



**A Playful Communication Tool
For the Family**

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HELLO!

This is our project team:
Yucheng, Saga & Winnie.

We are from China, Finland & Taiwan,
and are master students from the
Collaborative and Industrial Design pro-
gram. This is our project, done during
the User Inspired Design course.



INTRODUCTION

This portfolio is a product of the User Inspired Design course organized at Aalto University. The course provides an introduction to the human-centered and collaborative design competence area. Students obtain fundamental knowledge of the principles and theories of human-centered and collaborative design, and the knowledge, skills, and attitudes they need to deal with user interaction, meaning, and context in professional design work.

The theme for the course was to create a social innovation for sustainable well-being. We chose parents as our target group. Our final research question was: "How can we support parents with young children to live an emotionally satisfying daily life?"

The portfolio consists of a journey during our project. It addresses the six stages of our project. First, we invited parents to our workshop that was held in order to gather insight about the parents' life and emotions experienced during everyday situations. Then we analysed the information we got, which helped us to form an understanding about the parents' life. We build a story and a chart based on the information we found, to communicate the parents' stories to others and help ourselves to build empathy

towards the users. We found out that communication was the thing that would have the biggest impact on the parents' lives. After ideating some concepts, we finally chose Jenga for communication as our final concept. In this portfolio we present the process and the outcomes of different stages of the project. We also address the design-erly intelligences and attitudes that our group performed during the project. In the end we present our product: Kerros - a playful communication tool for the family.

**Find the digital version
of the portfolio here:**





INVITATION



How can we support parents with young children to live an emotionally satisfying daily life?

We are a group of Aalto University MA level students, studying the topic of collaborative design and social innovations. Our aim is to improve the well-being of parents with young children. If you are a parent of one or more children that are 0-6 years old, you are the one we are looking for.

We would like to invite you to a workshop on Wednesday 28.09.2016 at 10-11 o'clock in Kahvila Dell Marche Arabia in Hämeentie 135 A. Before the workshop we are asking you to do a small self-documentation task on two days, that will take approximately 5-10 minutes per day.

We would be very grateful for your participation. Please, send an email to saga-sofia.santala@aalto.fi, if you are interested in participating to the workshop. Small snacks are provided in the workshop and babies are warmly welcome too! :)

When: 28.09.2016 at 10-11 o'clock

Where: Kahvila Dell Marche Arabia
(Hämeentie 135 A)

Contact info: Saga Santala
[\(saga-sofia.santala@aalto.fi\)](mailto:saga-sofia.santala@aalto.fi)

The invitation is for recruiting people for our workshop. It addresses the questions what, why, who, when. The language used in the invitation is avoiding design related jargon and the pictures and fonts are communicating empathy towards the participants by using children-friendly features.

1

OBSERVATION

The project started with gathering insight from users. We went to Kamppi to observe people. Our focus was on improving people's well-being.

**2**

PROJECT SCOPE

The project scope was too broad and was changed couple of times. Finally, it changed from "balancing parents personal time and responsibilities through encouraging their personal awareness of their values" to "How can we support parents with young children to live an emotionally satisfying daily life?".

**3**

INVITATION v2.0

4

ENGAGING PARTICIPANTS

The method we used for spreading out the invitation letter was called "snowballing". We contacted a friend with a baby and through her we were able to find and involve other parents with children. An interesting thing we found out was, that the participants did not have time to read the invitation letter, instead they trusted on the friend's recommendation.





STAGING

The staging materials consist of a diagram, stickers, post-it notes and task cards. The aim of the material is to address feelings related to parenting. It's a tool for the parents to express thoughts and feelings and tell about their everyday life in our workshop.

1

FORMING GOALS FOR THE WORKSHOP

2

TRYOUT

We made a test workshop with the students and found out that there were things to improve:

- bigger variety of emotions in sticker options
- clearer instructions
- clear roles for our project team
- smaller workload for participants



3

WORKSHOP MATERIALS

4

FOUNDATIONS FOR THE WORKSHOP

The workshop was arranged in a classroom where things could happen in the babies' terms. We cleaned the space from dangerous things in before hand and bought food for the mothers and their babies. In the background we had relaxing music and flowers to create a nice atmosphere for the participants.



TASK #1

Recall your day and draw a curve that shows how your emotions changed.

TASK #2

Put as many emoji stickers as you can on the curve to give some details about your feelings.

People could have multiple emotions at the same time.
Feel free to draw/write to describe your own feelings!

TASK #3

Mark the remarkable moment that makes you

- happy/content
- frustrated/stressed/depressed

At that moment, what were you doing? Where were you? Who were you with? What would you like to do instead?

TASK #4 questions

About your current life

1. How do you feel about your life now?
2. Which one of your roles that makes you feel most satisfying? mother? wife? daughter or employee?

5

WORKSHOP

Three mothers participated in the workshop with their babies. During the workshop our team members had different roles: one was a facilitator, one was a photographer and one was taking notes. In the beginning we asked for permission for the documenting and recorded the workshop.

**6**

WARM-UP

We started the workshop with introducing our project topic. We also had some casual talk in the beginning to build a nice atmosphere and trust between the participants and our team.

7

TASKS

8

DURING THE WORKSHOP

We had to be flexible to deal with unexpected situations since we were not familiar with the topic of parenting. In the workshop, babies were keeping the mothers busy so the mothers had to multitask a lot. One of our team members also played with one of the babies to give the mother space to focus on the tasks.

**9**

AFTER THE WORKSHOP

The mothers were interested in following up with the project and motivated to share their thoughts and ideas also after the workshop.



The story describes the participants' worldview with insights and empathy. The idea of the story is to communicate to others what it is like to be a parent.

1

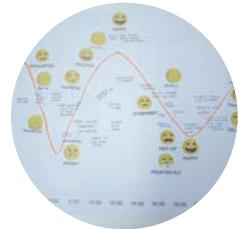
DATA ANALYSIS

After the workshop, we went through the records and wrote all the interesting findings on post-it notes. We used affinity diagramming for sorting the data. In the end, we came up with 6 key themes to focus on in the next steps.

**2**

PLOT OF THE STORY

We used the materials from the workshop to create a plot. The story is about a day in a family's life. In the story, we focused in the mother's perspective, especially the experienced feelings.

**3**

STORY

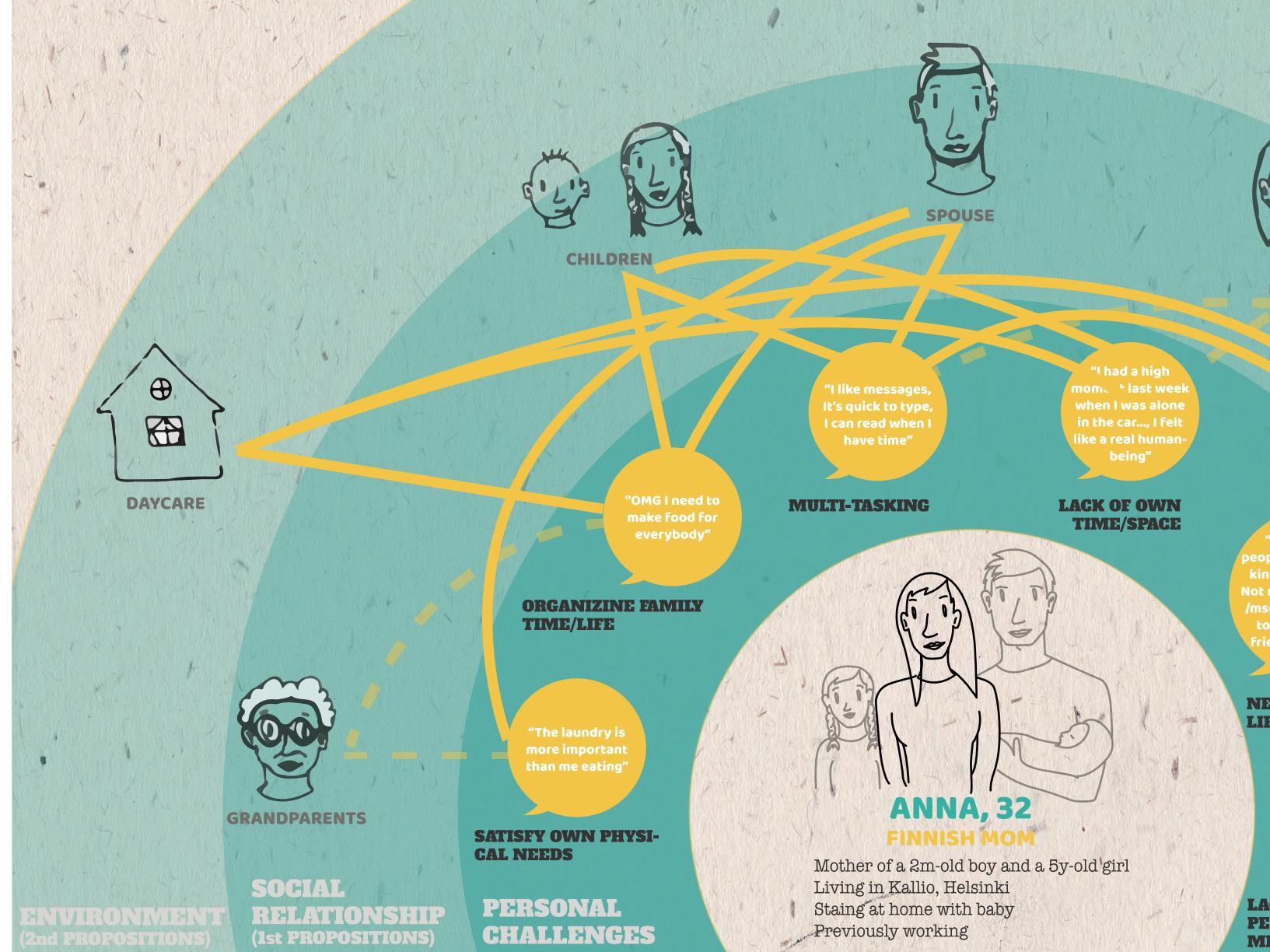
In the story there are 5 characters. The family consists of a mother, a father and 3 children. One of the children is a newborn.

4

VIDEO

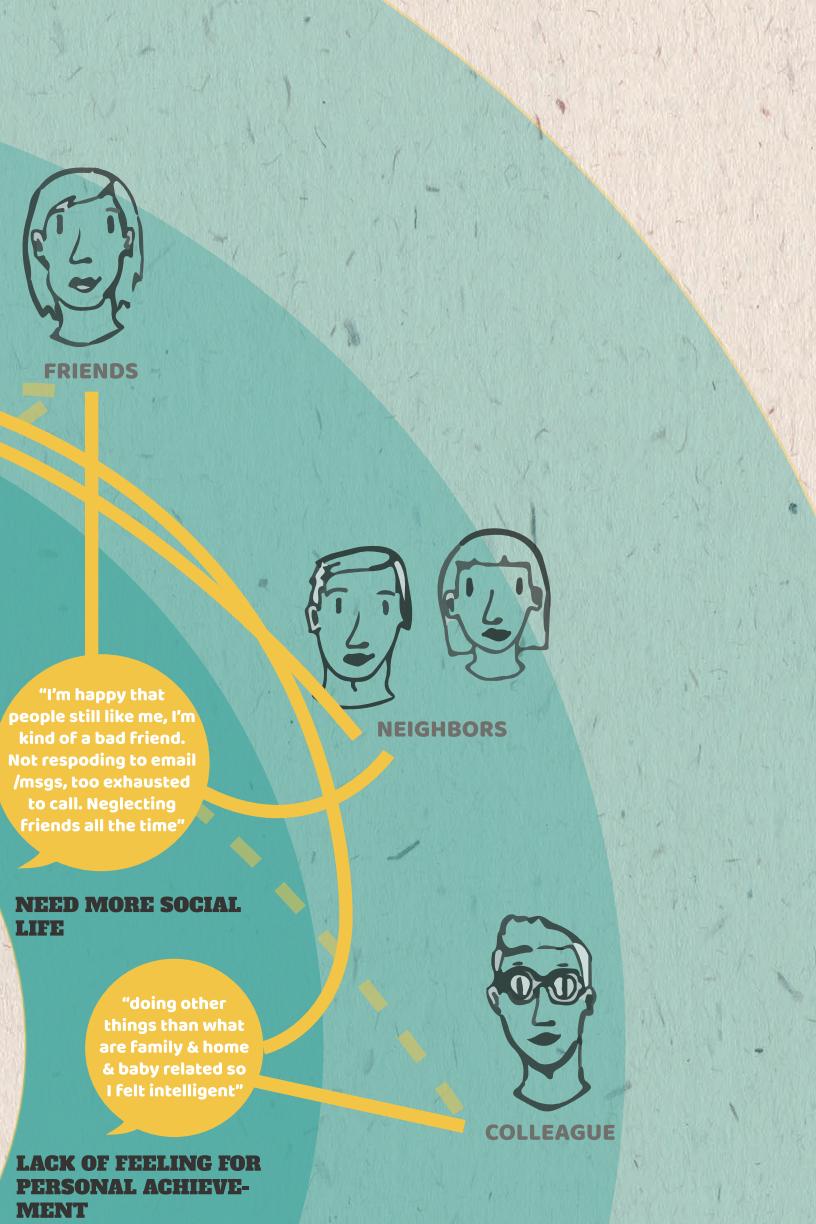
Scan the QR code to see the video.





CHART

The chart addresses networked relationships and critical issues of a parent's life. The aim of the chart is to find broader opportunities for social innovations.



1

IDEATING THE CHART

We used post-it notes and color pens to find the possible relationships between the challenges, people and the environment related to a family.



2

CHART

In the center of the chart is a profile of the mother. The first circle addresses the 6 main challenges based on the earlier findings in our project. The second circle consists of the possible people involved in a mother's life. The lines indicate how the people are related to the challenges.

3

CREATING PROPOSITIONS

- Communication Jenga
- App for peer support
- Special day per month in a family



IMAGE



COMMUNICATION JENGA

Embracing communication inside a family with a gamified discussion starter delivered in the maternity package



The image shows our final concept chosen from several ideas that we came up with. It describes a communication Jenga that is distributed in the maternity package. All the parents of a newborn in Finland get the maternity package so we are able to reach a wide amount of families.

1

EVALUATING DESIGN PROPOSITIONS

We created an evaluation criteria for our concepts. Some of the criterias were usability, increasing quality of life and value for the users.

**2**

CHOOSING FINAL CONCEPT

The final concept we chose was Jenga for communication. Based on our findings, communication between family members was the most critical challenge in a family. We found out that it could have the biggest impact on the quality of a family's life.

**3**

COMMUNICATIVE IMAGE

4

DEVELOPING THE FINAL CONCEPT

Based on the peer feedback, we decided to keep the original idea and developed it further. We came up with several new features.

- Website
- Visual identity
- Different booklet options



PROPOSAL



A Playful Communication Tool for the Family



Kerros is a playful communication tool for the family. It's a communication starter in different challenging situations in the family's life. It consists of a game, a booklet and a website.

Kerros

A PLAYFUL COMMUNICATION TOOL FOR THE FAMILY



VILLE & LAURA FINNISH CHILDREN

Laura is a 5-years-old girl with a newborn baby brother. She likes to play bricks and just started her school life in kindergarten. Couldn't wait for her baby brother to grow up so they can play together!



"An Opportunity
for better
communication in
family"



OTHER FAMILY FAMILIES WITH DIFFERENT ISSUES

Multiculture, kids with special conditions, Alcoholic problems... These families are facing different situations and need special help.



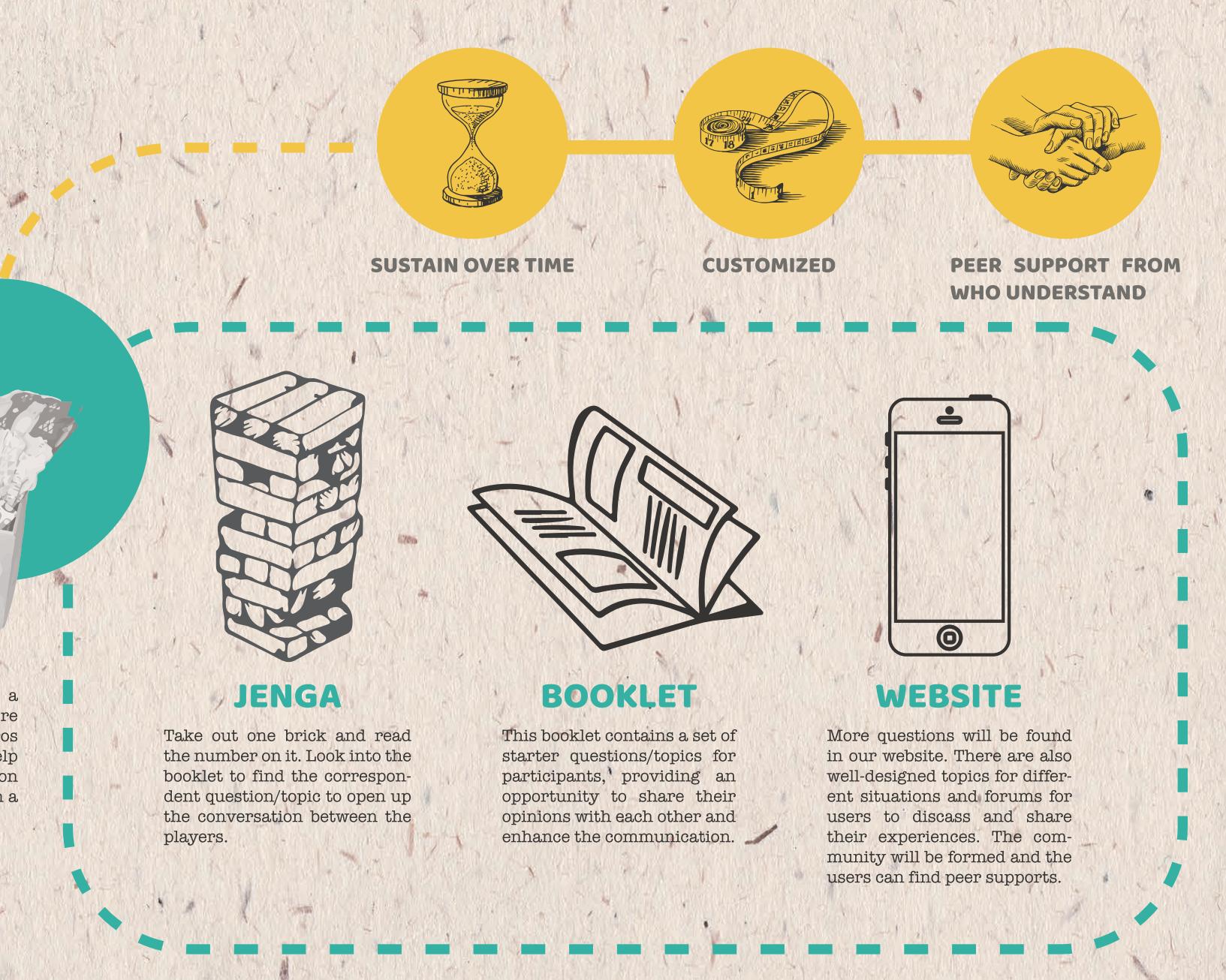
ANNA & MIKKO FINNISH PARENTS

Just having their first child 2 months ago. Facing big challenges taking care of newborn and adapting the changes that are brought into their relationship.

MATERNITY PACKAGE

In Finland, every parents get a maternity package when they're having a newborn child. Kerros comes along with the box to help to improve the communication between the family members in a playful way.

SERVICE SYSTEM MAP



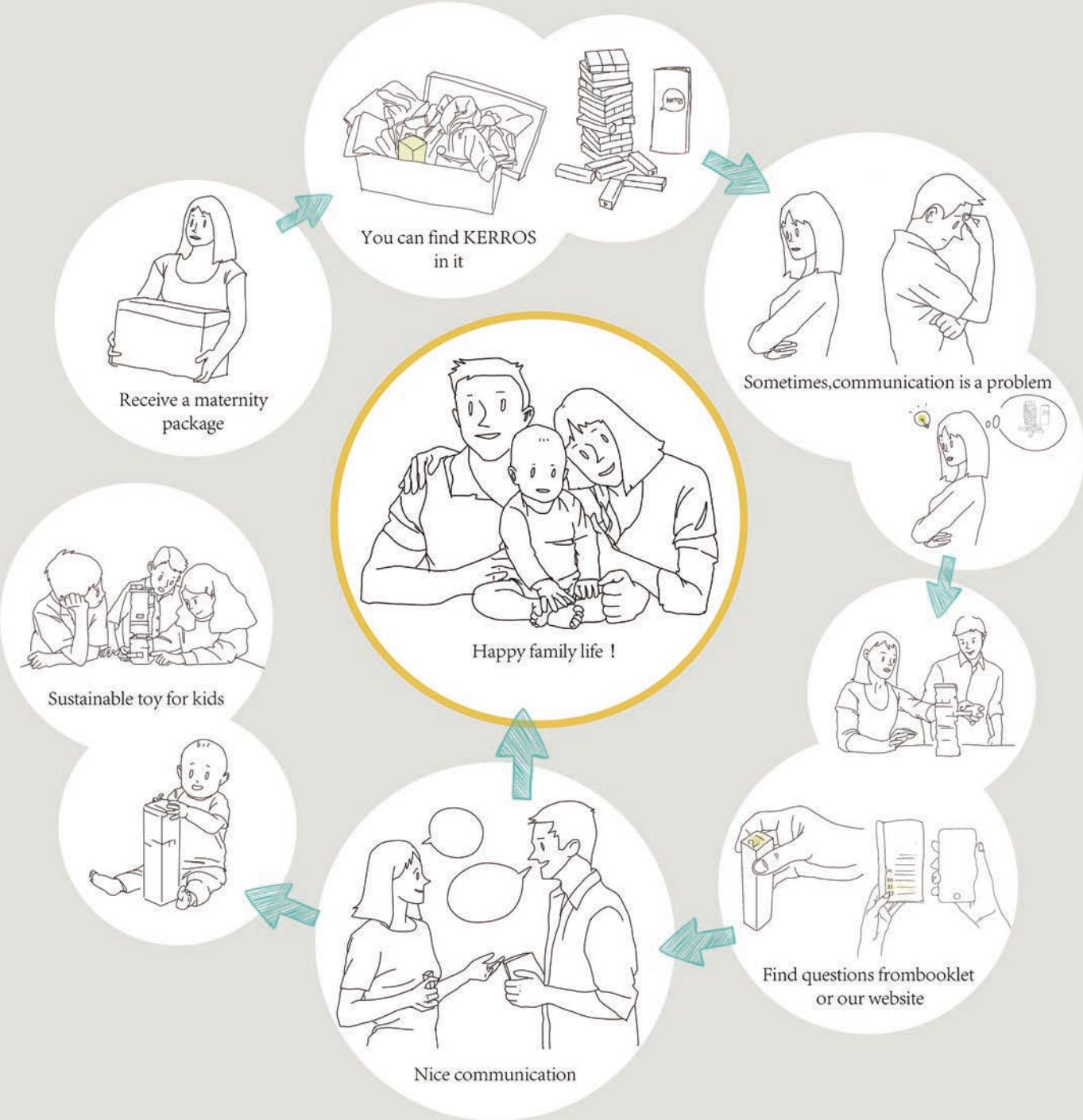
The system map describes the product in a bigger perspective. It shows, how the product sustains over time and how it fits to the different needs in a family.



Kerros is delivered to families in the maternity package. A maternity package contains the important clothes and equipment needed, when a new family member is born. The package is available as a benefit offered under the Finnish social security system. Through the maternity package we are able to reach a wide amount of families.

STORY

The storyboard shows how families receive Kerros. It shows how the game is used and what can be achieved by using it.





BOOKLET

With Kerros there comes a booklet, that contains different kind of questions for communication during the game. The questions are related to the life situation of parents of a newborn and are created by professionals. Since the game can be used also in different life situations or in different kind of families, more booklet options can be found on the website.



THE SITUATION IN LIFE AFTER THE BIRTH OF THE BABY

1. I have been able to sufficiently work with my thoughts about pregnancy and birth
2. I have received enough information about postnatal depression
3. I have been able to prepare myself for the changes that the baby brings about
4. We are taking the child's needs into consideration when planning how to spend our time
5. It is easy to combine work and family life
6. Our home is suitable for families with children
7. Our place of domicile is child-friendly and safe

PARENTHOOD AND CARING OF THE BABY

8. I have enough time for the baby
9. It is usually easy for me to understand what the baby needs
10. I have the courage to work with the negative feelings I have towards the baby
11. The baby's personality/temperament matches my expectations
12. I have sufficient knowledge of parenthood
13. I have numerous pleasant moments with the baby
14. I can take care of my baby
15. Breastfeeding goes as I expected
16. I can work with my feelings of insecurity
17. Parenthood matches my expectations
18. I feel good enough as a parent
19. I recognise features in my parenting which I could improve in
20. If necessary, I can talk with my own parents about parenthood

PARTNER RELATIONSHIP

21. It is easy for us to talk with each other
22. We are spending enough time together
23. Our relationship is intimate
24. We can talk about our sexual life
25. We can argue with each other and then settle our differences
26. We show each other affection
27. I am satisfied with our relationship
28. We divide household chores flexibly and fairly between us
29. We take turns caring the baby
30. We aim at doing pleasant things together

FAMILY SUPPORT NETWORK

31. We get help from grandparents when necessary
32. We have neighbours and acquaintances who can help us
33. There is someone close to me who can support me if needed
34. We get support from other families with children
35. We are able to get help with babysitting
36. Our residential environment offers sufficient services for families with children

HEALTH AND LIFESTYLE OF THE FAMILY

37. We, parents, are healthy
38. We are taking care of our health
39. None of us has any illness or physical disability that worries us
40. Family members are usually in a good mood
41. The lifestyle of our family keeps us vibrant
42. I am not worried about any family member's use of intoxicants
43. I usually feel lively
44. I have a hobby that I enjoy
45. We have enough time for the whole family
46. I am getting enough sleep
47. There is humour in our family

FUTURE PROSPECTS OF THE FAMILY

48. The family's economy is secured
49. We are not worried about becoming unemployed
50. The future prospects of the family are optimistic
51. Religious or spiritual values give us strength
52. We have sufficient strength to survive in this situation in life
53. There are things that give me/my family strength and energy
54. There are things that burden our situation in life

**THEME:
EVERYDAY RESOURCES FOR FAMILIES WITH A NEWBORN BABY**

A LIST OF THOUGHTS TO TRIGGER COMMUNICATION AND HELP IDENTIFYING THE FACTORS THAT STRENGTHEN AND BURDEN FAMILIES WITH A NEWBORN BABY.

Dear parents,

Life with a newborn baby can have many delights, but sometimes the everyday life can be hard. It can be useful for the parents to occasionally pause - even in a hurry - to think about their life and to talk about it with each other. Usually this benefits both the child and the whole family.

For this booklet we have gathered things which are central to families with a newborn baby. Some of them concern factors that can strengthen the family, while others concern factors which can strain the everyday life. When you have identified these factors it will probably be easier for you to think about the possible changes in your attitudes or ways of reacting.

You can also bring out questions about your family and the strengths in the child health clinic.



**A playful communication tool
for the family**

WEBSITE

The website is a community for parents. It contains more information about the product, a variety of booklet options and a forum for peer support.

There are several booklet options for different situations in life. New booklets can be downloaded from the website when it is needed. Some of the booklets are, for example, related to having a teenager in the family or a family member who struggles with alcohol problems.

The forum is for discussing themes related to family life and getting support from people, who are in the same situation.



Kerros

**gful
munication
for the family**

Kerros is a tool aiming at better communication in families. It enhances people to communicate better between each other in the form of Jenga. Jenga is a game, where bricks are used for building a tower and the ones who manage not to make it fall apart win. Kerros adds a communication starter characteristics in the classical Jenga game. Each brick has a different number on them and based on the numbers that the participants take, they are told a claim that they can tell their opinion about. Kerros website offers different question booklets for different situations in life. The game can either be played just for fun or with a discussion starter twist. Try it, it's fun!

HOME QUESTIONS FORUM ABOUT CONTACT

VISUAL IDENTITY

The logo consists of two dialog bubbles and a text. The text is a Finnish word that has two meanings. The word “kerros” means both a layer and “tell me”. This describes nicely the idea of the game: building fruitful discussions between people to achieve an emotionally satisfying daily life.



Visual identity

Logo



color

Kerros

black & white

Slogan

A playful communication tool for the family

Color palette



ffd833, 42c1b7, 353431, 706e65, e0dfda

Font

**Epeliqua ectoraे provita sit, optate
nonserest, que nectatem sa qui offi-
cabore corempo repuditi ilitionsedis
re nus, tem rem harum repudiae nis
adiandae. Uptaquatur aut unt dolor
minvera tentius nectatibus dolum.**

Hilis dolore etur sandae resciistrum rem cum
volore volo cullitius, sam niender itibero mossinv
eniscit a dendisti omnient ducis es que sequam
evenienis debit voluptamet di imus explia volup-
tatur, cone conetur alitas modi num venihillab int
ut explitae. Ilicitiam verio conjecturerum nons

Headlines:
Alfa Slab One
(bold)

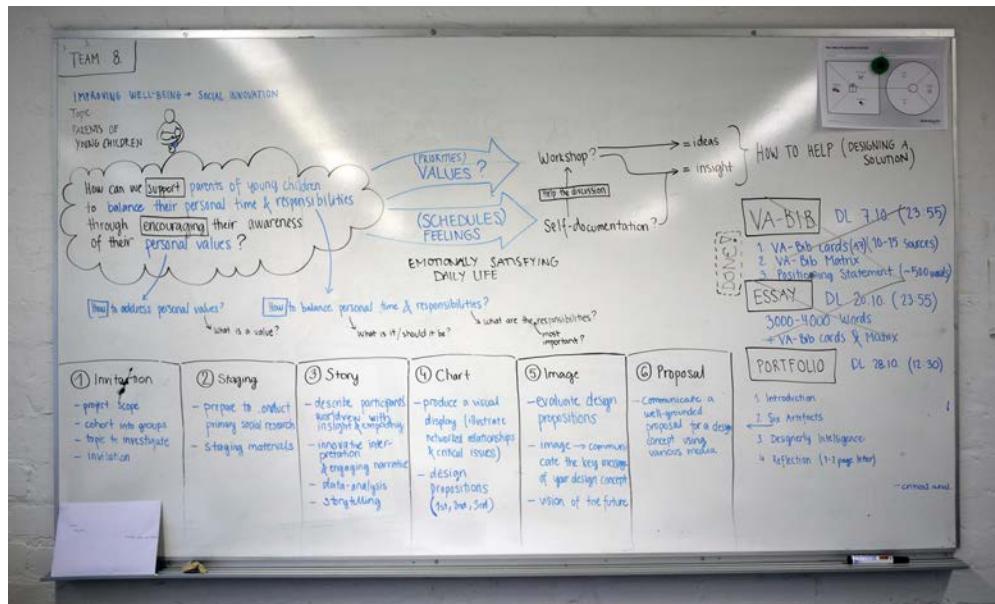
Basic text:
American typewriter
(regular)

DESIGNERLY INTELLIGENCE



Visualizing project objectives and state of project as a means of communication

We worked together with the team in a corner, where we drew our project goals and phases on a whiteboard. When things changed, we updated the project plan in order to keep the team on track. The visualization of the project objectives helped us to understand and keep in mind what was expected from us and it served as a means of communication.





Stickers as staging material for communicating feelings in a workshop

Our workshop aimed at understanding the parents of young children and their feelings during everyday life. We used stickers for the participants to communicate their emotions and noticed how the stickers helped the participants to recall and discuss their experiences. Also, by offering options we made it easier to talk about all kind of feelings.





Building Empathy

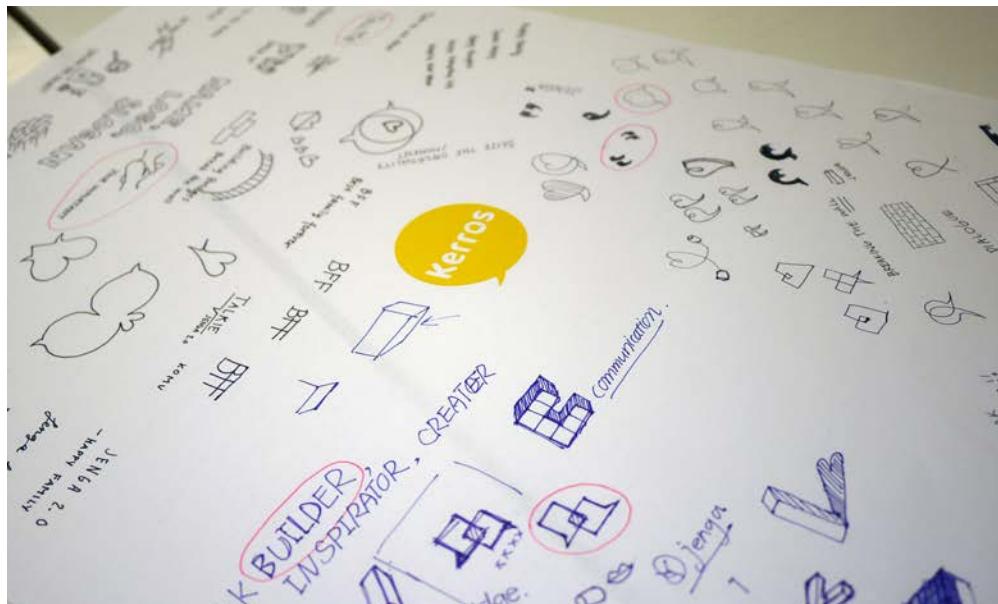
Empathy played a big role in our project. In the workshop we worked a lot on creating a warm and welcoming atmosphere for the participants. This atmosphere was created through: relaxing music, flowers and offering coffee and some snacks for the mothers and baby food for the babies.

The mothers noticed our effort and were appreciating it: "Oh, you have also baby food!"



Logo Ideation

The logo ideation was very successful. We worked on it together and managed to come up with an idea that the whole team was satisfied with. We also asked our classmates for feedback and got some useful insight. The process was very rewarding and we managed to build new ideas based on the discussions we had through the process. Later we worked on creating a visual identity for our project, which made it easier to make consistent material for the portfolio.



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