# ParentBump

CHI COMPETITION

ParentBump is an app that can generate the best weekly events plan based on calculation of several users' locations, tiemslot and interests, which spare parents the time filtering events. It also introduces bump during the events as an ice breaker, for conversations,

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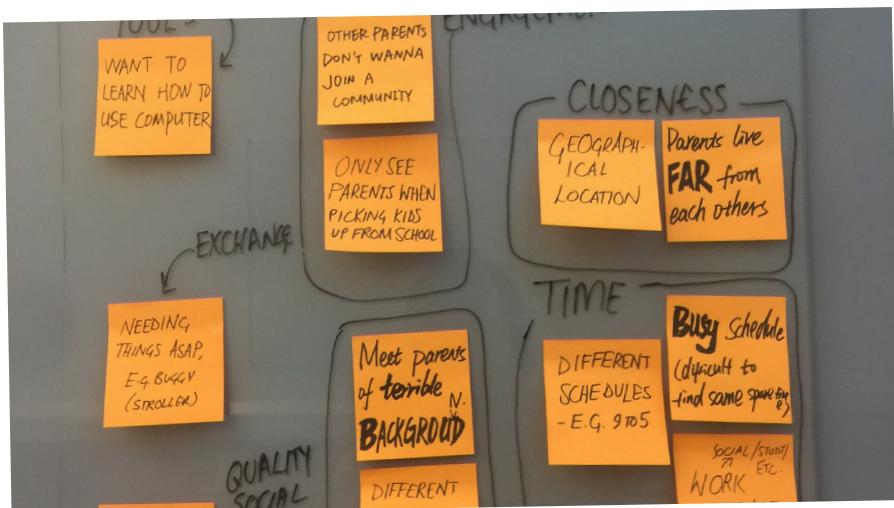
I. USER RESEARCH

■ QUESTIONNAIRE

We designed a questionnaire to gain a better understanding of our target users. I summarised most of the data into persona combined with the transcripted data from interview.

■ INTERVIEW

We did a semi-structured interview with parents in Cameden. I talked to two of them, one of them is a mom work actively among different parents volunteering organizations, she brought up the concern about other parents' background. While the other one is a Italian mom, who moved here yeas ago, and feel isolated. Which provide interesting perspectives and reference for the later design.

As we analyze the data gained from the ineterview, I used semantic method to code the two scripts I wrote during the conversation.

■ PERSONA

P E R S O N A

A n n a

Age	33
Education	Attended College
Marital status	Married
Employment	Full–time
Children	2 kids, 4–10 y.o
Location	London

Friendly Considerable Caring

MOTIVATIONS

- Children can make more friends
- Make acquantance of other parents
- Acquire more information about parenting, or schools
- Attracted by interesting social functions. e.g. drop–ins
- Can have fun with already known–familes
- Others

FRUSTRATIONS

·**Time**: families have different schedules; additionally, it is also hard to balance school, work and parenting organizations.

·**Lack of engagement:** she only see other parents after school with a short meetup, and end up hurring back home. Therefore, she barely know any parents at school.

·**Different backgrounds:** she found it is anoying when see other parents have a different view towards parenting, especially when she saw some parents allow children to have gun.

·**Sence of loneliness & isolation:** even though she has moved to London for over 7 years, it is still hard to esteblish a long–tern relation with other local families due to the lack of opportunity.
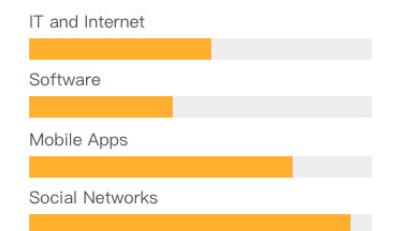
BIO
Anna is a mom who has a full–time job, hence, she is always busy traveling to send children to school, going to company. After picking up children back home. During the weekends, she tried to socilise with other families by searching suitable events.

PERSONALITY

Extraverted		Introverted
Sensing		Intuition
Thinking		Feeling
Judging		Perceiving

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

### RELATED CHANNEL

School

Friends

Family
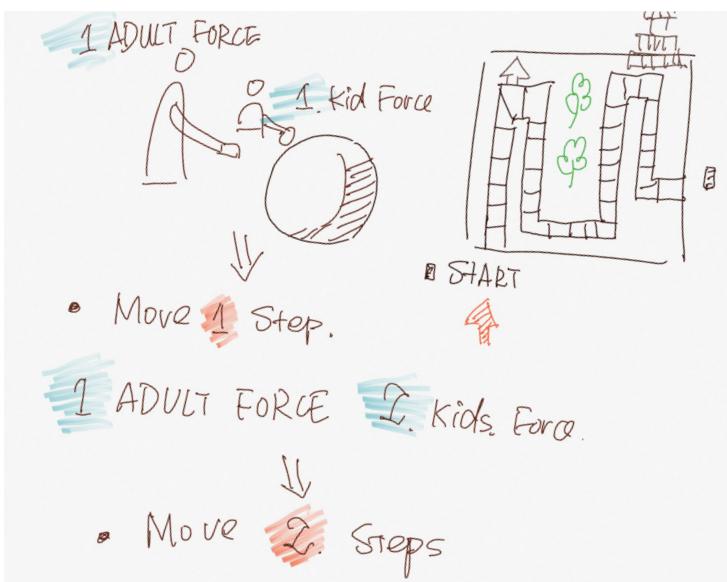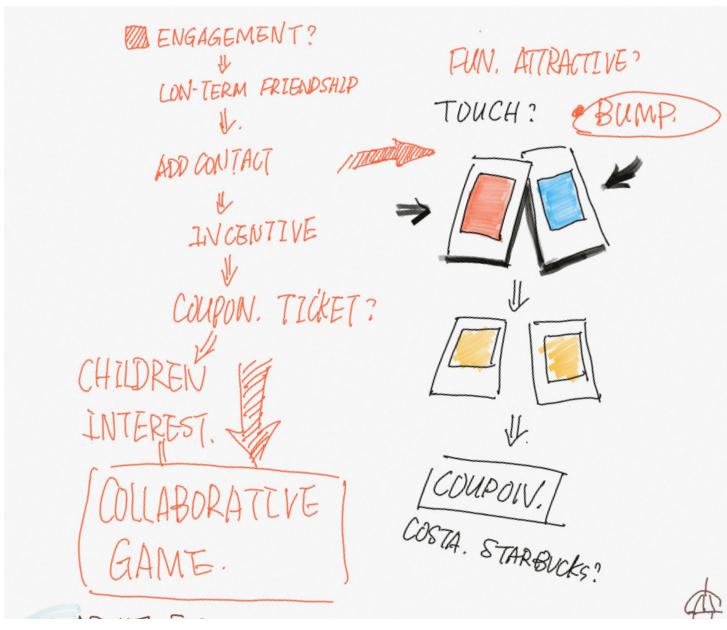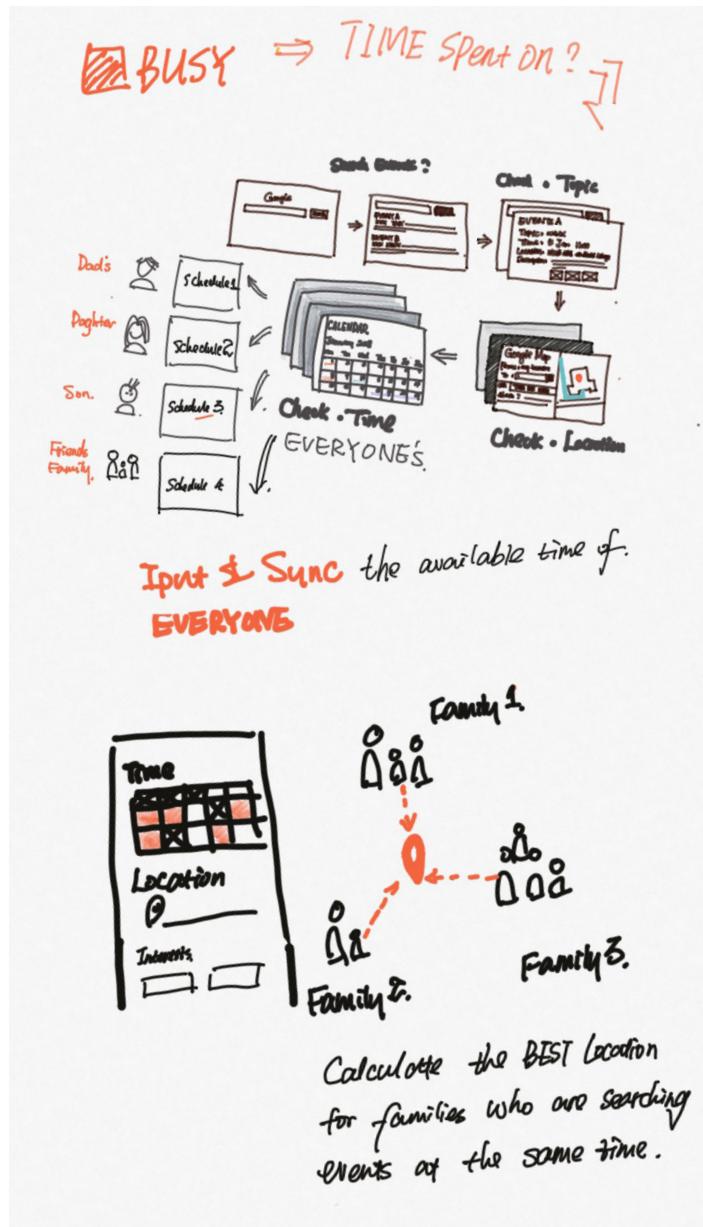
" You don't know what kind of people you are meeting, I met parents at events, who allow their children to carry guns, then I prefer my child stay away from those kids."

" Even though I have moved here from Italy for 7 years, I still feel loneliness. I don't know many parents. Everyone just pick up children from school and leave"

II. IDEATION
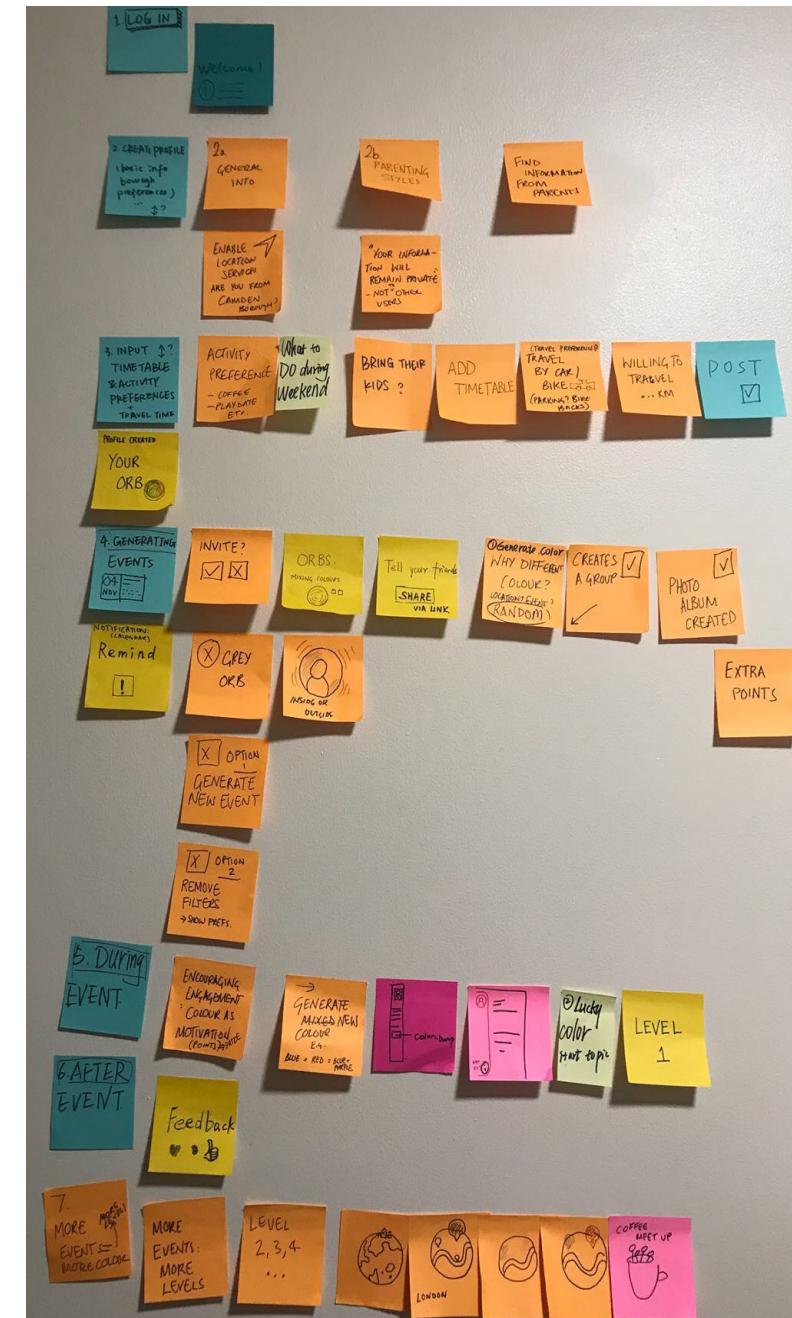
## ■ BRAINSTORM

Centered around the challenges we discoved previousely, I came out three ideas: Calculate best location for the events based on multiple families to save their time for searching. 2.A icebreaker to generate new colour by touching each others' phone, whihch appear along with incentive such as coupon. 3.A collaborative game require several families to play together.

■ WORKFLOW

After combining the first two main ideas with other ideas, we used affinity diagram to sort out the user flow.

■ STORYBOARD

Combined with the scenarios, the storyboard is designed as a guidance to the desgn context.

1.Input location ,timeslot and inetrests of children.

2.Received a notification about customized events.

3.Accept the events.

4.Go to the event and bump to other parents.

5.Got coupon and have another meeting with the family.

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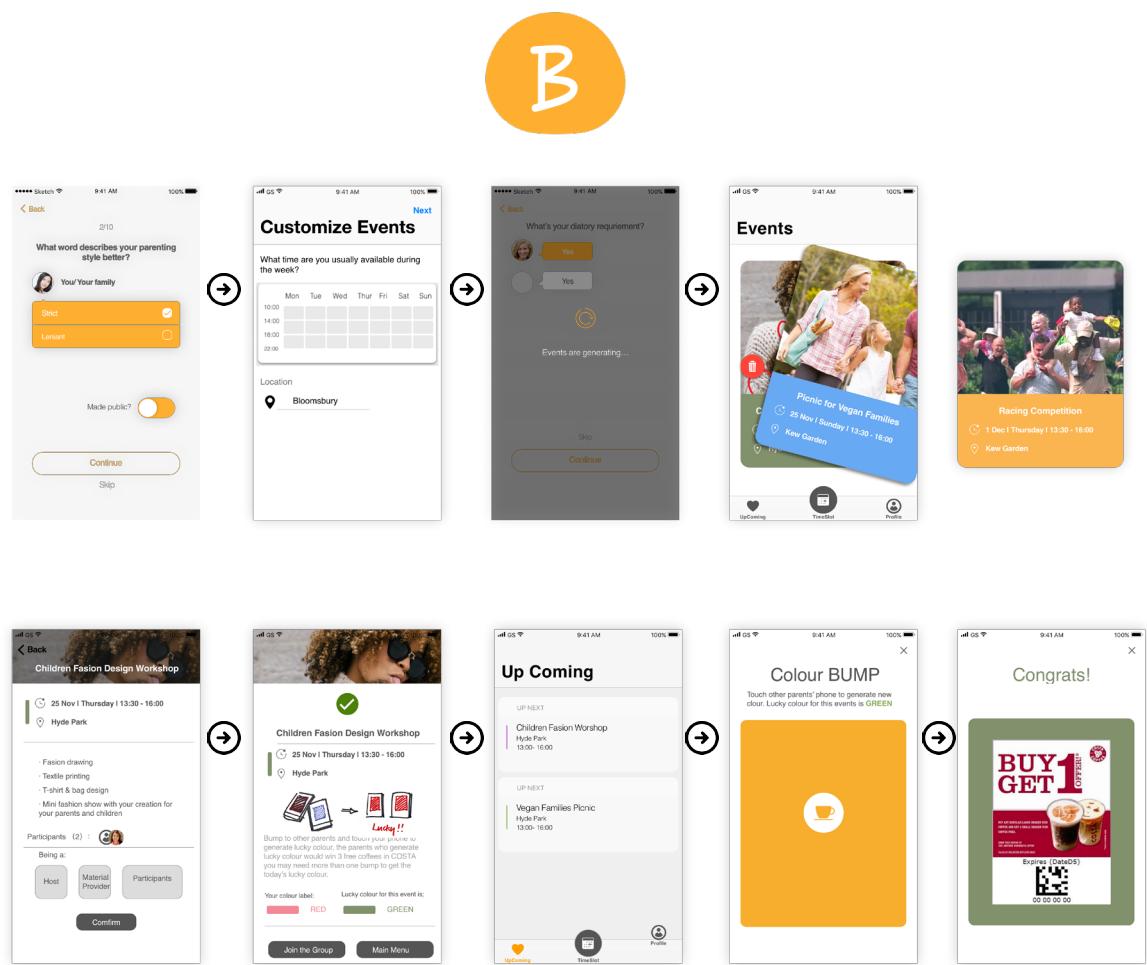
III. RAPID PROTOTYPE

■ WIREFRAME+RAPID PROTOTYPE

As we got stuck with several proposals and could not decide which one was superior, we decided to produce a prototype for each solution to be displayed to users, and see their feedback.

Hence, I designed the rapid prototype for the user testing. It displayed how users can change the customizing presettings, including available time, current location and price. Bump function is associated with colours, each touch of two phones

IV. EVALUATION > ITERATION

■ EVALUATION

Most users prefer to have more control over the events selection, hence the function of 'editing time, location and inertested' should be more visable. The colorbump on the one hand has a complex rule, and on the other hand, made it feel more like a game, which is not attractive enough for parents.

■ ITERATION

Based on the feedbacls user provided, the hi-fedelity prototype is then rendered. I redesigned the layout and workflow after the first hi-fi mockup.

In stead of giving it a look of filter, I enable the second design enable users to inis the information before entering the home page, meanwhile, they can change it in the filter-like button, which on the one hand, make them feel the events are customized, on the other hand, it increase the flexibility when users want to change the timeslot.

Aside from that, I remove the enternaning part of the bump. Alternatively, the interaction of touching each other's mobile phone is still remained to keep parents engaged.

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