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Design a product or system of products to complement and enhance the parent-child relationship bond during traveling abroad.

GENERAL CONTEXT

In collaboration with Research in Motion, we are exploring products that enhance the travel experience for a range of different users under the name 'Mobile Life'. The term encompasses the social mobility that the current generation of people experience in all areas of life including work, leisure and travel.

The last several decades has seen a marked increase in single parent families and families with two working parents. The increase in workload and responsibilities on the next generation of parents will increase the value of time for these parents. However, despite these pressures, vacationing and traveling families has never wavered as one of the most important tourist demographics. There are two users in this context, the parents—of the past generation X—and their children, who will be even more 'hyper-connected' in this technological world—generation Y/Z.

CHALLENGE AND OPPORTUNITY

The product/system should try and address as many areas of the family travel experience (although should not be forced to address all issues, rather, the most opportunistic ones)

- travel planning, usually performed by parents and teaching children about the destination
- aiding children in interacting with their parents and siblings while travelling
- keeping children engaged during difficult parts of travelling
- improving security and parents' peace-of-mind
- enable parents to spend time on their own and at the same time allow them to have connectivity with their children
- enable recording memories and experiences for future reference, aid in sharing travel experiences with extended family and friends
- explore belongings and perceived environment of children
- childhood is about play, exploration, imagination, discovery, learning as well as communication. How can a product enhance some of these important experiences?

This product could be an exciting and playful product that provides a new facet to travelling. One property that will be explored is the ephemerality or permanence of the product in childhood. Is this a product that is only for travelling and will be associated with travelling, or will the child have this product with them more?

Finally, the end product/system could serve as a stepping stone for children into the BlackBerry ecosystem of products and enforce the brand loyalty of parents, especially if they already use them for work.

SPECIFICATIONS

Solution should take into consideration the following as guidelines, and measures of success:

- input technologies, sensors, be highly intuitive to use, use gestures or natural/fluid interfaces for interaction
- cost effectiveness, size, low material footprint—small, light and unobtrusive
- child safety, explore safe, non-toxic, sustainable materials, soft materials and textiles
- use of wireless technologies that are compatible worldwide, or use ad-hoc wireless technologies
- be easy to set up and work with existing BlackBerry products that the parents already own
- use existing social networking technologies where appropriate
- should not necessarily use backlit display technologies or cause children to become too engaged in the device
- should not be perceived as a technological object and not 'geek' children
- simplicity and ease of use for children
- offers a high degree of connectivity
- offers a high degree of privacy and control to parents
- should not aggravate parent-child relationship

EXTERNAL ADVISORS

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