

# **Nurture:** reimagining the childcare experience

Assignment 2: Needfinding, POV + HMW, Solutions, Experience Prototypes

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# Our Team



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**01**

# **Interviews (Contd.)**

# Recap...

Elementary school  
teacher for 25 years + 1  
son

Gynecologist - prenatal  
care

Perinatal health educator  
for 40 years + mother of 3

Pediatric cardiologist +  
father of 3 children

**How can we expand  
diversity in our  
needfinding process?**

# Recap...

Elementary school  
teacher for 25 years + 1  
son

Perinatal health educator  
for 40 years + mother of 3

Gynecologist - prenatal  
care

Pediatric cardiologist +  
father of 3 children

## How can we expand diversity in our needfinding process?

Non-medical professionals

More recent mothers

Atypical child raising experience



## **Initial Problem Domain:**

**Streamlining the childcare process for all caregivers (teachers, doctors, parents, therapists, etc)**

**We narrowed it down to...**

# **Parents**



**Beth**  
Minnesota



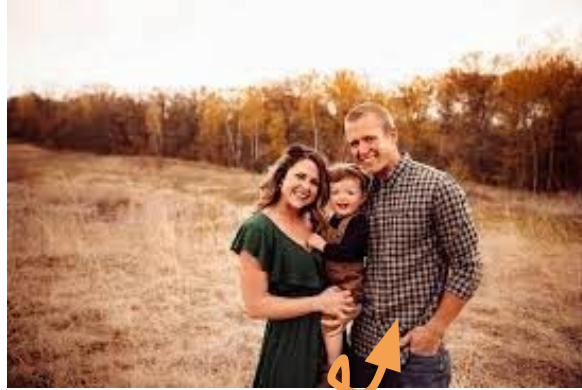
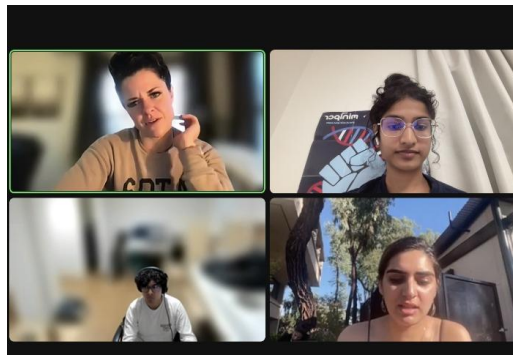
31 year old  
mother of 4  
year old son  
with  
Waardenburg  
syndrome

Has always  
used writing  
as a means  
of coping

Shares her  
parenting  
experiences  
on TikTok &  
YouTube (~1M  
combined  
followers)

Inclusion and  
accessibility  
advocate





**Brandon** - changed jobs to be closer to home + support parenting



**Cooper** - sensorineural hearing loss in both ears, knows ASL, preschool 3x a week + deaf/HoH classes 2x a week



## **Advice from experience**

Found value in people who blogged from emotional perspectives

## **State support**

Minnesota preschool provides deaf/HoH classes + learning technology

## **Online peers**

Finding parents on Facebook raising deaf children was game changing

## **Sharing to process**

Sharing her parenting journey on social media was originally just a way to process emotions

“

Books are not enough, literal  
human beings are most  
important

“

accept things will be messy  
and unexpected...go with the  
flow

“

not everyone has the  
personality to share and work  
through things on their own

“

“I thought my story was  
niche... didn't think others  
would care”

“

“Knowing I've helped other  
parents makes all the online  
negativity worth it”



**“Jessica”**

Mother of  
10 month  
old son +  
full time  
college  
lecturer

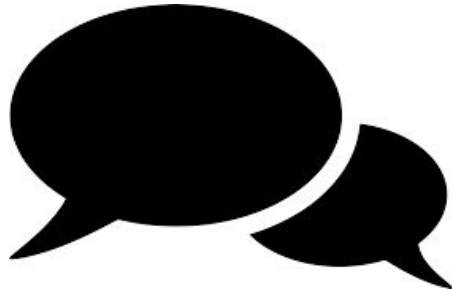
Tech  
savvy  
parent

Little free  
time,  
always  
feels  
rushed

Type A,  
serial  
planner +  
scheduler

Stay-at-home  
husband +  
mom to  
support  
childcare

Husband with  
ADHD not as  
diligent as her  
in keeping up  
with child  
care



## **Trust Issues**

So many conflicting opinions on "best" solution to same problem

## **Communication**

Can be hard to get mom and husband to follow her notes and plans when she's at work

## **Conflicting care**

having multiple caregivers makes it harder to solidify constant habits

## **Digital tools**

Huckleberry has helped manage sleep, medications, and food for her baby

“

“But Huckleberry has everybody's data...when good feedings are, when are they sleeping. Not just a random blog”

“

I created elaborate documents to be like, here is the exact routine every single day, and they like never read it

“

I'm trying to like be more calm and rational about it. And less catastrophizing about like if they do something wrong or deviate from the schedule

“

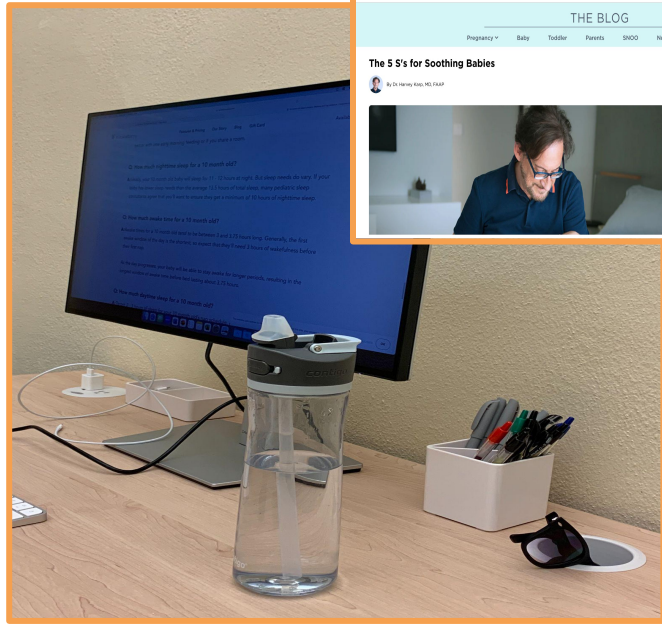
Or they also will do things to get him to fall asleep that like create bad habits that I spent months trying to fix

“

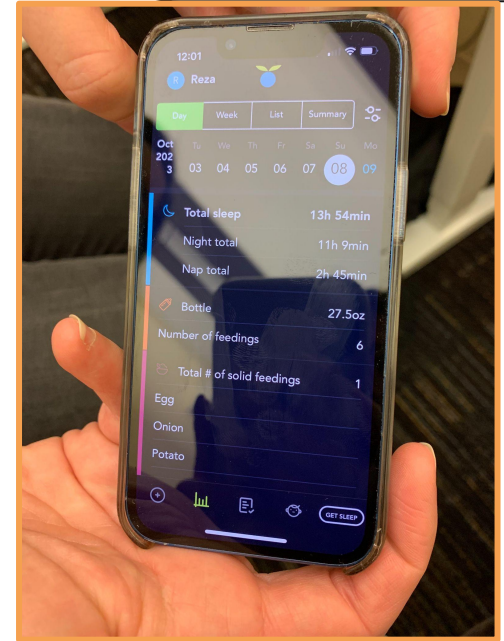
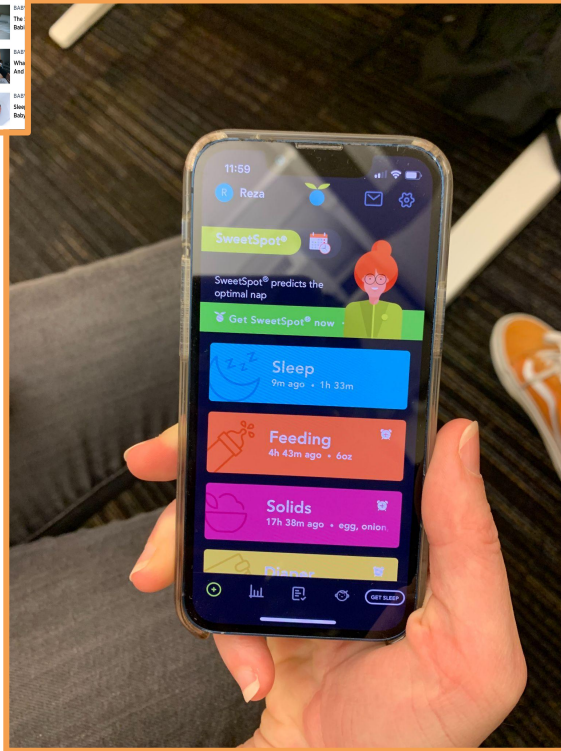
Sleep training - that term encompasses like a million different ways... letting your baby cry for stretches of time, or it could mean like, rock your baby for slightly less time which are radically different.



"5 Ss" blog for calming baby down



Huckleberry app



Sleep tracker

Home page

**03**

**POV + HMW**





## **We met...**

Beth, who is a **mother of a deaf toddler** she had unexpectedly right after marriage and now raises him on a farm in Minnesota

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

That she said the best thing she did for her mental health was to **hire someone to clean her house every week** (something like this was a small thing that did not come up in our personal thinking about new family's needs)

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

That childcare is about more than simply the parent-child relationship and there are various kinds of **care that can be outsourced** to a 3rd party

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

Find a small mechanical task involved in child rearing that can be outsourced to **make more time for parental well being and familial bonding**

# HOW MIGHT WE

**BETH**

HMW help parents find local help in the neighborhood

how might we make a simple interface that appeals to older parents

How might we make childrearing like raising children in a mobile game (sims)

How might we make childrearing like raising children in a mobile game (sims)

How might we make childrearing active and engaging

HMW avoid having children unexpectedly

How might we make parenting fun

HMW make the task handling process a game

HMW help parents realize what tasks they trust others to do

How might we help parents differentiate between need-to-do's and nice-to-do's

HMW crowdsource

How might we make childrearing more enjoyable

HMW outsource childrearing without the personal elements being stripped away

HMW help fellow parents connect to share advice about childcare tasks

How might we help parents differentiate between need-to-do's and nice-to-do's

How might we help parents differentiate between need-to-do and nice-to-do's

HMW help parents with kids with disabilities resonate with other parents with kids with disabilities

How might we make family bonding tasks more humorous

How might we make childcare as easy as petcare

How might we create a platform for parents to trust their childcare on

# Jessica POV

## **We met...**

"Jessica", a college lecturer who has a 10 month old son that is **collectively cared for** by her, her husband, and her mother

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

that even though she creates detailed schedules and shares an app specific for managing baby care with her mom and husband for task tracking when she is not home, **they often didn't follow the plans she wanted**, resulting in different types and levels of care for her child.

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

It can be challenging for different people to take care of the same child and provide consistent care and that **too many sources of information can be overwhelming**.

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

Help individuals caring for the same child to learn how to be on the **same page with their care plans**.

# HOW MIGHT WE

# JESSICA

How might we help parents plan out childcare tasks together?

HMW help fathers learn caretaking tasks without being intimidated?

how might we solve the expectation of mothers being the "CEO" of the family

how might we provide a cathartic platform

how might we make household organisation as structured as business management

how might we make a digital "bag to scream into"

take king on care

how might we make the father more like mom?

HMW use a loyalty reward style system to reward

how might we make it easier for working parents to communicate on household/childcare tasks

multiple makers earn together?

to diverse groups of people/cultures!

can fully support a child's needs?

HMW have parents challenge each other to be the better parent



how might we introduce design thinking into general life management

HMW Empower single mothers or fathers to enjoy the one on one challenge of raising a child

HMW make the child raising process the most exciting part of life

HMW make a Miro board for parents to collaborately raise their child


standardized

parent




# Top HMWs


Inspired by Jessica's POV



how might we make it easier for working parents to communicate on household/childcare tasks




HMW have parents challenge each other to be the better parent




how might we make a digital "bag to scream into"


# Top 3 Solutions



Create a gamified goal tracker that provides optimized advice!



a way for parents to engage in team-building exercises with each other to develop shared goals



Community driven venting space for parents having a hard time that provides meaningful resources for coping!

**04**

**Experience  
Prototypes**

## **Solution 1:**

**A gamified goal tracker that provides optimized advice**

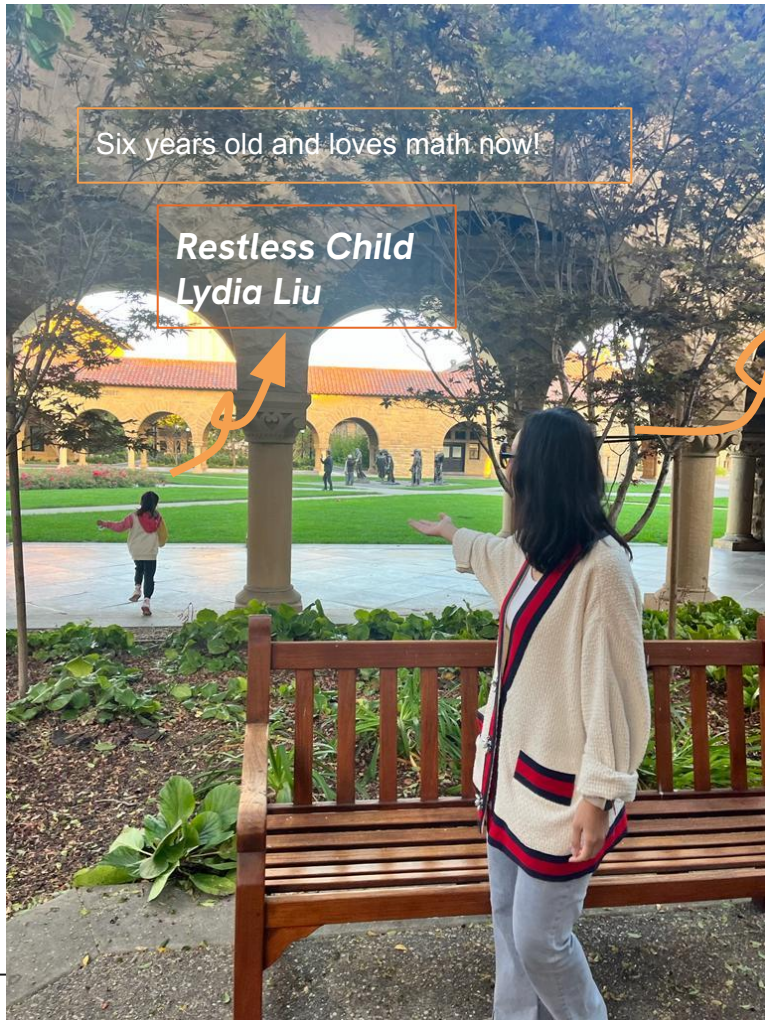
## **Assumption:**

**Parents need help gamifying individual parenting tasks**



# Prototype 1 Setup: Gamifying Parenting





Six years old and loves math now!

**Restless Child**  
**Lydia Liu**

# Our Kind Prototype Testers

**Mommy**  
**Kathy Liu**

From Canada 🍁

Approached in Main Quad

“If she doesn’t like a food, we have to make a game to let her finish”

“Math was very boring, but by turning it into a game she’s come to enjoy it!”

“I don’t have any games for helping her with french because I don’t speak it”

**Not pictured:**  
**Mommy’s BFF Jenny**  
**Huang**

# “Try and come up with a gamified version of a task to make it easier for you to complete it”

“I can’t really think of anything off the top of my head” - Kathy

“Maybe you can draw a house and use that to practice counting sofas and chairs” - Kathy

“Mommy can you draw a house with me?” - Lydia



Parents and children alike struggle to imagine gamification of NEW tasks



# Final Thoughts and Insights

“But if we have this kind of technology that can help us it would be better! Not just for the child but for the parents too”

“It’s my first time being a parent, so a lot of the time we are struggling, we don’t know what to teach”

“I always do a search online or ask my friends”

“Oh that’s creative!”

Parents lack awareness of how to gamify certain tasks

Parents ARE searching for answers, but don’t know what works for their child

Decreasing the cognitive stress of seeking better ways to gamify tasks empowers both parent and child

# Going Forward with insights...

Children have more energy and imagination than their moms. How can we harness this to gamify tasks?

Mom's friend was actively helping during sketchnote time when mom froze up. How can we replicate such collaboration?

When asked to interview parents, mom stayed while dad went ahead. Why was this? Did father not believe he was equipped?

## **Solution 2:**

**A way for parents to engage in team-building exercises with each other to develop shared goals**

## **Assumption:**

**Parents struggle to work together and will want to engage in guided collaboration tasks**

# Prototype 2: a parent team-building exercise

## WWYD: a childcare scenario game

Estimated time: 15-20 minutes. Directions: fill out the form separately from your partner or alternate caregiver. After answering each scenario, share your responses out loud and identify similarities/differences.

ckunchur@stanford.edu [Switch account](#) 🔒 Draft saved

🔒 Not shared

\* Indicates required question

**Scenario 1 (Sleep Regression):** Your previously good sleeper starts experiencing \* sleep regressions and wakes up multiple times during the night. How do you help them get back to a regular sleep pattern?

\_\_\_\_\_

How similar were your answers? \*

1 2 3 4 5

Completely opposite      Identical

What parts of your answers were similar? What parts were different? \*

Scenario 1: Sleep regression issue

Scenario 2: Solo parenting

## Discovery questions

Do parents generally agree with each other on the same issues?

Does sharing opinions on childcare help parents bond?

Could openly discussing opinions help parents be on the same page?





**Alice**

Mother of 2  
kids - 6 yo  
and 8 yo

Associate  
Director of  
the DDL

Eager to  
interview -  
approached  
us at Bing  
Nursery  
School

full-time  
academic +  
mom



**Fred**

Software  
Engineer +  
dad of 2 kids  
- 6 yo and 8  
yo

Full-time  
engineer +  
father

# Prototype 2: Results

Gave prototype forms to a couple to fill out at home

Parents generally agreed on solutions to scenarios

Instructions for the prototype were not fully followed:  
results not fully reliable

Couple were not very recent parents so scenarios were not "hypothetical"

Forcing new parents to ask such questions to each other can help conflicts later on

# Going Forward...

difference  
between  
take-home  
questionnaires  
vs. in person

Good UI  
required for  
user  
participation

Parental  
collaboration  
helpful but hard  
to facilitate

### **Solution 3:**

**Community-driven venting space for parents that provides meaningful resources for coping**

### **Assumption:**

**Parents feel more qualified to receive advice than to give it (self-conscious about parenting skills)**

# Prototype 3: Advice Confidence

## Scenario 1: teacher ignoring child



↑ Posted by u/Mandapandaroo 1 day ago

366 Issue with my child's teacher

↓ Child 4-9 Years

My daughter is in the first grade. Everyday I pick her up from school. When the kids come out of the school they are in a line and they are supposed to raise their hand when they see their parent or whoever is picking them up. The teacher picks each kid with their hand raised one at a time to be excused. Everyday I'm there early so my daughter is one of the first couple kids with their hand raised. I watch the teacher everyday avoid choosing my daughter. Sometimes until half the class or more (15+) has been excused. At first my daughter was crowding up to the teacher (as were many other kids) and I thought that was possibly the reason. So I talked to my daughter and explained that the teacher may not like that and that it's polite to just wait her turn patiently and stay in her place in line. So she does that now always. But the teacher still does this. Sometimes my daughter is the only one with her hand up and I will see the teacher make eye contact with her and clearly see her, and continue scanning over the kids looking for someone else to choose. Or she will wait until another child raises their hand and still not choose my daughter. She does this every day. I used to think it was just an innocent oversight but after more than a month of it and several scenarios with it resulting in the exact same thing, it's very clear that it's intentional. I just can't understand why. It feels like she doesn't like my child. But I feel like that shouldn't matter, and all the kids should be treated fairly and equally. I don't know what to do or if I should just ignore it or how to handle it.

2 child raising scenarios from  
r/Parenting

## Scenario 2: middle schooler suspended

389 Son was suspended from school.

↓ Tween 10-12 Years

He is 12. Apparently, he got in an argument with another student, stormed out of the room and kicked a door, shattering the glass in the door.

He is suspended two days, and I am going to repair the glass.

When I picked him up, he was crying and felt bad. I was pissed and took him to a local field and made him run a bunch of sprints.

Now, we are home and he is writing letters to apologize to all involved. I have taken away his electronics and television and am going to make him do a book report while he is home the next two days.

Is there anything else you would advise, or anything you think I could have done better. I don't want this happening again.

Many thanks

# Prototype 3: Advice Confidence

## Scenario 1: child ignored by teacher

## Scenario 2: child suspended

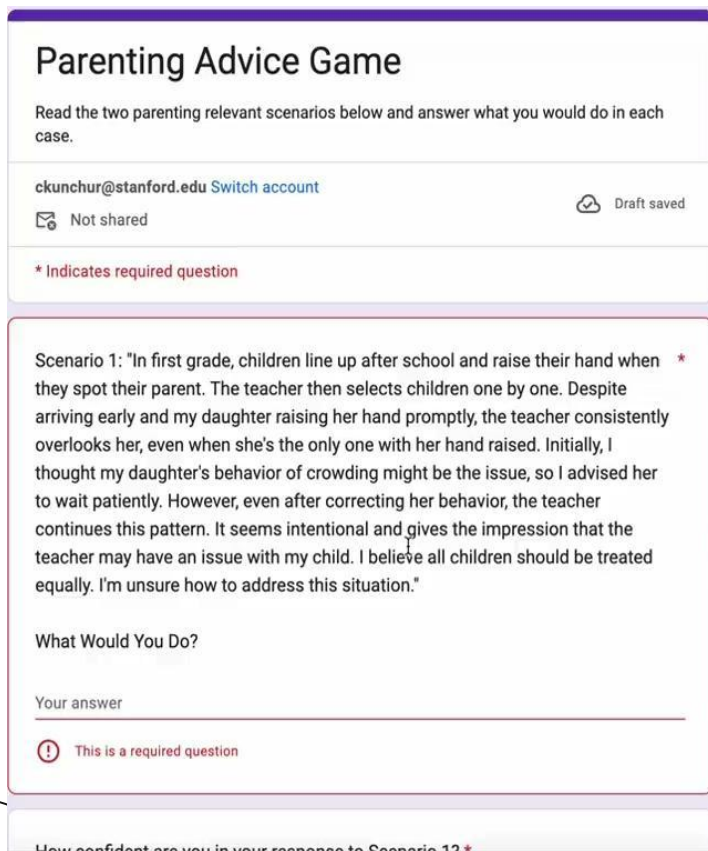
### Sample responses from Redditors

Sample Response to Scenario 1: " Send an email to her (cc admin?) And let her know that you are typically there early, and almost every day see her waiting to respond to your daughter. That if this is meant to be corrective, for some behavior, it needs to be addressed more directly and you're happy to discuss it, but that whatever the reason is isn't clear to the daughter (or you) and means you are left waiting longer than necessary AND taking up space in the crowded pickup queue which holds up other parents. "

Sample Response to Scenario 2: "The punishment should fit the crime. If you're going to make him do a book report, make him read a book/article on self-regulation techniques so he knows what to do the next time he feels the need to damage something. If you're going to repair the glass, make him help or make him do extra chores to pay for the repairs. The apology letters were a good start, though."

# Prototype 3: Walkthrough Video

## Google Form



The screenshot shows a Google Form titled "Parenting Advice Game". The form content includes:

- Title: Parenting Advice Game
- Instructions: Read the two parenting relevant scenarios below and answer what you would do in each case.
- User info: ckunchur@stanford.edu [Switch account](#)
- Status: Not shared, Draft saved
- Legend: \* Indicates required question
- Scenario 1: "In first grade, children line up after school and raise their hand when they spot their parent. The teacher then selects children one by one. Despite arriving early and my daughter raising her hand promptly, the teacher consistently overlooks her, even when she's the only one with her hand raised. Initially, I thought my daughter's behavior of crowding might be the issue, so I advised her to wait patiently. However, even after correcting her behavior, the teacher continues this pattern. It seems intentional and gives the impression that the teacher may have an issue with my child. I believe all children should be treated equally. I'm unsure how to address this situation."
- Question: What Would You Do?
- Answer field: Your answer
- Warning: This is a required question
- Partial Scenario 2: How confident are you in your response to Scenario 1? \*

## Discovery questions

What would a parent give as advice to another parent?

Are parents confident in their answers?

(How) does reading other parents' advice affect their confidence level in their own answer?

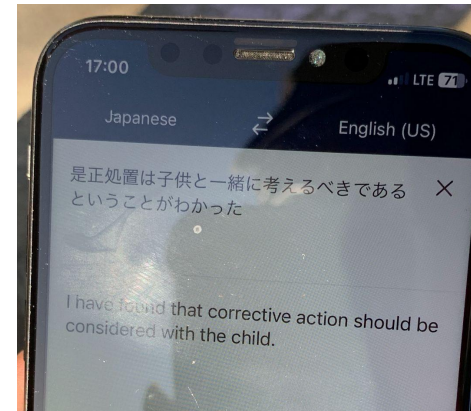
# Prototype 3: Interview

Interviewed Japanese couple from Narita with 1 year old daughter



Translated questions from English into Japanese!

Participant used phone translator to type out answers





# Prototype 3: Results

Interviewed Japanese couple from Narita with 1 year old daughter

Participant initially lacked confidence in answers but increased after reading sample responses

Participant felt validated when he realized common themes in his answer and the sample response

Participant found it useful to get other parents' opinions

Participant wished there were more sample responses

**05**

**Next Steps**

# Prototype 1 & 3 were most successful



# Accessibility & Ethical Concerns





# THANKS!

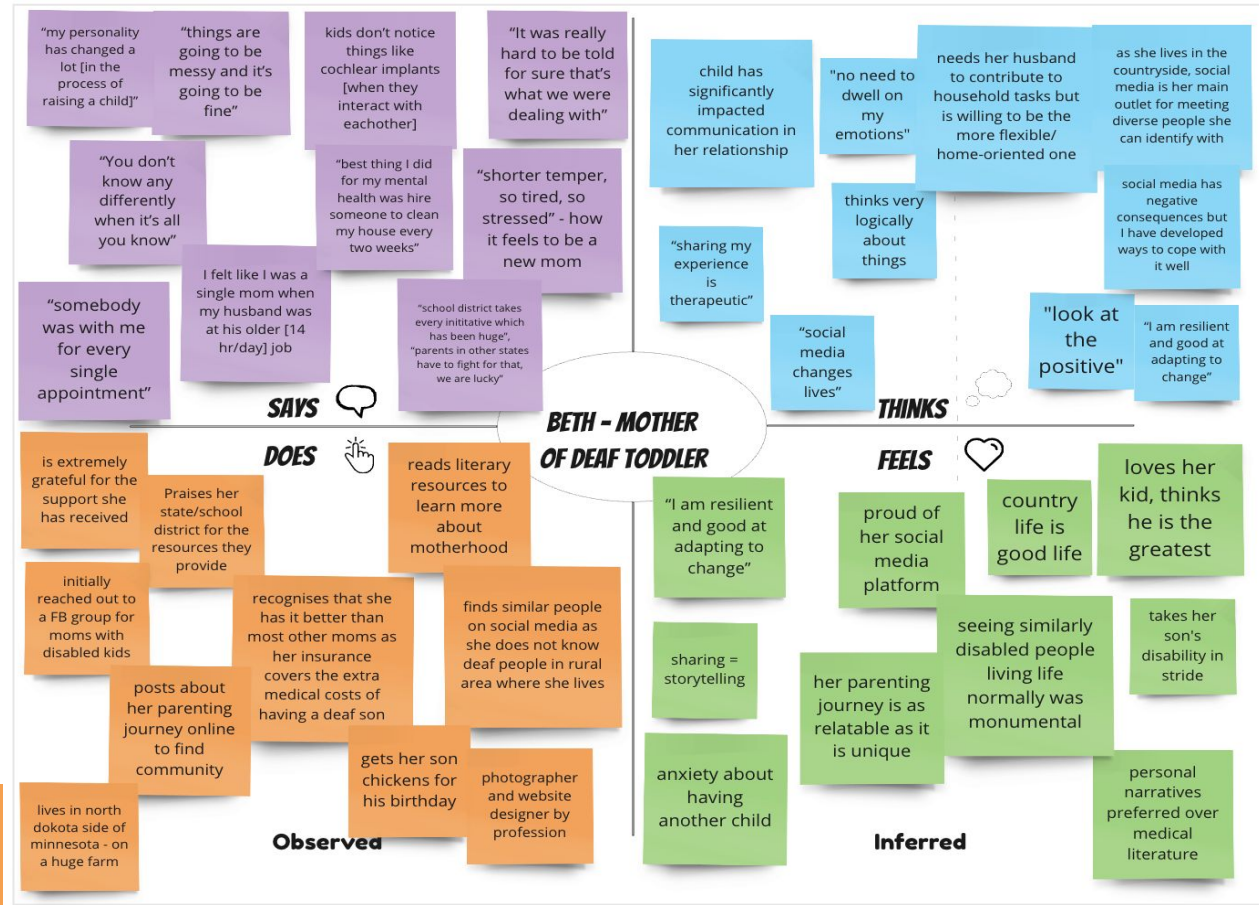
Any questions?

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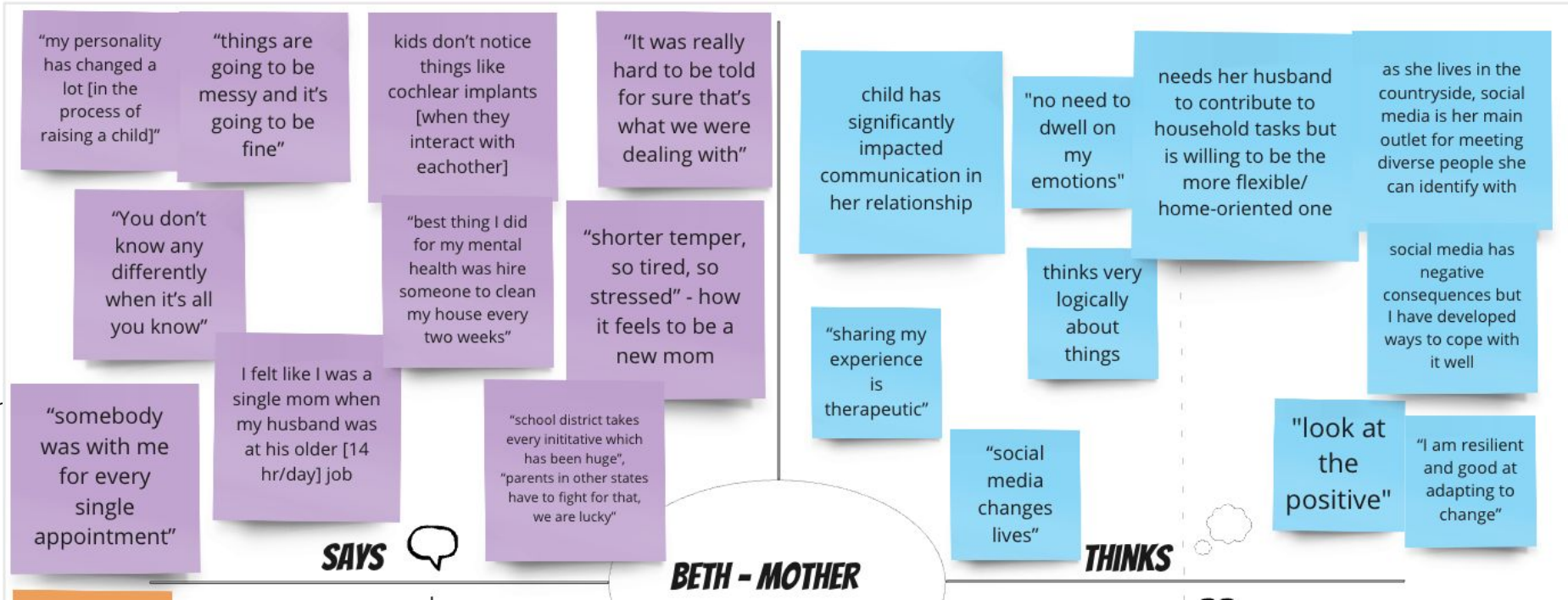
**06**

**Appendix**

# Beth's Empathy Map



# Beth's Empathy Map - Zoomed in...





**DOES**



**OF DEAF TODDLER**

**FEELS**



**Observed**

**Inferred**

is extremely grateful for the support she has received

Praises her state/school district for the resources they provide

reads literary resources to learn more about motherhood

initially reached out to a FB group for moms with disabled kids

recognises that she has it better than most other moms as her insurance covers the extra medical costs of having a deaf son

finds similar people on social media as she does not know deaf people in rural area where she lives

posts about her parenting journey online to find community

gets her son chickens for his birthday

photographer and website designer by profession

lives in north dakota side of minnesota - on a huge farm

"I am resilient and good at adapting to change"

sharing = storytelling

anxiety about having another child

proud of her social media platform

country life is good life

loves her kid, thinks he is the greatest

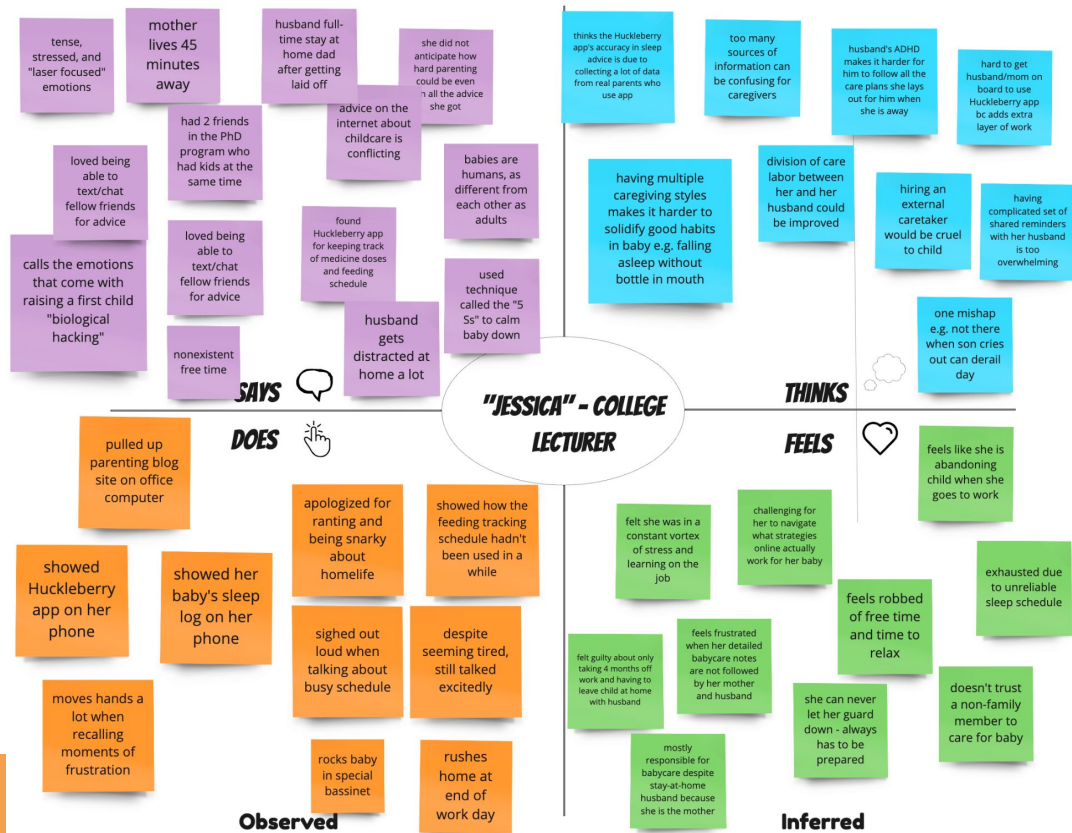
seeing similarly disabled people living life normally was monumental

takes her son's disability in stride

her parenting journey is as relatable as it is unique

personal narratives preferred over medical literature

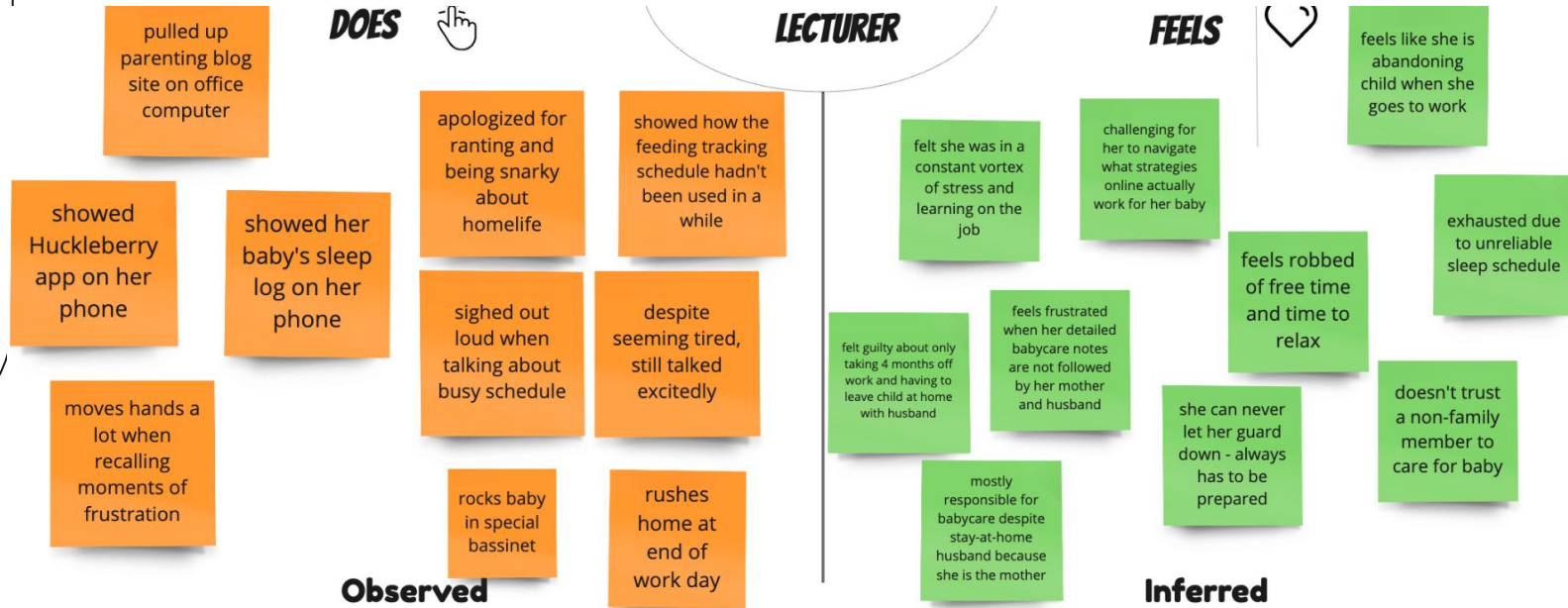
# Jessica's Empathy Map



# Jessica's Empathy Map – Zoomed in...



# Jessica's Empathy Map – Zoomed in...



# HOW MIGHT WE

# BETH

HMW help parents find local help in the neighborhood

how might we make a simple interface that appeals to older parents

how might we help different caretakers connect with each other

How might we make childrearing like raising children in a mobile game (sims)

How might we make childrearing active and engaging

HMW avoid having children unexpectedly

How might we make parenting fun

HMW make the task handling process a game for parents

HMW help parents realize what tasks they trust others to help with

HMW outsource childrearing without the personal elements being stripped away

how might we help parents differentiate between need-to-do and nice-to-do's

HMW crowdsource the childrearing process

How might we make childrearing more enjoyable

HMW slow down the fast-paced process of childs

HMW help fellow parents connect to share advice about childcare tasks

how might we decrease anxiety in the childrearing context

HMW help parents with kids with disabilities resonate with other parents with kids with disabilities

How might we make familial bonding tasks humorous

HMW create a virtual network for parents

how might we make childcare as easy as petcare as in, love can become the primary responsibility

how might we create a trustworthy platform for parents to trust their childcare on

# HOW MIGHT WE

JESSICA

How might we help parents plan out childcare tasks together?

HMW help fathers learn caretaking tasks without being intimidated?

how might we solve the expectation of mothers being the "CEO" of the family

how might we provide a cathartic platform

how might we make household organisation as structured as business management

how might we make a digital "bag to scream into"

how might we make it easier for working parents to communicate on household/childcare tasks

how might we make the father more like moms

HMW use a loyalty reward style system to reward both parents for their childrearing efforts

How might we make the care planning process fun and desirable for all parents!

HMW help multiple caretakers learn together?

HMW make care plans accessible to diverse groups of people/cultures!

HMW remove the expectation that only the mother can fully support a child's needs?

how might we make childraising a contest with a point system

HMW have parents challenge each other to be the better parent

HMW make parent care taking procedures standardized

how might we introduce design thinking into general life management

HMW Empower single mothers or fathers to enjoy the one on one challenge of raising a child

HMW make the child raising process the most exciting part of life

HMW make a Miro board for parents to collaborately raise their child

# HMW 1 Solutions Brainstorm

how might we make it  
easier for working parents  
to communicate on  
household/childcare tasks

a way for parents to  
engage in team-  
building exercises  
with each other to  
develop shared  
goals

Introducing  
housecare reminder  
notifications without  
distracting from  
your workday

Bring fortune  
cookies to reverse  
parent roles and  
hand out new ones  
in a surprise event  
(like the freaky  
friday movie)

a system with non-  
ignorable  
notifications until  
proof of completing  
the task has been  
provided

a walkie-talkie  
system for  
parents to  
communicate  
when physically  
separated

Siri/Alexa could be your  
personal assistant FR -  
schedule tasks for you  
in your calendar, etc  
- one-stop shop for  
everything

KALENDLY  
FOR KIDS!

a shared  
scheduling  
system for  
parents to  
distribute tasks

A digital sticker reward  
system that allows  
parents to redeem  
"favors" from each  
other based on their  
contributions to the  
childrearing process

An EEG reader  
that can transmit  
emotions through  
electrical signals  
to the other  
parent

An LLM  
chatbot for  
parents to  
ask questions

Help parents  
act like babies  
together to  
bond

how could we  
attach a baby to  
both parents to  
increase  
bonding

integration  
into Apple  
Watch

Mood rings  
that sync  
up with  
each other

# HMW 2 Solutions Brainstorm

**HMW have  
parents  
challenge each  
other to be the  
better parent**

A VR game where parents navigate wild scenarios like "teenager's first party", "missing pet hamster", and "toddler meltdown in a grocery store". Highest score wins.

a praising system where parents can socially share milestones of the other

analogize childcare tasks to battles in a war

a system for parents to see what tasks the other has completed

do same tasks on different days. see who has better outcomes (cook, clean)

a competitive game for parents to compare progress of task completion

Create a digital feedback system for parents to give kudos to each other

parenting board game night

a way for parents to compare success of different care strategies

help parents accept more feedback from their children

track KPIs for parenting on a bi-weekly basis and move funds from their respective bank accounts to reward/punish performance. write up an automatically-executable divorce agreement that will execute if KPIs aren't met consistently for each two-week cycle

help parents learn a new skill and teach it to each other together

require parents to say thank you x number of times an hour or get an electronic shock by a voice-recognizing shock collar

Create a gamified goal and completion based task tracker that provides optimized feedback and advice to each parent individually and together! (context aware)

Give parents minigames that involve their child

give the vocab to parents to talk intellectually about parenting tasks at the end of every week



# HMW 3 Solutions Brainstorm

how might we make a "bag to scream into"

make a tube that parents can blow into when they're frustrated. based on molecular analysis of the breath, track how much has been contributed by each parent

swear word coloring book with baby imagery

Community driven venting space for parents having a hard time that provides meaningful resources for coping!

Journaling application where you can speak your thoughts out loud first and follow up with a journaling entry option to elaborate on emotions and thoughts

Make a face mask that doesn't allow others to hear your screams

a literal bag that parents can scream into, buy collectible merch for (like charm bracelets) and hide discreetly from their kids (so that they don't need to sanitize their expression)

maternity clothing that is fashionable and inverts the image of a "mother"/ "grownup" (letting them feel young again)

make a digital notebook where parents can write down their frustrations

make a parenting blog community where parents can share struggles and empathize

a "rantline" for parents to express frustrations

a collection of virtual bags corresponding to different emotions that you can fill up or empty

an outlet for frustrated parents

# Initial POV Generation and Voting


## Amanda POV

POV Structure:  
We met... (People you are inspired by)  
Amanda, a mother who has been teaching K and 1 students in Palo Alto for 25 years and loves her job a lot.

We were surprised to notice...  
That Amanda was concerned about the ability to communicate information to parents, as a result of a lack of access to technology, for example only having access to email at their workplace or even lacking the habit of adequately checking online communication channels — and that this negatively impacted how she communicated information to her classroom as well.

We wonder if this means (What did you infer? need - verb reflecting user needs)  
Both parents and teachers are confused on what the best way to communicate with each other is

It would be game-changing to... (Frame up an inspired challenge for your team. NOT a reason for the need! Not a solution, but a more informed problem)  
Help teachers and parents learn the norms of communication with each other and create a parent and teacher friendly centralized system for doing so



## Nancy

**We met** Nancy, a support group leader for new moms with 40 years of experience, a mother and grandmother

**We were surprised** to hear that there is such a distinction in learning goals between mothers of babies from 0-6 months old and those with kids 6 months to 1 years old.

**We wonder if this means** that "new" is a relative term and that mothers need better ways to meet each other at the same point in the child raising experience

**It would be gamechanging** to help parents at the same point in the childcare process to connect with each other and identify shared roadblocks


## Beth POV

POV Structure:  
We met... (People you are inspired by)  
Beth, who is a mother of a deaf toddler she had unexpectedly right after marriage and now raises him on a farm in Minnesota

We were surprised to notice...  
That she said the best thing she did for her mental health was to hire someone to clean her house every week (something like this was a small thing that did not come up in our personal thinking about new family's needs)

We wonder if this means (What did you infer? need - verb reflecting user needs)  
That childcare is about more than simply the parent-child relationship and there are various kinds of care that can be outsourced to a 3rd party that we can consider addressing through our work

It would be game-changing to... (Frame up an inspired challenge for your team. NOT a reason for the need! Not a solution, but a more informed problem)  
Find a small mechanical task involved in childrearing that can be outsourced to make more time for parental wellbeing and familial bonding



## Scott

**We met** Scott, a pediatric cardiologist and father of 3 kids.

**We were surprised** to hear that learning to navigate the childrearing process did not necessarily get easier as he had more children since each child had their own unique needs

**We wonder if this means** the complexity of parenting goes beyond mere experience and that it involves a continuous learning curve

**It would be gamechanging** to help parents have access to a wide knowledge of strategies that have worked for other parents based on their experiences

## "Jessica"

POV Structure:  
We met... (People you are inspired by)  
"Jessica", a college lecturer who has a 10 year old month son that is collectively cared for by her, her husband, and her mother

We were surprised to notice...  
That even though she shares a variety of detailed schedules and an app specific for managing baby care with her mom and husband to help them keep track of tasks when she was away from home, they often didn't follow the plans she wanted, resulting in different types and levels of care for her child.

We wonder if this means (What did you infer? need - verb reflecting user needs).  
It can be challenging for different people to take care of the same child and provide consistent care and that too many sources of information can be overwhelming.

It would be game-changing to... (Frame up an inspired challenge for your team. NOT a reason for the need! Not a solution, but a more informed problem)  
Help individuals caring for the same child to learn how to be on the same page with their care plans.

