

Urban Families

improving urban mobility for parents with toddlers



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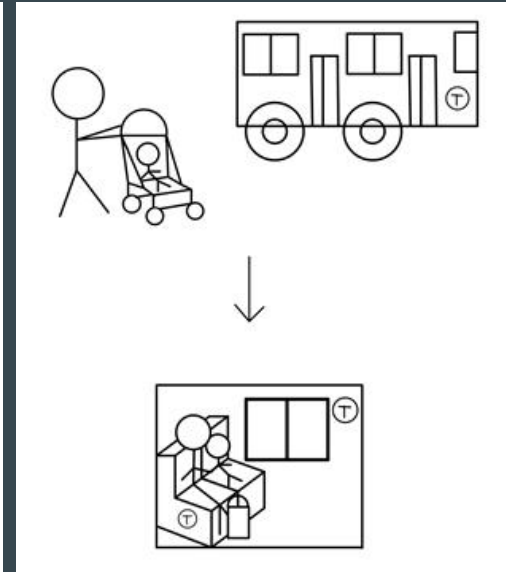
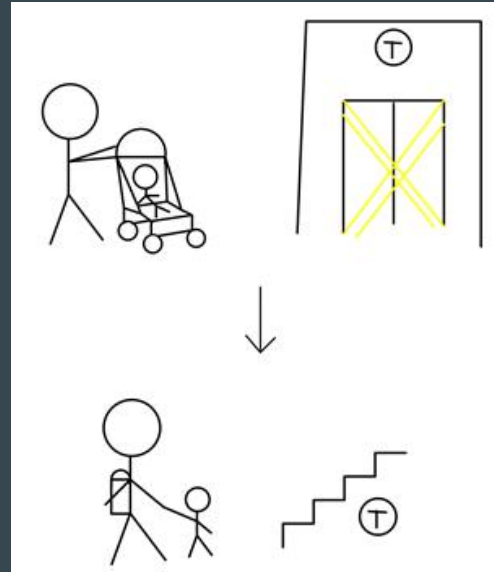
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User in Action

Current User Problem



User Action with Product



Full User Life Cycle

The parent **determines their need** based on the physical and social discomfort they experience when traveling with a toddler and a stroller using public transit. The **catalyst to take action** is when the discomfort hinders travel access and diminishes travel enjoyment for the parent.

The parent **finds out about their options** by communicating with other parents, observing other parents using public transit, following physical signs for accessibility at the stations, viewing advertisements, and using internet sources such as blogs, online ads, and shopping websites.

The parent **analyzes their options** by comparing prices to alternatives (stroller or otherwise), testing stroller options in physical stores, observing other parents' actions and satisfaction, and reading online reviews.

The parent **acquires the product** by purchasing the stroller either in person or online for delivery. The retailers can include the stroller company itself or various popular retailers, such as Target or Amazon.

The parent **uses the product** by traveling with the stroller and toddler. They **get value** out of it when they can swiftly transform the stroller into a backpack for increased agility and decreased space. This includes climbing a staircase in a subway station or taking up less space on a bus.

The parent **determines the value they gain** via a cost benefit analysis of purchasing the stroller. They must determine that the increased travel safety and access and the stroller durability and comfort is worth its price.

The parent **tells others about the product** by word of mouth, parenting blogs, forums, and social media groups.

Product Spec - Visual Representation



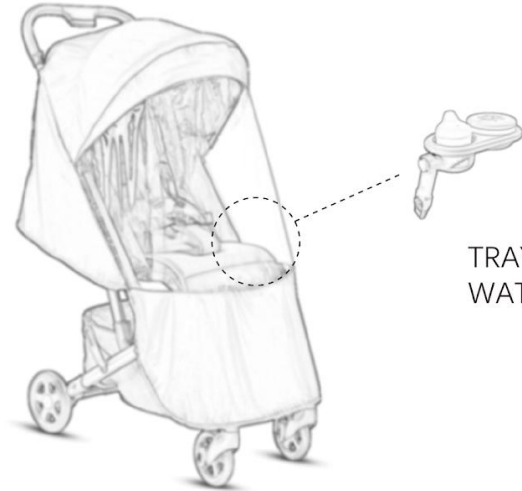
BACKPACK

open
→
3 seconds



FOLDED

unfold
→
2 seconds



STROLLER

TRAY FOR
WATER/FOOD



LET'S TALK A LITTLE BIT !



Improving Urban Mobility for Parents with Toddlers

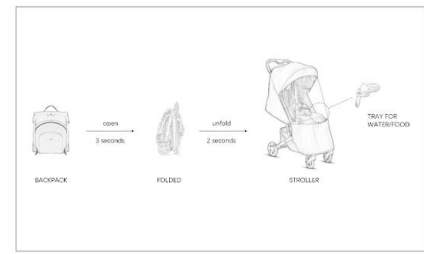
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PROJECT DESCRIPTIONS

There are many challenges of strollers across various use cases. Frustrations were expressed such as carrying too many items, guilt of taking up too much space, feeling like it was impossible to move with your kids, luggage, and strollers. So we decided to take on the challenge of redesigning the stroller. A prototype of a basic functioning stroller (i.e. a child could sit in it, but won't have all the safety or convenience features) that can be easily and quickly converted into a form that can be carried without using one's hands (e.g. has shoulder straps of a backpack).

WE STRONGLY BELIEVE IN SUCCESS !

HIGH-LEVEL SPECS



The redesigned prototype should consist of convenient facilities such as 1) for the toddler: full seat recline, canopy extending for extra shade, rain cover, wipeable layers; 2) for the parent: no-puncture tires for a smooth ride, serious storage, additional tray, one-handed fold within two seconds. We also consider full life cycle use case that applies for product/service and persona.

PERSONA- KELLY

- ▶ Demographics: 30 years, 3 year-old son, Cambridge
- ▶ Behavior: everywhere, public transit, carry things
- ▶ Needs: take up less space, go up and down stairs easier with her son and stroller, take a close eye

01 SAFETY



- Avoid sharp edges
- No chemical materials
- Structurally sound
- Kid should not fall out
- Lockable without downhill

02 CONVENIENCE



- Lightweight to carry on
- Take up less space
- Easy to fold and put on
- Able to access items
- Backpack/ stand on ground

03 COMFORT



- Comfortable for the kid
- Easy to push
- Easy to wear on back/shoulder

04 COMPATIBILITY



- Compatible with add-ons
- Look "normal"
- No jut out from back