

Urban Families

improving urban mobility for parents with toddlers



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PMR Interviews

Marcella (grad families mailing list + WhatsApp)	Nili (grad families mailing list + WhatsApp)	Catherine (Avital's professor)
Stay at home mom Spouse is an MIT grad student Lives on campus 5 yo + 2.5 yo twins No car	MIT graduate student Spouse works full time Lives in Cambridge, MA 4 yo + 8 yo 1 car	MIT Professor Spouse works full time Lives in Waltham, MA 7 yo + 9 yo + 12 yo 2 cars
Manuel (Anubhav's friend)	Martin (Anubhav's friend)	Marissa (Avital's connection)
MIT graduate student Spouse is a babysitter in their building Lives on campus 4 week old baby No car	MIT graduate student Spouse works from home full time Lives on campus 2.5 yo No car	MIT staff Spouse works full time Lives in Brookline, MA 2 yo + 4 yo 1 car (only for 2 years)

PMR Insights

Public Transit

- Attitude in public transit is often counter-intuitive. Why does a bus driver tell a mother with three young kids to wait in the rain, but allows the healthy, young man on?
- Strollers take up a lot of space on public transit which makes parents feel like a nuisance.
- Navigating public transit with strollers and young kids includes a lot of trial and error - especially due to the lack of clear signage for accessibility.
- Kids often view public transit as an attraction - they enjoy holding the pole or looking out the window.

Ride and Car Sharing

- Installing a car seat in a Zipcar adds significant time to the start and end of each trip.
- Zipcars allow for more privacy and flexibility than public transit or Uber which can be limiting for long family trips and uncomfortable for diaper changing or crying babies.
- Ubering with a car seat is limited to private destinations as there is nowhere to store it otherwise.

Beachhead Market Selection

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

Why this market?

- PMR shows many pain points around stroller usage, caused by common factors of space and “not enough hands”
- Pain points seem “solveable” but market is underserved, therefore has business potential
- Segment large enough to access people for hypothesis testing

Team Process and Next Steps

PMR and BHM Selection Process

- Collaborative tasks - brainstorming different channels to procure interviewees, creating interview question list, sharing PMR insights, selecting BHM through individual votes and justifications
- Individual ownership - messaging each channel for interviewees, scheduling and conducting interviews

Next Steps

- Broaden PMR channels for interviews, but target people in BHM
- Explore stroller solutions in market and utilize reviews as means to better understand customer
- Develop end-user persona
- Conduct research on TAM of BHM, and customer journey of purchasing strollers
- Develop high level product spec of redesigned stroller