

Nansee

Bringing Parents and Babies Together

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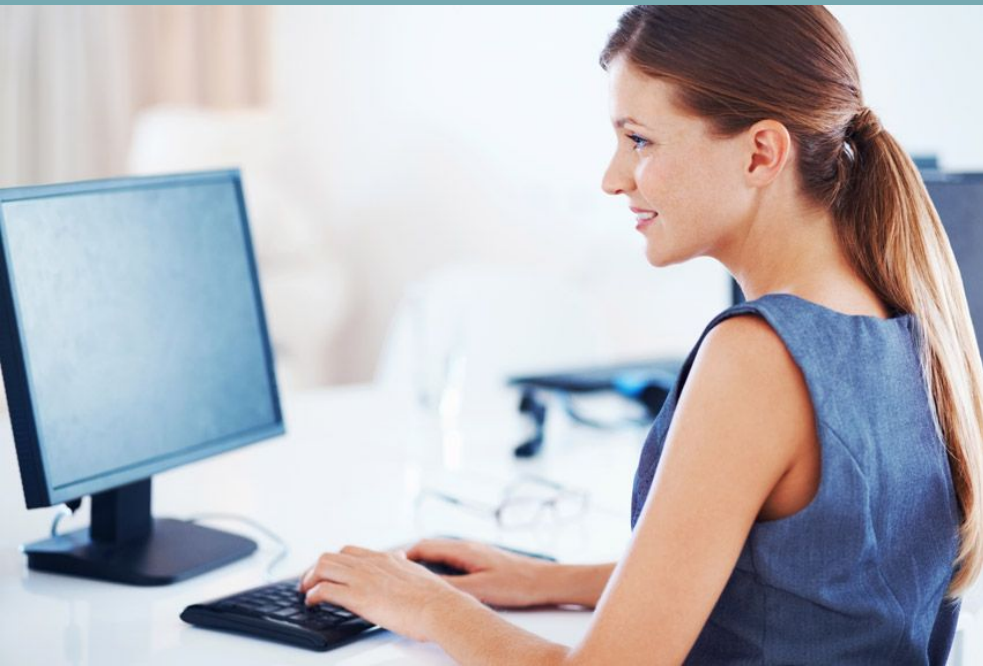


MEET JULIA AND GREG

New parents of a 2 month
old daughter

JULIA

Software engineer at a fast
paced startup



GREG

Lawyer at a demanding
environmental law firm



THE PROBLEM

Greg and Julia today *feel guilty* about *missing out* on raising their child and *experiencing key development milestones*.

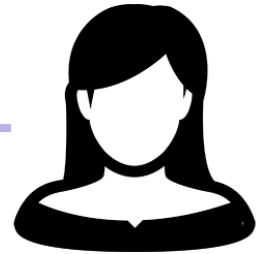
And it's more than just one person!

Roughly 1 in 7 women and 1 in 10 men experience depression and guilt post parental leave



Initial Paper Prototype

Converged Idea Nansee



Task 1 Immersive Interactions



User starts call using the activity mode that they chose.

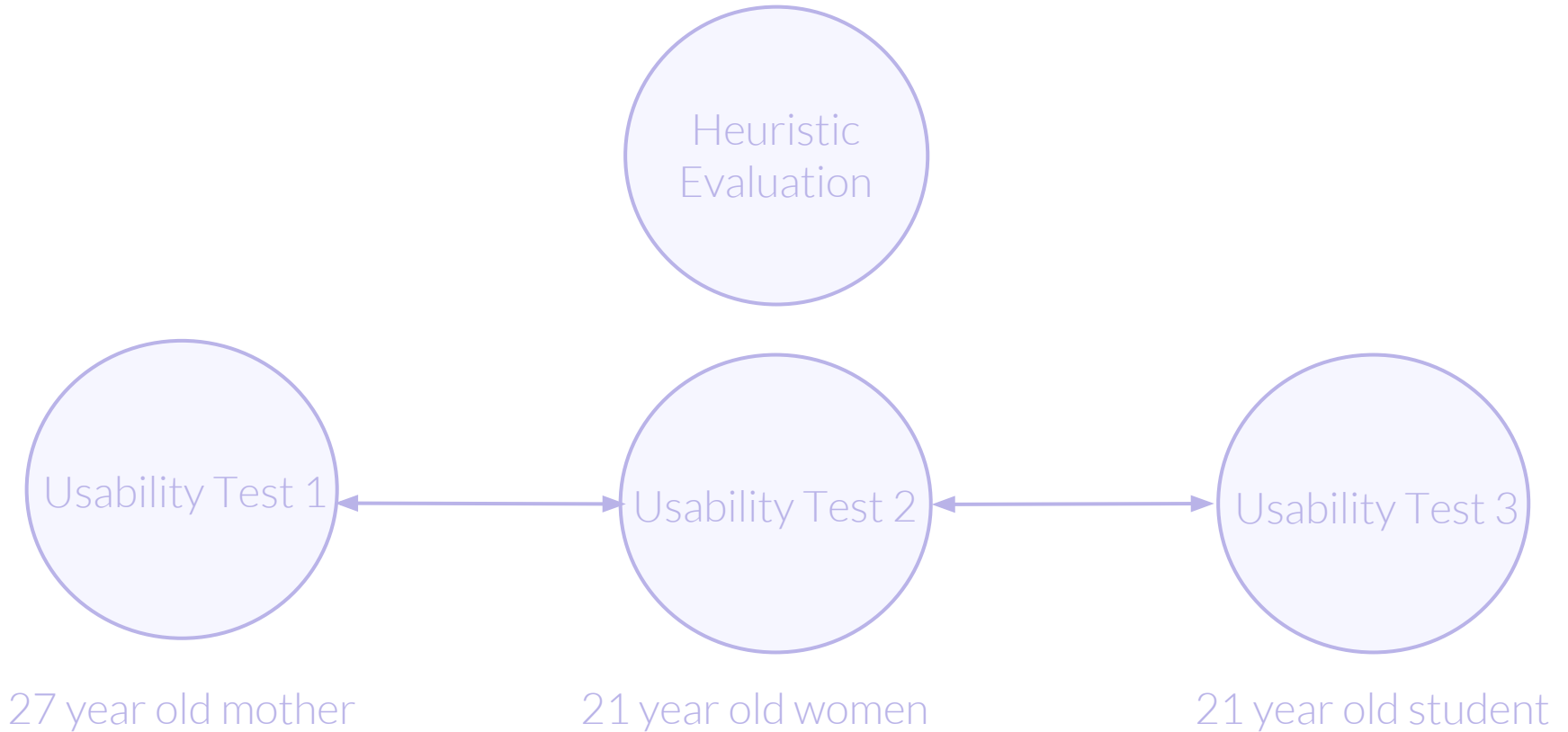
Task 2 Tracking Child Development



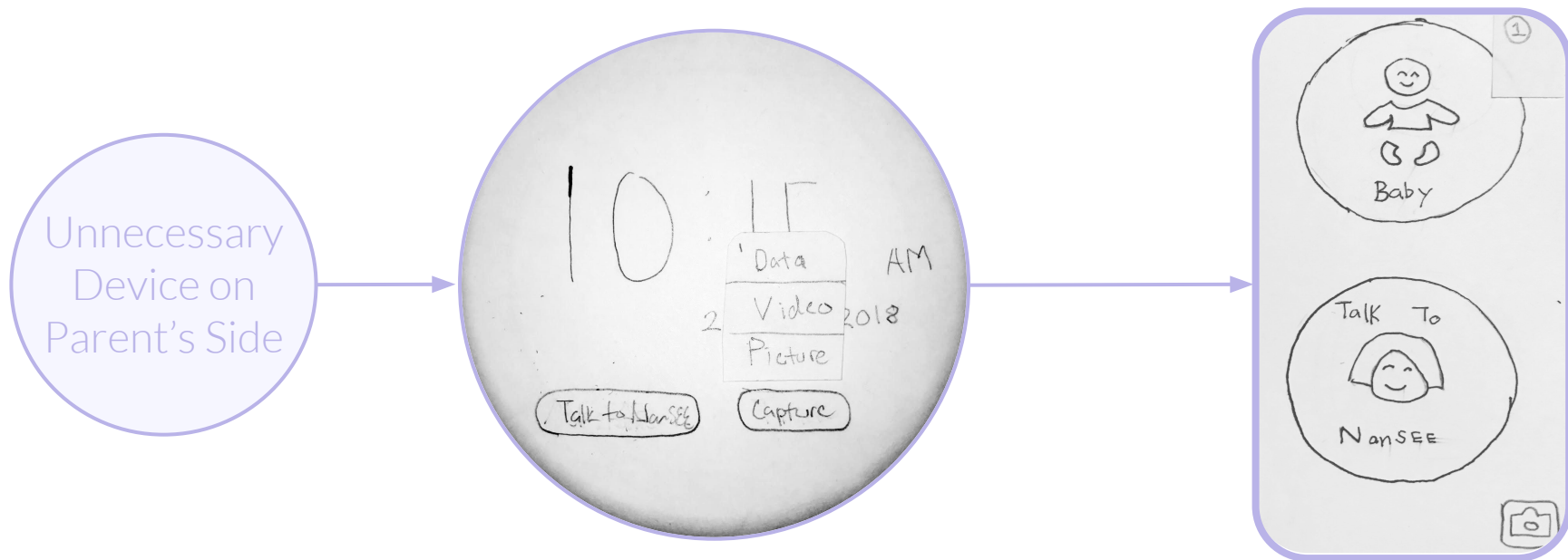
Nansee can also show child growth

Testing Process and Results

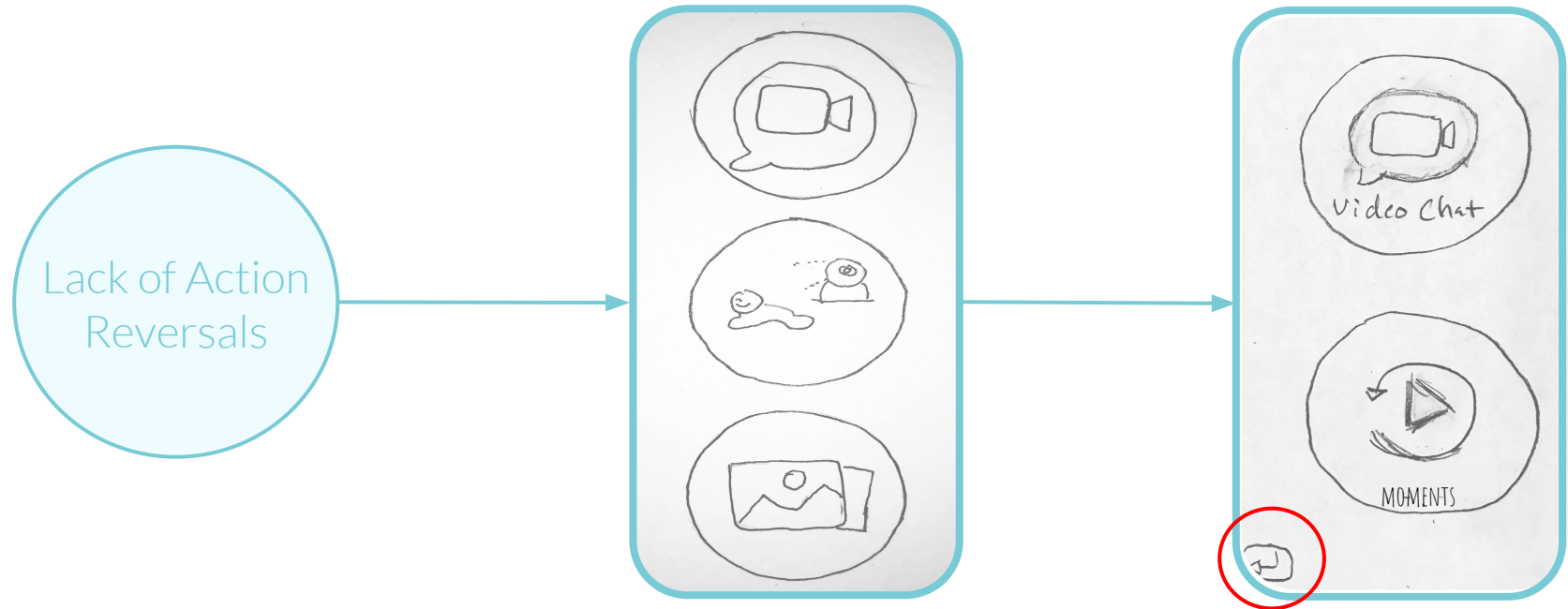
The Process



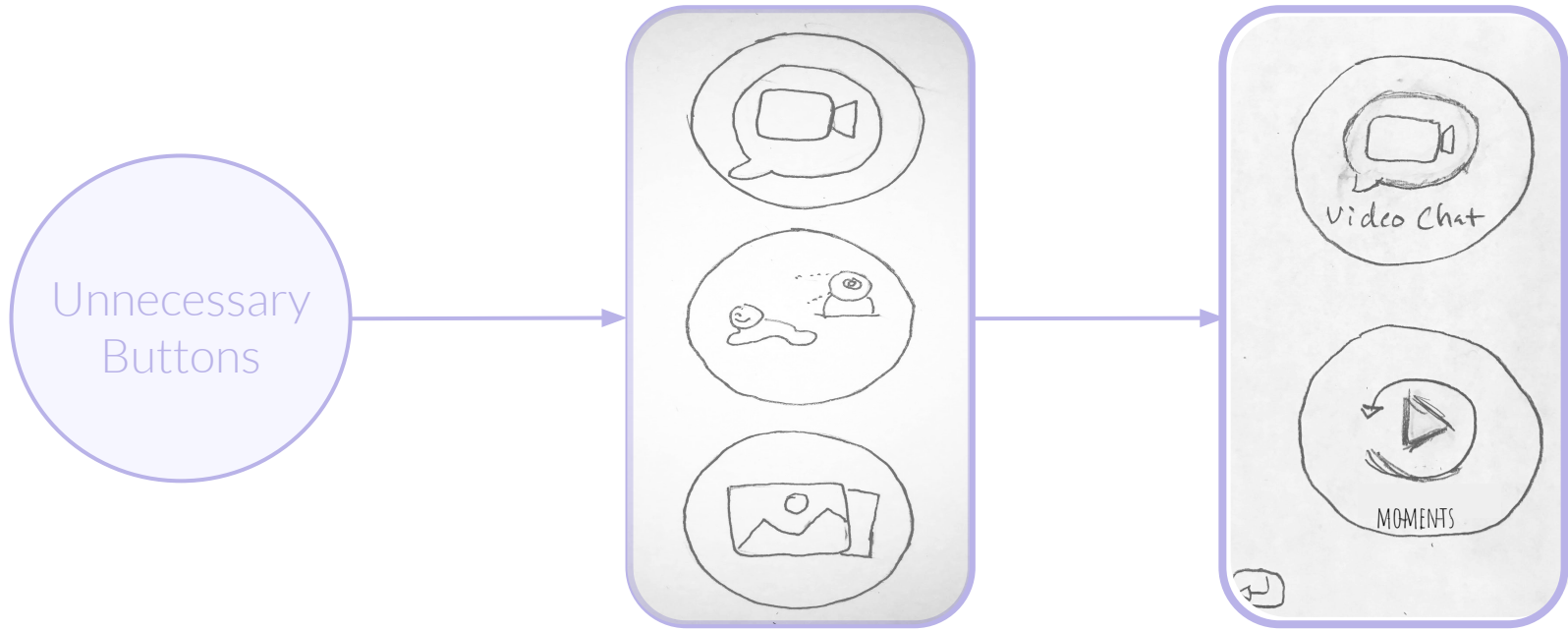
Refinement From Alexa Spot to Mobile App



Refinement Adding Action Reversals

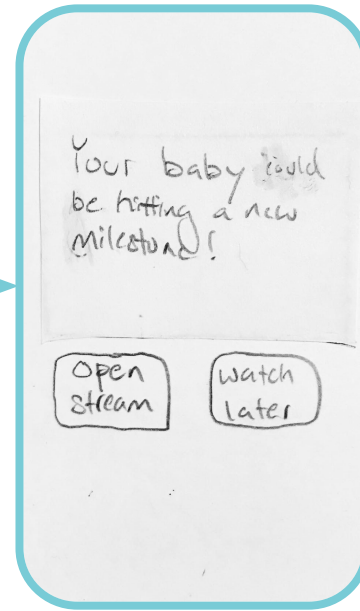


Refinement Unnecessary Buttons



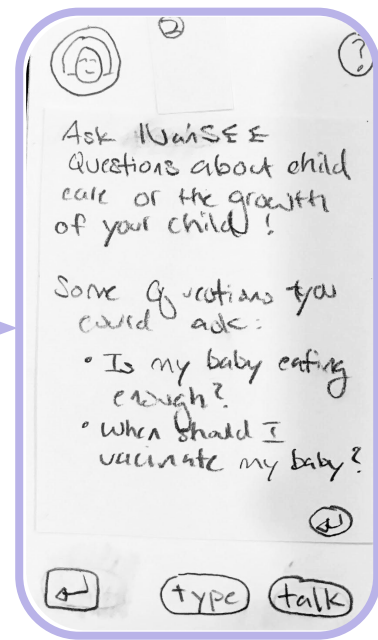
Additional Features Adding Milestone Detection

*“It would be a nice touch if there was a way to detect **key moments of the child** at home and then send it to the parent”*



Refinement Missed Implementations

Missing Implementations



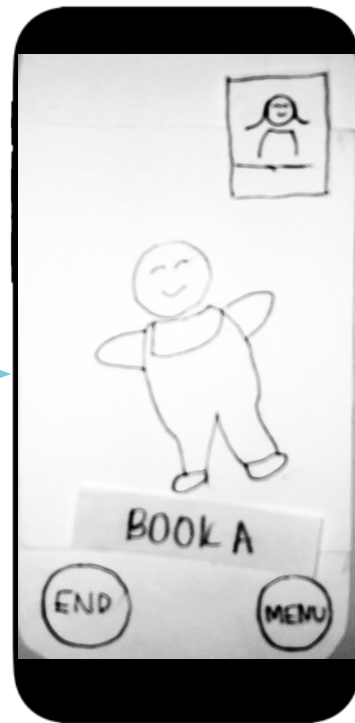
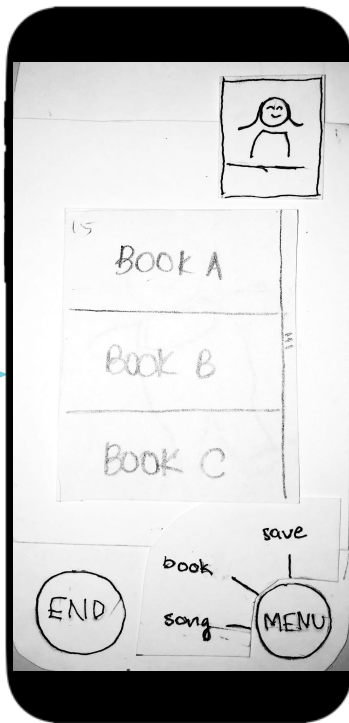
Final Paper Prototype



TASK 1

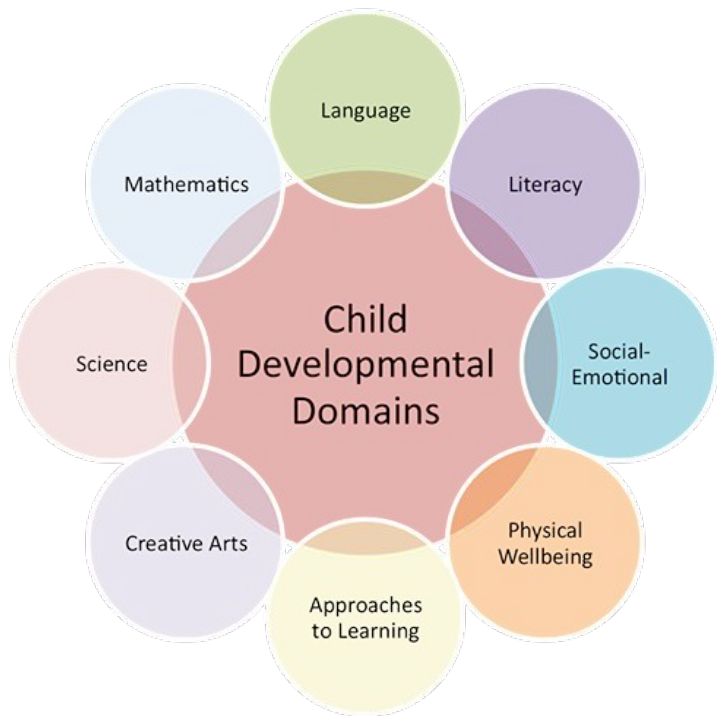
Immersive interactions with child

Parent's Side Story Time



Child's Side Story Time

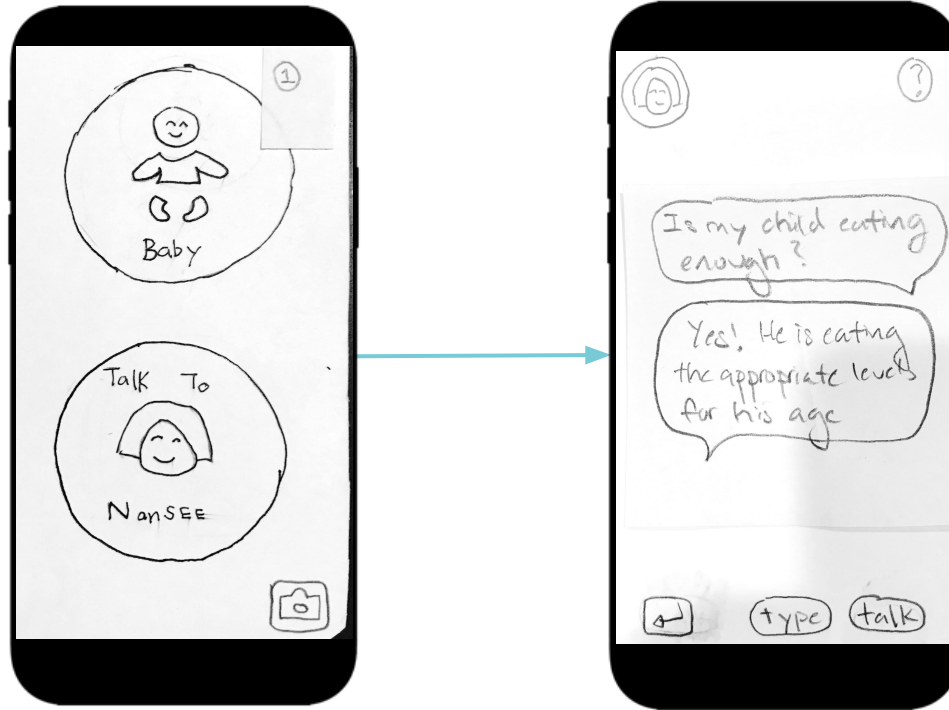




TASK 2

Tracking Child Development

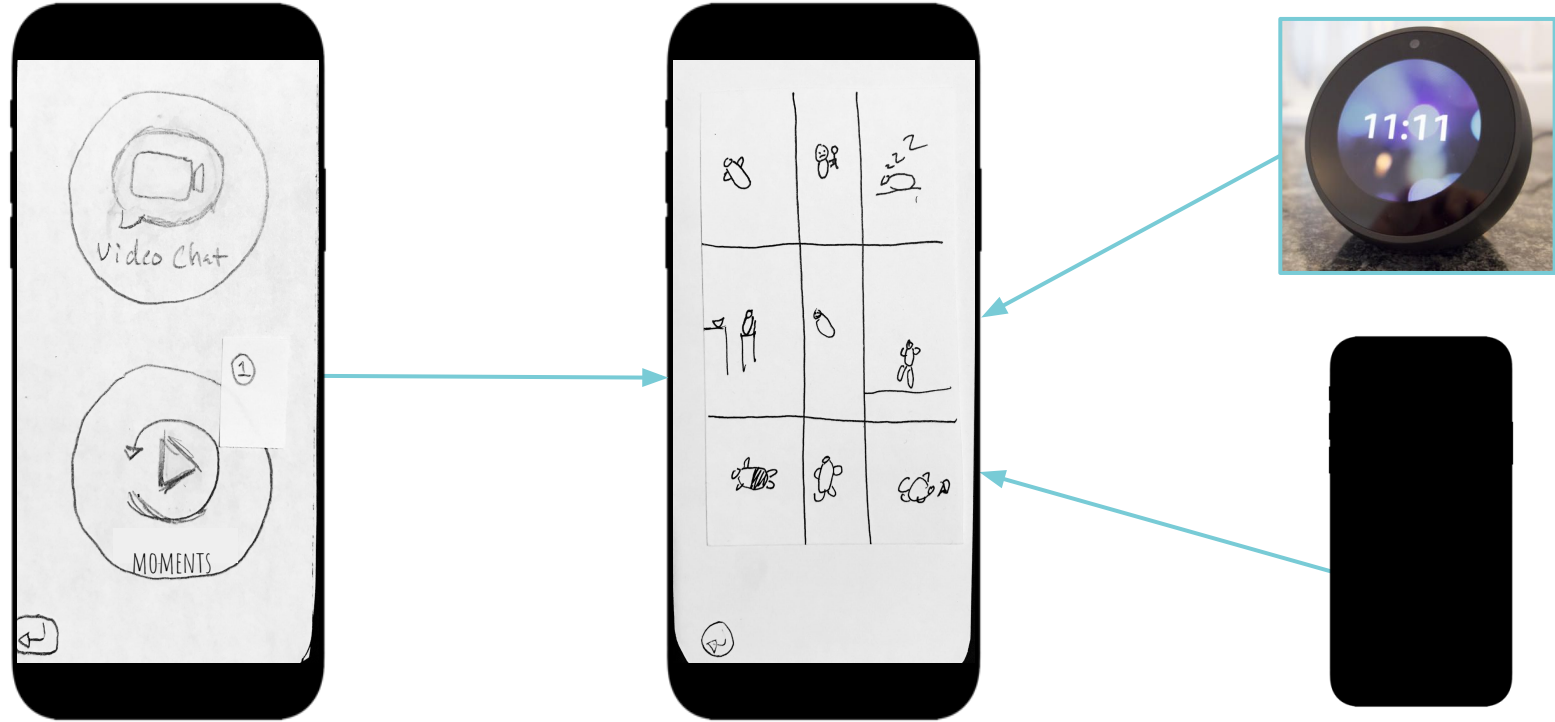
Tracking Development with a Voice Assistant



Parent's Side Automated Milestone Detection

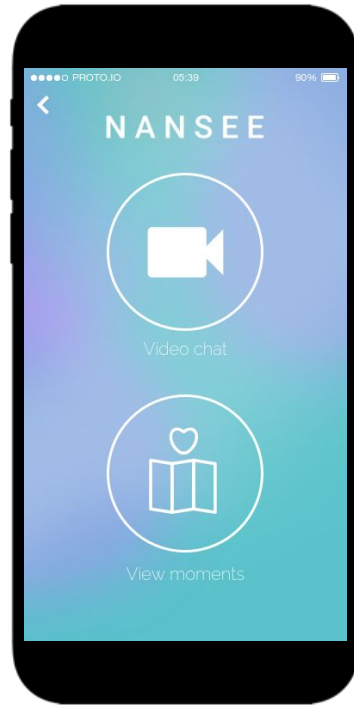
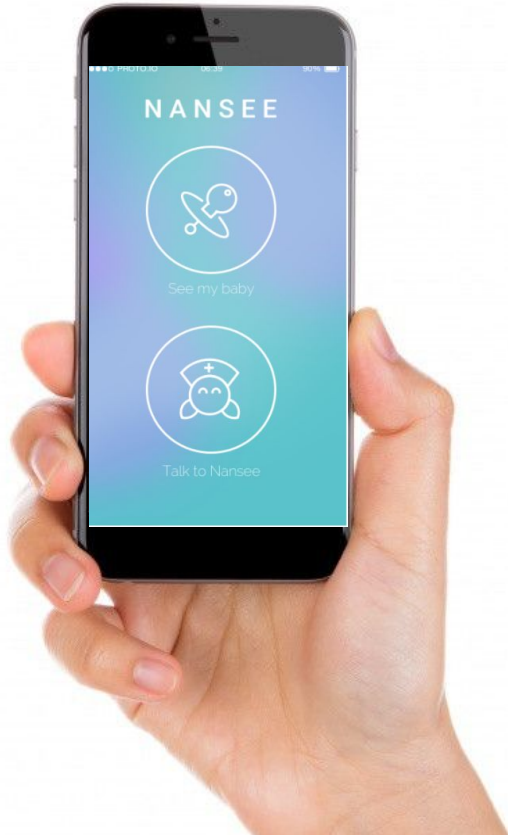


Parent's Side Saving & Viewing Moments

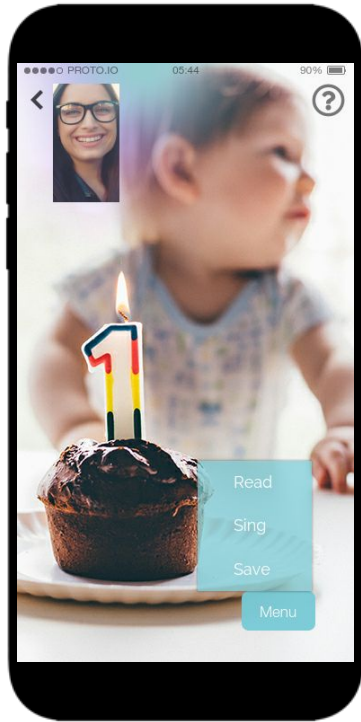


Digital Mockup

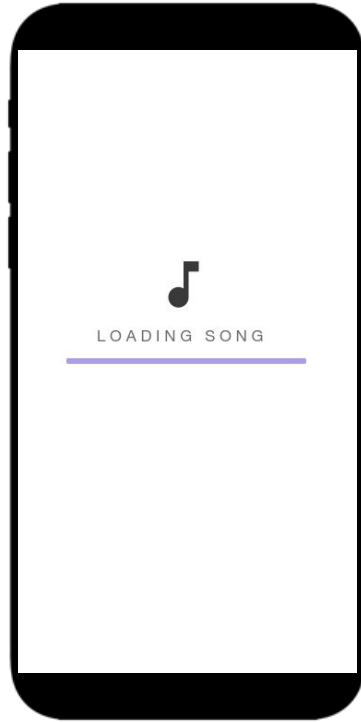
Task 1 More Accurate Screens



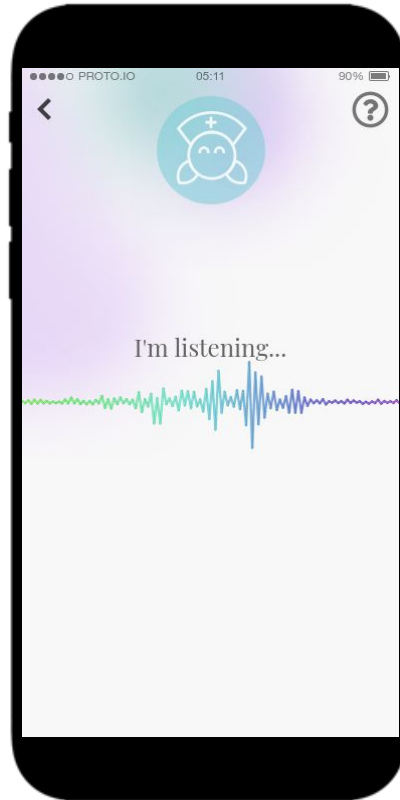
Task 1 More Detailed In-Call Visualizations



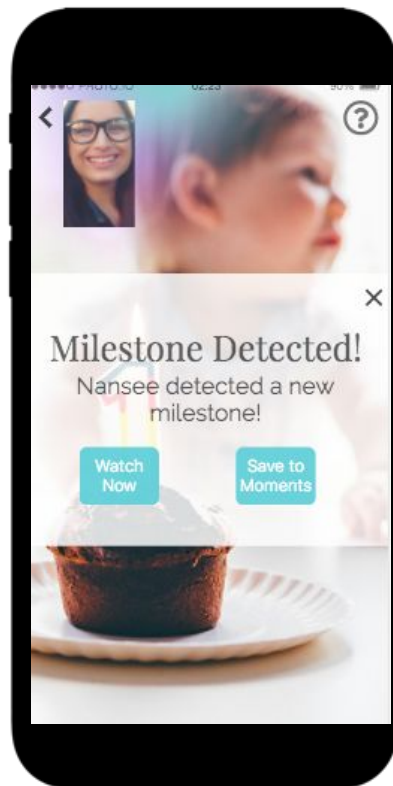
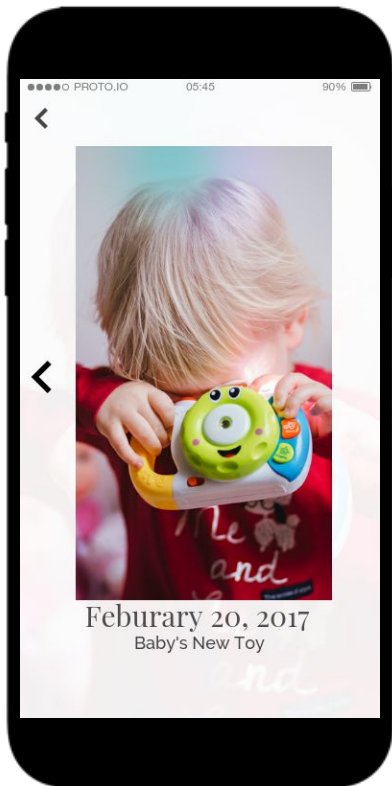
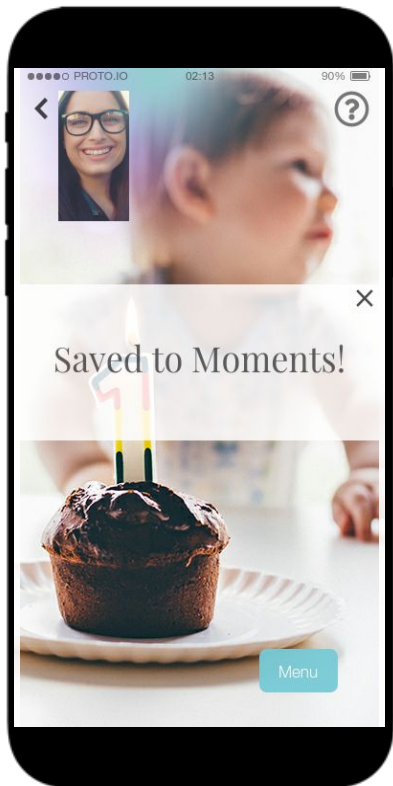
Task 1 Loading Screens



Task 2 Visual Voice Assistant Indicators



Task 2 Higher Quality Moments & Milestones



Summary

Summary



The Power of
Parallel Design
Ideation



The
Importance of
Usability
Testing



Low Fidelity
Prototypes
Allowed Design
Pivot