

Shaziya Tambawala



WhatToExpect

Simulating the Complexity of Lifestyle Choices Faced by a First-
Time Working Mother

The System

- **Simulating** the daily life choices a new, working mother has to face
 - No “one-size-fits-all” formula for being a good mother
 - Mothers make decisions based on situational priorities
- **Causal Patterns**
 - Your decisions are tied to multiple lives
 - Savings are immaterial if you and your family aren’t healthy and happy
- **Replay?**
 - Choices involve trade-offs between variables
 - Replay increases awareness about impact of choices in the long run

Similar Artifacts

ROOMMATES

Strengths

- Simulates a first year college experience keeping in mind several real world factors
- Visual Novel presentation style

Weakness

- Scenarios are very simplified and not necessarily reflective of actual choices



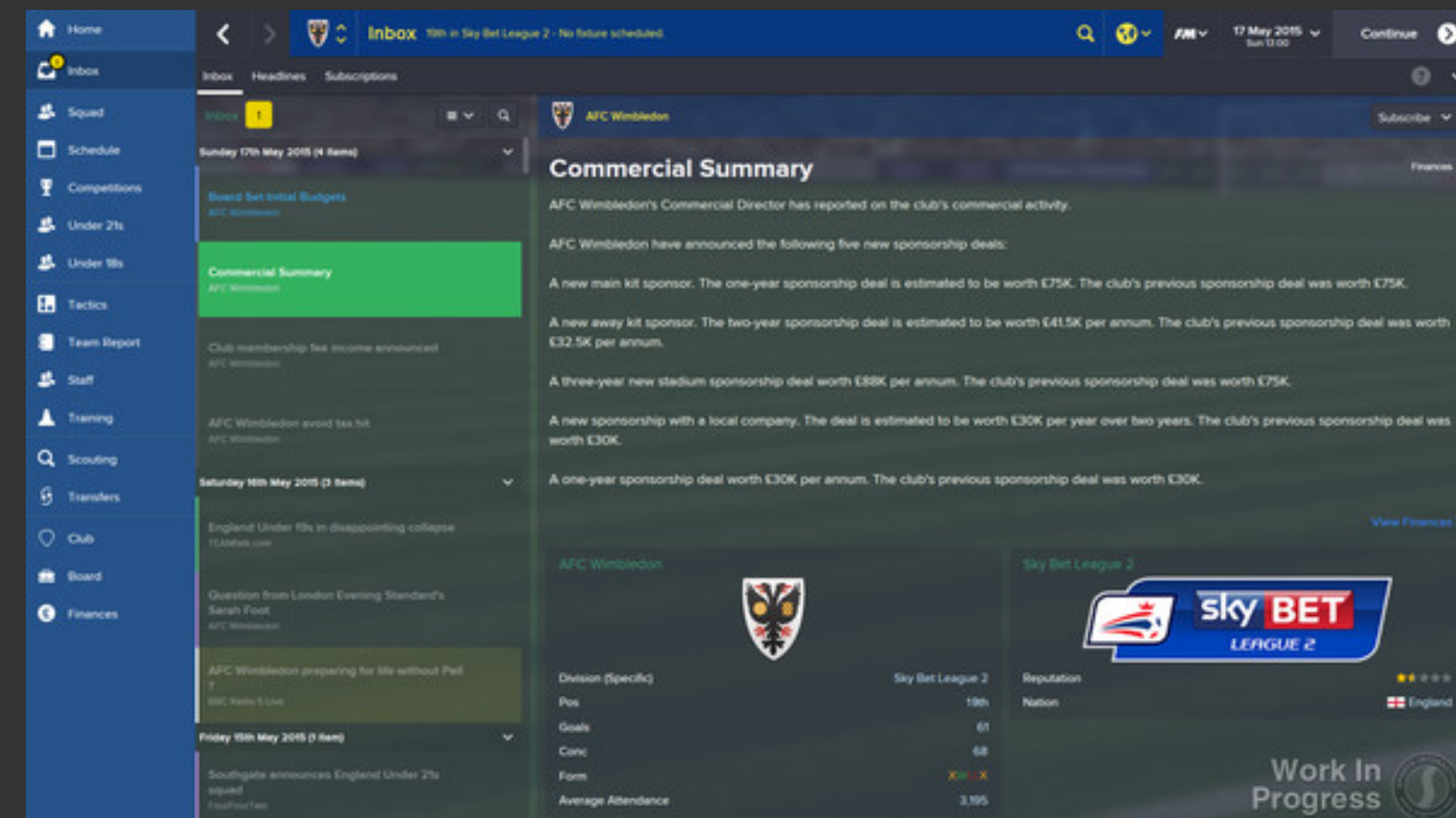
Similar Artifacts

FOOTBALL MANAGER Strengths

- Realistic simulation of several aspects of managing a team
- Shows how one person's decision affects a team of people

Weakness

- Seems more like a content management system than an interactive game



Abstract Model

- Constrained to choosing one's own goal and timeline
 - **Goal:** Health | Career | Inter-personal life
 - **Timeline:** 6 months | 12 months
- 6 randomized **Scenarios** with varying intensity based on timeline
- Impacted **Variables:** Savings, Your Health, Happiness, Baby's Health
- **Missing factors:** Unforeseen scenarios relating to baby's health, Time constraint
- The chosen variables were selected because they broadly represent the concerns a new, working mother faces in her daily life

Abstract Model

- **Cultural Values**

- Fiscal responsibility
- Importance of a support network
- Tests people's priorities as a parent

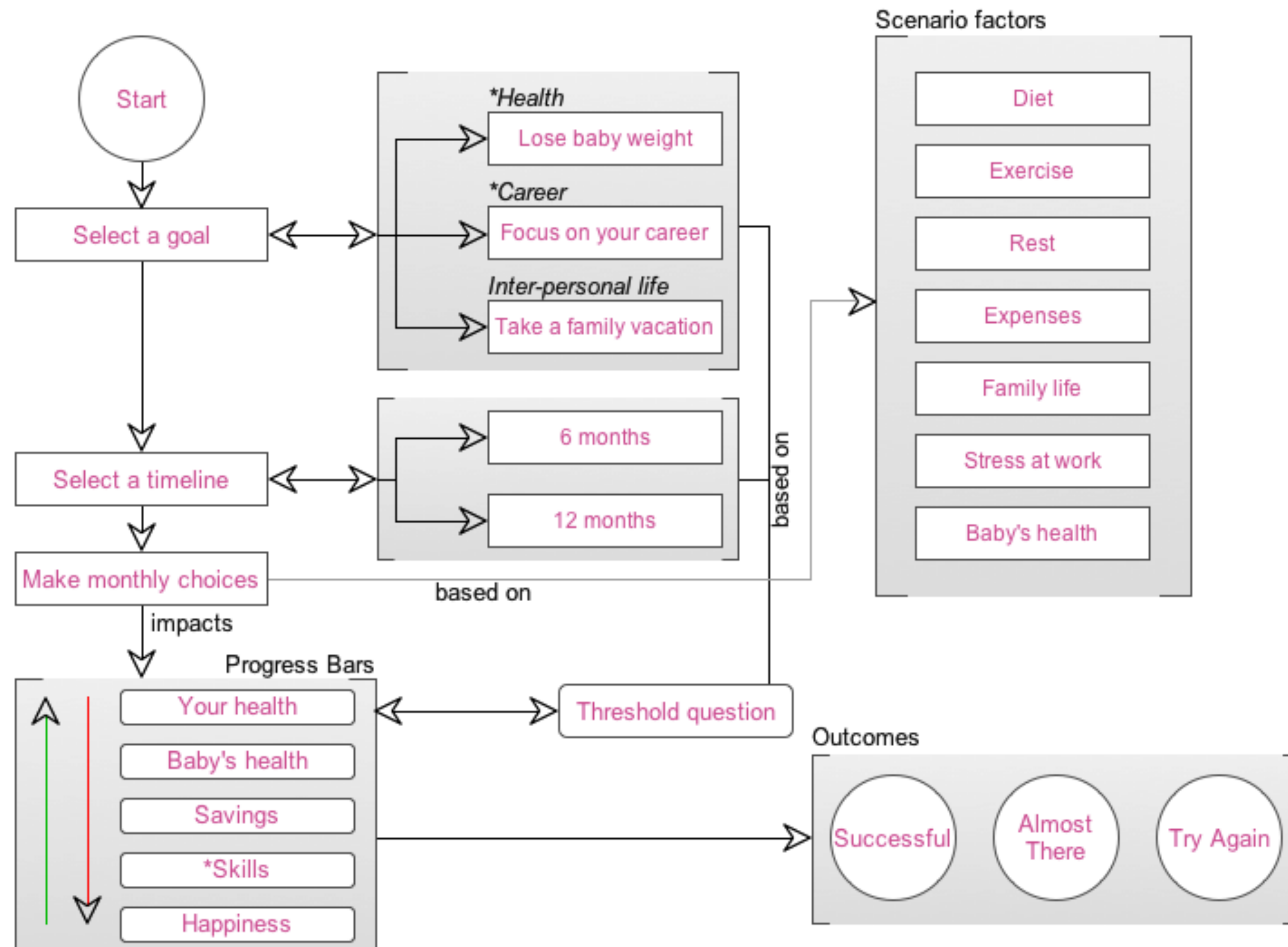
- **Chosen POV**

Focussed on work-life balance for a first-time mother in order to educate a broader segment of audience

- **Other POV**

How to allocate time to varied tasks

How to manage different family relationships (Wife, Mother, Daughter)



Interactions & Feedback

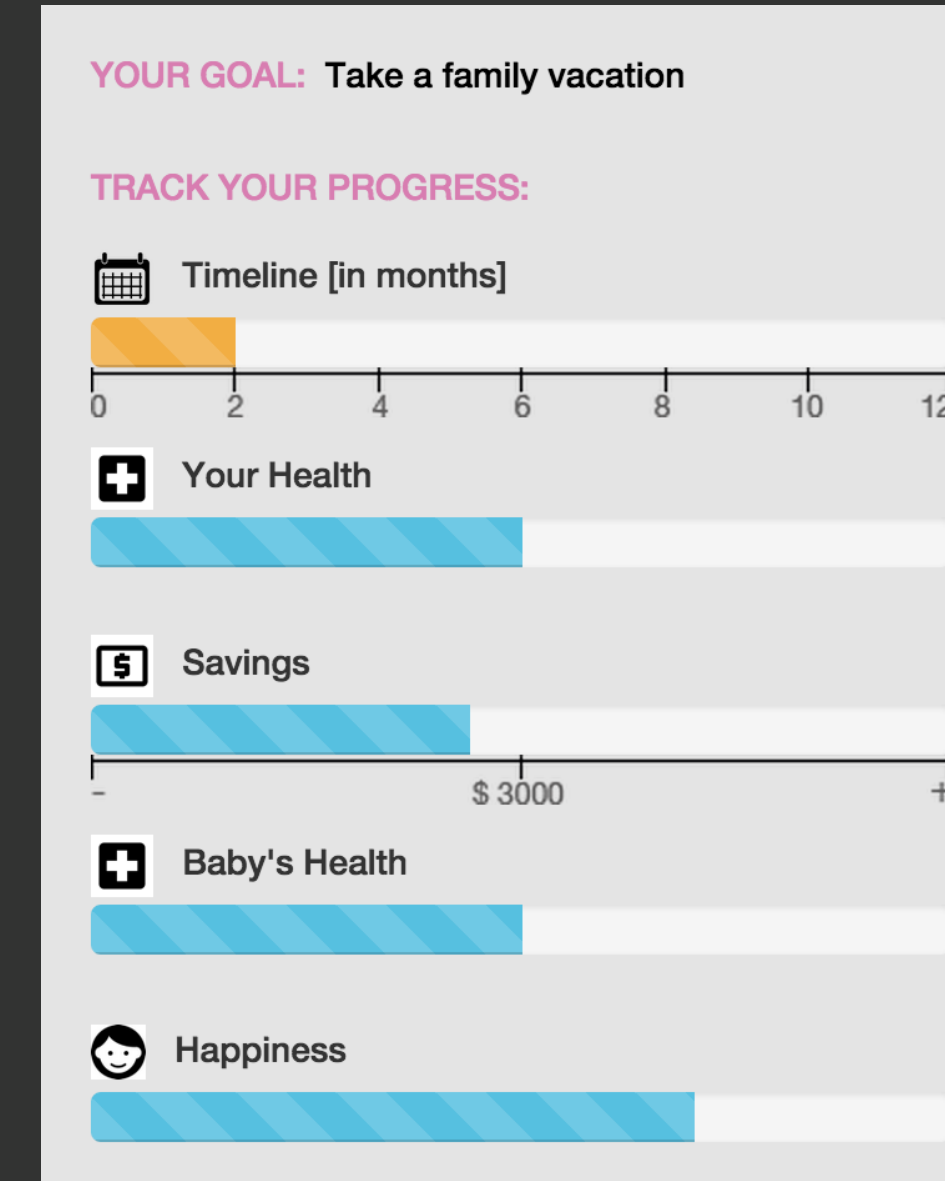
Visibility & State

The state of all variables is visible to the interactor for her to track her progress; these variables get reset on replay. The goal is always visible too.

Transparency

Interactor is given a snippet of the task in a neutral and unbiased choice of words.

Multi-choice options are represented in the form of radio buttons and checkboxes



Breastfeeding is a great way to burn up to 500 calories a day but it takes a lot of time and planning at work. What do you want to do?

- ☐ *Let's do it! My baby will be healthier and it's so much better than extra sweat sessions at the gym*
- ☐ *I'll need more calorie intake with breastfeeding than if I were formula feeding so I'd rather work out*
- ☐ *I'll go with mixed feeding; it'll take more planning but its the perfect workaround*

NEXT


Interactions & Feedback

Accompanied some choices with a sketched graphic, to reduce textual overload.

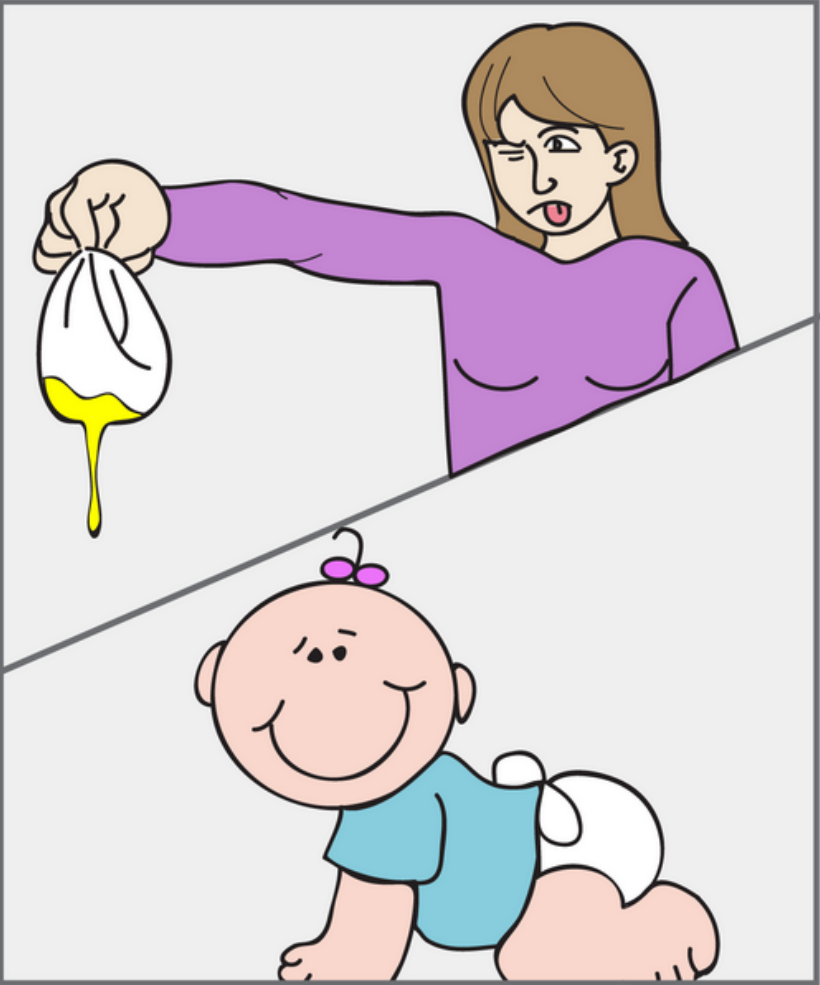
Feedback

Feedback on performance is provided at the end of the game in the form of an overall score.

Variable-specific feedback is meant to encourage replay.



• *I'll request my mother-in-law. She'll probably nag me about it though!*



• *Cloth diapers - They're natural and almost cost-free!*

Your score is: 47/100

ALMOST THERE!

Uh-oh! Some of your lifestyle choices haven't been well balanced. Remember to focus better on your savings next time.

Play Again

DEMO

Future Plans & Improvements

- Complete scenarios for all 3 goals
- Allow for multiple choice selection with a time-bound feature
- Provide feedback on impact of decisions at intermediate levels
- Weigh actions more accurately by doing further research

Questions?

Thank You!