



**BABY PRODUCT ECOSYSTEM:  
EXPLORATORY RESEARCH**

# THE PROBLEM

Babies are **expensive**  
and they need a lot of **stuff**.

# HOW MIGHT WE...

Make planning and accessing baby gear **easier, less expensive, stressful, and wasteful?**

Connect new parents to **better information** about what gear they need and provide **support for better decision making** on baby-related purchases?

Foster a sense of **place-based community** between new parents in a way that enables **sharing** of information, education, support, and collaborative consumption?

# OUR APPROACH

10 interviews

95 surveys

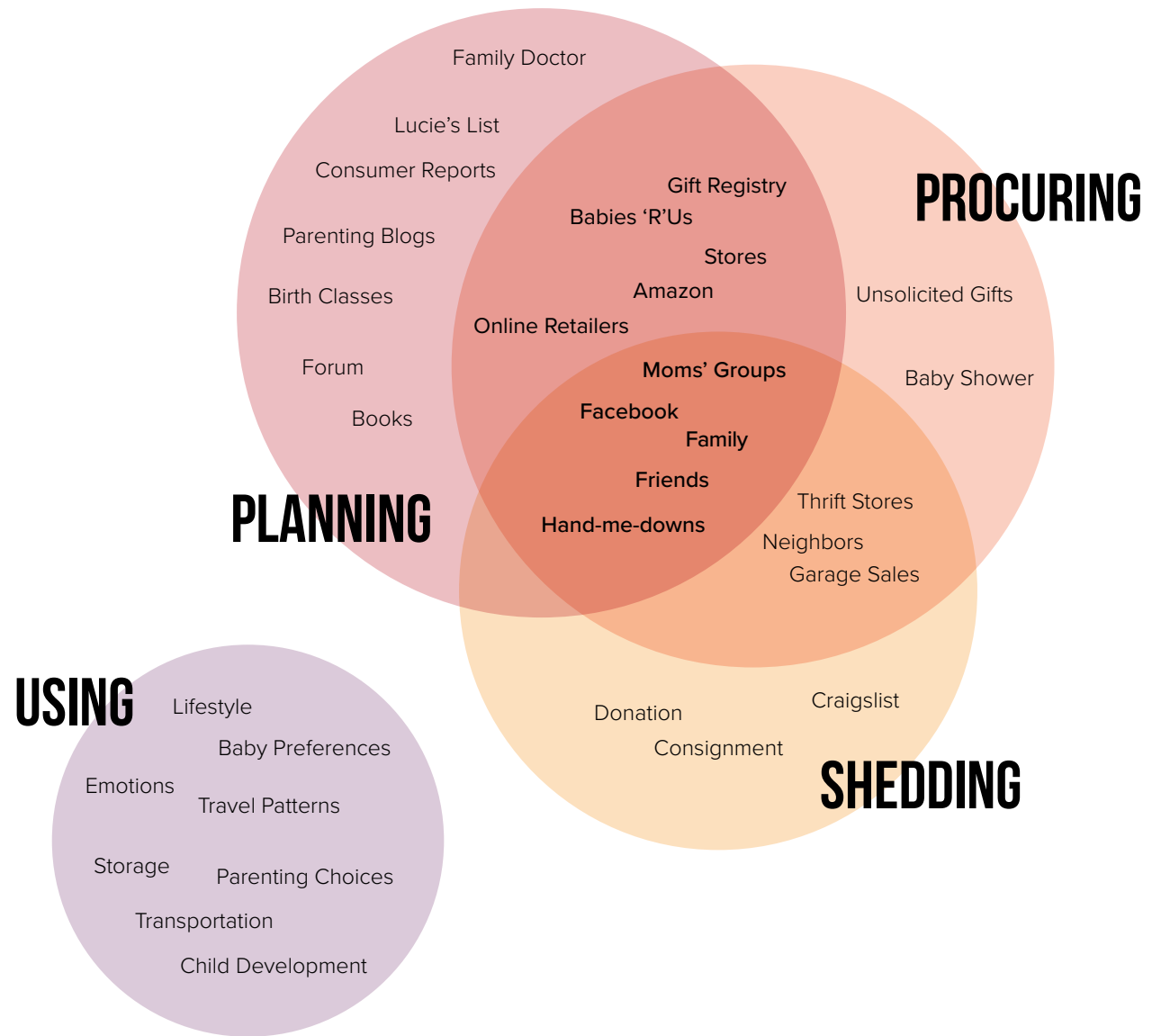
1 home visit

1 trip to target

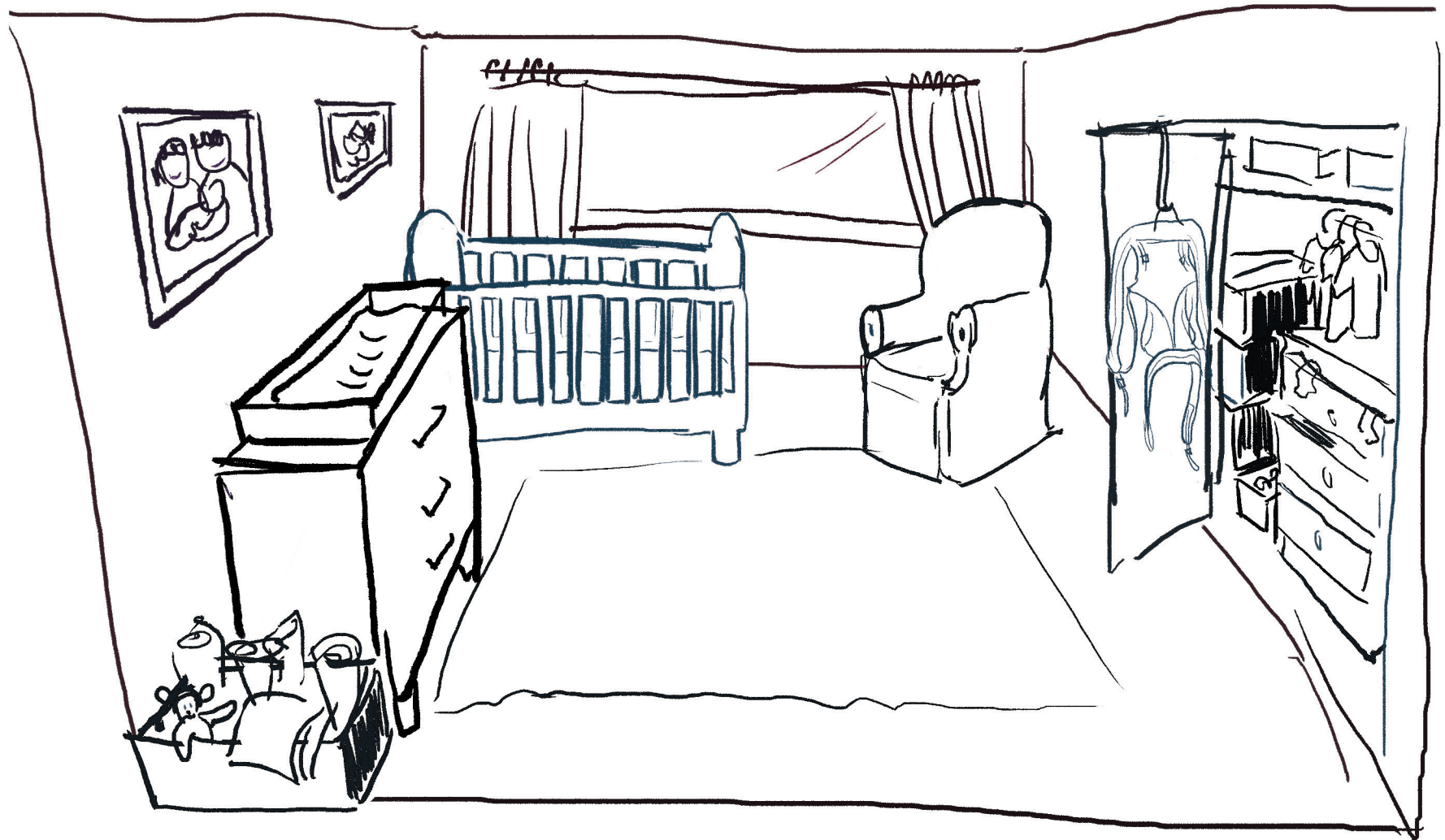
... and lots of web eavesdropping

# DEFINING THE TERRITORY

Understanding the **practices** that define acquiring products for a new baby was the key to understanding how to frame our research.



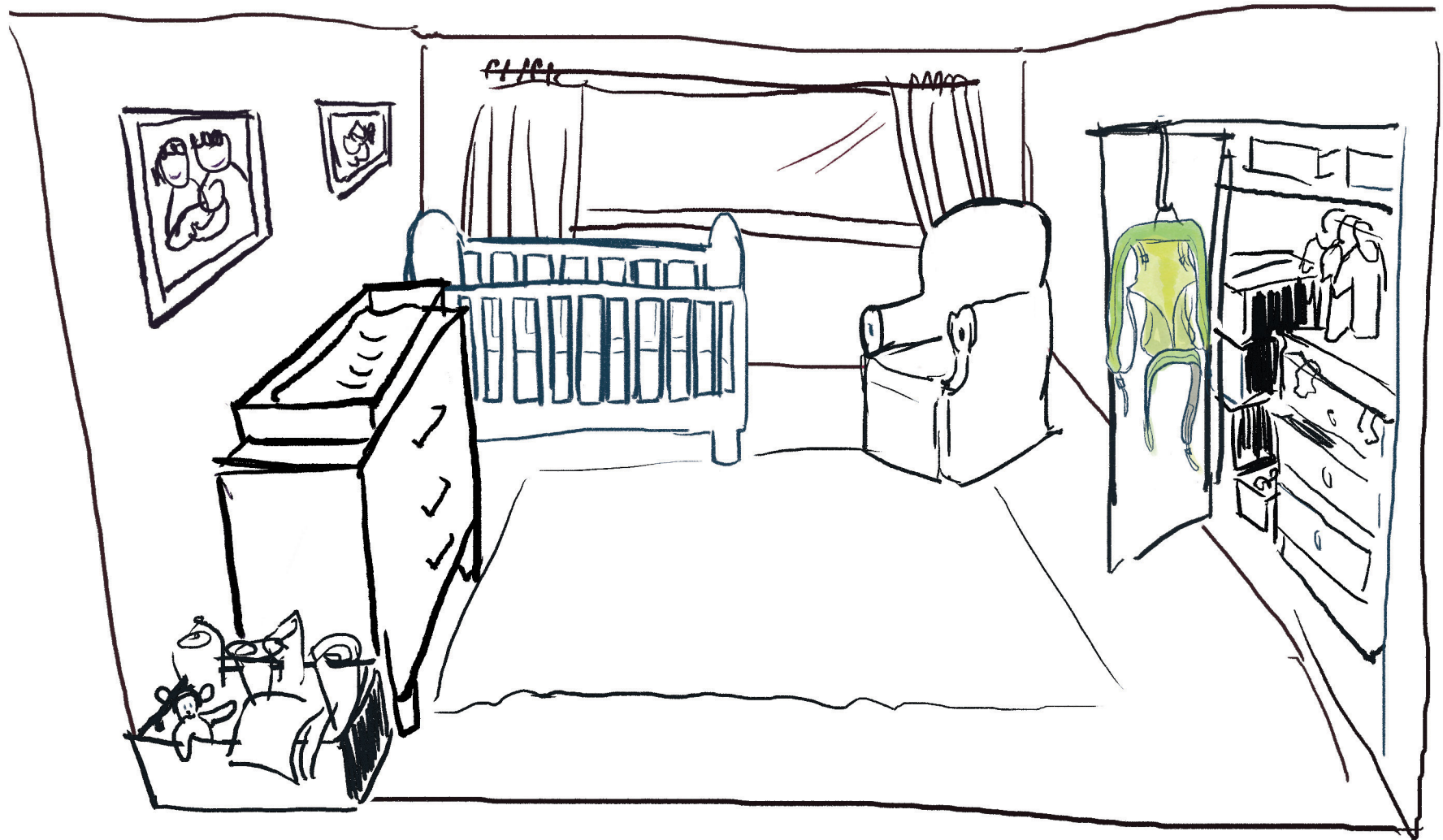
# WHAT WE HEARD



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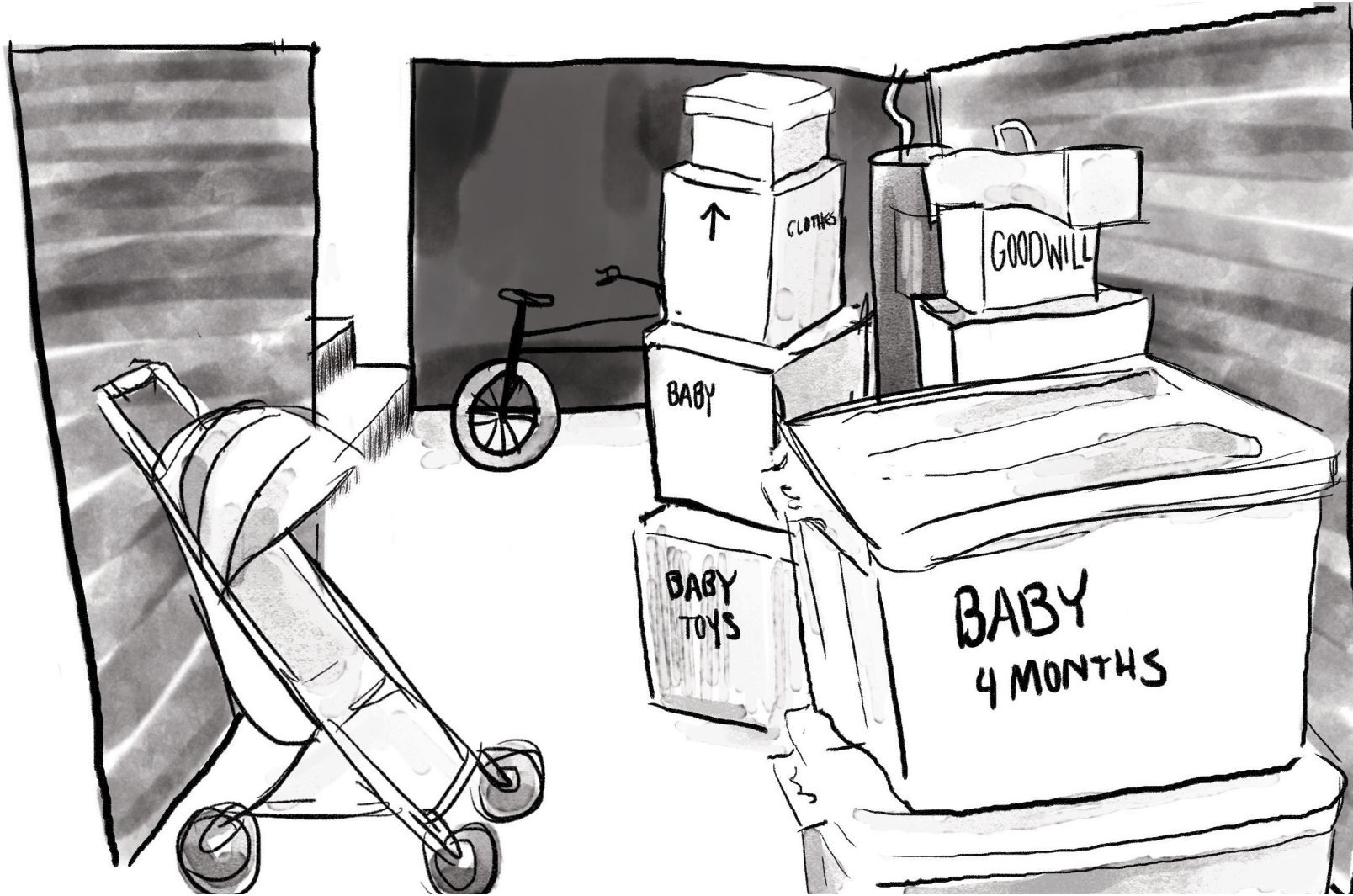


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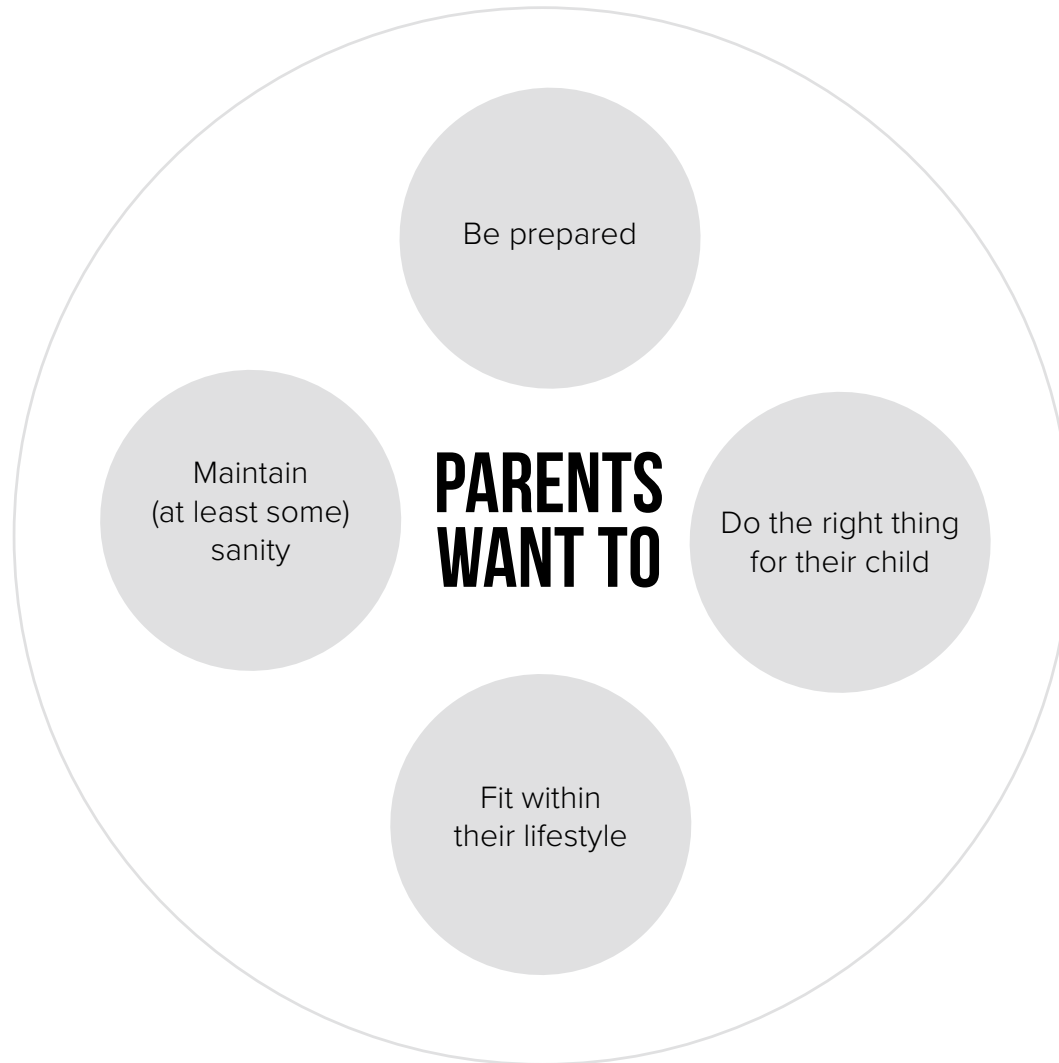
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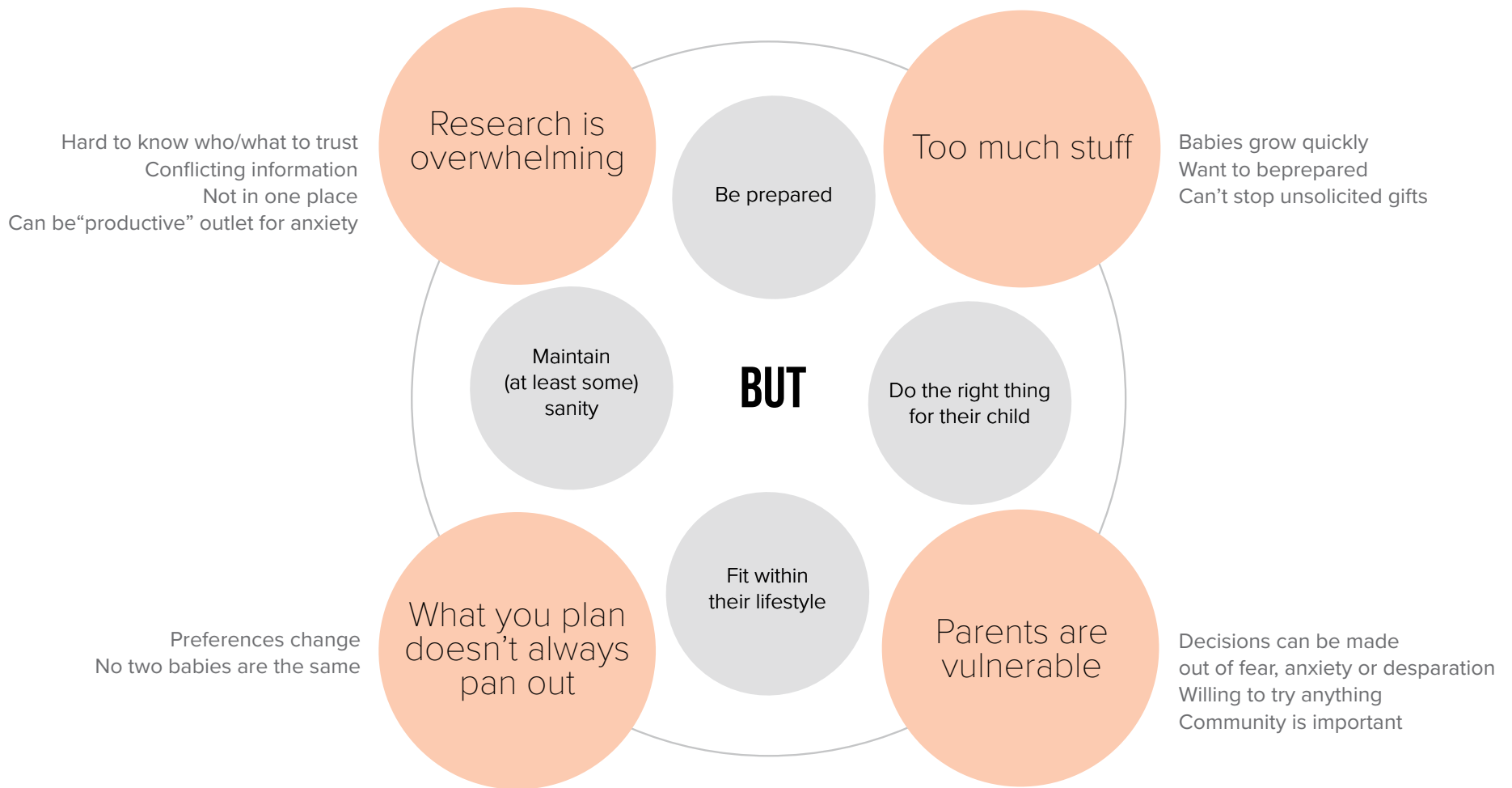
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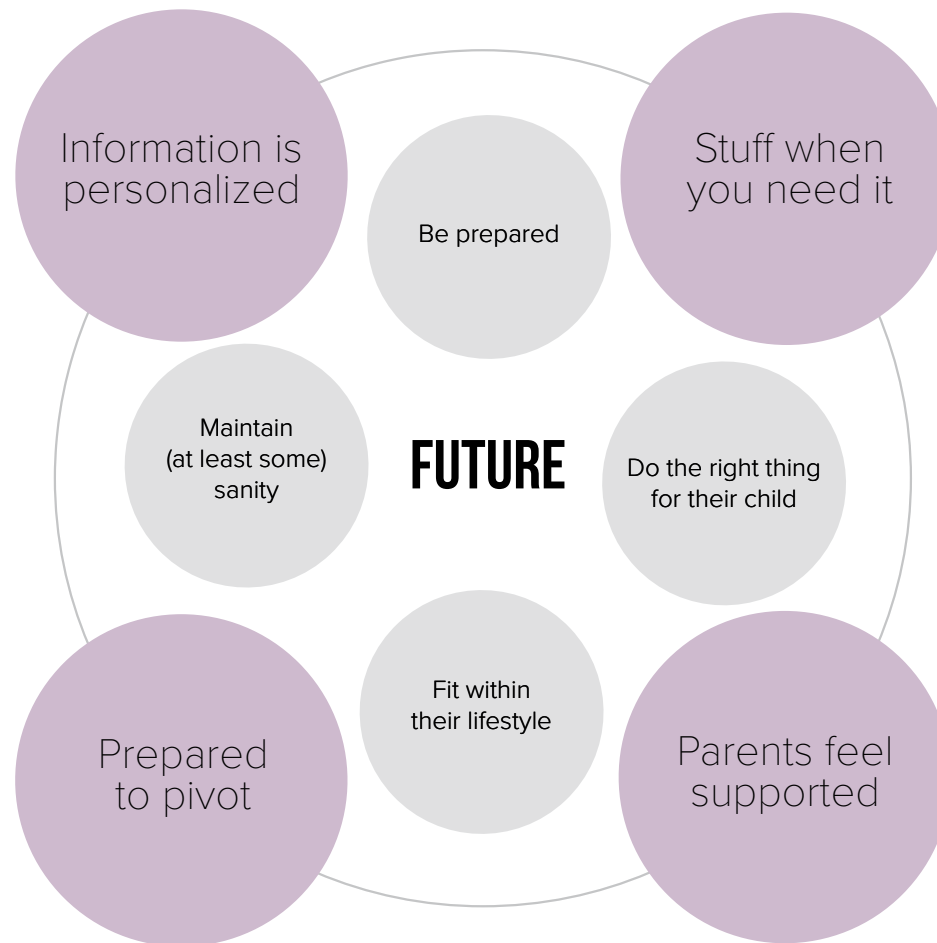
# CURRENT STATE



# CURRENT STATE



# FUTURE STATE



# DESIGN IMPLICATIONS

Just **when** you need it

**Access** over ownership

Stand on the shoulders of **sharing**

Bridges **communities**