

Assignment #11: **Synthesis**

Anamika, Brielle, Sara, Soumil

Research To Ideation

Identification

- Personal past experiences
- Second hand accounts
- Covid amplifying mental health concerns

Target Audience

- 10-14 year olds children and their parents

Research

- Interviews, Surveys, Secondary Research
- Journey Map, Empathy Map

Sensemaking

- Interconnectivity of stakeholders to ensure proper support of a child's mental health
- Children have a hard time discussing feelings

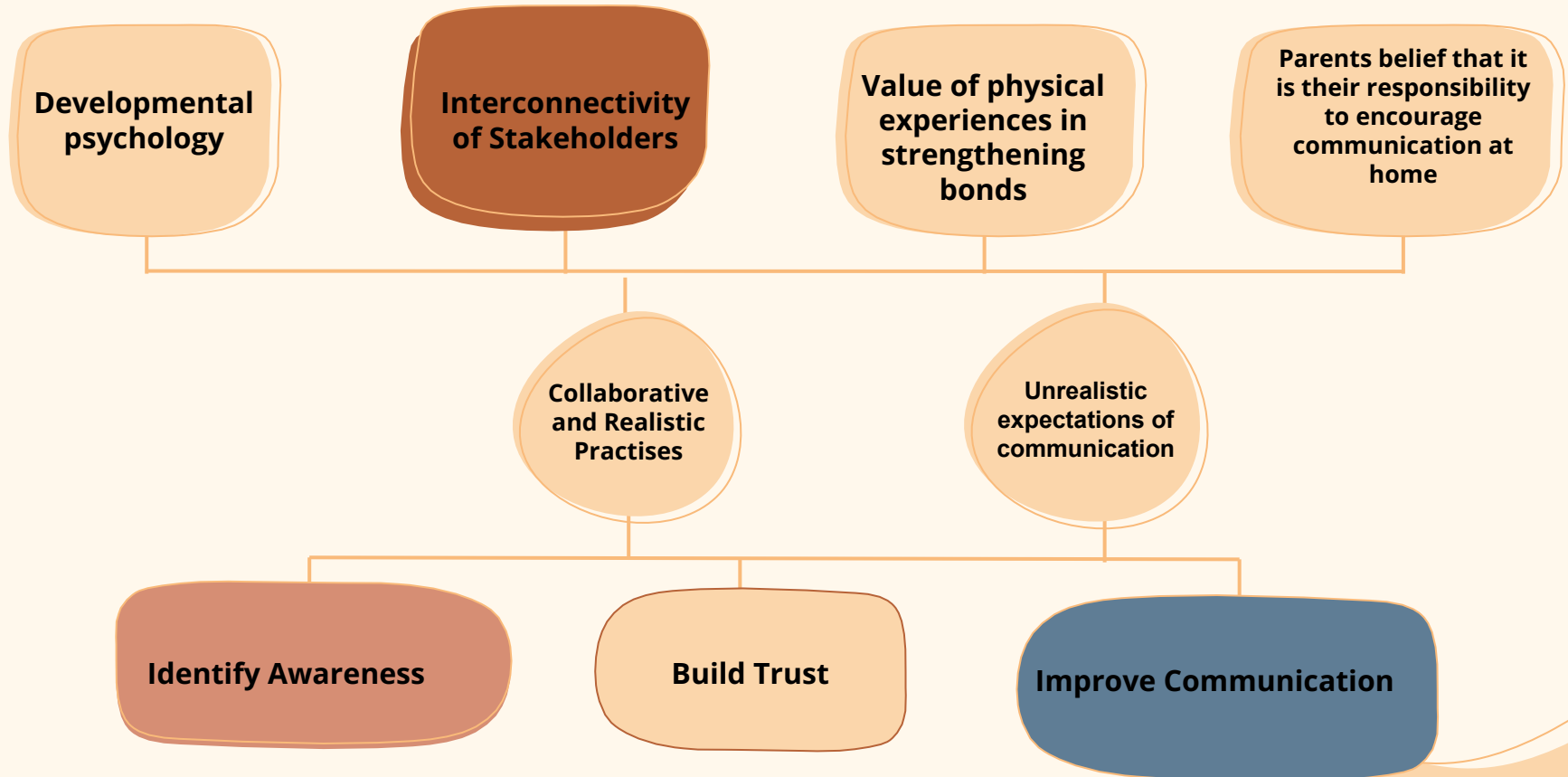
Brainstorming

- Co-creating ideas with our users in mind
- Through past experiences
- Through the use of personas

Ideation

- Concept generation and analysis
- Value analysis

The Ideation Process



The Major Questions

Parents & Children

How might we create an **engaging non-digital** experience?

How might we develop a game to **encourage open communication** between parents and children?

How might we create a manual to **improve awareness** of feelings and emotions?

How might we design activities to **build trust** between parents and children?

The Gap: How are we going to convince parents that they should use a physical toolkit with their children?

The New Challenge

To design a **toolkit** that can act as a foundation for **building trust and communication** between parents and children



The Values

opportunity to spend **meaningful time** together

Strengthen relationships

Inspires conversation



Reduce stress and increase laughter

Enhances self confidence and decision making skills