

## Process

Research

Concept Development

Prototypes

Evaluation

Final Product

The logo for Kidkin features a stylized icon of two slanted rectangular bars, one olive green and one lime green, followed by the word "kidkin" in a bold, teal, lowercase sans-serif font.

## Our Team

We are four ambitious and dedicated User Experience Design students improving their skills at SCAD. For 10 weeks we worked on our Studio 1 project in and out of class. The following is a summary a of our design process.

KIDKIN





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## Preliminary Target User

Our preliminary user group was Parents with 6-month-old to 2 years old babies.

In this age the babies are in a stage of rapid development of their physical abilities. They are becoming mobile and are developing speech. Awareness of people and their surroundings increases. They come into the age of separation anxiety and they begin to walk. With that they start to show independence and their personality starts to develop.



A big part of our Studio One project is a focus on emotions. We had to think of different ways we might target the emotional side of taking care of a baby. In order to understand the emotions involved in taking care of a little one we conducted intensive secondary research as well as interviews, questionnaire observation.

## e•mo•tion

### /ə'mōSH(ə)n/

*noun*

1. Instinctive or intuitive feeling as distinguished from reasoning or knowledge.

1.1 A strong feeling deriving from one's circumstances, mood, or relationships with others.



## Joy

Through our research we found different areas of joy that parents experience with their babies. The following is a list of the most dominate once.

Babies distinctive good smell, their skin and their giggling. Further, babies always grab everyone's attention. They are a point of conversation and increase the human interaction. Parents especially enjoyed teaching the baby the whole spectrum of emotions, languages and new skills. They enjoyed seeing them grow and learn. A common response was that every moment of brand new development brings a lot of excitement.

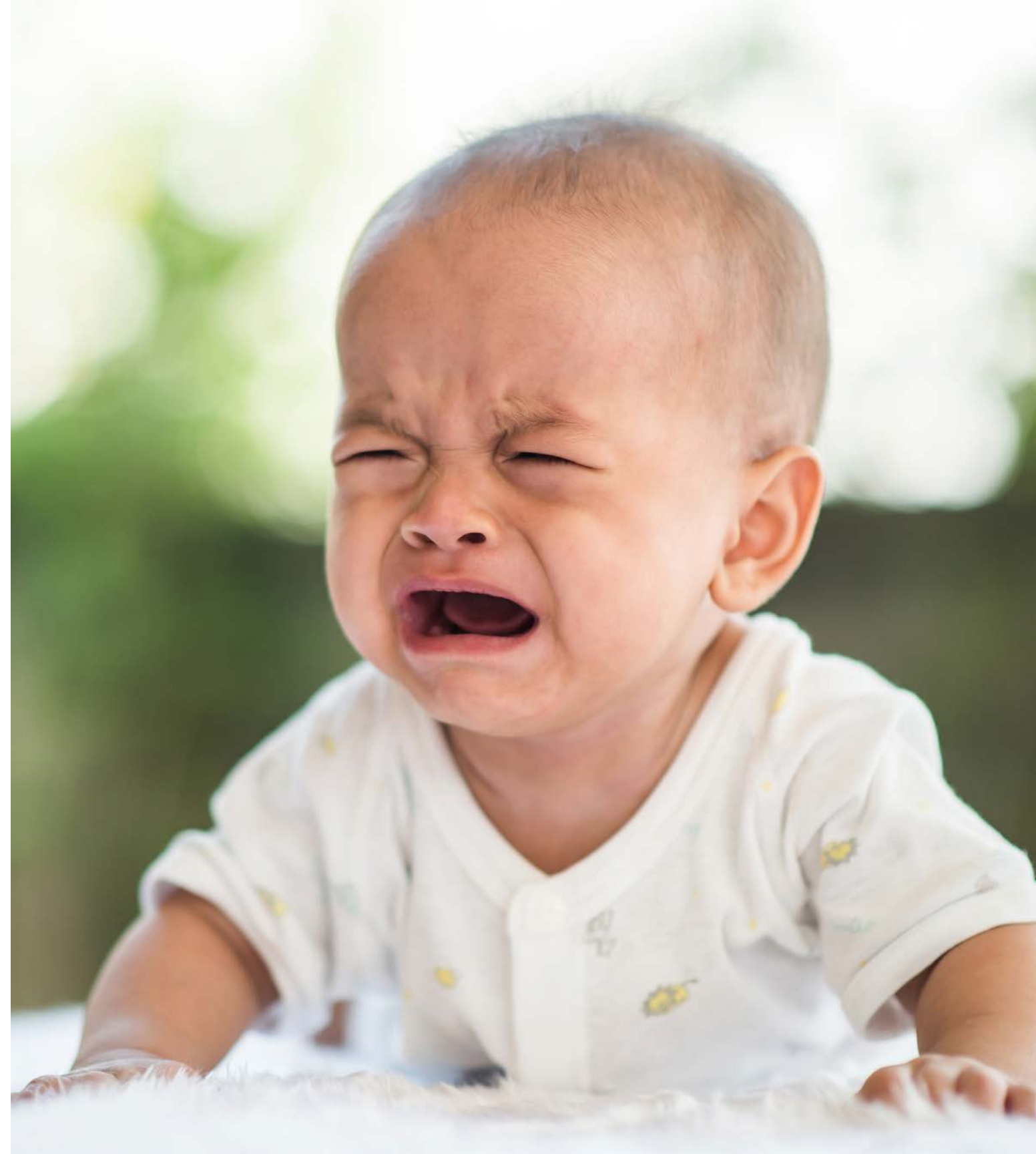


## Frustration

These are some of the common frustrations we found in our research with raising a baby.

There is a discouraging social understanding about having a baby. Traveling is often seen as very frustrating and when going by car parents have to stop often to comfort the kids. Caregivers often complain about the baby being cranky, having to take a lot of things with them and having to make sure everything is baby-proof. Further the loss of sleep, babies playing with food and escaping the crib and the act of changing the diapers are typical low points.

Other frustrations are commonly associated with not having enough alone time or time to meet with friends and do activities. Many parents also were frustrated about seeing their baby grow up too fast and worried about not remember everything. They often wished they recorded more moments.



## Worry

The general main topic for worry was the health and well being of the baby.

A lot of parents describe a constant anxiety and fear that something could happen to their baby. They worry about Suffocating, SIDS, Whooping Cough, General injuries, drowning, poisoning, sleeping with the baby in the same bed and distracted driving.



## Calm

We found that the calmness was a common emotion associated with babies especially in women.

Infants experience an automatic calming reaction when they are being carried and parents' oxytocin release when I am holding them, smell them, or having eye contact with them. A study found young babies carried by a walking mother were the most relaxed and soothed, compared with infants whose mothers sat in a chair and held them.

Babies have the innate ability to process music in a sophisticated manner which is why singing to babies is a universal way to calm babies down. A lot of parents even play music to babies in the womb so when they're born they can have a recognizable song to comfort them.



Based on our first research set we wanted to know even more about what to focus on and what kind of opportunity areas we might have. We did more secondary as well as primary research and based our questionnaires and interview questions on our preliminary research. We focused on different types of learning especially secondary languages.

## Research Methods

1. Competitive analysis
2. Interviews
3. Questionnaire (39 responses)
4. Observation
5. Shadowing
6. Affinitization



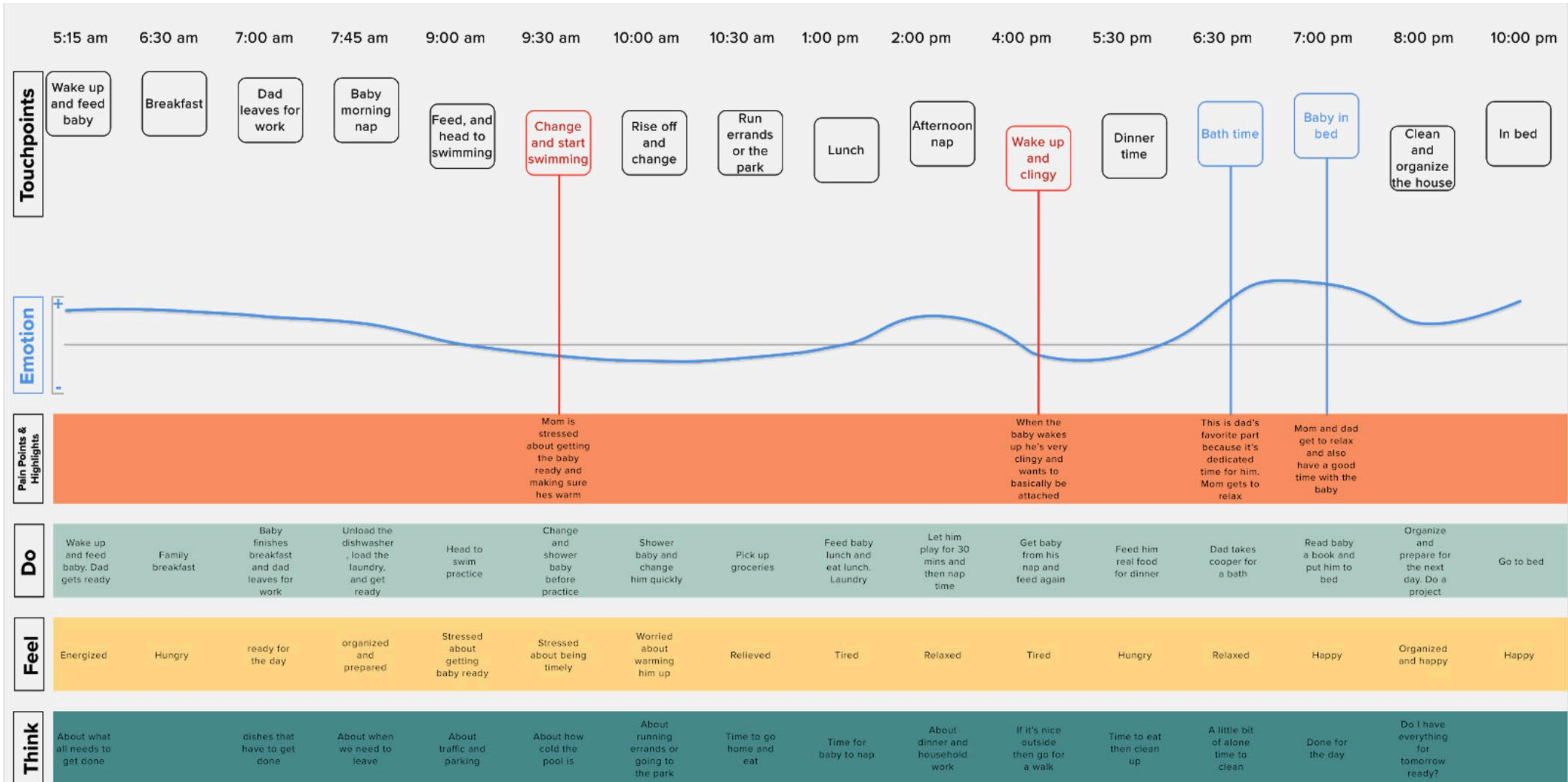
## Interviews

1. Erika Lindholm (6 kids, 1 infant),
2. Jason, Tom's neff
3. Steph's sister (3 Kids)
4. Emily (8 month old)
5. Ella (7 month)
6. Friends Sister (2 years old)
7. Alex (8 month old)
8. Matt's brother A (1 infant),
9. Matt's brother B (1 toddler)



# Daily User Journey Map

After our brief survey we wanted to get a in depth look into the everyday lives of parents. The first family we talked was a family with a 13 month old baby.



# Observation

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For the next family we had the opportunity to observe their night routine in person. We observed how the parents balanced work, family and alone time. It was here we saw how powerful storytime is.

Night Routine				
6pm	6:30-7:30pm	8 pm	9-12 pm	12-1 am
Cooking Dinner	Dinner	Baby Bedtime	Parent Unwind	Parent Night
No Time	Only Time to Talk	Bathtime – Lots of toys	Watch TV and have a glass of wine.	Stay up late because it’s the only time to not have anxiety surrounding watching baby.
Hands Free – Pre prepped food is the best option	Favorite Time to Catch up and review the day	Relatively quick – baby crib is next to parents.	Catch up on emails	

# Competitor Analysis



Fisher-Price Dance & Groove Rockit  
**\$30.40**

Learning content changes as your baby grows with Smart Stages 100+ songs, sounds, and phrases teach the alphabet, numbers, shapes, colors, Spanish, and more.



Smart Bear Fisher Price  
**\$59.90**

An interactive learning friend with all the brains of a computer, without the screen. The more your child plays with Smart Toy, the more this remarkable furry friend adapts to create personalized adventures the two of them will love! Sounds like the start of a true friendship— one that will help your child grow socially and emotionally, too.



CogniToys Dino - Kids Cognitive Electronic Learning Toy  
**\$46.40**

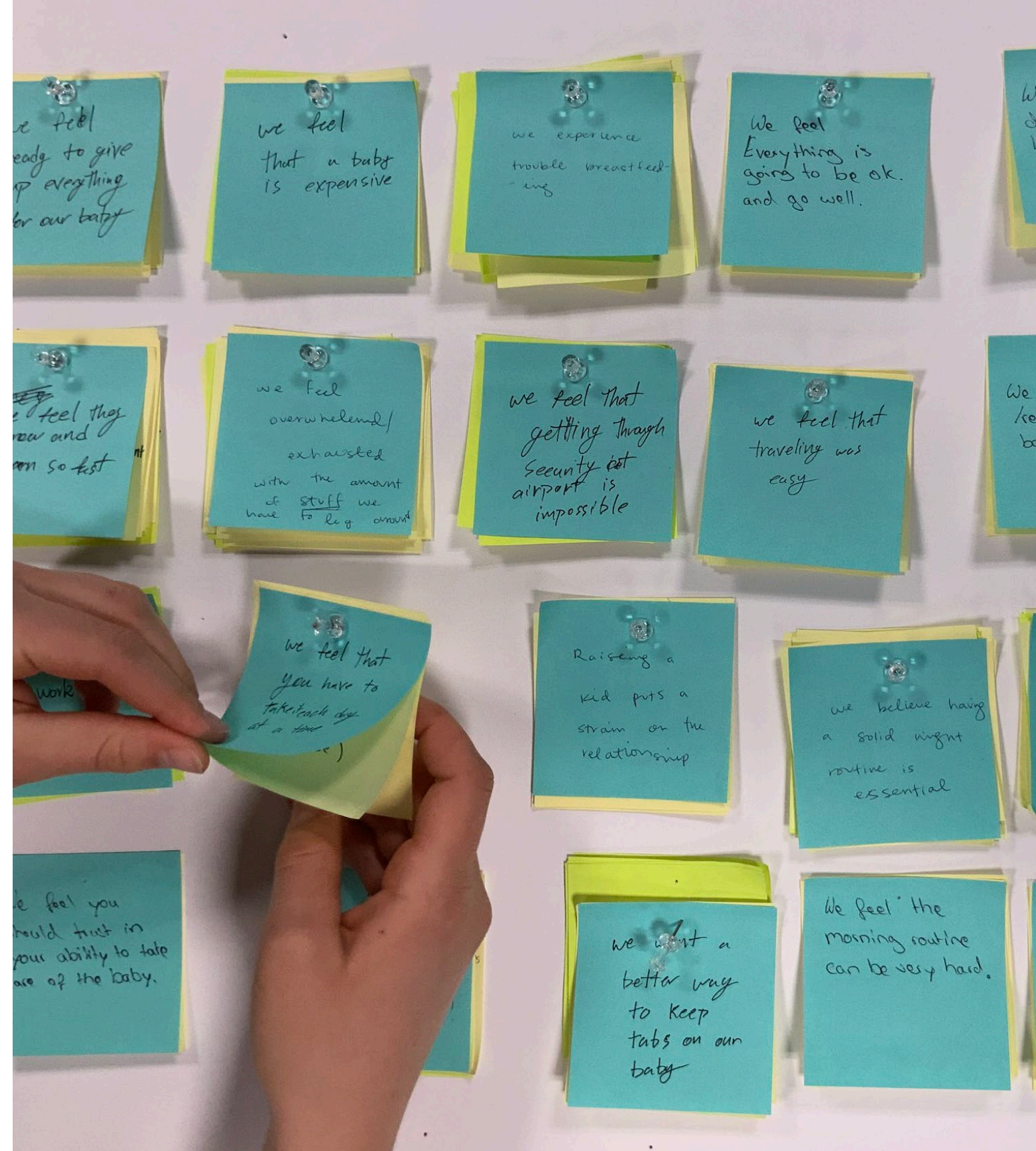
Wi-Fi enabled, cloud based educational smart toy. Uses speech recognition, remembers information a child shares to help enrich learning and future conversations that is age appropriate Educational topics include spelling, vocabulary, math. Dino's belly button for fun, laughs, learning and friendship!



## Affinitization

Through our questionnaire and interviews we were able to generate a sizable amount of raw data that we proceeded to digest through the process of affinitization

Our raw data consumed about 217 yellow sticky notes. By the end of the process we were down to only 13 key areas of opportunity.



## Opportunity Areas

Through the insights from the questionnaire and interviews we were able to determine opportunity areas. The bold ones were the once we decided to focus while developing a concept.

- 1. Happiness through interaction**
2. Babies are unpredictable
- 3. Importance of support**
- 4. Time is always short**
- 5. The parental bond is powerful**
- 6. Carefree alone time**
- 7. Unique parenting styles**
8. Traveling is frustrating
- 9. Cherishing moments**
10. Stress comes with having a baby
- 11. Development through language**
12. Sleeping problems
13. Nurse and feeding is frustrating
- 14. Pride through child development**



## Sara Persona

Sara is 34 years old. She is married to Mateo who is 32 and together with him they have a 6 month old son Daniel. They live in Dallas, Texas.

Sara comes from the US and only speaks English. Her husband Mateo however speaks English and Spanish fluently. Sara wants her son Daniel to learn both English and Spanish.

Sara wants to learn Spanish so that she will understand when her husband and her son are speaking and she is worried that just the dad speaking Spanish with Daniel will not be enough to teach it to Daniel fully.



## Sara Persona

### Questions

1. How can I learn a language so I can cherish even more moments with my partner and child?
2. How can I get further support from others in taking care of Daniel?
3. How can I make travel easier and occupy my child while traveling?

### Goals

1. Learn Spanish
2. Raise Daniel bilingual
3. I want to cherish and remember all the moments I have with Daniel and Mateo.



## Victor Persona

Victor dating and living together with Alexandra in Miami, Florida and together they have two identical twins Phil and Luc who are 8 month old.

Victor and Alexandra own a dentist practice and right now he is in maternity leave. Once their sons turn 14 month he wants to go back to work again while Phil and Luc are in a daycare.

Both Victor and his partner Alexandra only speak English, but they would love their sons to grow up with a additional language.



## Victor Persona

### Questions

1. How can I teach my sons another language even though me and Alexandra both only speak English?
2. How can I interact even more with my sons and cherish those moments?
3. How can I lessen sleeping problems?

### Goals

1. I want to teach Phil and Luc an additional language.
2. I want to be there for my sons and give them all opportunities.
3. I want to feel good and get more rest.



## Lily Persona

Lily is a single mother who lives together with her daughter Adele in France. She speaks both French and English fluently however speaks French with her baby.

Adele is 13 month old and goes to a daycare while Lily works as a nurse. Lily loves to spend time with her daughter and takes pride in her development. She sometimes struggles with the unpredictability of having a baby . Her family does not live close by so sometimes it is stressful having a child without anyone helping to take care of it. She wishes she could have some more carefree alone time.



## Lily Persona

### Questions

1. How can I teach Adele English?
2. How can I give my daughter all opportunities she deserves?
3. How can I keep on developing on my own and have some alone time?

### Goals

1. I want to give Adele all opportunities..
2. I want to raise Adele bilingual even though I raise her on my own.
3. I want to keep on learning and developing my own skills.



## 2-axis Idea Chart

### Top preliminary ideas:

#### 1. Connected book storytelling

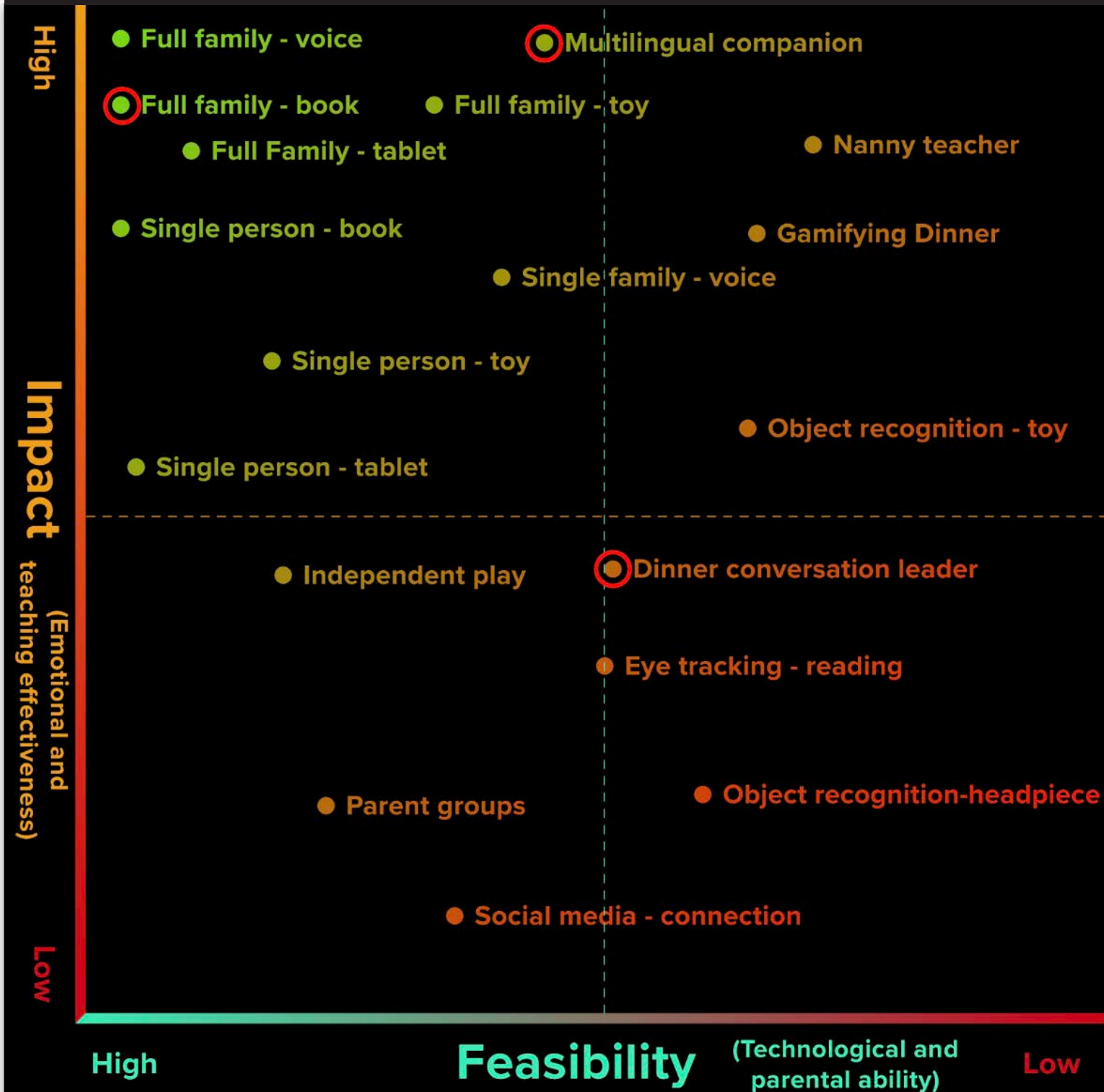
- A physical book with family stories translated
- Integrated app connectivity

#### 2. Multilingual companion

- Conversational
- Object recognition

#### 3. Dinner conversation leader

- Table top device to help direct dinner conversation and facilitate second language learning



## Connected book storytelling

Program is started 3 months before birth of the child with a questionnaire sent to family members including but not limited to Mother, Father, Grandfather, Uncle, and cousin.

The stories are translated into the target language and printed into a physical book. Printed in the corners of the pages is icons that can be scanned to reveal more information about the story.

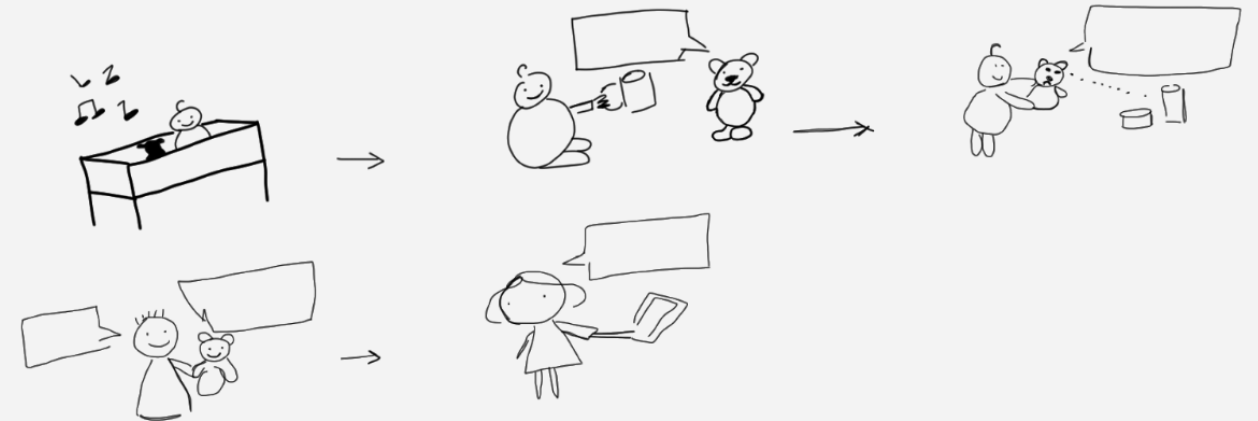


## Multilingual companion

The multilingual companion is supposed to be like a friend to the child that speaks in a different language and evolves with the child.

During the first month the companion would sing and relax the baby. Once the baby gets to a age in which it starts to recognize words and start to speak the companion start to talk with the baby and explain different objects.

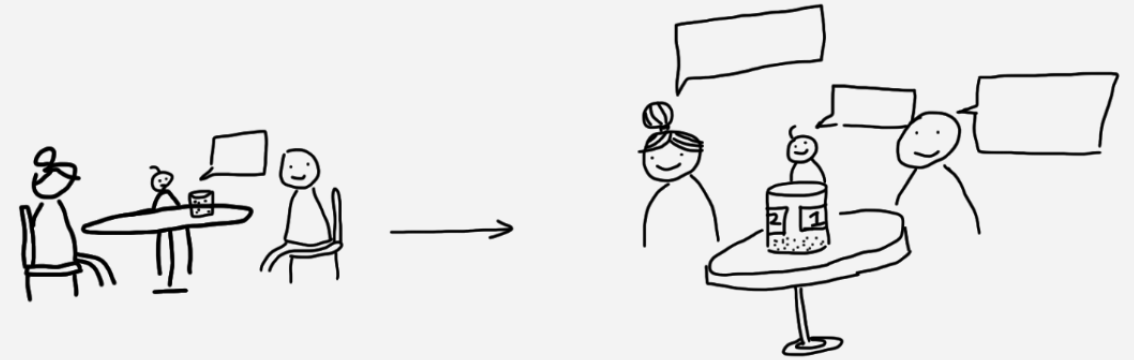
The companion is linked to an app on the parents phone. That way the parents can decide on talking topics or activities.



## Dinner conversation speaker

Dinner is often the only time a family can sit down and talk all together. It is an opportunity for the family to practice conversation in another language.

The dinner conversation speaker teaches a new set of vocabulary words every night and helps facilitate conversation. It is a way to slowly introduce a language to all the family members while they're in the same space.



## Research based our on concepts

After we developed our three main concept ideas we decided to do further research especially on the storybook idea. We conducted another round of interviews as well as a questionnaire that got 52 answers.

### Highlight Quotes

“Great idea! I want him to have a sense of where he came from and of who helped shape him. Solid way for him to get to know people he may only get to see occasionally.”

“Helps instill strong sense of identity and healthy pride.”

“Children develop a love of learning so early. Sharing words is the basis of education.”

“To have quality time with child & to show pictures & that what you are saying is words”

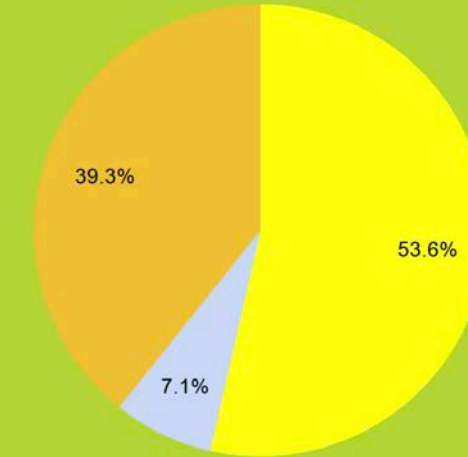


## Key Insights

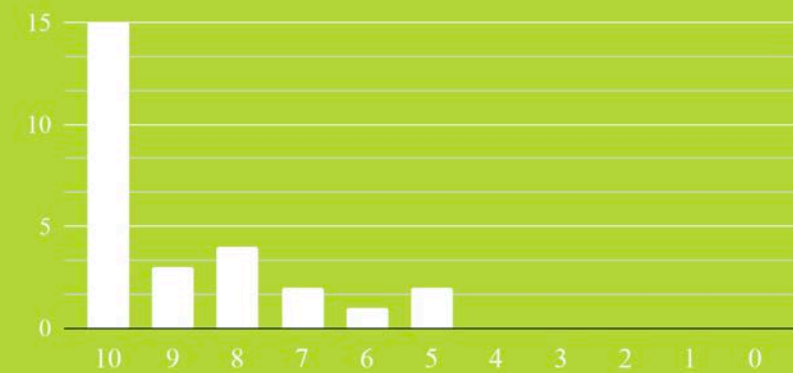
1. People are interested in telling their children about their family history.
2. Story time happens at least five times a week, and up to twice a day.
3. Story time lasts anywhere from 10 to 25 minutes, enough time for a short story.

Would you like to tell your baby about your family during story time?

Yes No Maybe



Importance of educational story



## New Target Users

We changed our target user group to parents with 6-month-old to 2 years old babies to now parents with children between ages of 6 months to 3 years old

We decided to go with the storytelling book and wanted to develop a product that would follow the children from the earliest story telling moments to the development of speech and character.

Further **we decided to eliminate the language learning aspect** and fully focus on developing a book that tells private family stories and uses the calming storytelling moments in the day to teach valuable knowledge about the family.



## Main Competitors

### 1. Put Me In Storybook

A preset story where you can change the names of the characters. Options to also add photos on the last page.

### 2. Wonderbly

An interactive customizable book where kids can find their characters, similar to “Where’s Waldo”

### 3. Storyworth

A service that collects stories and creates a custom biography based on the answers to the prompt.



## New Persona: Lana

Lana is a 35 year old mother of three year old Diana. Lana's parents live in Haiti and aren't able to visit often. She would love a way for her daughter to be familiar with her family's history.

One Lana's favorite moments of the day is story-time with her daughter, right before Diana goes to bed.



# Opportunity Statement

People cherish story-time and also love sharing family history. How might we combine these experiences to make the most of the precious time they have.

# Solution Statement

Create a platform that allows families to easily create a storybook based on their own stories. Providing a meaningful way for children to learn about loved ones.

# Storyboard



## 1. Baby-shower

The whole family and many friends have come together to celebrate Lana, the soon to be mom.



## 2. Gift

Lana's brother Justin gives her a presents. It is the KidKin product! A personal childrensbook that tells family stories.



## 3. Invite Contributors

Excited about the gift Lana quickly invites all the people that she wants to include in her storybook.



## 4. Content creation

Grandpa Q just as the other family members and friends are happily sharing their most important stories.



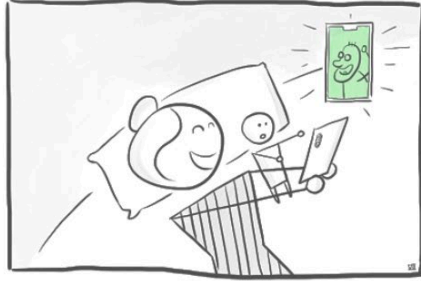
## 5. Preview Book

Lana looks through all the fascinating stories that have been collected and decides which ones she wants to have in the book.



## 6. Book ordered

Lana had her little baby. It is a girl and she is healthy and beautiful.



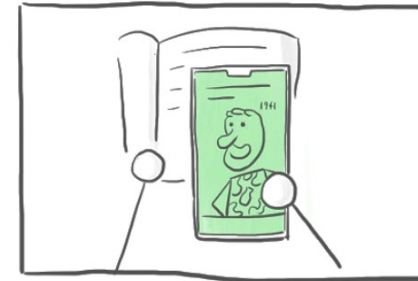
## 7. Night time video

The book arrived and Lana is enjoying storymoments with her daughter. They see that grandpa sent a nighttime video message.



## 8. Story-time

Lana reads her baby a story about how grandpa met grandma.



## 9. AR

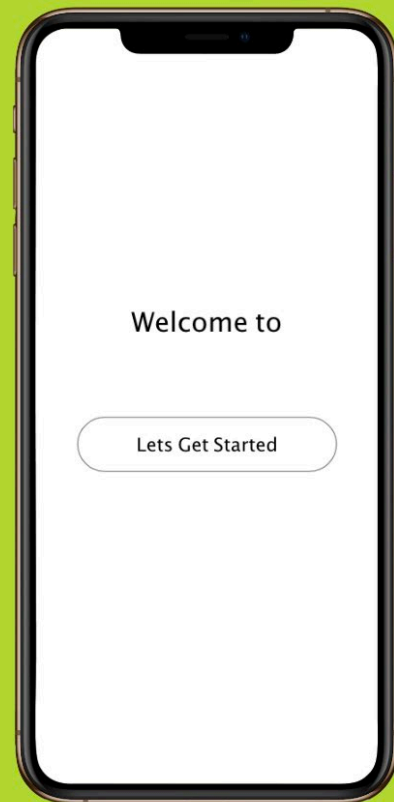
Lana wants some more information about how her parents met and decides to look at the images grandpa uploaded.



## 10. AR

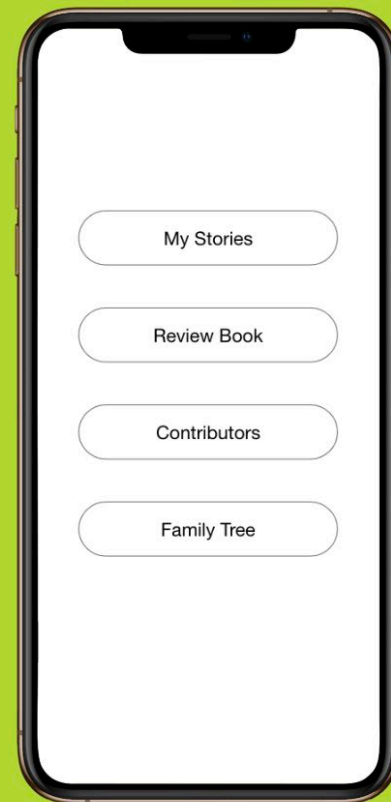
The baby falls asleep and Lana is relieved and happy to know that her daughter will grow up with a close relationship to her family.

# LoFi Wire-frames - On Boarding



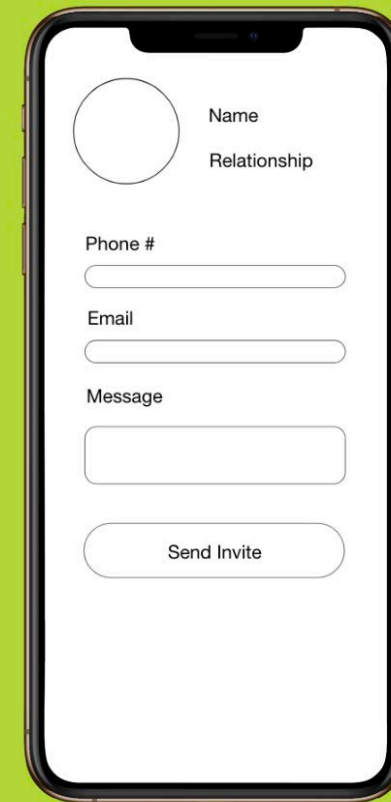
## Instructions

Short optional swipe through summary on how the KidKin product works.



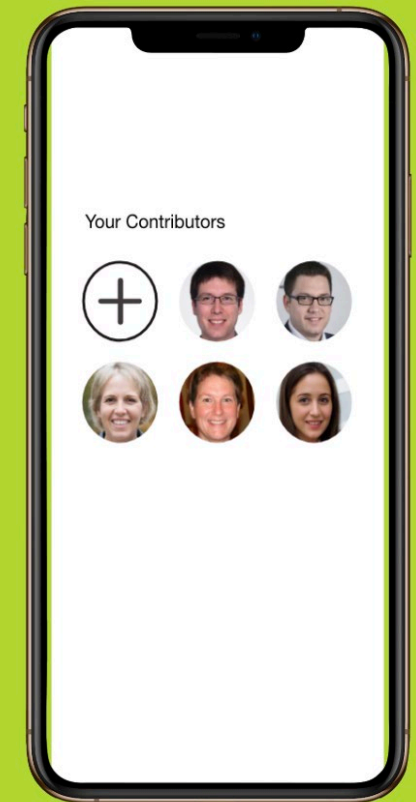
## Homepage

From here the user has the option to go to all the different areas of the app.



## Add Contributors

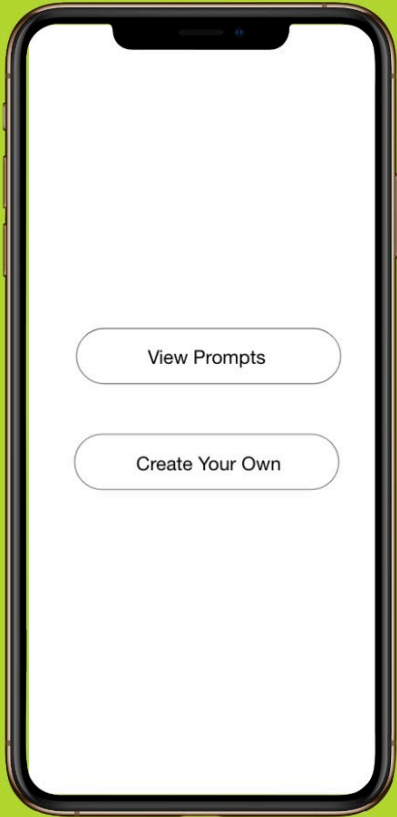
The parent can decide who they want to add to tell stories.



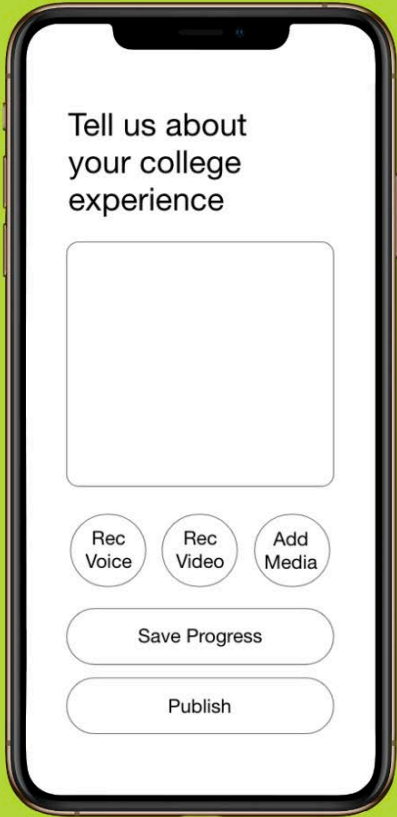
## View Contributors

A broad overview over who is able to add stories, videos and other content.

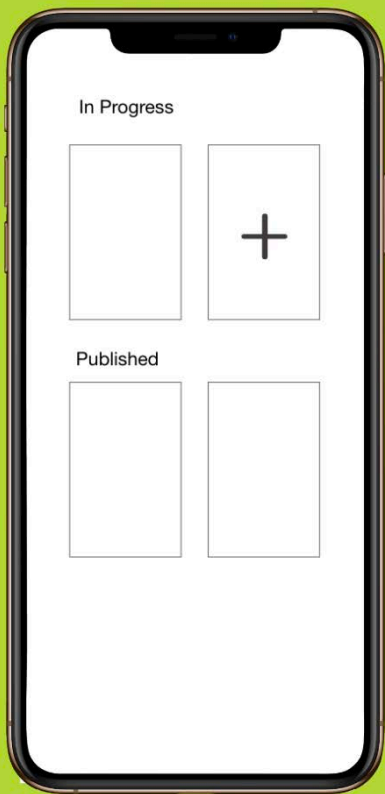
# LoFi Wire-frames - Story Entry



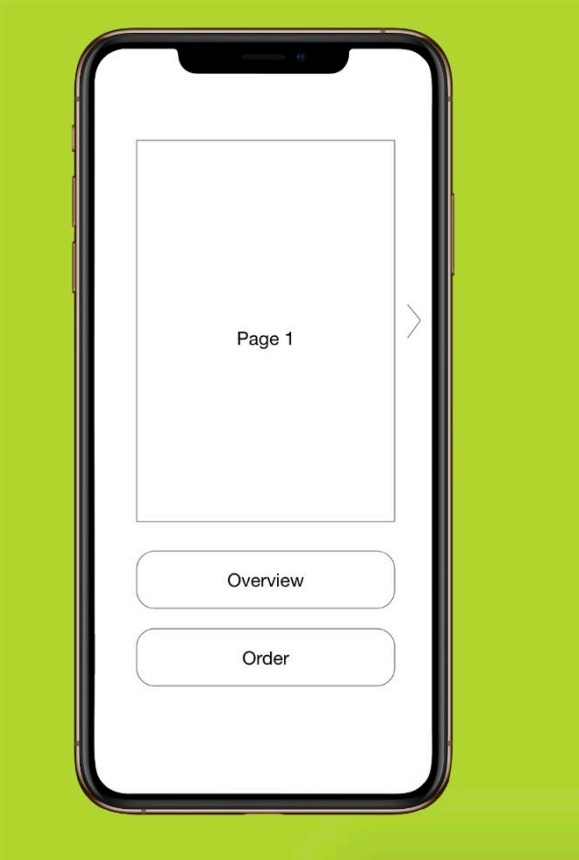
**Prompt Options**  
The user has the choice to either tell their own individual story or tell their story by answering a given question.



**Add Content**  
The user can write the story in text format and add information by recording their voice, taking a video or adding pictures.



**View Progress**  
The user can see their work in progress as well as all contributors published stories.

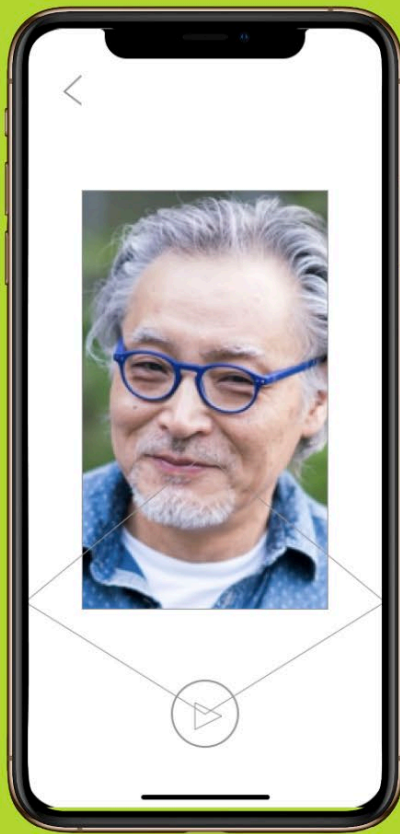


**Preview Book**  
The curator can look at a mock-up of the book before ordering it.

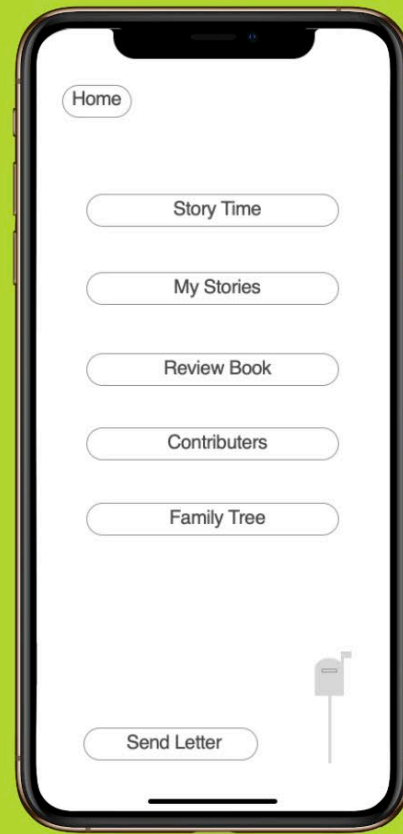
# LoFi Wireframes - Storytime



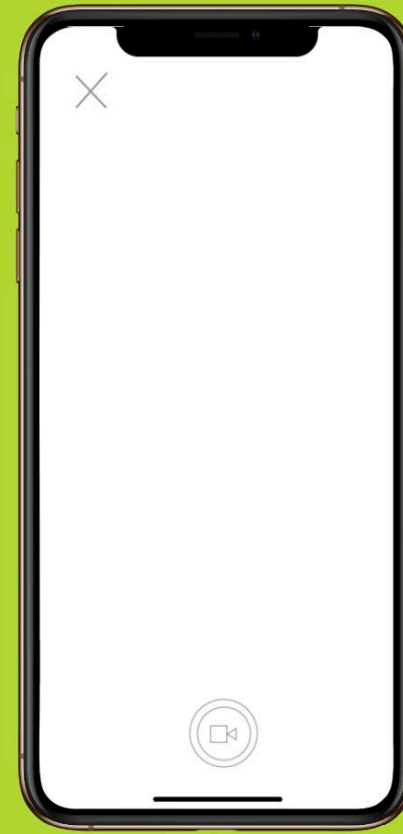
**AR Home Screen**  
The landing page when opening the app. The user can go with the phone over the book and see AR features.



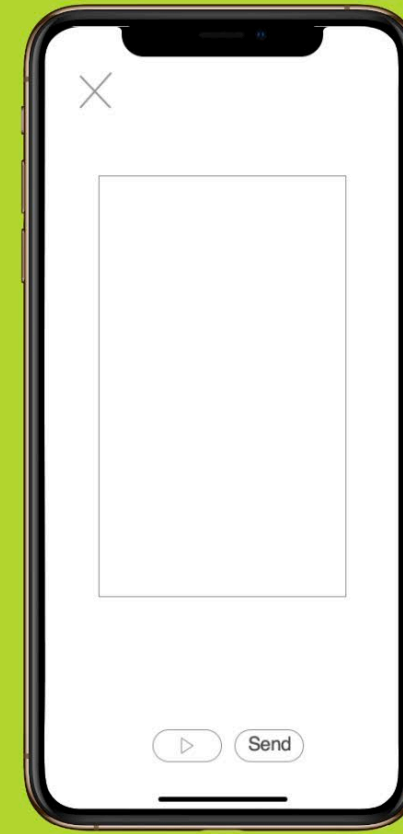
**Receive a Letter**  
The user can open and play the little video letter.



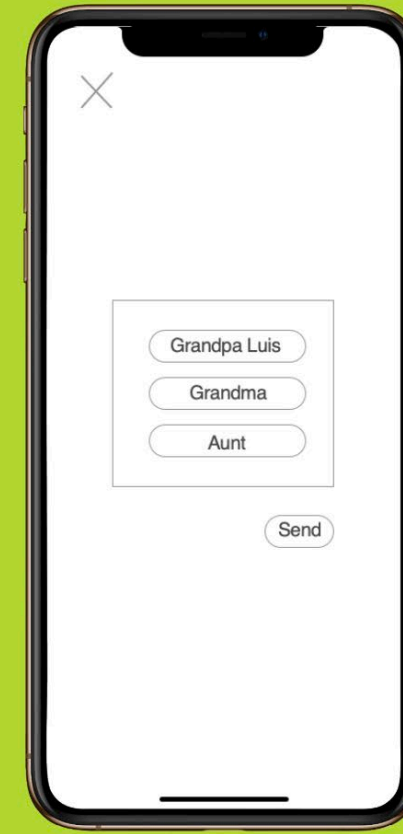
**Home**  
The homepage with all the different options.



**Send Letter**  
The user can record themselves for a few seconds to send the video letter.



**Replay Letter**  
Replay or send.



**Select reciver**  
The user can choose who they want to send the video letter to.

## AR Function

A part of our concept is to display addition information such as video and voice memos, as well as additional text informations, pictures and moving illustrations in AR on the phone when holding it over the book.

Through our research we knew that some families do not wish their children to interact with screens which is why we decided to make the AR function purely optional. The book can be read seamlessly without any AR function.



## User Testing Physical Prototype

We tested 7 different physical prototypes that embodies different sizes and layouts.

We found out that a smaller (8"x8"), squarer book was the most comfortable to hold. Further we wanted to know if users would like a integrated AR section. The responses were against the integrated AR section. "It feels odd to see the AR addition when just reading the book."

Two testers said that they wanted the illustrations to dominate the pages. They said that in a childrensbook the illustrations should be the main focus.

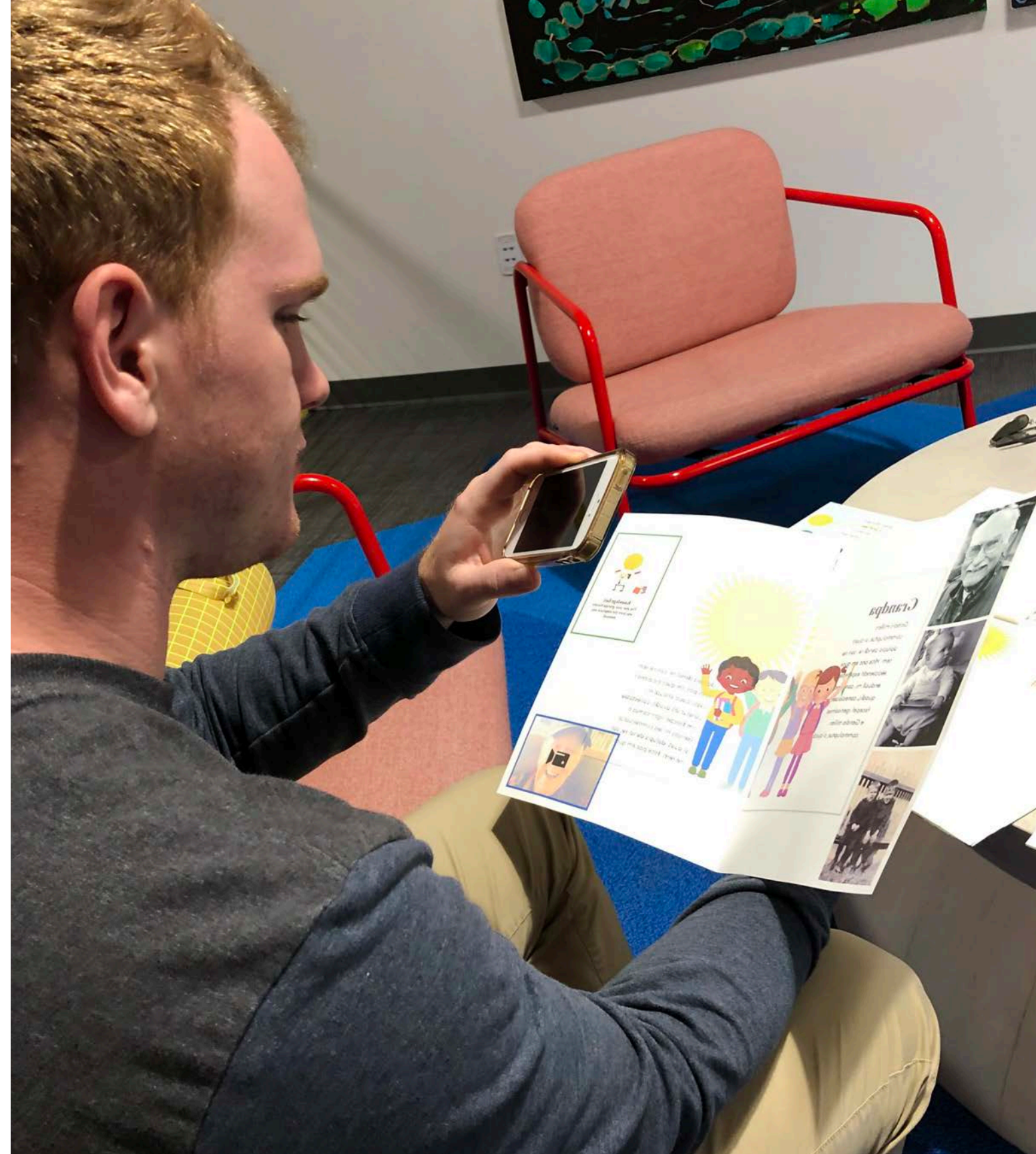


## User Testing AR Function

During the user testing we wanted to see whether users preferred to see the AR extend off the pages or be limited to the page or even a specific section within the page. Further we wanted to know if they would like to see the AR be visually content with the story content (lines etc.)

Through the testing we found that users enjoyed the AR which went beyond the page borders and they did not feel the need to have the AR content connected through lines with the content in the book. Most of them agreed with the idea of the AR being an optional addition and not a requirement. One tester said that having to hold the phone to show the AR would be annoying.

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## User Testing Wireframes

While testing our wireframes we asked all our testers to use the think-aloud technique. For the evaluation we used both UX experts and novius usres.

We however found that we got more valuable information from the UX experts. We found that in order to get better feedback from novius usres we had to increase the fidelity of our wireframes.

Most of our content feedback was based on our differentiation from curator and contributor. One tester advised us to change the app in a way that everyone can see the stories not just the curator. “You’re already telling stories, so sharing stories about your family fits in nicely.”

Further we learned that users wanted direct information on how their contribution helps craete the book.

From the two novice users we tested we got a lot of feedback about the fidelity of the wireframes which was not as useful.



## Logo Development

KidKin stands for and kin means family. We created a variety of logos and tried to tie in the ideas of love and reading together.

We opted for the logo in the top left because it was simple and whimsical. It represents the idea of children leaning on and being supported by their parents and their family history.



## Illustration and Layout Development

We decided on a modular, geometric layout to make it as simple as possible to personalize. By using shapes that were easy to combine, it makes the process more practical and usable in all situations.

From the business standpoint, it also lessens the cost because it requires less man hours to create custom stickers. It also is kid friendly design!





## Falling Rocks

### A Story from Grandma

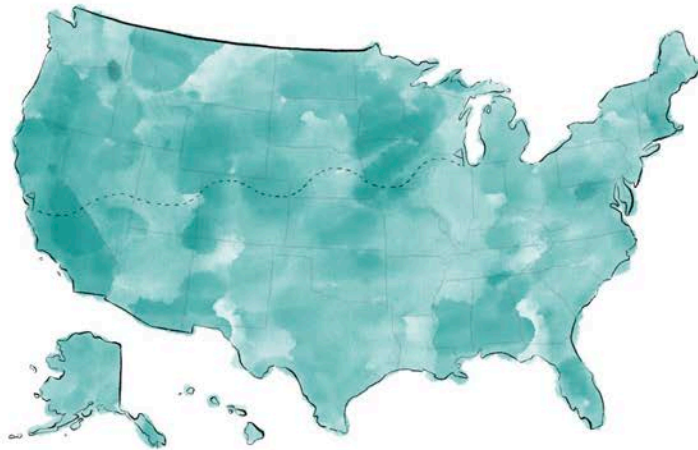
The spring of my sophomore year in high school I learned my family would be moving from Mt Prospect, Illinois, which is a suburb of Chicago, to Saratoga, California which is a small town in the foothills south of San Francisco near San Jose.

I was not a happy camper. I liked where we lived. I was happy at Prospect High School. I was a "Rhythmette". I had tried out, survived three cuts and had earned a place on the school drill team.

My bad attitude did not change reality. The end of the school year came. The moving van was packed. We loaded up our cars and headed west. My family included me, my mother and father, my three sisters and our schnauzer- Heidi. We owned two vehicles, a Ford Maverick, a small 2 door car and a monster of a car called the Buick Electra 225.



Being a "Rythie" at Prospect was a big deal. I didn't want to move. Additionally, In the coming summer I was turning 15. Turning 15 meant I could get my learners permit, take driver education and learn to drive a car.



The space between the rock and the edge of the road was just big enough for the Buick to fit through but the edge of the road dropped off straight down to the valley below. My mother was terrified. With lots of guidance and reassurance from the small crowd of people gathered my mother drove the Buick with my sisters inside slowly around the rock and then down the road into Aspen.

After this suprising experience, our family joke became Oh Look Mom – "falling rocks!"

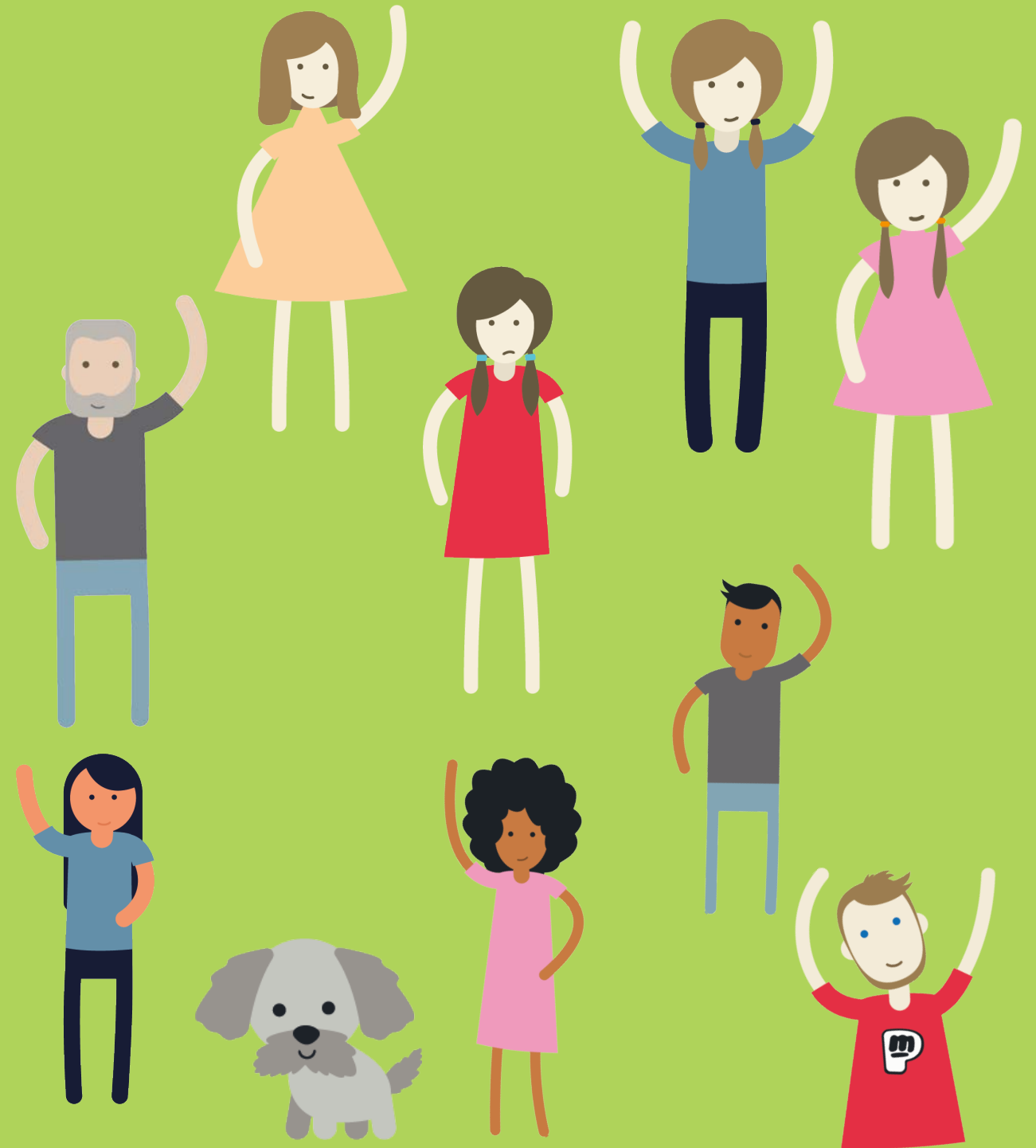


## Character Illustration

Our goal is to allow every book to have personalised illustrations. We wanted to allow the users to customize their own characters, a bit like bitmoji's so that they better represent that person.

We went with a simple geometric style to make it more customizable. People can change hair and skin color to match themselves.

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## Environment Illustration

In order to allow users to customize their own illustrations we decided to go with a sticker system where the users could build their own illustration through putting together different illustration “stickers”

These illustration stickers are mainly built out of geometric shapes so that they easily can be added together.



## Vision Video

For the shoot of our vision video we printed and binded a mock-up of the storybook as well as created prototypes of Hi-Fi screens.

We used a mom and her daughter, who we knew from the prior interviews as our protagonists.

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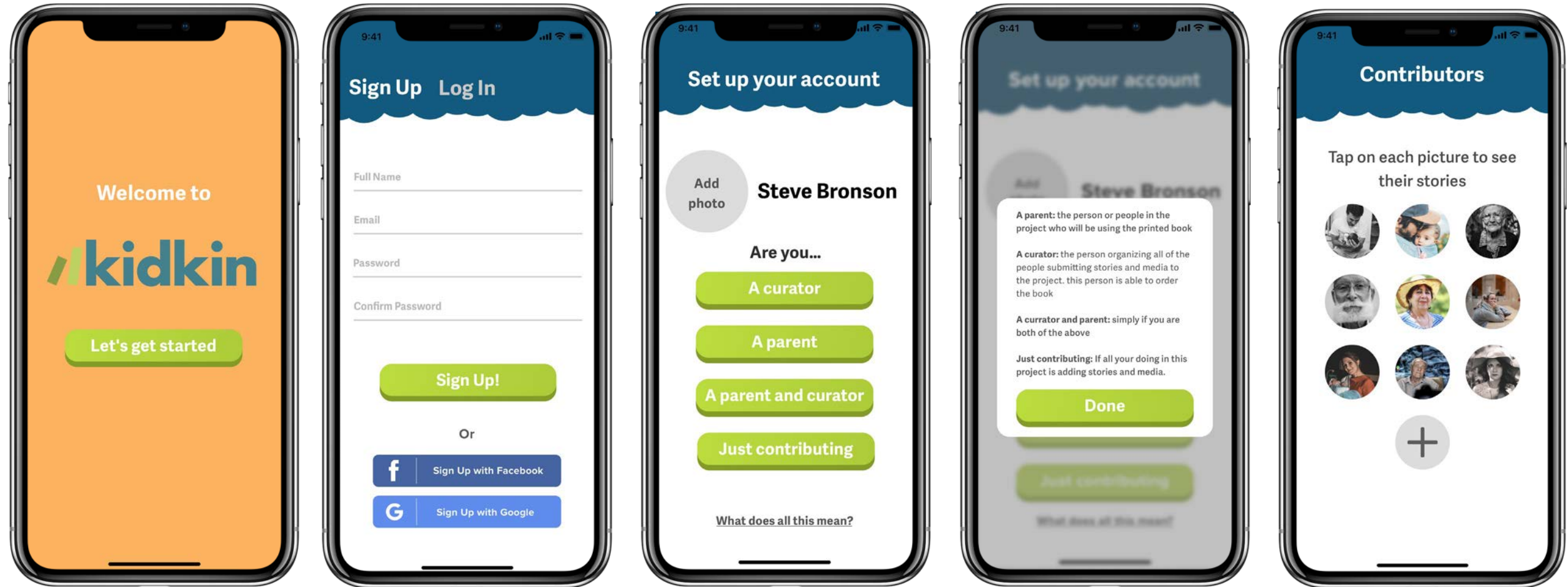
## Initial App Design

The app is separated into up to three sections for the parent, curator, and contributor. Each allows a varying amount of access to the project.

We started off using Adelle Sans throughout the app because it is a humanist sans serif font. The large green buttons added to the interaction design to increase the movement and interactivity of the interface.

The cloud header and the childish illustrations add to the over all child oriented style of the app.



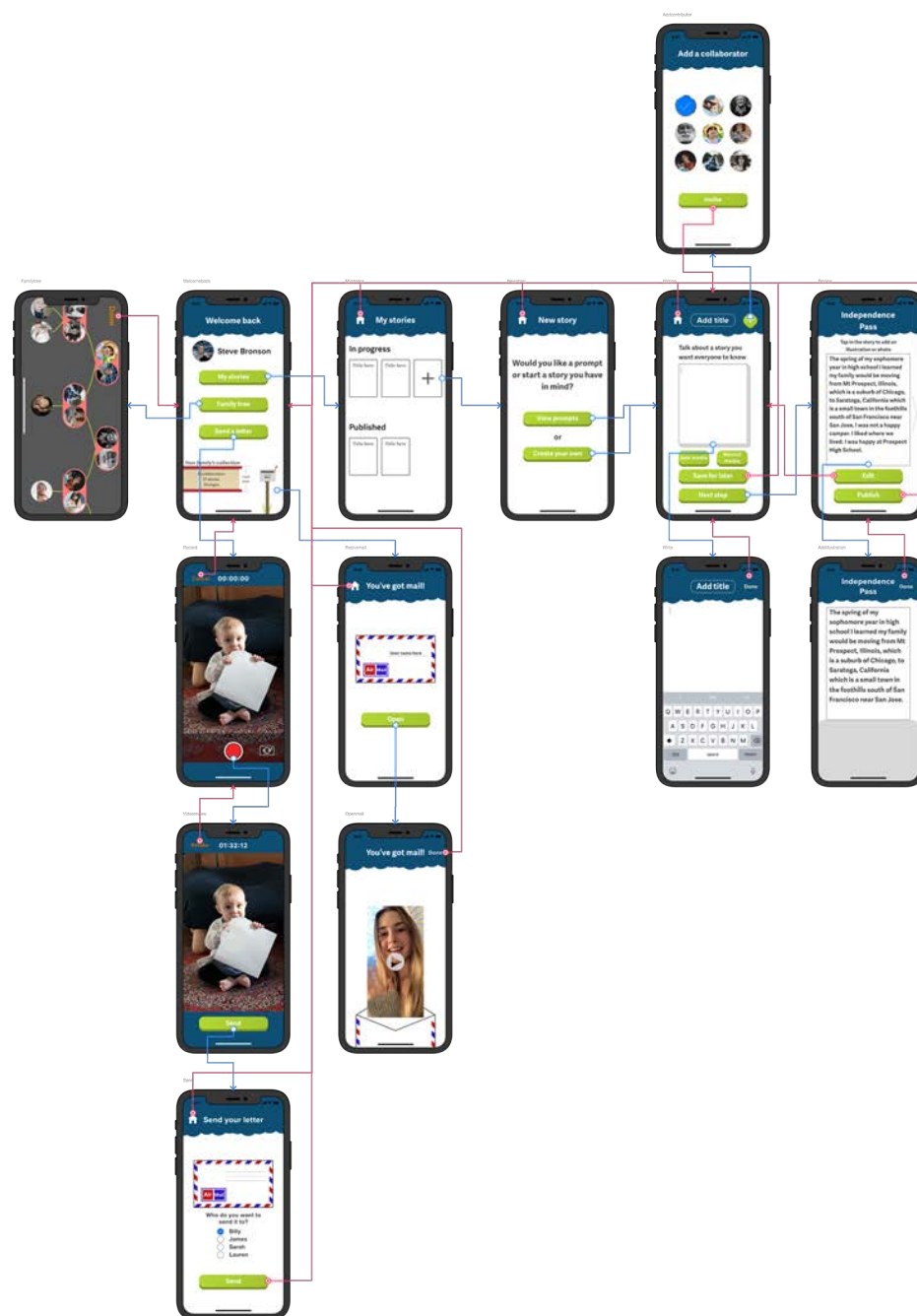


Parent



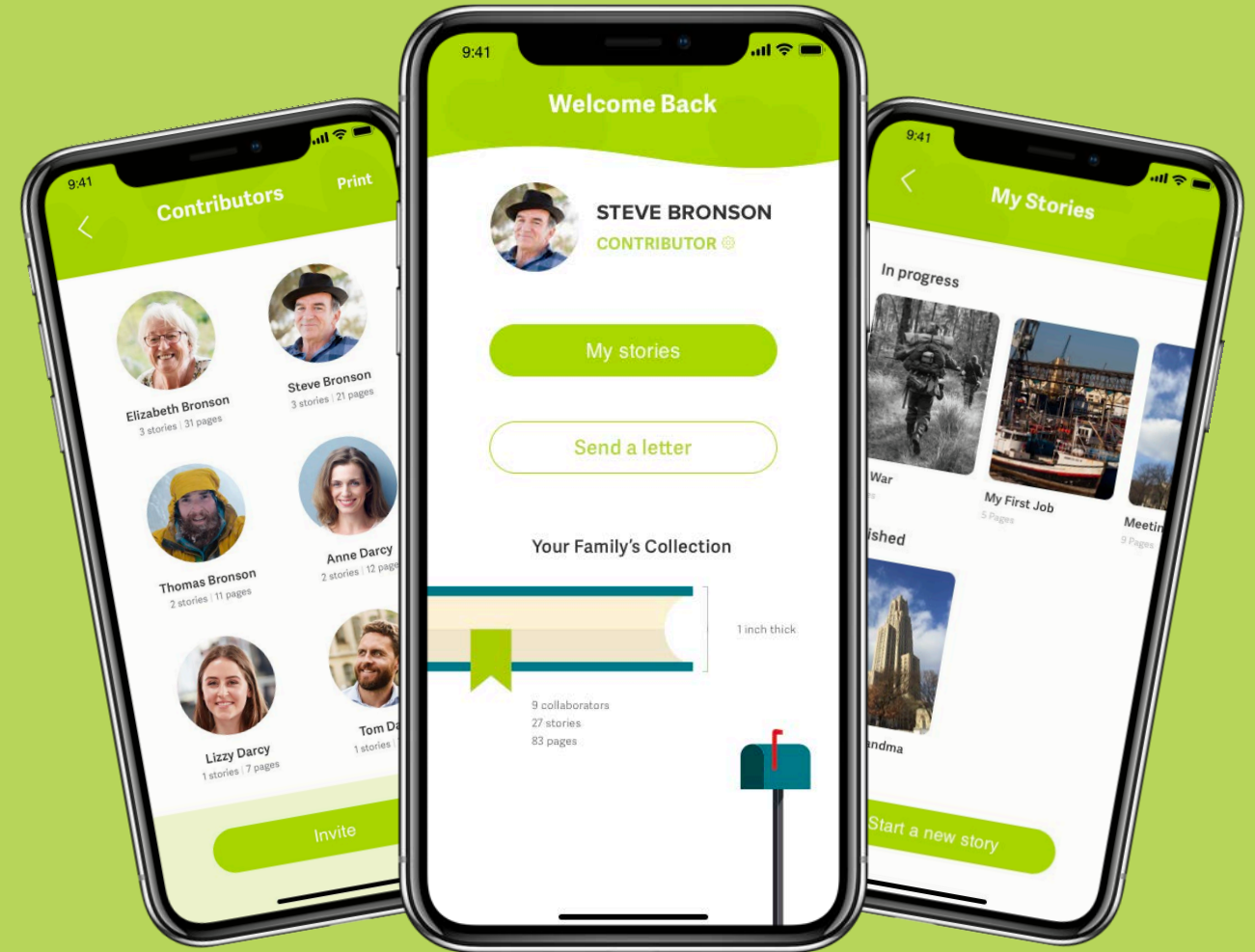
Curator



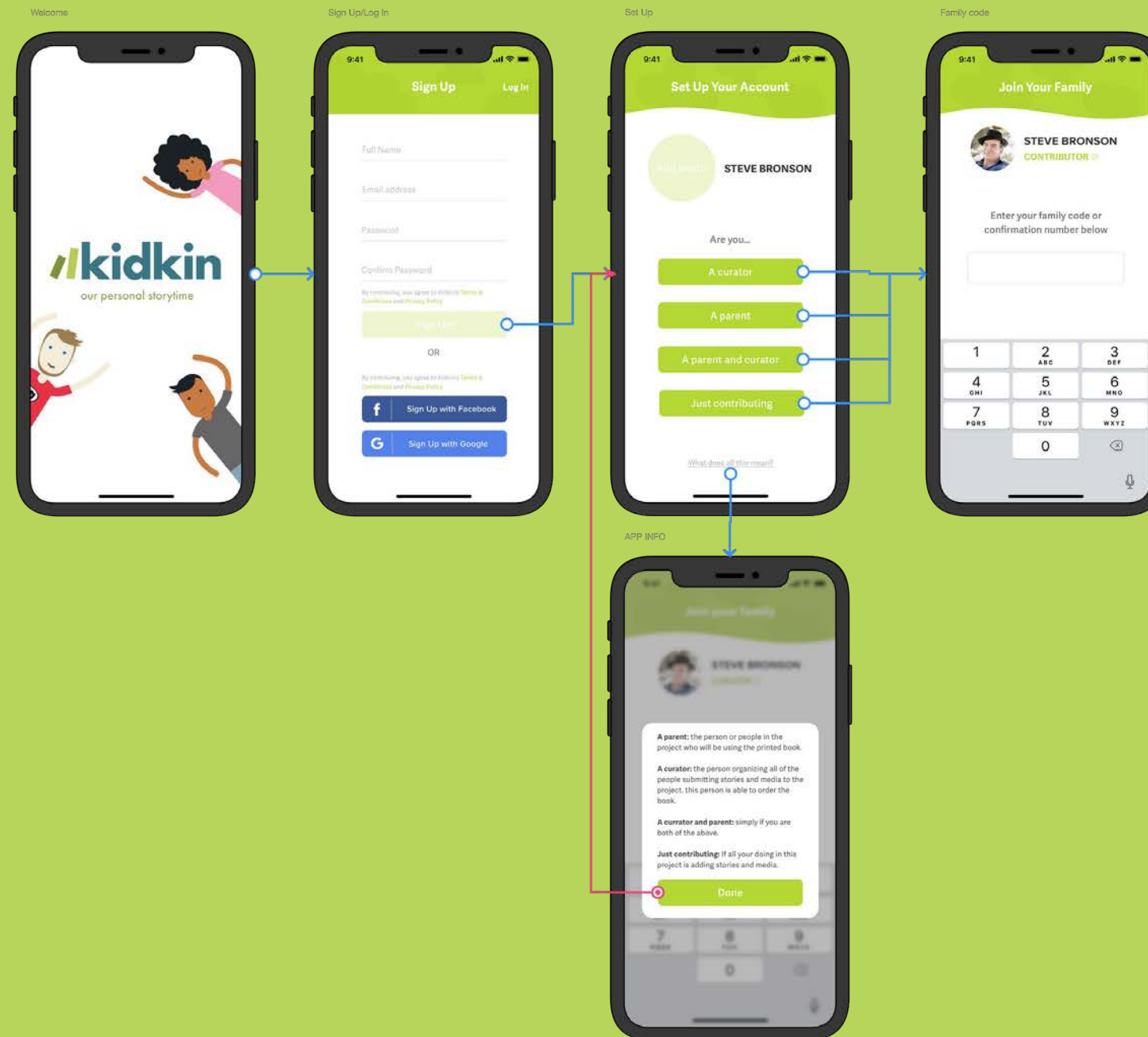


## KidKin App

After some usability testing and feedback sessions we decided to iterate the designs to a cleaner, more modern and intuitive design.

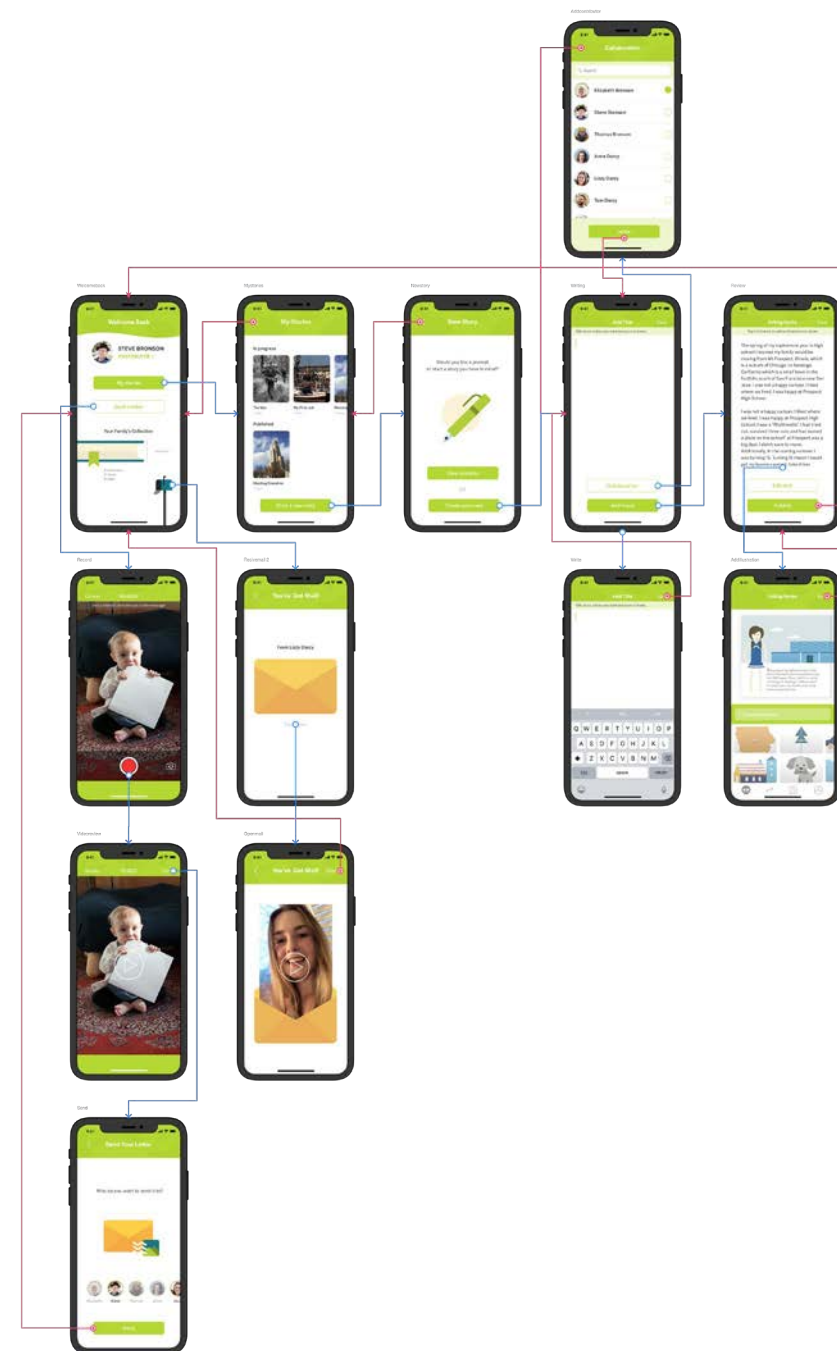


# Wireflows



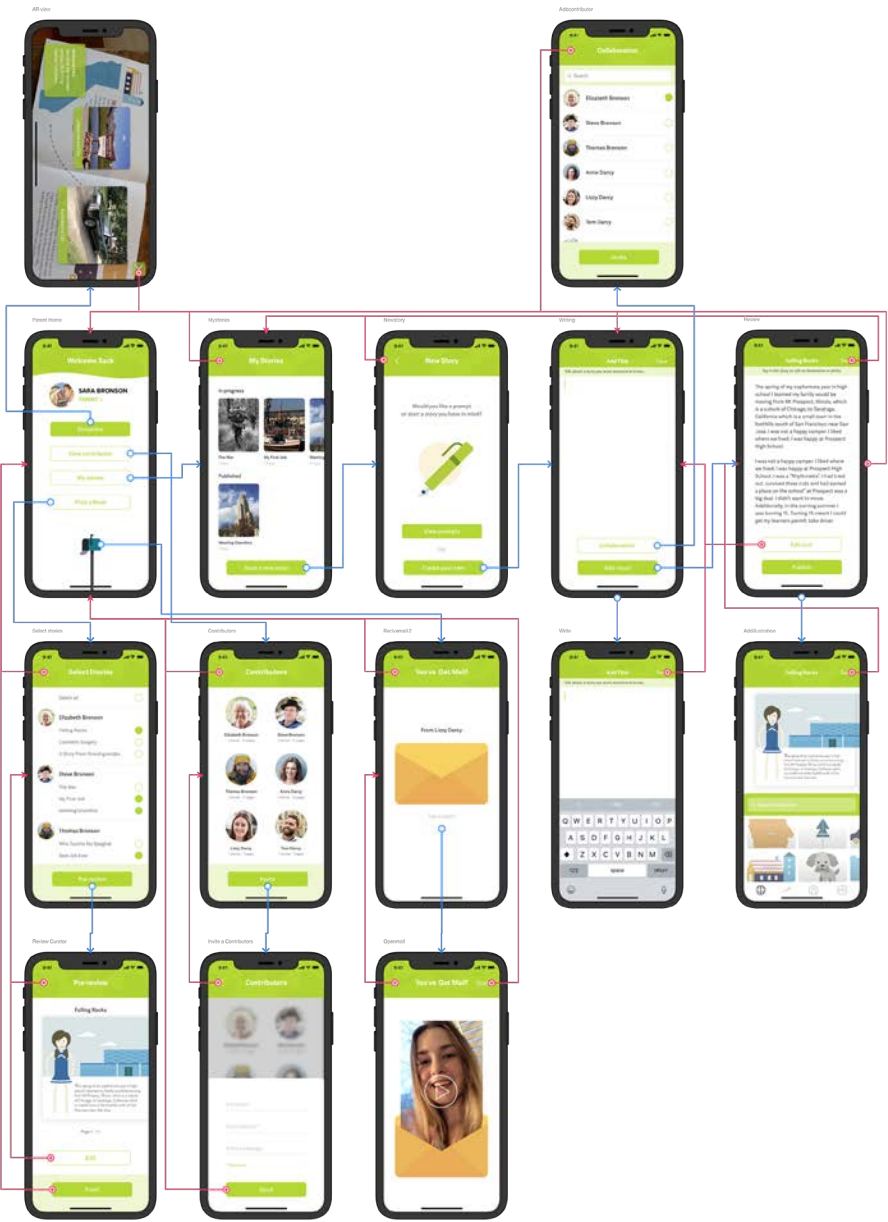


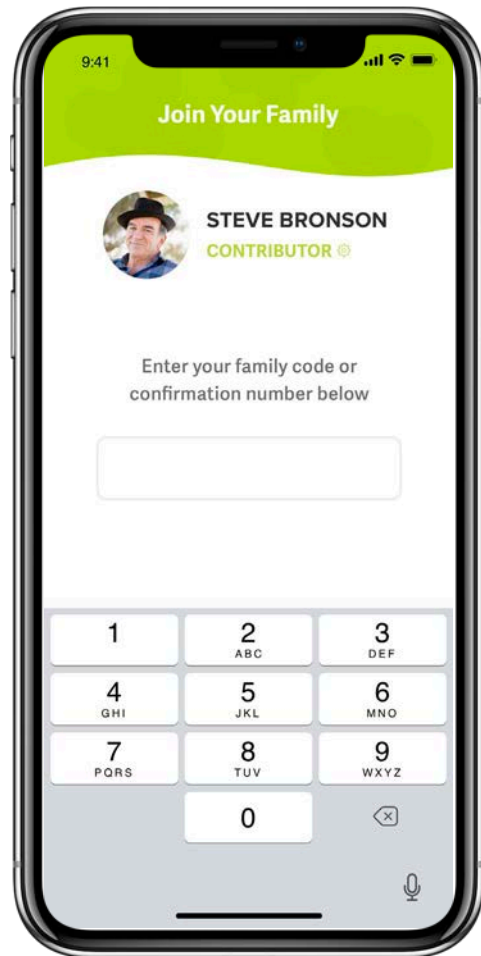
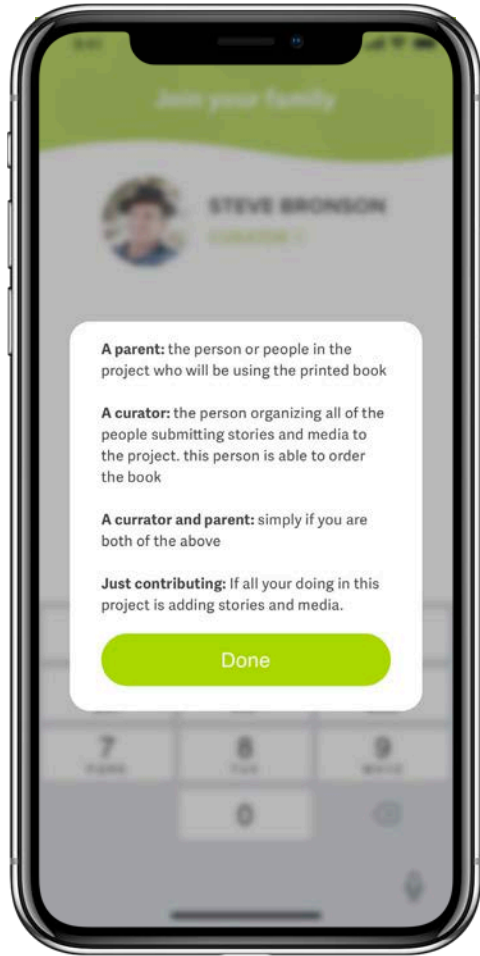
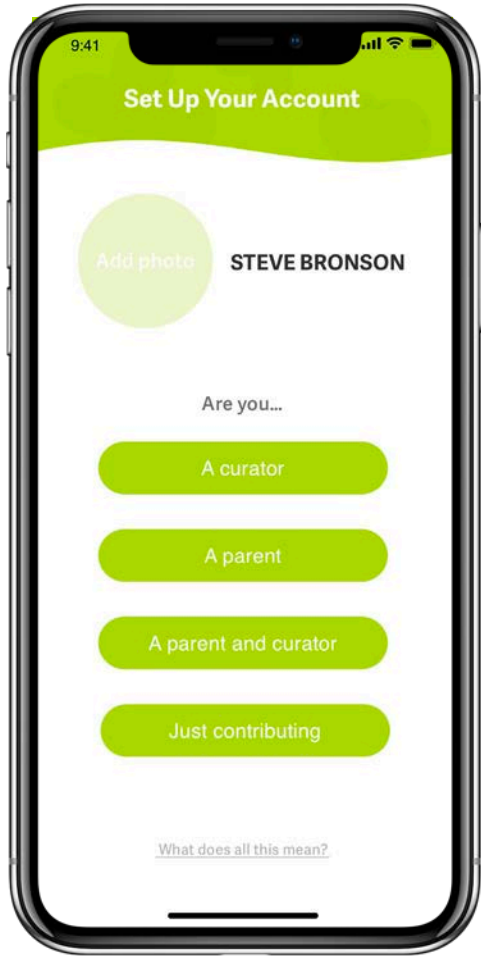
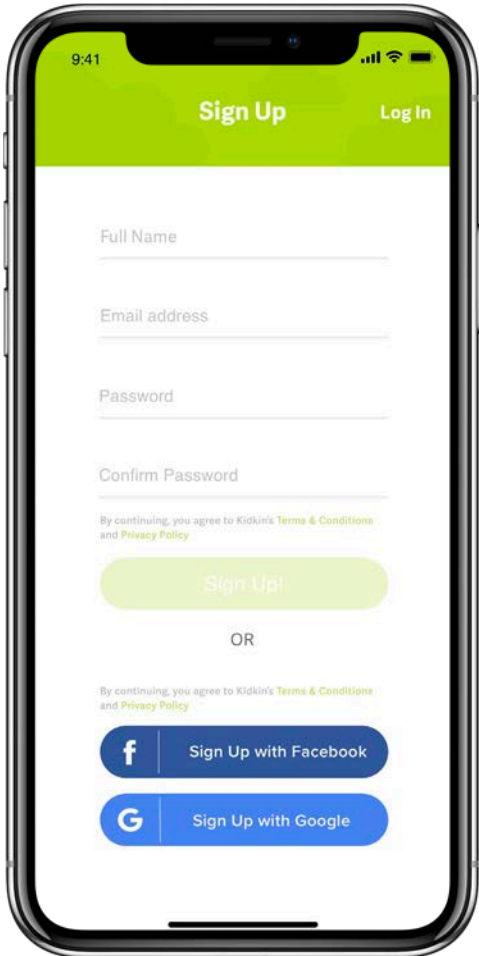
## Curator

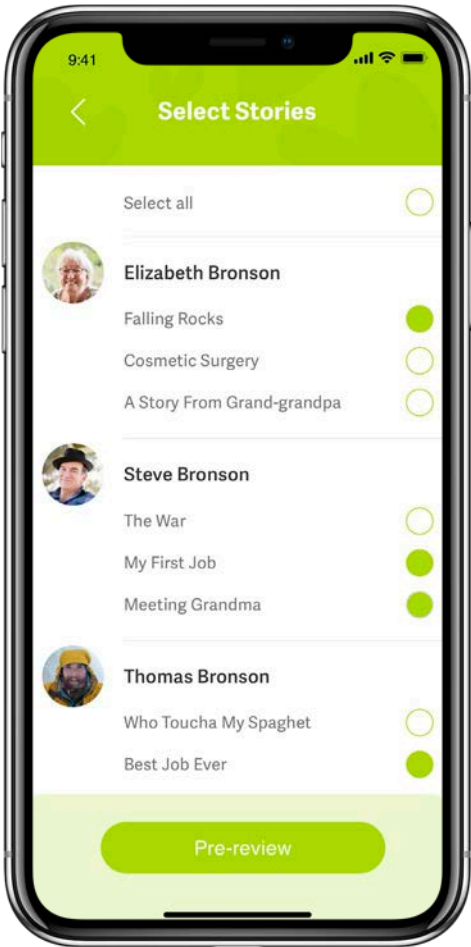
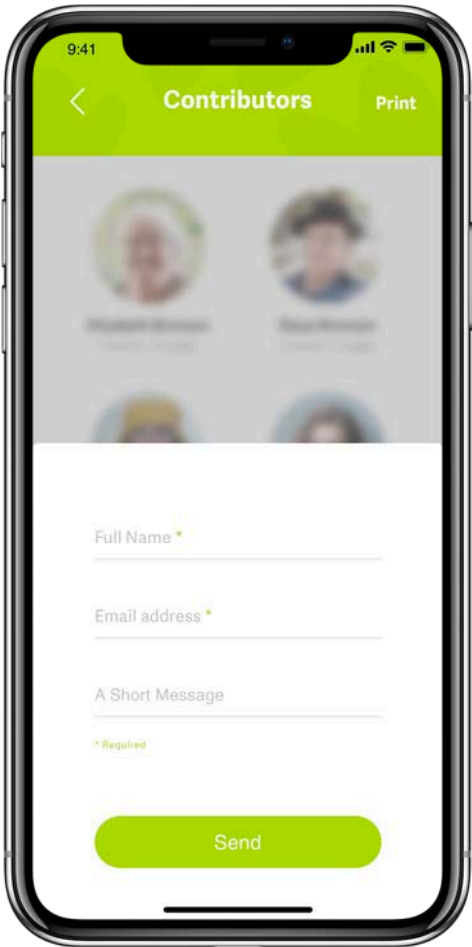
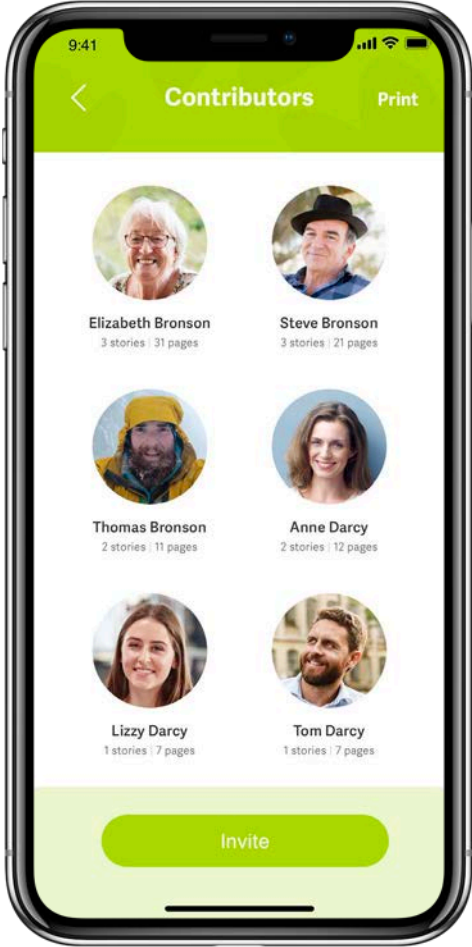


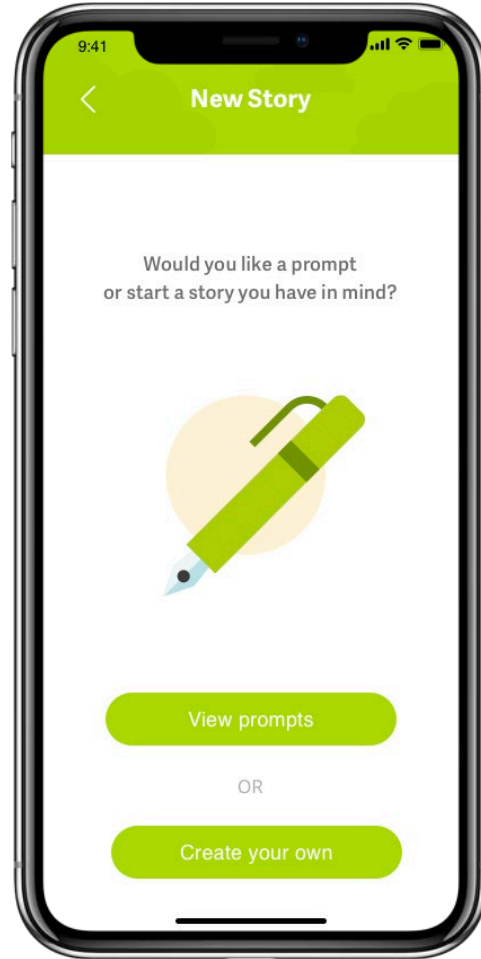
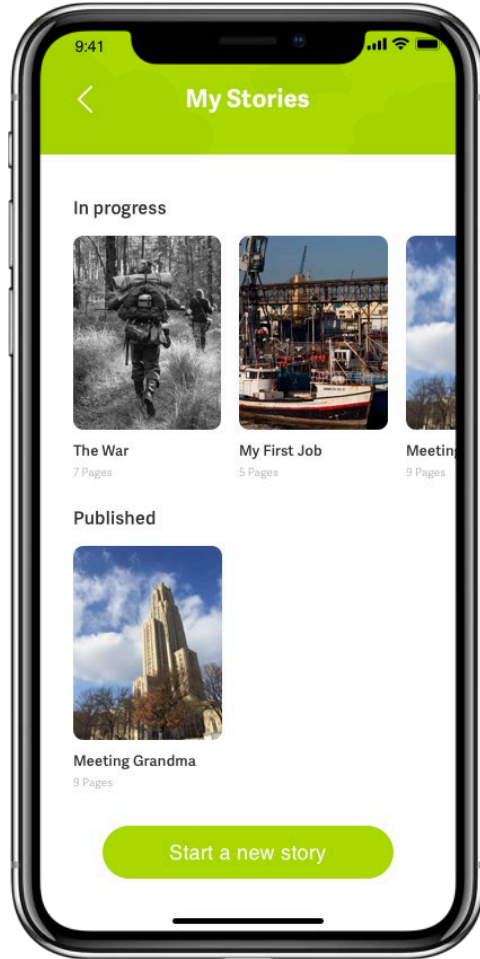
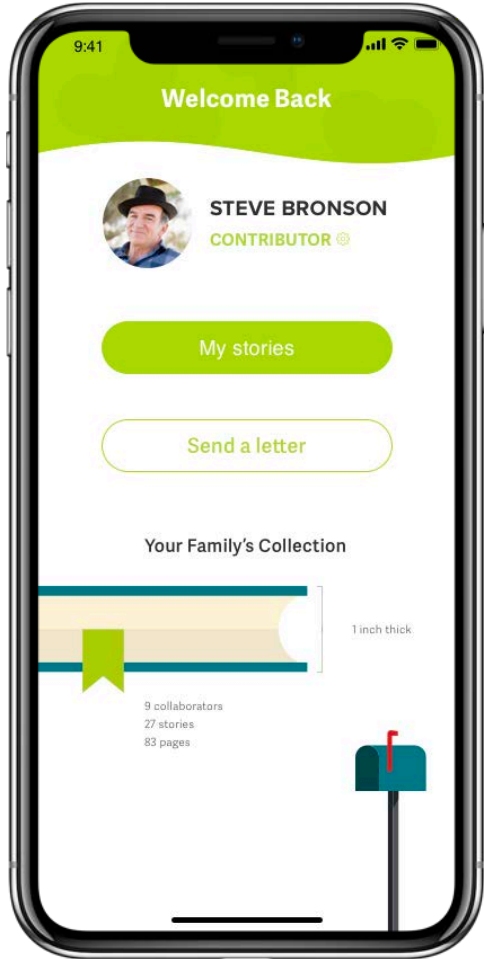
## Contributor 109

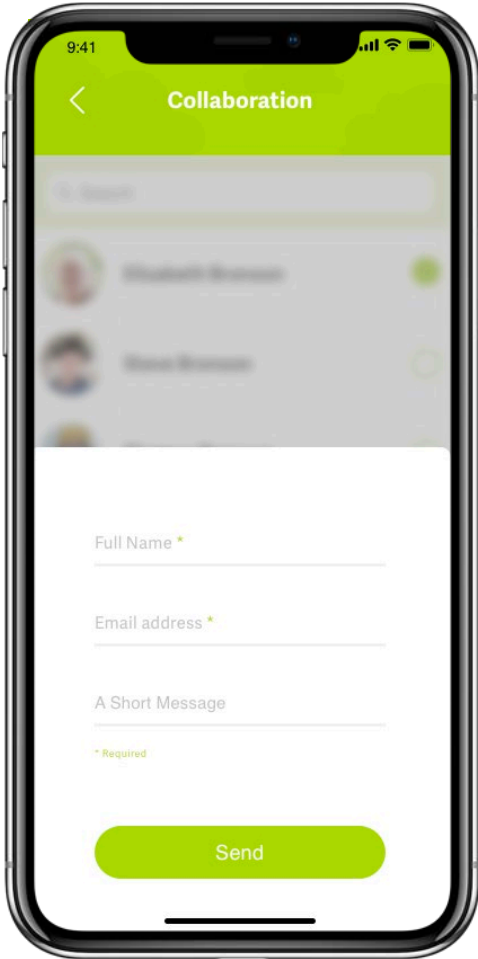
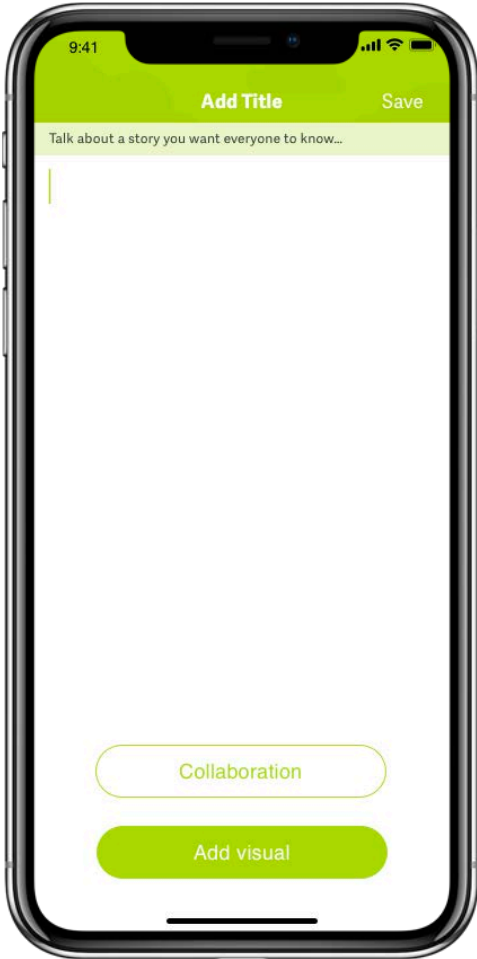
KIDKIN



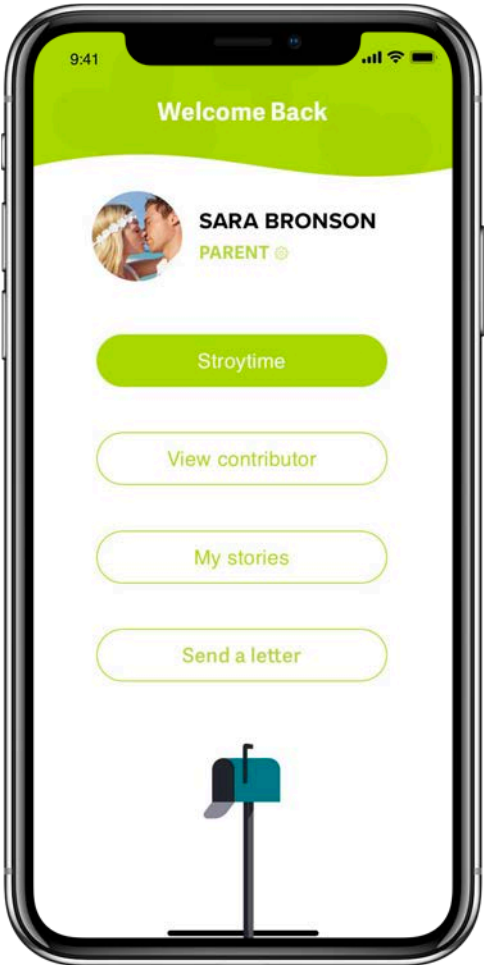


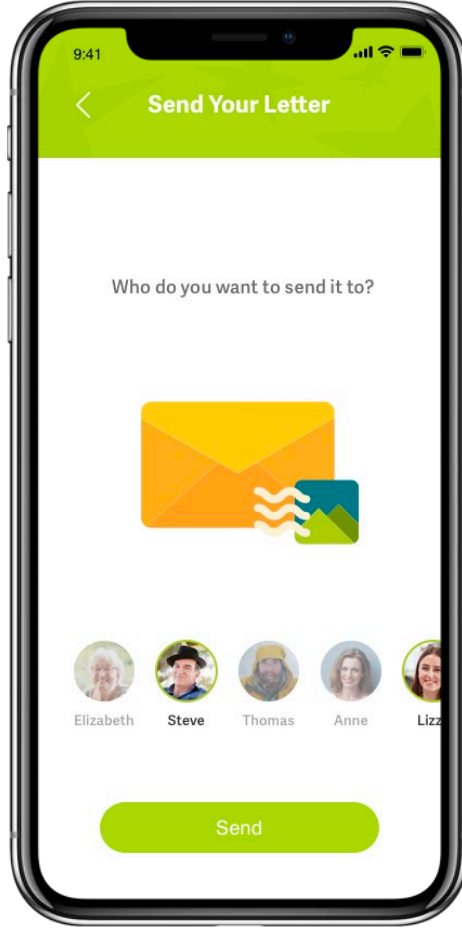
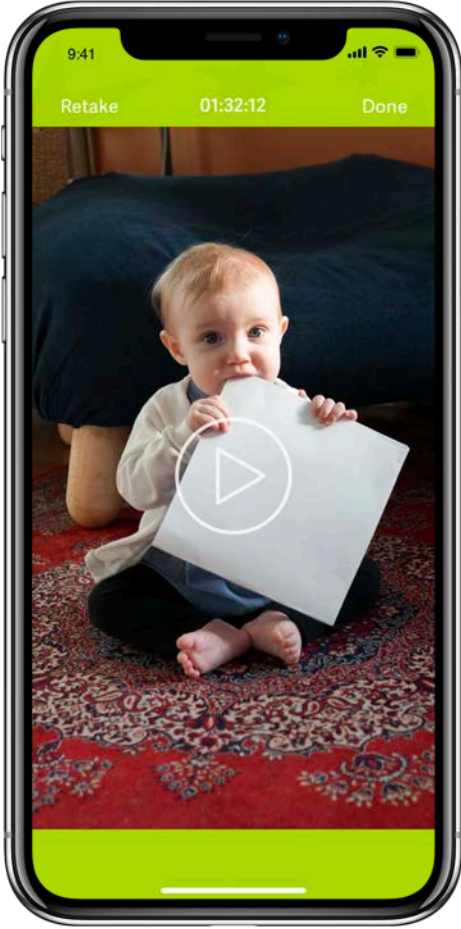
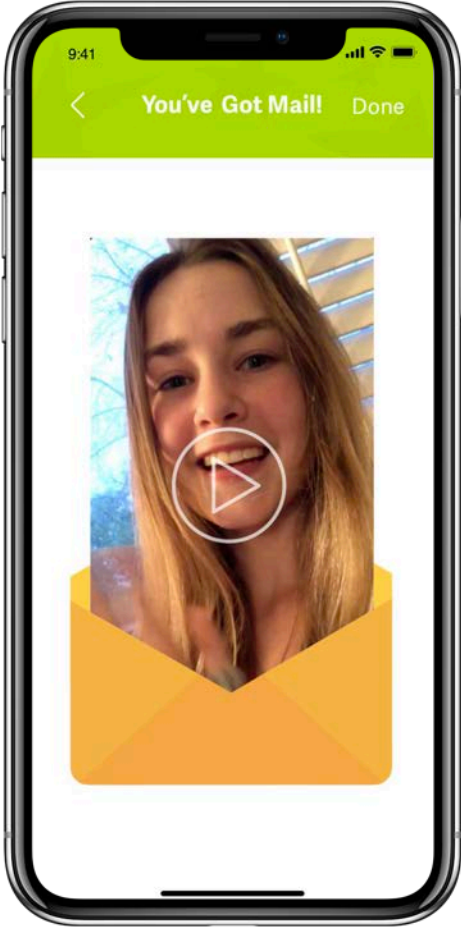






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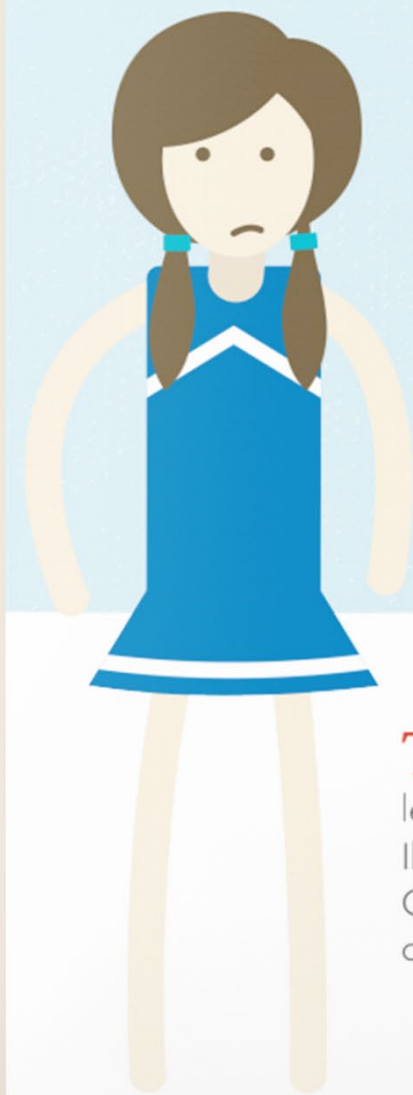
## KidKin Storybook

The KidKin Storybook is a physical collection of family stories from different family members. Every storybook is unique with original illustrations and AR content.

Families can order different books with their own selection of stories so that that the KidKin Storybook can work as a series.

Your first KidKin Storybook doesn't have to be your only.





**T**he spring of my sophomore year in high school I learned my family would be moving from Mt Prospect, Illinois, which is a suburb of Chicago, to Saratoga, California which is a small town in the foothills south of San Francisco near San Jose.

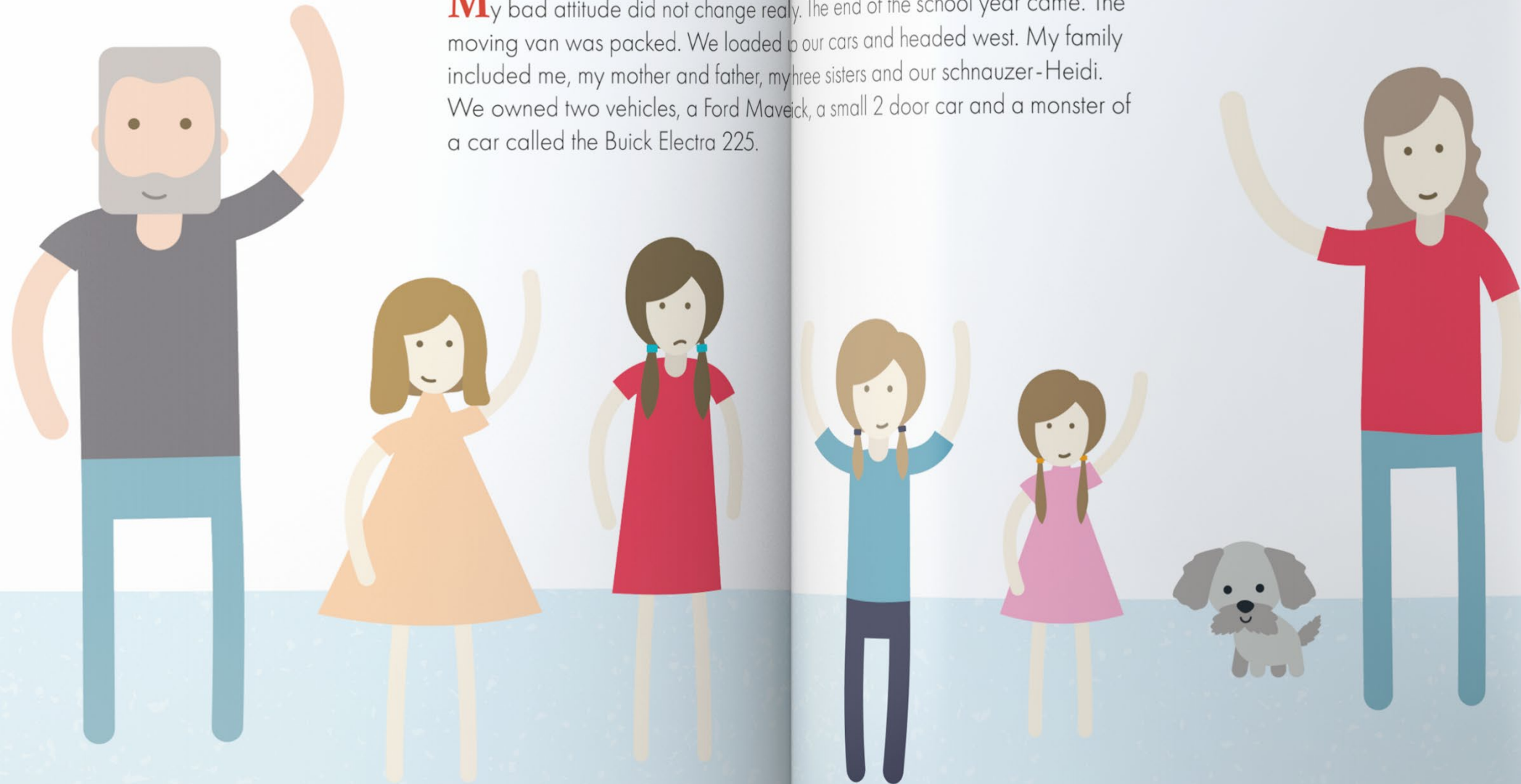
# Falling Rocks

## A Story from Grandma



I was not a happy camper. I liked where we lived. I was happy at Prospect High School. I was a "Rhythmette". I had tried out, survived three cuts and had earned a place on the school" at Prospect was a big deal. I didn't want to move. Additionally, In the coming summer I was turning 15. Turning 15 meant I could get my learners permit, take driver education and learn to drive a car.

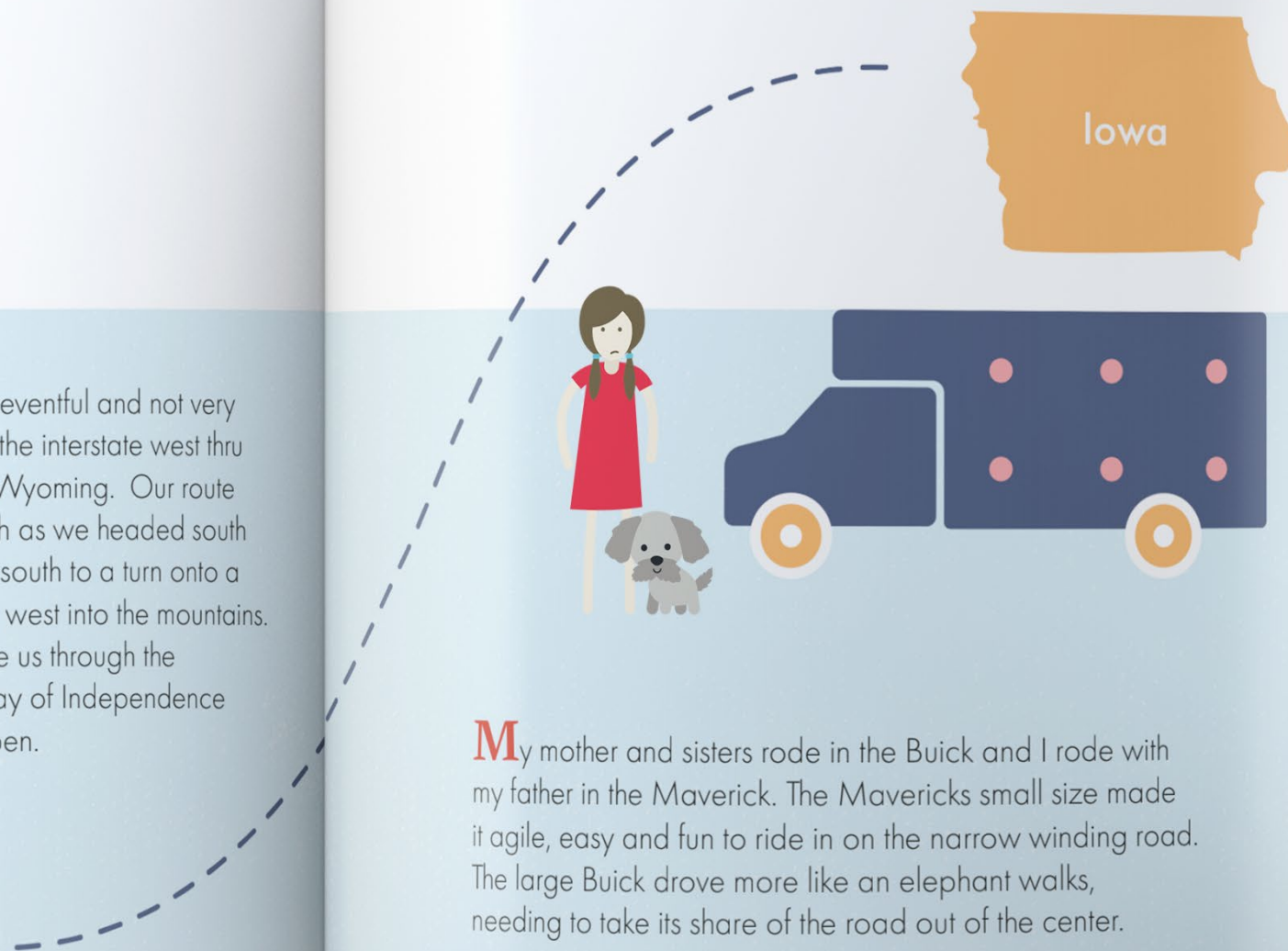
**M**y bad attitude did not change really. The end of the school year came. The moving van was packed. We loaded to our cars and headed west. My family included me, my mother and father, my three sisters and our schnauzer-Heidi. We owned two vehicles, a Ford Maveick, a small 2 door car and a monster of a car called the Buick Electra 225.





**M**ost of the drive was uneventful and not very memorable. We followed the interstate west thru Iowa, Nebraska and into Wyoming. Our route changed from west to south as we headed south to Denver and then farther south to a turn onto a two-lane road heading west into the mountains.

This road would take us through the mountains by way of Independence Pass into Aspen.



**M**y mother and sisters rode in the Buick and I rode with my father in the Maverick. The Mavericks small size made it agile, easy and fun to ride in on the narrow winding road. The large Buick drove more like an elephant walks, needing to take its share of the road out of the center.



**I**ndependent Pass had just been opened to traffic after being closed all winter. As we drove into the mountains, we left the leafy green of the valleys of late spring and entered the snow, rocks and dirt of (still winter) early spring in the high elevations.



**A**long the narrow, steep road we saw mountains so high they touched heaven and drop offs so steep you could not see the bottom. We saw small mounds of dirt and rocks beside the road and occasionally, we saw trails of rocks with debris stretched across the road. My father and Maverick handled the road just fine. My mother and the Buick had trouble with the turns and speed.

**D**ad and I let mom and the Buick get ahead of us on the road and we were enjoying the journey. As we rounded a tight curve in the road Dad had to slam on the brake. There stopped in the middle of the road with was the Buick. A rock the size of a small car sat before the Buick.



**T**he space between the rock and the edge of the road was just big enough for the Buick to fit through but the edge of the road dropped off straight down to the valley below. My mother was terrified. With lots of guidance and reassurance from the small crowd of people gathered my mother drove the Buick with my sisters inside slowly around the rock and then down the road into Aspen.

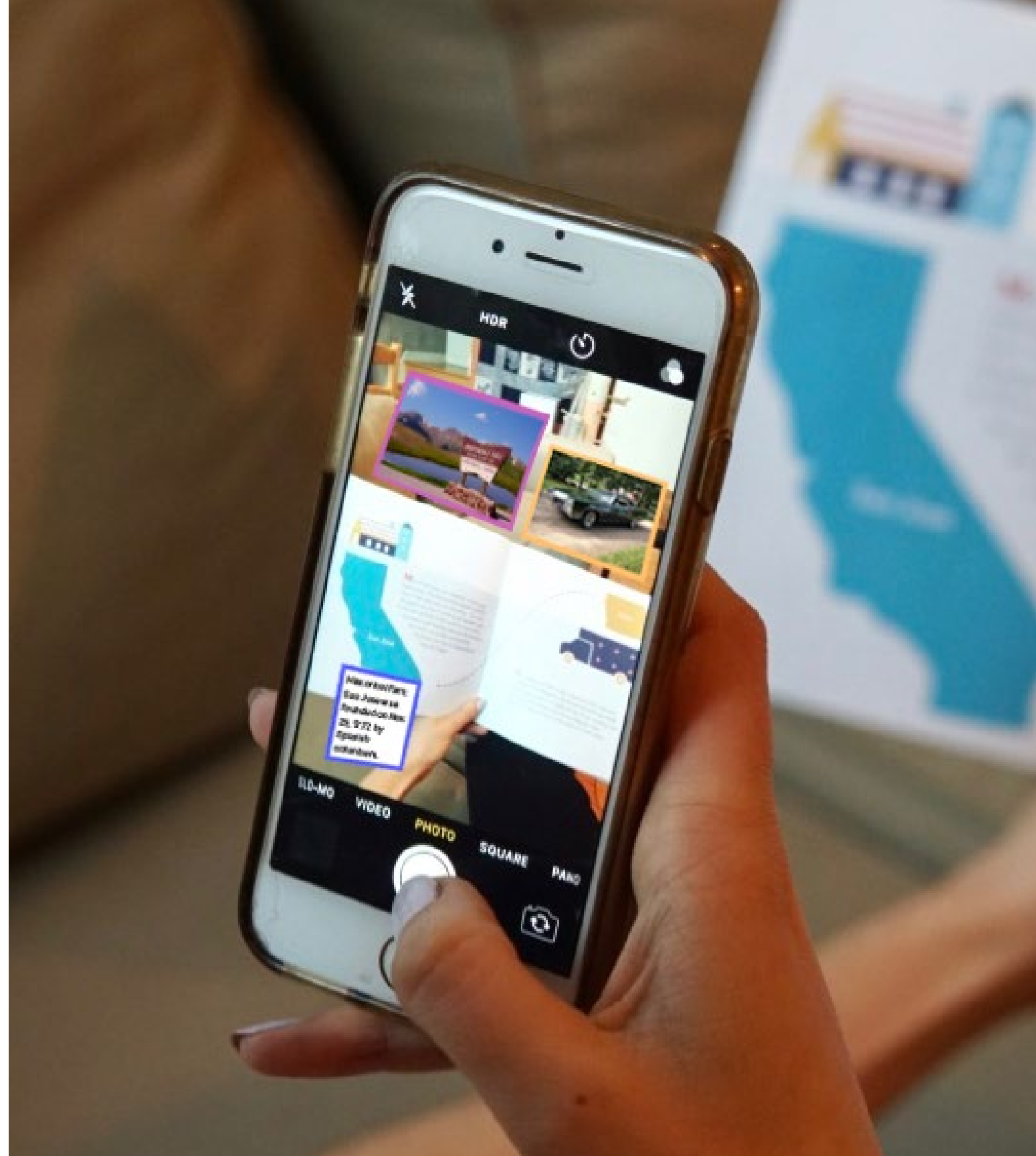


## AR

Through the AR function, users can access more information about the stories they are reading.

Information such as historical facts, photos, videos, illustrations, and voice memos appear and can be interacted with.

This allows users to gain deeper knowledge about different family stories.





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Independence Pass

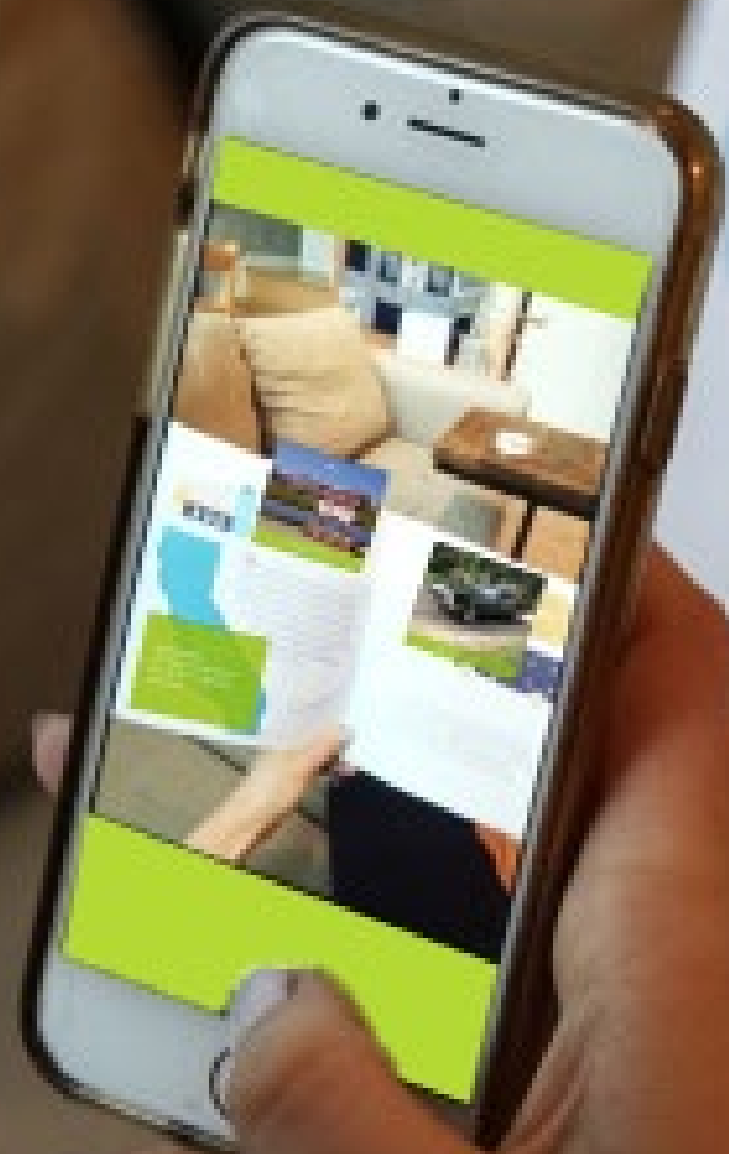
### Historical Fact:

San Jose was founded  
on Nov. 29, 1777, by  
Spanish colonizers.



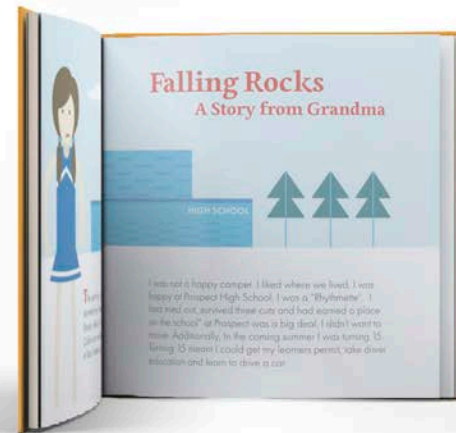
Buick Electra 225

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my father in the Maverick. The Maverick  
it agile, easy and fun to ride in on the  
The large Buick drove more like an elephant  
needing to take its share of the road.



# Executive Summary

KIDKIN



## Summary

A platform that allows families to easily create a storybook based on their own experience. Providing a meaningful way for children to learn about loved

## Opportunity Statement

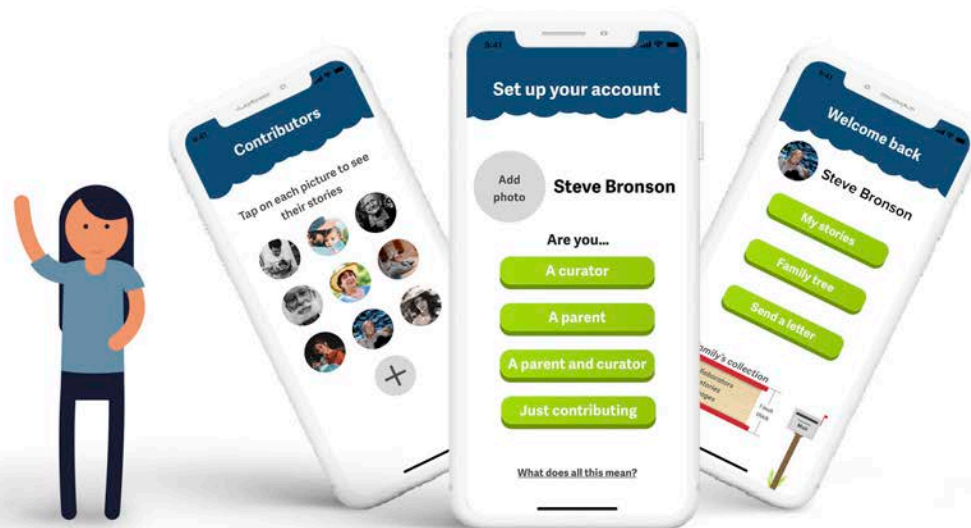
People cherish storytime and also love sharing family history. How might we combine these experiences to make the most of the precious time they have.

## Market

U.S. book publishers generated 2 billion dollars selling children's books every year.

## Key Functions

1. Tailored story book that provide family bounding experience
2. Multimodality storytelling, parents have the option of only using physical book or enrich the information with VR.
3. Create connection between the children and a wide range of family members





Thank You