Urban Families

Improving urban mobility for parents with toddlers

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Brainstorm of market segments

- Parents with at least 1 kid who needs to be in a stroller or carried around
- Parents who primarily use subway/trains
- Parents who primarily use the bus
- Parents with 3+ young kids that can't all fit in an uberx/small car together
- Low income parents
- Single parent with 2+ kids
- Tourist parents with young kids
- Graduate students who are parents
- Far away from basic necessities e.g. groceries

- Parents who have children with disability
- Parents who have disabilities
- Parents who pick up their own kids from a crowd of people in front of school
- Families where 1 parent is the primary caregiver, kid(s) age less than 5
- Pregnant mother with at least 1 child already
- Parents who primarily use bikes
- High income parents
- Far away from transportation points

Narrowed list of potential market segments

Criteria

- Team interest
- PMR accessibility
- Extent of unmet needs
- Market size

Narrowed list (kids age < 5)

- Families where 1 parent is the primary caregiver
- Parents with 3+ young kids that can't all fit in an Uberx/small car together
- Low income parents
- Parents who live far away from public transportation points and basic necessities e.g. groceries
- Parents who primarily use public transportation
- Parents who have children with disabilities

Market segment matrix (first 3 rows)

Segment Name	Parents with 3+ young kids that can't all fit in an Uberx/small car together	Parents who have children with disabilities	Families where 1 parent is the primary caregiver
End User	Parents, Children	Parents, Children	Parent, Child/Children
Benefit	Provides transportation access to a demographic for which many other options are not viable.	Offers equipment (wheelchair lift, rampways) for public transit, and trained conductor for guidance. Also wearable device may help.	Enables the solo caregiver the ability to conduct errands and experience the city with their child/children in a way that is safe and manageable.
Lead Customer	Large Families, MBTA	MBTA(policies of IDEA and IEP), School, Tech company	Stores (i.e. Grocery), MBTA, Caregiver, City of Boston

Market segment matrix (first 3 rows)

Segment Name	Parents who primarily use public transportation	Parents who live far away from public transportation points and basic necessities e.g. groceries	Low income parents
End User	Parent, Child/Children	Parent, Child/Children	Parents, Child/Children
Benefit	Enables safe, manageable, and affordable boarding and riding of public transit with young children	Constructs demand-responsive shared vehicle system, offers subsidy for parents with regular long-distance commute to public transit or living needs.	Provides reliable transportation and upward mobility options to struggling parents.
Lead Customer	MBTA, parent	MBTA, City of Boston, Tech company	MBTA, City of Boston