

Research Protocol

Introduction

- Hi, by way of introduction we are 3 grad students from the Design School at CMU. We are doing a project looking at baby gear and we might make the experience of researching, buying, borrowing, using, and getting rid of baby gear easier. v
- Thank you so much for taking the time to meet/speak with us. We really appreciate it!
- We have developed a few concepts/ideas and would love to hear your honest feedback and reactions to each. We want to hear what you like, what you don't like, what would make it better. Any reaction is interesting to us.
- Before we get started, we have two quick questions:
 - How many kids do you have? What are their ages?
 - If you are willing to share, do you plan on having additional children?

Instructions

- Now, onto the fun stuff. We are going to give you a 30 second overview of 7 of concepts. Feel free to ask questions or interject along the way.
- Once we have gone through all of the concepts, we will ask you to share the 2-3 that most resonate with you and why.
- Sound good? Great! Let's get started.

Concept 1: Single item subscription

This services gives new parents access to all of the gear they need, without having to own it. Parents sign up for a subscription that allows them to rent/use new or used gear, which they can then can swap in and out as their baby grows. Gear is delivered to your door and picked up when you are done.

Subscriptions are based on individual items, such as the " baby carrier subscription." The subscription gives parents access to one baby carrier at any given time, but they can swap their baby carrier whenever needed during the subscription period. Parents may have multiple subscriptions: 1 stroller subscription, 1 crib subscription, 1 baby carrier subscription, 1 bottle subscription etc.

Key questions

- What cadence would they want to be able to swap items in and out? Does the exchange need to be on-demand? Or can it be at a set cadence?
- Thinking of baby carriers, would they want to get a variety of baby carriers at once to try (ie- try before you buy) or have one at a time that they can swap in and out?
- Are there any types of items they would never want to get a subscription for?

Concept 2: Single item subscription

This concept is similar to #1, but instead of subscriptions being for include a range of items that are delivered and swapped out a defined cadence, similar to a CSA box, Trunk Club, Barkbox, or StitchFix. For example, the subscription starts out with the infant box, made up of all of the infant essentials such as a mattress, onesies, bottles, swaddle blankets, baby carries etc. In month #2, a new box arrives with a Boppy Pillow and 2 month old books etc. Subscriptions may be arranged by the # of items rented at any one time, or the quality (eg: delux is all the highest end baby gear).

Key questions

- What cadence would they want to get a new box? Does the exchange need to be on-demand? Or can it be at a set cadence?
- Do parents want to pre-select the items they'd want, or have a group of recommendations sent to them and then return unwanted items?
- What types of items would they want in this box? Are there any types of items they would never want to get in a box like this?
- Would they prefer multiple options for each item (ie- try before they buy) or just one at a time?

Concept 3: End-to-end registry system

This service is an end-to-end baby registry and gear management system designed to be used throughout the first few years of life. New parents create their registry, which can be comprised of new or used items. When they are done with a specific item, the item is re-entered into the system's marketplace for other mothers to buy or add to their registries. The service would collect, clean, and inventory all of the used gear and take care of the logistics of posting, packaging, and shipping.

Key questions:

- Are people comfortable getting used gear from someone you don't know?
- What is people ideal channel for getting rid of stuff they are done with (sell, donate, give to friend)?

Concept 4: End-to-end registry and storage management system

Similar to the previous concept, this service is designed to be used pre and post baby, as a way to manage all of the gear associated with your baby. New parents use the system to create their registry. Once they are done using a certain piece of gear, the service picks up the item, cleans it, adds it to your "registry inventory", and stores it for you until you need it again.

Key questions:

- Would they be willing to let others use their stored gear for a defined amount of time?
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Concept 5: Reimagining the baby shower experience

This service aims to transition the traditional baby shower away from an event about gifts to an event that is about the exchange of wisdom (from one generation to the other) and the organization of caregiving and support. Perhaps through the aid of a registry system or baby shower toolkit, this service helps parents organize a shower where friends/family sign up to cook meals for the new family in their first weeks with an infant, volunteer babysitting time, or do a load of laundry. Games could also be facilitated with the goal of passing along parenting tips to the new family (and maybe collating these tips into a book).

Key questions:

- Despite a near universal distaste for baby showers, are families willing to forgo the gift element of a shower completely?
- Would this actually stem the flow of gifts?

Concept 6: Baby Consultant

This service aims to support parents as they plan for what to buy for their new baby. We imagine an expert friend-like person there to answer all parents' burning questions, quell concerns, and personalize choices based on a family's lifestyle, dwelling size, safety concerns, and desired parenting style. In this scenario, a real person would come to the customer's house in order to take measurements, ask relevant questions, and begin making recommendations. This person could be a super user, or possibly a volunteer from the neighborhood as well.

Key questions:

- Would they want this experience as a 1-off experience or repeated visits?
- Would they be comfortable with a stranger?
- What if I was another new mother a few months ahead of you?

Concept 7: Online Baby Consultant

Similar to the previous concept, this service is aimed at helping new parents decide what gear they need and how to select items that are aligned with their lifestyle, parenting goals, or physical constraints. This service would be an online personalization and decision-making service that gave parents data driven recommendations based on previous customers' satisfaction levels and alignment with preferences.

Key questions:

- At what stage would a decision making engine be most useful?
- Why would parents trust this source over other ones or not?