

Design X Social Innovation Challenge

ACTIVELY: A digital platform which enables stress free and seamless parenting experience for parents during the lockdown

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

Date and Place: 31 May 2020, Bengaluru



Team



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Problem Identified

PROBLEM DESCRIPTION

The average screen time spent by children on phone for unproductive activities has increased exponentially during the lockdown which has led to stress and anxiety in parents

WHY IS IT AN URGENT PROBLEM?

Increased stress in parents while working from home during lockdown: *As kids find their parents at home, there are expectations to engage in things that are usually done during weekends, like play with them or take them out. Children don't understand the urgency of parents attending calls and replying to emails during work from home. Stress begins when parents have to manage work and kids.*

Increased unproductive screen time for kids: *Since there is no where else for children to go or play during lockdown, this has increased in screen time by playing video games and spending time on social media over any productive/useful activity*

A close-up photograph of a young boy with dark hair, looking down intently at a smartphone he is holding. The lighting is soft, highlighting his face and the phone. The background is blurred, suggesting an indoor setting.

66 million

active internet users in India are children between ages 5 - 11 years

Source1: [Link](#)

Source2: [Link](#)

Lockdown Scenario

How might Sunita, with two school going kids keep them engaged in productive activity without being addicted to screens?



Persona 1



“Will such a lifestyle lead to lethargy setting in? We are absolutely concerned about what the long-term impact of this new kind of lifestyle and teaching can be”

PROFILE

Job Title: **Software engineer**

Gender: **Male**

Family Setting: **Deepak lives with his wife Nayna and his 9 year old daughter Ananya in Bangalore.**

DEMOGRAPHICS

Income: **20 lakh per annum**

Education: **B. Tech. and M. Tech.**

FEELINGS

Values & Goals: **Goal is to provide better life for her daughter.**

Worries: **He worries that the lockdown has affected his daughter a lot, she watches television all day and gets agitated easily.**

PAIN POINTS

Daughter will become indisciplined and lose interest in education

Persona 2



"I'm too lost trying to manage going to work outside and make sure that my family doesn't get the virus"

PROFILE

Job Title: **Bank Manager**
Gender: **Female, 38 years**
Family Setting: **Sunita lives with her husband Ravi and their 9 year old daughter and 6 year old son in Chandigarh**

FEELINGS

Values & Goals: **Sincere and hardworking, goal is to be healthy and happy with family**
Worries: **She has to travel to work even during the lockdown and is not able to spend time with daughter.**

DEMOGRAPHICS

Income: **8 lakh per annum**
Education: **B. Com**

PAIN POINTS

Fear of getting corona virus and unknowingly infecting daughter. Fear of daughter being addicted to screens and hence spoiling her health

Current Scenario

Sunita and Ravi work from home everyday now, because of the lockdown. They have 2 kids, both of them have e-schooling, but the kids are glued to their phones and TV even after school hours, which is very unhealthy. Sunita and Ravi find it very difficult to control them and keep them engaged



Worried about children's daily schedule

Both parents are working from home, they juggle between office, home chores and taking care of kids and worry about how keep them engaged



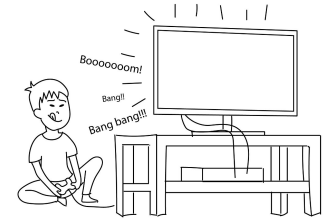
More time on screen

Both the kids have online classes as a part of school during the day, after which they're wasting time by playing video games on the phone



Hard to find activities

With the busy schedule both parents have, it is getting difficult to keep their kids engaged with productive activities and are now exhausted looking for ideas that really work



Uncontrollable and unmanageable kids

Even if parents tried keeping a schedule, the kids are too indisciplined, adamant and wouldn't stick to the time table at all

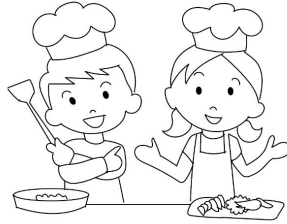
Future Scenario

Sunita and Ravi work from home everyday now, during the lockdown. They have 2 kids, both of them have e-schooling. Sunita and Ravi started using SMARTKIDS app to seamlessly engage kids in activities that they like and which do not cause harm to their eyes by increased screen interaction, they're also able to improve productivity by using the app



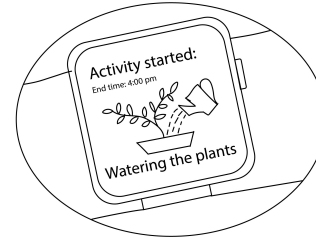
Identifies the child's interests

The app identifies the child's interests and recommends activities based on them



Engages kids in productive activities

Based on the suggestions provided by the app, parents and kids choose an activity for them to be happily engaged in



Enables omnichannel experience to manage child's activities while not at home

Parents can now easily schedule an activity while at work, even from outside and can check upon the progress their child has made



Daily & weekly tracking of screen time vs non screen time

Parents can also get insights on the list of the productive activities albeit the screen time vs non screen time the child is spending

Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

ACTIVELY - A digital platform which enables stress free and seamless parenting experience for parents during the lockdown

The application encourages parents to engage their kids to learn or do activities based on their interests deviating their focus from drab mobile games, to productive activities. This replaces the child's onscreen time with productive activity and thereby minimising stress on eyes and also improving skills

It optimises the parent's and kid's time by providing smart suggestions on activities, a scheduler to manage the day, blog about parenting and a marketplace to buy activity kits



Solution

01

Identifies your child's interests and provides personalised suggestions on activities they can engage in

02

Suggests activities based on interests, age and screen time such as learning arts and crafts, solving math puzzles, gardening and backyard science experiments to name a few

03

Analyses child's activity by giving parents a scheduler which allows them to schedule as well as track kid's daily activities and screen time, which helps maintain a healthy life for the kids

04

Encourages and inspires parents to contribute in community activities. Helps exchange ideas and solutions on better parenting. Better parenting means children who are prepared for the future

05

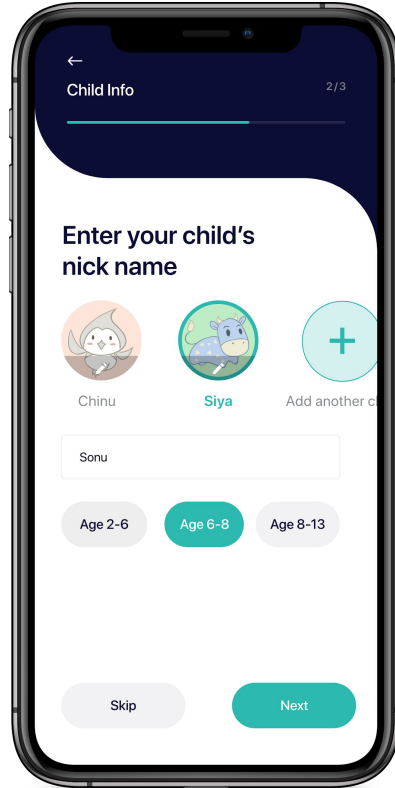
Platform for Content creators
Craft instructors can publish their craft ideas for kids to consume

06

Enables omnichannel experience to manage child's activities while not at home
Parents can now easily schedule an activity while at work, even from outside and can check upon the progress their child has made

User Experience

Add child

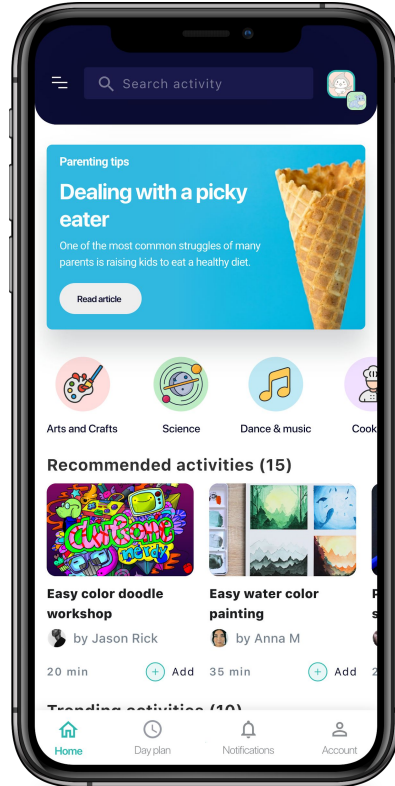


Preferences

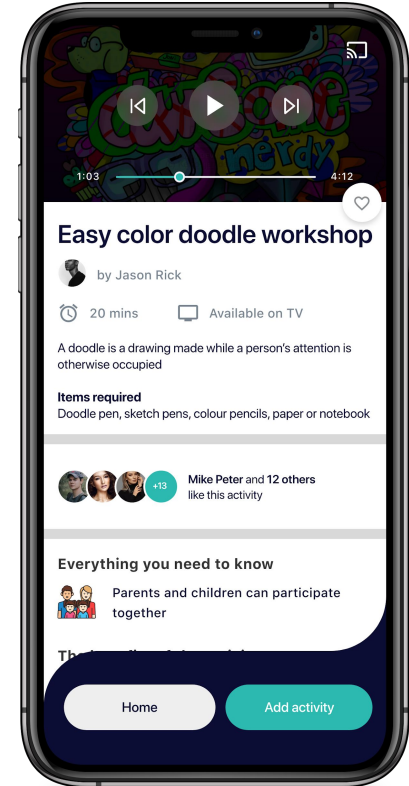


User Experience

Home

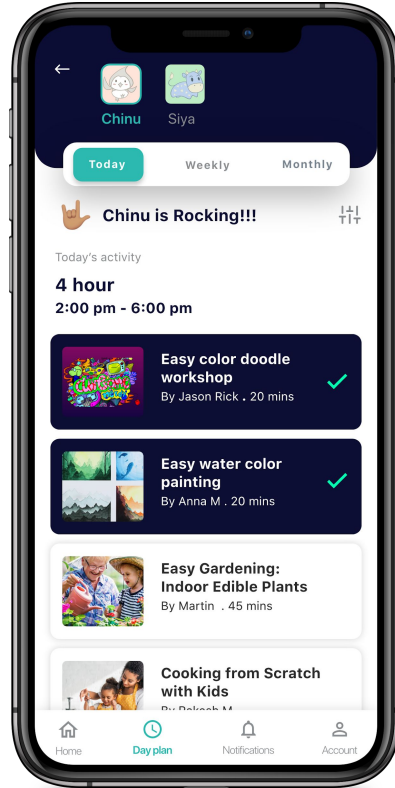


Activity detail



User Experience

Day planner



Weekly planner



Omni Channel Experience



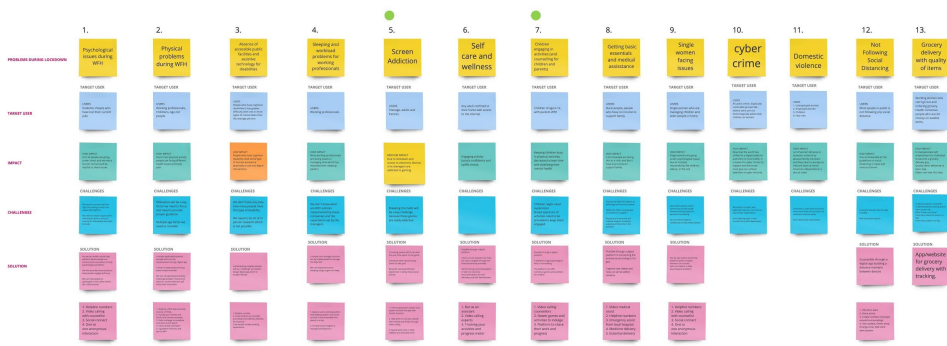
Process

01. Understanding the context

We began by broadly exploring and researching the numerous problem areas experienced by people during the lockdown and we started mind mapping them

02. Identifying the problem

As the lockdown comes with a plethora of problems from different areas of life, we wanted to concentrate more on day to day issues. We then grouped the problems that would fall under the same category and voted on the ones that resonated with us to identify an area we would like to work on. We invited few of our colleagues also to join in during this brainstorming and voting process



FINDINGS

1. Psychological effects and issues of stressful situation of pandemic, house chores and working from home
2. Most stressed are people with children, since they have an added responsibility
3. Physical health issues due to incorrect posture, physical effort to do household chores as well as work from home
4. Increased screen usage by adults and kids, especially harmful for kids since they are more sensitive

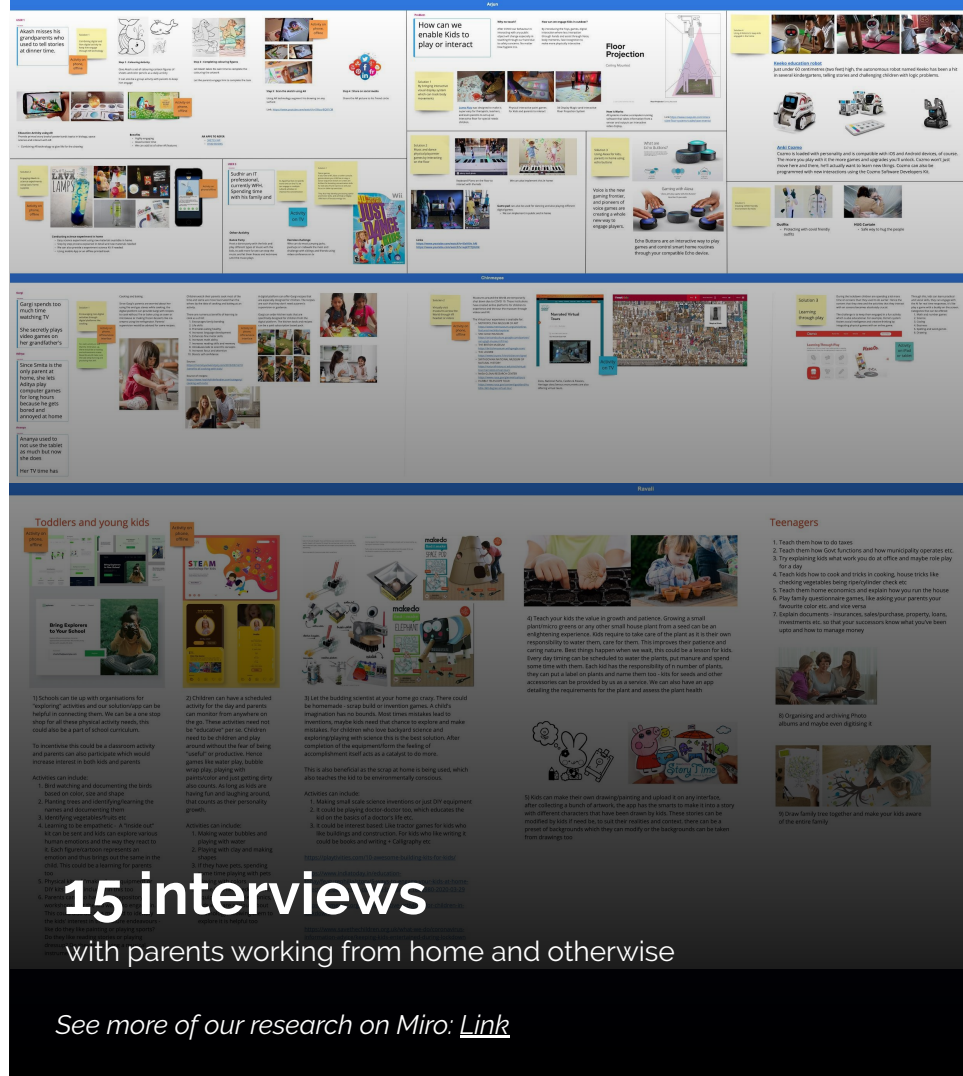
Process

03. Conducting primary research, synthesising and deriving insights

We conducted **15 interviews** with parents who are working from home, who have to travel to work even during the pandemic and single parents. We synthesised the data collected and created high level journeys to derive insights

04. Ideating and deriving solution

The insights led us to few directions, using which we brainstormed to find unique and disruptive ideas. We also conducted desk research to validate our ideas to finally arrive at the solution. Later, the solution was detailed out – mapped features, created task flows, defined design principles, styles and interactions and finally created a prototype.



15 interviews
with parents working from home and otherwise

See more of our research on Miro: [Link](#)

Impact

30-60 mins daily quality time

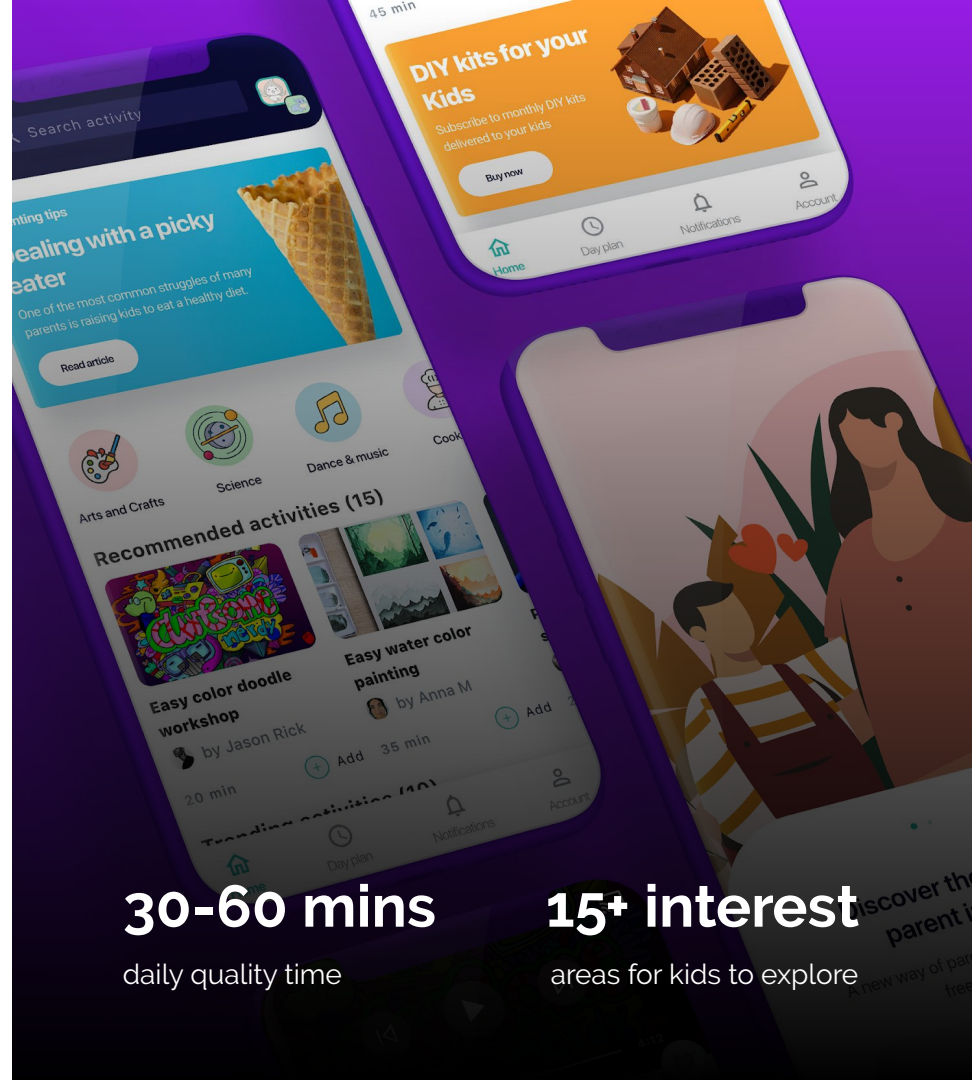
Utilizing and striking a balance between work and personal life helps in individual wellbeing and increase in productivity, thereby giving quality time for both parents and children

15 interest areas for kids to explore

Learning, exploring and having fun never stops for children. Keeping them curious and stimulated helps nurture their growth. More than 15 interest areas to help children nurture their skills based on interests

Community = Trust = Persuasion

Using content creators to build trustworthy content in the product resulting in business opportunities for creatives and coaches. This is also beneficial to recognise and reward local talent



30-60 mins

daily quality time

15+ interest

areas for kids to explore

Impact

Converting work from home into stress free experience for parents

Utilizing and striking a balance between work and personal life helps in individual wellbeing and increase in productivity

Helping children nurture their skills based on interests

Learning, exploring and having fun never stops for children. Keeping them curious and stimulated helps nurture their growth

Building healthy connections between parents and children

Children learn from their parents, even more so during the lockdown with the unlimited time spent together. This is the time to build healthy relationships and help the future generation be the best version of themselves

Providing content creators a platform to showcase talents

As there is an increase in unemployment rate during the lockdown, our Application gives a platform and an employment opportunity for creatives and geniuses alike to share their talents and be rewarded for the development of young ones



Execution & Viability

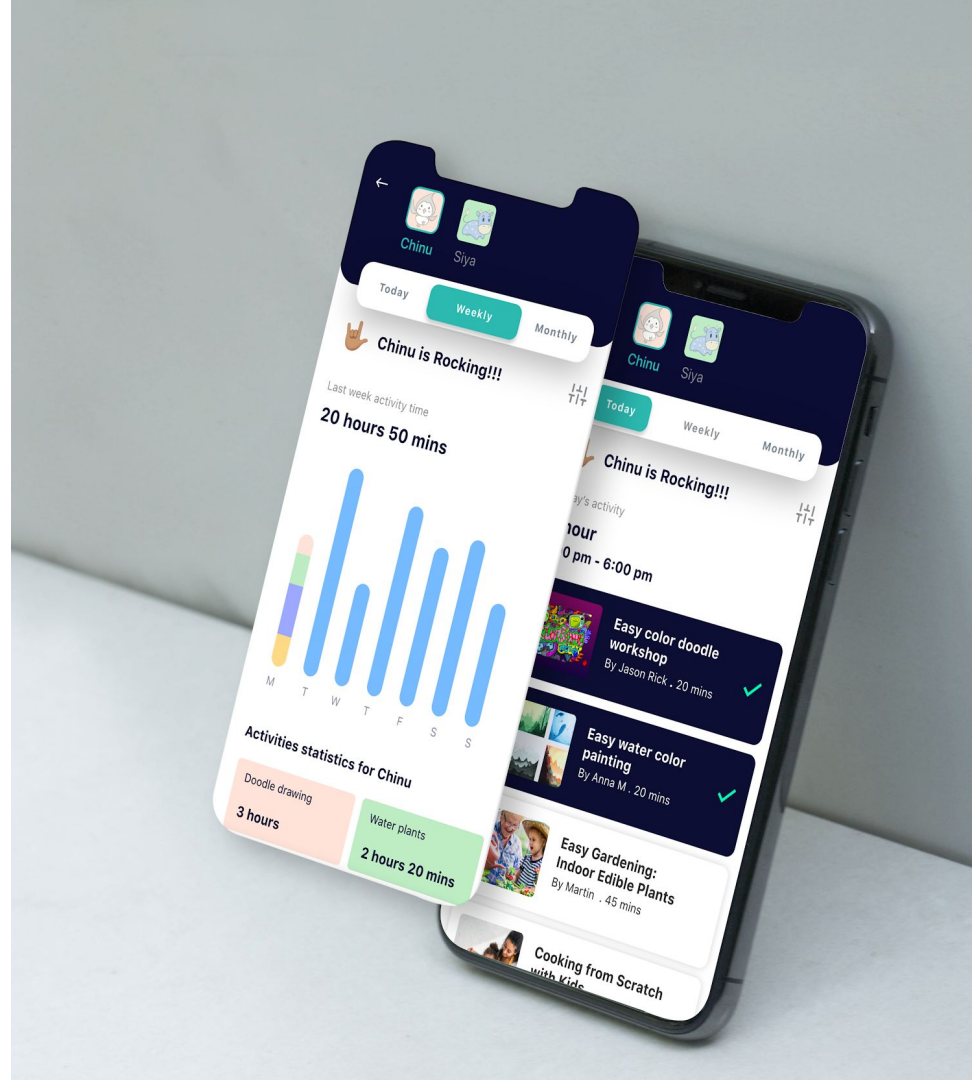
BUSINESS

Corporate endorsement

Most parents working from home are in corporates, our app can be tied up with corporates and endorsed in maintaining perfect work life balance which in turn helps in employee satisfaction and retention

Marketing

Our app would be advertised as a tool that transforms parenting in the new age of lockdown and homeschooling. Many parenting gurus, life coaches, bloggers and creatives can contribute and promote the use of the app which would have content curated by them



Execution & Viability

FUTURE SCOPE

AI & Voice integration on the go

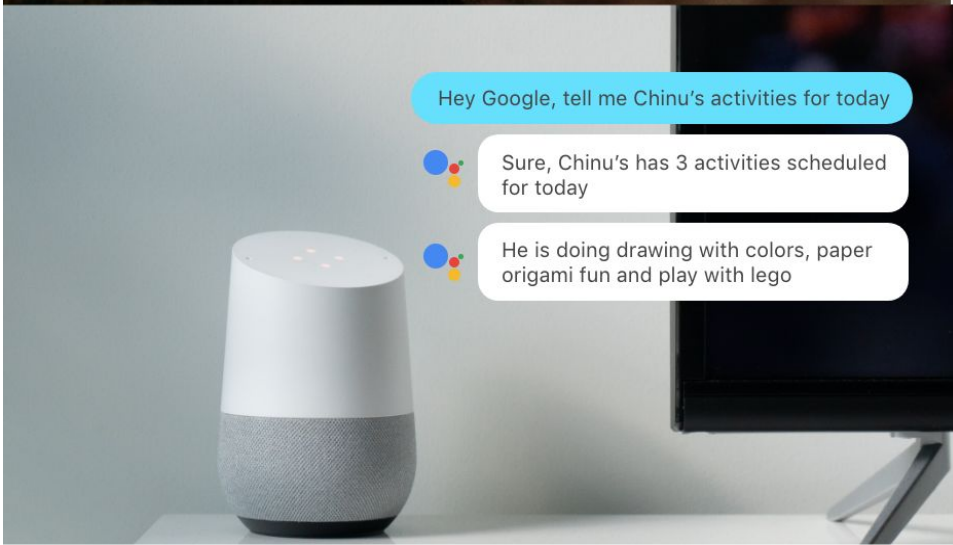
AI and voice assistance can be used by parents who are on the go, in a meeting or performing chores

Omnipresence

Right from mobile, TV, tablet and wearable devices to other connected devices like voice assistants, the app can scale its usage to different environments bringing more familiarity and trust during the pandemic

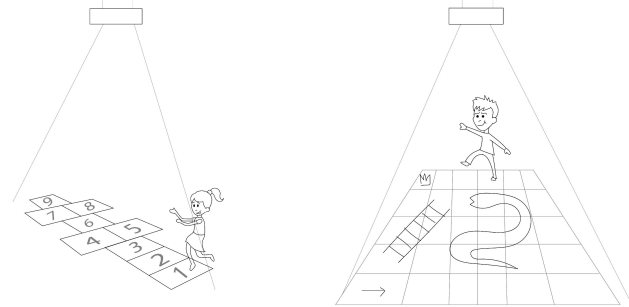
Integrated parent - community experience

The app can be tied up with communities, where fellow parents can share ideas on parenting. They can provide services like painting workshops, yoga classes etc, and score points on the app which can be redeemed for society level expenses (like water, electricity and maintenance bills)



Explorations

ALTERNATIVE SOLUTIONS & IDEAS



Floor projection games

Floor projection with playful indoor/outdoor game for kids to play physical games inside the the house during lockdown situation. The floor projection will have multiple inbuilt apps with a varied set of games. This encourages children to enjoy outdoor activities in the confined space of their homes. It is highly recommended that kids move around and play as usual even during the lockdown and our solution rightly addresses that



AI generated stories with characters from children's drawings

Kids can make their own drawing/painting and upload it on any interface, after collecting a bunch of artwork, the app has the smarts to make it into a story with different characters that have been drawn by kids. These stories can be modified by kids if need be, to suit their realities and context. there can be a preset of backgrounds which they can modify or the backgrounds can be taken from drawings too

Thank you!



Team Social Troopers

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