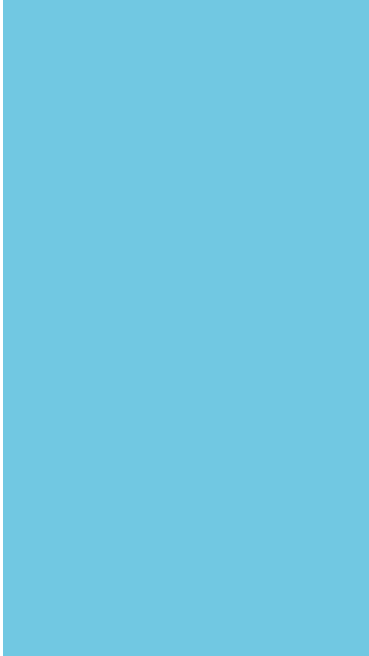# CareCompass
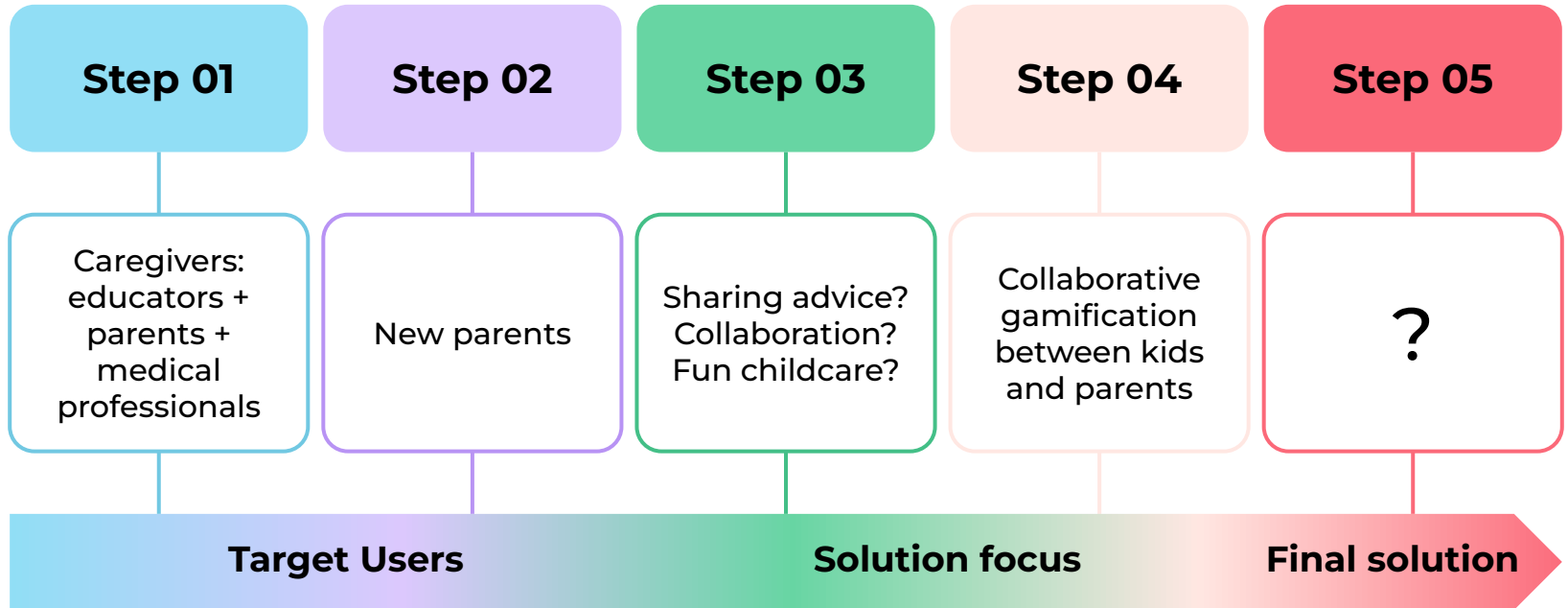
Where play meets responsibility.

Caitlin Kunchur, Diya Sabharwal, Emmanuel Corona, Vardhan Agrawal

Our Solution

Developing the solution

Step 01	Step 02	Step 03	Step 04	Step 05
Caregivers: educators + parents + medical professionals	New parents	Sharing advice? Collaboration? Fun childcare?	Collaborative gamification between kids and parents	?

Target Users   Solution focus   Final solution

Problem

In our interviews, many parents **expressed** their anxiety, sleeplessness, etc

We also **observed** in our interactions with families that kids had restless energy and unbounded imagination

Parenting is a stressful task

Exhausted parents who struggle to keep up + energetic kids

How can we **bridge the gap** between parents and kids by **offering parents a way to gamify daily tasks** to improve imagination and fun (easing their **cognitive load**)
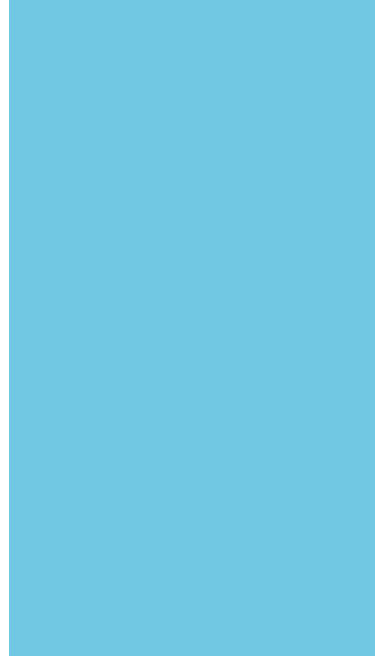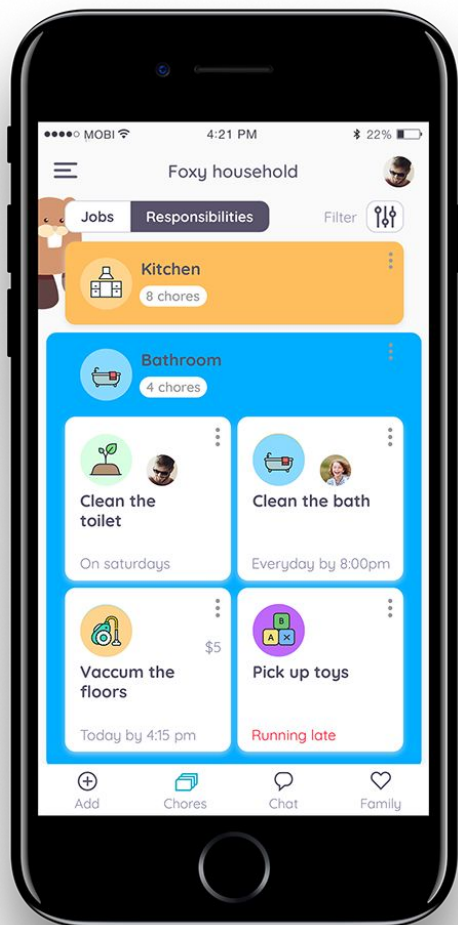
Solution

Step 05

Gamifying care tasks at home for kids and parents of kids aged 4-8 yo

Using **gamification** to bring together parents and kids to make **challenging care** tasks at home more **fun**.

Market Landscape

Product 1: Homey

A card-based task organizer for the home where users can purchase virtual decks of chore cards for their home.

What works

Combination of task tracker and card game.

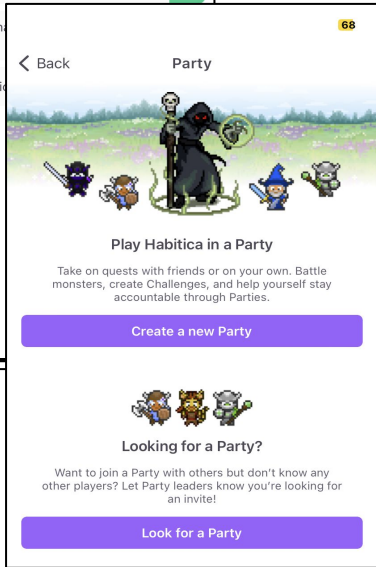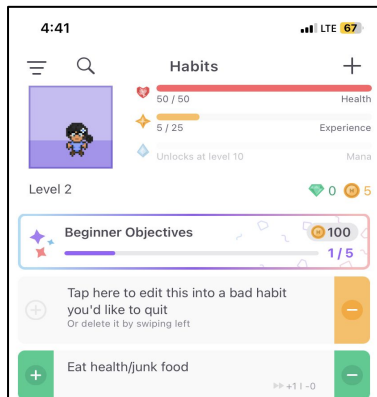Different themes of cards available to download for use.

Pre-curated cards make it easier for parents to ensure safe content.

What doesn't work

$4.99 for a single set of cards is steep.

The lack of customizability for non-standard tasks.

Monthly fee in addition to the one-time fee is likely cost-prohibitive.

Product 2: Habitica

A fantasy-world app that treats your life like a game, offering in-game rewards and punishments for completing tasks

What works

Create task categories

Earn tokens and XP upon task completion

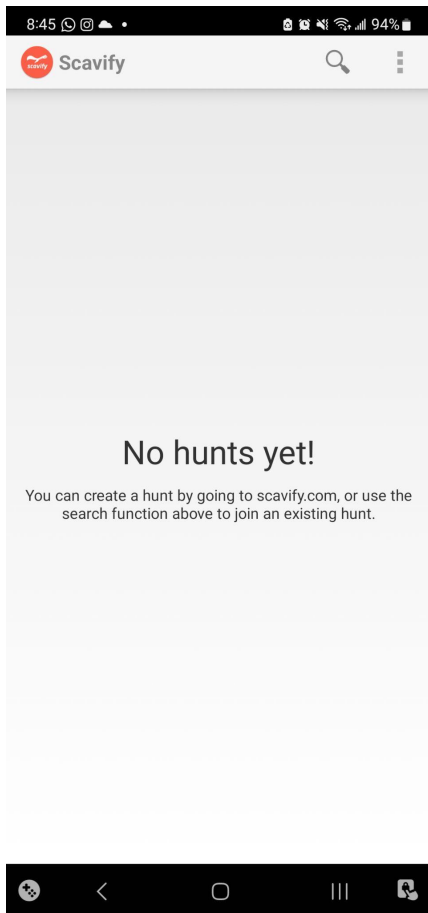Party mode to compete with friends

What doesn't work

Too many task variations

Can fake individual task progress for points

Assumes app owner is the task-completer

Product 3: Scavify

"Create powerful engagement for your group with our customizable scavenger hunt app designed around your objectives to create, drive, and measure engagement - easily."

What works

Create challenges

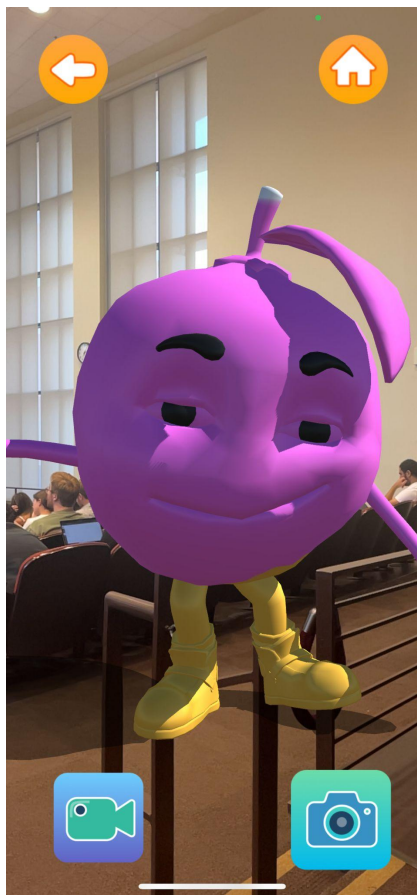Track user progress and leaderboards

Custom mobile rewards for challenge winners

What doesn't work

No baseline content

Creators need to design scavenger hunts on scavify website

Need to pay a subscription to create

No hunts yet!

You can create a hunt by going to scavify.com, or use the search function above to join an existing hunt.

Product 4: Color Quest AR

An educational AR experience app where you get to pick parts of the human body, color them in, and watch them dance in an AR simulation that presents you with trivia about those body parts.

What works

> AR dance segment is very lively and attractive to kids

> Trivia tidbit is short – doesn't drone on. Keeps it exciting.

> Gameplay is intuitable after one try

What doesn't work

> Paywall comes too soon into the experience

> They don't tell you what you are coloring

> Task gets repetitive after a while – no sense of leveling up

Main Takeaways for CareCompass

Color Quest AR
Integrating characters through AR can make routine tasks more fun

Habitica
Verification by family member or caretaker for accountability

Homey
Provide users with consistent value without one-off charges for app content

Scavify
Provide users functional utility free of community dependency

Interactivity

Accountability

Accessibility

Dependency

Competitor Comparison Matrix

	Homey	Habitica	Scavify	Color Quest	**CareCompas**s
Free to use		✔		✔	✔
Tasks focused	✔	✔	✔		✔
Social platform		✔	✔		✔
Child friendly	✔			✔	✔
IRL Interactions	✔		✔	✔	✔

Our Values
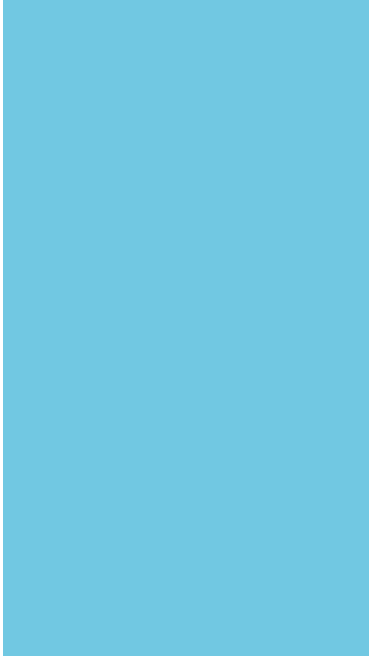
Stakeholders

Direct

Indirect

Parents
Mothers and fathers of toddlers and kids

Caretakers
babysitters, other family members, older siblings, etc.

Children
ages 4-8 years old

Other Parents
May hear about app from other parents and want to use it as a tool

Teachers
Child may be more motivated to do homework if tasks are academic in nature

Medical Professionals
May benefit from improved home medical care experience

Child game designers + psychologists
Best suited to understand what kids enjoy + how to build good habits

Ethical Implications

THE
SIREN
◆
What would using
your product "too much"
look like?

How does your product encourage
users to engage, and how does it
make it easy to disconnect?

How does your product respect
people's boundaries and the other
parts of their lives?

In what situations might it be
inappropriate or distracting to
use your product?

THE
SIREN

What does "too much" look like?

By gamifying tasks for children, our product may lead to an over-reliance on digital gamification of everyday tasks.

May be dangerous to gamify acts such as eating – distraction could lead to choking in this case.

To mitigate these ethical risks, we will add adequate parental controls and narrow scope of care task categories.

Ethical Implications

THE
SCANDAL

◆

What's the worst headline about your product you can imagine?

What about your business model would concern users most?

In what scenarios could your product cause harm or endanger people?

If your product was used entirely opposite of how it's intended, what does that look like?

THE
SCANDAL

What's the worst that can happen?

Worst Headline: "Game app CareCompass causes [sexist/racist/etc] mania among elementary school kids"

Gamification strategies should be compatible across different cultures and be accessible to kids with different physical abilities

We need to ensure adequate testing of our gamification concepts so that they do not pass on the wrong values to kids

Values

Fun

- Game ideas are engaging and entertaining
- Reward system to encourage continued use
- Kids can customize stories

Safe

- App for parental control only
- Scenarios restricted for only certain care use cases
- Designed to not be used for more than 30 min a day (limited screen time)
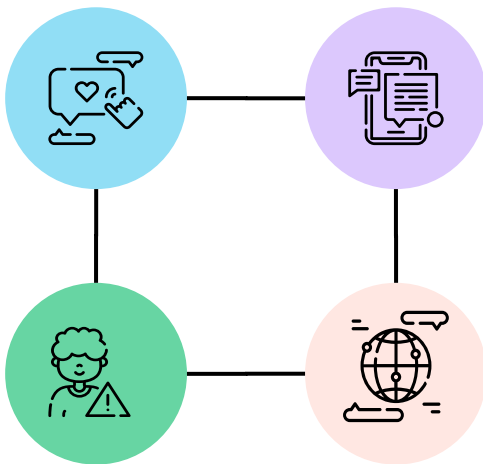
Collaborative

- Parents and child work together in completing tasks
- Parents share successful strategies
- Best performing approaches recommended to new users

Inclusive

- Gamification stories not offensive to one culture
- Activities are accessible (audio and visual aids)
- Flexible - accommodate kids ages 4-8

Tasks + Storyboard

Task Breakdown

Simple
Telling child to **brush** teeth, **clean** their room, **giving them** medicine

25%

Moderate
Proving to your parents you completed a task / logging completion

50%
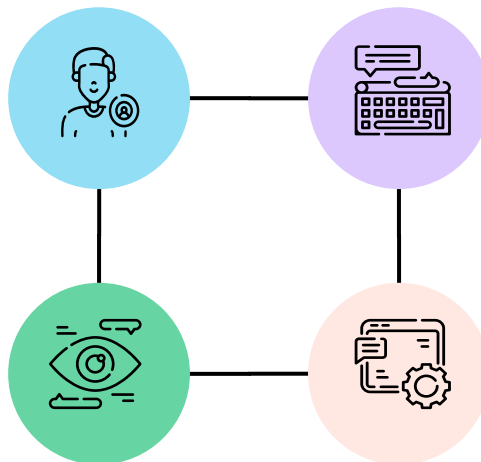
Complex
Curate solutions for making challenging chore/task fun

75%

Moderate
Optimize approaches to care based on what other parents have done well

50%

Do   **Prove**   **Curate**   **Optimize**

Storyboard Process

Simple

1. **Taking** medicine

Complex

2. **Curate** solutions for making challenging chore/task fun

Moderate

3. **Optimize** approaches to care based on what other parents have done well

Do

Curate

Optimize

a story featuring 4 year old Katie and her parents who try a creative way to get her to enjoy completing her antibiotics routine

Storyboard (zoomed out)
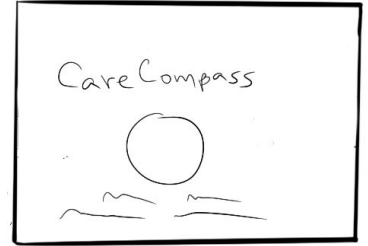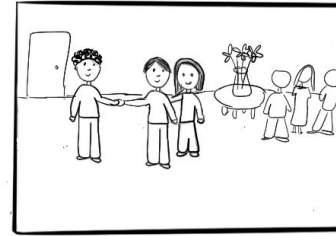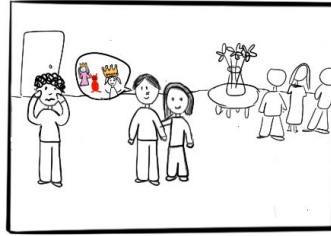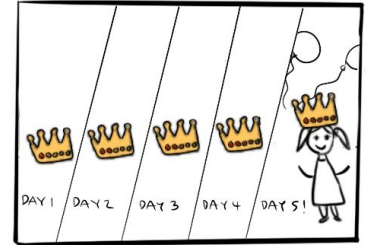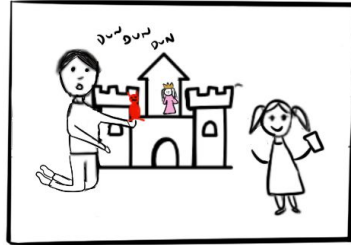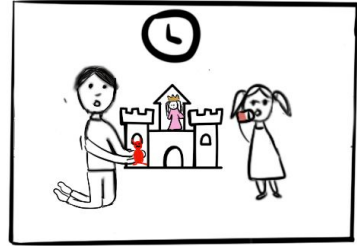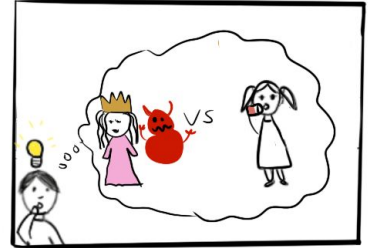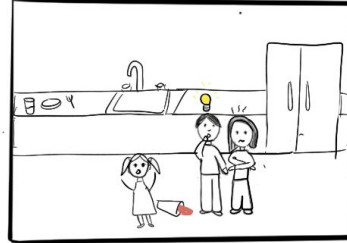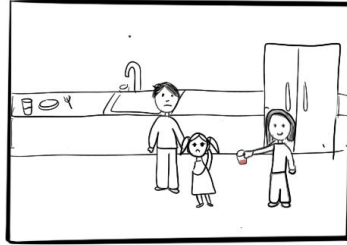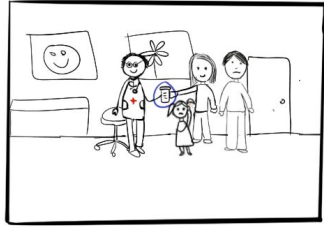
Storyboard
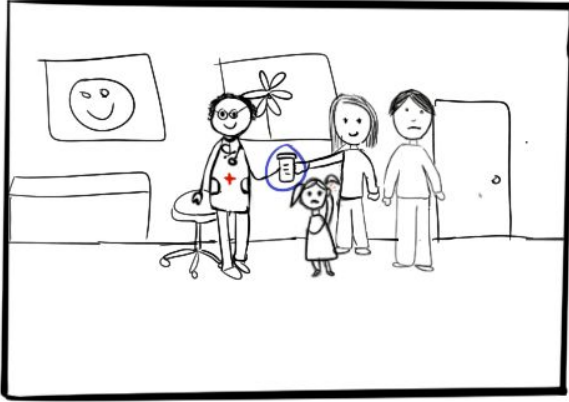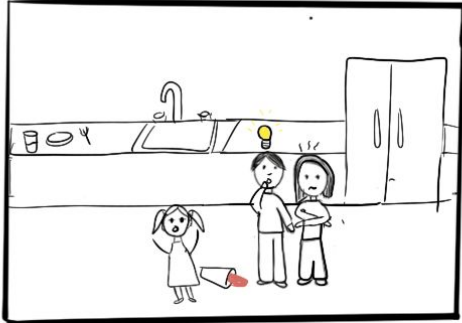

Katie gets an ear infection and goes to the doctor
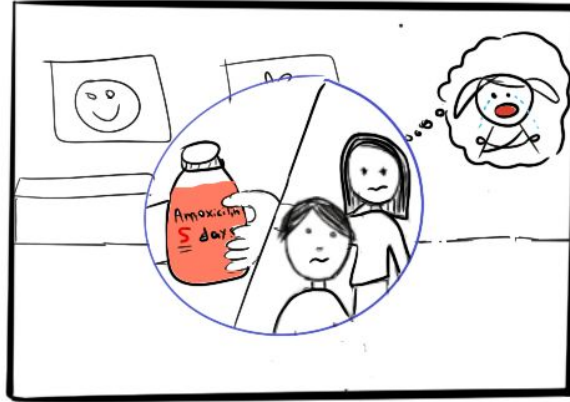
Parents worry about her taking amoxicillin for 5 days without complaints
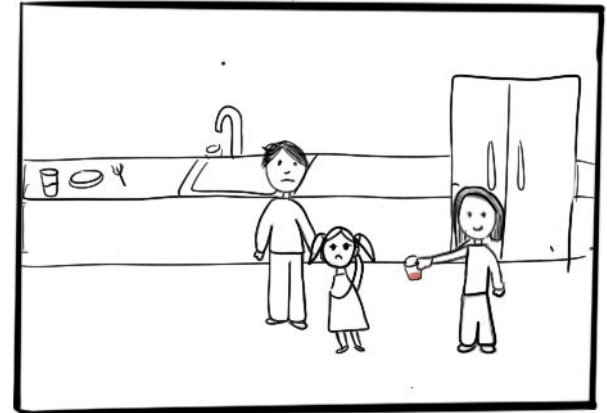
Mom attempts to give Katie the medicine
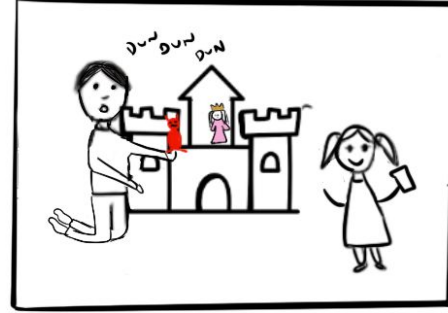
Task 1: Giving a child medicine

Storyboard

Katie refuses to drink the medicine and drops it.
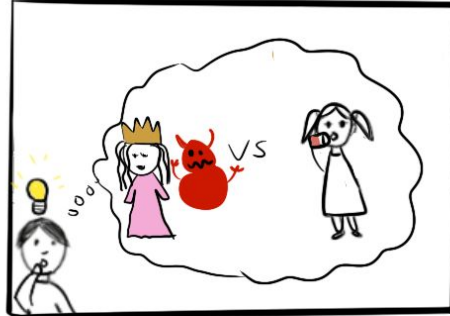
Dad has a moment of inspiration: Let's play a game!
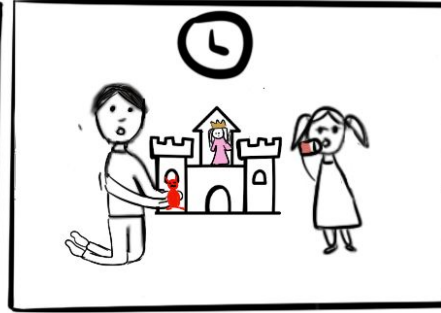
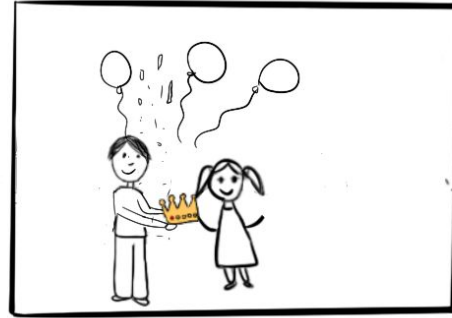Katie has to finish before the evil monster captures the princess!

Just as the monster gets close, Katie finishes!
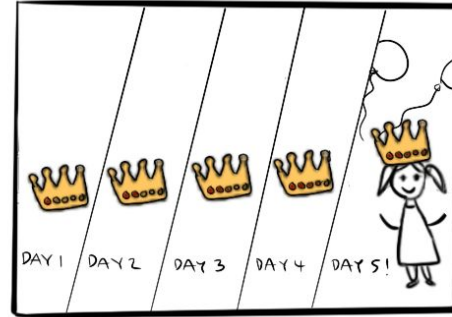
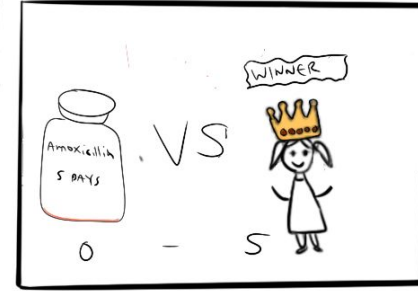Task 2: Make a challenging task fun for your child

Storyboard

Katie beat the monster!

Dad gives Katie a crown.
But it only has one gem...

Katie gets a new gem for each day.
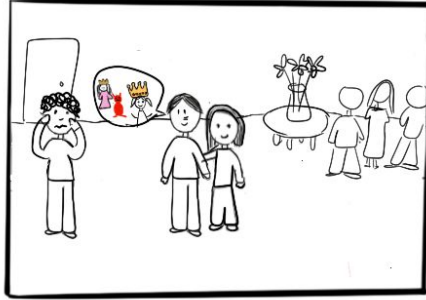Day 5 - her crown is complete!

Task 2: Make a
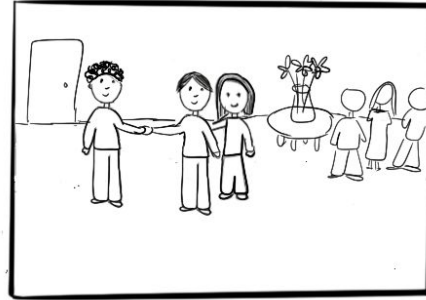challenging task
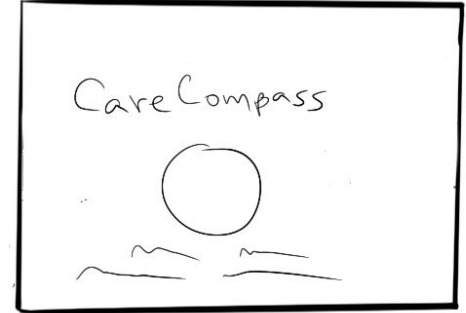fun for your child

Storyboard

Katie's parents meet a new dad at a party.
His child is also sick.
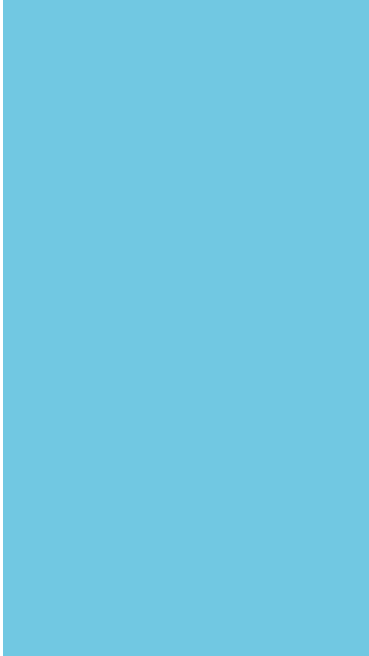
Katie's dad shares the game they created.

The new dad is grateful for the advice.

The End!

Task 3: Learn fun care strategies from other parents

Concept Video

Concept Video

https://www.youtube.com/watch?v=ozBP7uEkMOU

Thank You!