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A2: Defining and Ideating

POVS, HMWS, BRAINSTORMING & EXPERIENCE
PROTOTYPES

Team Cybele



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Roadmap

PROBLEM DOMAIN

SOLUTIONS

NEEDFINDING

PROTOTYPES

POV & HMWS

NEXT STEPS

PROBLEM DOMAIN

Working Moms



Working moms experience mental health challenges as they navigate **career demands** and **family responsibilities**, often *without adequate support systems*

NEEDFINDING



MEDITATIVE MOM



EMPTY NESTER MOM

Interviewees

We met these two moms on Stanford campus —
the Stanford Bookstore and Green Library!

NEEDFINDING

WHEN MY DAUGHTER AND I STARTED DOING TAI CHI TOGETHER
WE WERE ABLE TO GET CLOSER AND I FELT SHE WAS MORE
UNDERSTANDING OF MY STRESS

***“I wish someone had told me of these resources
two years ago so I didn’t have to research it all
so intensely”***



NEEDFINDING

TAI CHI

COMMUNITY

Finds community by practicing Tai Chi with daughter and moms in group exercise class

APP

TIME

Wants to be more intentional with her time, using a scheduling app to stay organized

BOOKS

ADVICE

Wishes self-help books and parenting advice were more accessible and widely available

AGE

SUPPORT

Child care becomes easier as kids grow older and form friendships with peers their own age.

NEEDFINDING

"THE KIDS ALWAYS CAME FIRST. I FELL WAY DOWN THE PRIORITY LADDER OF THINGS TO TAKE CARE OF."

"SHE'S JUST NOT ALWAYS VERY MUCH INTO TEXTING BACK."

" I WANTED TO EARN MY OWN MONEY AND JUST GET BACK INTO HAVING MORE OF MY OWN LIFE. "



NEEDFINDING

LUNCH

SELF-CARE

Favorite hour of the day is
“her last free hour” to
relax and unwind alone

BOOKS

TIME

Missed earning her own
money and doing work
that she could receive
positive feedback on

WORDLE

COMMUNICATION

Plays New York Times
Wordle and Spelling Bee
with her son to stay
connected in a fun ritual

COMMUTE

SUPPORT

Drives up to Concord, CA
to visit family like her
brother and dad. She
misses her mom

Studio 2

POV: COMMUNITY

We met a working mom of two young kids separated from her extended family who is all in China. We were surprised to notice that despite living in Foster City for 5 years, she does not feel like she has a community there or in the larger Bay Area. We wonder if this means she forgoes actively building relationships to prioritize child care. It would be game-changing to alleviate this loneliness for moms.

Revised

POV: COMMUNITY

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Selected

POV:PLAY

We met J, a mom working part-time at the library and recently an empty nester. We were surprised to realize playing and discussing New York Times Spelling Bee game every week was a main method of digital communication for her and her recently graduated son. We wondered if this helps them remain in communication over long distances. It would be a game changer if we could create playful, enjoyable interactions between moms and their children.

POV & HMWS

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COMMUNICATION

HMW use shared interests to keep families close over long distances?

CONNECTION

HMW leverage play to foster meaningful connections between family members?

COMMUNITY

HMW make childcare and relationship-building simultaneous activities?

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SOLUTIONS

ROSE-BUD-THORN

Once a week family members can provide an overview of how they're feeling

VOICE NOTES

Storytelling app where family members voice note their days and it stays up for their family to listen to for 24 hours

PUZZLE

Group puzzle piece reveal but each person has to do a mindfulness thing to unlock their portion of the picture everyday

PROTOTYPES

Experience Prototypes

We tested **3 Core Assumptions** about our solutions with local **working moms** found at Stanford and the local Palo Alto community, and with **students** to test both spectrums of a family connection mechanism.

Assumptions

Shared Rose-Bud-Thorn journaling improves people's mood

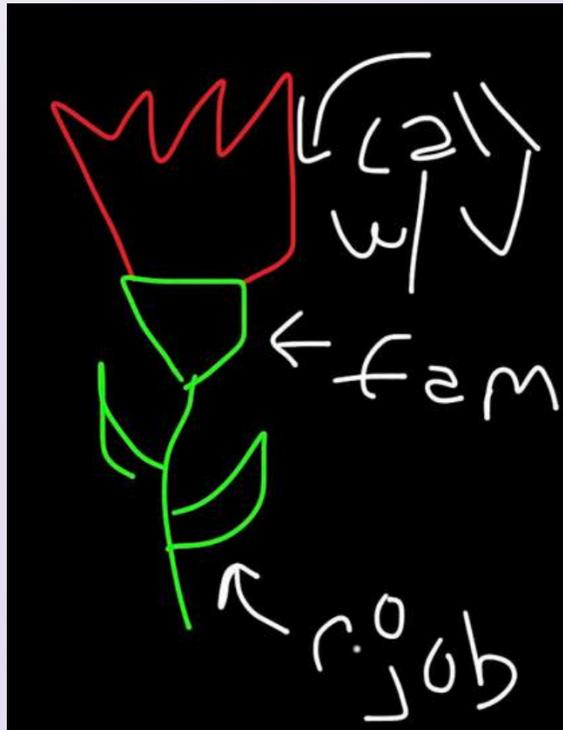
People are comfortable sharing their day for a minute unprompted

Costs impede the ability of moms to see their loved ones

PROTOTYPES

Shared Rose-Bud-Thorn journaling improves people's mood

PROCEDURE



INSIGHTS

Surprised how much he enjoyed drawing out the RBT vs. the words

Created engaging conversation including starting one about basketball that day

What's your mood before RBT? **5**

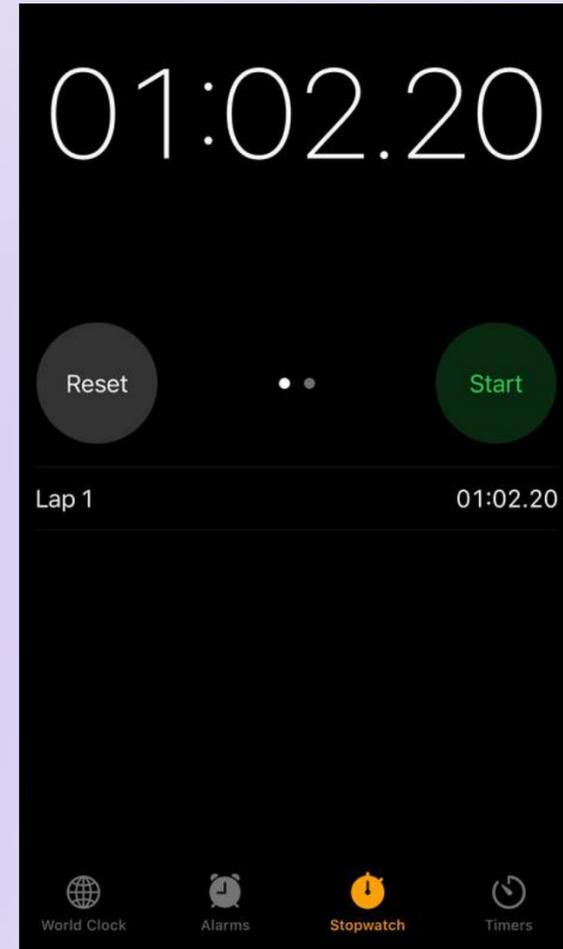
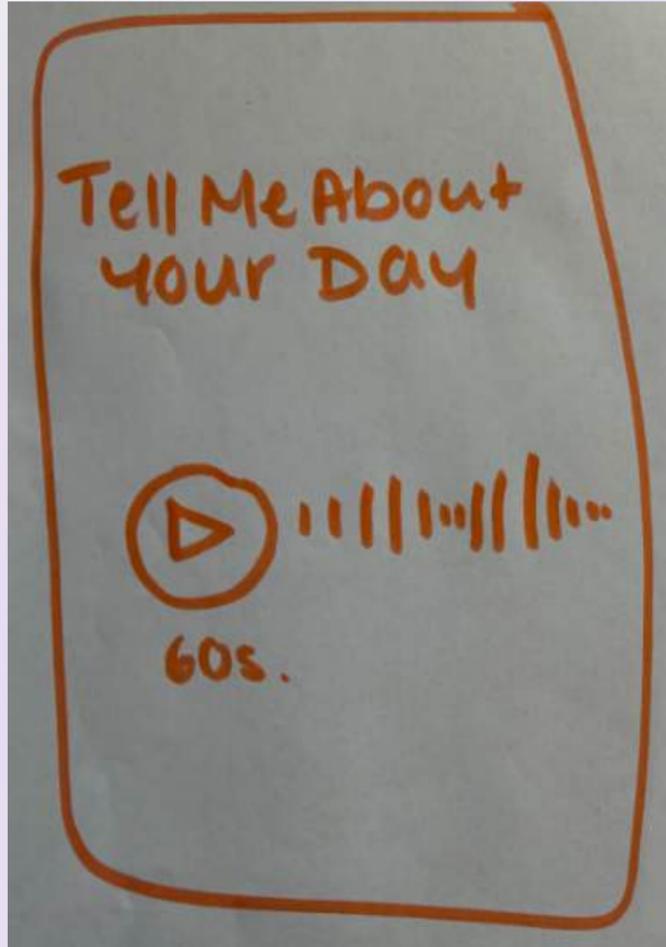
What's your mood after RBT? **6**

(scale 1-10)

PROTOTYPES

People are comfortable sharing their day for a minute unprompted

PROCEDURE



INSIGHTS

Difficult to speak for the whole
minute

Easier if there were prompts

People are **not** always able to
share without supplemental
prompts

"Pretend we are your children"

"I live in a different city. I'd love to hear about your day"

PROTOTYPES

Costs impede the ability of moms to see their loved ones

PROCEDURE

What goes into going home?

ashiravi@stanford.edu [Switch account](#)

Not shared

How far is your home from your current location?

less than 50 miles

50-200 miles

200-500 miles

500-1000 miles

> 1000 miles

How often do you typically visit home?

Once a month

every few months

a couple times a year

once a year

less than once a year

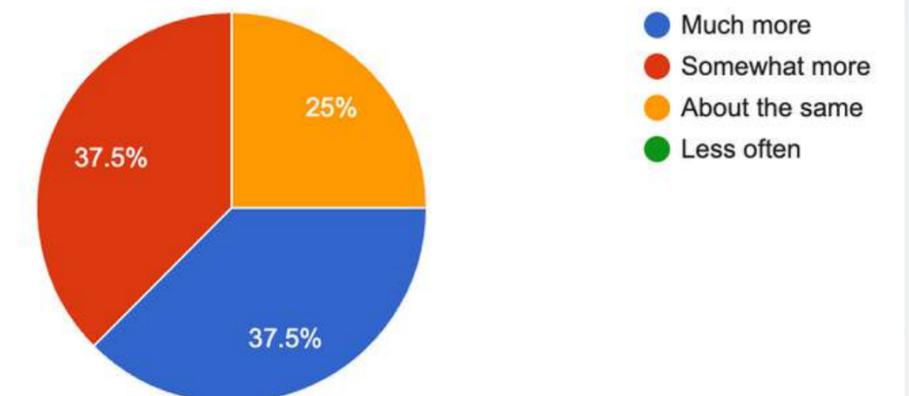
> 37% of students
delayed or skipped a trip home
due to cost concerns

"It's so far and so much money that I feel guilty when I go all the way back for just a week (like thanksgiving) but I love my family so much I want to anyway"

INSIGHTS

How much more frequently do you think you would visit home if the cost of travel were reduced by 50%?

8 responses



NEXT STEPS

SOLUTION

Rose bud thorn is a solution for moms and kids to share highs, challenges, and hopes in a fun, bonding way

We can add prompts to help foster communal sharing

ETHICAL IMPLICATIONS

Storing personal moments could raise privacy concerns if data isn't secured or shared with consent

INCLUDES/EXCLUDES

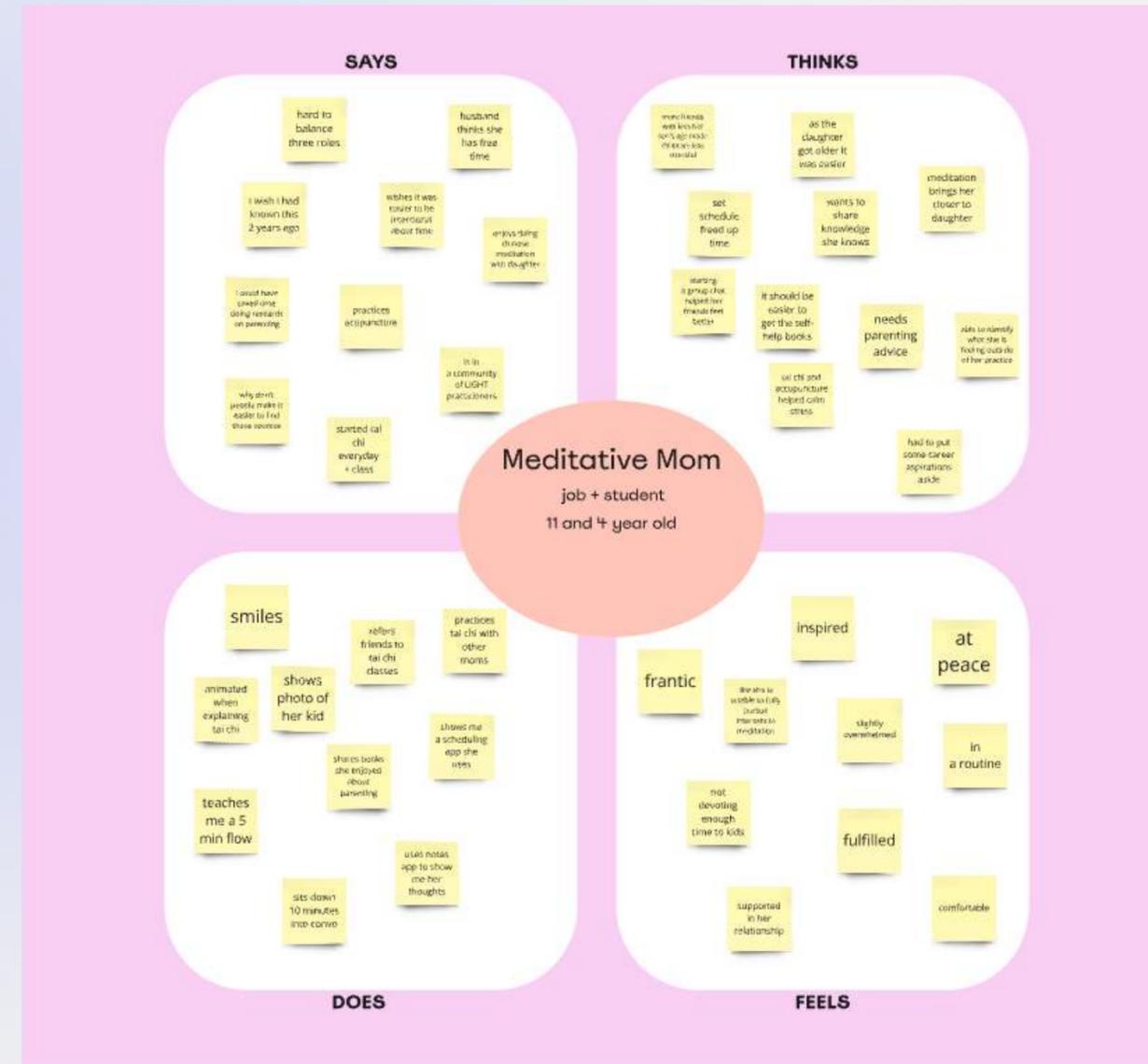
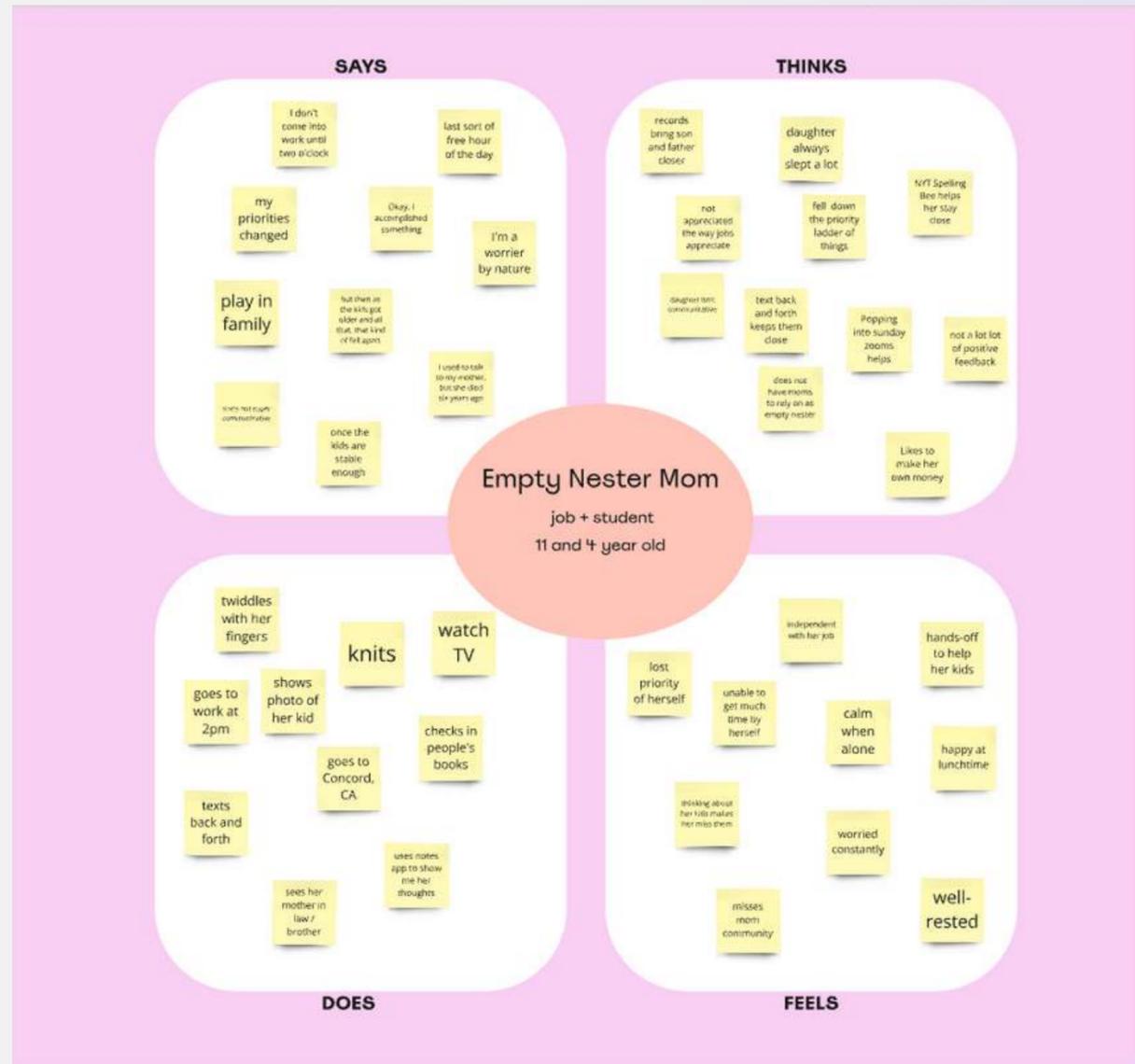
Includes moms and kids of all ages; may exclude those uncomfortable sharing personal feelings or without tech access; difficult for parents with toddlers

Thank You

Appendix

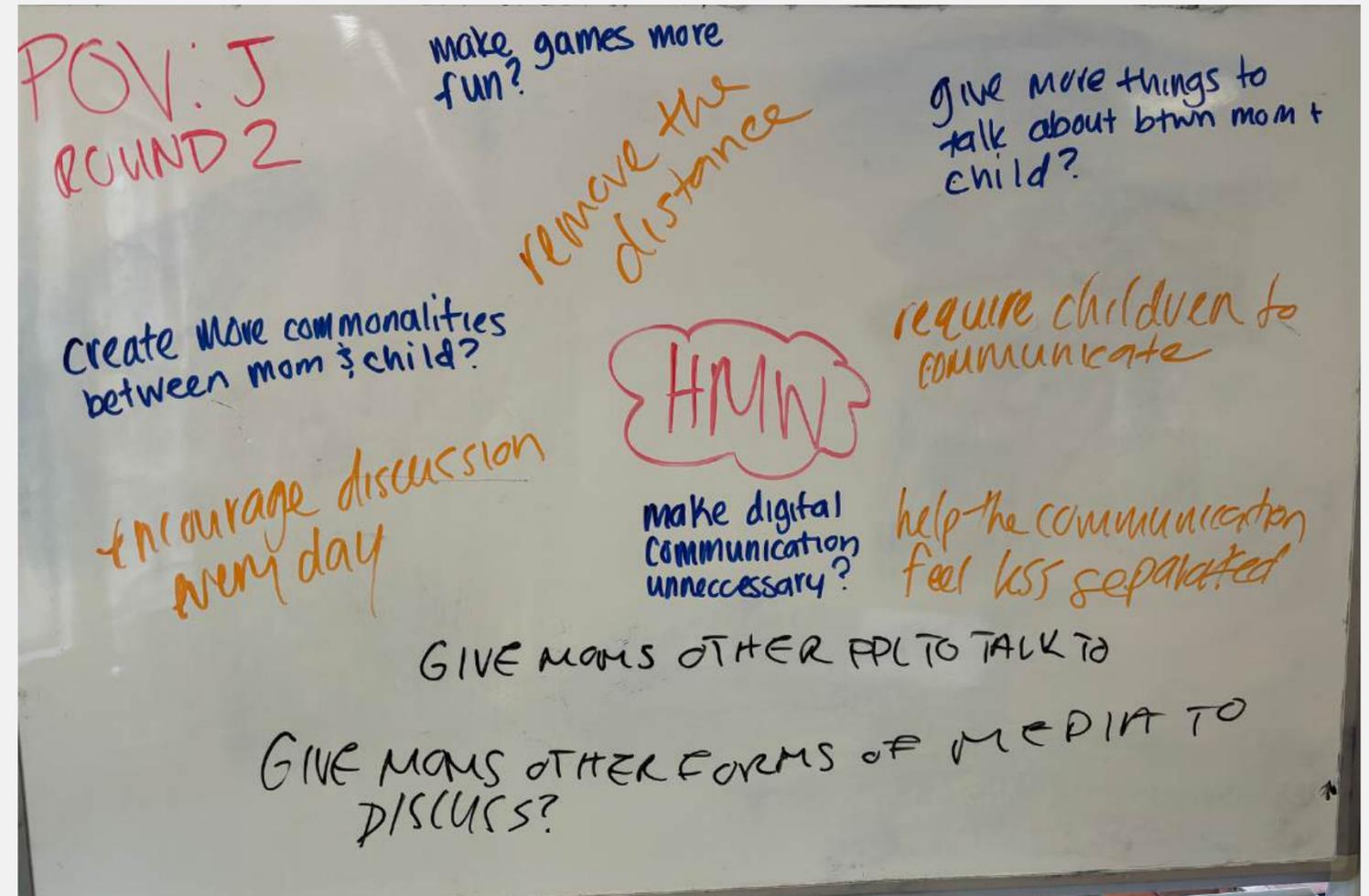
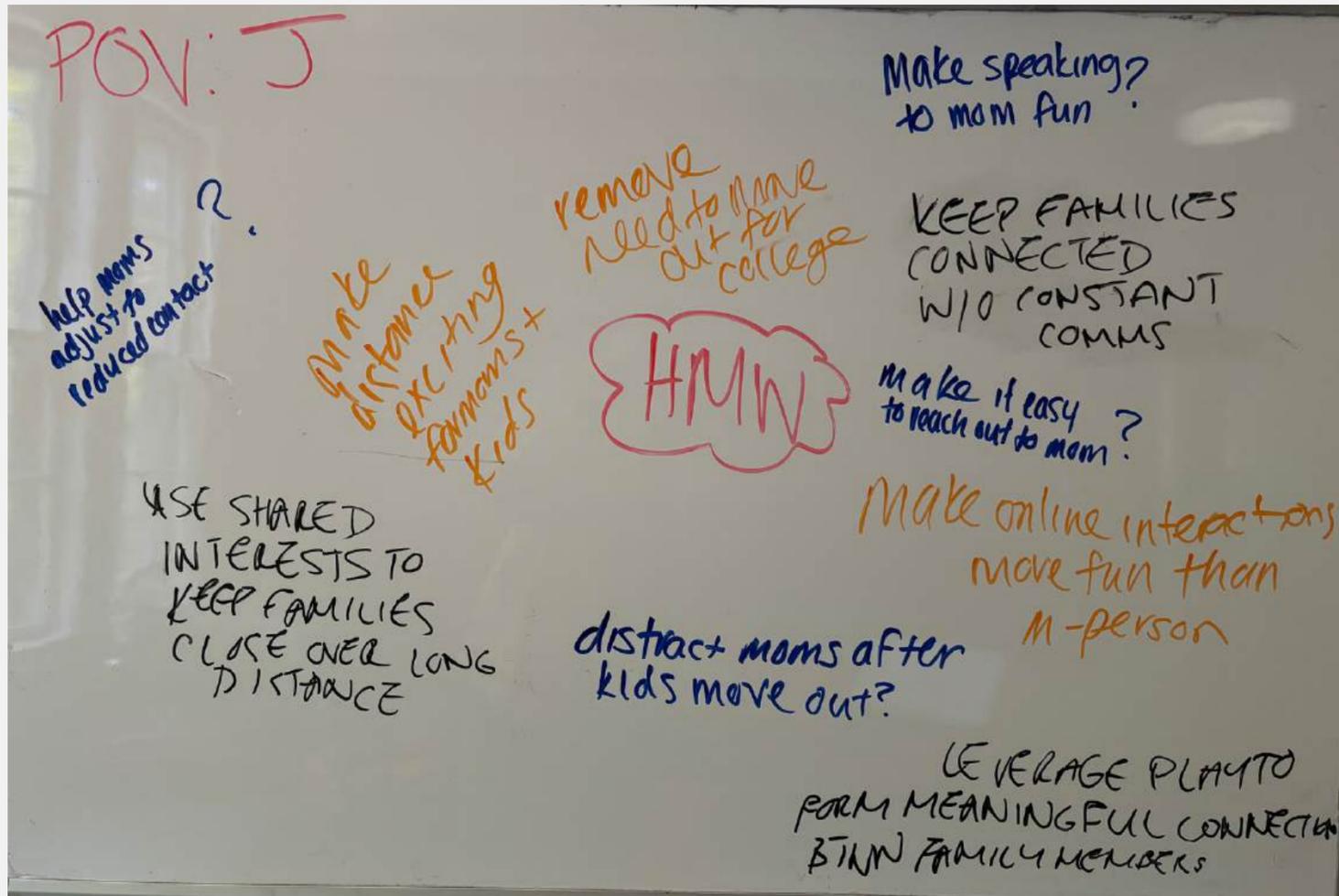
APPENDIX

EMPATHY MAPS



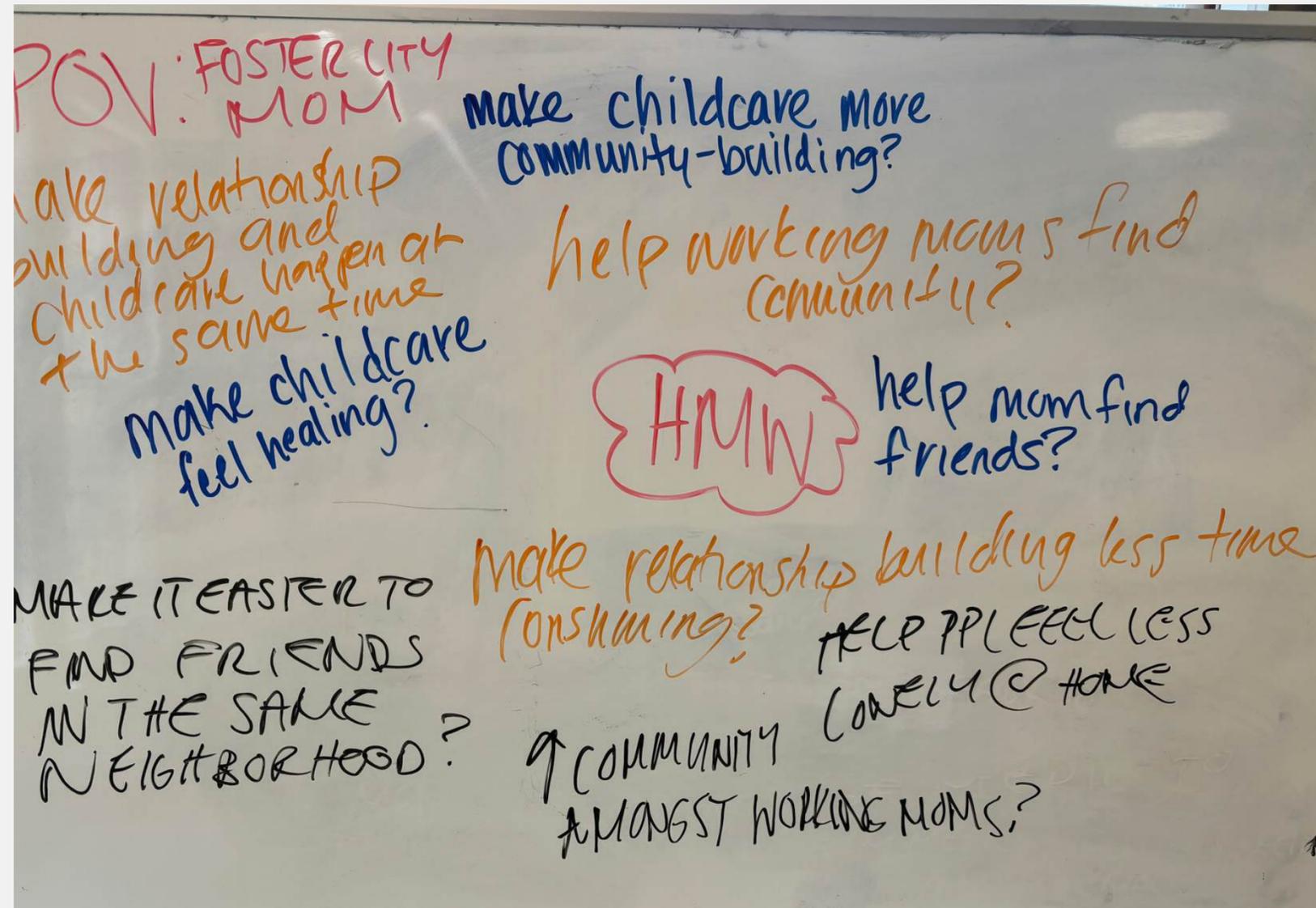
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BRAINSTORMS: HMW FOR POV 1

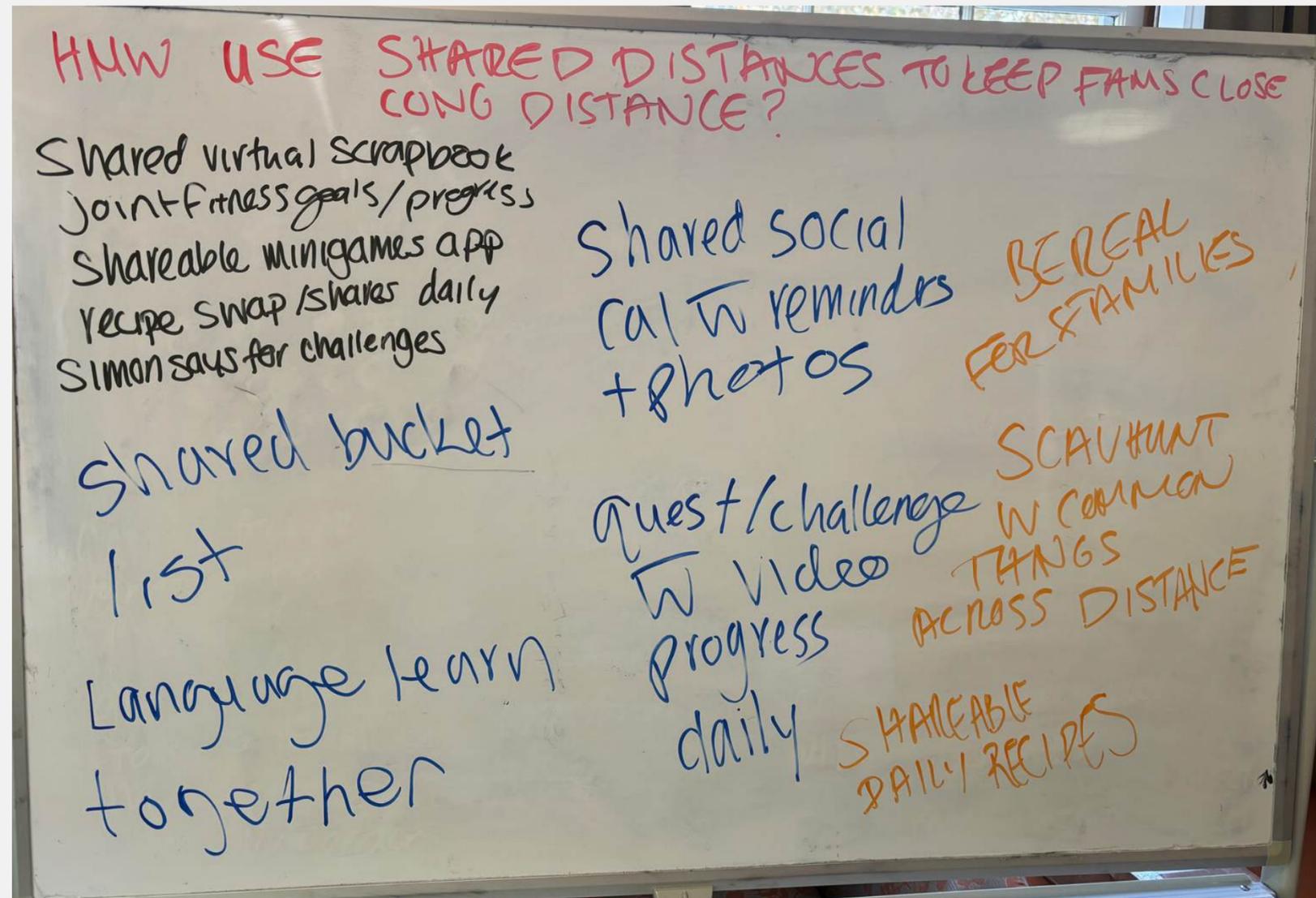


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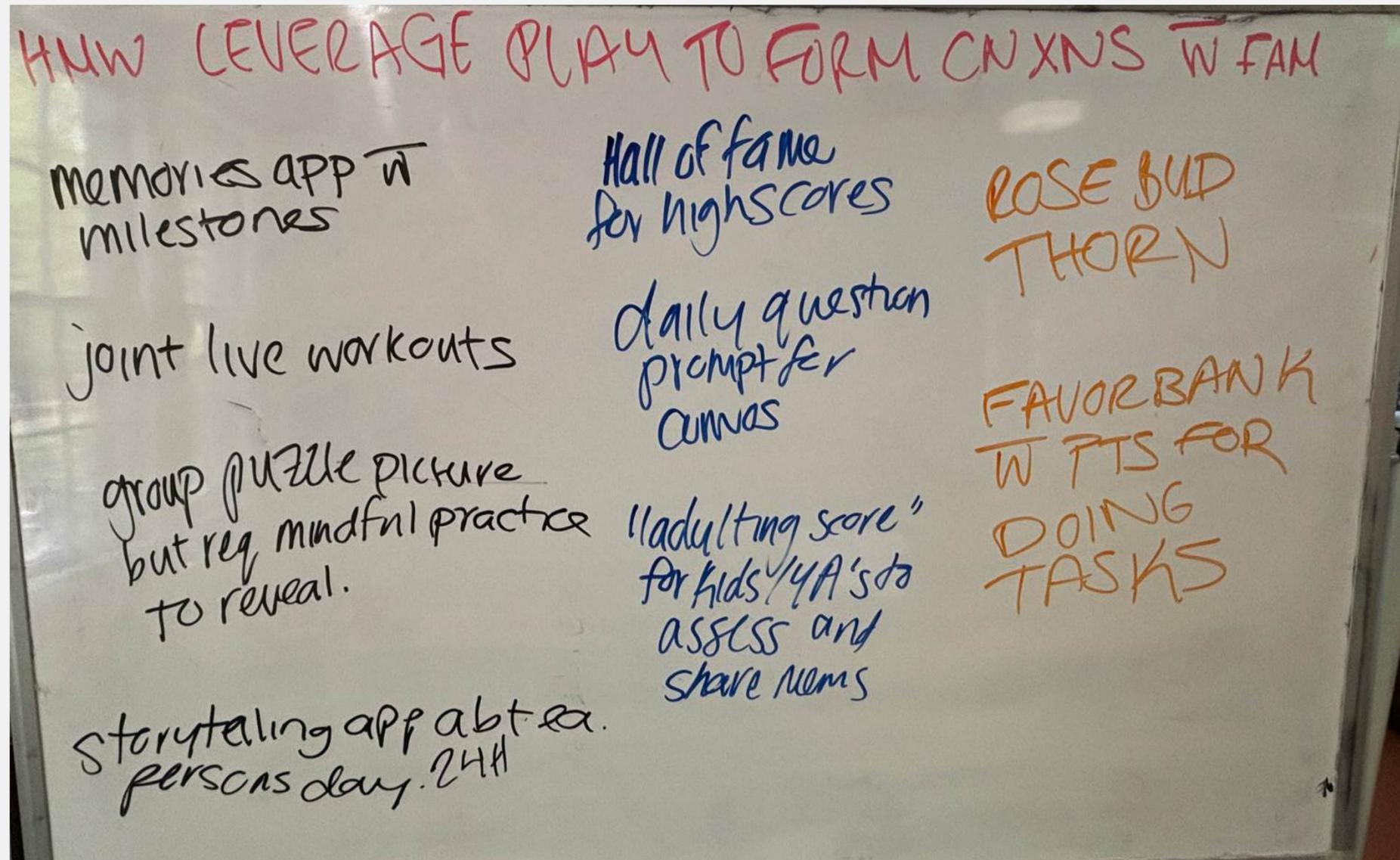
BRAINSTORMS: HMW FOR POV 2



BRAINSTORMS: SOLUTIONS FOR HMW 1



BRAINSTORMS: SOLUTIONS FOR HMW 2



BRAINSTORMS: SOLUTIONS FOR HMW 3

