

Apps for Kids & Parents

emily barabas, lizzy ha, kristine ng

advisor: deirdre mulligan

Technology in Family Life

- Value-laden area: lawmakers, advocates, academics, and engineers all have their own perspectives.
- Protecting and monitoring children is a key theme.
- What do families care about? How do we design for their values?

Exploratory Research Questions

How, when, where, and why do kids use technology in the home?

What matters most to parents with respect to technology and kids?

What are the technology problems families face?



Initial Impressions

- Family interviews provide many insights.
- It's hard to interview kids.
- There were significant differences between families.
- Technology placement and routines in the home were important.



Uncovering Themes

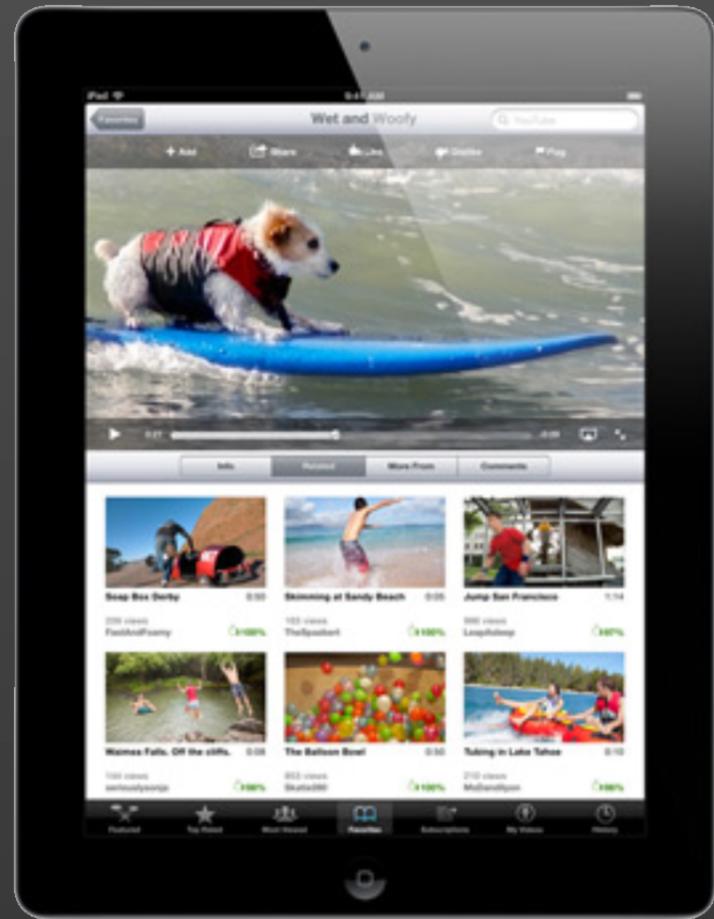


- Parents have different strategies for exposing kids to the benefits of technology while protecting them from harm.
- Parents have different rules for what is appropriate and inappropriate.
- Parents want to use technology to spur creativity.
- Parents spend time seeking and researching content for their kids.

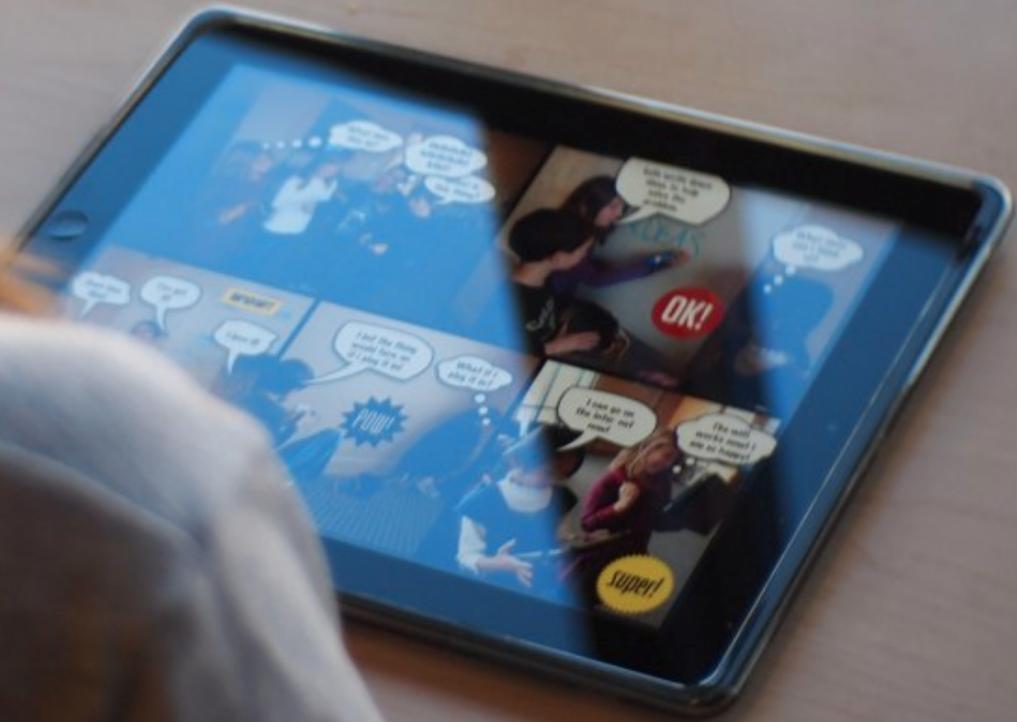
Anna

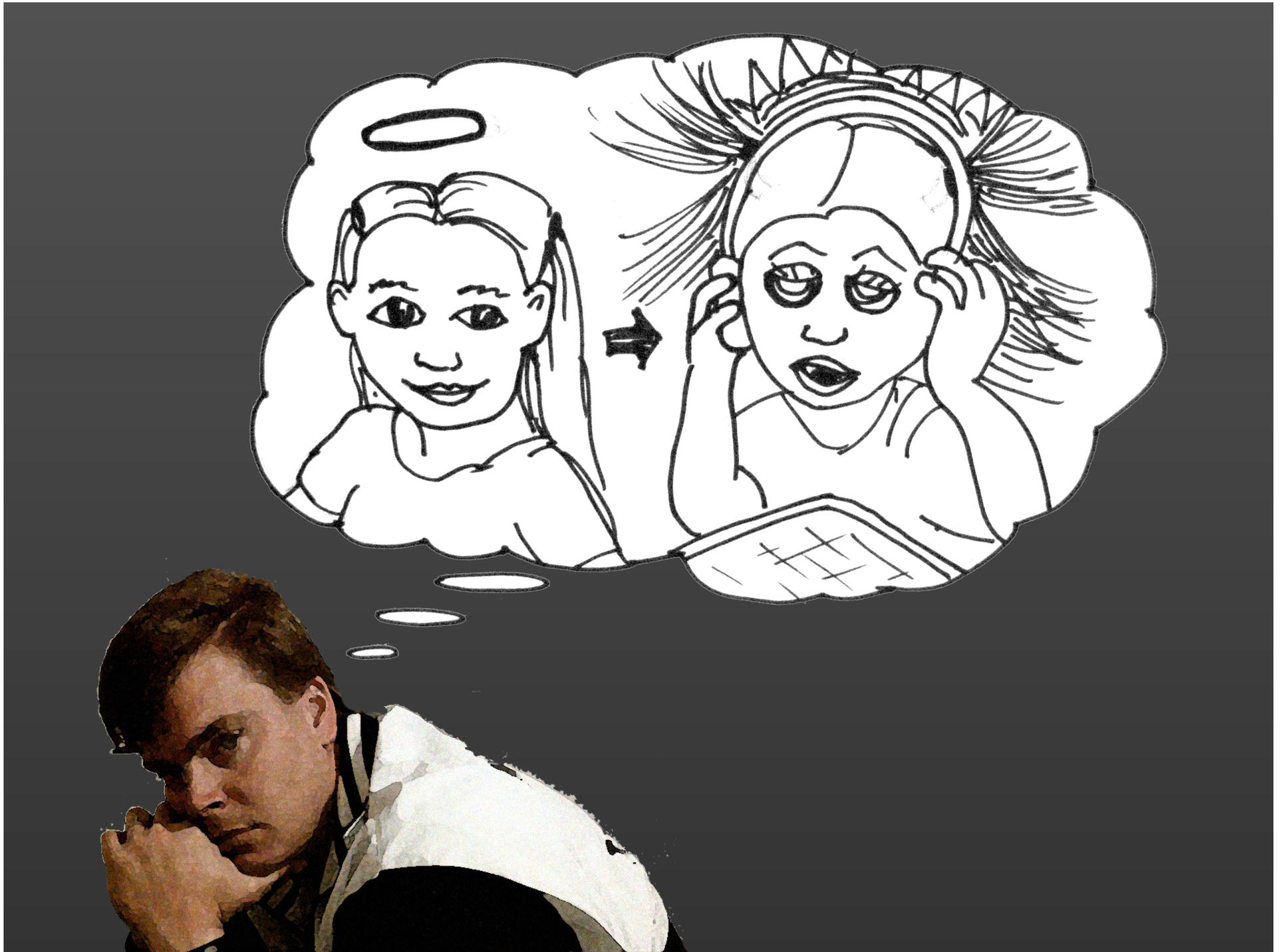


Friend



Anna and Friend
often play together.





Angry Birds



Dragon Vales



Pixie Hollow

“I used to look up into
the sky and daydream...



...she looks at a device
and does the same thing!”



Recycling bin creations!



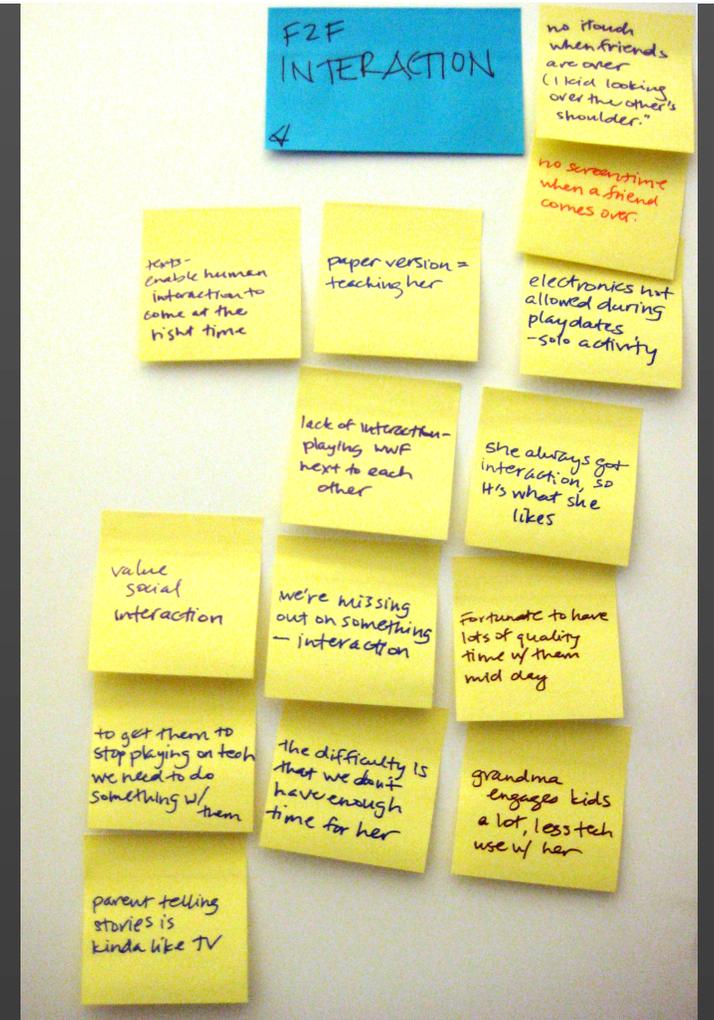
Engaging kids = Attention and interaction



Sometimes you just need a 10 minute babysitter





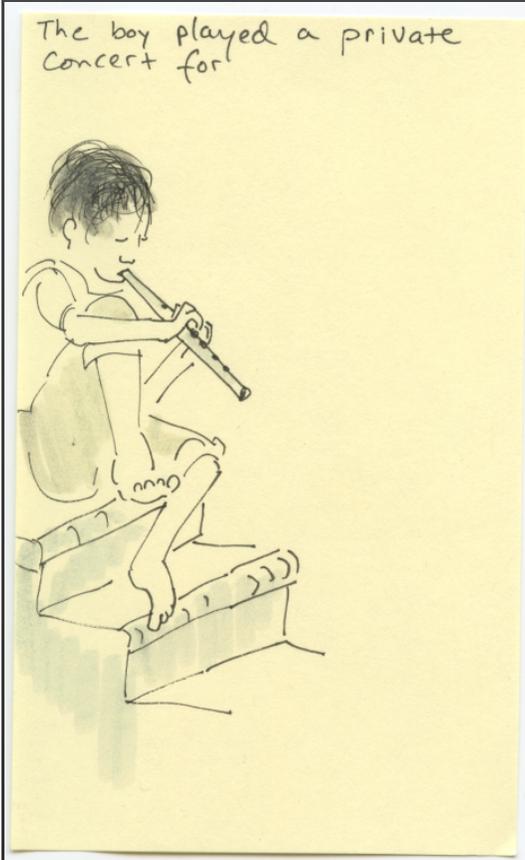


How might we help families incorporate technology into their lives in meaningful ways?

How might we promote a combination of analog and digital play and creativity?

- Literature review on imagination, creativity and play
- Competitive analysis
- Understand what parents are currently using and doing

Wander Monster



Children's Creativity Museum



Problem Statement

Quotes from parents:

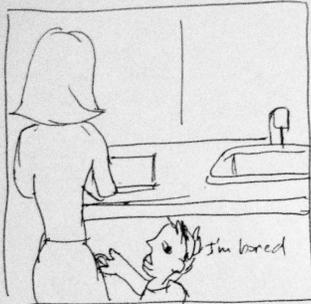
“a no screen time day is a tough day”

“there are always things to do but the device is the easiest”

A key experience of childhood is freeform play and imagination, which can become tainted by extreme device usage.

How might we design a tool that helps facilitate offline play and creativity?

Use cases



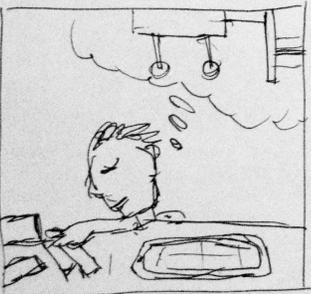
Mom is fixing dinner. Santags on her shirt saying he's bored.



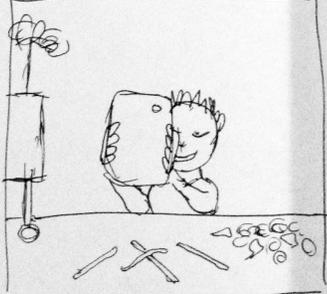
Mom gets box of stuff (Craydins) and iPad w/ I'm bored app.



Son decides he wants to build a robot and make a video of it in action.



He begins looking through the items in the box and comes up with a robot in mind.



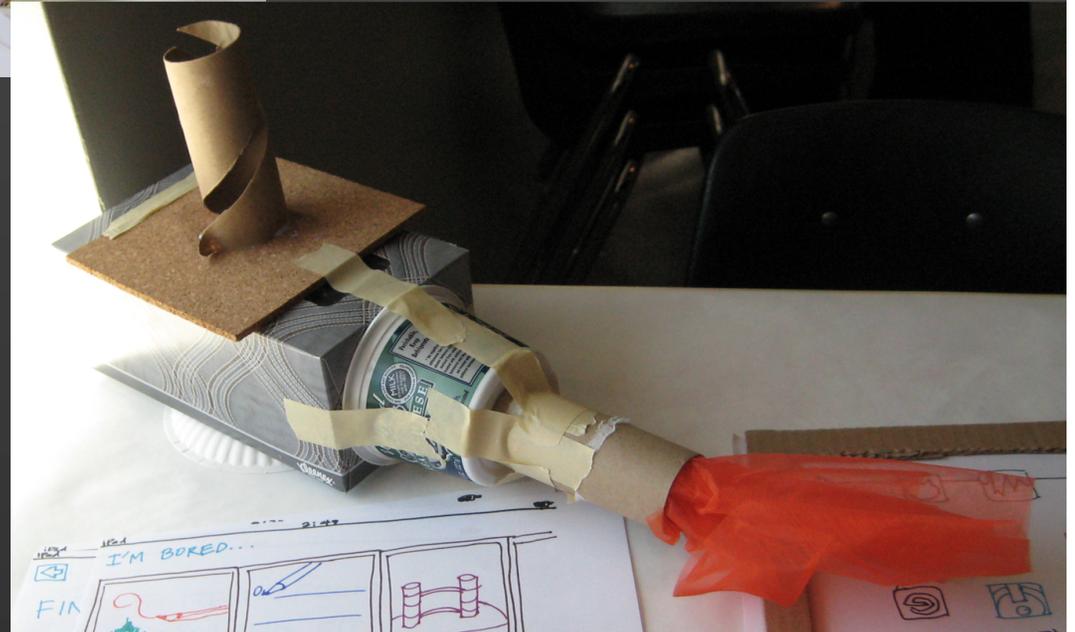
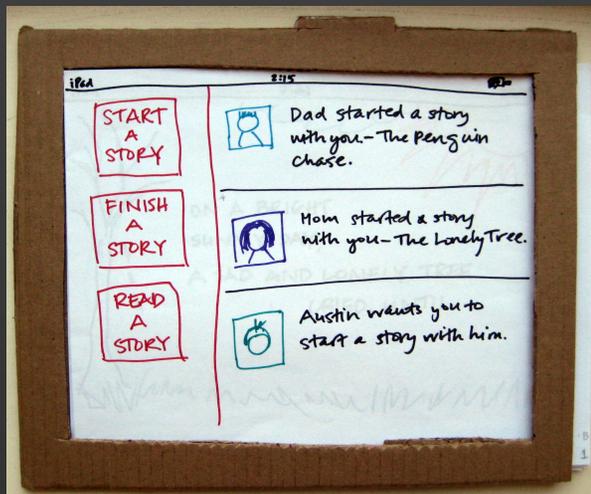
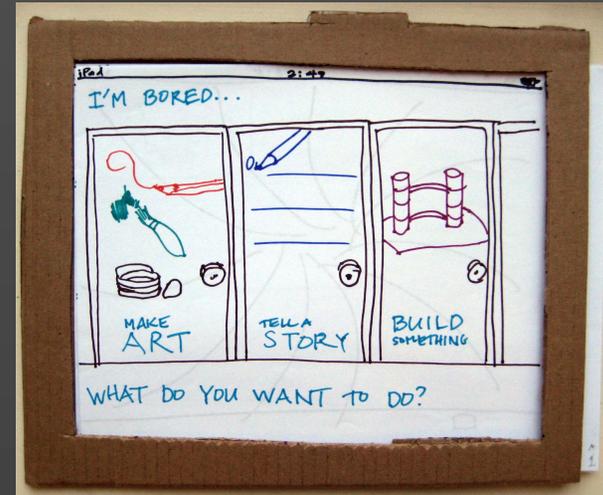
2 hours later, his robot is done and the app guides him on what shots to take to make the video.



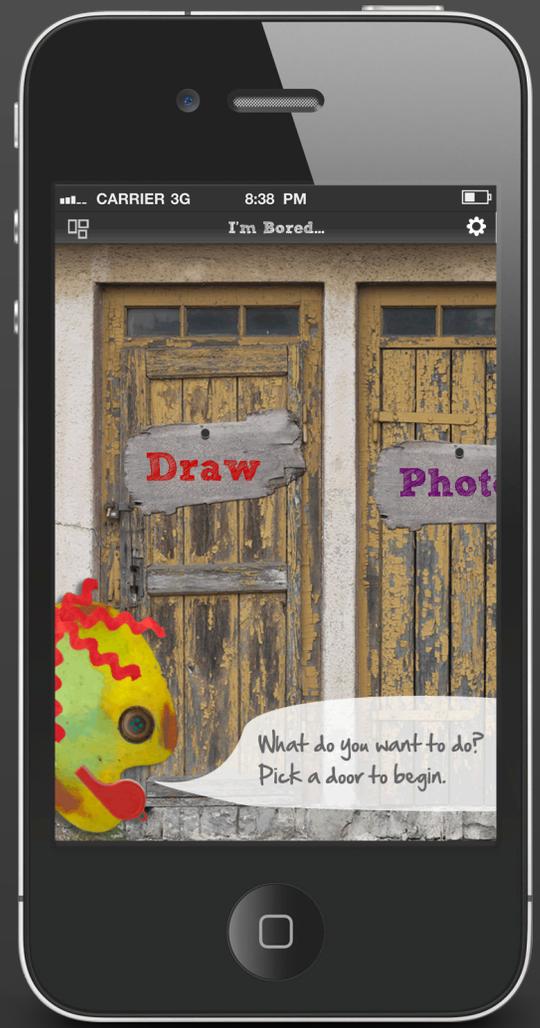
After dinner, he sits with his mom to show her the app video he made.

Personas

Prototype Testing



I'm Bored *inspiring creativity and imagination*



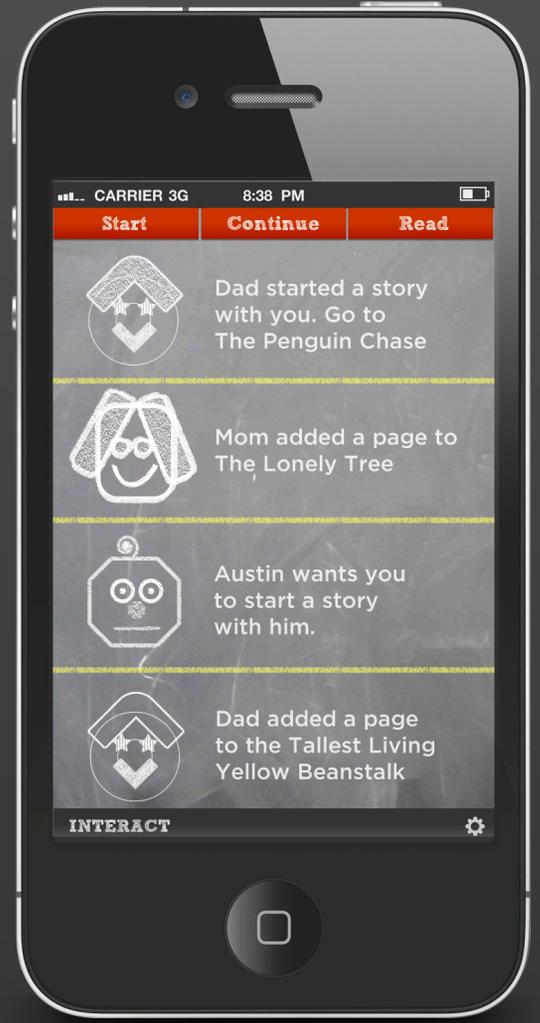
I'm Bored *inspiring creativity and imagination*



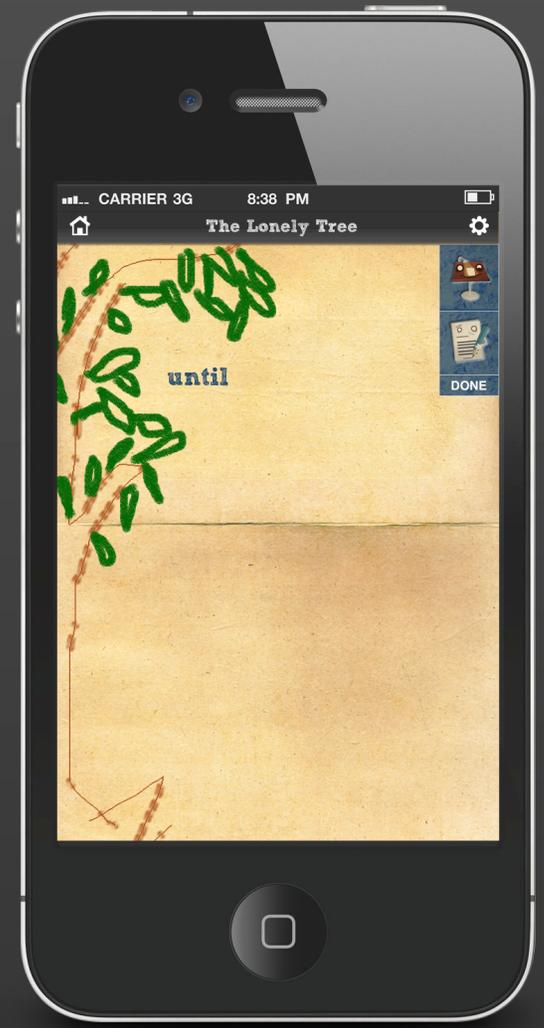
I'm Bored *inspiring creativity and imagination*



Interact *co-create stories*



Interact *co-create stories*



Problem Statement

Can we design a tool that would help parents find apps based on what they care about and what their kids love?

Personas and Scenarios



“They can get obsessed with the same stuff, which I get tired of listening to. Finding new content is a good thing for everyone.”

- Kevin Russell, father of 2

Competitive Analysis Findings

- Existing app recommendation engines don't specifically serve the needs of parents.
- Existing sites for parents don't provide mobile optimization or custom recommendations.



eeny meeny:

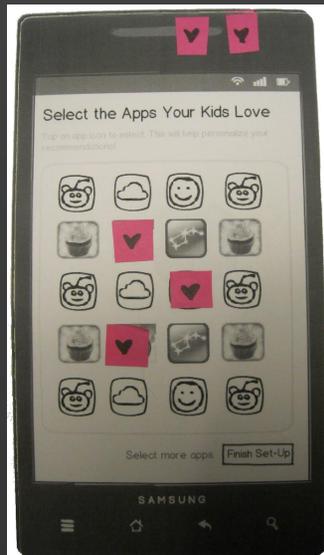
a 'content discovery' tool for
parents

Usability Testing

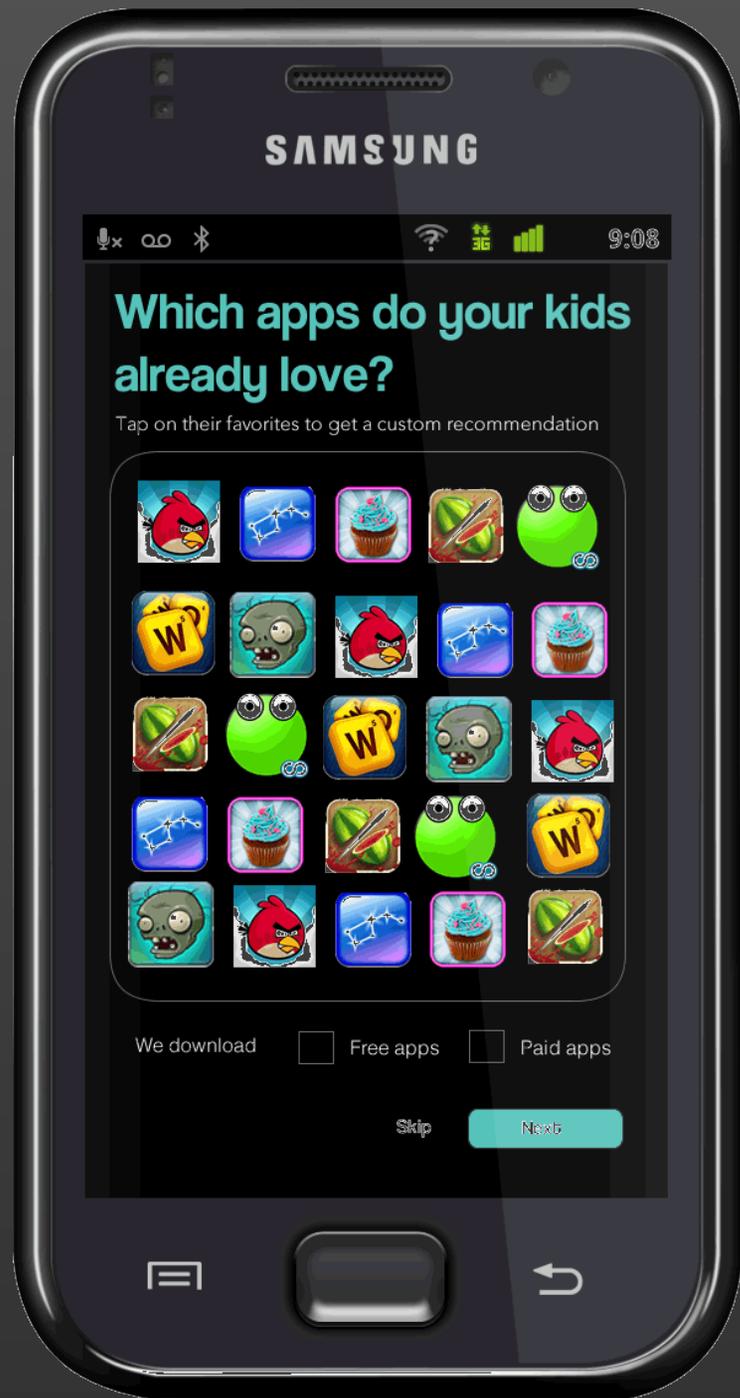
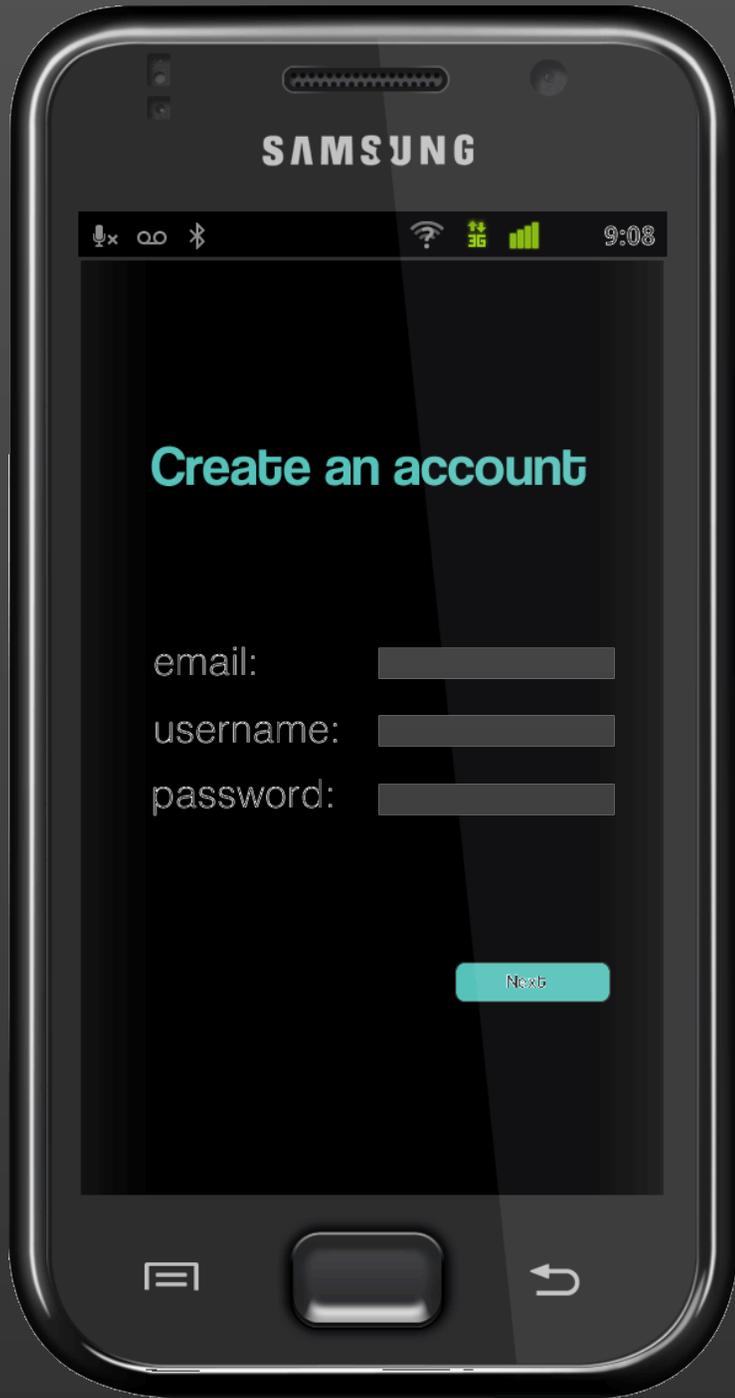


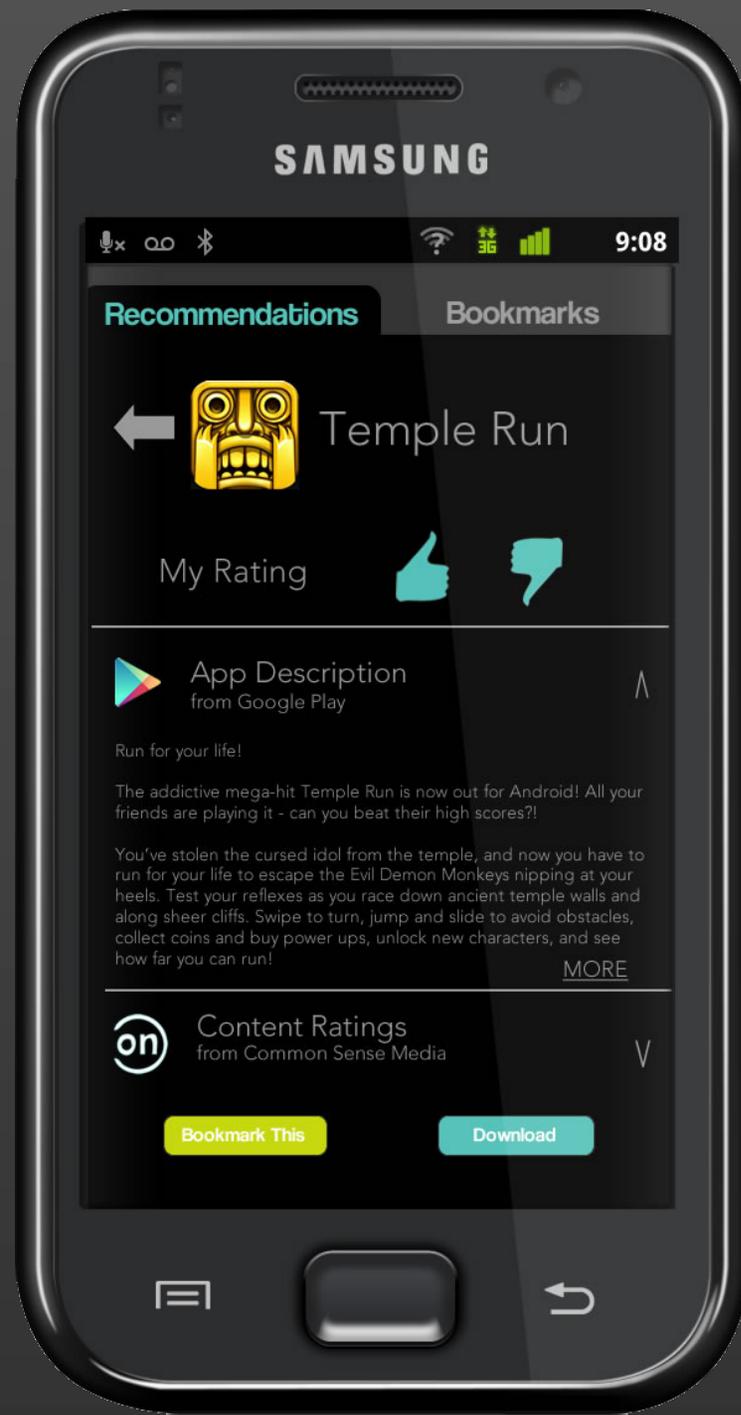
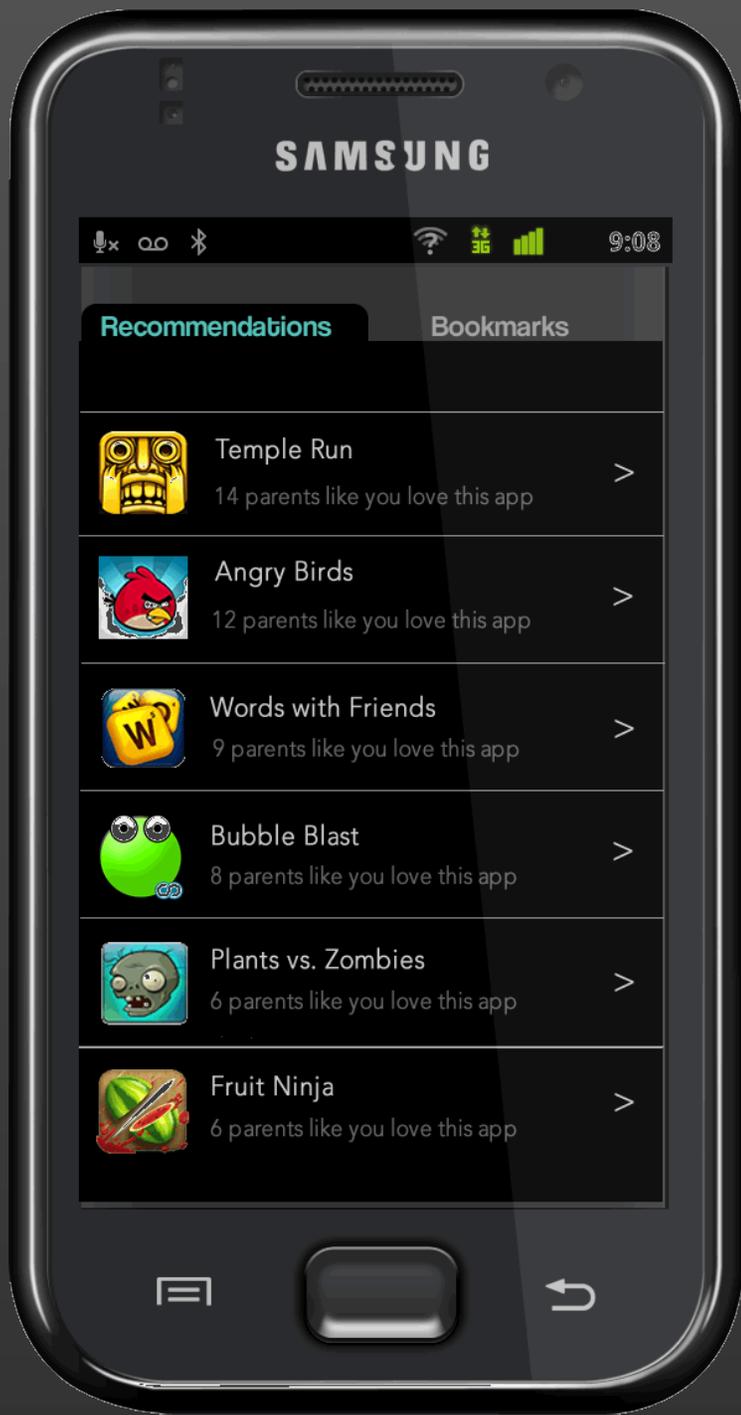
Three rounds of testing:

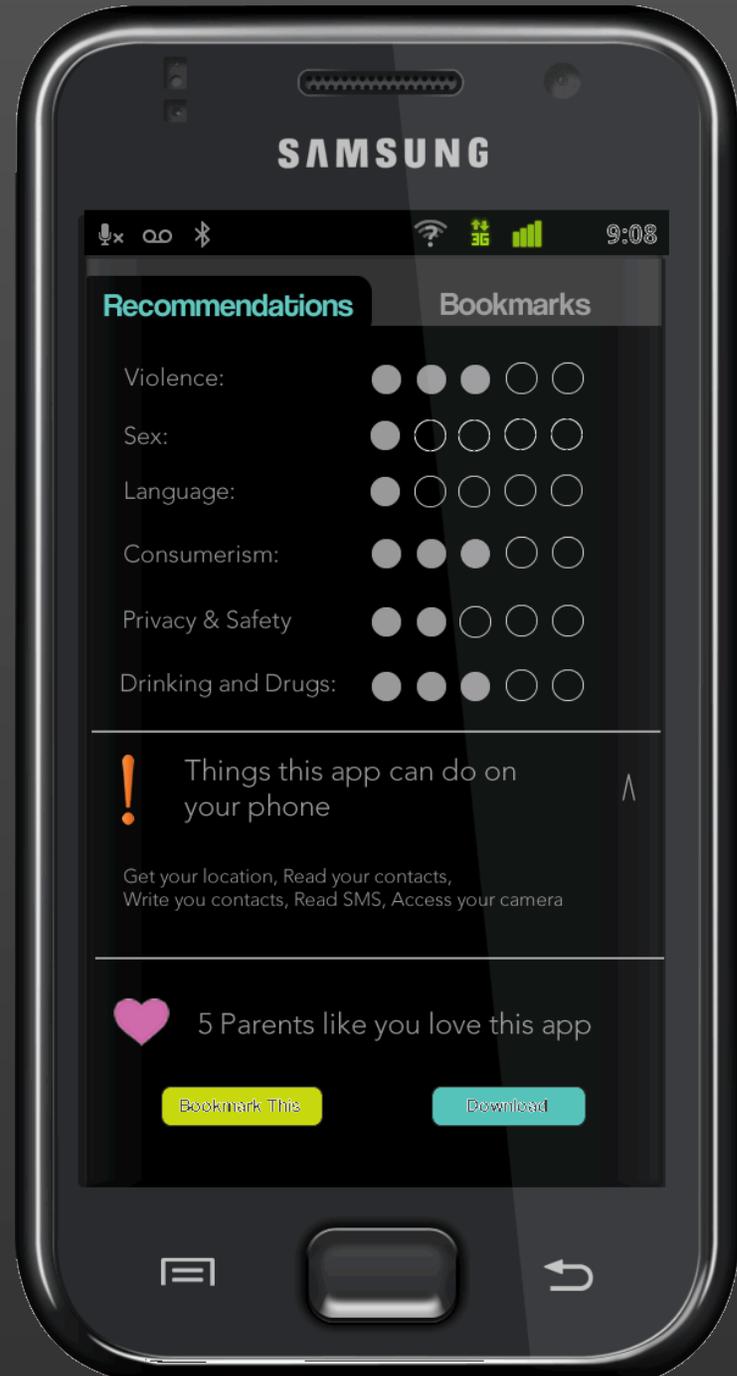
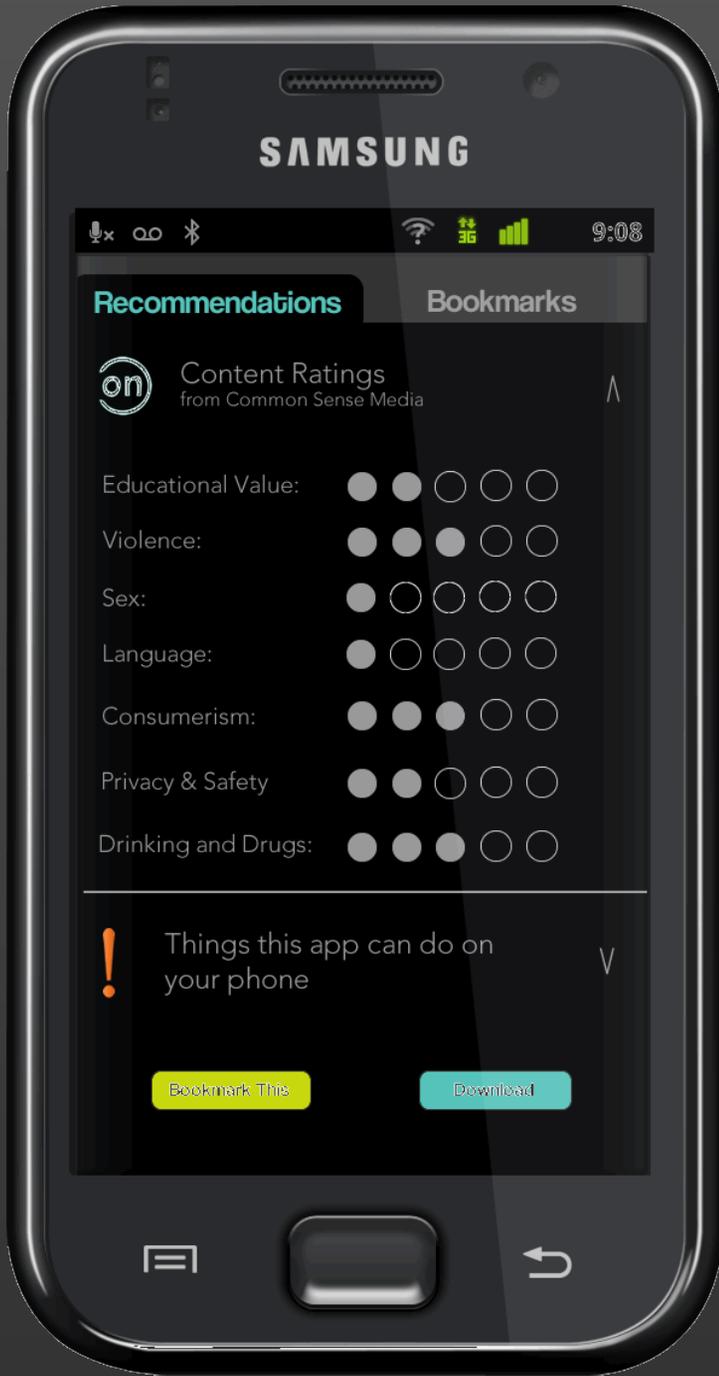
1. Ten parents at Lake Merritt with low fidelity prototype
2. Eight parents at Lawrence Hall of Science with low fidelity prototype
3. Six parents at Lawrence Hall of Science with high fidelity prototype



Final Prototype







Conclusions

- Values expressed by lawmakers, advocates, and academics don't fully reflect the complexity of values “on the ground.”
- Values change with context and sometimes conflict within a household.
- People express their values not only through words and behaviors, but also in the way they organize their homes and routines.

Thanks!
Questions?