IMAGINE IOT
PROTOTYPE CHALLENGE
My Kid School Journey

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Summary:

A mother needs to feel present with and for her children during their first year’s school. She wants to be aware about his kid school daily’s journey, from departure with school bus to returning home including classrooms and launch, unexpected sickness or accident.

Story Line:

Any mother is wondering how to be notified about his children arrival, departure from the school, classes’ runs, and teacher presence. How to be informed in case of unusual events like sudden weather change, accidents, and even unhealthy food. She prefers also having an instant and real time view to the classroom where his child is, canteen, sports hall. Furthermore it’s important for her to be warned case of her children illness. With knowledge of these facts, the mother will be able to rapidly act and minimize risks that could impact kids.
Persona for “My Kid School Journey” prototype

Caroline
Project Manager

“Create balance between my job and my family by doing my best for both.”

About

- 32 years old, Married with 3 children.
- 4 years’ experience as software developer and two years as project manager.
- She aimed to have a brilliant career and on the same time be present for her family and especially her girls.
- Very motivated, love her job. In addition, even from her work, still aware about her children daily events.

Responsibilities

- I am responsible of a new development project.
- I have to build a team of new hired engineer.
- I am also mother of three little girls, the oldest just started her primary first year school.
- I prepare her schoolbag and packed meal.
- I verify if her daily curriculum was kept or modified and if she had homework.
- I try to know if there are some advices or remarks from her teacher as improvement.
- I have to go or my husband urgently to the School case of any unexpected event.

Main Goals

- To be present for and with her child even I’m working.
- Assume a safety daily school journey for my girl.
- Take care of her daily improvement at school, on different activities.
- Succeed as a mother and as a Project manager by creating balance between both.

Needs

- My girl take the bus to go to school and I need to know that she arrived and started her lessons.
- I have to be informed case of a teacher absence or my girl sudden illness.
- I want to have access to her daily lessons and if the program has been changed.
- I suggest to have possibility to visualize via a camera, as example, the classroom, the canteen, the schoolyard...
- I want to be notified about the quality of canteen food and also the food I put on her packed meal.
- I need to know if she’s sufficiently hydrated.
- Also to be alerted case of accidents near to her school.

Pain Points

- I cannot totally focus on my job thinking about my girl doing on the school, especially she’s first time out of our house.
- I still think if she’s ok, if she has sufficient water.
- I’m wondering if the teacher is present, if she’s doing well or if she encounters difficulties.
- I’m doubting about how school responsible will act case of unexpected accident.
Point of View

As a mother with a first year school child

I need a way to be notified when he arrives to school with the bus and starts lessons.

So that I have peace of mind knowing that he safety arrived and teacher is present.

Point of View

As a mother with a first year school child

I need a way to be notified case of sudden illness of my kid at school

So that I can rapidly act by going school taking him to the doctor or at home.
Point of View

As a mother with a first year school child

I need a way to be informed by his curriculum daily changes and personal improvement that teacher suggests him.

So that I can help him to go through his first school challenges.

Point of View

As a mother with a first year school child

I need a way to know the quality of food I put on his packed meal and also proposed by the canteen.

So that he eat a healthy food that meets his needs.
Point of View

As a mother with a first year school child
I need a way to visualize at real time school environment such the classroom, the canteen, the schoolyard.
So that I oversee the smooth-running of my kid school day.

Point of View

As a mother with a first year school child
I need a way to be notified when an accident occurs near of my children school.
So that I or my husband rapidly plan how we can intervene to bring our child home from school without complication.
# UX Journey for a mother with a kid first year school

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the morning, Help his kid to wash and wear his clothes</td>
<td>“Hope this toilette and clothes keep him safe from common disease”</td>
<td>😞</td>
<td>Kid Clothes</td>
</tr>
<tr>
<td>Prepare and take breakfast on family</td>
<td>“Is the food I prepared healthy” “will school canteen offer a balanced food”</td>
<td>😞</td>
<td>Water, Soap</td>
</tr>
<tr>
<td>Preapre schoolbags and packeds meal</td>
<td>“Do I forget any book or exercise book” “Does food I put on the packed meal health” “Does a water battle is sufficient for each one”</td>
<td>😞</td>
<td>Toothbrush, Toothpaste</td>
</tr>
<tr>
<td>Take children to just arrived school bus</td>
<td>“Hope they arrive safety”</td>
<td>😞</td>
<td>Schoolbag</td>
</tr>
<tr>
<td>Go to Work and arrive to office</td>
<td>“Did my kids arrived to school” “Is the teacher present today” “Did the teacher keep the usual curriculum”</td>
<td>😞</td>
<td>Packed meal</td>
</tr>
<tr>
<td>Leave work and go to take back children from the school</td>
<td>“How was their day at school” “Did they encounter any problem”</td>
<td>😞</td>
<td>Food Water</td>
</tr>
<tr>
<td>At Home, Discuss with her children about news they have from their school day</td>
<td>“Are they telling the truth” “Is there any personal remark from their teachers”</td>
<td>😞</td>
<td>Car Desktop PC, Phone Smartphone, Car Kids, Kids Home, Room</td>
</tr>
</tbody>
</table>
For the Prototype, I have created a project undoer BUILD. Could you please refer to the link below in order to have a look to the “My Kid School Journey” prototype and give your feedback?

Enjoy the Trip 😊

https://standard.build.me/home/projects/1c27c166fa67324d0ccf8195/research/participant/794350e4007f4ae00cd3ff83

P.S. For Charts, I use examples proposed by BUILD without modifying their display and content.