

Urban Families

improving urban mobility for parents with toddlers



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Who is the end user?

- Users are parent(s) and their toddler(s)
- A parent is the one who would purchase the product, i.e. economic buyer
- BHM: parents in the Greater Boston Area who
 - Have at least one toddler
 - Use a stroller
 - Have no access to a personal vehicle
 - Primarily use public transportation for mobility needs

Persona - Kelly

Demographics:

- 30 years old
- Married with 3 year-old son (AC). Spouse works full time, Kelly works part-time. Only uses childcare when working at part-time job.
- Lives in Cambridge, MA
- Values practicality, comfort, convenience over fashion

Behavior:

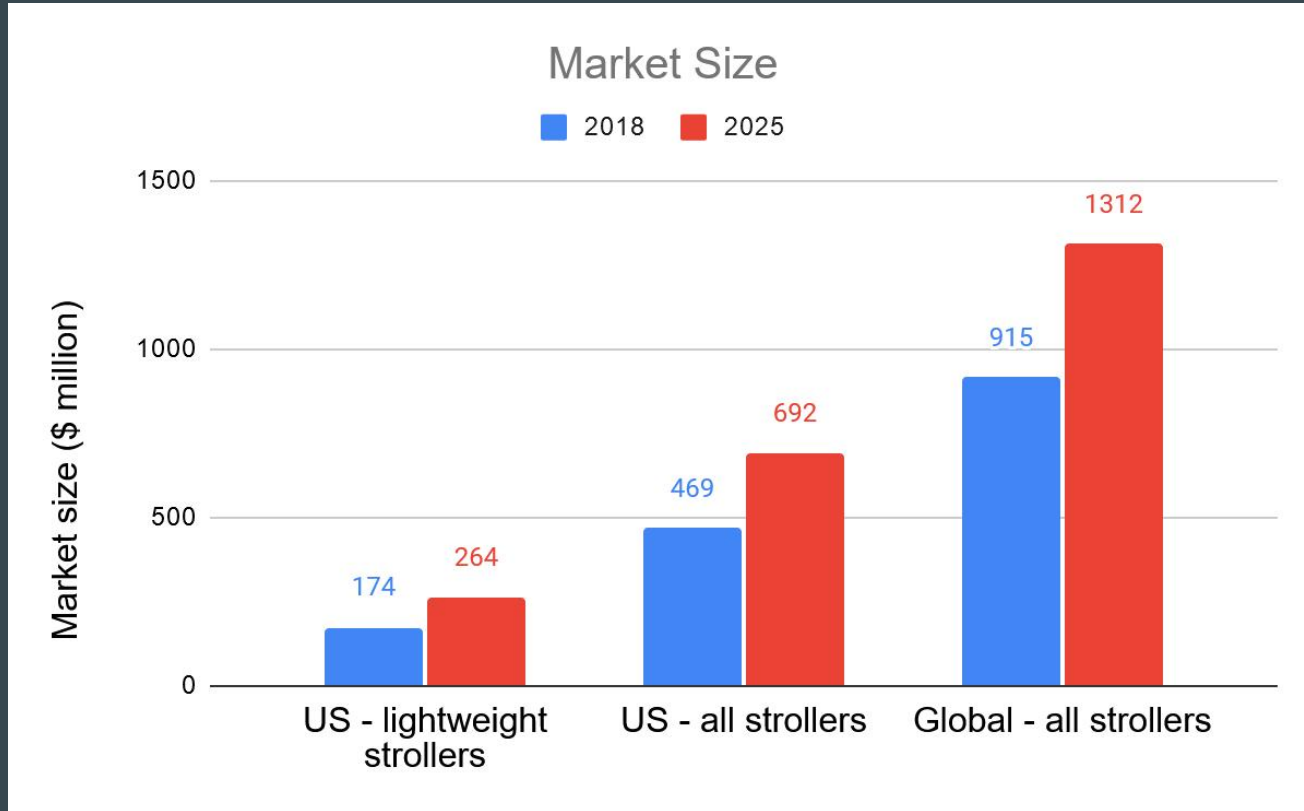
- Her son goes everywhere with her (museum day trips to visiting friends)
- Public transit is her main mode of transportation
- Always carries too many things

Needs:

- To cause others less inconvenience
 - To take up less space on crowded public transit
 - To be able to get on and off crowded public transit without requiring others to move
- To be able to go up and down stairs easier with her son and stroller
- To keep a close eye on her son (“He’s a runner!”)



Total Addressable Market



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- 2018 TAM for US lightweight stroller segment was \$174 million, and overall potential TAM is global stroller market of ~\$915 million
- Overall stroller market expected to grow at CAGR of about 6% both in the US and globally
- Driving factors for growth in TAM, especially for lightweight strollers
 - Increasing urbanization
 - Rising number of women in the workforce and overall busier lifestyles
 - Growing need and preference for convenience among young parents
- Opportunity to improve on the lightweight stroller (shift consumer choice) while taking advantage of overall growth in market and constant entry of new customers (i.e. new parents!)

Sources for TAM data

<https://market.us/report/baby-stroller-market/>

<https://www.statista.com/statistics/1017804/baby-stroller-market-size-us/>

<https://www-statista-com.libproxy.mit.edu/statistics/1055559/baby-stroller-market-size-us-by-type>

<https://www.researchandmarkets.com/reports/5125097/baby-strollers-market-forecasts-from-2020-to>