

Primary Perspective

Gathering



- Child uses step stool, reaches for toothbrush
- Sibling or parent can help reach toothbrush
- Child reaches for toothpaste

Pain Points

- Sink not sized for child
- Sink shared by family so most of toothbrush holder, toothpaste pushed up against mirror

Workarounds

- Child step stool
- Parent or sibling helps child reach teeth cleaning items

Design Opportunities

- Closer proximity children's teeth cleaning holders – attached to cabinet or sink?
- Stool with storage?
- Toothpaste holder firmly attached to countertop

Prepping



- Child holds toothbrush
- Parent puts toothpaste on child's toothbrush
- Water turned on to wet toothbrush

Pain Points

- Two-person job with child
- Child wants autonomy in process – "I do it"
- Child difficulty reaching sink handle

Workarounds

- Sink attachment for child to reach flowing water, slower flow
- Parent or sibling helps child put on toothpaste

Design Opportunities

- Better toothpaste dispenser for children – pre portioned or clear toothpaste packaging for child to see
- Toothpaste that doesn't leave mess – magic ink toothpaste?
- Toothpaste/ brush in one – Brush that dispenses toothpaste?

Teeth Cleaning



- Child sucks on toothpaste, uses mirror for support
- Parent brushing their own teeth to show child
- Child attempts front/back/top/bottom teeth

Pain Points

- Child hand dexterity tough with brush
- Toothbrush bristles only on one side – twisting
- Child not able to know if all teeth are reached

Workarounds

- Mirror helps child see front "smile" teeth
- Parent or sibling helps child brush teeth, calls out steps, or mimics how to do it

Design Opportunities

- Video displayed on mirror to show teeth areas
- Incorporate songs to each area of brushing
- Toothbrush has bristles on all sides
- Toothbrush with long head
- Remove toothbrush altogether and include mouthguard like brushing

Rinsing



- Child spits, rinses and taps brush to remove water
- Child drinks cup of water to rinse mouth
- Parent reminds child not to swallow toothpaste

Pain Points

- Child spits everywhere, tapping creates mess
- Child swallows toothpaste
- Filling cup requires parent to turn water on

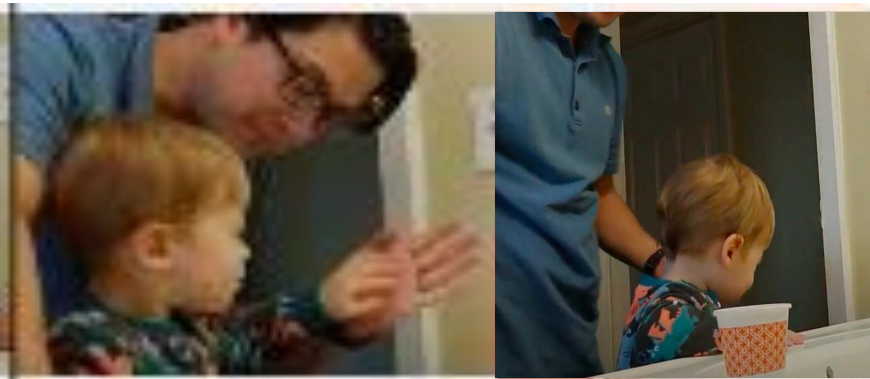
Workarounds

- Mini paper cup for child to drink water
- Parent or sibling helps child not "swallow" toothpaste/ rinse and spit

Design Opportunities

- Toothpaste that is safe to swallow – never a need to spit?
- Brush that shoots water into mouth removing cup

Clean Up



- Parent high-fives child informing all done
- Either parent cleans up or child puts back toothbrush into holder

Pain Points

- Similar issues as "gathering" phase – sink not sized for child to place back items

Workarounds

- Child step stool
- Parent or sibling helps child reach teeth cleaning items

Design Opportunities

- Closer proximity children's teeth cleaning holders – attached to cabinet or sink?
- Stool with storage?
- Toothpaste holder firmly attached to countertop



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