

The logo features a stylized tree with a brown trunk and green foliage, positioned between the words 'Fami' and 'ree'.

# Fami tree

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# Overall Problem

- ▶ 79% of Americans say that family is an important part of their life
- ▶ Distance can make keeping in contact with family a challenge
- ▶ Many people aren't in the habit of reaching out to family after a major life change

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**It can be easy to lose touch with family**

# Design Research



**Preferred forms  
of communication**



**Time zone  
difficulties**

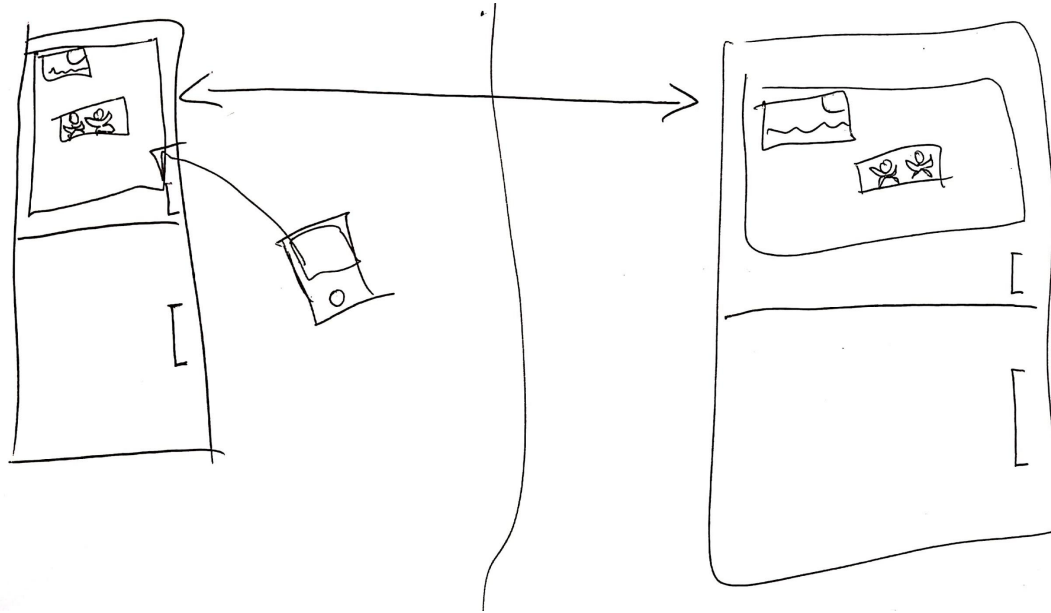


**Lack of habit  
causes stress**

# 6 Tasks

- ▶ **Find time to communicate**
- ▶ **Discover conversation topics**
- ▶ **Build a habit of reaching out**
- ▶ **Learn about events in lives of family members**
- ▶ **Share milestones in your personal life**
- ▶ **Organize face-to-face time**

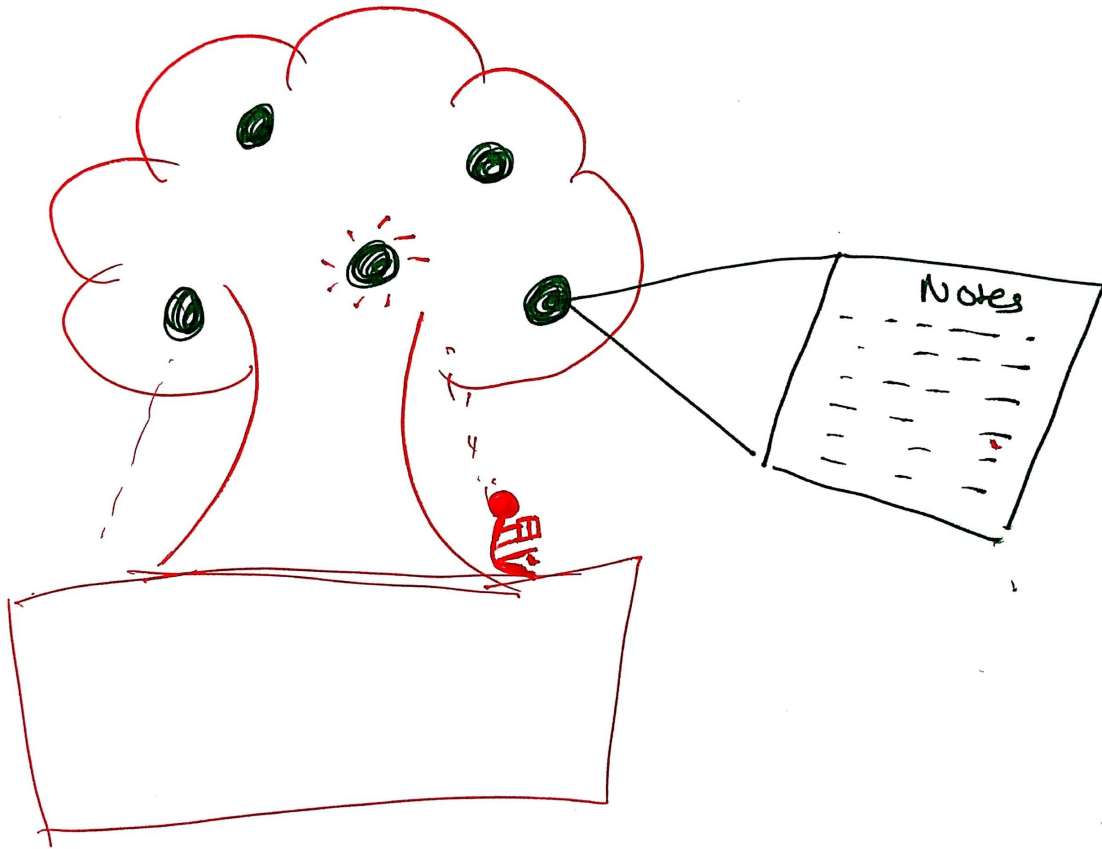
# Design A: Fridge Picture Frame



*Share photos to digital board on fridge. Synced up across families fridges.*

- ▶ Discover topics
- ▶ Build a habit
- ▶ Learn about events
- ▶ Share milestones

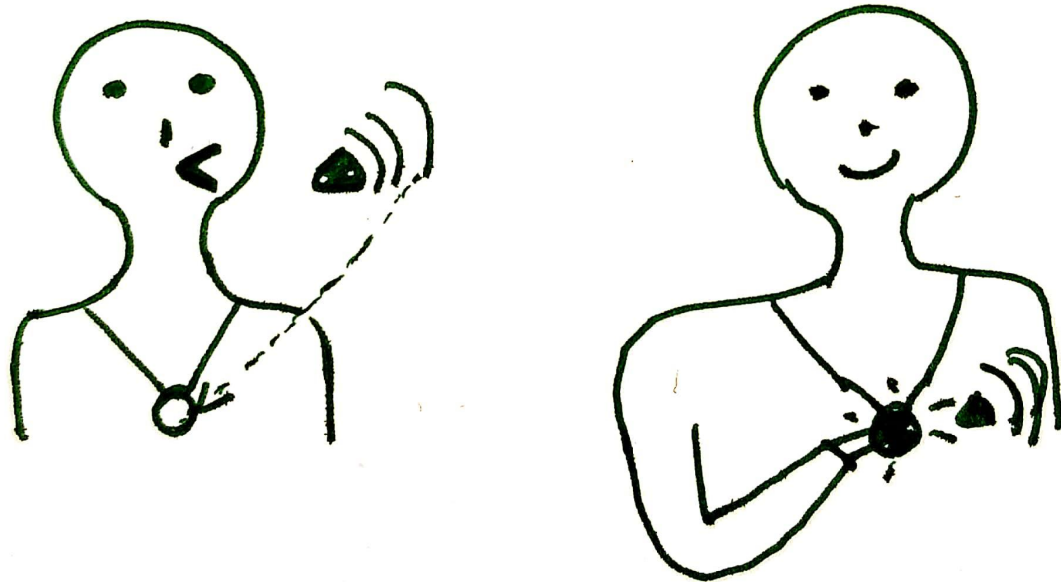
# Design B: Family Tree



- ▶ Find time
- ▶ Build a habit
- ▶ Learn about events
- ▶ Share milestones

*Leave messages to family members and show availability.  
Fruits light up and avatar shows up.*

# Design C: Pendant



*Touch pendant to notify loved ones. Pendant lights up and allows video and audio call*

- ▶ Find time
- ▶ Build a habit
- ▶ Learn about events
- ▶ Share milestones



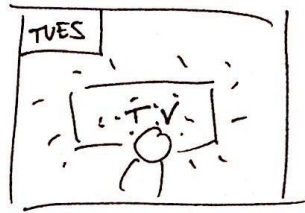
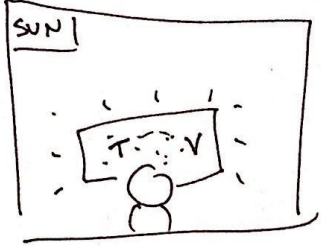


**Final Design Choice - Family Tree**

# Benefits of Family Tree

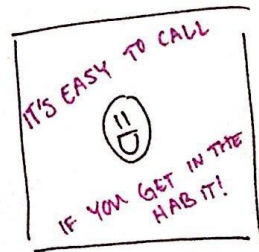
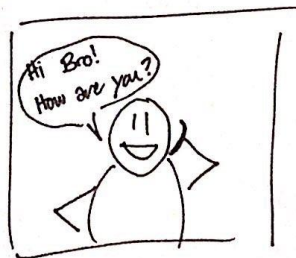
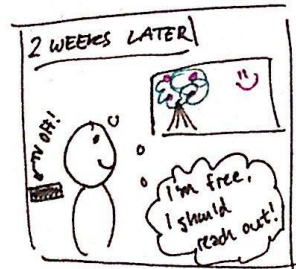
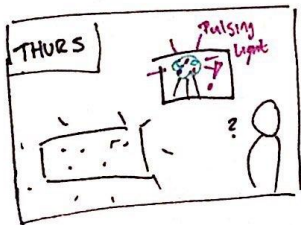
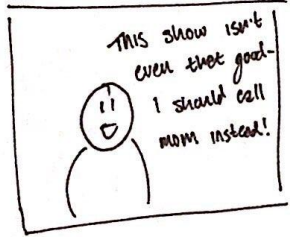
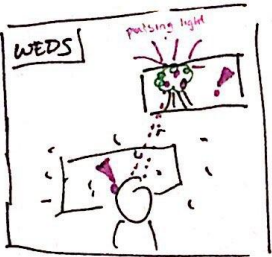
- ▶ Unique physical structure
- ▶ Subtle background reminder that people will see often
  - Design doesn't just exist on phone
- ▶ Accessible medium for people of all technological strengths and abilities

BEFORE...



# Storyboards

AFTER

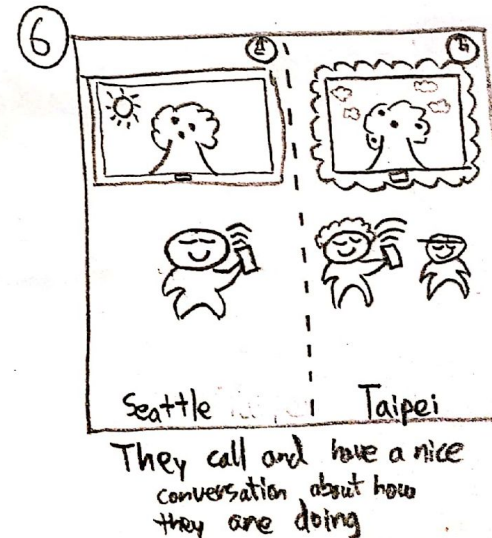
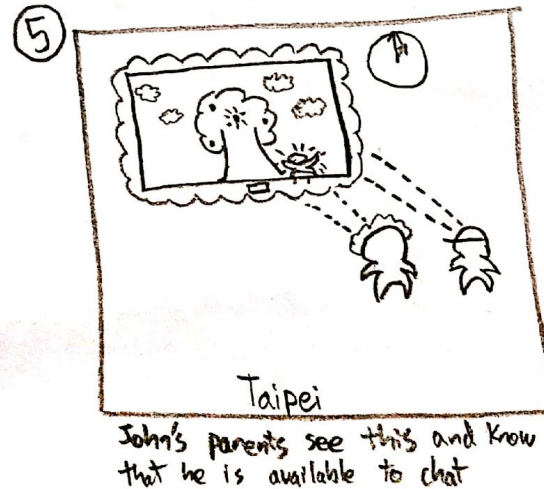
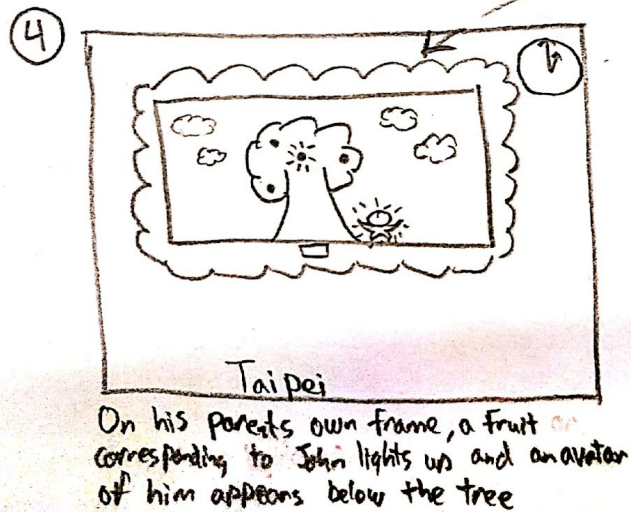
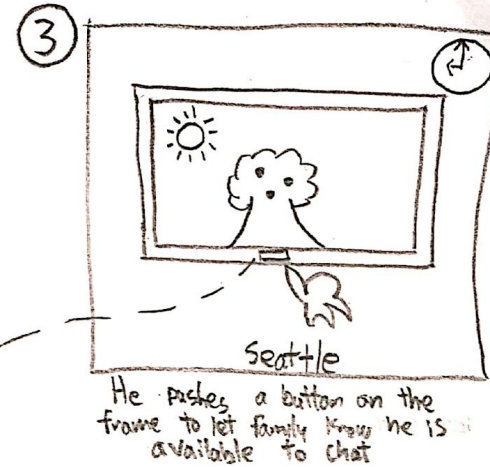
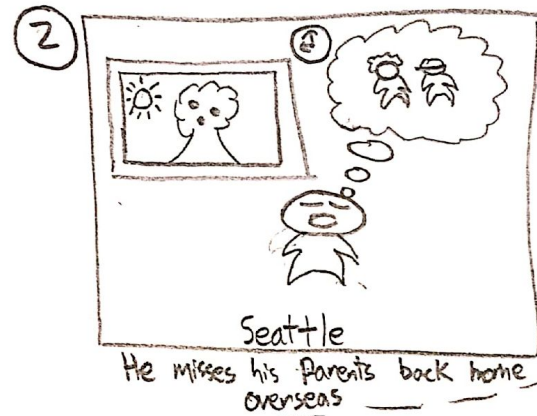
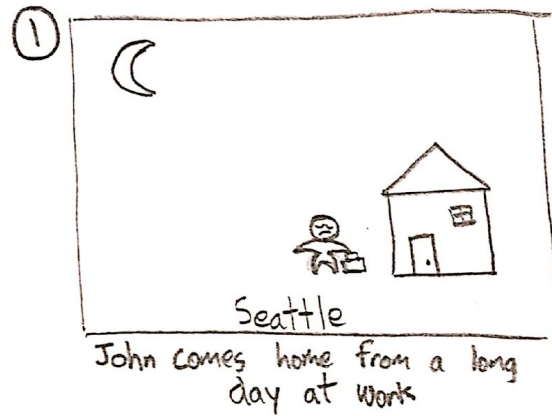


- ▶ Habit forming
  - Small changes to behavior over time turn into habits

# Storyboards

## ► Finding time

- Highlight when family members can communicate



# Summary

- ▶ People highly value their family relationships
- ▶ Life changes can cause a shift in priorities
  - Reminders to reach out can help
- ▶ A physical design is more meaningful

Thank you



### **Contribution Statement:**

Vivian Lappenbusch - 30% - Presenter, created powerpoint & slides

Tyler Mi - 30% - Presenter, created slides for powerpoint

Eliza Huang - 20% - proofread and worked with presenters on their presentation

Jinsoo Choi - 10% - Edited slides to be more following the tips from the lecture

Pratibha Kharel - 10% - Proofread, contributed to the initial tasks and design ideas.