

Urban Families

improving urban mobility for parents with toddlers



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Decision Making Unit (DMU)

End Users: Parent #1 & Toddler

This pair will take on public transit for errands and day trips with the stroller, while parent #2 goes to work.

Economic Buyer: Parent #2

As the primary breadwinner for the family, parent #2 will provide the funds to purchase the stroller for the family.

Veto Power: Both Parents & Toddler

Both parents can decide to veto the purchase due to price or function, and the toddler can veto the stroller by refusing to sit in it!

Champions: Parenting Communities

Whether it's a pre-school parent group chat or a cousin with his own toddler, both parents will turn to their parenting communities for the latest stroller advice.

Influencers: Public Transit Riders & Family

Public transit riders are known to make parents feel bad about taking too much space and other family members, like grandparents or older siblings, often babysit the toddler with the stroller.

DMP



Determining Need

Roles: Parents, toddlers express preferences about safety, comfort, price, convenience
Time frame: A few months, need determined during child's infancy



Finds Out About Options

Roles: Friends, family of the parents share their experiences
Time frame: A few weeks to a few months based on pace/urgency of research



Analyzes Options

Roles: Parent tests out options based on budget and other factors, toddler and parent together test out product in person
Time frame: A few weeks



Acquires the Product

Roles: Parent purchases the product, online retailer sells and ships the product.
Time frame: A week or less to ship



Uses the Product

Roles: Parent & toddler travel, go through routine
Time Frame: Approximately one week to test out the stroller in a mix of regular activities, such as commuting, running errands, etc.



Determines the Value

Roles: Parent & toddler both have the opportunity to veto based on convenience, comfort, safety, and more
Time frame: One or two weeks



Spreads the Word

Roles: Parent and their friends, family, and social media network
Time frame: One to two years (over the course of use)

Windows of Opportunity

- ❑ Window: One parent taking care of the toddler for water and food, and still have other grocery stuff.

Triggers: Customized tray for babysitting, and extra unfolded space for storage.

- ❑ Window: Parent having difficulty holding umbrella for the toddler on a windy-rainy day.

Triggers: Pro add-on of water-proof curtain that can be easily installed.

- ❑ Parent worrying about the material quality or the ease for the toddlers.

Triggers: Offer optional service of upgrading the sitting with double-layer.

- ❑ Parents of a group have the willingness to buy the strollers.

Triggers: Providing discount for group-purchase.

Windows of Opportunity

Window	Trigger
Child turns 2 years old or begins walking	Offer coupon to encourage parent to buy stroller
Friends/family of a parent buy the stroller for their child(ren)	Offer referral discount to the purchaser, social media ads with social proof
Parent enrolls toddler in daycare	Partnership with daycare centers to advertise and/or sell strollers
Parent browsing strollers on online retailer	Offer limited time free shipping