

mosha

Sharing support among stay-at-home moms

Problem Area

Design a mobile information system for stay-at-home yet on-the-go mothers to share and receive support across their social network

Our Persona

Challenges:

- ✦ Find balance between extreme and ridiculous story
- ✦ Find balance between boring and unique facts
- ✦ How to appeal to developers

Lynda Bradley

Age: 34 years old

Occupation: Former boutique owner, now stay-at-home mother

City: Suburb of St. Paul, MN

Husband: Jeff Bradley, 37, materials engineer at 3M

Children: Nick (7), Grace (3), Bryant and Joshua (1)



Lynda's Story

Lynda was born and raised in Dallas, TX.

Attended SMU for college, worked in office management before opening her own clothing boutique.

Sold her boutique when she became pregnant with twin boys.

To support the larger family, her husband found a better paying job but one that required a big move and longer hours at work.

Though a very sociable person, she is struggling as a stay-at-home mom.

She's found it hard to connect with other mothers in St. Paul, as well as keep in touch with her friends and family back in Texas.

She finds herself constantly busy, whether at home or on the road.

- ◆ Grace is being potty trained
- ◆ Twin boys are teething, learning how to walk and talk
- ◆ Nick is very active with sports and is struggling to do his homework

Lynda's Needs

A social networking mobile application that...

- ♦ Can be used on the go
- ♦ Can be used in short spurts
- ♦ Fits into her unpredictable schedule
- ♦ Works with her touch screen enabled smartphone
- ♦ Leverages her existing social network to facilitate a connection and opportunity to share with other mothers

Market Research

Social network use among moms was up 400% in 2009

- ◆ While online social networks for moms exist, few leverage existing social networks and profiles
- ◆ No mobile social networking apps targeting mothers

With their large purchasing power, products for this demographic have the potential to be very profitable

Where Facebook Fails

Difficult to target specific groups

- ✦ While Facebook users can create Lists, these lists are difficult to access
- ✦ Users cannot create content directed to specific lists

Important information can get lost

- ✦ Unless a user checks their News Feed constantly, it's hard to catch important/relevant info for the user
- ✦ Similarly, it's difficult to ensure a user's info is viewed by likeminded users

Product Opportunity

mommyShare (moSha): a mobile application connecting mothers in meaningful ways

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Enjoy our demonstration