



Carma

Process Document

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1. Ecosystem Dump

Exploring tween and parent coordination of social activities and determining areas of uncertainty.

Our first step was to explore our current knowledge about tween and parent coordination of social activities.

We met as a team and filled out an ecosystem "dump" where we described what we thought were the actors, props, activities, context, trends, and desired outcomes in this domain.

<p>Actors</p> <ul style="list-style-type: none"> • Tweens (8-14 years old) • Parents and guardians • Family • Teachers • Classmates and friends • Academic community <p>Props</p> <ul style="list-style-type: none"> • Phone, camera • Social applications - which ones? • Calendars • Car, Television <p>Activities and Tasks</p> <ul style="list-style-type: none"> • Going shopping • Hanging out at a friends' place • Going to a movie, concert, festival • Sleep overs • Hanging out at cafes • What activities are popular among tweens? 	<p>Place / Context</p> <ul style="list-style-type: none"> • School • Shopping center • Home • Friend's house • Bus • Movie theater • Concert • Sports game <p>Trends / Patterns</p> <ul style="list-style-type: none"> • Almost all tweens have a smartphone nowadays • What app features do they find cool, why? <p>Desired Outcomes</p> <ul style="list-style-type: none"> • Kids learn to coordinate their own social activities • Kids can make their own plans • Parents feel that their kids are safe • Parents can feel some relief from their day to day stress • What are parents' concerns?
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2. Guerilla Research

Interviewing tweens and parents to extend knowledge and fill in areas of uncertainty.

We then went out to interview tweens and parents to fill in the gaps.

The Plan

- Talk to Catholic school high school girls and boys on Monday afternoon (Albert & Arnita)
- Talk to professor's tween kids Monday evening (Caroline)
- Talk with moms & dads (Albert's aunt)
- Market research on trends among tweens
- Consider compensation

Questions for Tweens	Questions for Parents
<p>How often do you plan school outings?</p> <ul style="list-style-type: none"> • How many times did you go out this week? <p>Can you describe the last social outing you went to?</p> <ul style="list-style-type: none"> • How was it specifically coordinated? • Who planned it? • How did you get there? Who drove? • Who else was involved? • How did you communicate? Text, e-mail, phone call, apps, etc. <p>What apps and social media sites do you use?</p> <ul style="list-style-type: none"> • Can you show me specifically on your phone? • What did you use today? What do you like about it? 	<p>What is a typical day for your family?</p> <ul style="list-style-type: none"> • Can you walk through your day today? <p>Who coordinates most of your kid's social outings?</p> <ul style="list-style-type: none"> • How often does it have to be done? How many times did you do it this week? • How is it done? <p>Can you describe the last social outing you had to coordinate where you felt stressed or frustrated?</p> <ul style="list-style-type: none"> • What happened specifically? Who did you talk with? What did you do? • What modes of communication did you use? Text, e-mail, phone call? <p>What are your primary concerns when your child goes out for socializing?</p> <ul style="list-style-type: none"> • Have you ever not let your child go out and why?

Key Findings

Many of the plans **tweens make are last minute**. They often **assume parents are free**.

Last minute planning affects parents as they have to shuffle things around on schedule or **have to say no to kids** if they can't drive around.

Permission is not equal to transportation.

Parents **want kids to be independent** and coordinate their own social activities.

Who kids go with matters to parents.

Kids are mostly accompanied by at least one other parent for transportation.

Parents must know where kids are, all the time. Location where kids socialize must be safe or supervised.

Texting is the most common and efficient medium of keeping touch between parents and tweens.

The most popular apps among tweens are **SnapChat** and **Instagram**.

The whiteboard contains handwritten notes organized into two main columns: "Tween's goals" and "Parents' goals".

- Tween's goals:**
 - Independence
 - Spend time with friends
 - Figure out what to be when I grow up
 - Be popular
- Parents' goals:**
 - Safety
 - Independence of child
 - Control

Annotations and context provided on the right side of the board:

- ① Project
- ② Difficulties
- ③ Notifications
- ④ Messages
- ⑤ Applications
- ⑥ Behavior
- ⑦ Schedules
- ⑧ Requests
- ⑨ Transport

Key findings from the notes:

- Kids sometimes want to extend their plans.
- 'Negotiate'
- Real-time notifications + pre-planning at night
- Permission ≠ Transportation
- Group chats the thing! No parents
- Snapchat is MY space
- Lots of last minute plans
- Assume parents are free!
- They want to know about plans urgently
- Parents know where we are, ALWAYS. That's how we also win freedom :)
- Not permission, just notify them
- Parents run late sometimes :-)
- My plans depend on schedules of my friends coz we all have same deadlines

3. Understanding Personas

Highlights from provided personas.

For the project, 2 personas were provided:
 Aya the tween and Kaylee her mom.
 These personas were later utilized in ideating design solutions and creating scenarios and storyboards.

Primary Need

From our guerilla research and personas, we found the main problem to be:

Tweens **need transportation** to socialize, but **parents often do not have time** or desire to drive or coordinate logistics.

Additionally, parents want tween children to be **responsible and independent**. However, parents also want to **stay in control**.

Aya

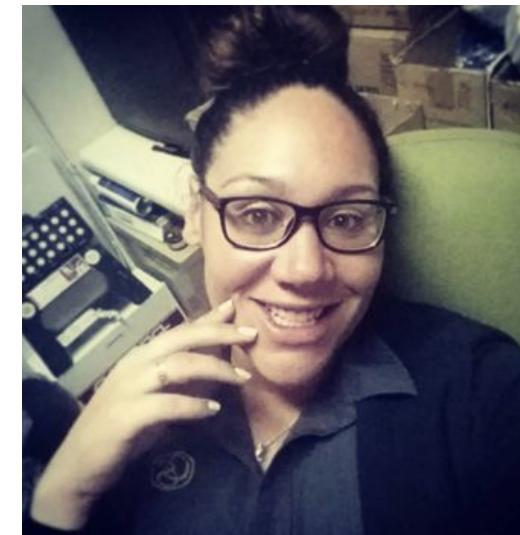
Aya is a 7th grader who loves theater and hanging out with friends.



Wants to socialize with her friends and is a good initiator in making plans with her friends. If she was allowed to use Uber, she would be able to go when she wants.

Kaylee

Kaylee is a single mom who works full-time and has 2 daughters



Wants to ensure Aya goes to safe place with safe people. Wishes she could be more actively involved in driving Aya around but has a lot on her plate already. Wants Aya to become responsible and independent.

4. Exploratory Scenarios

Brainstorming and ideating design solutions as scenarios for the given personas

As a team, we met and brainstormed a wide range of design solutions to solve the problems including: last minute planning and frustration for parents, tweens assuming parents are always free, parents being unavailable to take kids to social activities. We utilized bodystorming and reframing.

Some Initial Ideas

"Project management" for tween social life

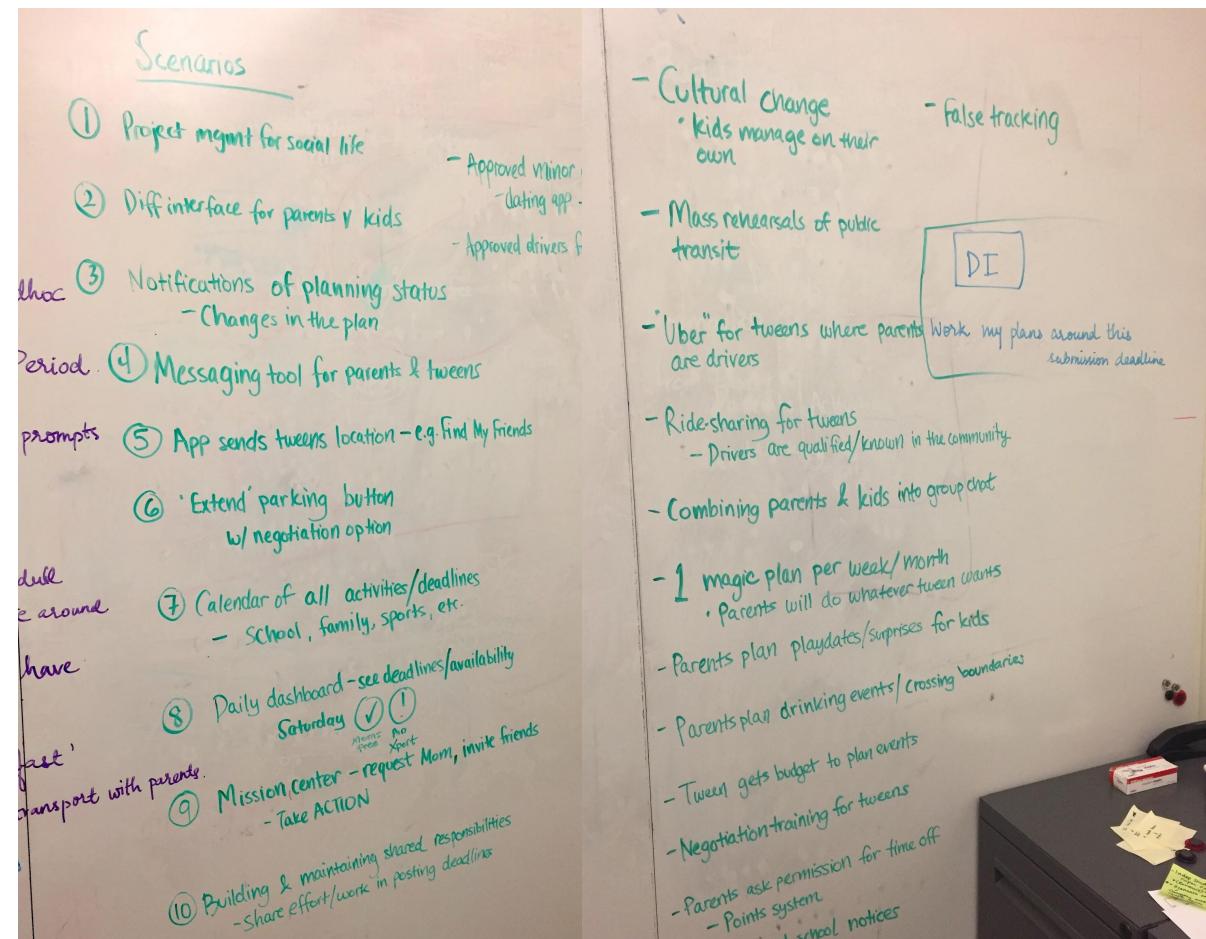
'Extend' button for tweens to negotiate with parents about staying later at social events

Daily dashboard to see deadlines and parents' availability on different dates

"Mission Center" for inviting friends, requesting parents to drive, coordinating

Parents plan playdates for tweens

"Uber" for tweens where parents are drivers



Whiteboard notes from team meeting to brainstorm a wide range of ideas.

Next, we refined and consolidated our more promising ideas into **5 major concepts.**

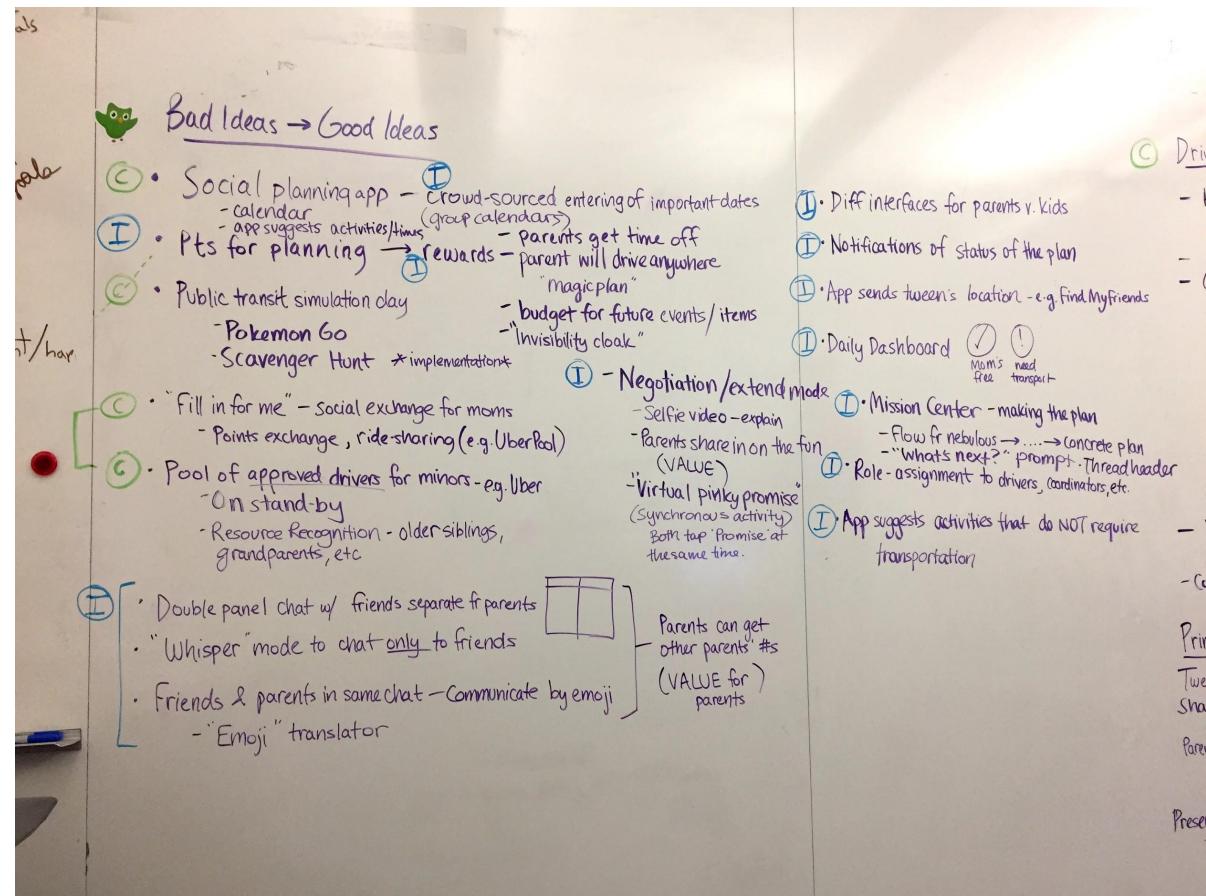
Concept 1. Social Planning App

Tweens and parents utilize one app coordinate the kids' social activities. The app will contain a calendar of important dates and events. Entry of these items may be crowd-sourced by tweens and parents. The app may potentially suggest activities for tweens or times when their parents are definitely available.

Through the app, tweens can form tentative plans with their friends and send to parents for approval.

Specific Interactions

- Parents can provide tweens with a budget for future events
- Tweens can have 1 "magic plan" per month where the parent will drive them anywhere
- Daily dashboard displays parents' availability and tweens' need of transport
- Roles can be assigned to drivers, coordinators, and riders
- App can suggest activities that do not require transportation - tweens can walk to!



Whiteboard notes from team meeting to consolidate ideas into 5 major concepts. "C" indicates "Concept", and "I" indicates "Interaction." We added these labels since we realized some of the ideas were not complete concepts but more ideas for interface interactions.

Concept 2. Public Transit Simulation Day

In order for parents to feel more comfortable sending their tweens on public transit, a "simulation day" could be organized where parents and tweens utilize public transport together in a coordinated scavenger hunt (similar to Pokemon Go). This concept was inspired by a parent's concern that his tween would get lost while riding the bus and forget to get off at the right stop.

Concerns

This concept would be very challenging to implement and resource-intensive. Who would coordinate this?

Concept 3. "Fill In For Me" Social Exchange for Moms

Moms would share the workload of driving tweens by using an app that coordinates ride-sharing. When one mom is busy, another fills in. Points can be exchanged between moms to keep the workload balanced.

Once a week all the moms can spin a "virtual bottle" to select who will be the driver for the week

Concept 4. Pool of Approved Drivers for Minors ("Uber" for Minors)

A pool of drivers including other parents, siblings, neighbors, and trusted community members can be on "stand-by" to help transport tweens.

Concerns

How to ensure that these drivers are trustworthy?

Concept 5. Driverless Cars for Minors

Parents will individually own driverless cars that they can track and communicate with. They can send these cars out to pick up tweens, reducing the workload for parents.

Feedback from a Parent

- Open to the idea if he feels confident the car is safe and works
- Kid may wreck the car!
- Worried about not knowing where the car is or if something went wrong
- Would want a "rehearsal ride" with the tween
- Competition: buses, bicycles

Principles

Tweens want independence.

Parents want their children to be independent, responsible, and safe.

Positive interactions between tweens and parents should be preserved - e.g. tweens texting their parents when they reach a destination. This should not be automated.

Reframing the Problem

As our team continued to discuss the different ideas and concepts, we discovered an underlying theme that considers the problem from a different angle - resource recognition.

A tween's **parent need not necessarily drive or coordinate**.

Instead, there can be a **pool of trusted drivers** for minors. Parents, siblings, and family friends take turn driving tweens, earning credits that can be exchanged for cash or future rides for their kids.

5. Storyboards

Presenting most promising scenarios as storyboards to elicit feedback

Storyboard 1. Aya gets a ride from an approved driver.



Aya just finished her homework and wants to hang out at her friend Beth's house.



Her mom Kaylee is out working late.



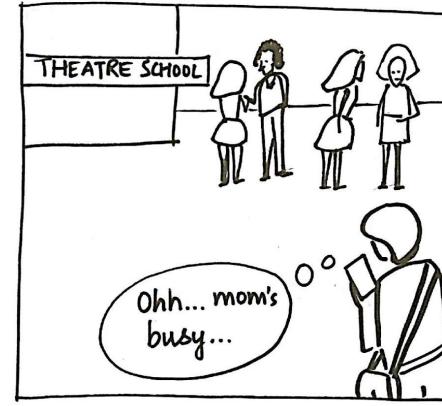
Aya notifies the community that she needs a ride.



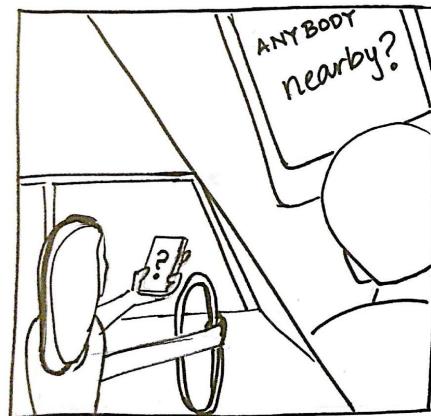
Esther, a neighborhood grandma, accepts and comes to pick up Aya to earn some pocket money.

Storyboard 2. It's Kaylee's turn to drive. She picks up Aya and 7th grader Evan.

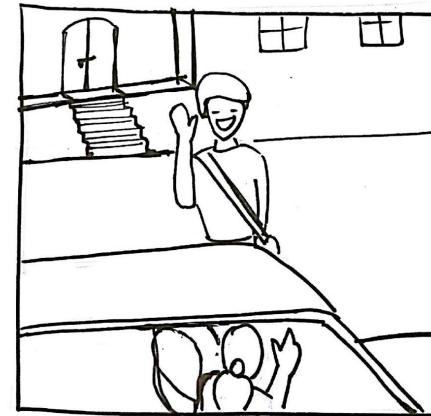
Aya is headed home from shopping with her mom



Another 7th grader Evan's class got over early, but his mom cannot pick him coz she's running errands

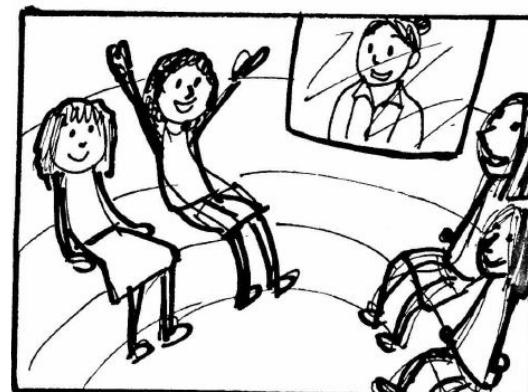
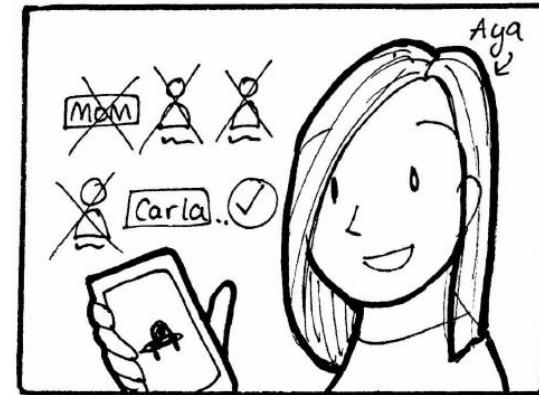
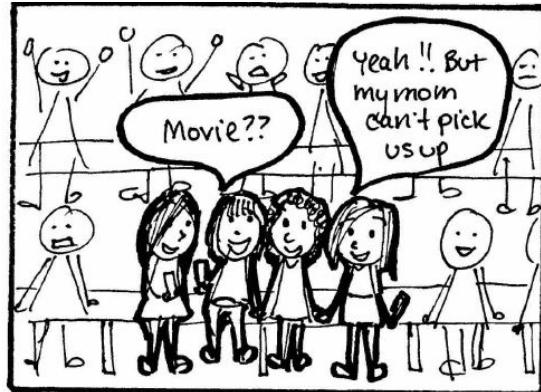


Evan notifies the community that he needs a ride home and Kaylee is headed that direction



Driving Evan was a good way for Kaylee to earn more credits for Aya.

Storyboard 3. Aya and her friends get a ride from Carla, the driverless car.



In-Class Design Critique

October 27, 2016

Critique on Concepts

Exchanging money or credits for rides seems **too transactional** and may lead to awkward social encounters between community members and parents.

Generally it seems that the storyboards are **missing the aspect of parental oversight** and permission. Tweens shouldn't just be roaming free, and parents should be able to approve the social event first.

General Comments

Storyboards **need to start with a trigger**--an immediate and specific problem. They should also cover most common use cases rather than first-time uses and must communicate how users are motivated.

Design Suggestions

Perhaps the app can utilize "**social currency**" instead of money or points and encourage social responsibility in tweens and the community.

One person shared a design idea of having "**kid-safe" stickers** for drivers who have been approved to drive minors.

Next Steps

From the critique, we found that the biggest issue was related to the transactional nature of our storyboards. Our challenge was to find a way to remove this aspect but **still provide value to all parties** including the tween, parent, and community driver.

We decided to focus on developing the idea of "**social currency**" and **promoting responsibility among tweens**.

6. Re-Thinking Stakeholder Value

Using social currency as a motivator and selecting the name

Tweens can ask for rides to one or more of the parent-approved drivers, but to exercise such a favor, they would use their 'social currency'. They build this currency by being good and helping people out, and would communicate these good karma stories to parents using the app. Parents would then take note of these good deeds that their tweens do and accordingly choose to approve their social outings and rides.

Getting car rides for good karma... it's "**Carma**"

Tweens

The main take-away from in-class critique was that from tween perspective, they need the transportation and it would be great for them to have approved set of drivers drive them around. But they should have to earn this. By doing good things and helping others out, especially the drivers, they would also build a social rapport and this act of earning rewards (rides) will cultivate a sense of responsibility in the tweens.

Parents

Parents want to monitor how many of these rides they take, who drives them and who accompanies them. They have control of the rides kids take. They have the authority to decide if the kids have earned those rides by monitoring the karma stories they enter. Parents will also be proud of their kids building social rapport by helping the drivers.

Drivers

In the social currency idea, the drivers would ride the kids while expecting some favors from them in return. They could ask for these favors in the usual social, human way that already happens.

7. Navigational Map

System design and goals refinement

Initial Goals for Carma

Provide a mode for tweens to get **rides from pre-approved drivers** such as friends' parents, family friends, and siblings **in exchange for doing good deeds** and chores for these drivers.



Provide transportation
for tweens

Carma



Parents **stay in control** by
approving the trips



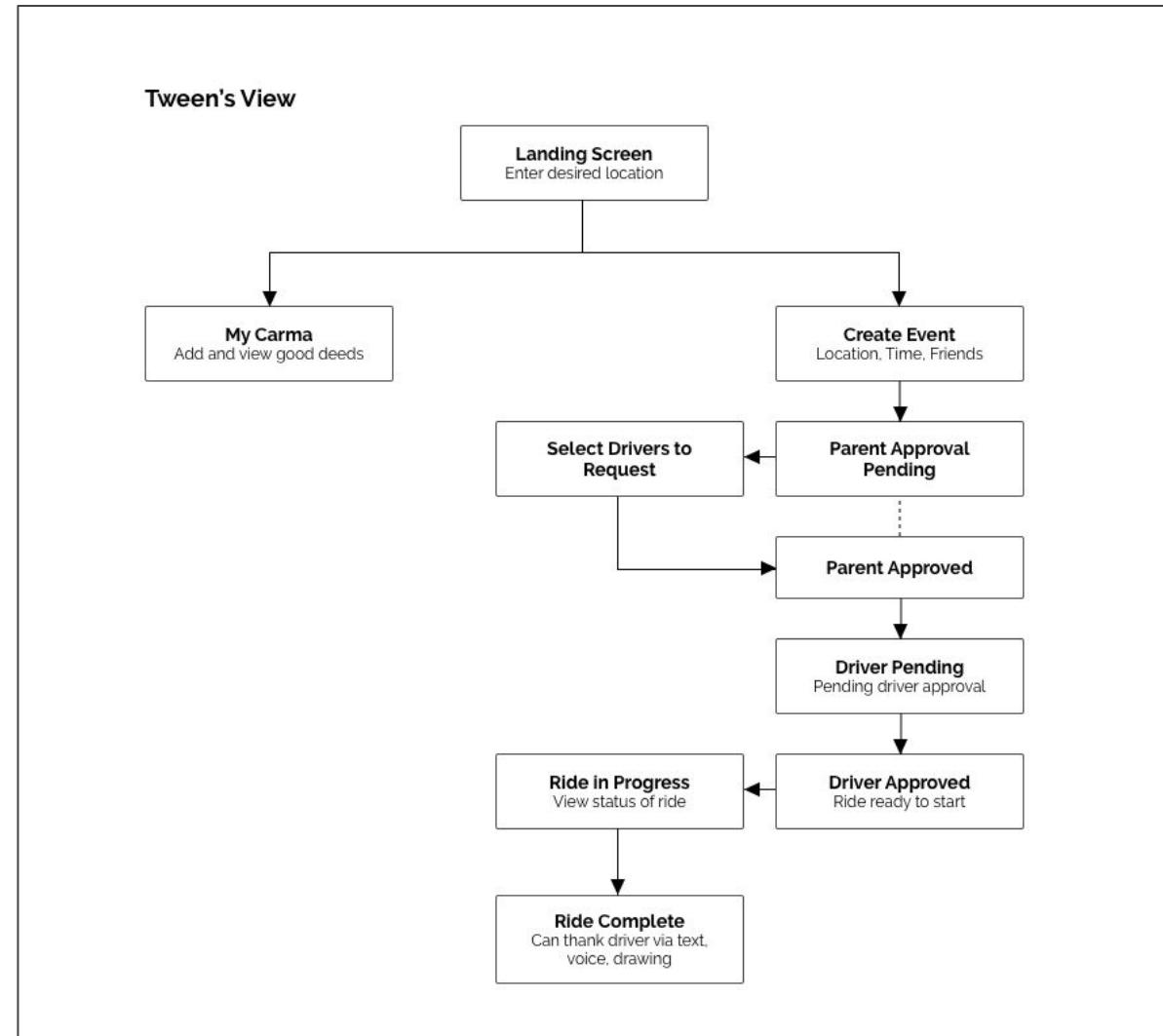
Incentivize drivers by letting
them **request favors** or help
with chores



Encourage tweens to **take**
responsibility by doing
good deeds

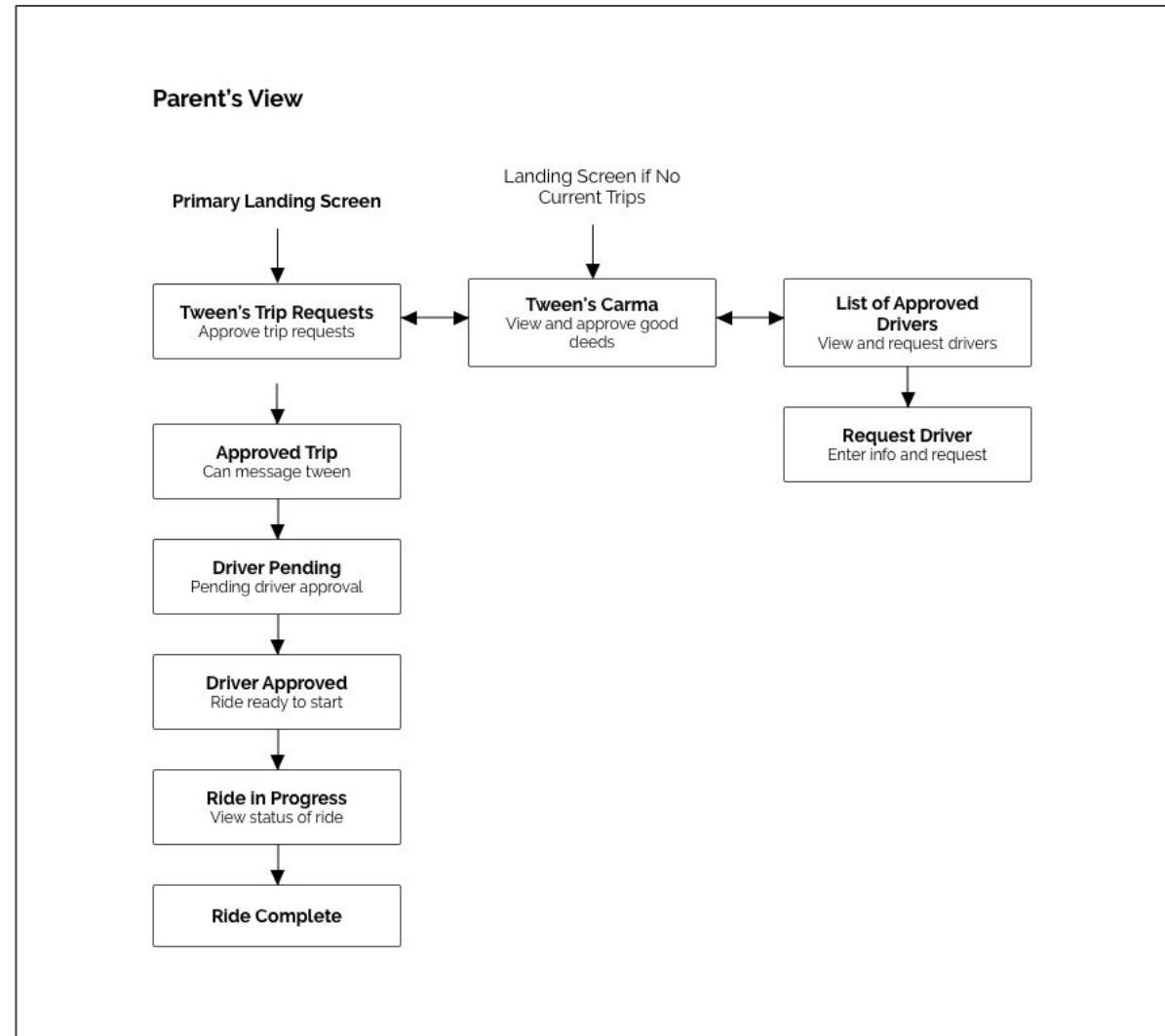
Screens for the Tween's View

The goal for the tween view was to create a simple design that focused on the two major functions of requesting rides and saving good deeds.



Screens for Parent's View

For the parent view, the major goal was to allow the parent to have flexibility and control. Therefore, we decided to have a tabbed view where the parent can quickly jump between their tween's trip requests, record of good deeds, and list of approved drivers.

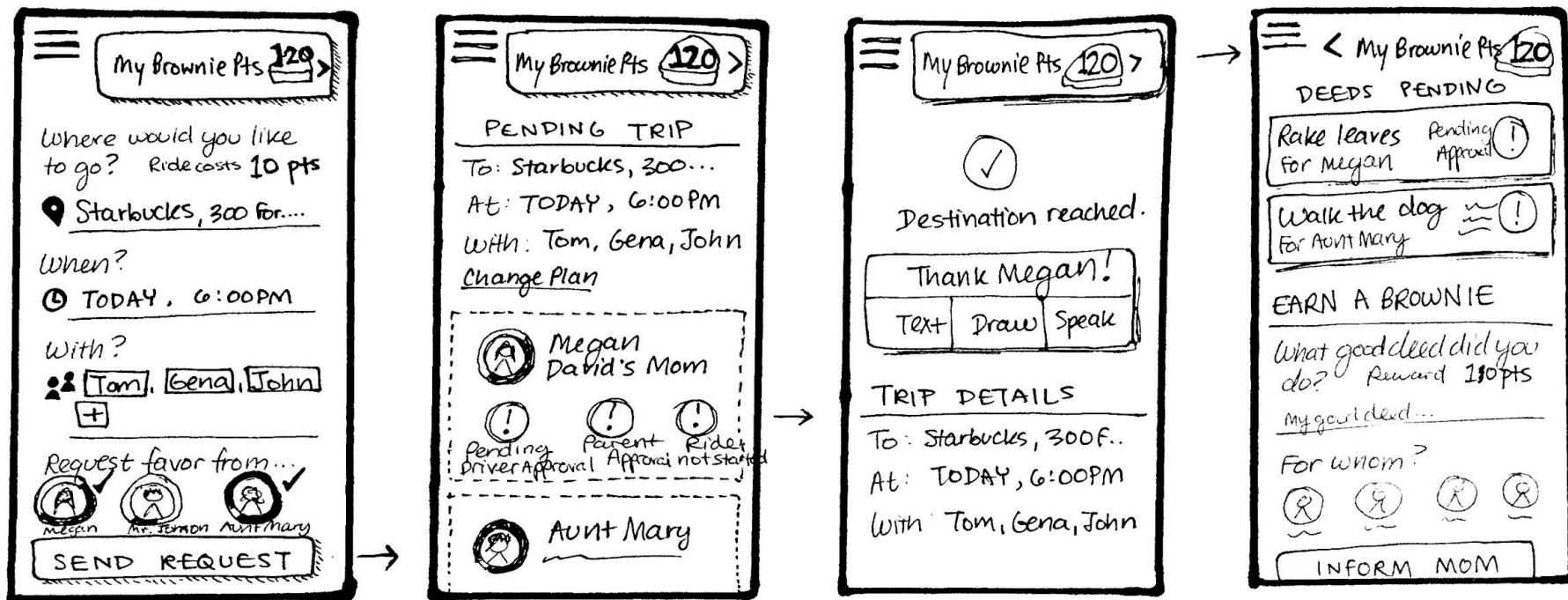


8. Wireframes

Iterations

Before creating hi-fidelity designs, we sketched wireframes of screens for the app and collected feedback.

Tween's View

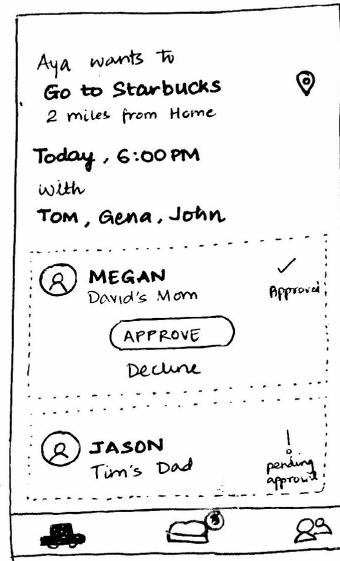


The tween will enter in event details, select pre-approved drivers to request favors from, and send the plan to his or her parent for approval.

At the end of the trip, the tween will be prompted to thank their driver.

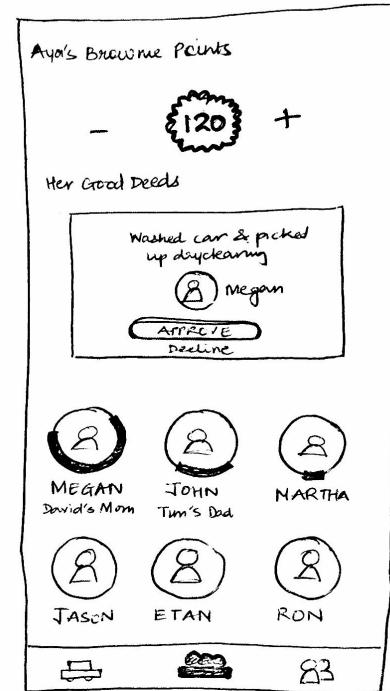
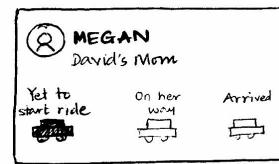
The tween can send "good deeds" to their parent to earn more "brownie points."

Parent's View

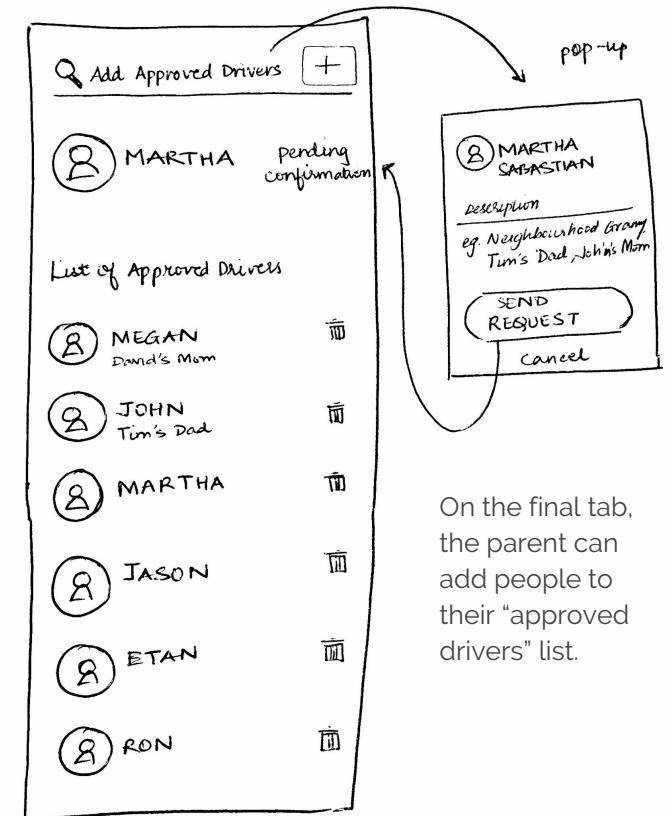


If NO trip requests, load Brownie Points pg.

This view shows the tween's pending rides for the parent to approve.



Here the parent can view his or her tween's current "brownie points" and reward points to the tween for doing good deeds.



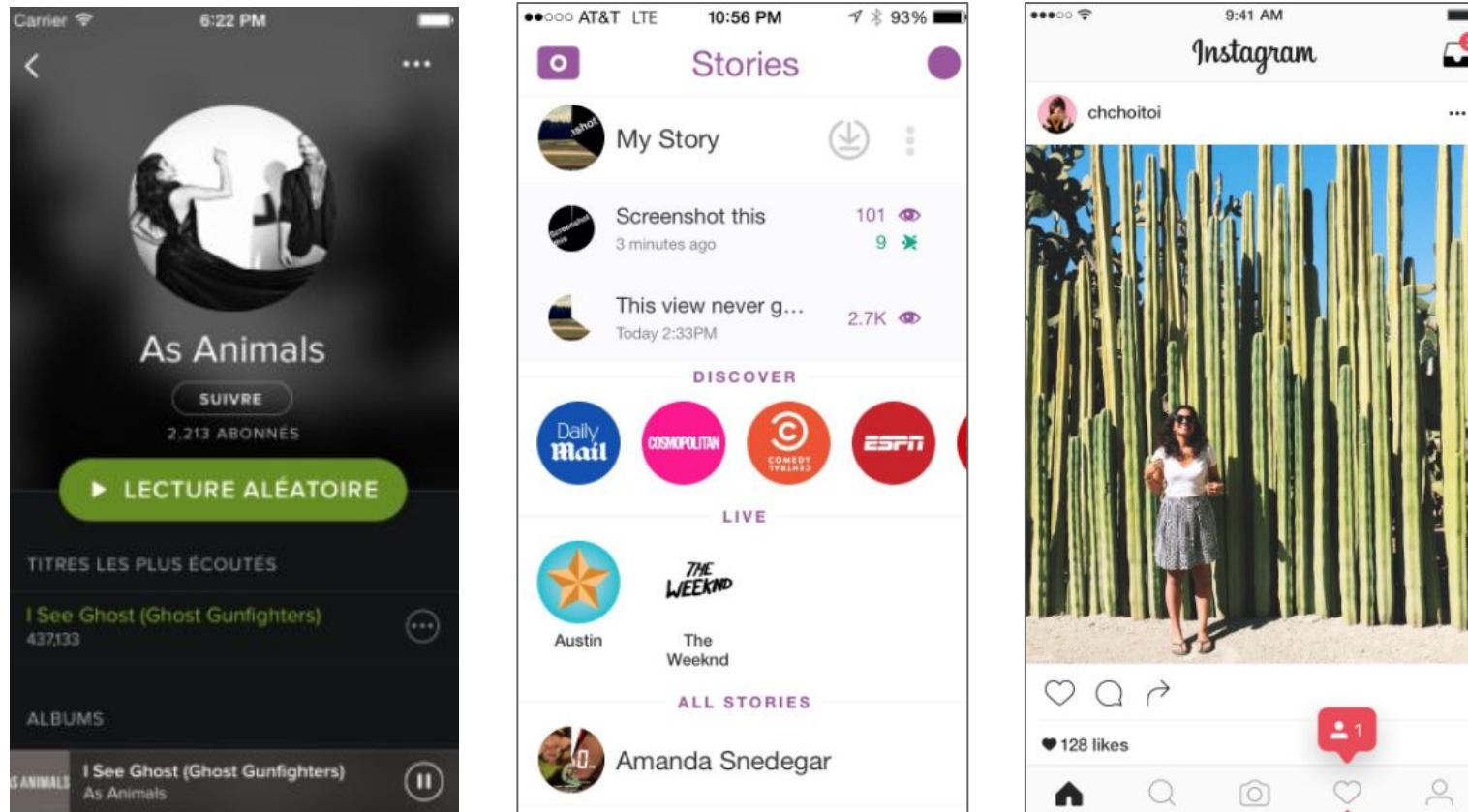
On the final tab, the parent can add people to their "approved drivers" list.

9. Hi-Fidelity Visual Design

Creating hi-fidelity prototypes using Sketch and InVision

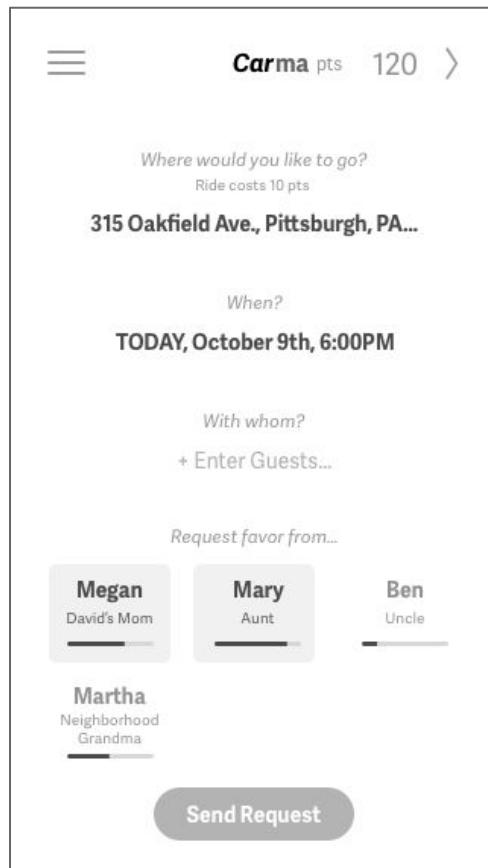
Inspiration

We began by exploring the visual design of existing apps popular among tweens. These included apps such as SnapChat, Instagram, Spotify, and musical.ly.

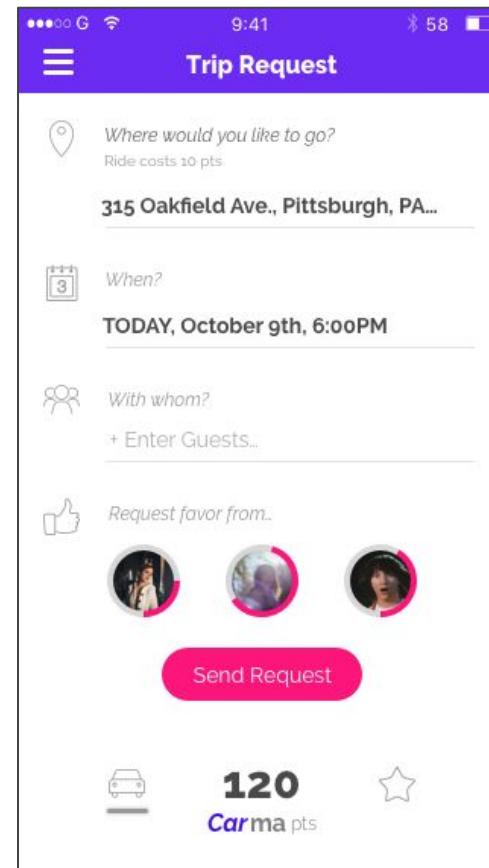


Iteration on Tween's Landing Screen

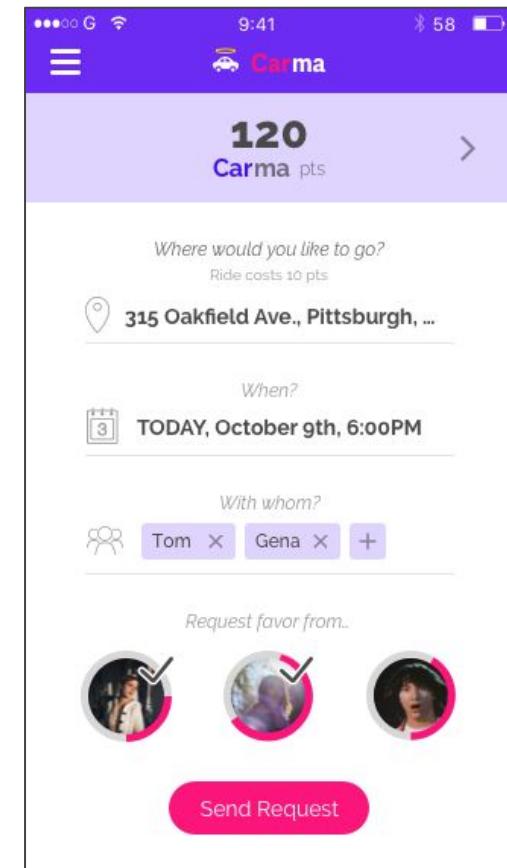
We started out with a very minimalist black-and-white design to get a sense for the major components on the screen. We then added in colors and patterns that reflect the style of apps currently popular among tweens, such as Spotify and SnapChat.



Iteration 1



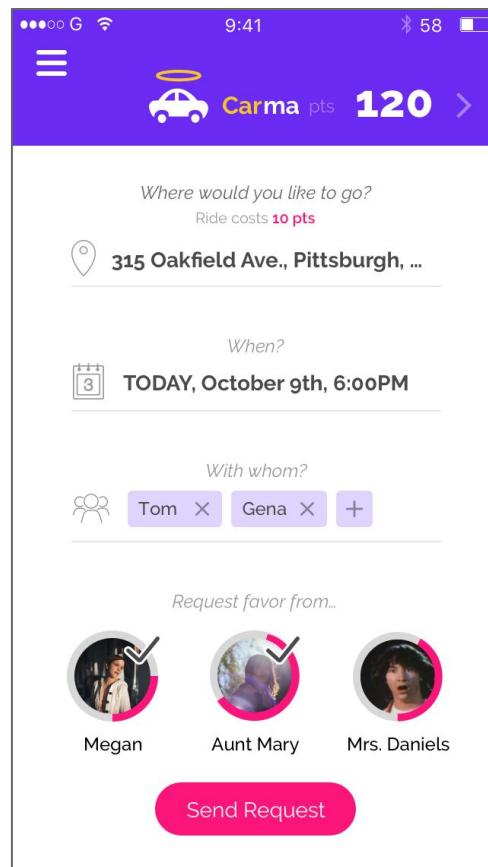
Iteration 2



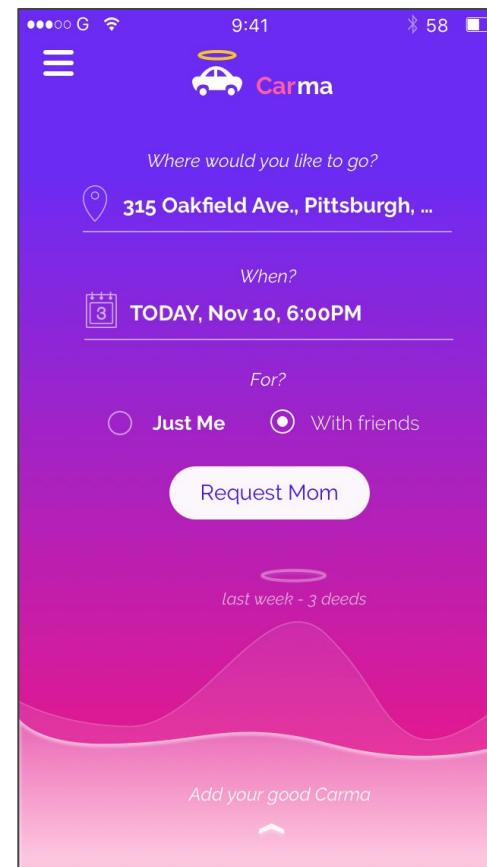
Iteration 3

Iteration on Tween's Landing Screen

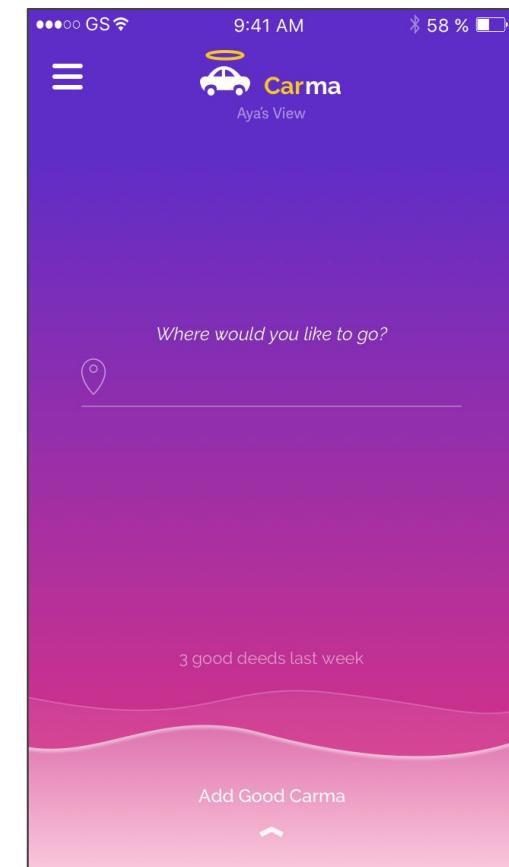
The **primary feedback** after the iteration on the left was that the screen was **too overwhelming to be a landing page**. We decided to cut down on the content to just focus on the primary question for the tween: "Where would you like to go?" We also **removed "points"** and changed the background design to be more aesthetically pleasing and interesting as a landing page.



Iteration 4

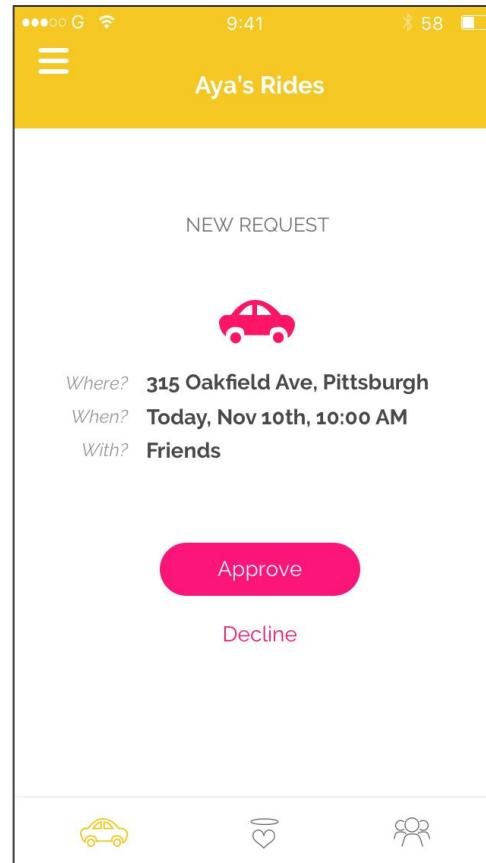


Iteration 5

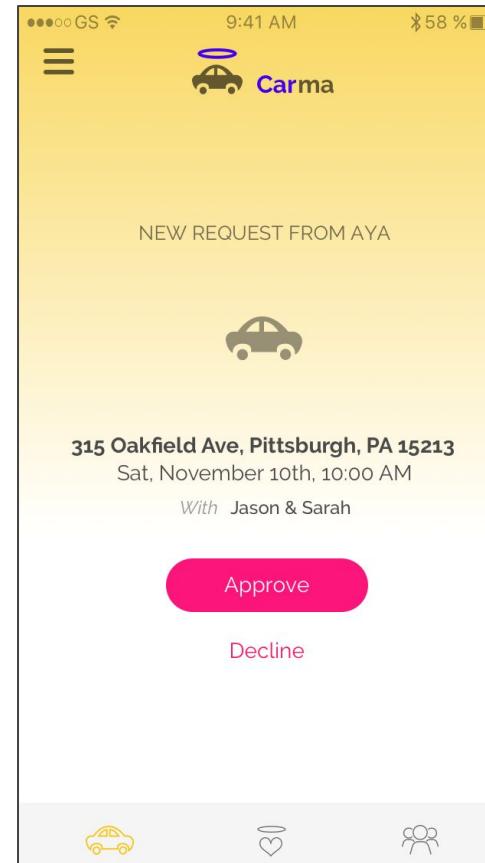


Final Iteration

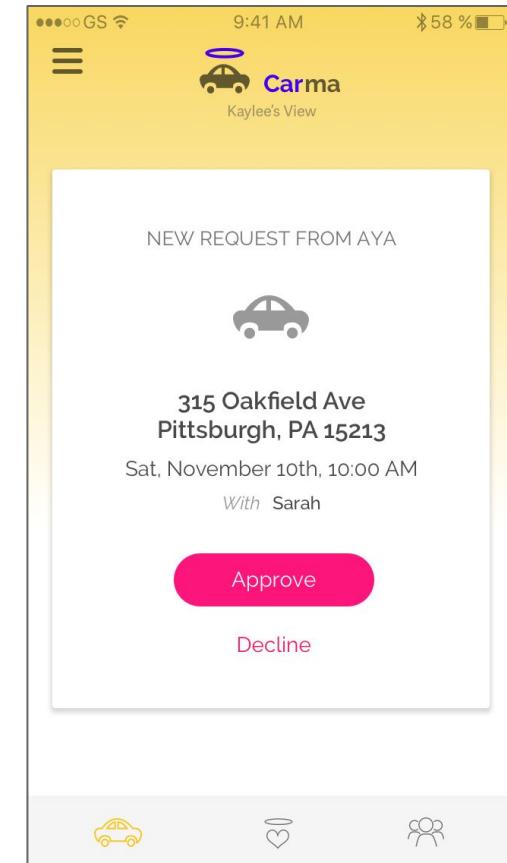
Iteration on Parent's Landing Screen



Iteration 1



Iteration 2



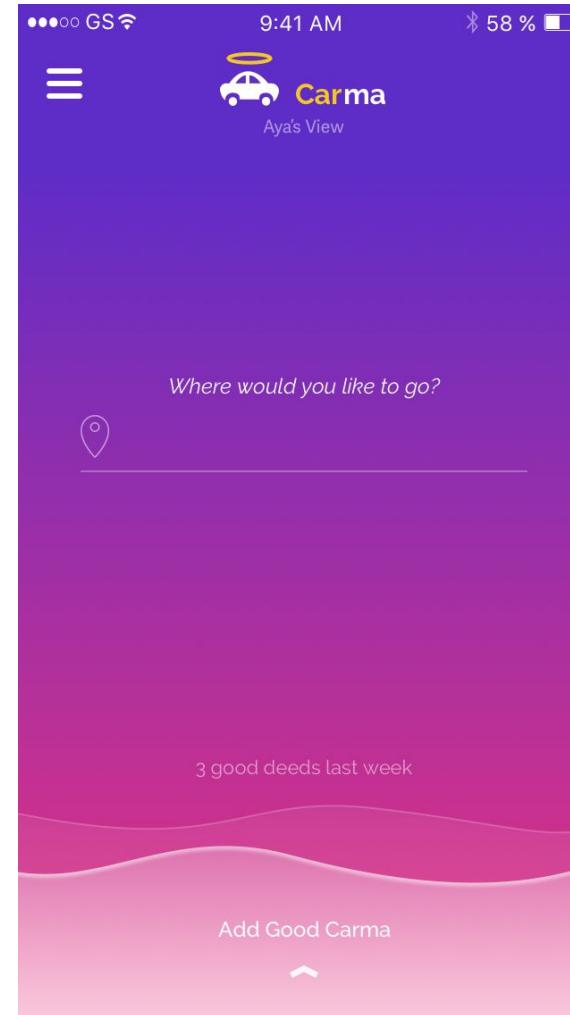
Final Iteration



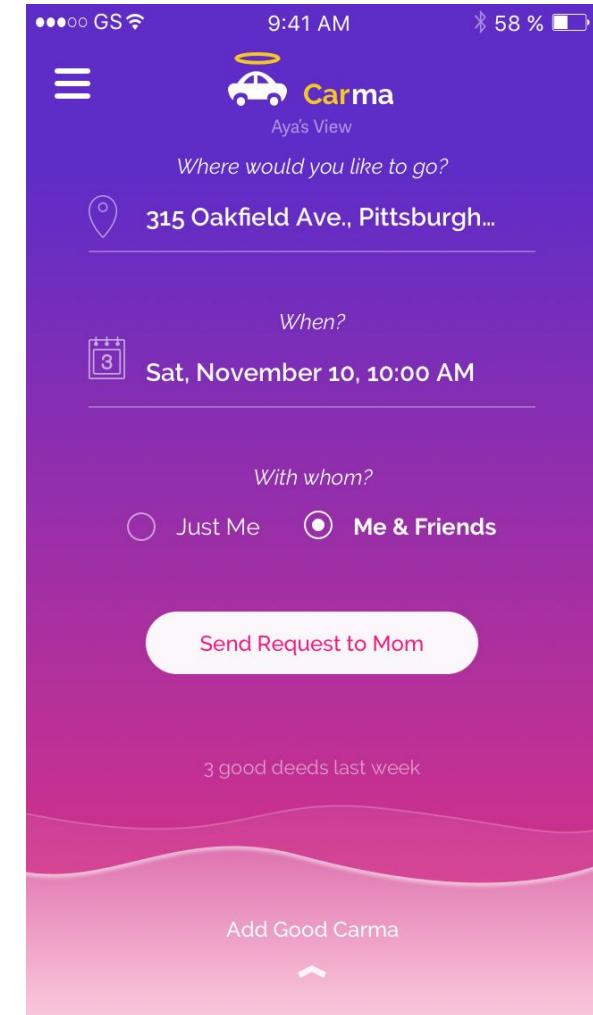
Final Screens - Tween View

InVision prototype: [A placeholder screen with a white background. In the center is a small icon of a car with a yellow halo above it. The top status bar shows signal strength, 9:41 AM, and 58% battery.](https://invis.io/JT99FZ1KZ#/204055529>Loading</p></div><div data-bbox=)

Loading



Landing

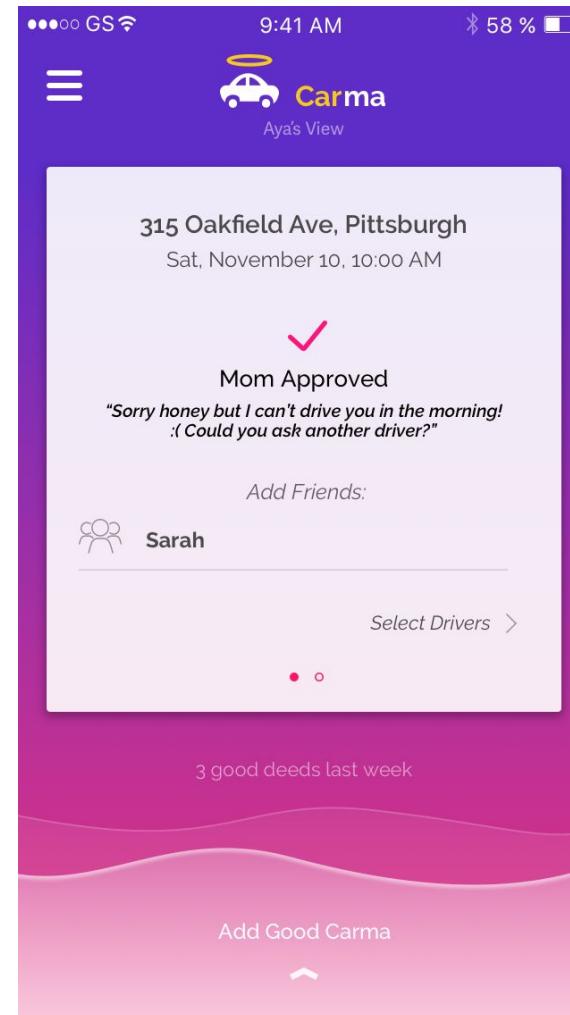


Create Event

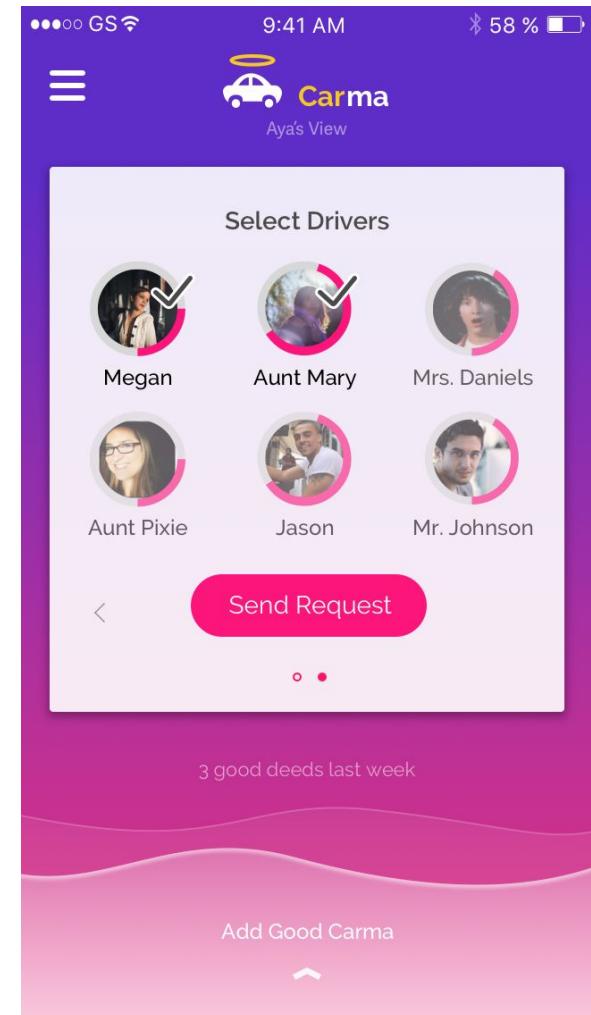
Final Screens - Tween View

InVision prototype: [This screenshot shows the initial state of the app. At the top, it displays the location "315 Oakfield Ave, Pittsburgh" and the date "Sat, November 10, 10:00 AM". Below this, there is a message "Mom Approval Pending" with an exclamation mark icon. A "Sarah" contact card is present. The bottom section shows a progress bar with the text "3 good deeds last week" and a "Add Good Carma" button.](https://invis.io/JT99FZ1KZ#/204055529>Loading</p></div><div data-bbox=)

Parent Approval Pending



Parent Approved

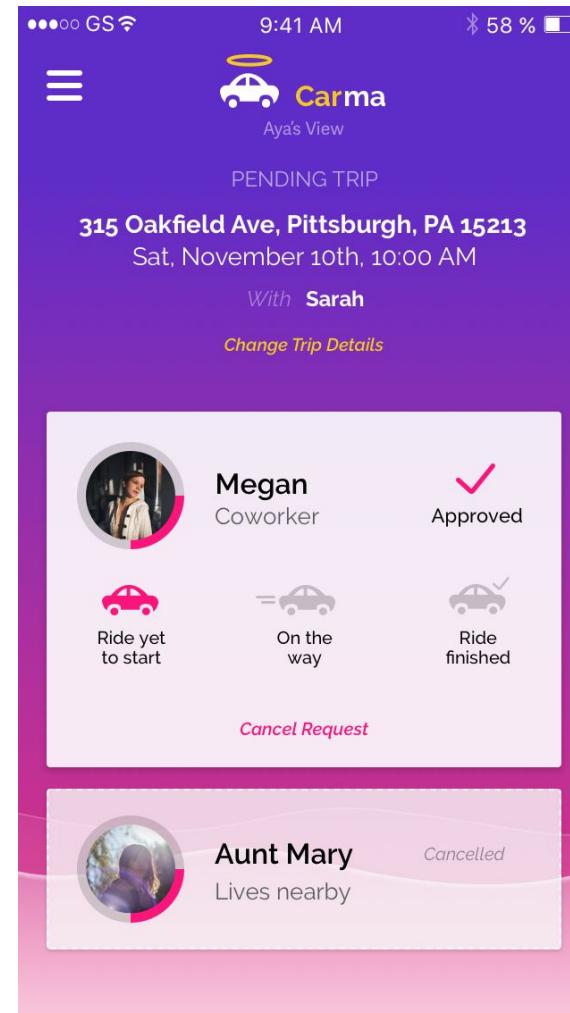


Select Drivers

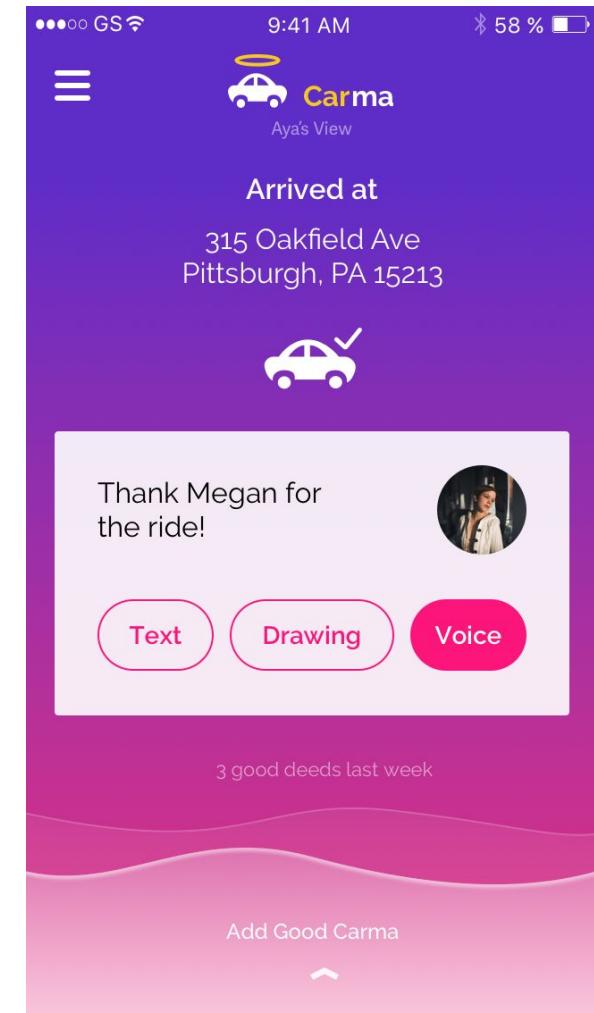
Final Screens - Tween View

InVision prototype: [A screenshot of the Carma mobile application showing a pending trip. The top bar displays the time as 9:41 AM and battery level at 58%. The header "Carma" has a yellow halo icon above it. Below the header, "Aya's View" is shown. The trip details are listed: "PENDING TRIP", "315 Oakfield Ave, Pittsburgh, PA 15213", "Sat, November 10th, 10:00 AM", and "With Sarah". A "Change Trip Details" button is located below the trip info. Two driver requests are listed: "Megan Coworker" \(Waiting to hear\) and "Aunt Mary Lives nearby" \(Waiting to hear\). Each request has a "Cancel Request" button. The background features a pink gradient with wavy patterns.](https://invis.io/JT99FZ1KZ#/204055529>Loading</p></div><div data-bbox=)

Driver Approval Pending



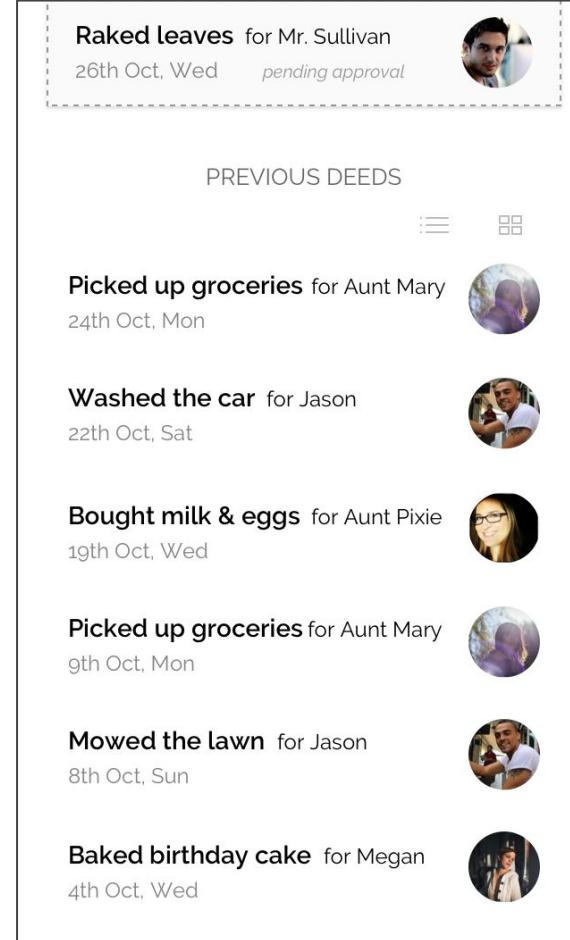
Driver Approved, Ride in Progress



Ride Complete, Thank Driver

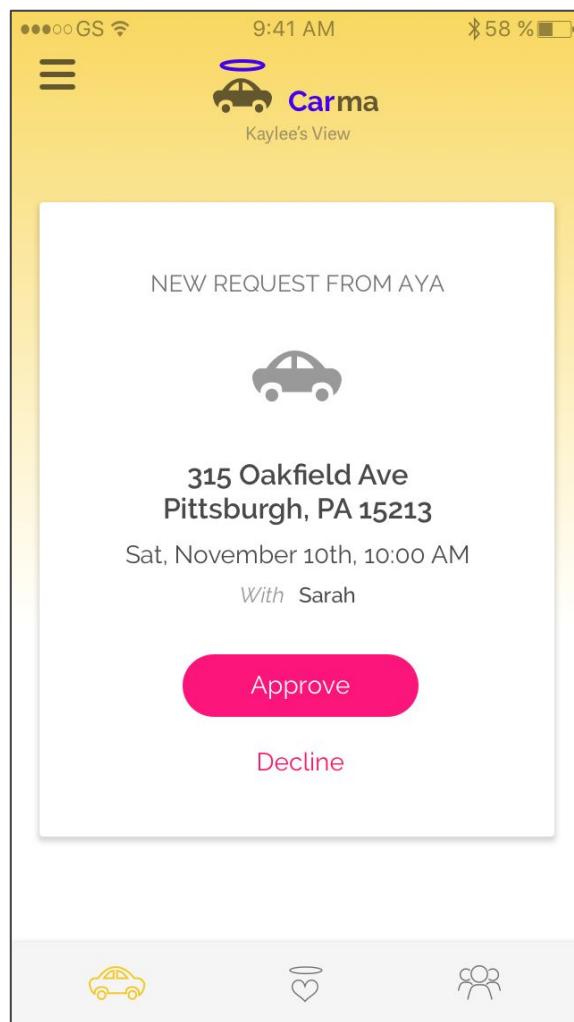
Final Screens - Tween View

InVision prototype: [This mobile screen shows the main interface of the 'My Carma' app. At the top, it displays the time \(9:41 AM\), battery level \(58%\), and signal strength \(GS\). Below this is a navigation bar with a menu icon, a downward arrow, and the text 'Back to Home'. Underneath is the name 'Aya's View'. The central area features a large button with the text 'ENTER A GOOD DEED' and a pink heart icon with a halo above it. Below this is the question 'What did you do?'. A list item 'Taught how to use iPhone' is shown with a thumbs-up icon. The next section, 'For whom?', lists three users: Megan, Aunt Mary, and Uncle Ben, each with a circular profile picture. A pink button labeled 'Inform Mom' is located below this. The 'DEEDS THIS MONTH' section shows a single entry: 'Raked leaves for Mr. Sullivan' \(26th Oct, Wed\) with a pending approval status. The bottom of the screen has a footer with the text 'My Carma'.](https://invis.io/JT99FZ1KZ#/204055529>Loading</p></div><div data-bbox=)

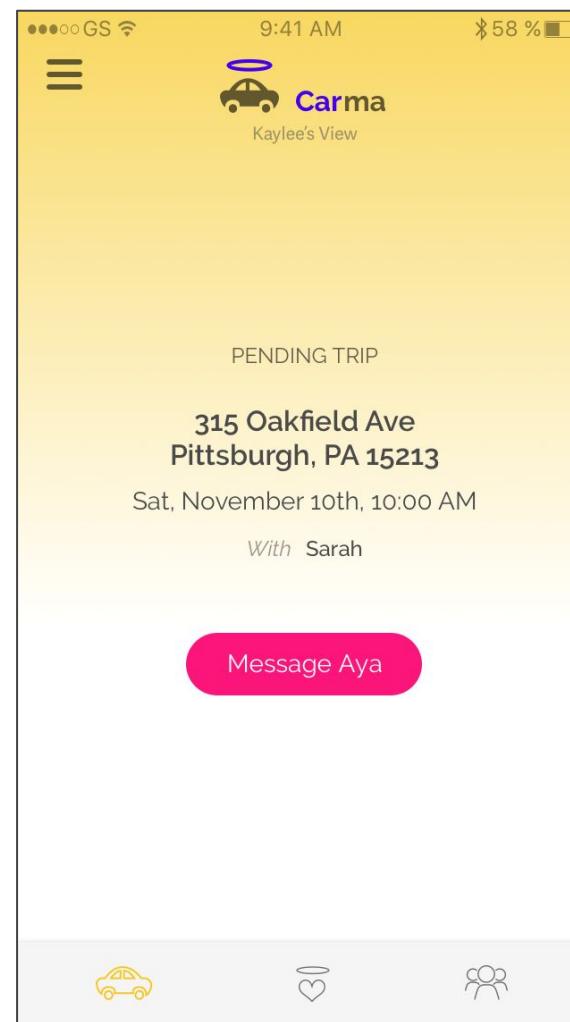


Final Screens - Parent View

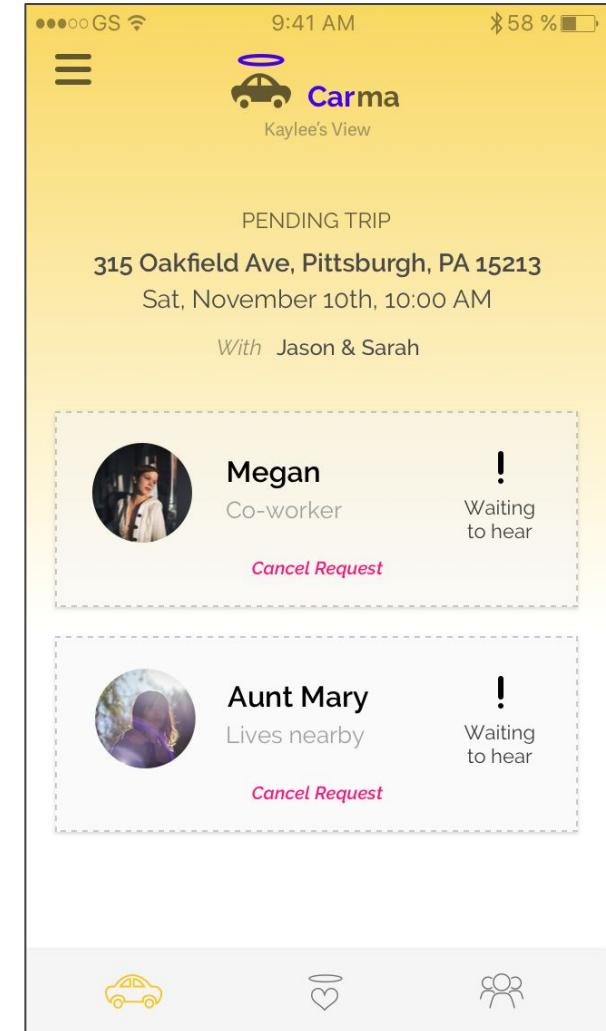
InVision prototype: https://invis.io/JT99FZ1KZ#/204055536_Riderequest



Request from Tween



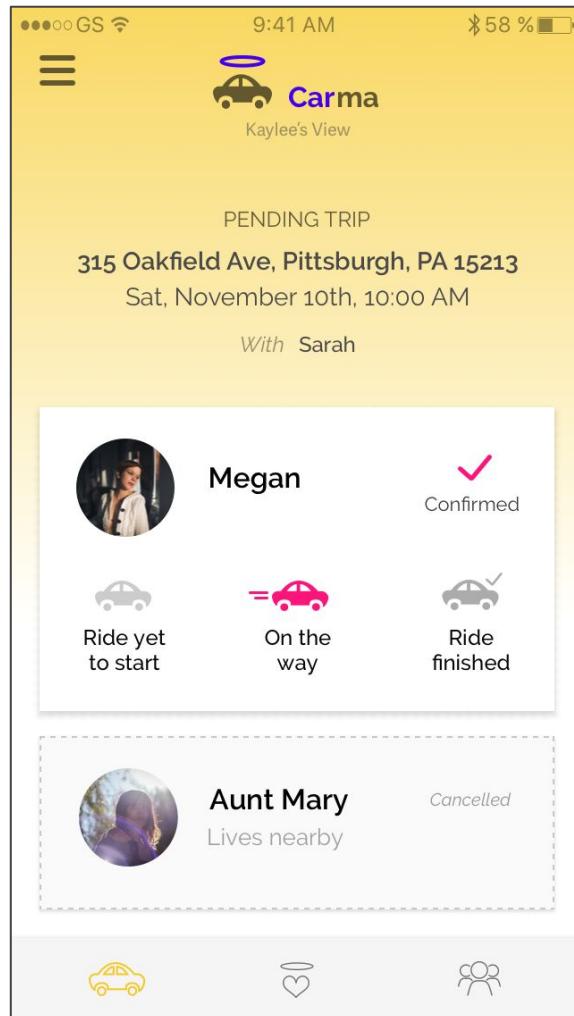
Approved Request



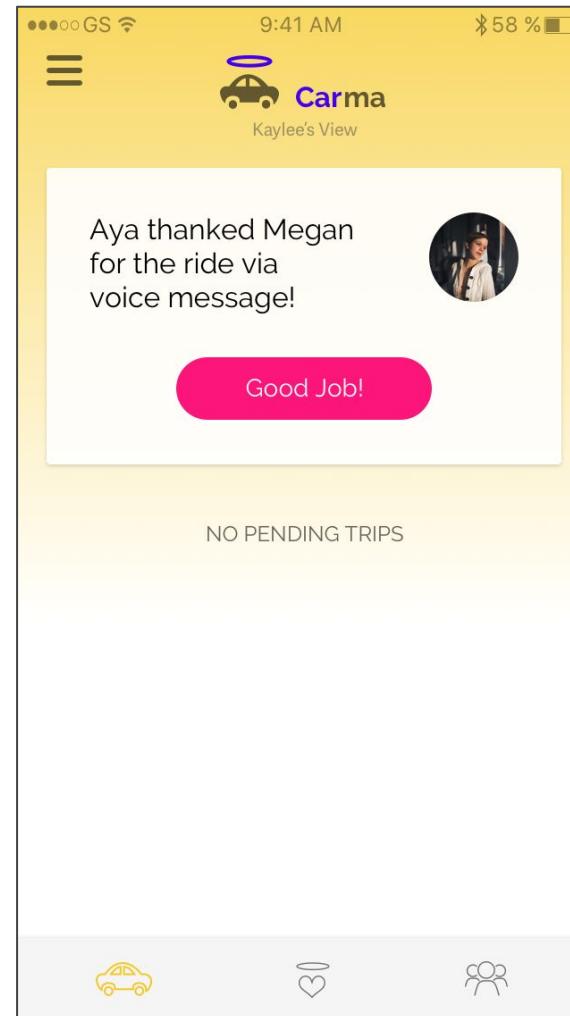
Driver Approval Pending

Final Screens - Parent View

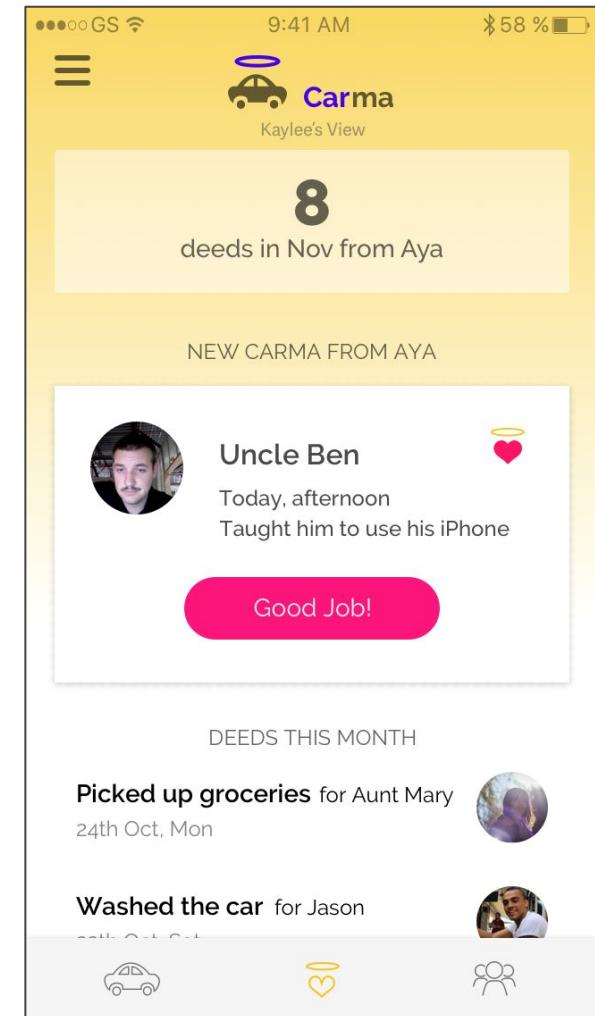
InVision prototype: https://invis.io/JT99FZ1KZ#/204055536_Riderequest



Driver Approved, Ride in Progress



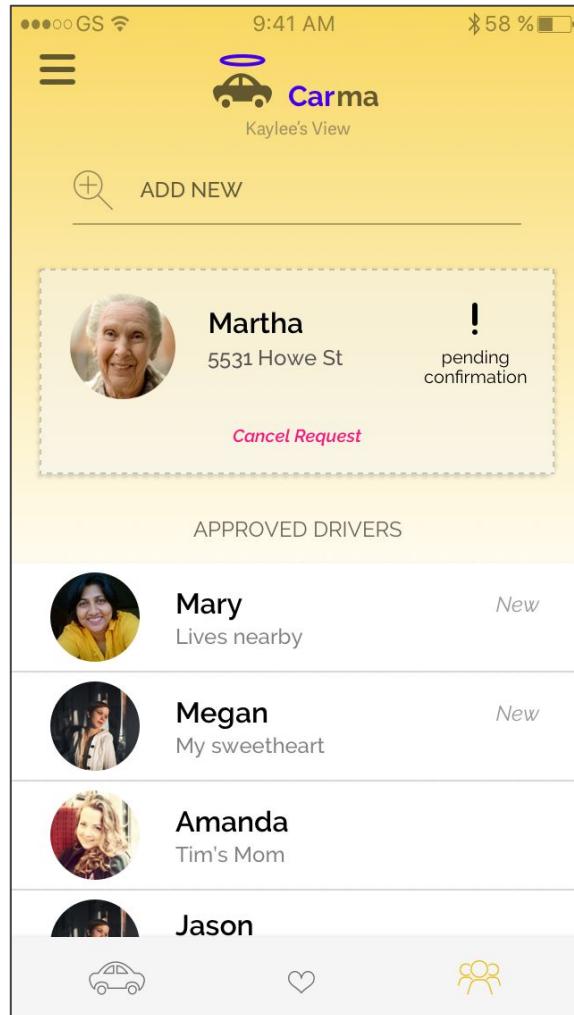
Post-Ride



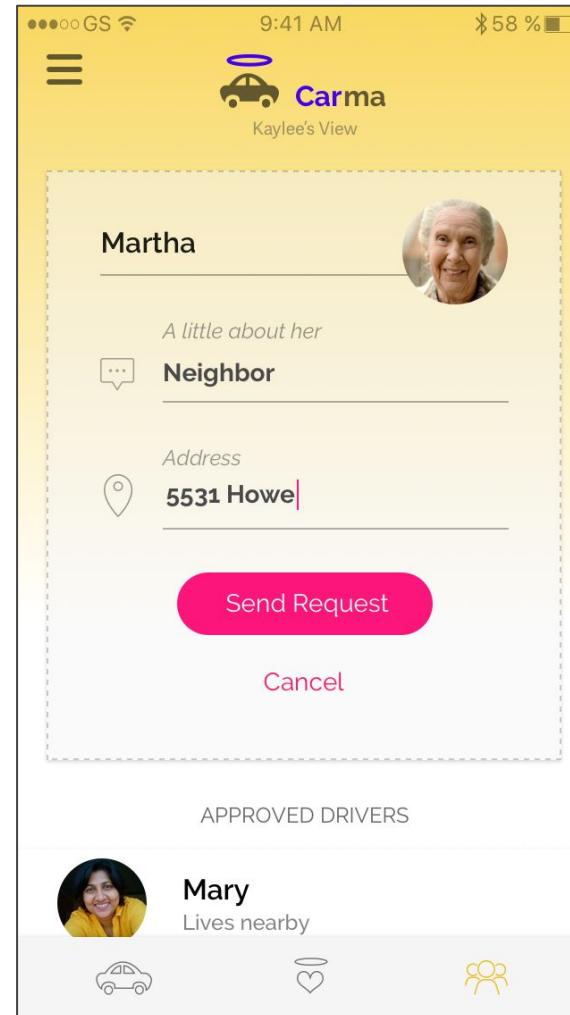
Tween's Good Deeds

Final Screens - Parent View

InVision prototype: https://invis.io/JT99FZ1KZ#/204055536_Riderequest



List of Approved Drivers



Request to Add Driver

10. Animation

Concepts, iteration, and learning

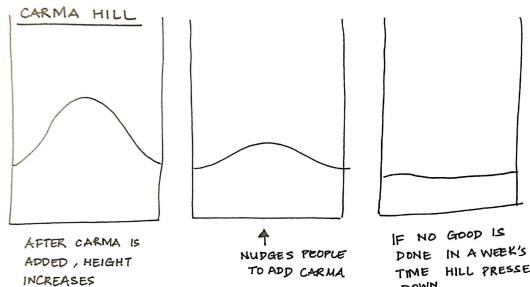
Concepts

The 'karma' adding feature seemed like a good place to introduce delight through interactions or use some visual metaphor for 'karma' or 'doing good'.

Concept 1: Karma hill

A hill-like shape that would show your Karma level. You could make the hill taller by adding Karma, and if you don't add any in a few days time the hill would start to flatten out.

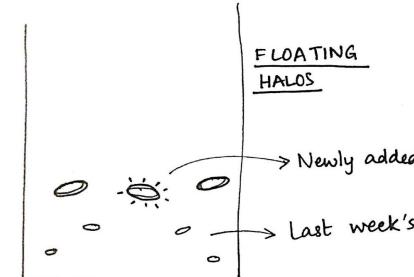
Cons: A hill may not communicate the idea of 'Karma'. Also feels as if the x-axis is time and this is a graph over time.



Concept 2: Floating Halos

Halos would float gently on the landing page of tween app showing how many good deeds she has done.

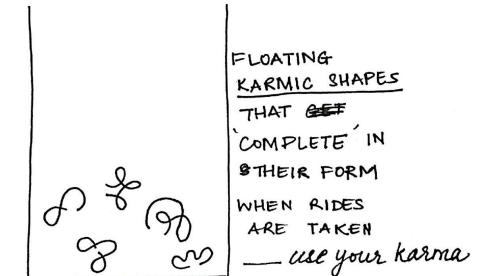
Cons: Too literal abstraction of Karma. Also, this would make tweens know they have done x number of deeds and we wanted to stay away from quantization of good deeds and instead give a slight overview visually.



Concept 3: Karmic shapes

Variedly shaped organic shapes would be created with every good deed, but stay incomplete in shape till the karma is used (ride is taken). Inspiration from the meaning of karma - do good get good, do bad get bad.

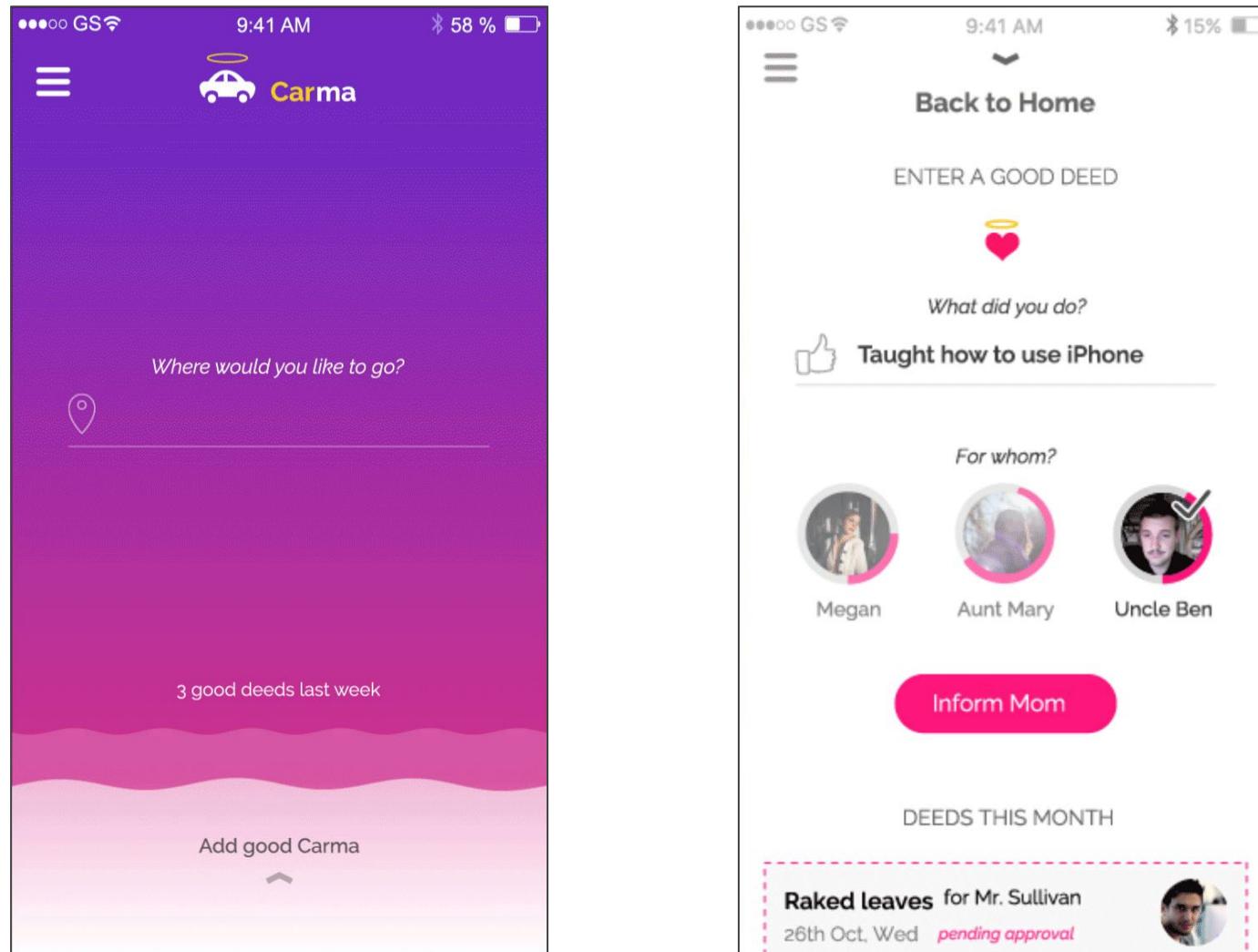
Cons: Again we didn't want to quantize the karma for kids



Final Animation Concept

Concept 4: Karmic level in terms of water level

The level of water shows how much Karma you have. If you don't do good deeds in few days, Karma 'flows' out, and if you do good deeds, it fills right in. To add the good deed, you raise the water level by a swipe up gesture. The "carma" animates to fill up the screen space.



11. Final Pitch and Demo

Presenting to audience of investors

Goals and Approach

We wanted to give our audience a good sense of the personas we are designing for, their needs, and aspirations. We started by talking about Aya and her need for transportation to socialize and then talked about our reframing where parents didn't have to be the only ones to drive. We moved onto how such a vision would help our persona single mother Kaylee and then tied in the aspect of Kaylee wanting Aya to be responsible and independent. Finally, we introduced the concept of Carma, followed by a scenario-based walkthrough of screens.

Our goal was to first draw the audience to the personas and then bring in a little drama by questioning if parents had to be the ones to drive. We then raised the drama arc at the point where we introduced our app name, as we felt that was our strong punch. We also used this to end the presentation.

Feedback and Learnings

A major critique was that we should have focused on a scenario involving parents rather than tweens. We could have tackled the issue of parents worrying that they are "failing as parents" since they cannot drive their kids to all their commitments. While the audience did seem to connect with the tween story more, it definitely would make it for a more powerful selling story if we centered it around the parent as most investors would relate to this more.

We received positive feedback on the way we ended the presentation with "And we believe that is good karma". This clearly indicated that it was the end of our presentation and that audience members could start to ask questions and discuss.



Albert, Arnita, Caroline



Aya



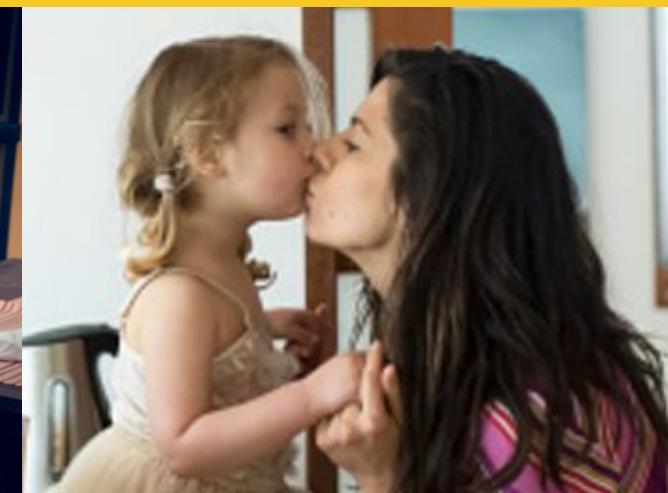
Tweens need parents to drive them to
their social activities

trustworthy pre-approved drivers

Tweens need ~~parents~~ to drive them to
their social activities



Kaylee





Goals



Provide
transportation for
tweens



Parents **stay in control**
by approving the trips



Incentivize drivers by
allowing them to **request
favors** or help with
chores



Encourage tweens to
take responsibility
by doing good deeds

Goals



Provide
transportation for
tweens



Parents **stay in control**
by approving the trips



Incentivize drivers by
allowing them to **request
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Encourage tweens to
take responsibility
by doing good deeds

Appendix: Interview Notes

- 42-43 Group 1. 2 freshman girls from Catholic high school
- 44 Group 2. 2 freshman girls from Catholic high school
- 45-46 Group 3. Male tween and father of tween
- 47 Group 4. Mother of tween and teen, homemaker

Group 1. 2 freshman girls from Catholic high school

Very articulate, lots of good ux ideas

Use group message, iMessage, SnapChat, Uvu, SnapChat - random photos and info attached. Can give "Snapcodes" to people at football games and dances - meeting boys. NEVER with parents. It's just for flirting with boys. It's "my story." Will post something stupid & silly.

Very much in contact with parents - talk at night, text during day

BREAKDOWN: Planning is urgent enough that she wants to communicate and get answers even during class

If taking public transport, have to be home before dark

Parents want to know where people will be at certain times

Included on some school e-mail lists already - tween has to notify parent (not necessarily get permission) of events, such as music groups, sports, etc.

BREAKDOWN: Don't like events that are late at night - e.g. volleyball night, because they have to drive out late

BREAKDOWN: Lives 5 min from here, other friend who lives far away; have to plan way in advance

Bigger events - over Facebook or Evites

BREAKDOWN: parent will come pick them up but kid wants to stay longer
Usually can try to text ahead of time

Had to stay late for a lecture and turn off phone

BREAKDOWN: Parent didn't know - was worried & upset

Permission for events does not = transportation

Has over 20 group chats

Mom always late to pick up from basketball, have to wait up to 2 hours
Coach had to stay late and wait
But rare that parents forget to pick up their kid. Will have to text / remind parents to come get her - **DI: can provide notifications to parent**

BREAKDOWN: A lot of events planned ad hoc, tweens generally don't have a "schedule"

Used to **Edmodo** - for class homework, schedule, communication with teachers. Like a lot!! Consolidates class information and assignment, but doesn't have calendar function to map deadlines. User-friendly - post-based, simple, organized, easy, accessible, differentiation between different groups (information hierarchy), nicely formatted, not ugly, everything in one place. Backpack got lighter. Option to share with parents - likes this

Can forget deadlines easily - so many!!

Feature requests:

Group calendar - family calendar, friends calendar, notifications, messages off the calendar.

Want school obligations on social planner because all friends have same schedule anyways

Social planning happens around due dates

Want the option to share with parents - doesn't always want them to know due dates because then they might bug her. But also may be helpful - would force them to do it.

Tween wants autonomy to decide degree of awareness parent has of her schedule.

Wants to put practices on calendar! Coach will send out spreadsheet but it changes so many times - need to keep up with e-mails

Assigning roles - e.g. parents rotate bringing oranges / snacks, often gets forgotten. **DI:** Can have polls / RSVPs so that parents have to commit to roles

Wants to customize calendar by color.

Wants good information grouping

Google Calendar doesn't automatically give you alerts for deadlines

Fine with having separate apps for different activities - e.g. volleyball app

Group 2. 2 freshman girls from Catholic high school

Just texted parents; dad lives nearby.

Parents give her a lot of independence.

Texts them to pick her up.

Mom wants to know when she gets places

Share a lot of the same classes - often text in class, Message through Instagram or SnapChat.

BREAKDOWN: Came home 45 minutes later than expected - mom was upset

Other girl has high anxiety - texts parents all the time.

Parents communicate with each other.

Useful to communicate with everyone even if not at the same place and time.

BREAKDOWN: Awkward to put parents and friends in the same group message. Friends talk in a different way. Would have to also explain things to parents - speed, urgency, efficiency of communication

Sings at church - Google Doc for that
In a public speaking seminar for school - Google Calendar.

Older sibling can help drive, NOT teenager who just got license

Use planner and computer to keep track of schedules, Apple sticky notes

You learn things better if you write it down - keep a double calendar, Mom has planner board on the wall.

Group 3. Male tween and father of tween

Parent not allowed to keep track of kid's schedule.

BREAKDOWN: Mom sick of it but doesn't want to give up control

2 kids - 13 yo and 15 yo
13 yo - favorite activity is watching Netflix under the bed!

Doesn't want tween at someone else's house when parents aren't home. Has to "baby-proof" the house -lock up liquor. **BREAKDOWN: Older kids bring in whole other problems**

BREAKDOWN: Doesn't know #s of friends' parents

DI: each parent has their own account, get names of other parents (already provides value for parents)

No friends ever respond quickly

For the tween, it's all about group messaging - people that can come respond, usually over iMessage.

Some events planned a week before, some spontaneous

All go to the same school. Common time that works for everyone.

Can usually walk places in afternoon, but needs ride in the evening.

Lives furthest away from any of friends - hard to get anywhere without parents knowing.

Parent would forget to pick tween up when he was younger. Would have to go to office and call.

Feature Requests

Group messaging - "people more likely to respond to a group message than individually to you"

A **quick response** and **immediate** notifications.

Facetime or Hangout embedded in app to communicate **faster and better (clearer)** - texting is not as clear communication as speaking / videochat.

Will wake up to 100 new messages!

Wants to be able to check history so it is easier to scroll - **Insight: actually, he wants to know the original intent.**

Calendar would not be very useful.
BREAKDOWN: schedules fluctuate, there are last-minute changes

Would be nice if host can upload times when they can host something.

Parent thinks the real problem is that **tweens don't know when they are free** - tremendous uncertainty for all of them, many constraints they have no control. A lot of negotiations with parents - don't tell kids until day before - e.g. cousin visiting.

Dependent on someone giving them a ride. Parents don't want them driving with 16-18 yo unless there is an adult in the car. No Uber or Lyft for 13yo, perhaps for 15yo. Uber does not allow minors. Lyft does if the parent / guardian requests.

Ok as long as it's a place that's safe
(public place) or supervised.
More willing to leave 9 yo home alone
than 13. Rather than being safe from
the world, **need to be safe from
themselves.**

13 yo would need **bus ride rehearsal**
13 yos are not responsible kids!

Mom handles scheduling activities -
so parent cannot make commitment
to tween because he cannot make
promises for his wife's time

**There is a "master coordinator" who
is ultimately responsible**

Will co-op spouse as possible

Group 3. Mother of tween and teen, homemaker

11yo and 16yo kids

Does a lot of scheduling - 16yo schedule always changing - school, field hockey, dance, homework, now drives. Constantly texting or getting text about stuff that comes ad-hoc 11yo not as tricky to schedule with

Phone calls a thing of the past! Will text

Schools do not give out directories anymore - have to purchase, can't call and ask for another parents' phone # - school will not give it to her

School gave friends' parents her phone #

Doesn't keep calendar on iPhone, paper calendar is more handy. Knows there are apps for the whole family, prefers paper

Not comfortable with other teens who just got license

In certain states, law prohibits anyways

Hasn't sent daughters in Uber / Lyft, worried about safety

Carpooling is common, Lots of structured activities

Esp if from same neighborhood
More of a scheduled society now, In the past - people at home, Now more competitive - activities linked to resumes & development

Texts other parents on the go, some are friends.

"Friday Folder" - long e-mail dump with announcements, ads, etc. But it's annoying - not just useful stuff, every single community event, Too much information! Community advertisements.

Booster club - parent org for field hockey. 16yo got phone at 14yrs.

To trust other parents - would go and talk to for 5 min, would ask around 11 yo - sneaky kid - would likely say she's somewhere she's not.

Keeps paper calendar in purse and a bigger one on the desk in front of the wall, Doesn't want to be constantly having to grab her phone, Wants to **set good example to kids** already on phone a lot. Studies show that it's bad for your eyes.

Calendar has daily appointments, doctors' appointments, for her and her kids. When out, will e-mail herself if she thinks of something

Uncle came on - wishes calendar was on the wall. Wants to see all the operations. Aunt - wants to put it away, too ugly, doesn't want to see it up on the wall.