

{*♥}

assignment 4

CONCEPT *VIDEO*

20

XX



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01

name & value proposition

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ROOTS



ROOTS

what's in a name?

origin & identity: where you come from



growth & future: stronger roots =
stronger branches

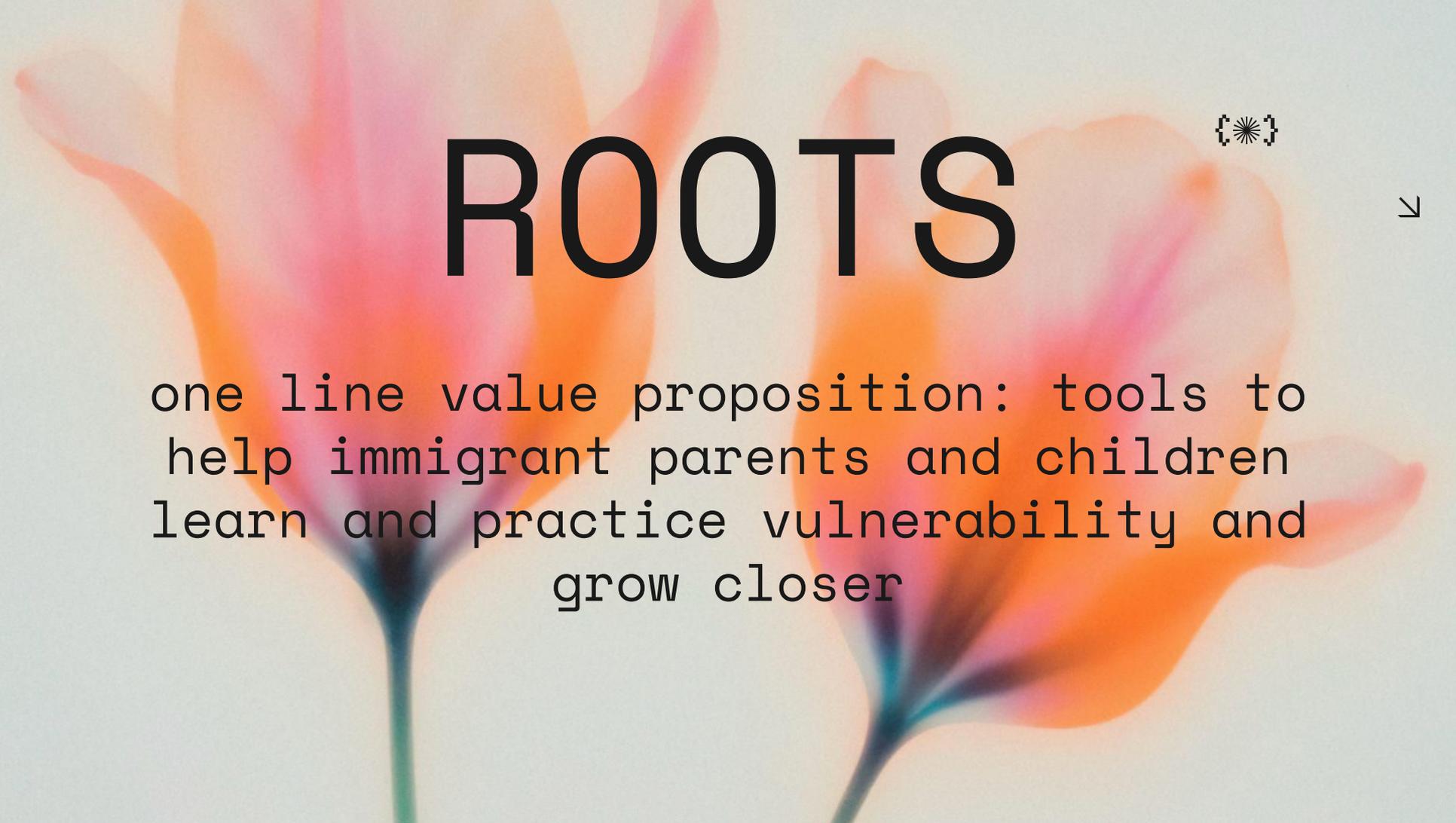


ROOTS

what's in a name?

stability & origin: where you come from
(culture, language, values)

growing together



ROOTS



one line value proposition: tools to
help immigrant parents and children
learn and practice vulnerability and
grow closer

01

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problem & solution

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Problem:

Immigrant parents and children often struggle to connect across cultural and generational gaps. Conversations about identity, heritage, and emotion can feel awkward or easily avoided.

Solution:

Roots provides guided prompts, storytelling activities, and shared reflection spaces that make it easy and natural for families to talk, preserve heritage, and strengthen their bond.

Primary Users:

Immigrant families, especially parents and teens navigating cross-cultural life.



01

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market research

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PARENTS ARE HUMANS

[❁*]



WHAT IT IS

- Curated deck of question/activity cards in various languages to connect with immigrant family members

SIMILARITIES

- Curates culturally and linguistically responsive questions for parents and children

DIFFERENCES

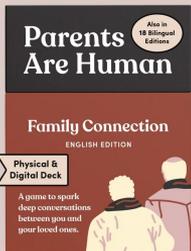
- Our solution is not contained to a deck of cards
- Our solution is virtual

WHAT'S WORKED

- Culturally responsive

WHAT HASN'T WORKED

- Paywalled - financial inaccessibility



Parents Are Human (19 Language Editions)

A map to your family's story. Available in 19 language editions.

English + Khmer

Add to Cart

\$39

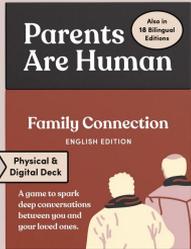
PARENTS ARE HUMANS

[❁*]



OUR SOLUTION IS BETTER BECAUSE:

- Cost Free
- Individual components that can be done in our solution without family members present if you want to take the time for personal reflection and learning
- Incorporates conflict resolution tools



Parents Are Human (19 Language Editions)

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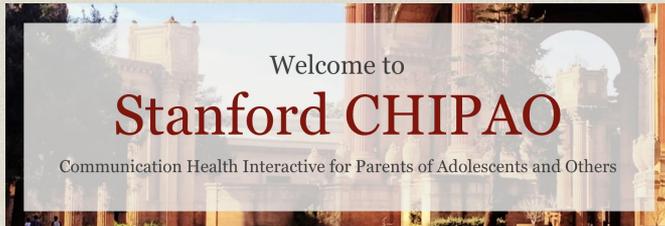
Add to Cart

\$39



CHIPAO

[❁*]



WHAT IT IS

- Videos + live performances teaching communication skills for parents

SIMILARITIES

- We're also providing resources for parents (going to provide the same information)

DIFFERENCES

- Not scalable - community events are local, have to travel
- Different format/medium, serves a different purposes
- Videos alone are not interactive, don't provide PRACTICE (only theory/teaching)

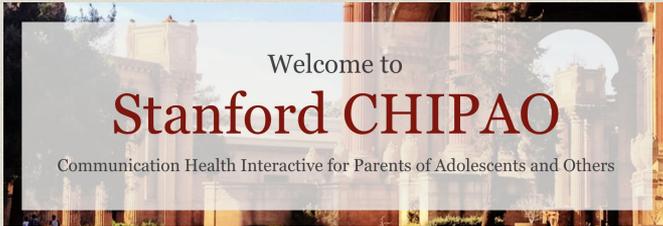
WHAT'S WORKED

- Really successful - parents love this kind of stuff; helps develop in-person communities
- Videos are wonderful concrete examples of applying concepts in real life;



CHIPAO

[❁*]



OUR SOLUTION IS BETTER BECAUSE:

- Combines theory + praxis
- Facilitates ACTUAL parent/children interaction in the moment (and not teaching outside of the moment)
- Guided personal prompts for reflection to facilitate deeper understanding of the material learned and connect it to personal experiences



NURTUE

[❁*]



WHAT IT IS

- Platform to connect parents to a supportive community of experts and fellow parents, promote effective communication via interactive modules, and guide parents through healthy conflict resolution

SIMILARITIES

- Similar questions/quizzes to educate parents (specifically in conflict resolution) to the ones we will have in our learning modules

DIFFERENCES

- Specifically for parents, whereas roots is geared towards both parents and children
- Creates a community for parents to help each other out, whereas roots is focused primarily on improving the *parent-child bonding experiences*.

WHAT'S WORKED

- Teaches conflict resolution

WHAT HASN'T WORKED

- There isn't a one size fits all when it comes to parenting



NURTUE

[❁*]



OUR SOLUTION IS BETTER BECAUSE:

- Connects the divide between resources for parents and resources for children by attempting to create a common ground for both groups of users
- Our solution incorporates learning modules that explore concepts that do not only pertain to conflict resolution (which nurtue has a strong focus on)



SIMIRITY

[❁*]



WHAT IT IS

- Private family journaling app
- Storytelling space

SIMILARITIES

- Focus primarily on enabling connection through family storytelling and photo journaling

DIFFERENCES

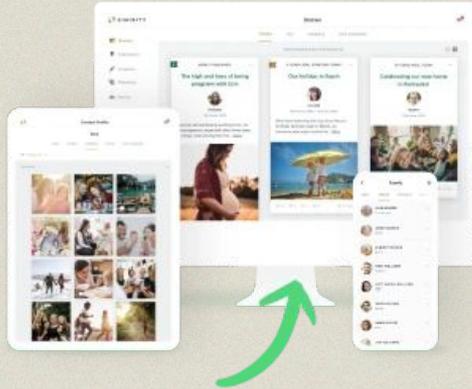
- Incorporates the aspect of text journaling
- Focused on multi-person familial connection (not only parent to child connection)

WHAT'S WORKED

- Builds long lasting family legacy of stories

WHAT HASN'T WORKED

- Requires paid subscription to use app to full capacity
- All family members must be present on the app to see content and upload content



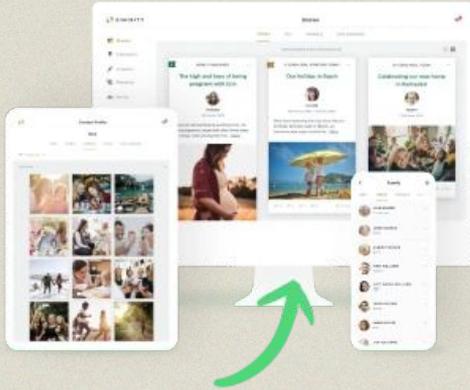
SIMIRITY

[❁*]



OUR SOLUTION IS BETTER BECAUSE:

- Culturally responsive to the needs and concerns that are specific to immigrant communities
- Engaging interactive games that may appear to young adults more than simply uploading pictures and journal entry descriptions



BRAND NAME					ROOTS
FOR KIDS + PARENTS		✓	✓	✓	✓
CONFLICT RESOLUTION TOOLS	✓			✓	✓
GUIDED PROMPTS	✓	✓	✓		✓
SCALABLE	✓	✓	✓		✓
ACCESSIBLE MONETARILY	✓		✓	✓	✓
CULTURALLY RESPONSIVE		✓		✓	✓
INTERACTIVE		✓			✓



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design values

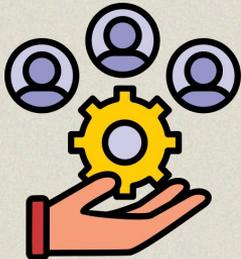
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Direct Stakeholders

- Immigrant Parents
- Second-Generation Young Adults (ages 14-18)



Indirect Stakeholders

- Extended family members of immigrant parents (grandparents, aunts/uncles, cousins)
- Ethnic Community Resource Centers
- Cultural Organizations





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Tarot Cards of Tech

THE CATALYST



THE CATALYST



How might cultural habits change how your product is used? And how might your product change cultural habits?

What context would an alien from outer space need to use or understand your product?

What social norms, etiquette, or traditions could change because of your product?



- Engrained cultural habits of indirect communication may slow down users abilities to learn and utilize direct communication habits
- Cultural norms of power hierarchies related to age and gender within families may initially limit the potential for collective change that this app aims to have
- Ethical consideration of the language of the app
 - Certain languages may affect the range of vocabulary with which users speak about their emotions/feelings/thoughts
- Users may transition to relying on communication through virtual games, replacing the cultural habit of traditional face-to-face games



THE CATALYST



THE CATALYST



How might cultural habits change how your product is used? And how might your product change cultural habits?

What context would an alien from outer space need to use or understand your product?

What social norms, etiquette, or traditions could change because of your product?



- **Underlying Value Tension:**
 - Tension between removing negative cultural habits (lack of direct communication, avoidance of vulnerability, dismissal of emotions) and maintaining positive cultural habits
- **Risk of Harm against subgroup:**
 - Where there is extreme cultural dissonance between parents/child, they may be discouraged when their first attempts at communication are unsuccessful
- **Ethical Implications in Design:**
 - There are varying emotional depth levels to the learning modules and games that are integrated in our gap
 - To “unlock” more emotionally engaging games, users have to first play the games that are not as deep →

THE SIREN



- Replaces in person interaction with learning modules
 - Growth may begin to be recognized as learning about generalized concepts, without being able to actually apply them
- Minimizes consistent in person connection if people become reliant on the app for personal interaction
- Limits the amount of extremely deep conversations as there is a certain level of heartfelt conversation that our app may not be appropriate for

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



- **Underlying Value Tension:**
 - The consistent weekly use of this app may be necessary for optimal learning, application, and communication results
- **Risk of Harm against subgroup:**
 - May contribute to the high amount of screen time of young adults with screen time addictions already struggle with
- **Ethical Implications in Design:**
 - Offline communication and connection tasks, built in time boundaries in the form of clear learning module start and end cues, and daily personal reflection prompts

THE
SIREN

◆

**What would using
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In what situations might it be inappropriate or distracting to use your product?



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tasks

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TASKS

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simple

user *completes* a
learning module

moderate

user *plays* a
game with their
parent/child

complex

user *captures* a
selfie with their
parent/child & adds
it to the memory
book



01

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storyboard

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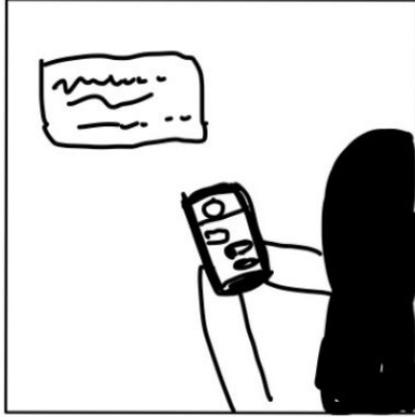
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scene changes to
showing kid's room



Mom is frantically shopping + keeps running into issues at grocery store



Mom texts kids in between shopping



Kid is studying



Kid gets text from mom

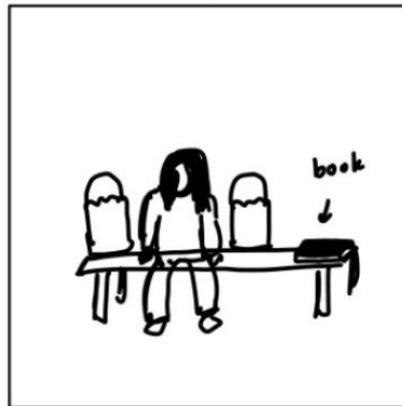
both upset with the other



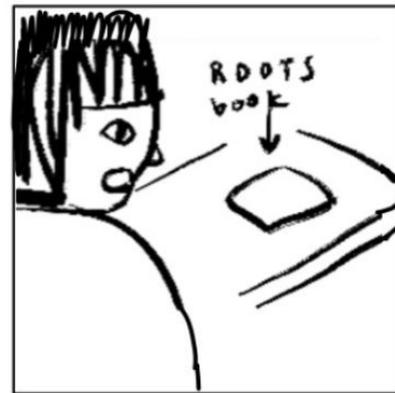
Kid and mom have back and forth, mom pestering about temple and kid wants to do HW



Mom waits for bus that doesn't come



Mom sits at bench dejectedly

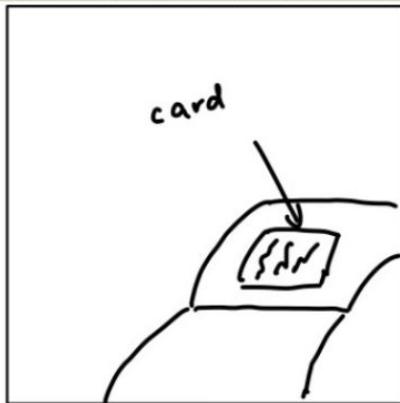


Mom spots the ROOTS book

task 1: learning
module



Mom flips through book - it's about talking to your kid (Task #1: learning module)



Mom sees a card in book



Mom looks at card



Mom is given a reflection prompt and thinks about a response

mood change:
disheartened -> fascinated

mood change:
misunderstood -> understood



CUT TO: mom is home and knocks at kid's door



Kid is laying in bed, is annoyed at mom coming in



Mom sits down and apologizes, shows kid the card and they talk it out



Task #2: Kid and mom play a game together

task 2:
play fun vulnerable
questions game

* snap *



"First late night
chat!"

Task #3: Mom and kid take a photo
of the moment to document it

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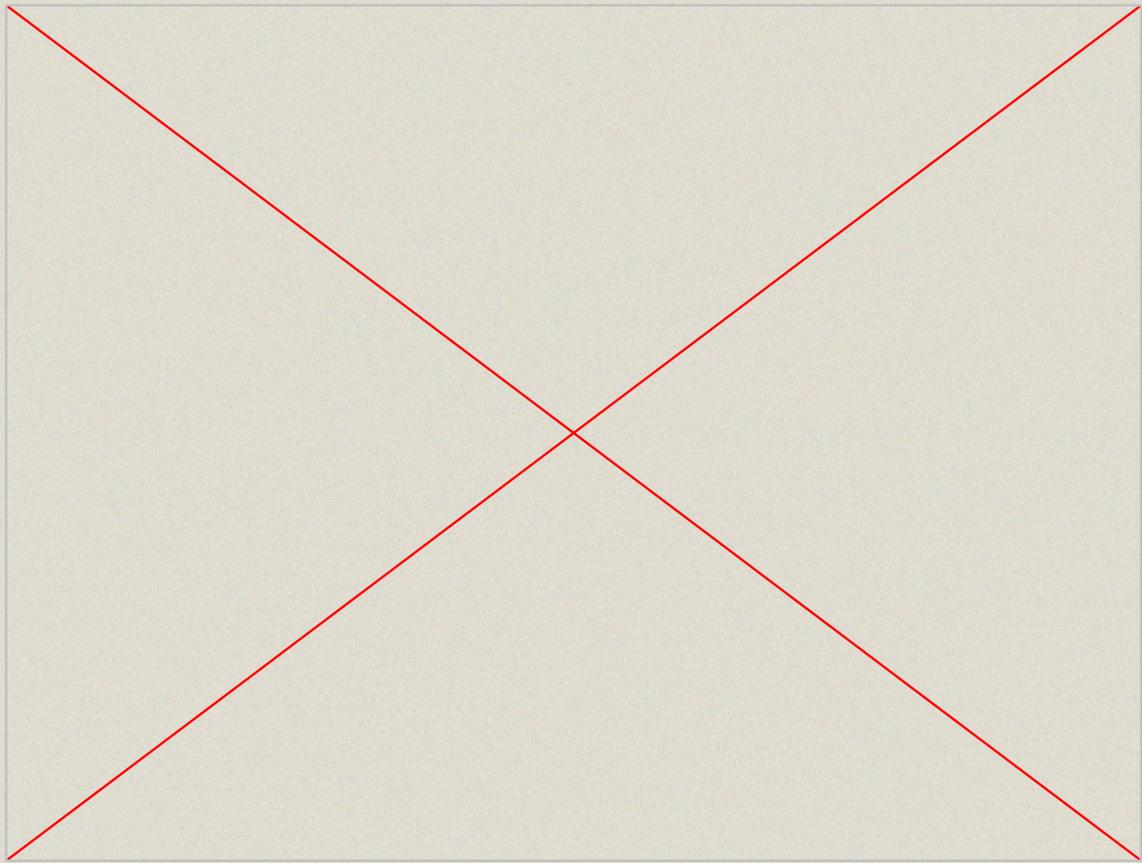
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concept video

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THANK *YOU*

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