

ATHENA SHIRAVI, ZOYA GARG, ESHA GUPTA

Assignment 1: Needfinding





Introduction

Needfinding Methodology

Interview Results

Analysis

Summary

Who we are



Athena Shiravi

B.A. Econ
B.S. CS
HCI Coterm



Esha Gupta

B.S. SymSys
B.A. IR



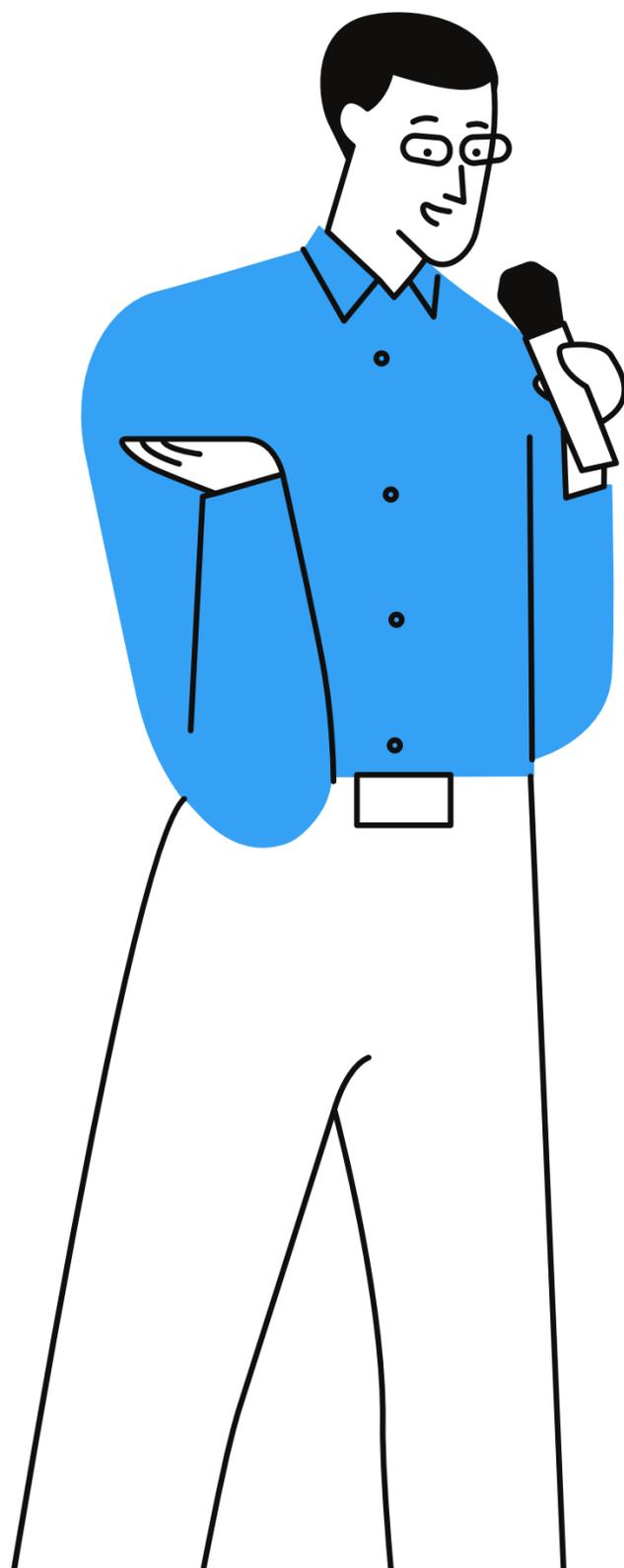
Zoya Garg

B.S. Computer Science
B.A. Classics



Problem Domain

Moms!



Why Moms?

Neglected demographic

All-girl team :)

Inspired by podcast shared in class



Introduction

Needfinding Methodology

Interview Results

Analysis

Summary

Participants:

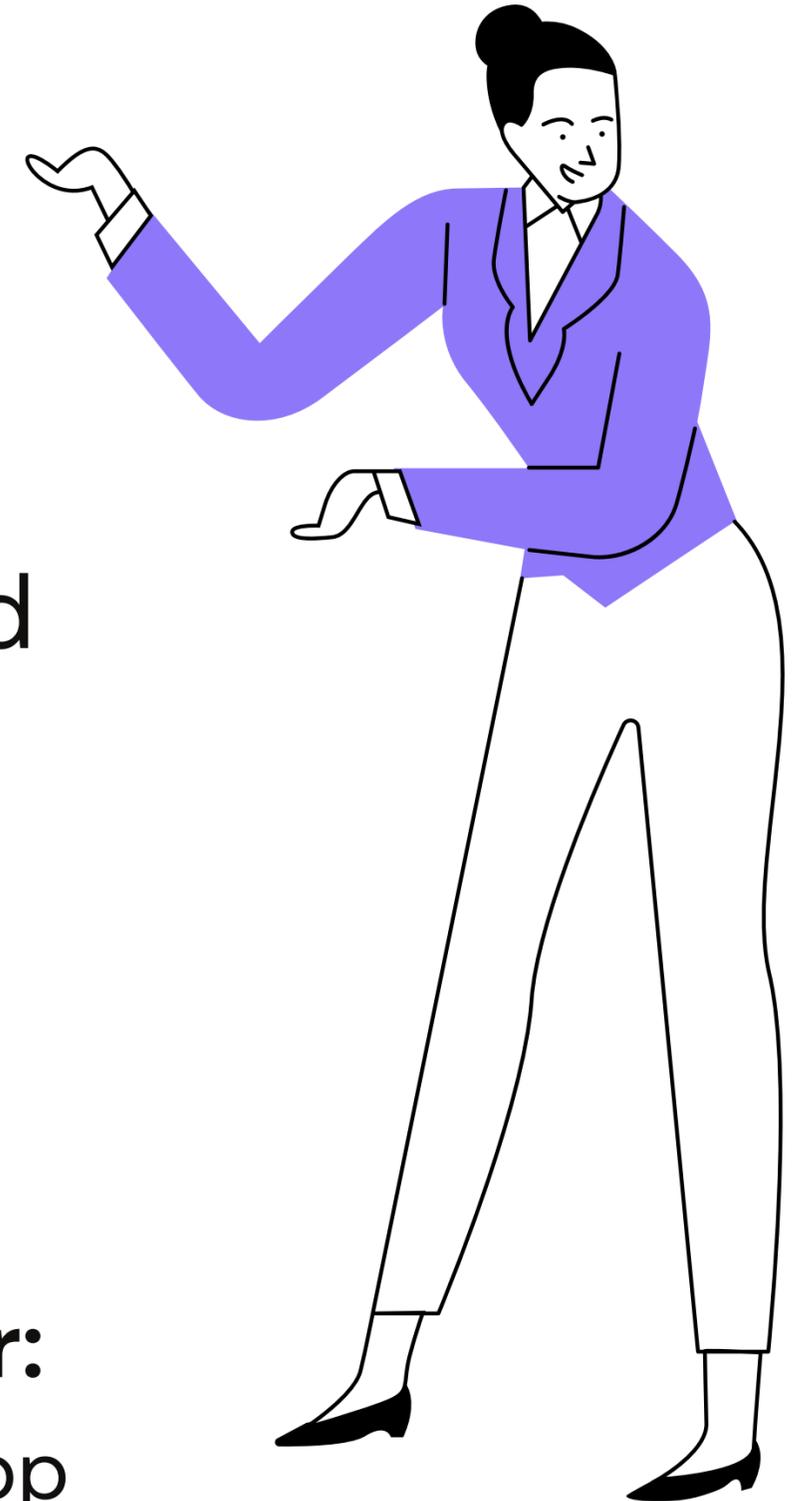
The How: Local grocery stores

Why Them?: Varying cultural background and English fluency*

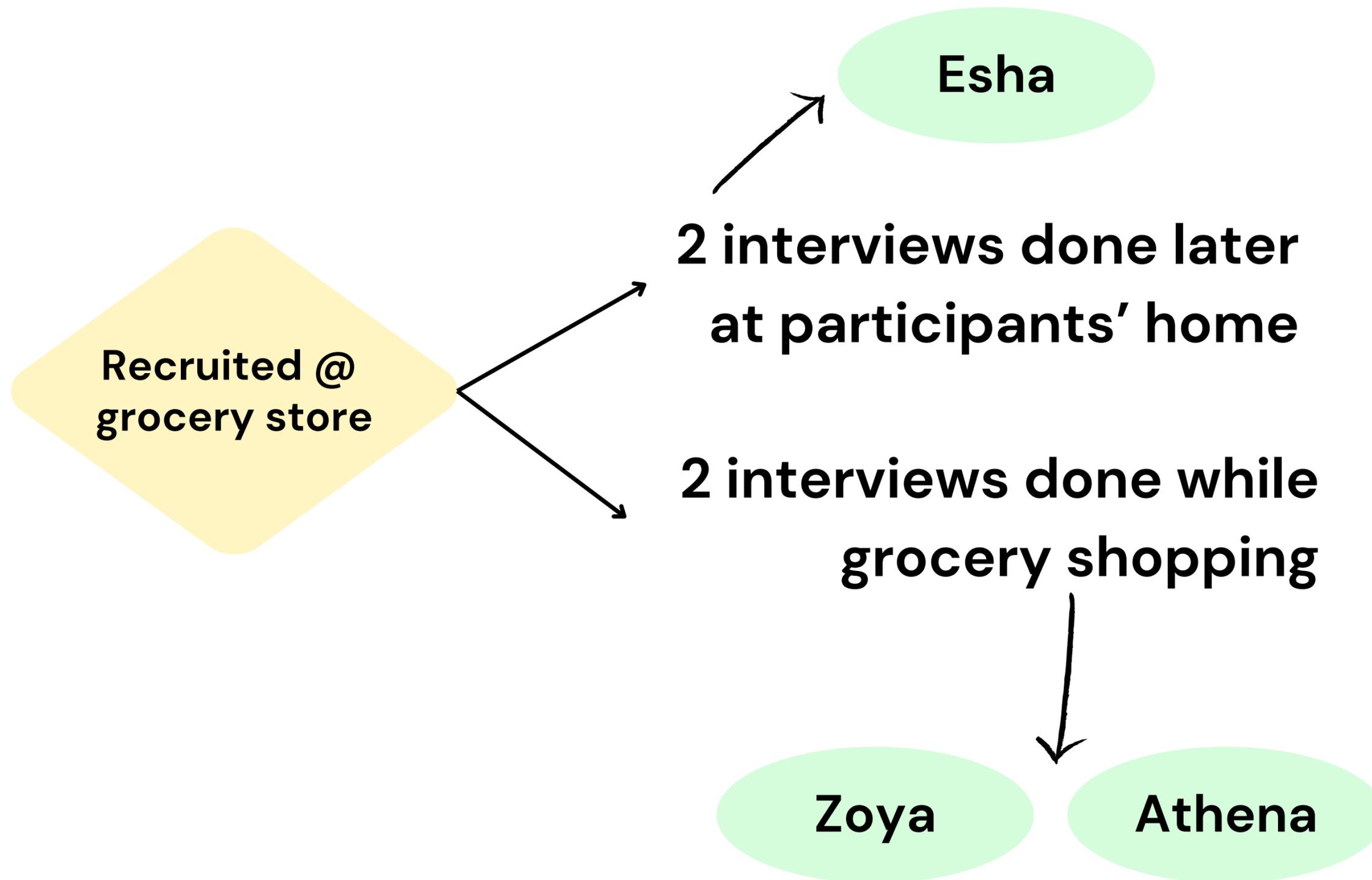
Why Appropriate?: Captured working/stay-at-home/immigrant moms' experiences

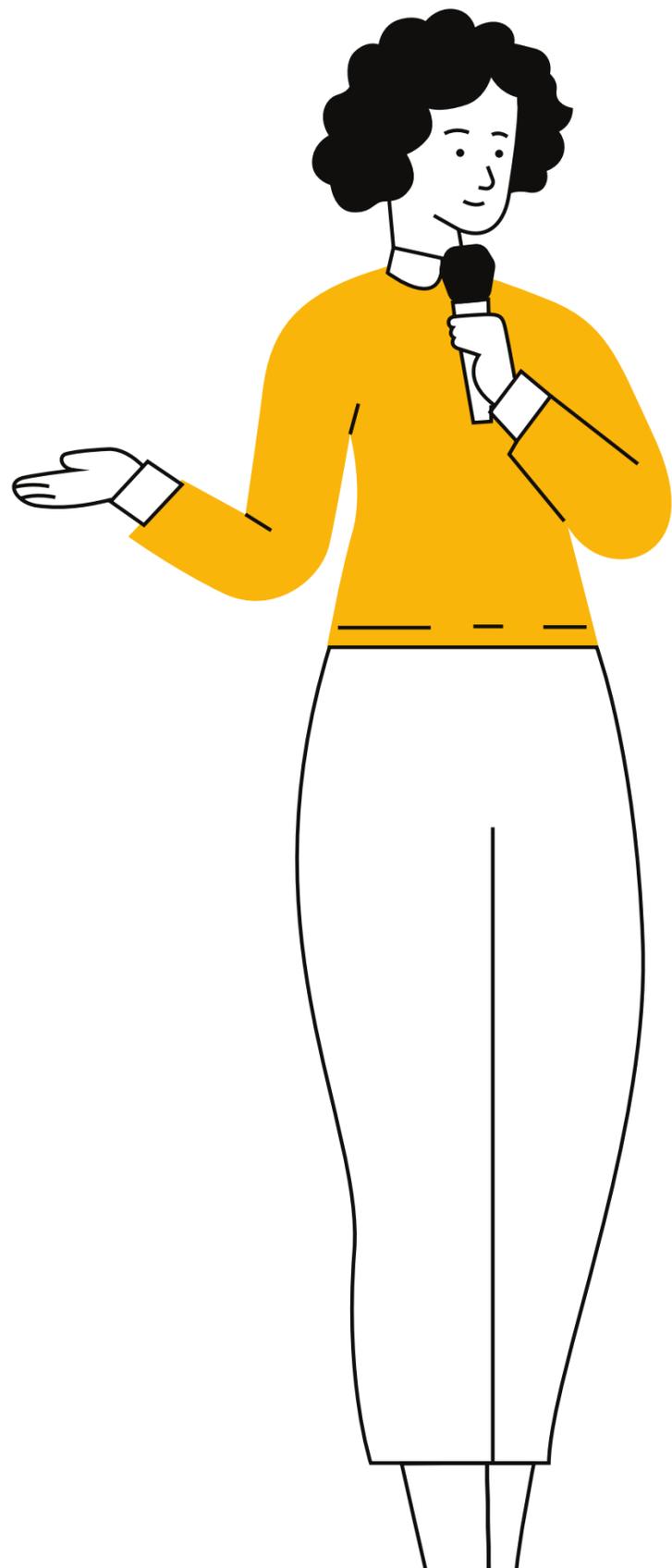
***Extreme user:**

couldn't speak English; spoke via translation app



Needfinding Methodology: The Where





We asked about **routines, frustrations, and joys.**

Some of our questions were:

Could you walk us through your morning routine?

What's your least favorite part of your day?

What does support look like to you?

What's your favorite part of motherhood?

What does childcare look like for you?

Has anything changed in your life since becoming a parent?



Introduction

Needfinding Methodology

Interview Results

Analysis

Summary

Who'd we speak to?



Jane D.

Working Mom of 2



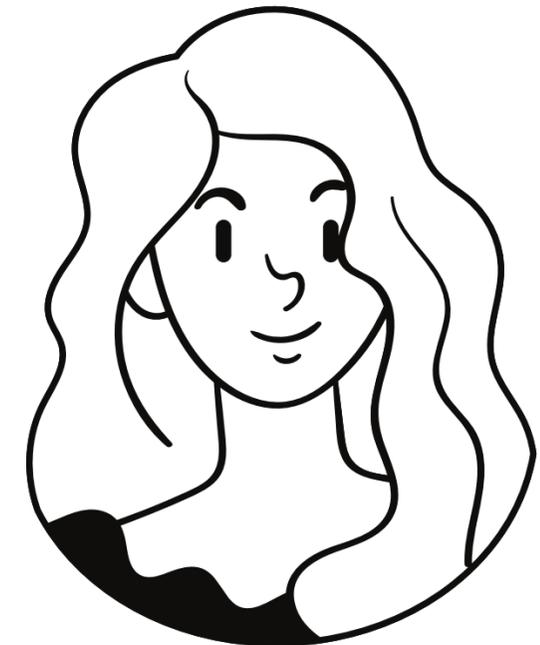
Anna B.

Stay-at-home Mom
Extreme User



Emma N.

Foster City Mom
Extreme User



Ulla J.

Working Mom of Newborn

Notable Quotes

// Motherhood requires you to live with a lot of anxiety, forever.

// Sometimes I just wish I could come home and have necessities covered for the day.





Introduction

Needfinding Methodology

Interview Results

Analysis

Summary

Empathy Map

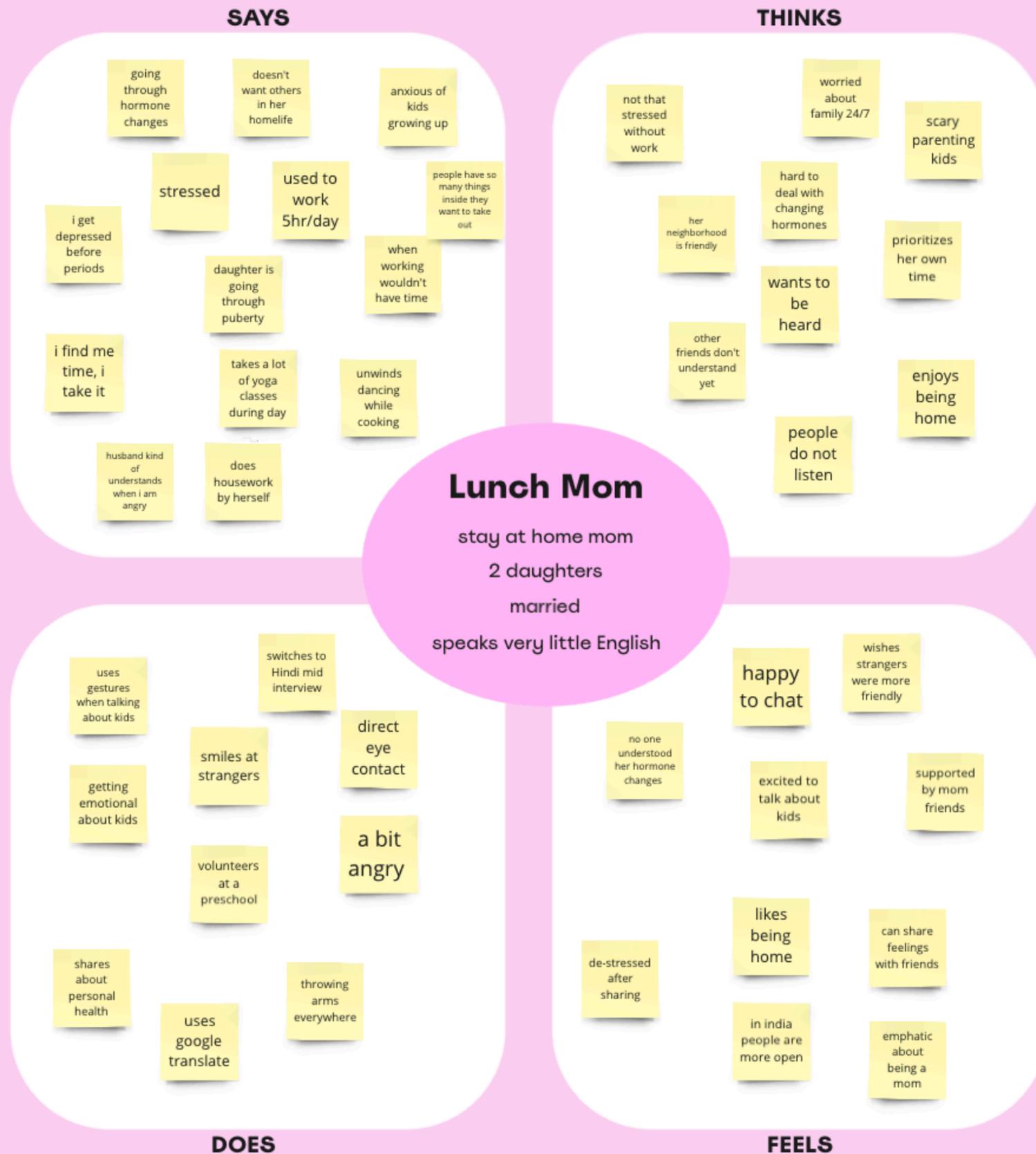


i am lonely

wants to integrate into Bay area community

used to take dance classes

Empathy Map



i find me time, i take it

getting emotional about kids

wants to be heard

Empathy Map



makes mistakes

afraid her kids will slip away

there is not time to "breathe"

Empathy Map



hires
help

time
goes by
quickly

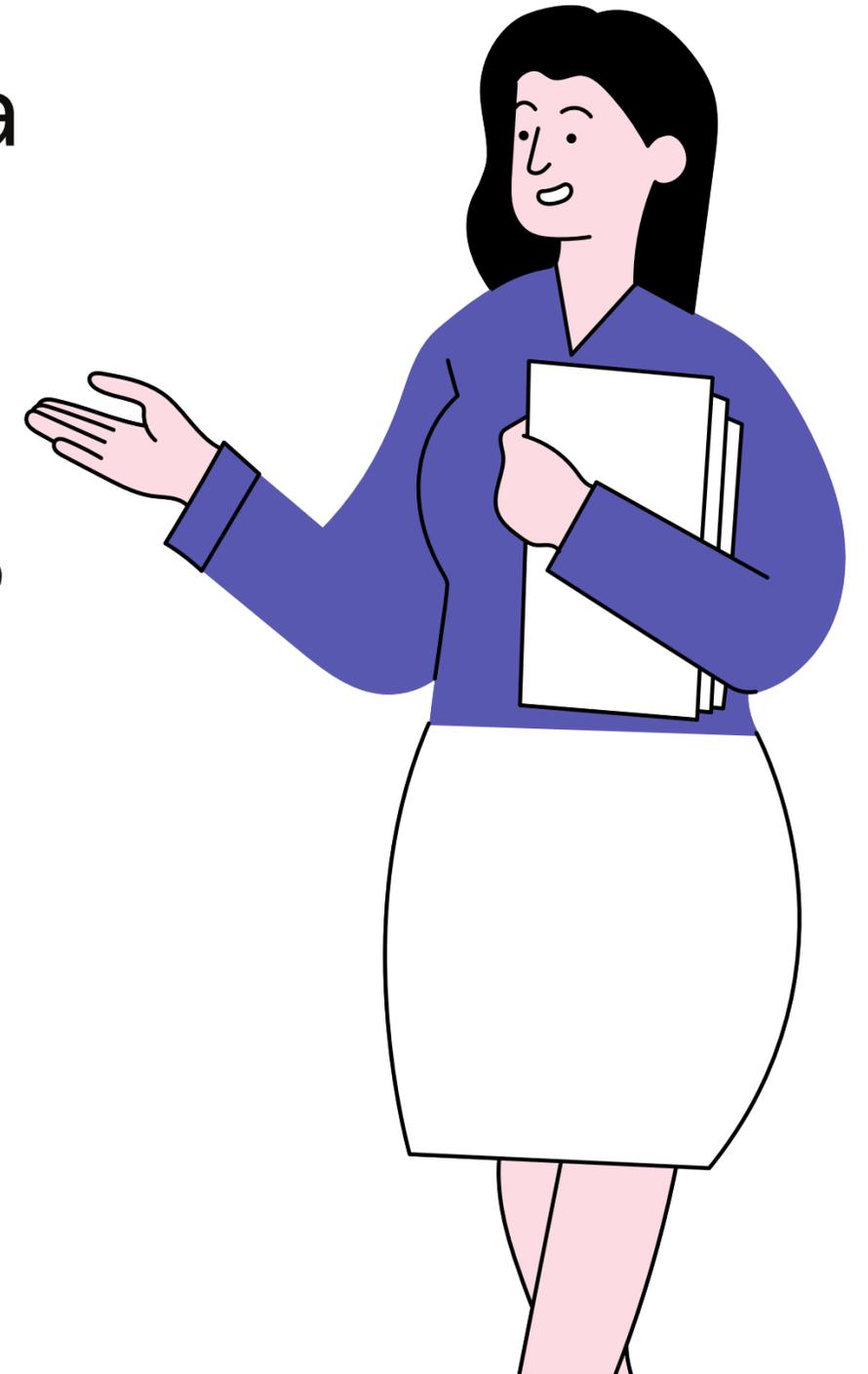
seeing a
part of
themselves
in their child

Insights and Needs #1

Finding: Moms expressed severe anxiety as a part of their day-to-day experience.

Insight: *Moms who experience this anxiety only feel peace when it is late at night and the kid(s) are asleep.*

Need: *Moms crave more opportunities to alleviate their anxiety.*

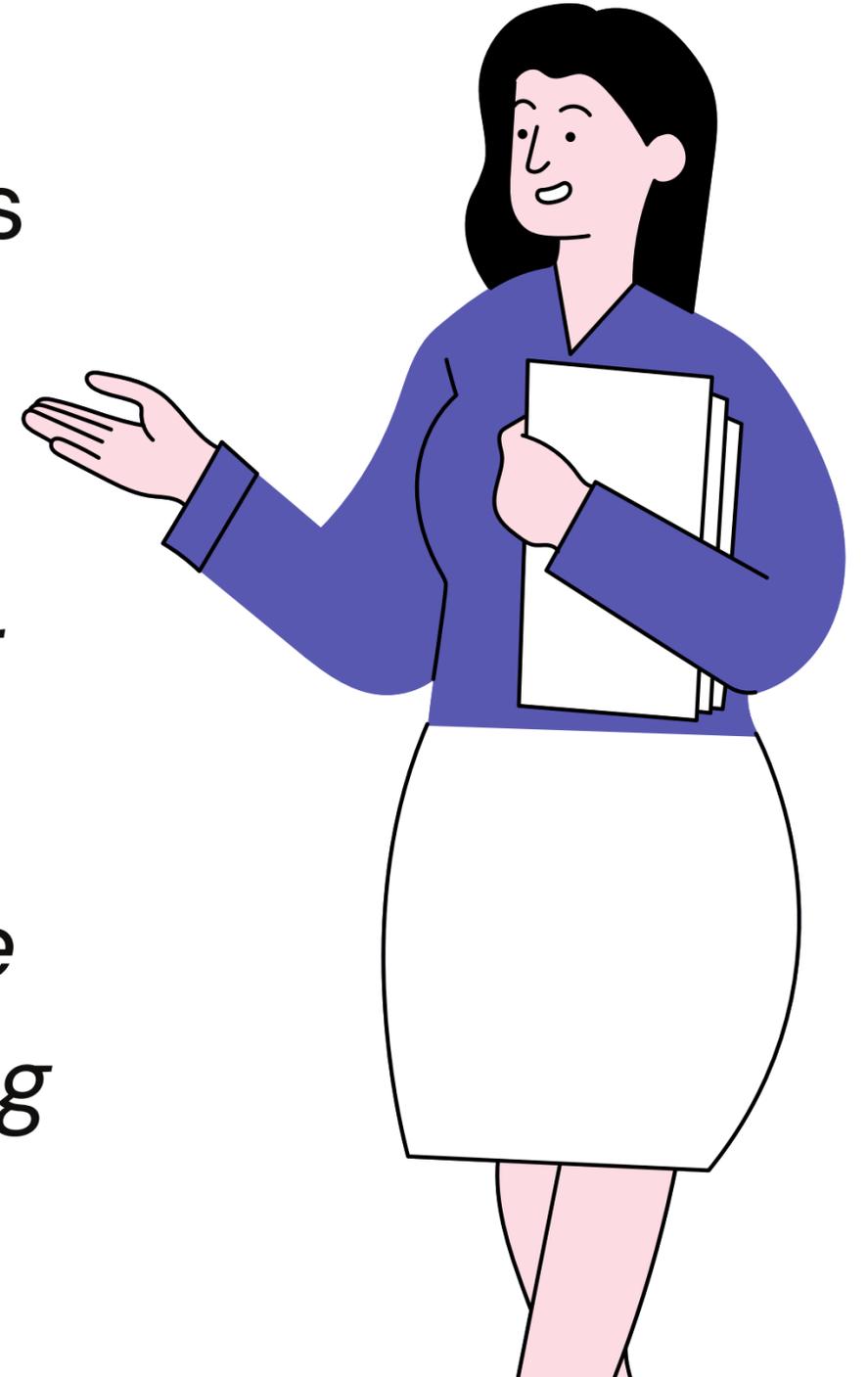


Insights and Needs #2

Finding: Moms who have childcare support, whether through family or hired help, have less to do but are still stressed.

Insight: *Paying for support is a source of guilt for moms who either see it as an indulgence or wish they could be at home.*

Need: *Moms want support systems to alleviate the guilt and stress associated with outsourcing domestic work.*

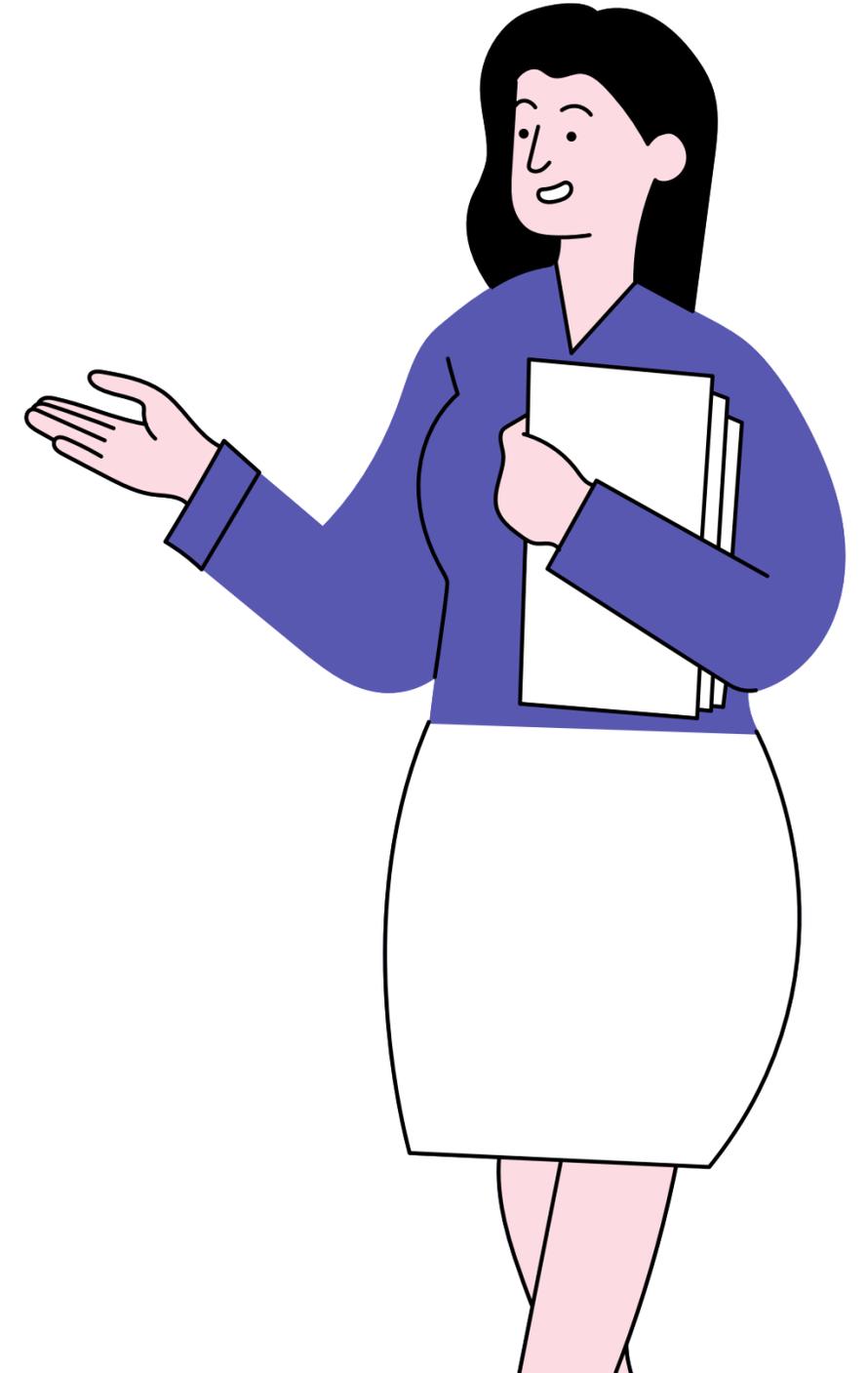


Insights and Needs #3

Finding: Moms often feel lonely without access to a support network.

Insight: *Emotional support from family, especially parents, or a strong marital relationship greatly reduces loneliness.*

Need: *Moms want spaces where they feel emotionally connected and supported in their parenting journey.*





Introduction

Needfinding Methodology

Interview Results

Analysis

Summary

**MOMS NEED TO FEEL SEEN,
HEARD, AND APPRECIATED...
JUST LIKE THE REST OF US**

**MOMS WITH CHILDCARE AND
STRONG EMOTIONAL SUPPORT
SYSTEMS ARE HAPPIER**

Putting it all together

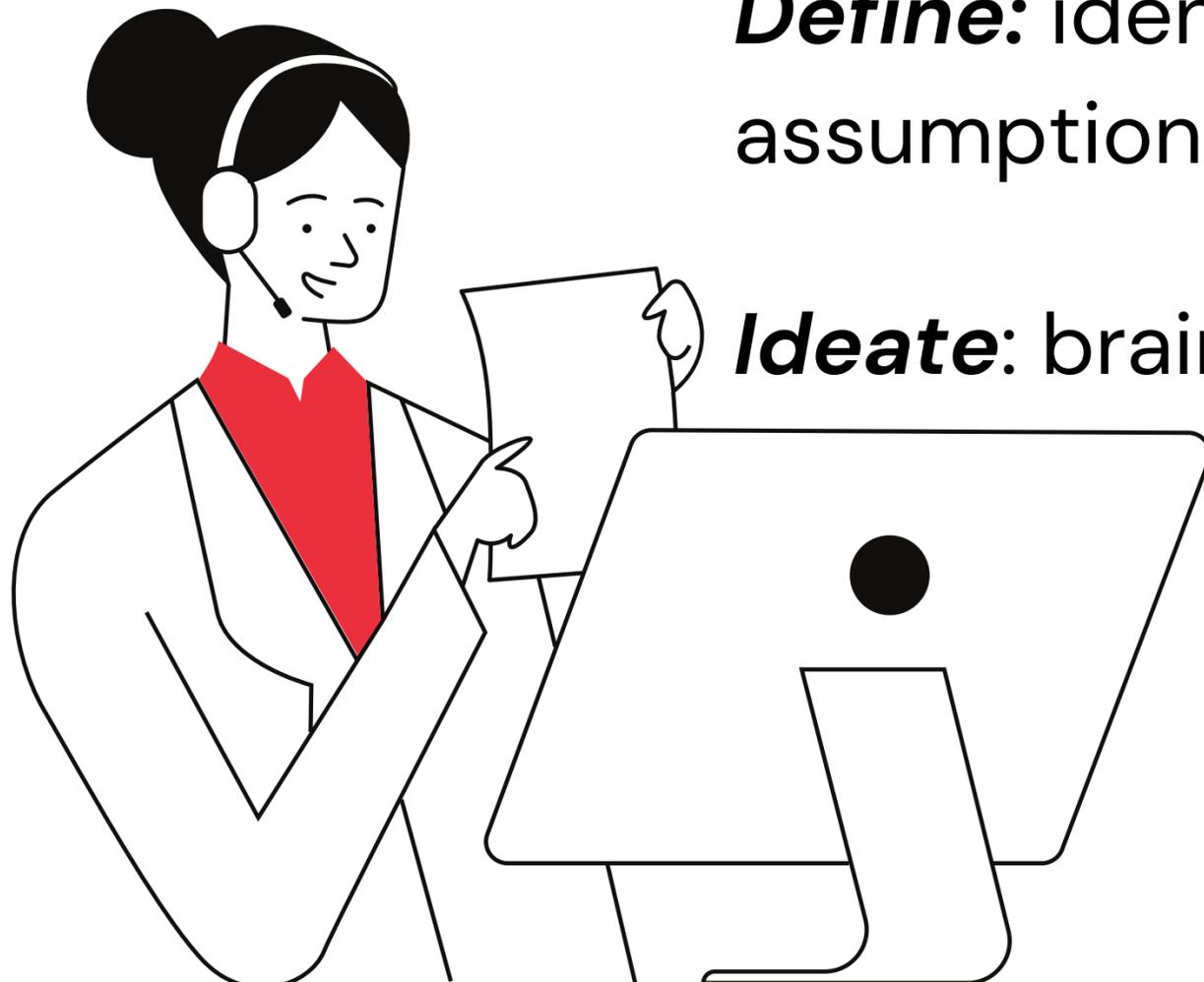


Next Steps

Interview: moms from *underrepresented demographics* in our current sample

Define: identify *further needs* of moms and challenge assumptions

Ideate: brainstorm directions to explore key problems



Appendix

Tools Utilized

Granola.AI for Transcription

Miro for Empathy Maps

NextDoor

Canva

Zoom

