# Project plan

### Big picture

The motherhood penalty is most frequently described through 1 fact - that women make 5% less than men, per child. We think it goes much deeper, from planning for pregnancy to maternity leave to figuring out how to work as a mom. Within these stages, and within each transition, there are many factors that contribute to the motherhood penalty.

### Focus

Part of figuring out how to be a working mother involves making the right decisions as to how to care for her child while she is at work. Her options vary depending on location, industry, income level and family structure. The average cost of childcare in the US is $11,666 per year ($972 per month).

In making this decision, women need to look at how it will impact the her child’s early development.

### Questions

1. What is the cost of child care by state (0 to K)?

2. How does this compare to the MIDAAS data on median income by gender by state?

3. What are the childcare options available and how are they used?

1. How does this vary with socio-economic class?
2. How does this vary with family structure?

4. What are the developmental impacts on children (social, educational, emotional, health)?

1. Developmental phases in children ages 0 to 5?
2. Environmental impact on these phases?
3. What is the baseline for healthy childhood development?

### Hypothesis

Healthy childhood development is impacted by the childcare decisions of working mothers.

### Process

May 23 - May 29

Pragya - data analysis around questions 1 and 2

Laura - research question 3

Gina - research question 4

May 30 - June 3

Share findings, brainstorm design solutions. We can share via email / slack / google docs, but brainstorming will be in person.

June 4 - June 10

Prototype solutions, get rapid feedback from working moms

June 11 - June 15

Make video

June 15 - end of project

Build more complete prototype

Presentation

Get more feedback on solution and on how we are telling the story.

### Other complicating factors

(how this project would grow given a greater timeline)

Single mothers

Low income

Military mothers

Disabled mothers

# Resources

**Cost of Childcare**

<https://childcareta.acf.hhs.gov/data>

<https://www.bostonglobe.com/2014/07/02/map-the-average-cost-for-child-care-state/LN65rSHXKNjr4eypyxT0WM/story.html>

<http://usa.childcareaware.org/advocacy-public-policy/resources/reports-and-research/statefactsheets/>

<http://usa.childcareaware.org/wp-content/uploads/2016/03/Parents-and-the-High-Cost-of-Child-Care-2015-FINAL.pdf>

<https://www.care.com/a/how-much-does-child-care-cost-1406091737>

<http://datacenter.kidscount.org/data/tables/6154-average-annual-cost-for-licensed-center-based-child-care?loc=25&loct=2#detailed/2/any/false/867,133,38,35,18/2303/12841>

<http://www.fas.org/sgp/crs/misc/RS22499.pdf>

CDC - National Survey of Children’s health

ftp://[ftp.cdc.gov/pub/Health\_Statistics/NCHS/slaits/nsch\_2011\_2012/03\_Dataset](http://ftp.cdc.gov/pub/Health_Statistics/NCHS/slaits/nsch_2011_2012/03_Dataset)

Parents and the high cost of child care

<http://usa.childcareaware.org/advocacy-public-policy/resources/reports-and-research/costofcare/>

Benefits of early childhood education

<http://heckmanequation.org/content/quality-early-childhood-education-enduring-benefits>

Breadwinner moms Pew Center data

<http://www.pewsocialtrends.org/2013/05/29/breadwinner-moms/?version=meter+at+0&module=meter-Links&pgtype=article&contentId=&mediaId=&referrer=http%3A%2F%2Fwww.fastcompany.com%2F3053215%2Fstrong-female-lead%2F14-million-women-on-the-realities-of-the-gender-wage-gap&priority=true&action=click&contentCollection=meter-links-click>

Data on Single Mothers

<https://singlemotherguide.com/single-mother-statistics/>

<https://www.americanprogress.org/issues/labor/news/2012/08/16/11978/fact-sheet-child-care/>

**Low-income families spend a much larger portion of income on child care. The average monthly income for a family making less than $1,500 per month was $938 in 2010**—49.5 percent of which was spent on child care. On average, families in this income group with children under the age of five who paid for child care spent more than half of their monthly income on child care expenses (52.7 percent). In comparison, families with children under the age of five making more than $4,500 per month spent an average of 8.6 percent of their income on child care.

# June 2, 2016 Meeting Notes

### What we need

CSV of MIDAAS data

### Our Idea

Game, Eligibility Tool

### Purpose

Discover what the journey of a working mother looks like

### Description

Using the data that we find around the gender pay gap, maternity leave and the cost of child care, we will present users with series of choices so that they can discover how each decision affects their earnings while comparing it to the earnings of their opposite gender.

### **Tone**

Playful

Dark Humor

Serious

Factual

### Possible Choices

* Gender
* Education
* Marital Status
* Income bracket (below poverty, above poverty)
* Industry
* Family structure
* Career change/ new job
* Extended leave/ time off/ leaving jon
* Part time
* Additional kids
* Child care options

### Simultaneously show

* Other gender
* Consequences on childhood development

**Ideal Game**

* User goes on a journey with road blocks in the way
* Show how rewarding caregiving
* Show how difficult it is being a working mother but at the same time show that it is possible
* Don’t discourage women from becoming a mother
* Somehow show that working women be role models for their children
* Help women make decision make decisions around child care and work
* Help the larger population (not working moms) gain empathy about this issue

### Some food for thought

Why do women need to have superman complex?

Why can’t women just raise their children well?

“My call was never to be a superhero.”

# **Data sets**

<https://docs.google.com/spreadsheets/d/1AdcrHoc3vNO_ewwW3_9Ly3a4EgbdlSNcDNP-nADDXuM/edit?usp=sharing>

Child care arrangements, marital status, state median income

<http://usa.childcareaware.org/advocacy-public-policy/resources/reports-and-research/costofcare/>

Cost of child care by state

<http://www.bls.gov/ncs/ebs/benefits/2013/ownership/private/table24a.htm>

Childcare benefits across industry, income level, company size and region

<http://www.bls.gov/cps/cpsaat39.htm>

Median weekly earnings by occupation and gender

<http://www.bls.gov/news.release/ebs2.t06.htm>

Paid leave across industry, income level, company size and region

<https://hackthepaygap.slack.com/files/laurakadamus/F1EAEBVL2/preliminary_fy_2014.xlsx>

Child care and development fund (public assistance for low income families)

<http://fortune.com/best-companies/>

Fortune best 100 companies to work for

<http://www.dhs.state.il.us/applications/ChildCareEligCalc/eligcalc.html>

Tool to calculate child care assistance eligibility in Illinois

# June 7, 2016 Meeting Notes

### Questions

Scope - what is the purpose of our game / tool? What is the desired output? Is there a specific decision we want to help women make?

Type of problem - are we trying to solve the problem of a lack of awareness of this problem or that women struggle to make these decisions? Education tool v. decision making tool

Users - who are our target users?

Value proposition - what are our users getting from this?

### Our story

Start with the user and her situation

Why should anyone care?

Introduce design - how does it work and how does it solve the problem?

Introduce ourselves - why do we care about this issue? What is the personal element?

### Resources

[Shiny](http://shiny.rstudio.com/gallery/)

[Spent](http://playspent.org/) (game)

### To do

Trello board - join via this link: <https://trello.com/invite/babymomma/33c78da416aaa1080163d4bc0689ef99>

Determine pace of sprint - reviews, standups, how we want to timebox, etc

Output - what is our worst case scenario? Expected case? Best case?

Draw out decision tree