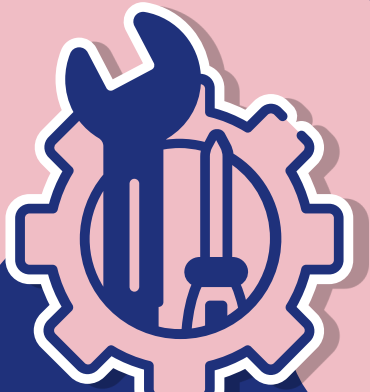




# Enhancing the Lives of Working Women

Team: Femme (Taylor G., Kendall T., Tiffany L. Timi A.)



# Recap



**“Ella”**

The software engineer  
turned stay-at-home  
Mom



**“Grace”**

The first year out of  
Stanford Engineer



**“Tamara”**

The business owner  
hair stylist



**“Maria”**

The Zoom PWR  
professor

# POV: Ella

1

## **We Met Ella....**

a software engineer turned stay-at-home mom.

2

## **We were surprised to notice...**

she lives a routine and monotonous life.

3

## **We wonder if this means...**

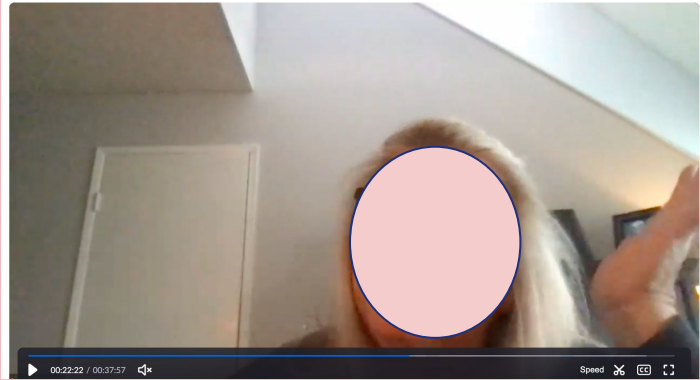
Having autonomy /variability in life is at odds with being a mother

4

## **It would be game changing to**

empower mothers of young kids to have ownership of their own time and interests

3



## **“Charlie”**

**Q1 - “My husband is amazing and is really involved and hands on with [kid] and her sports which has really given me a lot of time to myself”**

**Q2 - “Morning are the best part of my day. It’s quiet, I drink my cup of tea and relax, maybe read a magazine and no one is calling me mom”**

## **“Clara”**

**Q1 - “My favorite moment of the day is drinking coffee in the morning when the house is quiet”**

**Q2- “There is also a part of you that is like... i also want to contribute in some way. Having an impact and not just kind of being ”**

A woman with curly hair is sitting at a wooden table, smiling and looking at a laptop. She is wearing a white sweater. In the background, there is a whiteboard with a pie chart and a man with glasses looking at the laptop. The scene is set in a modern office or meeting room.

## **“Eva”**

**Q1 - “Favorite part of my day is checking in with my family after dinner”**

**Q2- “Running in the morning sets the tone for the rest of the day”**



# POV: Ella

1

## **We Met Ella....**

a software engineer turned stay-at-home mom.

2

## **We were surprised to notice...**

she lives a routine and monotonous life.

3

## **We wonder if this means...**

Having autonomy /variability in life is at odds with being a mother

4

## **It would be game changing to**

empower mothers of young kids to have ownership of their own time and interests

How might we make toddlers more independent?

How might we make play time fun for moms too?

How might we assign responsibilities to toddlers?

HMW help mothers find new passions and interests?

make mothers lives/routines less monotonous

HMW help remind mother what their passionate about/interested in

How might we help mothers find hobbies/ways to focus on something they care about outside of kids

How might we capitalize on the simple moments to make mothers feel in control

How might we make task completion playful?

hmw make dads/other guardians do more

HMW automate mundane tasks for mothers

HMW make sure that mothers feel well rested/creative/in dependent in their free time

HMW help increase or improve their of a support system

hmw keep mothers in the habit of using the time they have free to do things that make them feel good about themselves

hmw connect moms with mom mentors who have gone through the experience themselves

hmw incorporate the community to help raise children

hmw lower the stress feeling the pressure to "be on" for kids



# POV: Grace

1

## We Met Grace...

A recent college grad now working full time as a Project Engineer at Stanford while living in SF

2

## We were surprised to notice...

That in transitioning to living in her own apartment, she spends many hours of her day cleaning and cooking, leaving only a couple of hours of free time on weeknights

3

## We wonder if this means...

That the structure of a stable living environment stifles personal growth

4

## It would be game changing to

Make mealtimes and meal preparation less like a basic need and more like an opportunity for personal enjoyment

make meal  
prep  
easier/faster

hmw make meal  
prep appear less  
of a "productive  
lens"/for  
optimization

ensure  
meal prep  
isn't  
forgotten

hmw connect  
the experience  
of a meal with  
community

How might  
we make  
meal prep  
social?

How might  
we eliminate  
the need for  
meal prep?

How might  
we make  
meal prep  
meditative?

How might we  
make meal prep  
instantaneous?

make meal  
time prep  
exciting?

How might we  
make home  
cooking a fun  
experience for  
young  
professionals

How might we  
make  
mealtimes  
quick and easy

How might we  
encourage  
healthy eating  
habits for young  
professionals

How might we  
reduce the number  
of times young  
professionals need  
to go grocery  
shopping

hmw make  
things like  
hellofresh  
more personal  
and enjoyable

hmw  
gamify  
meals

How might we  
make  
mealtimes/meal  
prep social or restful

# POV: Tamara

1

## **We Met Tamara...**

A Sacramento salon owner, hair stylist, and single mother of three

2

## **We were surprised to notice...**

She likes to read self-help books in her free time

3

## **We wonder if this means...**

She likes being exposed to the positive content and maintaining a positive mindset

4

## **It would be game changing to**

Help improve and increase her exposure to positive content

11

hmw encourage society to prefer positive content from a young age

How might we define positive content?

hmw improve access to positive content amongst communities that may have a more negative culture

expose people to role models

push content that support independence, positive thinking & self help ideas

collect positive content?

hmw offer different types of positive content

hmw find the optimal positive content for max impact

How might we make positive content ubiquitous?

How might we turn self-help books into movies?

How might we make positive content free?

block negative content?

How might we encourage positivity in the midsts of busy schedules

How might we encourage positivity in social media

How might we make positive content easily accessible to women

How might we expose more women to the benefits of positive content

hmw make the positive content an automatic mindset

provide surplus of positive content?

optimize algorithms for positive content on content apps she already uses

hmw create a community that keeps each other accountable for positive content

help people see they're similar to role models

How do we integrate positivity into working women's hectic workstreams



# Top 3 how might we...

1

**Integrate positivity into working women's hectic workstreams?**

Tamara- Salon Owner, Hair Stylist, Single Mother

2

**Make meal time prep exciting (social/restful)?**

Grace- First Year out of Stanford Engineer

3

**Help increase or improve their support system?**

Ella- Software Engineer turned Stay-At-Home Mom



# Virtual Shared Journal

1

How might we help increase or improve their support system?

**Solution: A social shared journal between friends/spouses to better connect and communicate**



# Virtual Shared Journal

**Assumption: Virtual journaling is enjoyable, people empathize through reading others feelings**

Participants (friends) shared a virtual journal and made comments/talked about each others their entries

## Shared Journal Prototype

1. Write your journal entries for the night in this doc (they will not be shared with anyone)
2. Read the other person's journal entry for the day
3. Leave a comment or have an in-person chat about some aspect of your journal entry
4. Fill out this form [today](#)

### Sarah's Journal 01/20

Hello well this is good I'm trying to get more into journaling myself so this is perfect. It kind of feels strange to do it now because I usually do it right before going to bed when I've gone though the whole day, while now it's earlier in the day. There is one thing that I know I'm pretty sure will not change though: how behind I am on everything. Last week with big little I kind of lost track of my work, and the long weekend would have been perfect to catch up, but my room decided to flood a little. It did take up a decent amount of time but it also occupied so much like headspace. It was really hard to concentrate on other things or be productive. Now I definitely feel more relaxed even if I do have a lot of work to do. Just trying to grind again tonight and tomorrow so that even though I have a bunch of work this weekend it doesn't have to be painful. Also a very different point but I donated blood today for the first time. It was kind of fun like it really doesn't change anything for me and it is really helpful for others. I'm going to try to kind of make this a routine. I checked that you can't do it more than three times a year so that would cap it out, but also with traveling and work I don't know if I would even qualify for more than that anyway. I have a bit of a headache but I'm not sure if it's blood donation induced or just my normal headaches because I feel quite fine, anyway will see how I feel later today. I'll go drink another liter of water now. Ya we'll that's all I have for now so we'll see.

### Kelly's Journal 01/20

Feels kind of weird to be typing a journal entry but at least I'll be able to actually read my writing this time hahaha. Today's been kind of lame, I woke up and have just been sitting here writing essays all day and am about to go to class. I kind of hate days like this so much when all I do is work and don't really have anything exciting going on, but oh well. Maybe I'll find a way to make today more exciting. I just tried this new oat milk creaser which is SO GOOD and there was paella for lunch which is also SO GOOD so that is good lol. Apparently there is an ice themed party this weekend which is a what kind of a theme is that b) isn't everyone going to get covid isn't this a bad idea and c) ew frat party. I also just watched like 5 hours of Westworld for class and now all I can think about is fake humans. I feel bad that someone else has to read this because my journal entries NEVER make sense because they're way too stream of consciousness but whateveraaaa sorry Fran.

# Results and Conclusion

## **Valid Assumption:**

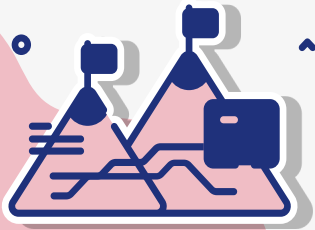
people empathize through reading others feelings

## **Inconclusive Assumption:**

People enjoy using a virtual journal

**Surprised:** one person liked virtual but not sharing, other liked sharing but not virtual

**Learned:** Sharing journals helps people to connect intimately





# Social Cooking Platform

2

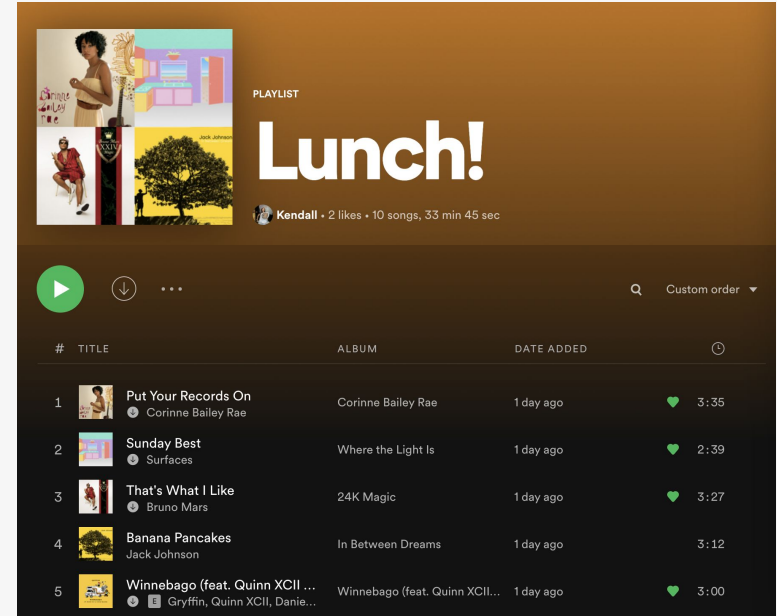
How might we make meal time exciting (social/restful)?

**Solution: Create a social platform that incorporates shared listening experiences during meal time.**

# Music as a Meal Mood Booster

**Assumption: Listening to music would make meal time more enjoyable.**

Participants listened to an upbeat playlist while eating and reported their mood before & after the meal



# Results and Conclusion

## Valid Assumption:

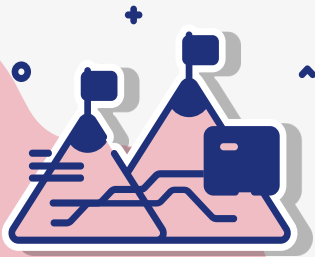
Participants experienced better moods after listening to the playlist over meals

**Surprised:** worse pre meal mood at lunch than at breakfast

**Learned:** Catered music could boost mood higher

**Worked:** People preferred music at lunch

**Didn't Work:** Should have compared the same meal





# Support System Platform

3

Help increase or improve their support system?

**Solution: Build an app to help caretakers delegate tasks and help children/dependents perform tasks**



# Household Task Delegation

**Assumption: parents want help with household/family tasks**

Participant (father of a toddler) filled out Google Form asking about home/family tasks and if they're willing to delegate tasks

- Ideally would've wanted a female participant as well

Role in family (mother, aunt, father, etc.)?

1 response

Father

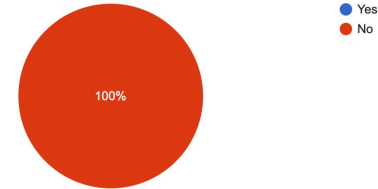
List several daily or weekly home/family related tasks you complete often? Rank each task with importance of (1 not very important to 5 very important to get done)

1 response

5. Bill Payment; 4. Grocery Shopping; 3. Dog Care; 2. Trash/Recycling; 1. Odd Jobs/Maintenance

Would you want to delegate any of these tasks?

1 response



# Results and Conclusion

## **Invalid Assumption:**

Parents want to delegate household/family tasks

## **New Assumption:**

Parents feel responsible for their family and aren't eager to delegate their responsibilities to their kids/partners

**Surprised:** no desire to delegate

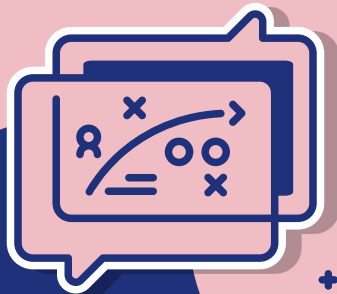
**Learned:** Child dependents may struggle doing many of the tasks mentioned

**Worked:** Learned about types of family/home tasks (Bills, Groceries, Dog Care)

**Didn't Work:** Should've asked why they would/wouldn't want to delegate tasks

# Social Cooking Platform

23





## Balance

Working women are expected to balance home and work life with ease. They feel a need to “do it all”.

## Moments of Bliss

A morning coffee, waiting for the kids, watching TV before bed

## A Different ‘Productivity’

It’s productive to take care of yourself, to balance work and life, to prioritize moments of bliss

# Next Steps

