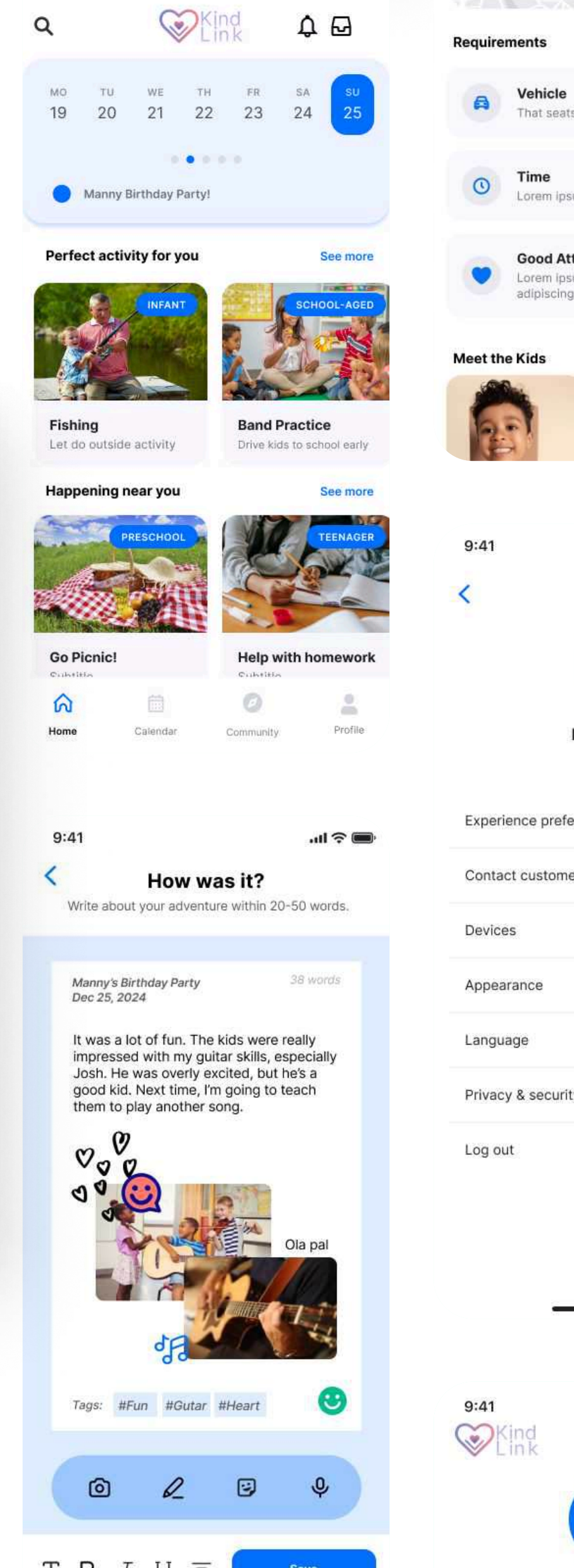




Kindlink

"Exploring Parenthood"



Our Team: Purple Possums



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UXDesigner



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Content



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- Who What Wow



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- KINDLINK Show Case



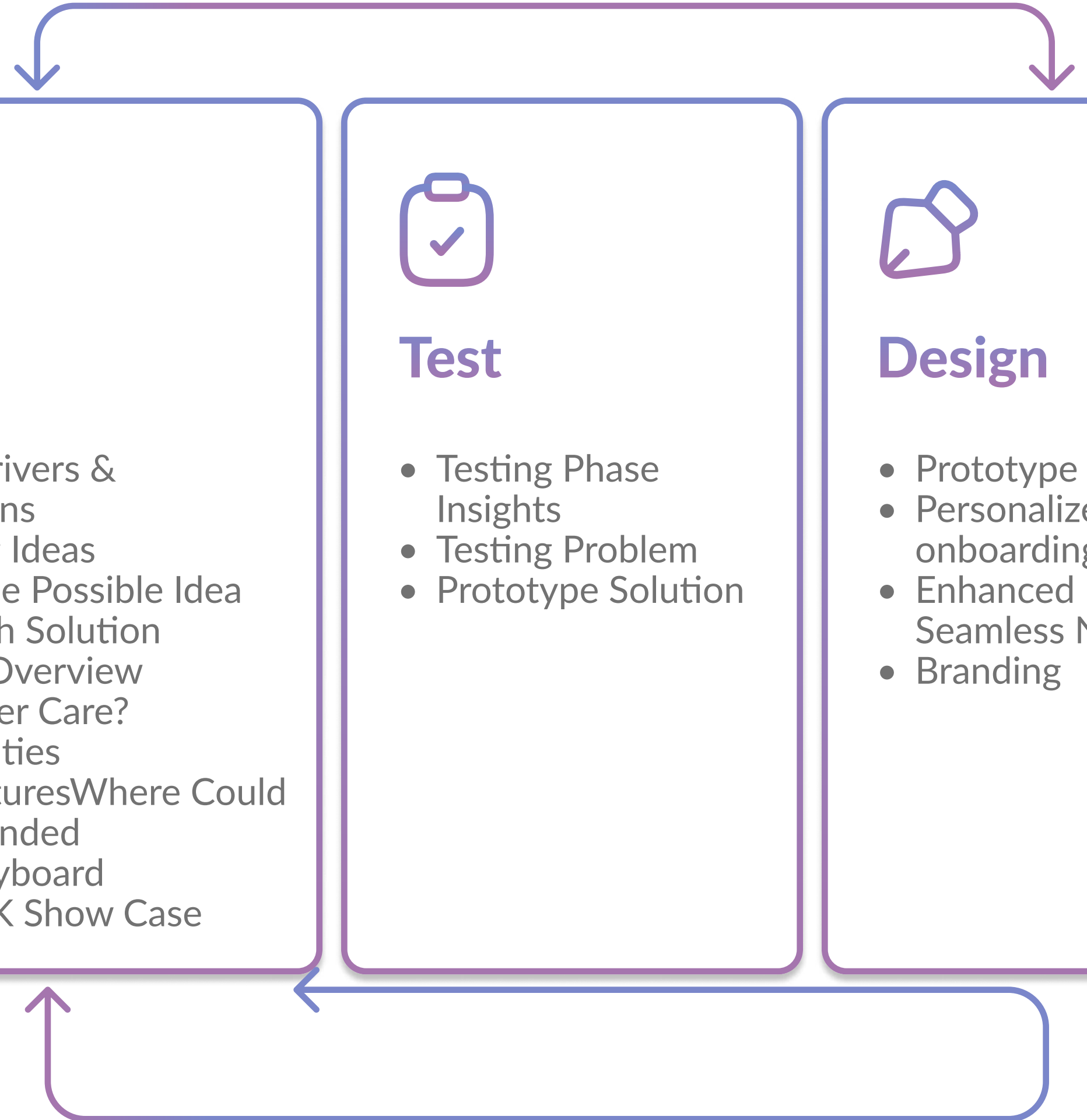
Test

- Testing Phase Insights
- Testing Problem
- Prototype Solution



Design

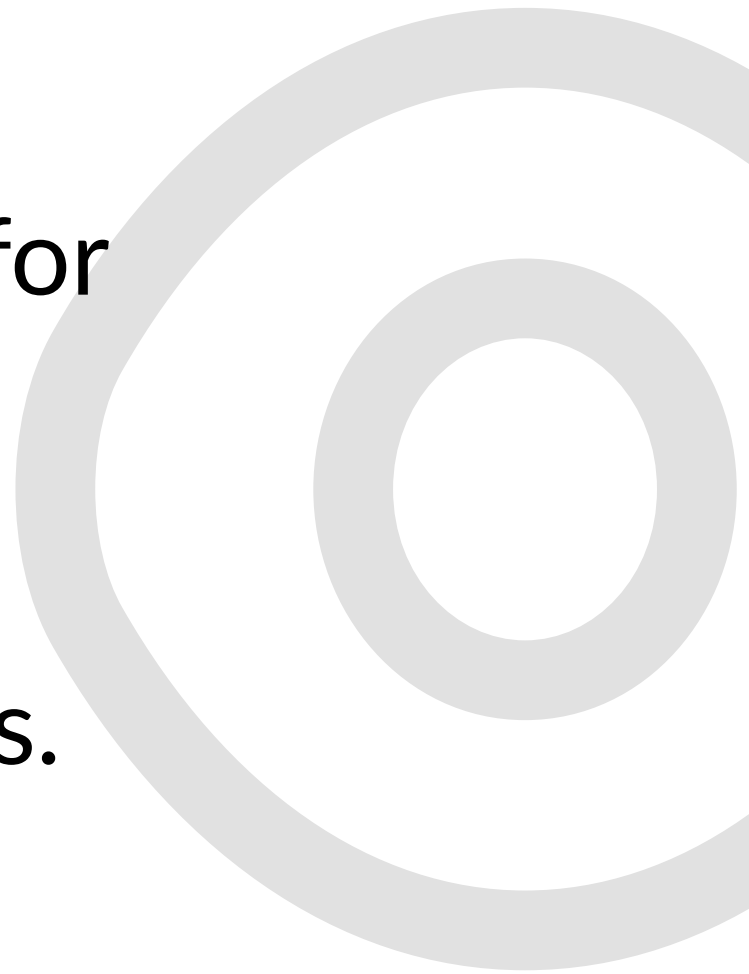
- Prototype
- Personalized onboarding
- Enhanced Usability / Seamless Navigation
- Branding





Project Overview

The KindLink App provides a platform for individuals to explore parenting experiences through meaningful connections and mentorship, fostering growth and guidance for all participants.



Problem

Modern adults face challenges deciding on parenthood due to lifestyle complexities, highlighting the need for a platform to explore parenting roles and make informed decisions.

Team size

- 4 members

Duration

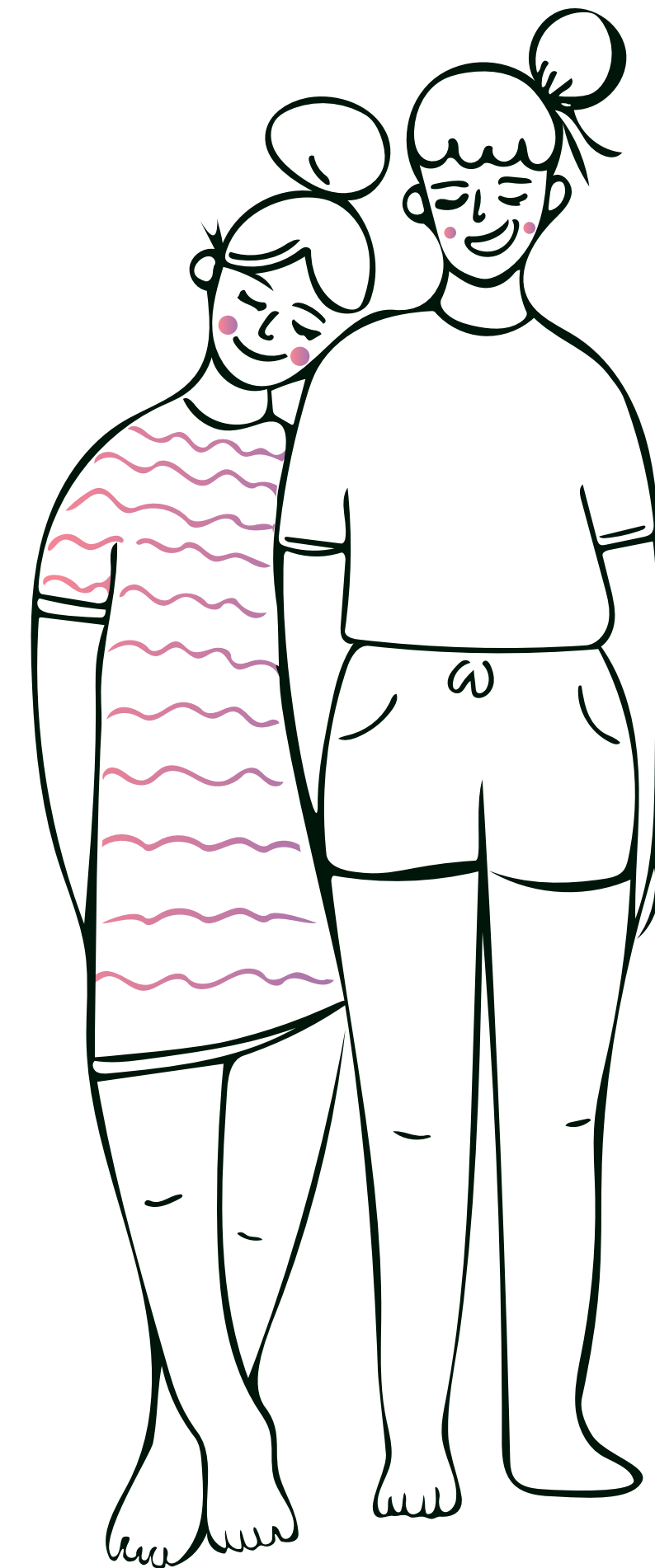
- 14 weeks

Programs

- Figma
- Mural
- DropBox
- Google Workspace

Methods

- Interviews
- User Observation
- Desk Research
- Personas
- Anti-Persona
- Empathy Mapping
- Stakeholder Mapping
- Journey Map
- Competitive Research
- 6 Hats Thinking
- Prototyping
- User Flows
- Usability Testing



Constraints

Time

Time frame of 14 weeks

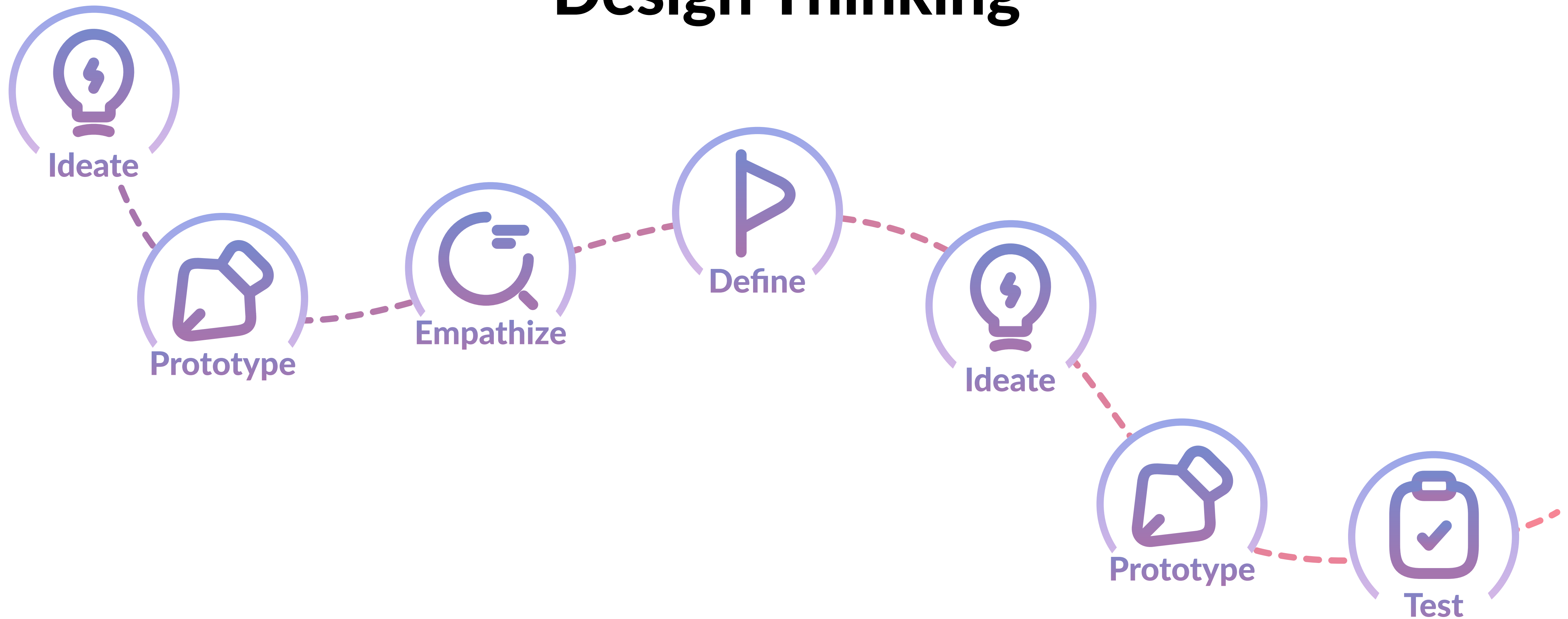
Team

Team consisted of 4 memebers

Finances

There was not budget for this project

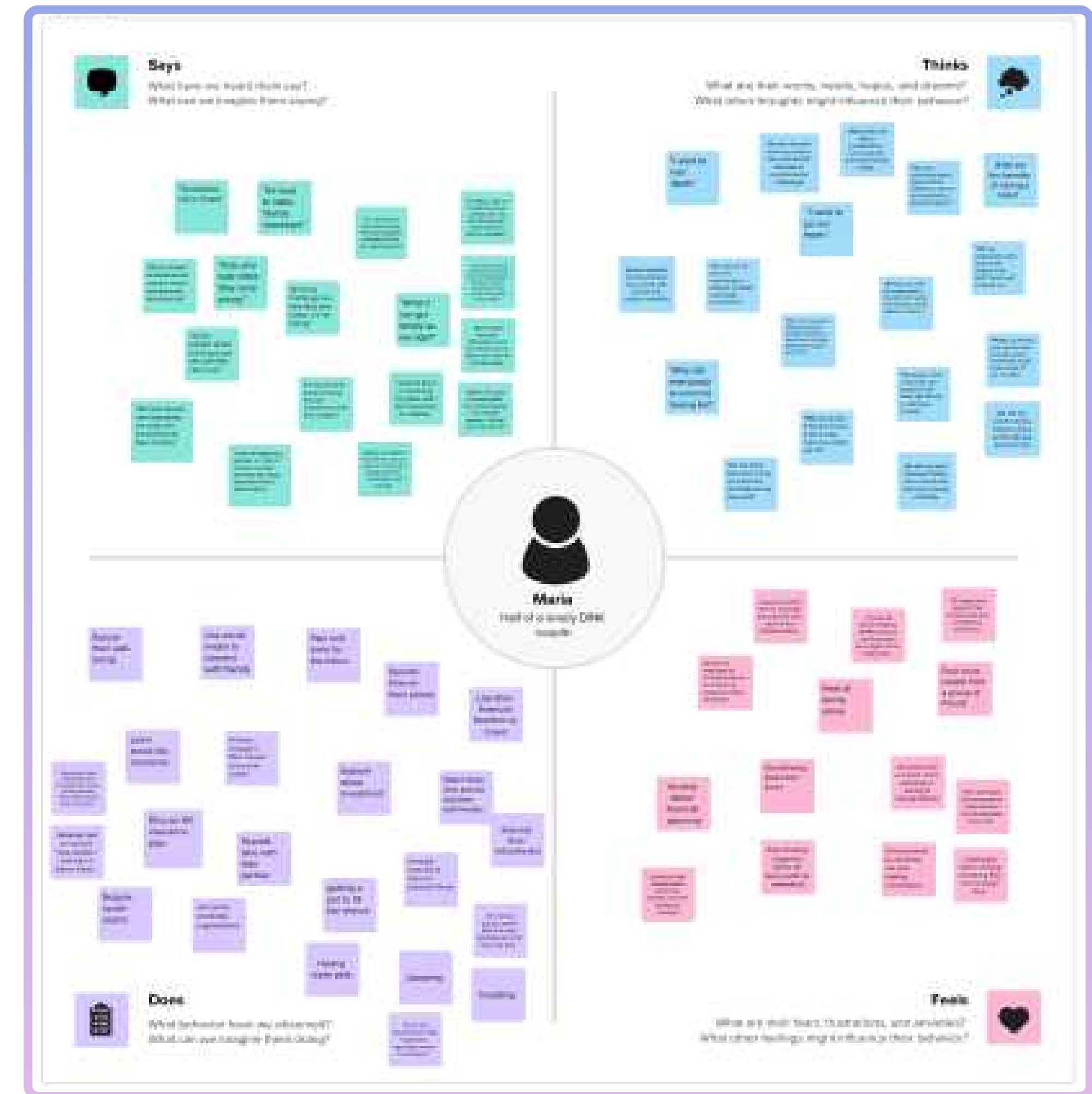
Design Thinking



In the Beginning

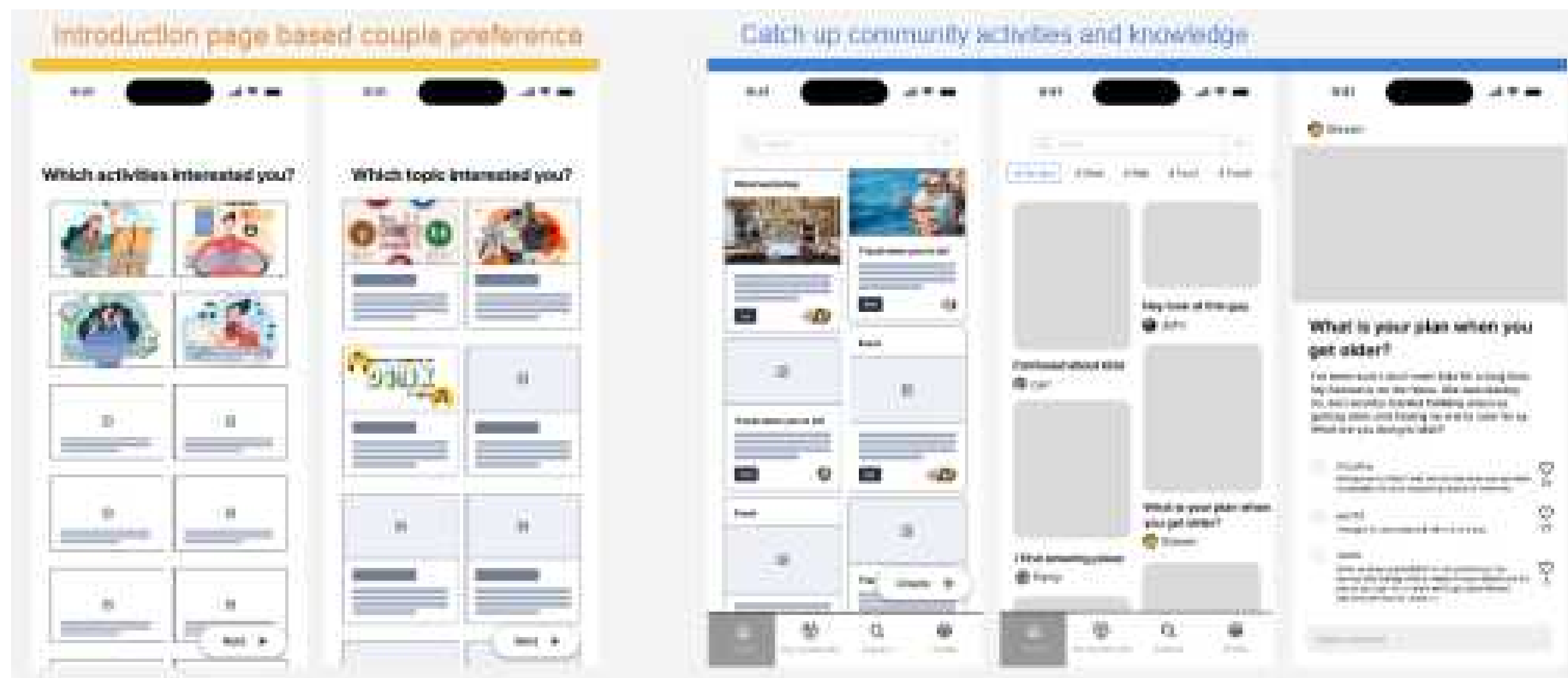
We initially came into this project focusing on DINKS (Dual-Income, No-Kids) couples. It was personal to a member of our team and the 47% of U.S. adults under 50 who don't expect to have children.

Reflecting on the DINK couples we knew, we concluded that loneliness and a lack of community could be significant issues for them. These couples witness established friends getting caught up in parenthood, and they have no children to keep them company during the holidays.



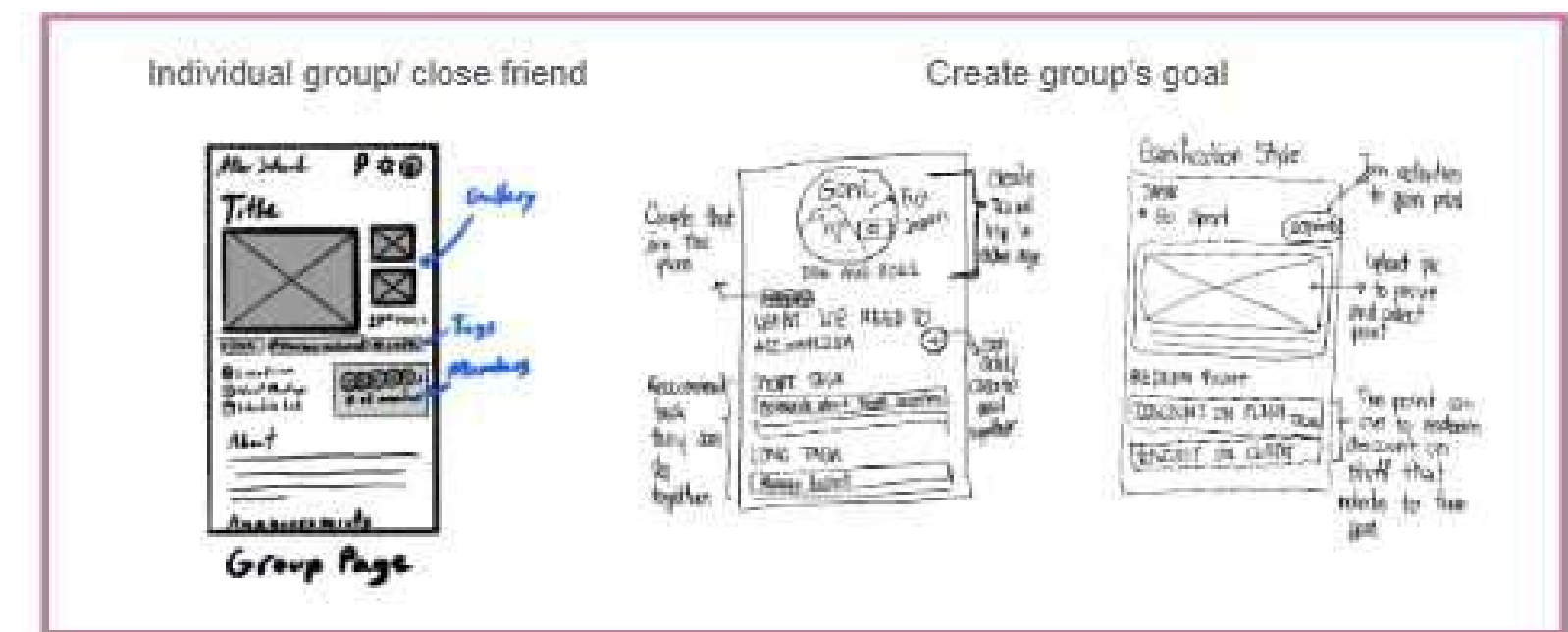
Empathy Map of Maria, half of a DINK couple

Together we designed an activities-focused social media app that had DINK couples in mind. Features included organizing and attending events, setting up long-term goals for groups, and ways to connect to other couples directly.

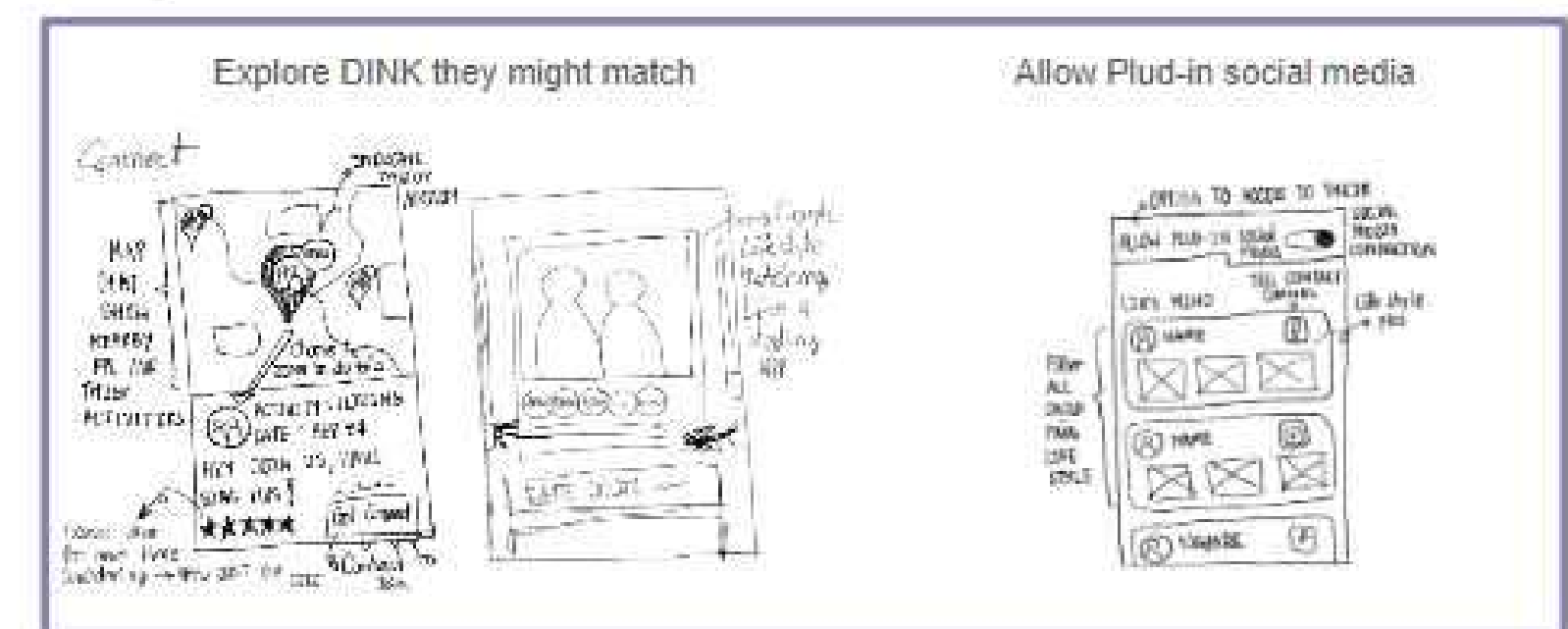


Mid-Fidelity Wireframes

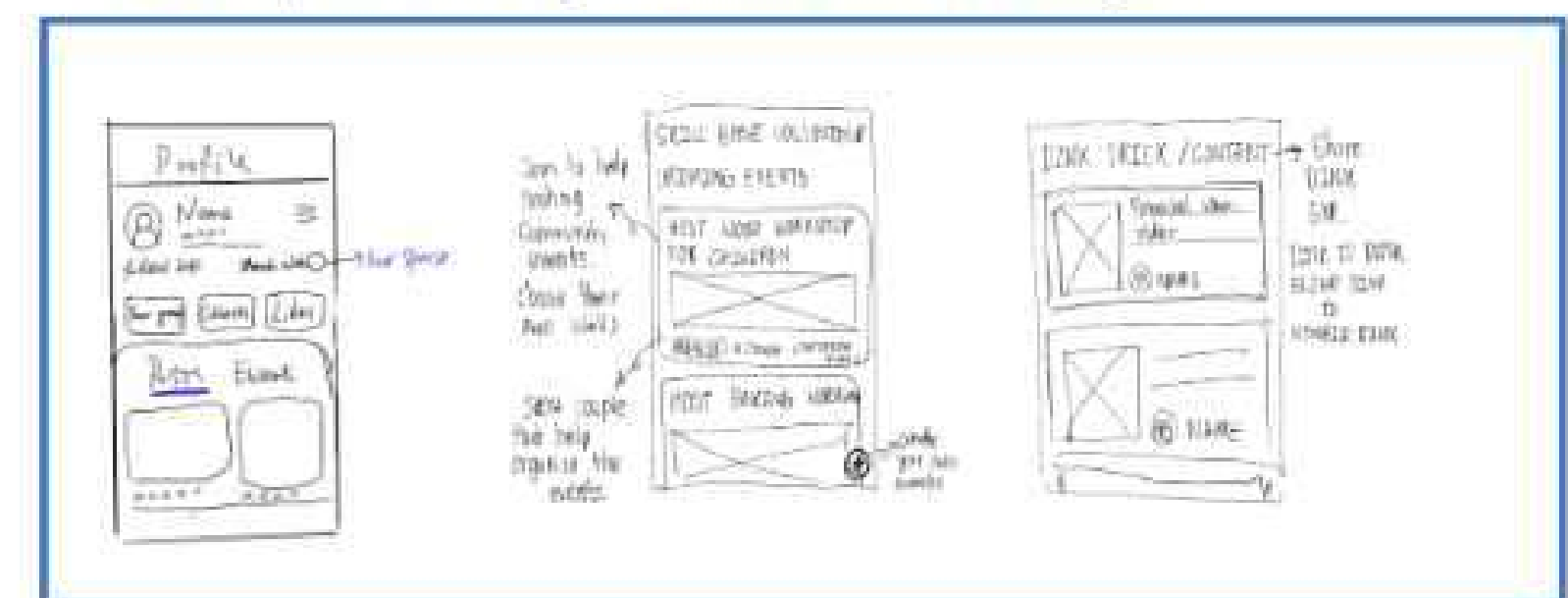
Close community



Explore



Catch up community activities and knowledge



Low-Fidelity Wireframes



At this point, we had informal user information, but we had yet to conduct official interviews. Our upcoming research changed our views and guided us down a new road.



Discover

In our Discover phase we conducted Interviews, Desk Research, and User Observations. Our research challenged our original assumptions and lead us into a new direction.

Desk Research

We collected topics and discussions related to the DINKs on social media like tiktok and reddit, these are also our first impression of this group.

"Dual income, no kids" is a descriptor that originated in the 1980s; lately, people have started to use it on TikTok to show off their extravagant lifestyles ("we get a full eight hours of sleep and sometimes more"; "our house is clean and quiet"). These mild boasts have been met with online vitriol, as reported by the Mail Online, with couples being called "sad los along with the usual litany of accusations that are levelled against people who don't have children: we are selfish, materialistic, have no stake in th future and, lest we forget, will die alone because our lives are ultimately meaningless.

Them: Who's going to take care of you when you're old if you don't have kids?

Me:

Them: When are you having kids?

Me:

Stakeholder Mapping

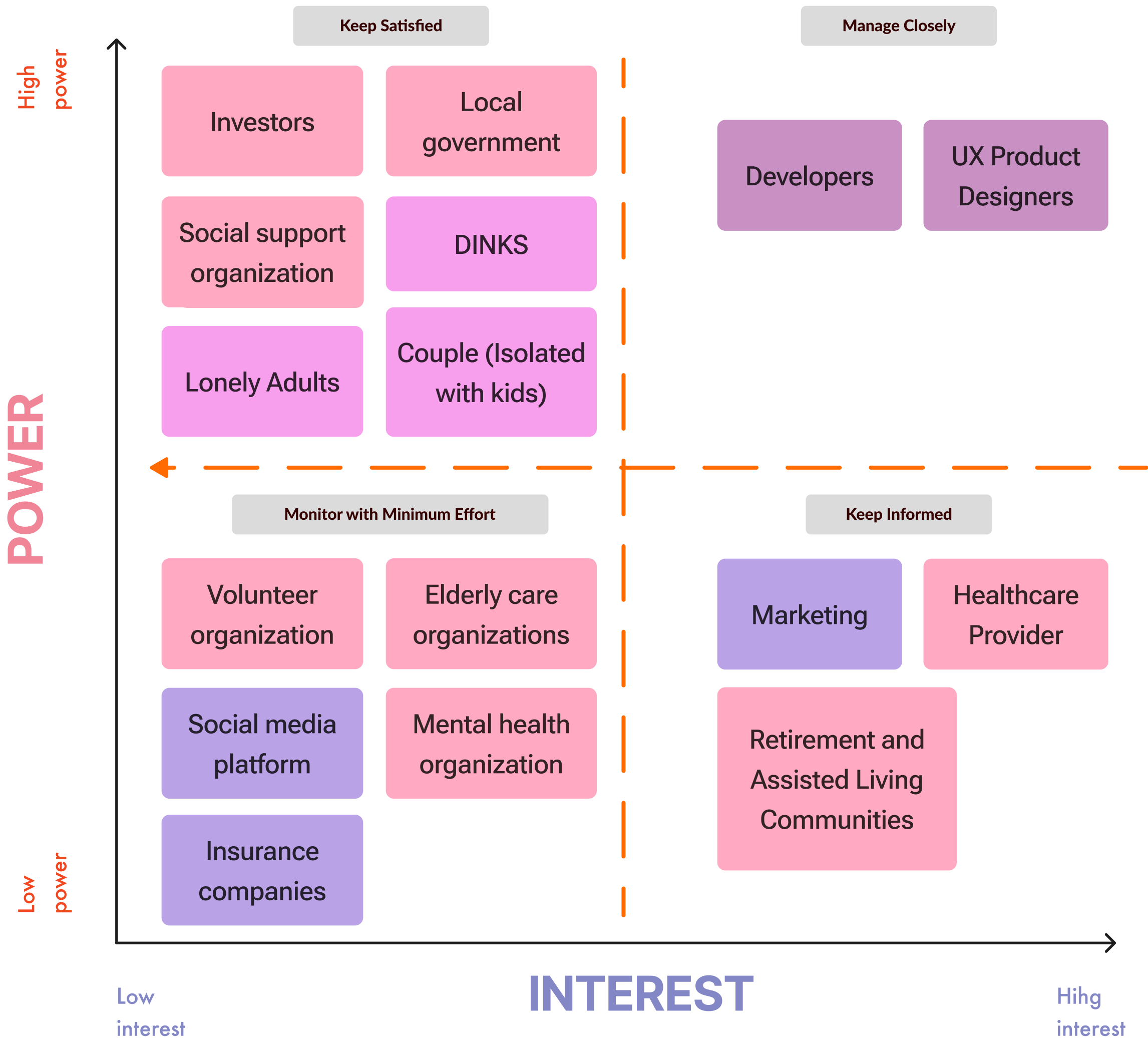
We identify all potential stakeholders, have two key takeaways.

Charitable Contributions

Social Initiatives

Financial Planning

Investment Services



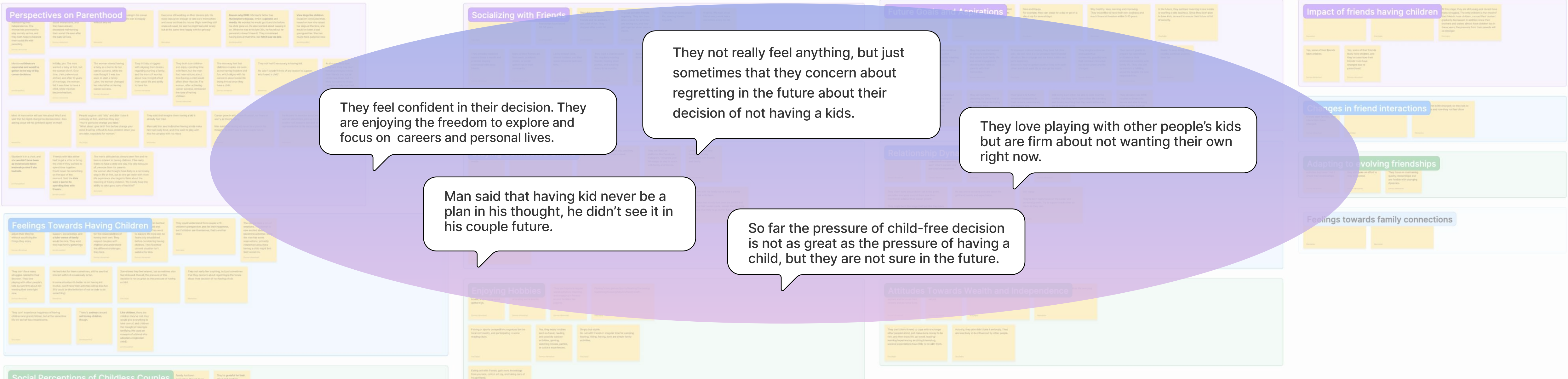
Interview

We interviewed 5 couples and identified 3 main key words based on their **attitudes toward children**:

The Determined

Lifestyle-Centric

The Undecided





Most Commonly Expressed Words

From all the interviews and surveys, these words emerged as the most frequently mentioned, highlighting key themes and user priorities.

The Missing Piece

Based on 5 interviews, multiple surveys, and an analysis of over 10 articles about DINK couples, we identified a critical gap: **the need for emotional support and empathy for these couples.**





Define

In the Define stage, we make decisions by analyzing our research findings and organizing the data into Personas, Empathy Map, Journey Map, and an actionable Problem Statement.

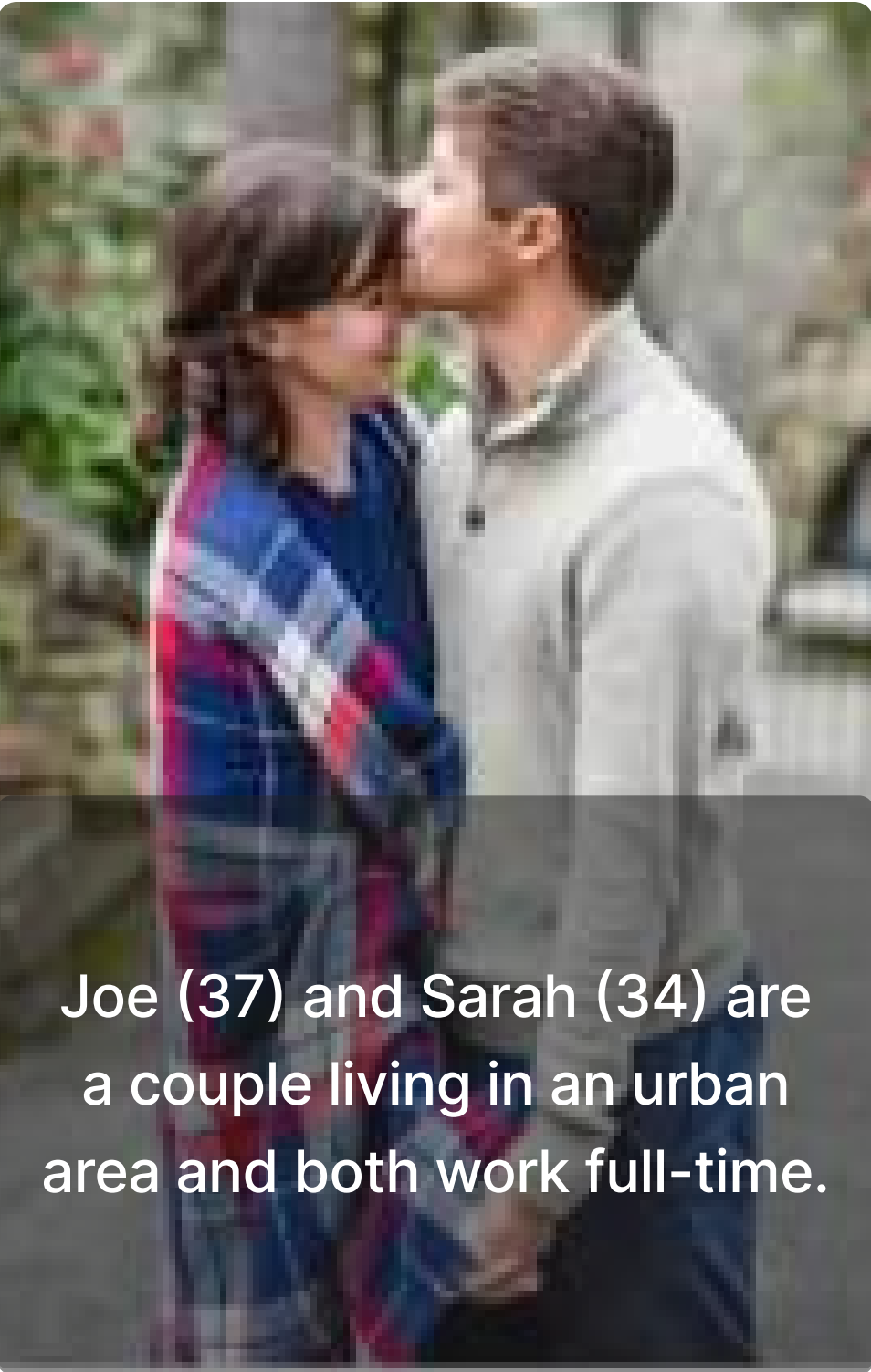




Reframe

It was around this point we realized our assumptions weren't matching our findings. Our interviewees had active social lives despite not having children. The common theme between them was regret about not having kids; either they felt it currently or they fear feeling it in the future. We took this define stage to understand it deeper.

Persona



Joe (37) and Sarah (34) are a couple living in an urban area and both work full-time.

Motivations:
Career success, financial independence, and lifestyle balance.

Lifestyle:
Active social life, frequent travel, and career-focused with long-term financial planning.

Fears:
Loss of freedom, shifting friendships, and the quiet pressure of time on future parenthood choices.

AmbitiousPrioritize explorationCareer-drivenVibrant social life



Claire (67) and Martin (68) are both in retirement and living in a suburban area.

Motivations:
Health management, social connection, and simplicity in daily tools.

Lifestyle:
Active in community events, social media use, and maintaining personal hobbies, with a preference for simple, user-friendly technology.

Fears:
Aging without family support, loneliness, and declining health or physical abilities.

PragmaticMeaningful connectionsMentally and physically active

Anti-Persona



Carmen (33) and Javier (35) live in an urban area with their 7-year-old child. Carmen is a stay-at-home mom, and Javier is full-time worker

Motivations:
Nurturing their child’s future, providing financial stability, and being positive role models.

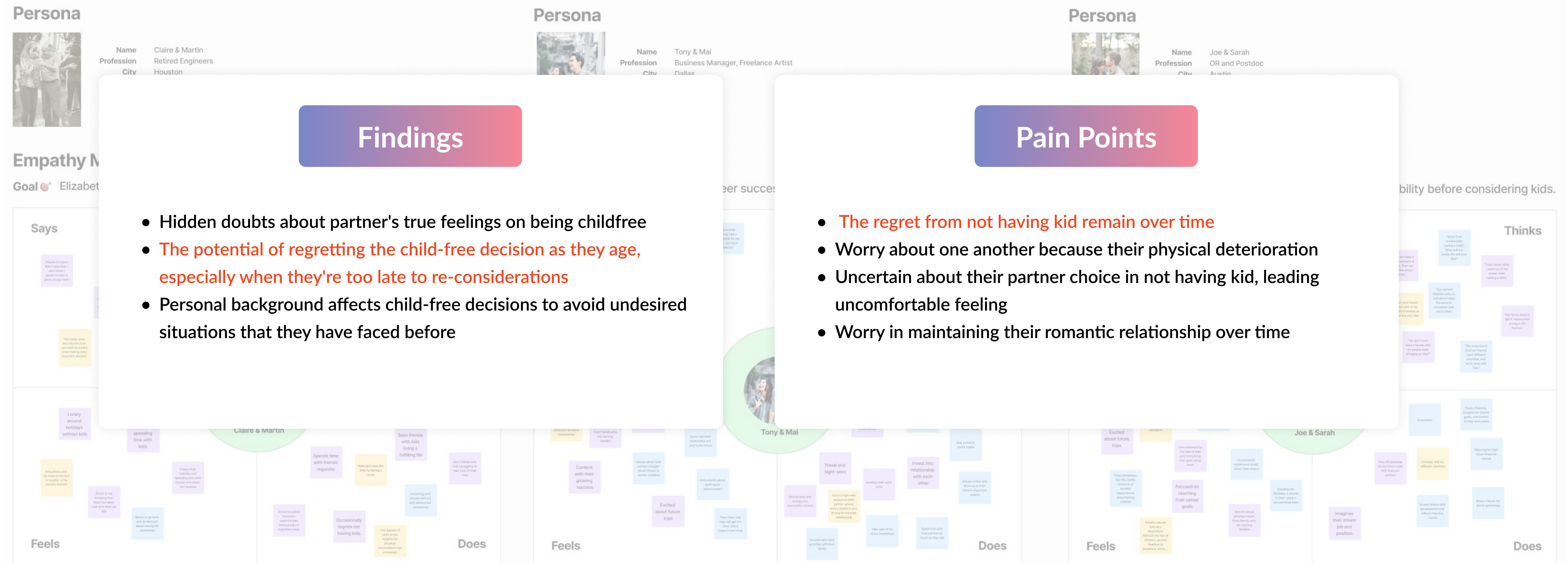
Lifestyle:
Structured family routines, active in parenting forums, and focused on financial planning and household management.

Fears:
Financial insecurity, failing as parents, and future isolation if their child moves away.

- Family-first
- Child's well-being
- Traditional
- Purpose-driven

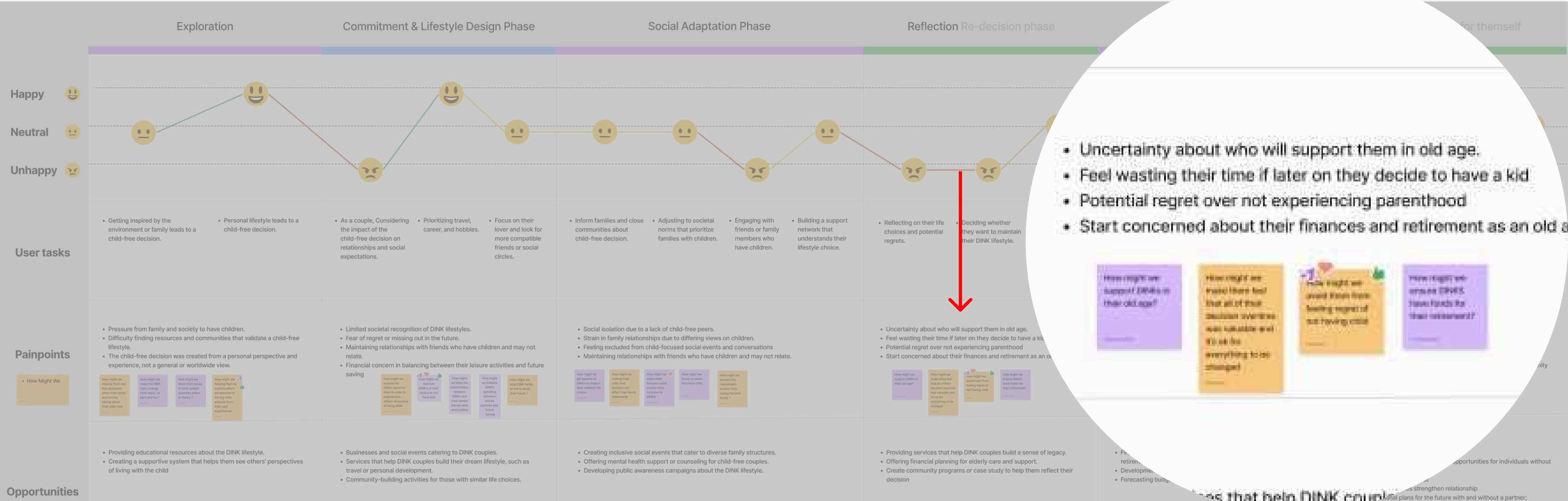
Empathy Map

We've re-built 3 empathy maps based on 3 DINK couples.



Journey Map

The journey map highlights that during key life decision-making stages, couples often feel uncertain, overwhelmed, and fearful of future regret. Our approach focuses on early prevention, known as solving the problem at its root.



Who

What

Wow

Our team created 20 statements, here 3 of them focused on addressing the fear of future regret when it comes to child-related decisions.



..... needs a way to, so they can

Where we will in the market

Competitors primarily focus on financial security, physical care, and housing services. However, they do not address the critical decision-making process about having children

Company /Feature	Parent Simulator	My child Lebensborn	Our family wizard	AppClose	KidDo app	Kids zone	Charity organization
Couple-Centric Design	X	X	X	X	X	X	X
Interactive Parenting Tasks	✔	X	✔	✔	X	✔	X
Community Engagement	X	X	✔	✔	X	X	✔
Tracking & Monitoring	X	X	✔	X	X	X	X
Emotional Support	X	X	X	X	X	X	X
Gamification Features	✔	✔	X	X	X	X	X
Foster Care Partnership	X	X	X	X	X	X	✔
Parenting Simulations	✔	✔	X	X	X	X	X

Company /Feature	KindLink	Parent Simulator	My child Lebensborn	Our family wizard	AppClose	KidDo app	Kids zone	Charity organization
Couple-Centric Design	✓	✗	✗	✗	✗	✗	✗	✗
Interactive Parenting Tasks	✓	✓	✗	✓	✓	✗	✓	✗
Community Engagement	✓	✗	✗	✓	✓	✗	✗	✓
Tracking & Monitoring	✓	✗	✗	✓	✗	✗	✗	✗
Emotional Support	✓	✗	✗	✗	✗	✗	✗	✗
Gamification Features	✓	✓	✓	✗	✗	✗	✗	✗
Foster Care Partnership	✓	✗	✗	✗	✗	✗	✗	✓
Parenting Simulations	✓	✓	✓	✗	✗	✗	✗	✗

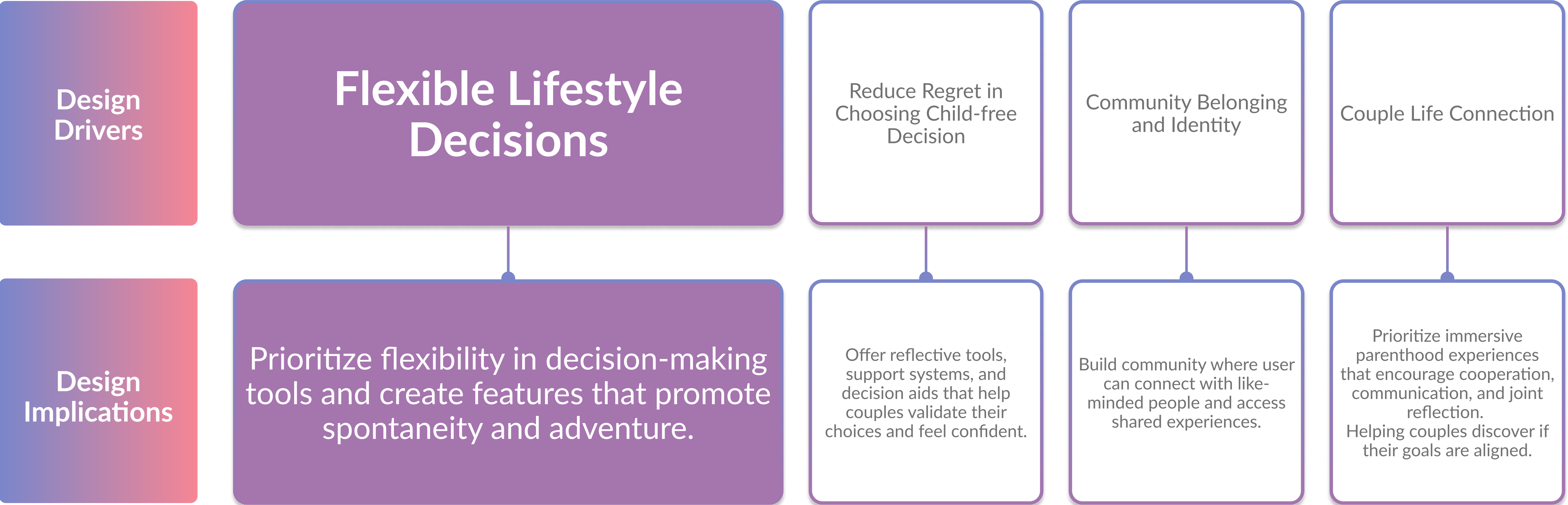


Ideate

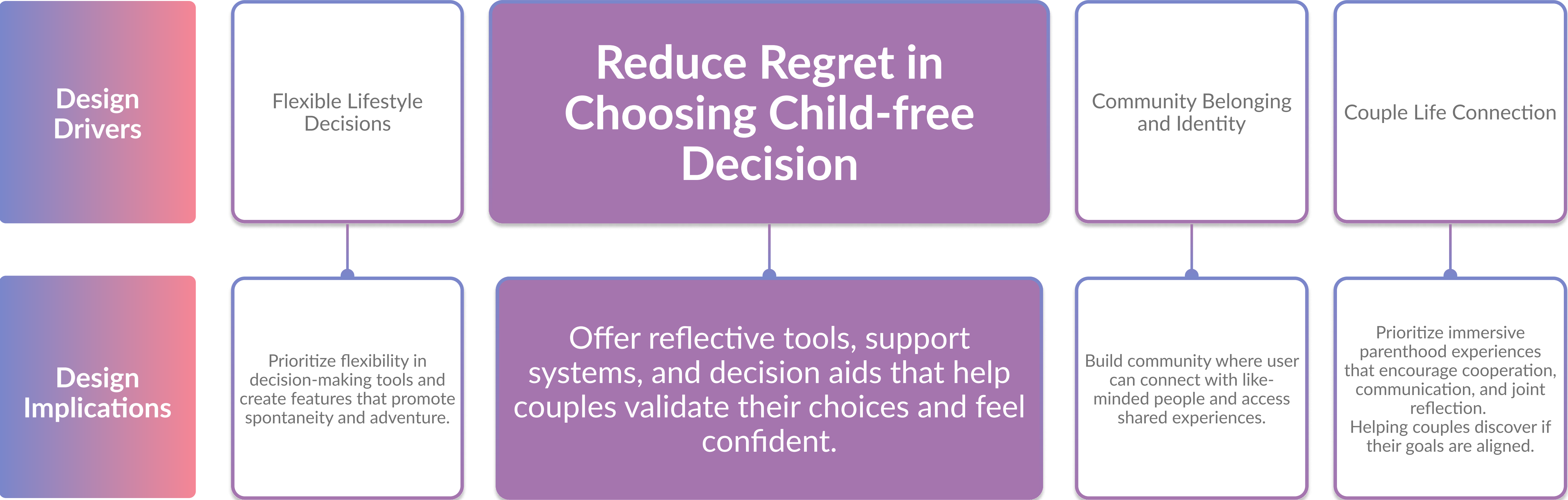
Generating a wide range of valuable solutions through both individual and collaborative efforts, with a strong focus on enhancing user experience and maximizing user gains.



Design Drivers & Implications



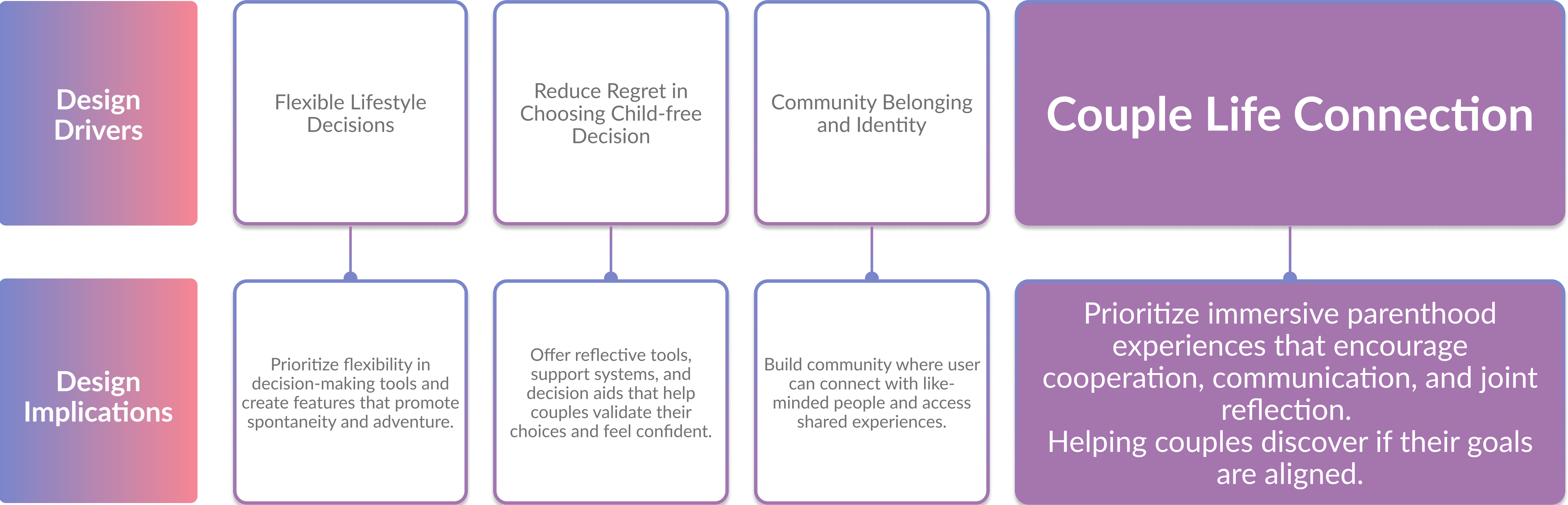
Design Drivers & Implications

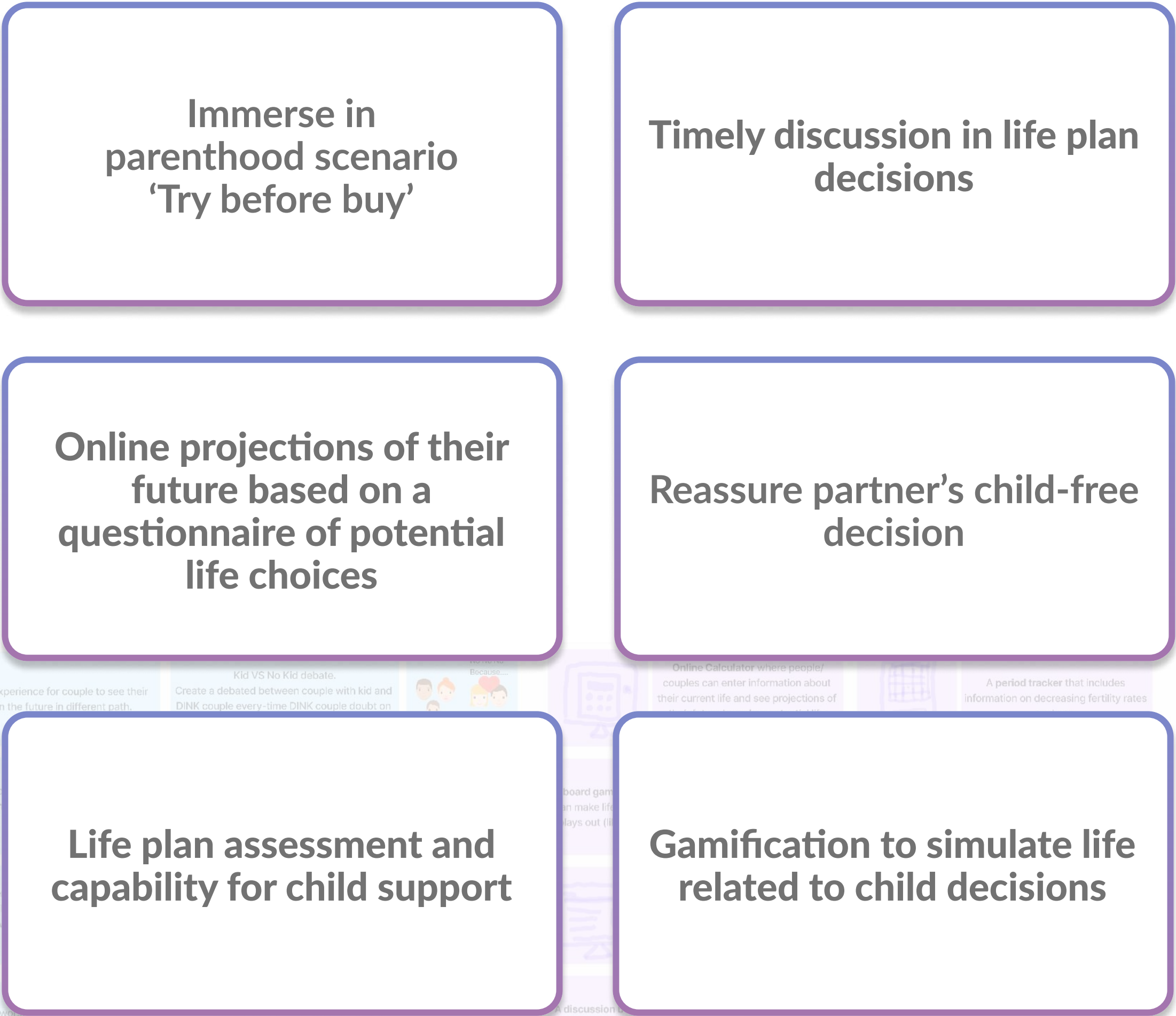


Design Drivers & Implications



Design Drivers & Implications

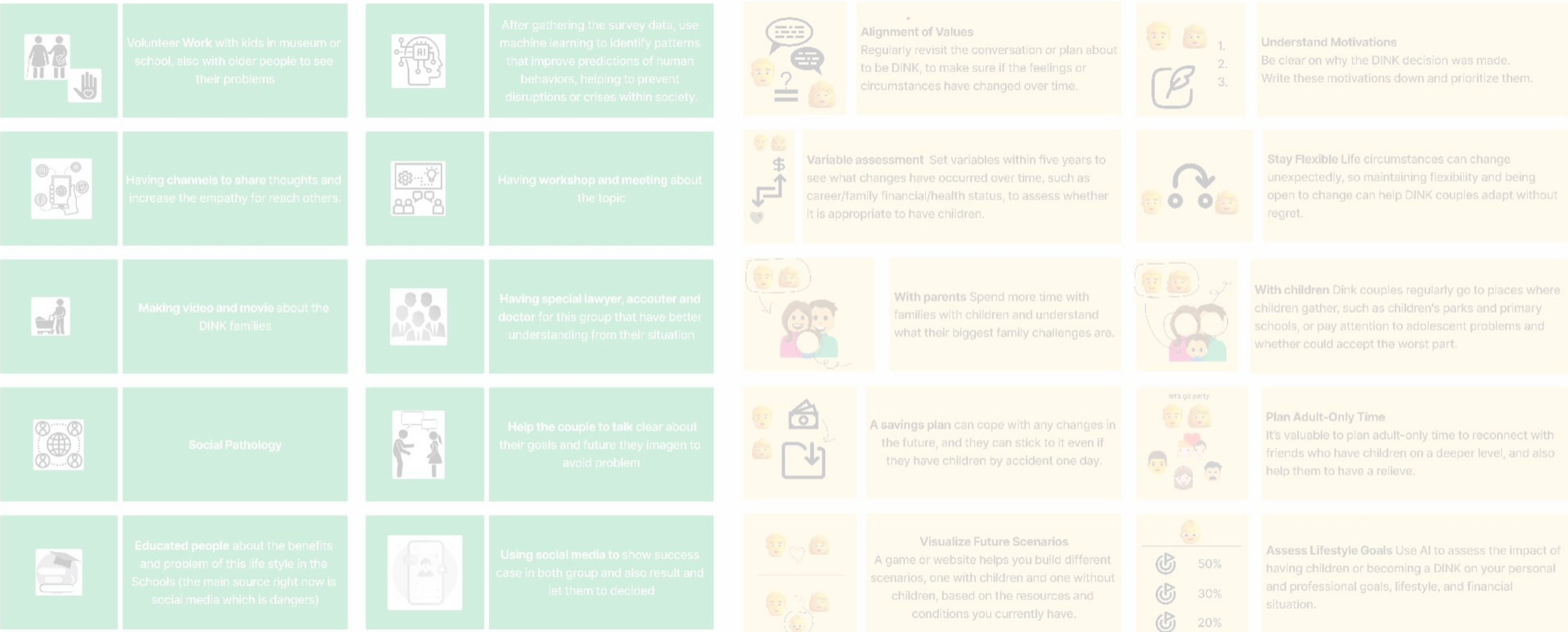


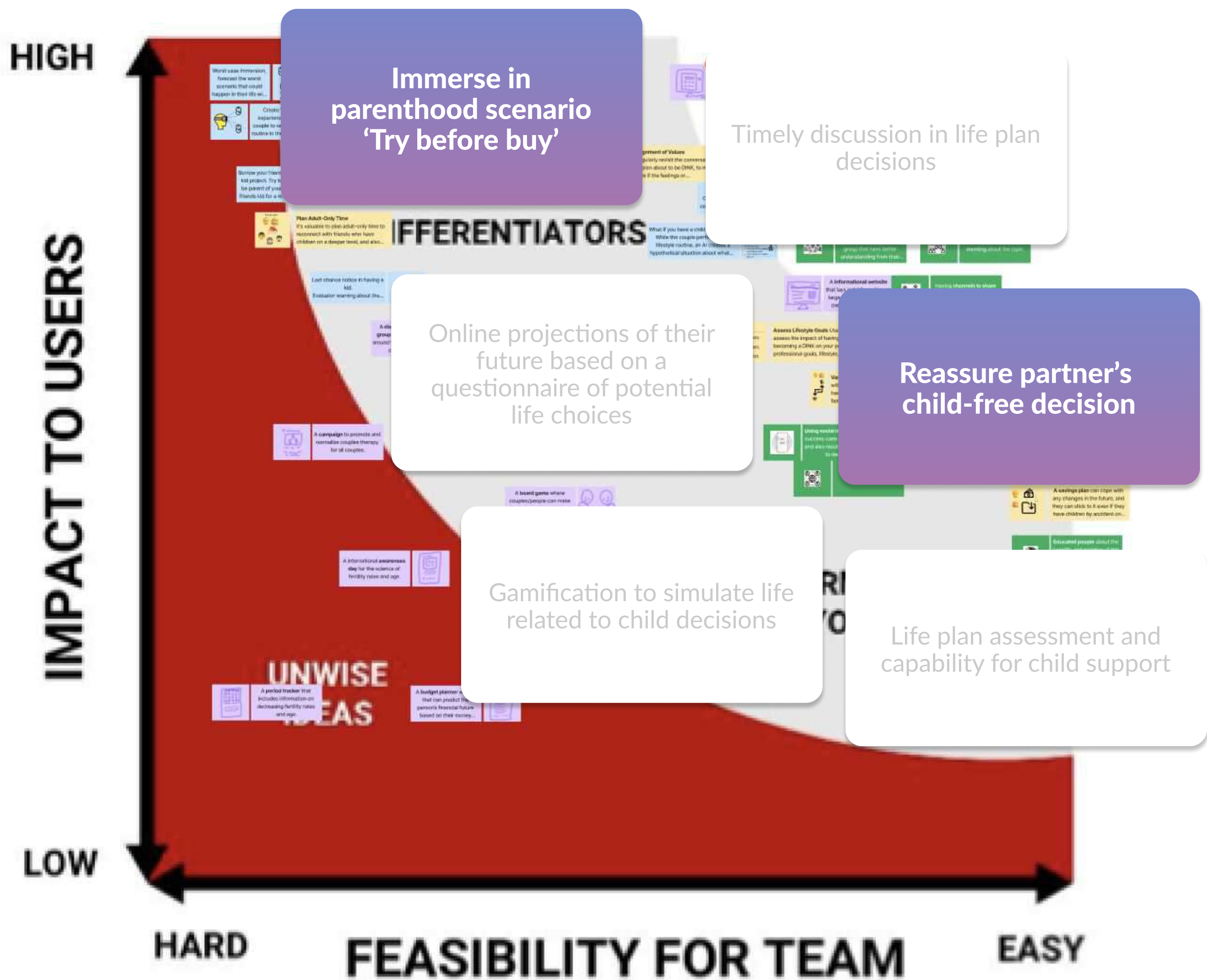


Gathering Ideas

Through individual ideation, our team produced more than 40 creative solutions aligned with our design drivers.

Our idea was later categorized by familiar concepts, highlighting six common areas.





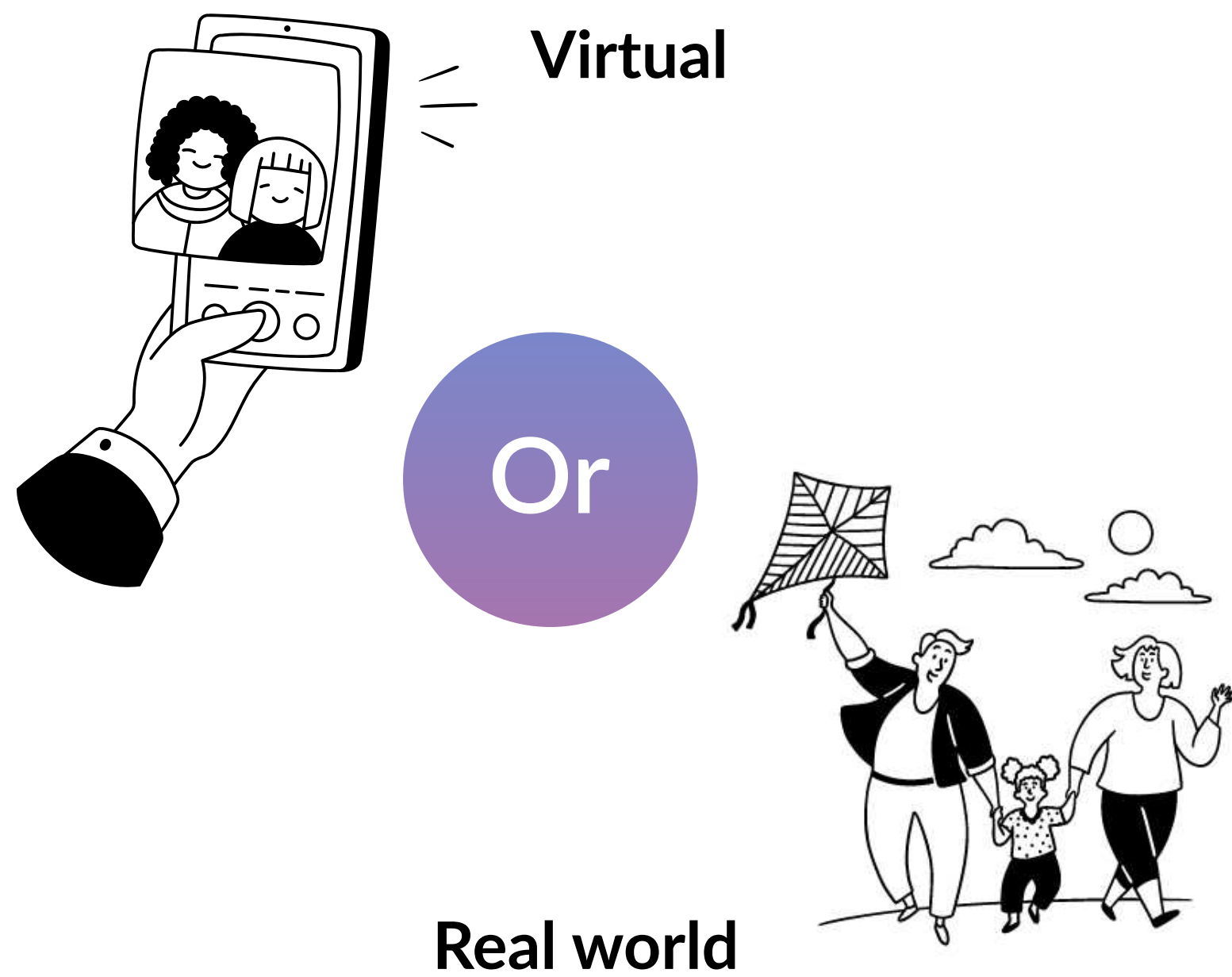
Weight the possible idea

The combination of immersive parenthood scenarios and reassurance for child-free decisions empowers couples in the long term, providing a framework for reflection and lived experiences that bring clarity and confidence to their choice.

“You will never regret that you tried”
-Korra Shay

The worth solution

With our rationale in place, our team explored ways to frame the immersive experience, weighing the use of virtual reality against real-world interactions.



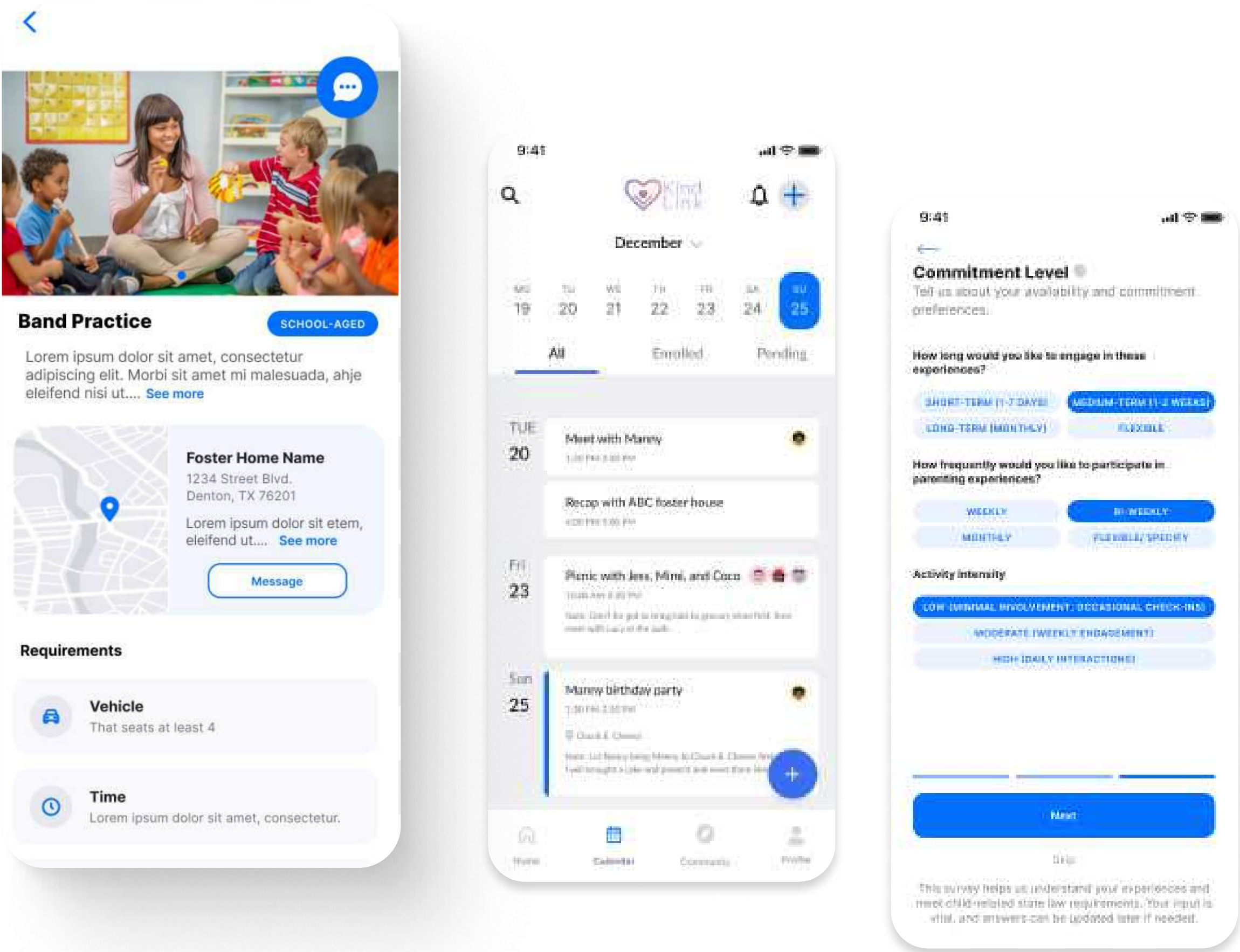
Factor	Virtual Reality	Real World
Emotional Engagement	✓	✗
Practical Skills	✓	✓
Unpredictability	✓	✗
Empathy & Reflection	✓	✓
Confidence Building	✓	✓
Societal Impact	✓	✗
Communication & Alignment	✓	✓

We chose the real-world immersion because....
There are inherent limitations in **virtual reality** experiential learning. The knowledge gained is often **theoretical**, and its application in real-world scenarios can be **less accurate** due to the rigid structure of pre-programmed paths.

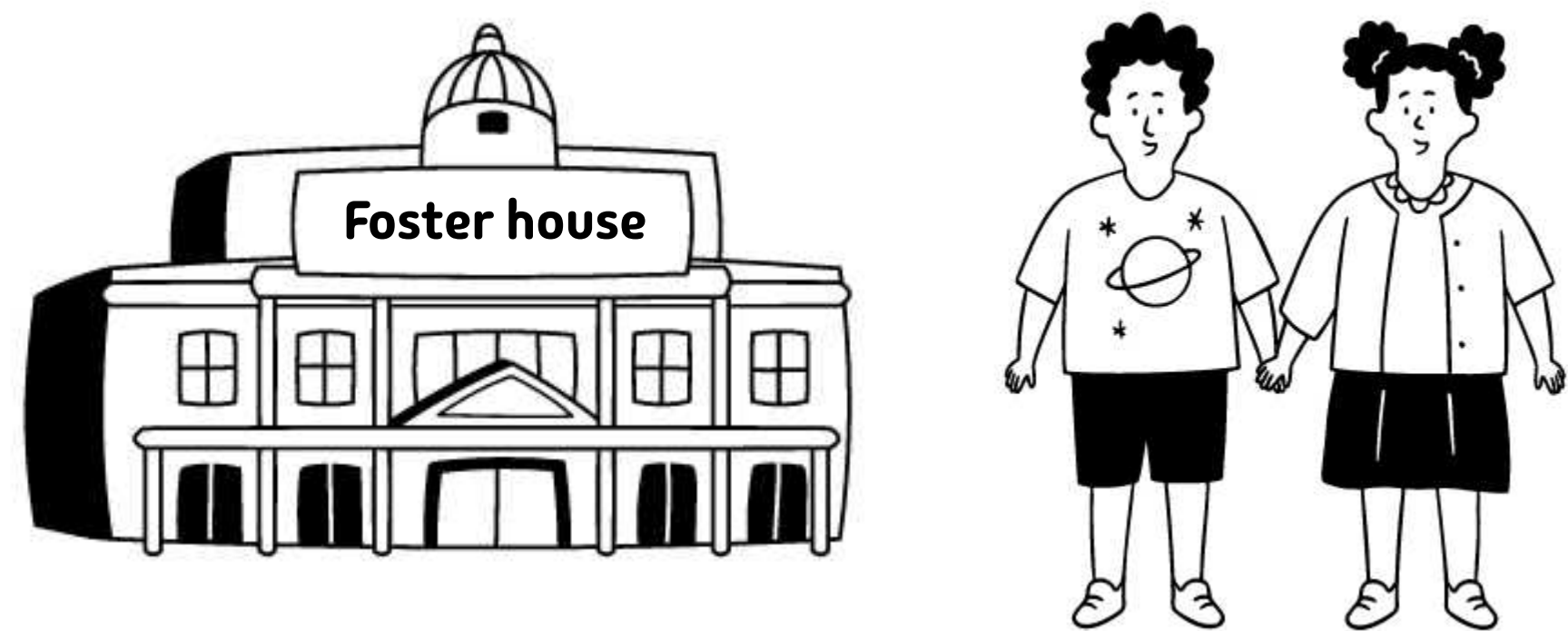
Solution overview

A parenthood exploration platform that helps couples **experience the realities of parenthood** before making the life-changing decision of whether to have children or remain child-free. By **partnering with foster care** organizations, it will offers couples immersive, real-life parenting experiences that simulate key moments of parenting

Unlike theoretical tools or online quizzes, the service provides hands-on, experiential learning that enables couples to reflect on their experiences, assess their emotional and mental readiness for parenthood, and identify areas of alignment.




Why foster care?




Our partnership allows couples to engage in hands-on parenting experiences while supporting foster children. Couples gain real-world parenting experience, while foster care organizations receive support in **caring for children with specific needs**. Couples can also **share their knowledge and guidance**, providing foster children with valuable learning opportunities. Additionally, this collaboration creates the chance for foster children to **connect with potential future parents**.

Exploration factors




Balanced Exposure

Provide a balance between the rewards (e.g., nurturing, fun moments) and challenges (e.g., patience, time management) of parenting.




Short-Term Commitment

Offer a low-stakes, time-limited opportunity to experience parenthood, making it easier to test out different aspects of parenting without committing long-term.



Realistic Expectations

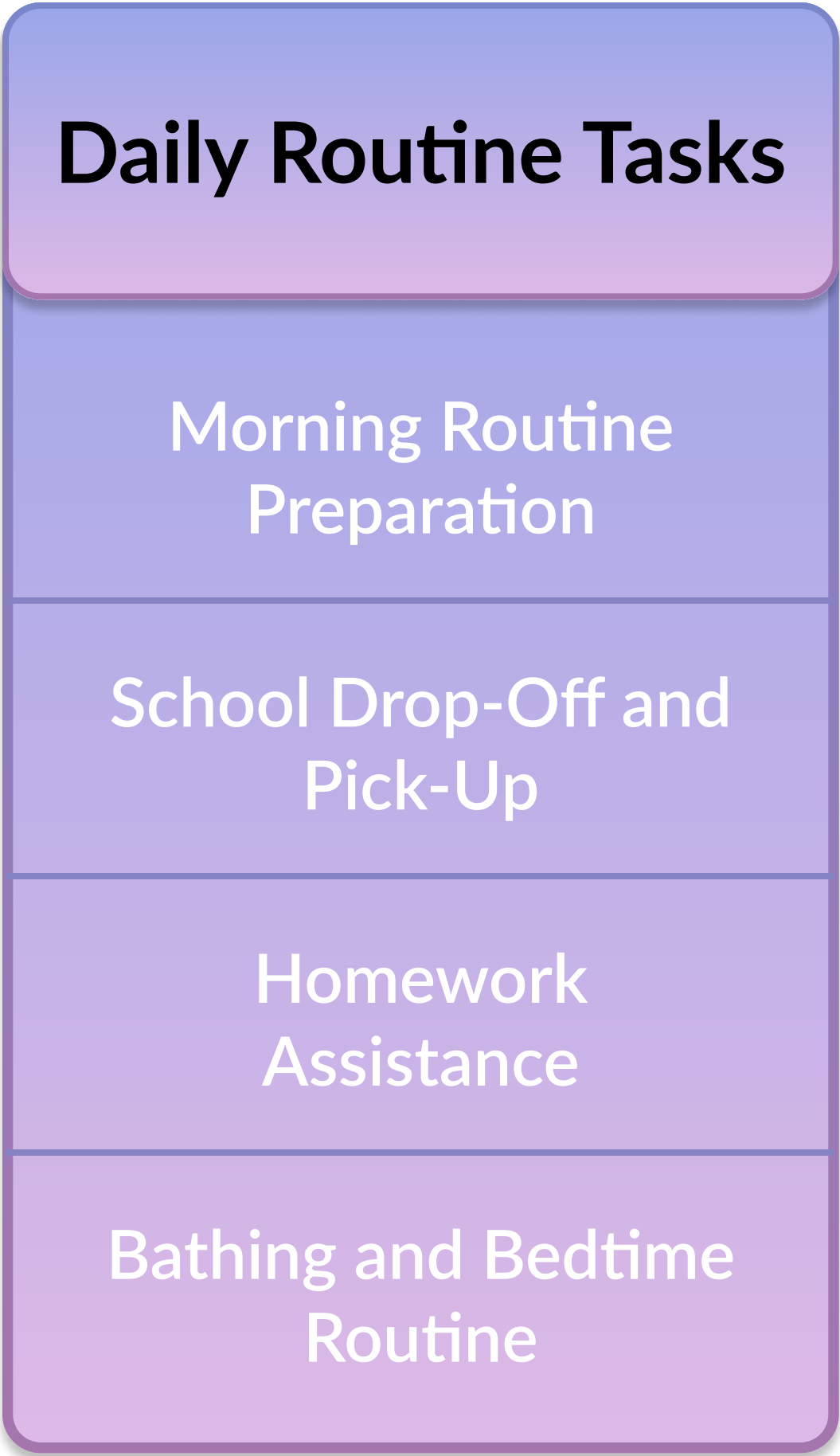
Simulate realistic aspects of child-rearing that are often overlooked in theoretical discussions about parenthood



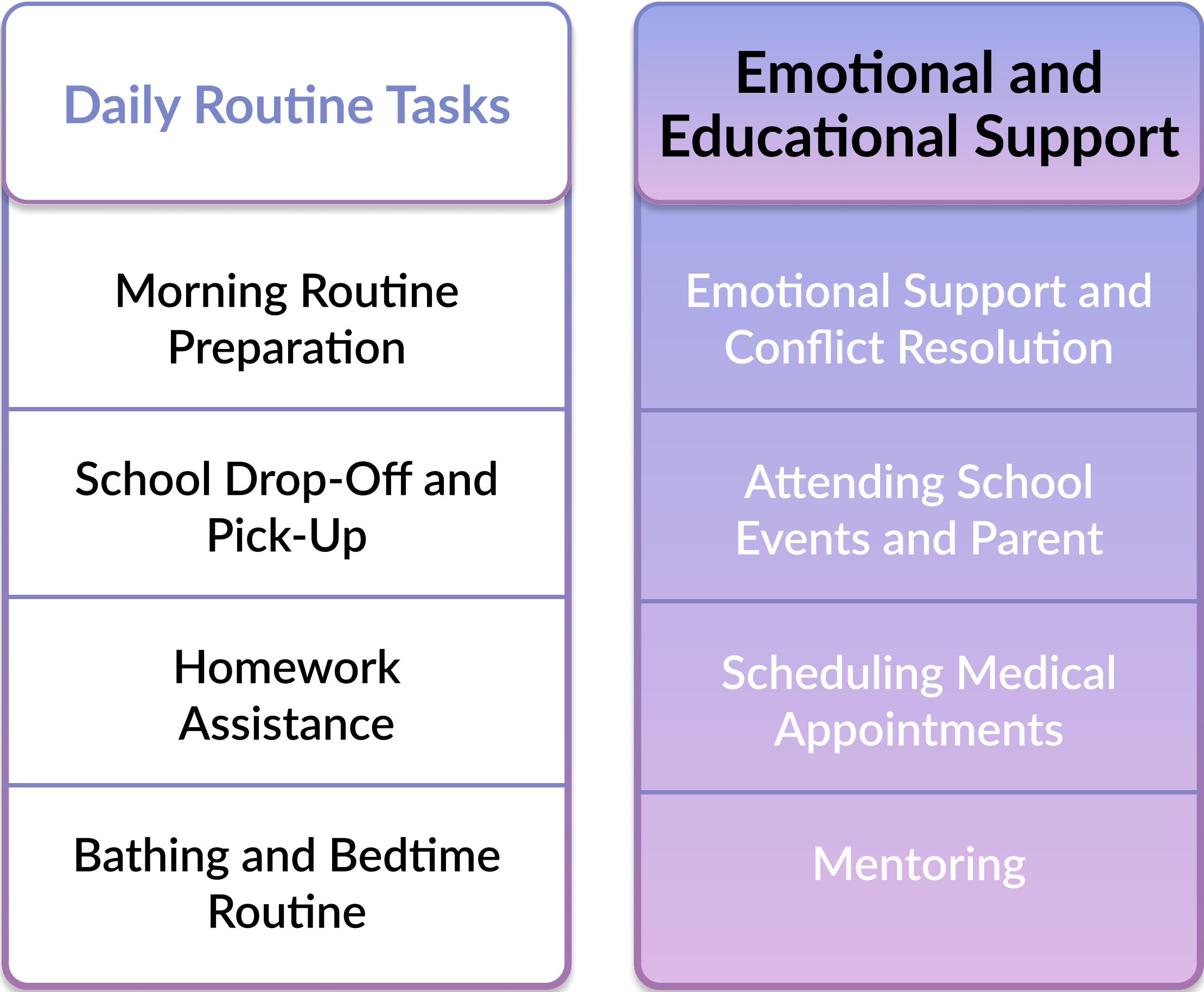
Focus on Key Parenting Skills

Emphasize core skills needed for parenthood, such as multitasking, problem-solving, emotional support, patience, and decision-making

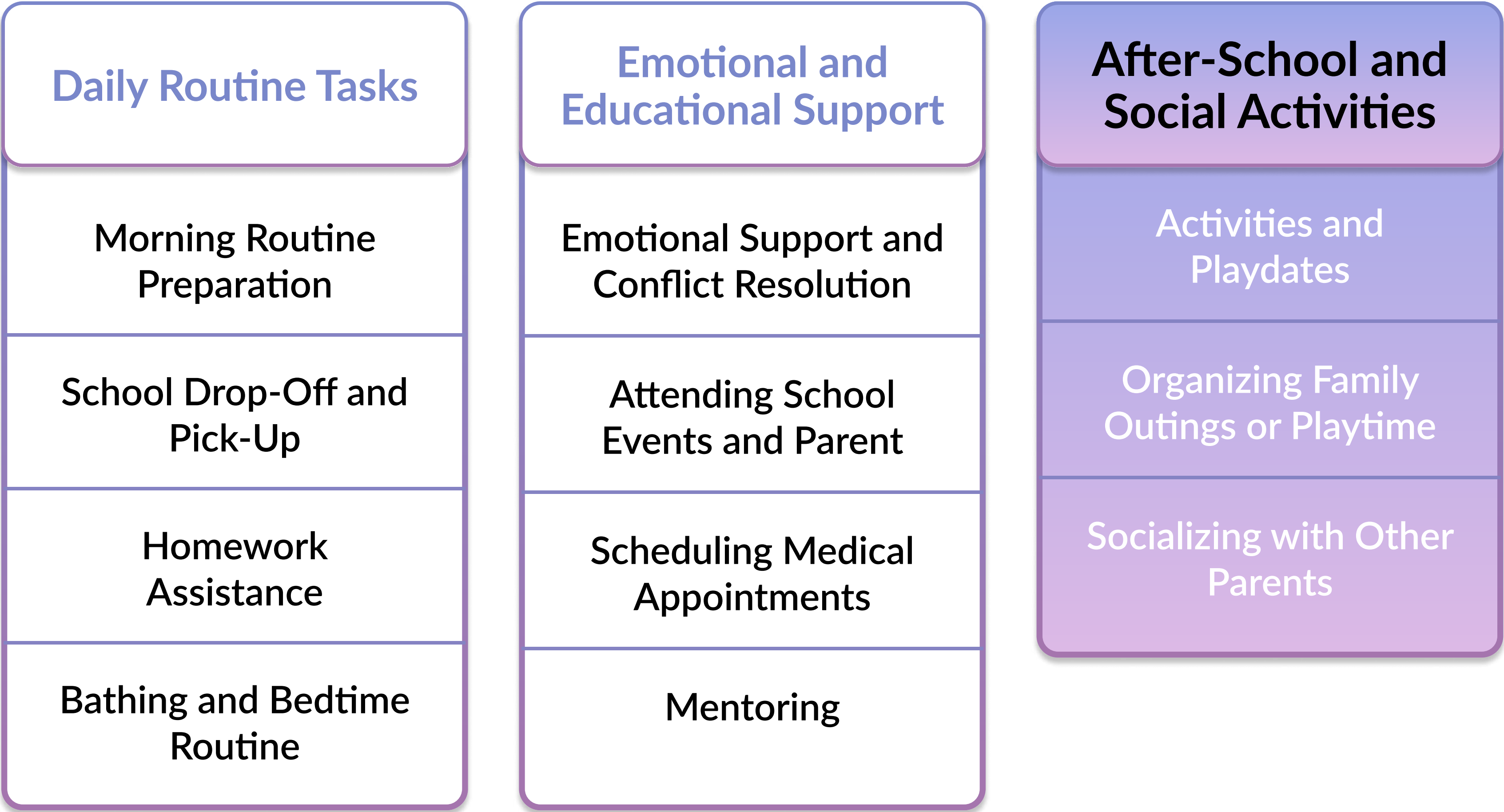
Key activities



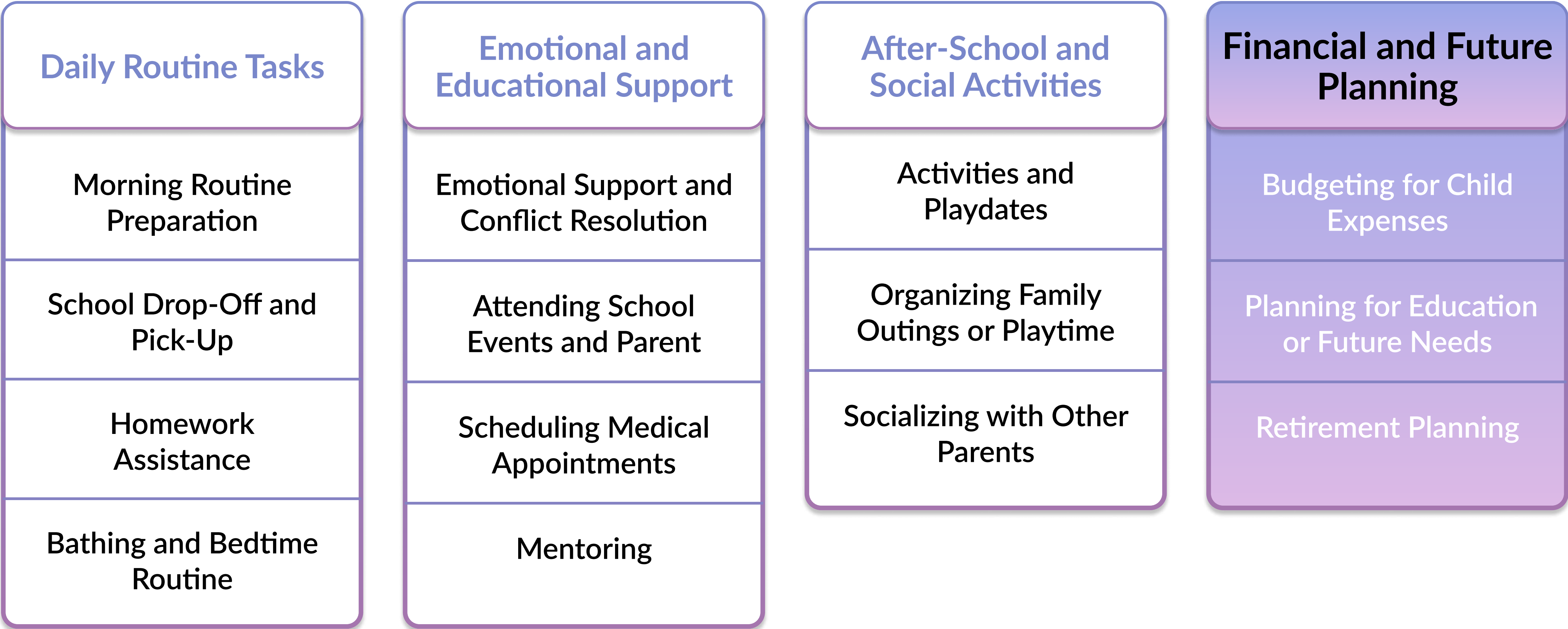
Key activities



Key activities



Key activities



Main features

Immersive Parenthood Experiences

Couples experience the daily demands of parenthood firsthand, helping them see if they are emotionally, mentally, and physically ready to have children.

Reflective Learning and Journaling

Encourages couples to reflect on their emotional responses, identify areas for growth, and understand each other's parenting styles.

Community and Support Network

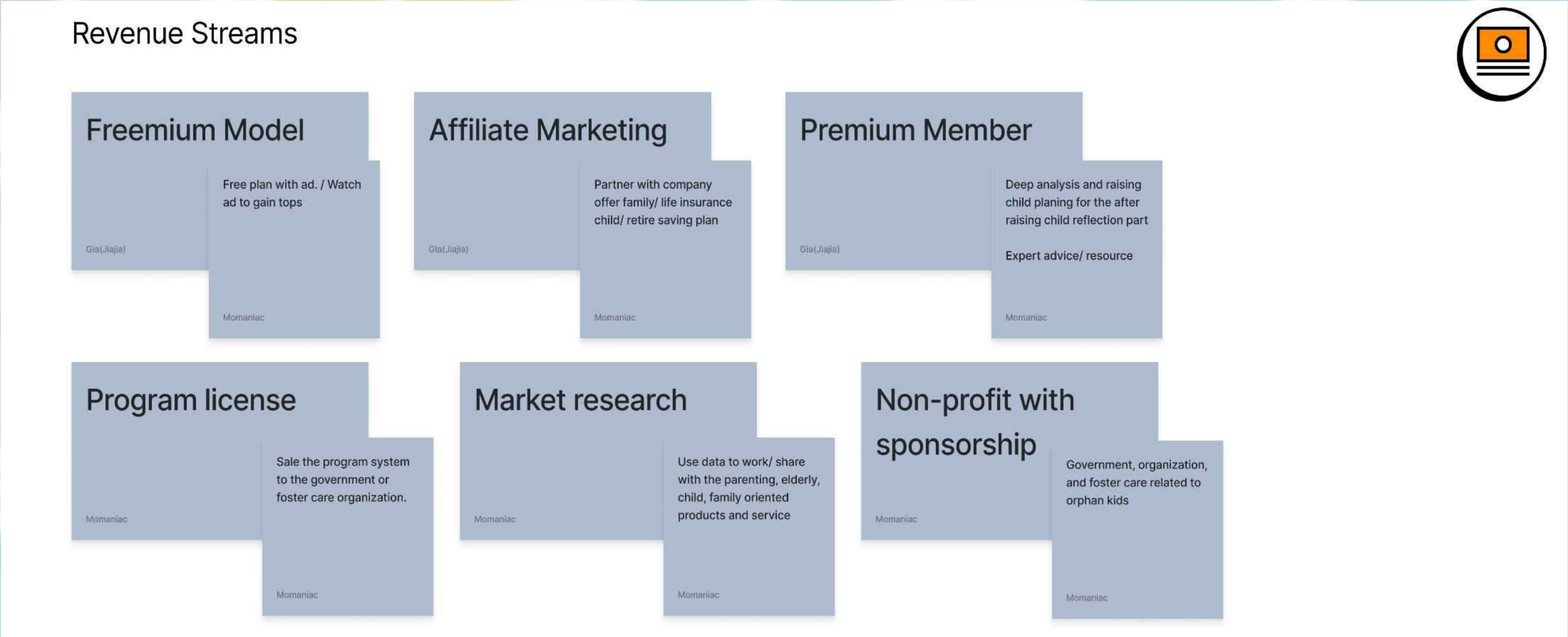
Couples can see how others are navigating their journey toward parenthood or a child-free life. It reduces feelings of isolation and normalizes the exploration process.

Who's our user?



Anyone considering life with a child from DINKs and traditional couples to individuals without partners and couples with fertility challenges.

Where could we be funded?



User storyboard



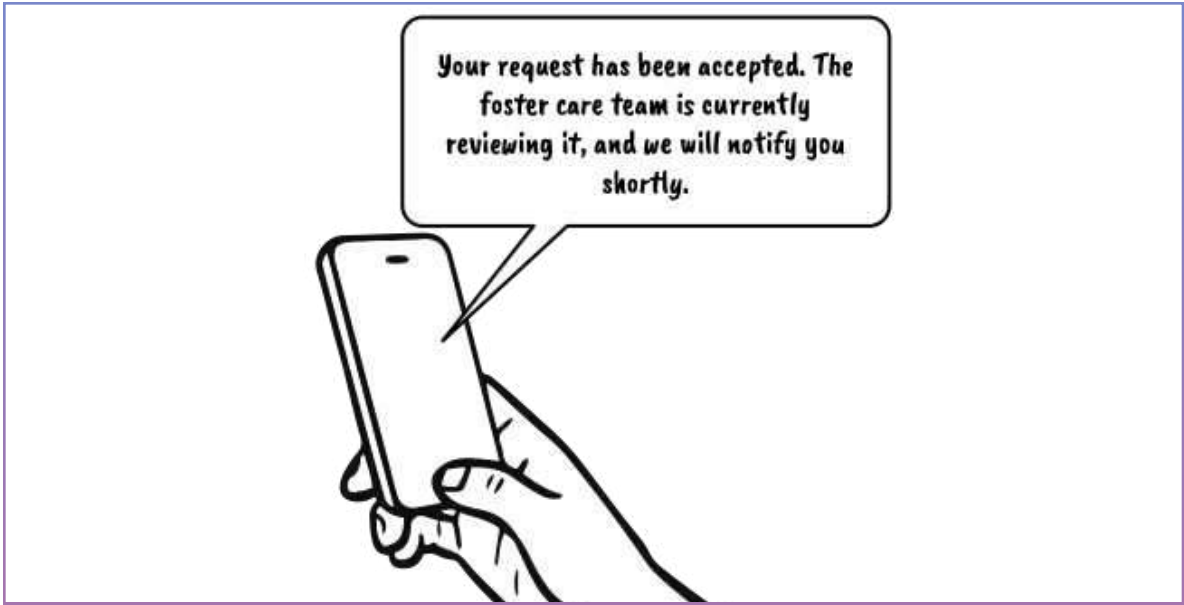
Kim and Dan are unsure how having a child would impact their life.



After a neighbor's recommendation, they explore the KINDLINK service.



Inspired by shared experiences from the in-app community, they decide to try a "Dinner with a Kid" activity.



They sign up for the activity and wait for approval.



On the scheduled day, they pick up a foster child, bring them home, prepare, and have dinner together.



Dan takes a structured approach, correcting the child's behavior, while Kim remains patient, allowing the child to explore freely.

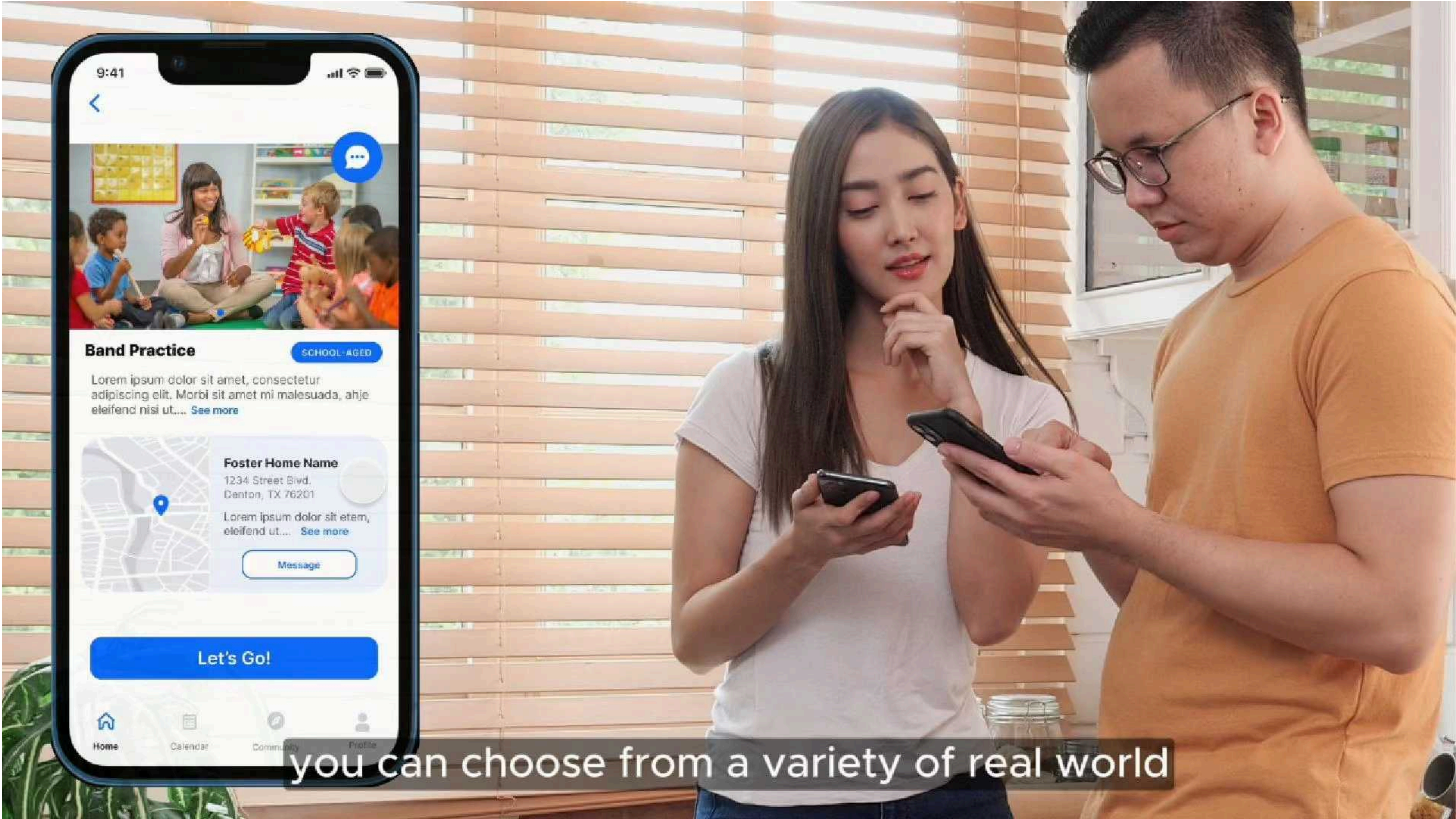


After returning the child to foster care, they reflect through a journal, sharing their thoughts and feelings.



They decide to remain child-free for now but plan to try more activities with KINDLINK before making a final decision.

Kindlink Showcase [\(Link\)](#)





Test

Validated designs through iterative testing to identify and resolve usability issues, ensuring an intuitive and user-friendly experience.



Testing Phase Insights

We had 2 testing Phase

Phase 1:

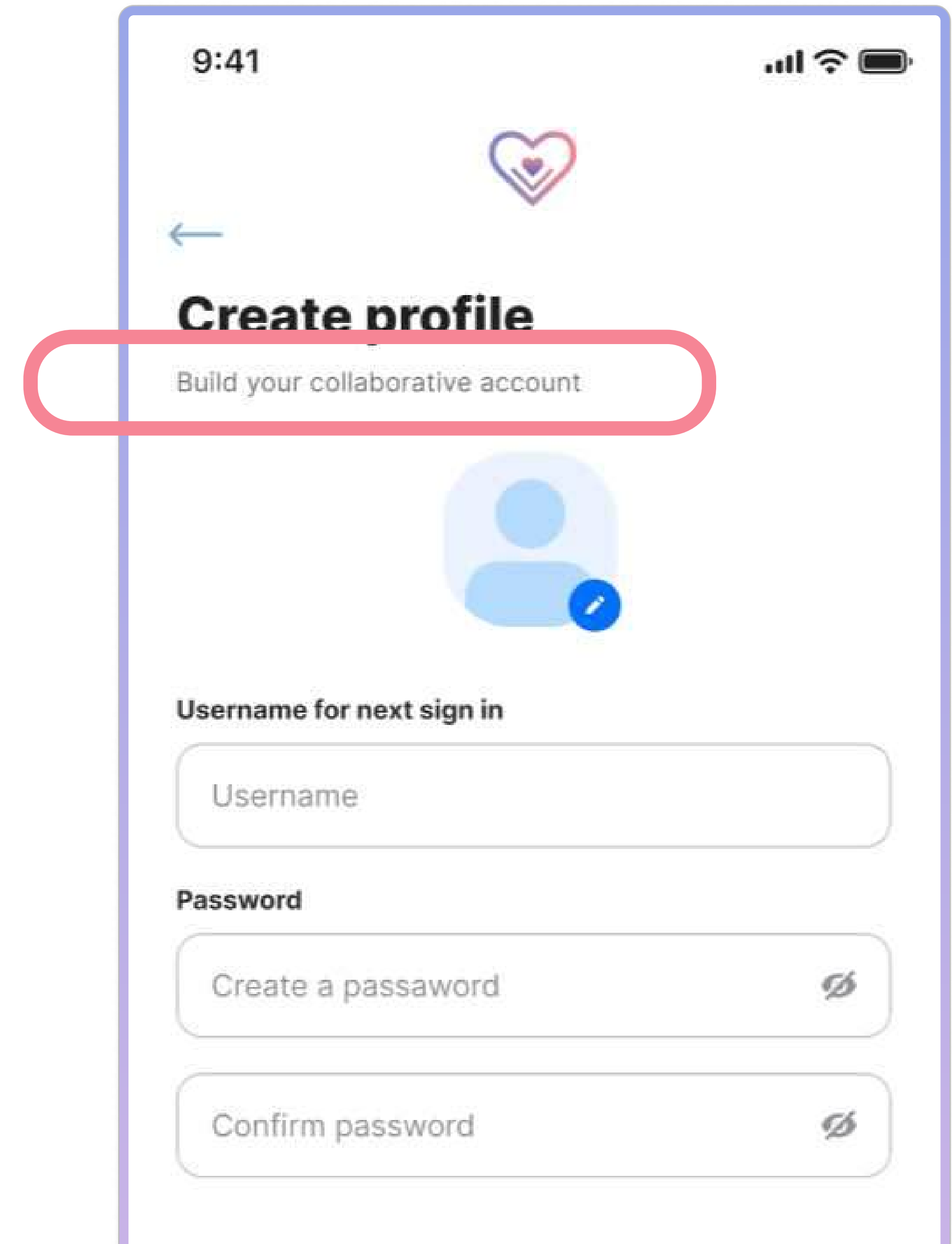
- Tested low-fidelity prototype of the sign-up page.
- Conducted 8 tests.
- Users faced issues with the social media integration concept, leading to a redesign.

Phase 2:

- Tested mid-fidelity prototype.
- Conducted 6 tests.
- Users raised concerns about privacy and activity sharing, prompting further improvements.

Testing Problem

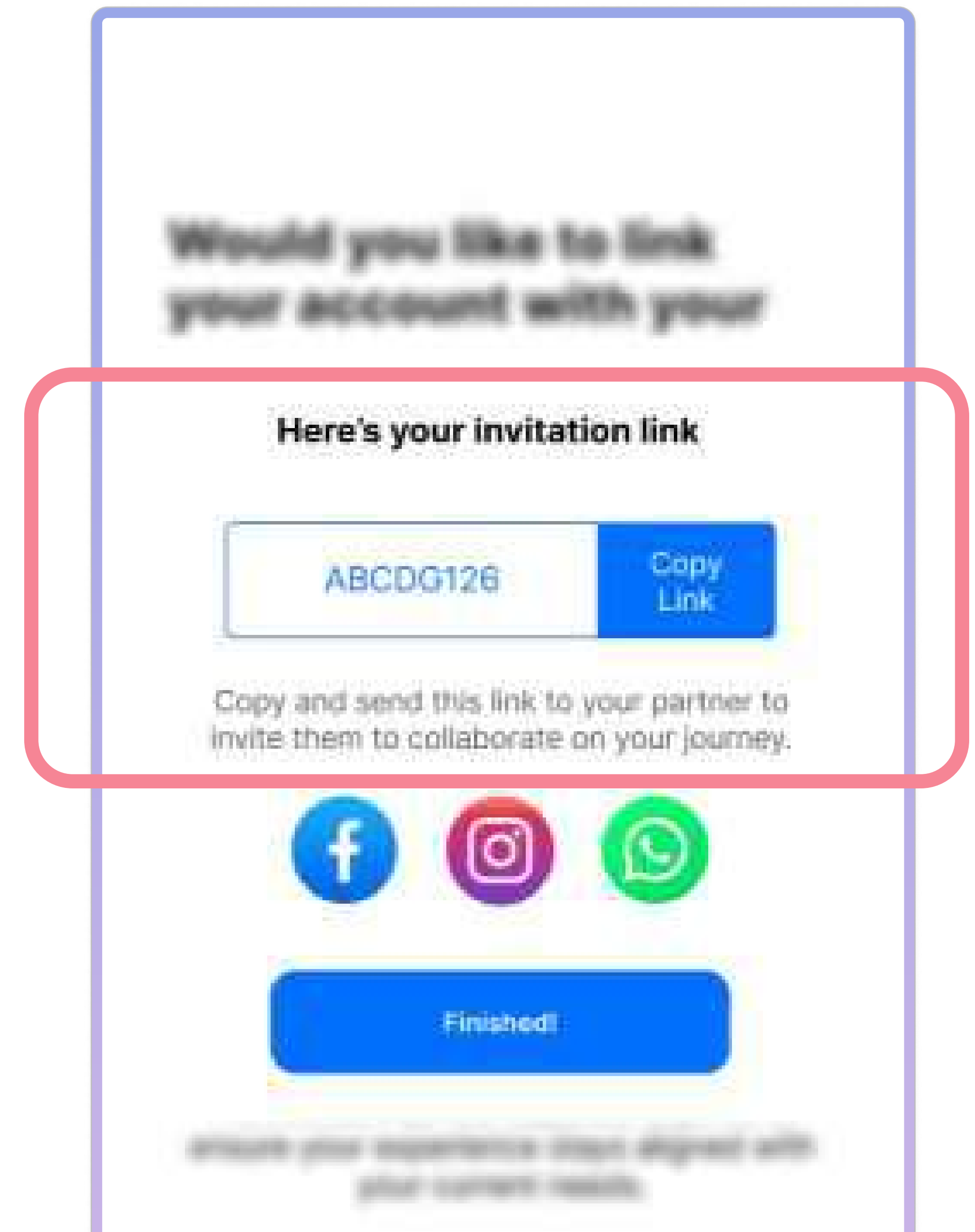
An example of a problem that shows up in our testing is One of our participants was confused by how the shared account between couples would work. There was language implying that the account was for a couple, but only one person could sign up.

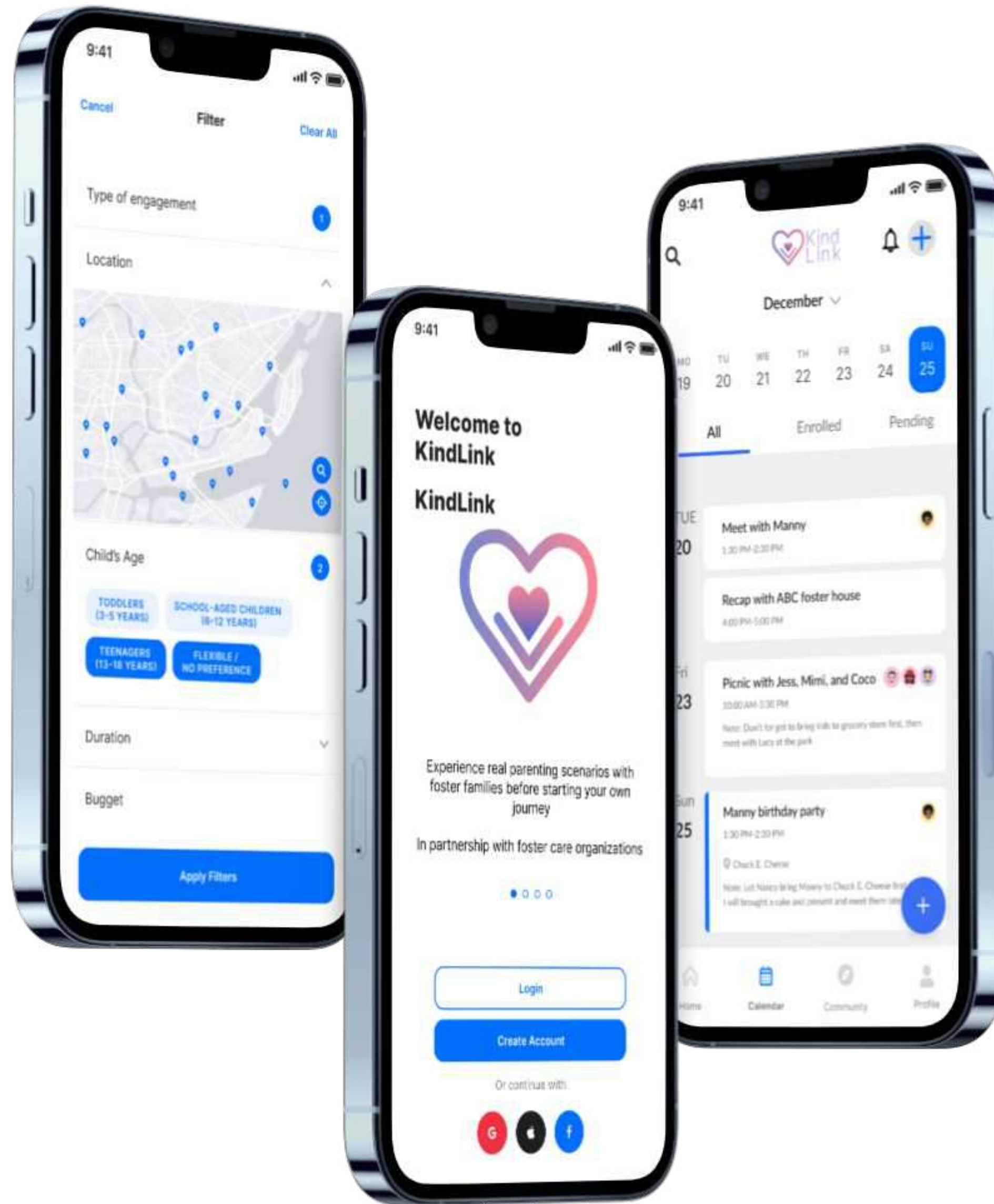


The image shows a mobile app interface for creating a profile. At the top, the status bar displays the time 9:41 and signal/battery icons. Below the status bar is a heart icon with a smaller heart inside. A blue back arrow is on the left. The main heading is "Create profile" in bold. Below it, the subtitle "Build your collaborative account" is highlighted with a red rounded rectangle. Underneath is a blue circular profile picture placeholder with a blue pencil icon. The form has three sections: "Username for next sign in" with a text input field containing the placeholder "Username"; "Password" with a text input field containing the placeholder "Create a password" and a small icon; and another "Password" section with a text input field containing the placeholder "Confirm password" and a small icon.

Prototype Solution

We took out any language implying the account was for more than one person and made it easier for the user to connect with their partner through the app. They can share their invitation code to connect and they can invite each other when they sign up on an event.





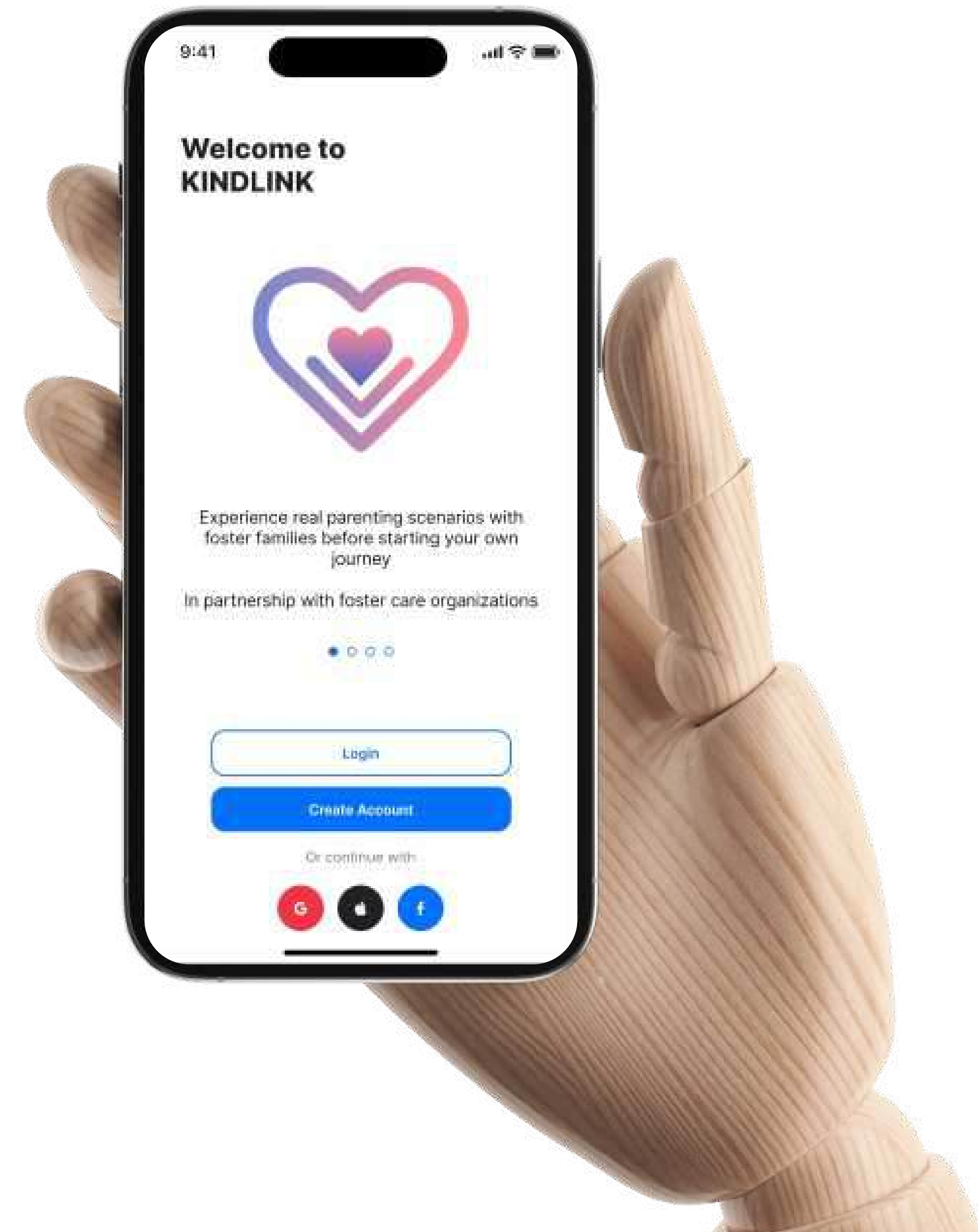
Design

Crafted a comprehensive design system, including interactive prototypes, and cohesive branding to ensure a seamless and engaging user experience.

Prototype

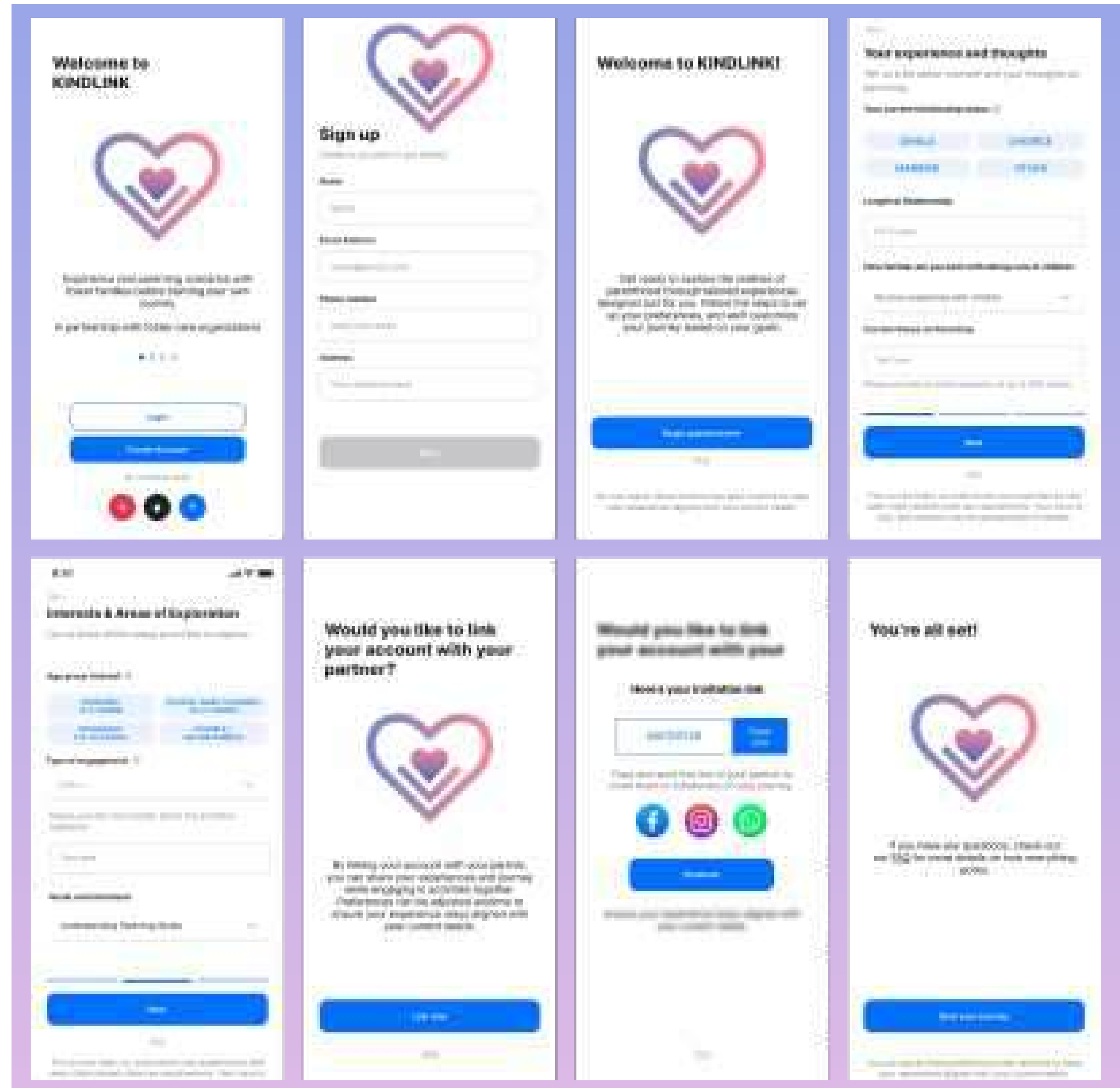
Designed over **+50 screens** to ensure all necessary steps are addressed and the interface remains intuitive and user-friendly. ([Link to prototype](#))

- Our design focuses on gathering user information to provide personalized activity recommendations.
- supportive environment for sharing experiences and learning from others.
- prioritized safety by implementing measures to prevent fraud and harassment, ensuring a secure and positive experience for all participants.



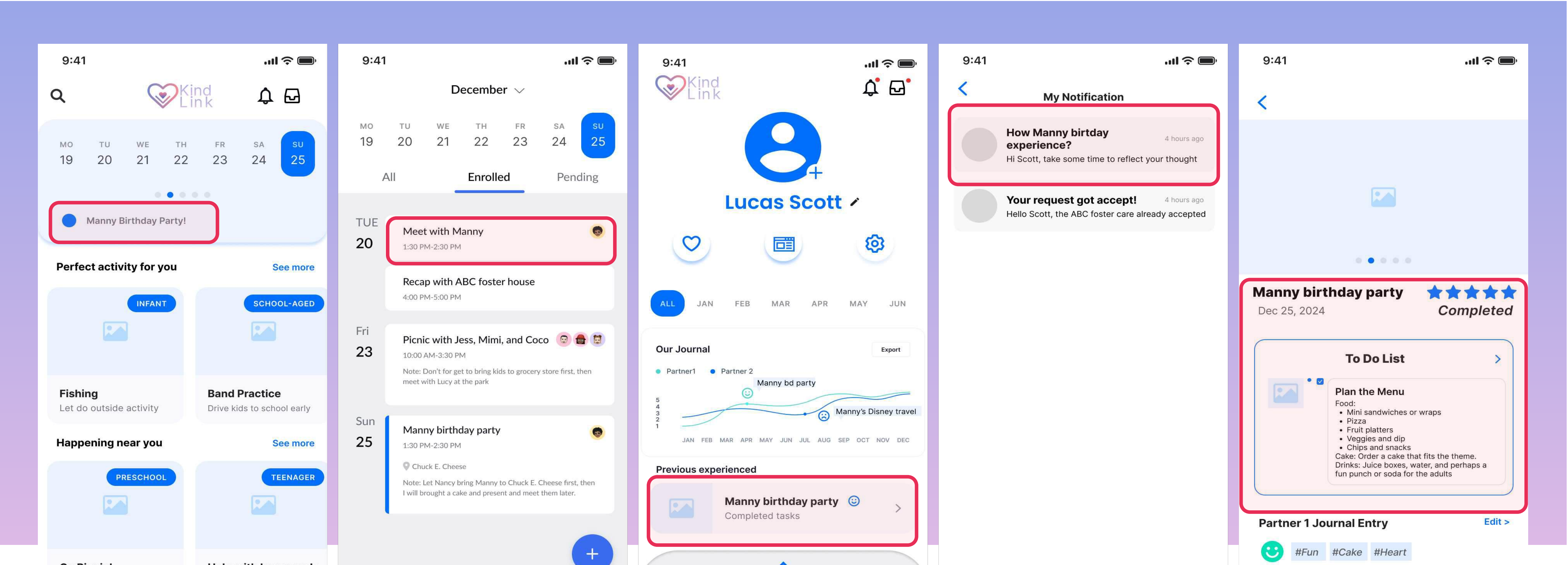
Personalized onboarding

Our sign-up process is designed to warmly welcome users and gather essential information through a brief survey, ensuring a smooth and personalized experience. We also ensure users are fully informed about the app's terms and conditions.



Enhanced Usability and Accessibility

Another feature we designed for users is easy access to the information they need across different pages. For example, Upcoming events, like 'Mony's Birthday,' are integrated across the home page, calendar, profile, and notification systems, ensuring a cohesive user experience with timely reminders and detailed updates.



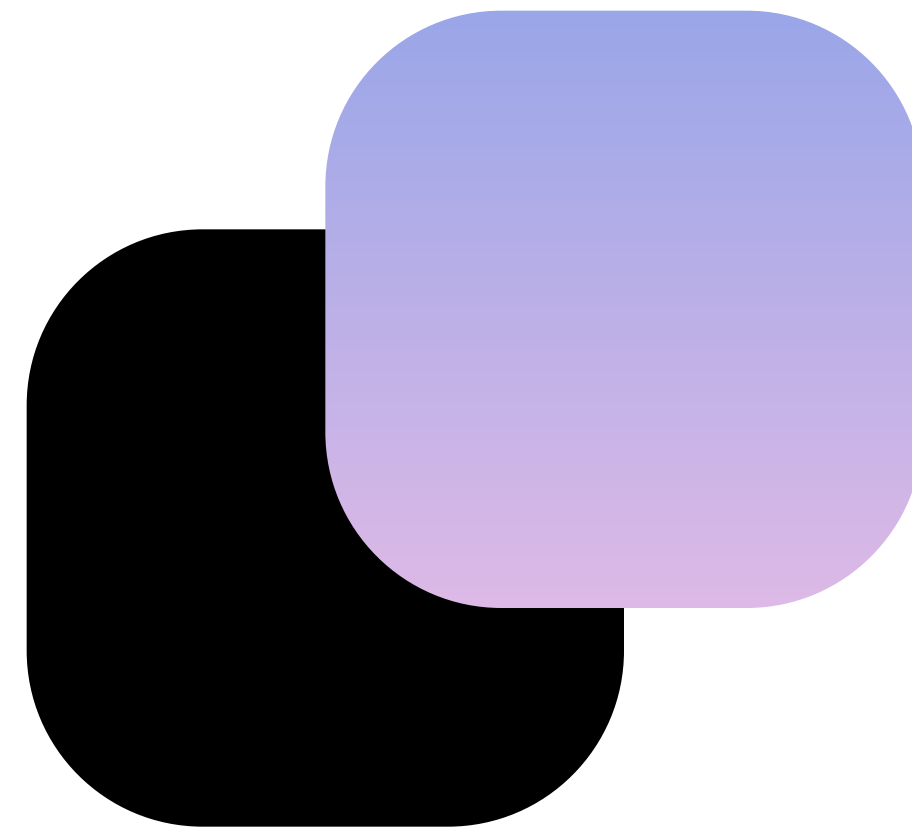
Information Architecture

We organized the app's content to ensure intuitive navigation, with quick access to key features like events, notifications, and profiles. Related sections are grouped logically to minimize effort and enhance the user experience.



Logo

We chose the KindLink logo to embody the app's core values of kindness, connection, and humanity. The heart within a heart represents layers of compassion and care, while the linked design signifies building meaningful relationships and fostering a supportive community. The gradient color palette, transition reflects warmth, empathy, and positivity—qualities that align with the app's mission to create a space where kindness thrives and connections flourish.



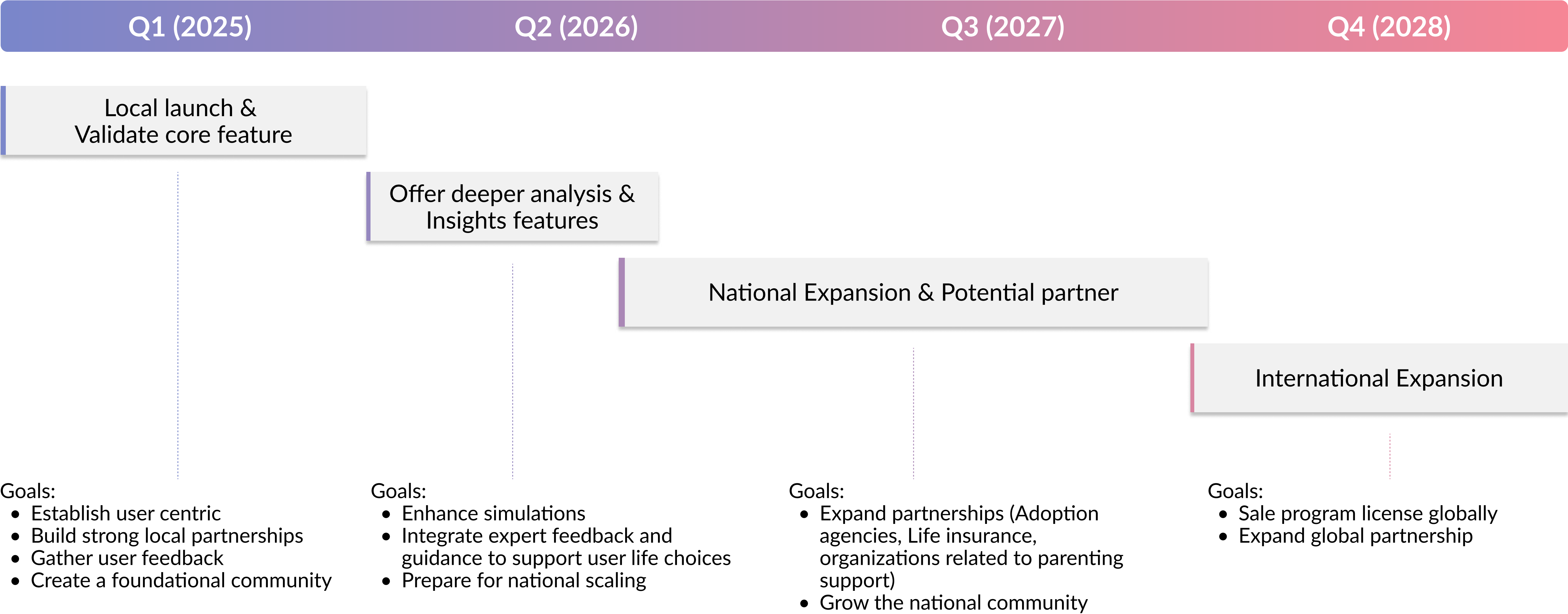


Next Step

Building Confidence, Connection, and Community

Our journey continues as we deepen our analysis, strengthen our partnerships, and scale our reach. Here's a glimpse of the key phases driving KINDLINK's future.

Kindlink Roadmap



**Thank you
for your attention!**

Q&A



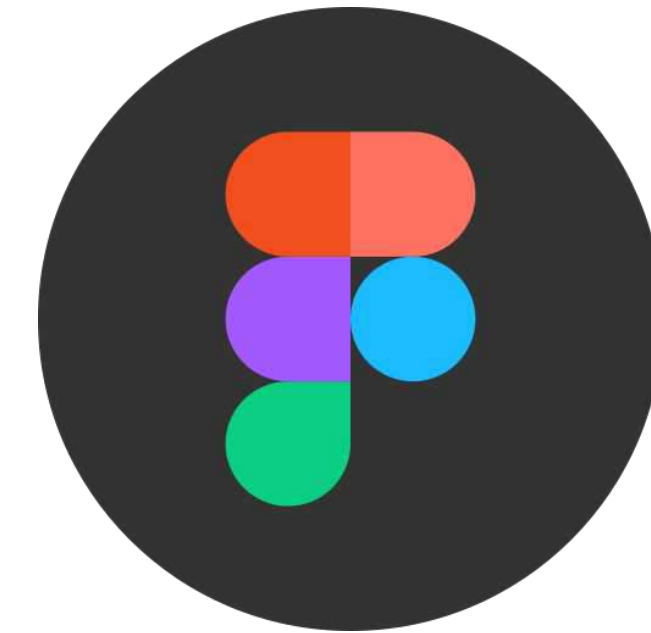
Disclaimer



Images used in this presentation were generated by AI tools, including ChatGPT.



Text was proofread and refined using Grammarly.



The presentation was created using icons and design elements sourced from Figma resources.

Appendix

Content with Embedded Link

User Research [\(Link\)](#)

- User interview and Affinity map
- Persona and Anti-Persona
- Empathy map
- User journey map
- Need statement

Ideation phase [\(Link\)](#)

- Brainstorming ideas
- Impact and feasibility metric
- Analyze potential solutions
- Brainstorming big ideas
- Rough prototype
- Paper prototype
- Competitor analysis
- Immersive tasks list
- Information architecture
- Lean Canvas
- Where to play and how to win
- What must be true
- User story and Storyboard
- KINDLINK Showcase

Mid-fidelity prototype [\(Link\)](#)

- Prototype and User flow