

# UCUBE

## Need Space

As working professionals grow older, they enter a complicated transitional stage at work and at home. In addition to considering retirement, their kids are growing up and potentially moving out of the house, leaving them more time to explore new venues of self-discovery. Although this increased in personal time should correspond to an improved personal life, many parents feel a sense of loss, separation and even anxiety about being so removed from what many consider to be the focal point of their life, and struggle to get back to rediscover themselves.

## Quotes from Ethnography

*"I used to do lots of biking and skiing and even karate before kids; now I spend most of my time taking the kids to school or practice or lessons, which is fun and rewarding in it's own right"*

- Mike, 45

*"I use Facebook to keep track of my kids; I still expect a phone call but it keeps me in the loop."*

- Roz, 58

*"Skype is a hassle, but it makes me real to my Grandkids"*

- Sandy, 60

## Key Insights

- Once a parent, always a parent, but what do you do when the kids grow up? There is guilt in self development because parents feel irresponsible for neglecting parenting duties.
- Parents and kids often go through transitional stages in parallel
- As pressures from parenting and working begin to ease there is a reconciliation between who you are and who you wanted to be
- There is an anxiety about new technology and an adherence to simple, physical objects
- Conventional modes of communication are inconvenient and emotionally empty, and often degenerates into sporadic updates rather than meaningful connections.

## Point of View

Parents need a simple way to stay connected to their kids that emphasizes a richer and more meaningful communication of experiences and moments from daily life.

## Concept Description

uCube is a new way to stay connected. Users can mount a camera on clothing or glasses that is constantly recording photos of new experiences. A simple touch indicates that the last 5 minutes of photos should be highlighted for review when the user gets home, at which point they can browse and share photos with loved ones through physical gestures. If the kids don't have a cube of their own, a companion app lets kids view and respond to messages, as well as share content from any social media outlets they choose.

## Key Value Created

uCube provides a richer communication experience. The wearable clip facilitates seamless content capture, while the photo display cube provides friendly gesture based content management and sharing. In addition, the cube represents a dynamic, ambient presence from loved ones, and the audio-visual messages create a deeper experience than phone calls or email.

