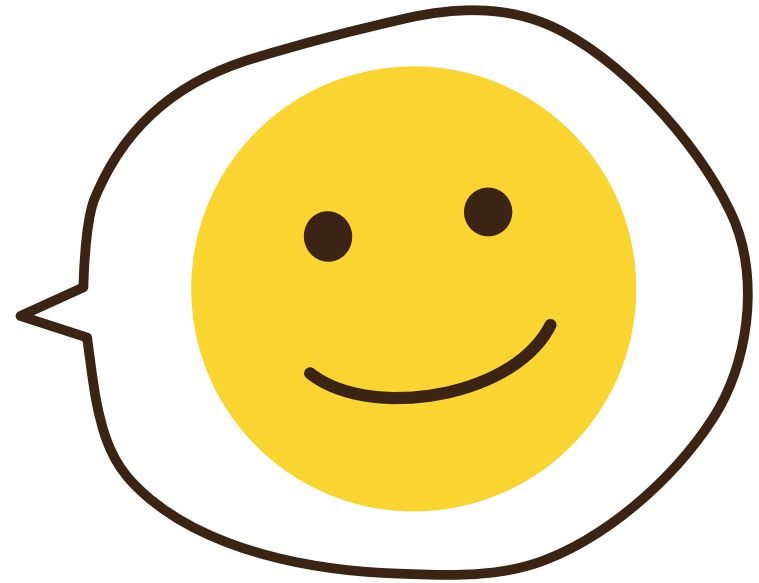


emote  
contextual connections



## Intelligent Service for Families

Fall 2008 • Basic Interaction Design

Hajin Choi • Carlos Gutierrez • Sabrina Majeed

Interviewed three families with children ages 7–12

## Types of Questions

How would your children describe you?

What is the experience of being in your house in the AM before school?

What do you do when unexpected things occur?

If you were a superhero, who would you be?

What rituals does your family have for communicating?

If there was a sacred time in your house, when would that be?

What moments do you cherish the most?

## Functional Needs

to communicate regardless of daily circumstances  
to keep the household consistent and functioning smoothly

## Social Needs

to create record of experiences for traveling parents

## Emotional Needs

to reinforce parental decisions  
to facilitate conversation to turn bad behavior into teachable moments  
to have a context why my child is behaving that way

An intelligent agent that facilitates parents' connecting their children's behavior with a context.

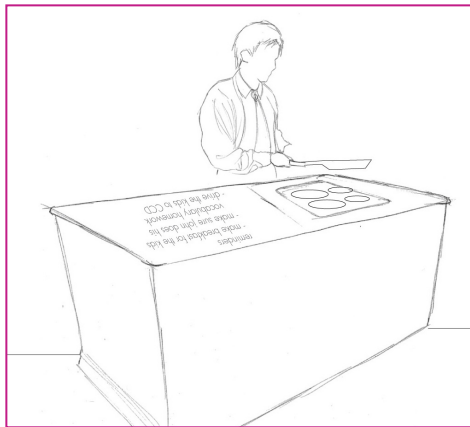
A two-way communication system of reflection



# Preliminary Concepts

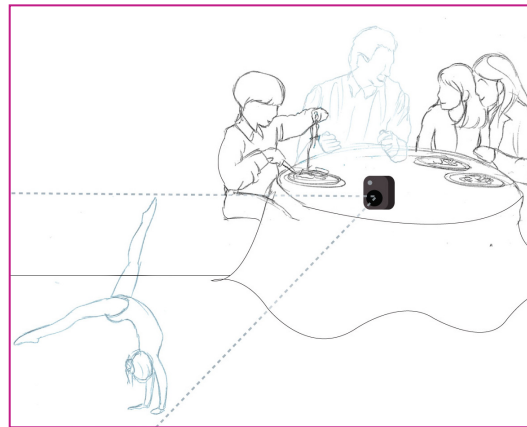
## Functional Needs

Echo Mom  
uDemo  
ListenMom  
Pollster  
Island Screen



## Social Needs

Envision  
LessonLearned  
iTracker  
Capture Experience  
Picture Perfect



## Emotional Needs

myVoice  
Parent Bubble  
therMOMeter  
iMemo



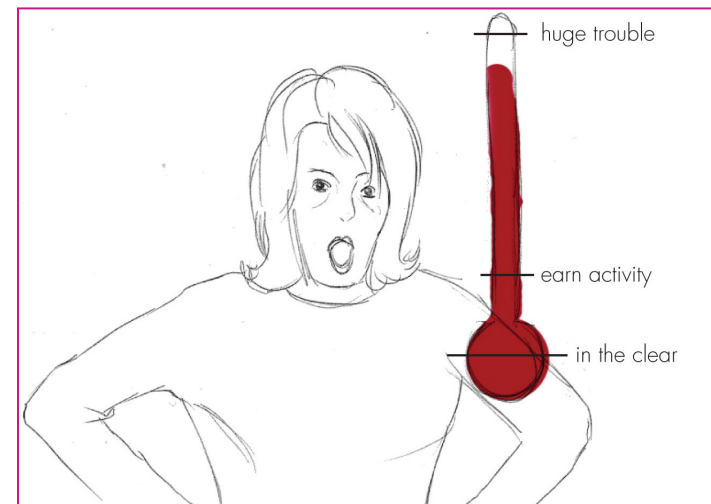
## therMOMeter

“I sometimes feel bad that I might be too harsh with the consequences I put out there for my kids so I give them an opportunity to earn it back.”

The therMOMeter registers a mother’s blood pressure and vocal tone in response to her children’s behavior.

What we learned:

Parents want a reminder to take advantage of bad behavior by turning those moments into teachable moments.



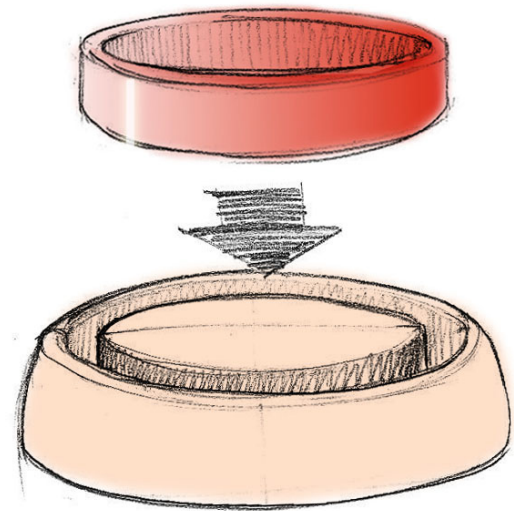
## synchronize

“I like to have a conversation with my kids after they do something wrong, so it can be a lesson learned.”

The synchronize device would communicate to children when it was time to have a conversation about bad behavior. The device mimicked the metaphor of coming together.

What we learned:

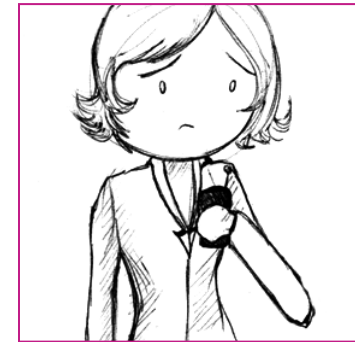
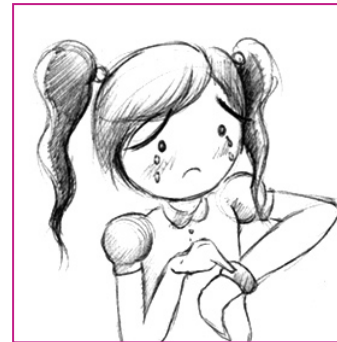
Parents were uncomfortable being monitored. They did not necessarily like the fact that they could not see their children's autonomic responses while their's were on display.



# emote

“I am not always sure what my kids are thinking. Sometimes, I don't even understand why they do the things they do.”

Emote is a device which acts as a two-way communication system between mothers and daughters. It provides the emotional context for their behavior.



# Target Audience

Identified a unique opportunity space between mothers and daughters.

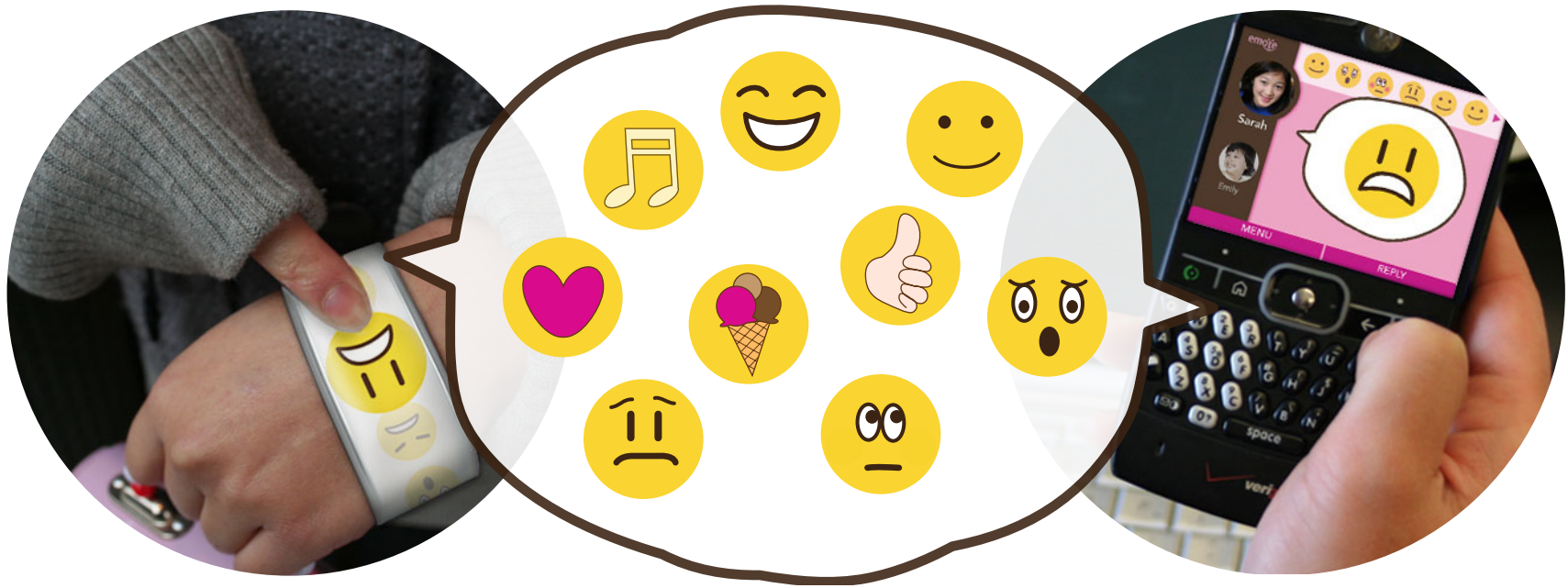
Providing mothers with a frame of reference for her daughter's behavior

Allowing mothers to clearly and appropriately respond to her daughter's emotional needs

➔ **Working mothers and daughters aged 7–12**



# Communication Language

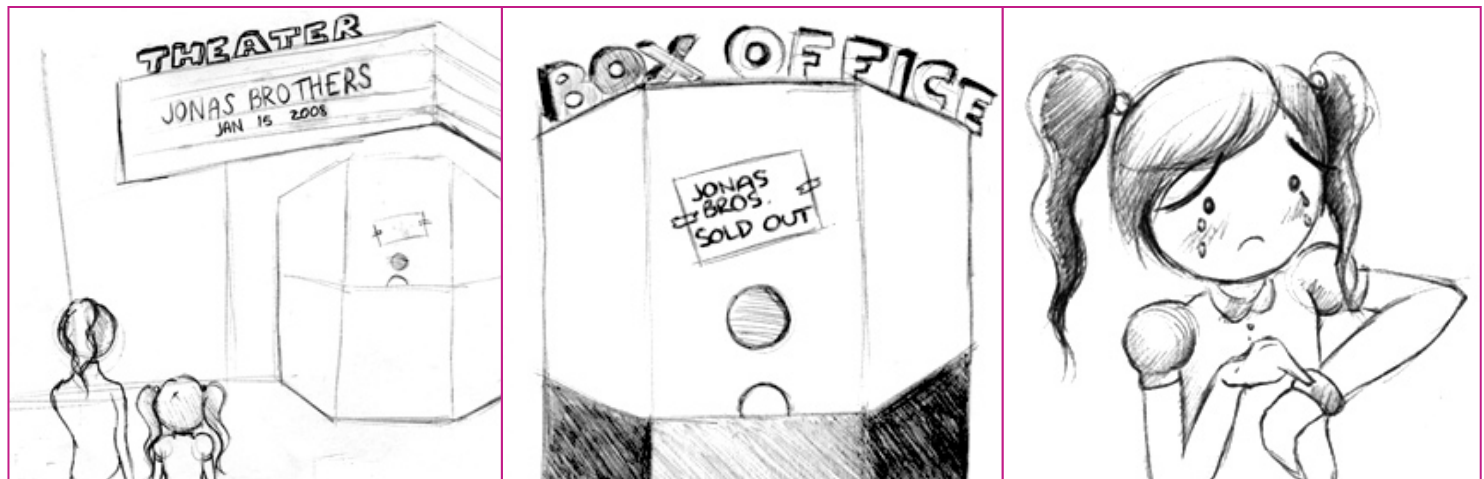


daughter

mother

# Video Sketch

Sarah cannot stop talking about going to the Jonas Brothers Concert. The tickets go on sale on Friday at 12pm. Michelle, her Mom, said that Sarah could go with Kim, the babysitter, when she picks her up after school at 3:30pm. She arrives at the box office to see a sign that reads, "Jonas Brothers - Sold Out." She taps her emote device to communicate with her mom that she is mad. When her mom arrives home after work, Sarah and her mom have a conversation about how she needs to control her emotions.



**Thank You**

**emote**  
contextual connections

