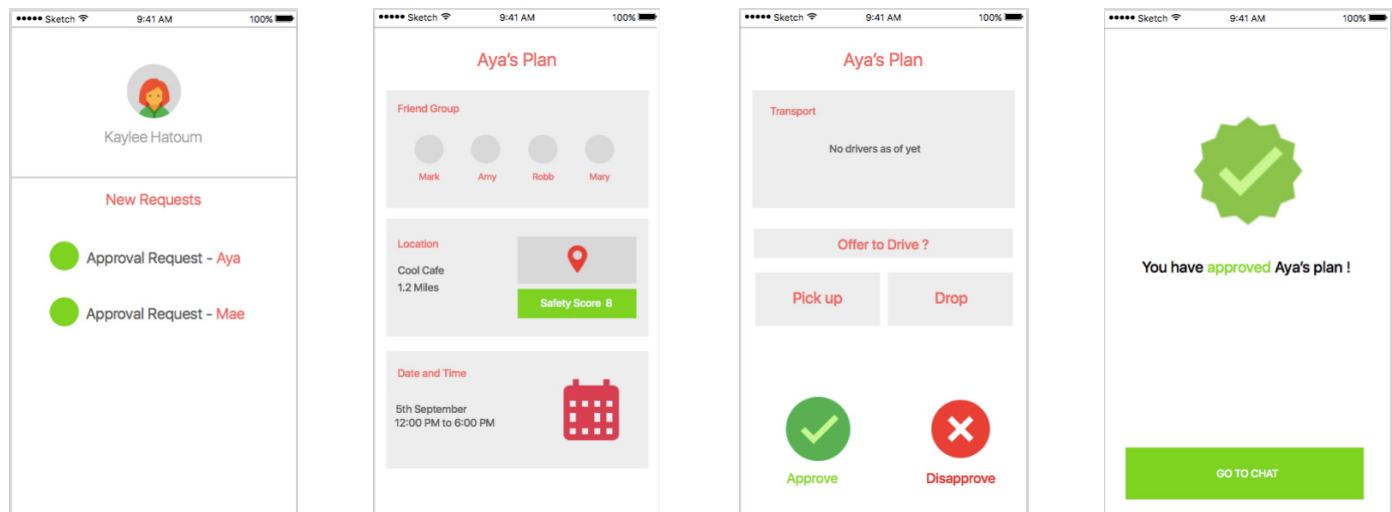
6. Wireframes

Tween View:

Parent View:

7. InVision

The final rendering of the app is shown in Invision. To show the app in its entirety, it was divided into two sections.

The first section goes through a scenario where Aya, the tween, opens the app to discover a place where she and her friends can hang out on the weekend. Using Invision, we run through Aya's scenario which includes the Dashboard, Explore screen in various formats, and the Plan Activity screen. Finally, Aya sends the event for her mom's approval. We are also able to see whether her friends are going or not going to an event.

From Kaylee's, the mother, point of view, we see that she goes through Aya's new request in her review screen and approves it. The prototype allows investors to realize how Instaplan can act as a mediator between parents and tweens.

InVision Link: https://invis.io/C69AIN0YE

Featured Animation:
1. Every time the parent approves or disapproves a request, the tween can see that with a green or red notification pop on their dashboard, that captures their attention and allows them to act accordingly.

2. When the parent gets a new request they too see a green notification pop that they can click on to review a new request.

3. A fun "Approval Send" animation shows the tween that their approval request is its way to being seen and approved (if they feel so) by the parent.

8. Pitch

This is an overview of the pitch we delivered to present our final app.

[The Problem]
Tweens always want to hang out with their friends, but they can't usually get to where they want to be. This is where parents come in, calling each other repeatedly to debate who will be shuttling their kids around. This can be a tedious process: kids make plans at the last minute, parents can't get a hold of each other, and everyone has to work around their schedule.

[The Solution]
We're presenting a revolutionary way to communicate with your tweens: InstaPlan. Instaplan lets tweens explore nearby locations and plan events with their friends. Their parents can easily view, approve, and coordinate activities, as well as find drivers they trust to get their tweens places.

[The Personas]
This is Aya. She loves Starbucks, The Hunger Games, and wants to hang out with her friends on the weekends. But she always has a hard time figuring out when they're all free and getting her mom to drive her there, especially because their plans are always last-minute. Her mom, Kaylee, is trying to find love in between being a paralegal and a single mother of two. She tries to do it all, but it's hard to manage work, kids, house, and her sanity. But, with Instaplan, they can both get what they want.

[The Scenario]
Let's take a closer look. Today, Aya and her friends want to hang out this weekend, but they aren't really sure what to do. Aya pulls out her phone and powers up InstaPlan. Since tweens, who are new to making their own plans, aren't usually familiar with the safest and most popular local places, InstaPlan has a location-based feature called Explore. It suggests places that have been marked by parents as safe and shows tween users an Instagram feed of related pictures, so they know exactly what filters they're going to be using. Explore helps provide details and directions to nearby places, while filtering out locations that may be inappropriate for 9-12 year olds.

Aya decides that she wants to check out a cool new fro-yo place in Squirrel Hill, so she creates an event by filling out a quick form and sharing it with her friends and their parents. When Kaylee gets a notification for the event, she can easily see what Aya's planning on doing and request any edits, if necessary. Kaylee thinks the time is too late, so she declines Aya's request and sends her a message to choose a new time.
When an event is created, InstaPlan automatically creates a group chat will all of the tweens and their parents for easy communication. Aya opens up the group chat and asks if the time can be changed, which her friends say is okay. Aya modifies the time and requests her mom's approval once again. Kaylee agrees, but now has to figure out how Aya will get there.

8. Pitch

Instaplan also gives parents to option to provide transportation. She notices that Amy's mom has offered to drive the kids, so Kaylee doesn't have to worry about it. Kaylee now looks forward to spending some quiet time with her younger daughter, Mae, this weekend.

[Adding Business Value]
Not only does Instaplan benefit tweens and their parents, but it also helps businesses reach a new demographic. Remember the fro-yo place where Aya and her friends went? This is the owner, John. He puts up a sign encouraging guests to take Instagrams at his shop, which are then displayed on Instagram. Because John's store has great lighting, his Instagram feed grows and grows and, because it's in a safe neighborhood, more and more tweens find it on Instaplan and stop by for frozen yogurt.

[Crowdsourcing Safety]
You might be asking yourself how we know whether a place is safe or not. We've thought about that. When users first start using the app, we won't and the information won't be presented in app. As our user base grows we will begin to see patterns in places that are approved and denied we will be able to confidently know which places are safe. The data will be crowdsourced in the sense that we will get the data from users in a nondisruptive way.

[The Big Picture]
Tweens want to start being more independent and going to new places and parents want to ensure that their kids are being safe and have transportation. Instaplan gives both groups what they want by giving kids responsible trip planning choices and giving parents the power to approve these trips and a great tool to organize carpooling. It also integrates with Instagram, allowing tweens to see what's popular in their area.