

ANGEL ISLAND

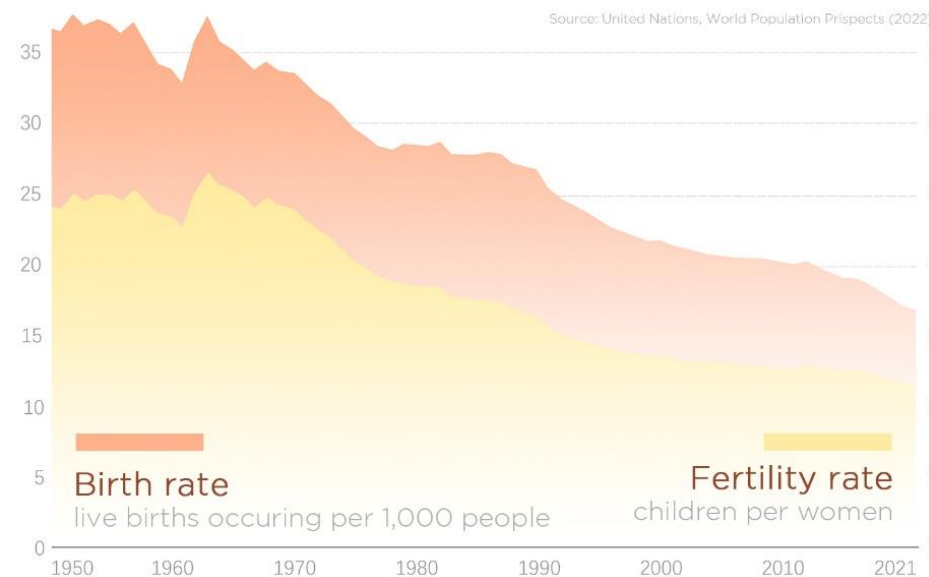
Temporary baby care designed for Generation Z youth

In today's society, young people are increasingly not wanting to have children.
Based on young people's problems with raising children,
I designed a design project that can temporarily help young parents take care of
infants and toddlers to solve the parenting problems of young people.

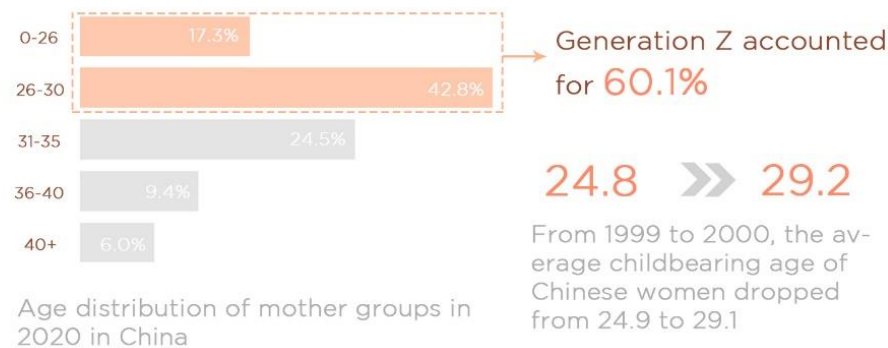
● Generation Z/ Fertility rate/ Baby care/ Toddlers

DESK RESEARCH

The global decline of the birth rate and fertility rate since 1950 to 2021



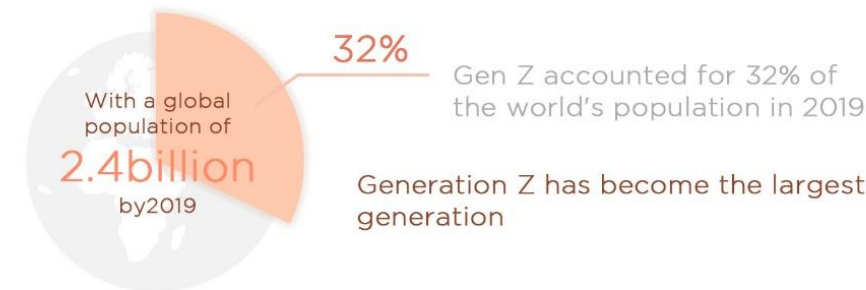
Generation Z is gradually becoming the main fertility group



● GENERATION Z

Generation Z is a generation born between 1997 and 2009

● Gen Z has a huge population



● Strong consume power



● Born with the Internet

As a generation that grew up with the Internet, they are more influenced by digital products. The explosion of information brought about by the Internet has opened the horizons of Gen Z and made them more accepting and tolerant of different cultures.

Gen Z users spend an average of 174.9 hours online per month, higher than the 140.1 hours spent online.

140.1h 174.9h

● GENERATION Z CHARACTERISTIC



pursuit of self-worth

More personality
Compared with traditional social competition, they pursue self-satisfaction and think about their own value



Cultural attributes are more diverse

More accepting and tolerant of different cultures. Have a wide variety of hobbies and be willing to give money and time to them



Loves to socialize

More accepting and tolerant of different cultures. Have a wide variety of hobbies and be willing to give money and time to them



Require personal space

Strict family discipline, high pressure and lack of autonomy make them want to seek a space for themselves, a temporary break from social life

● GENERATION Z AS PARENTS

Self-experience and value realization have become the core content of the fertility values of Generation Z people, who regard childbirth as part of self-value realization, hope to obtain happiness from the process of childbearing and parenting, and have high emotional needs

Other Generation

Parenting concepts

Child-centered
Give themselves a pension
Mother is mainly responsible

Survival needs

Provide basic living conditions

Generation Z

Parenting concepts

Balance parents and children
Meet emotional needs
Parents share responsibility

Spiritual needs

Scientific parenting
Provide a better quality of life

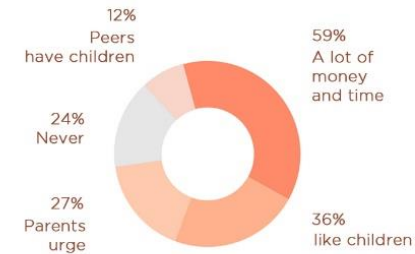


USER RESEARCH

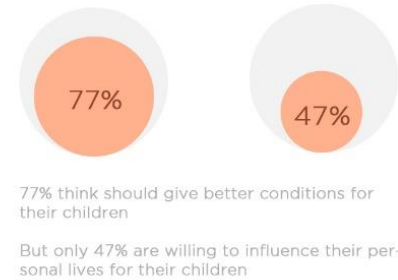
Questionnaire

A questionnaire on young people's attitudes towards fertility was conducted, and a total of 183 valid samples were received

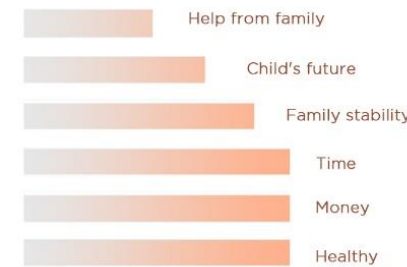
What reasons may you choose to have children in the future



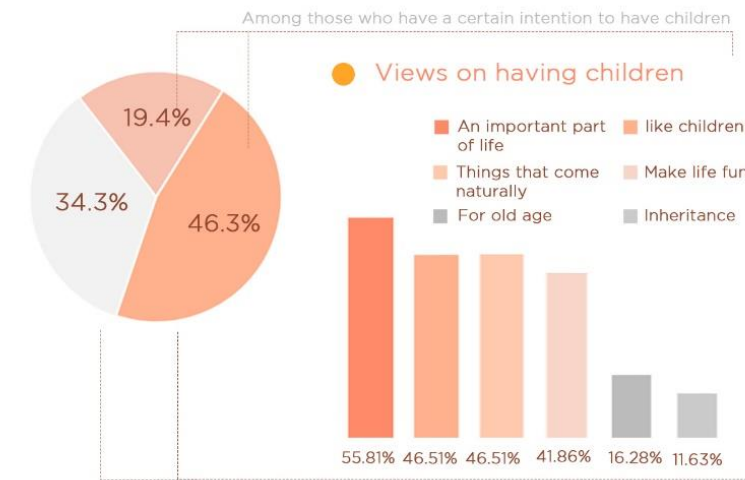
Expected effort to raise a child



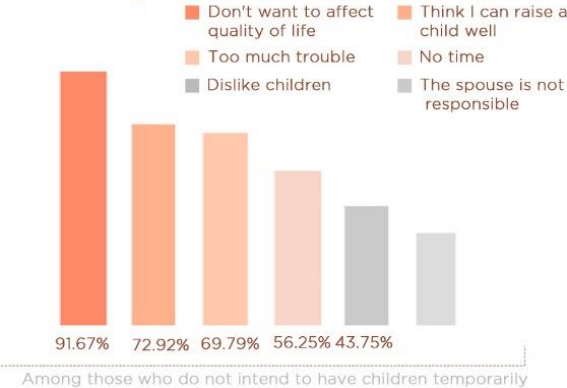
Factors that influenced your decision to have a child



Whether there is a intention to have children?



The reason for the temporary absence of fertility



Intend to have a child for emotional need

Better living conditions for their child

Don't want personal life to be affected

Interview

Interviewee A: 21 male who wishes to have children

For the idea of raising a child?

A: I feel that childbearing is an important part of my life and will **make my life complete**.

Factors to consider when to have children?

A: Try to be early, the body recovery is slow, and I will also consider the **financial and family situation**. Also consider whether the work is busy or not

How do you think you should raise your children?

A: I want to provide **as good conditions as possible** and participate in the growth of my children.

Think about the time it takes to raise a child?

A: **60% to 70%**

Interviewee B: 20 female who is unsure whether she will have children

Whether you think that the joy of raising children can replace the joy of personal time?

B: No, playing with family is **no substitute** for playing with friends.

For the idea of raising a child?

B: I think fertility is a **devotion**. But I don't want to allocate personal time to my children, I haven't played enough.

Think about the time it takes to raise a child?

B: About 50%, but **maybe only 30%**, trying to separate your time from raising children as much as possible

Maybe something made you decide to have a baby?

B: If there is **extra money and time**, and the partner is responsible

Interviewee C: 29 female who has a 4-year-old son

Whether you think that the joy of raising children can replace the joy of personal time?

C: Playing with children is tiring, and it **can't replace** my own play time.

Do you feel nostalgic for the days before you gave birth after having a baby?

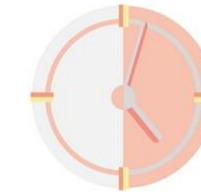
C: Of course, there is **too little time to play** at all. Sometimes when I want to go out on weekends, I **can't find someone to help take my child**, because my parents don't live with me and can't help me with my children.

Think about the time it takes to raise a child?

C: **80%**, basically no complete personal time

- Strong need for personal time.
- Raising children is more time-consuming than think.
- Sometimes there is no one to help with the children

DESIGN POINT



Help GenZ balance personal time with childcare time

Reduce the pressure of parenting for young parents



Provide scientific and professional services

Create better conditions for toddlers

CASE



Naughty Kingdom

Center of the mall
Bouncy castles, ocean ball pools and other installations.
For 2-8 years old



IKEA Playground

Entrance of IKEA
Reading rooms, play facilities, rest areas and other areas.
For 4-7 years old

PRICE:

\$20 an hour

PROS&CONS:

Cares by staff

Crowded, dangerous and Dirty
Few features

PRICE:

Free for customers to IKEA (up to 1 hour)

PROS&CONS:

Cares by staff

Restrictions on entry requirements

Missing children aged 1-4 years
Unable to meet the conditions required by young children
No professional staff

DESIGN CONCEPT

Description

Provide temporary professional child care services.

Users can leave their toddlers in our care and then enjoy their personal time to the fullest.



Give users more personal time
Reduce parenting stress

Value & Vision

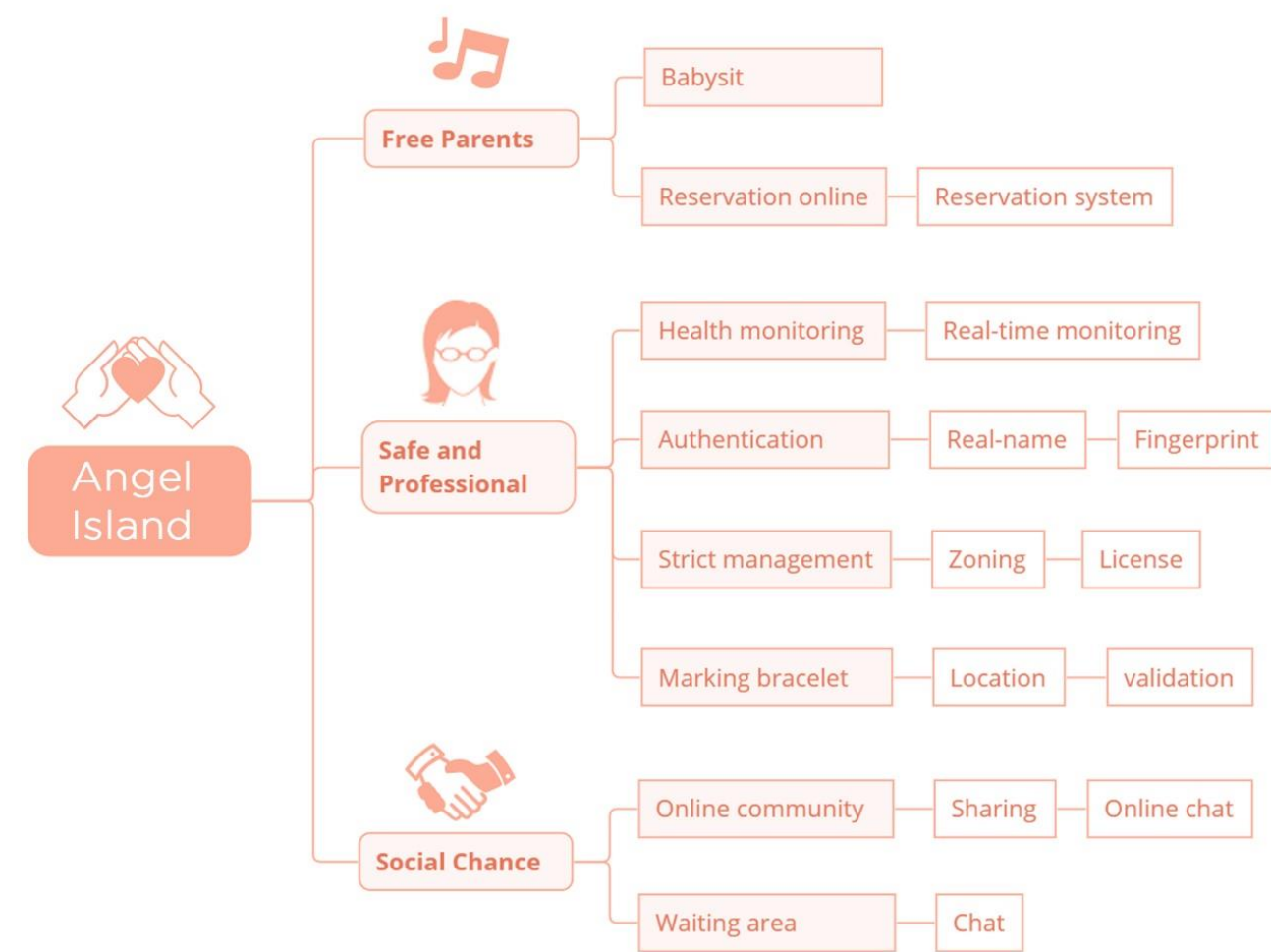
Safe and secure services

Fill market vacancies for 1-4 years

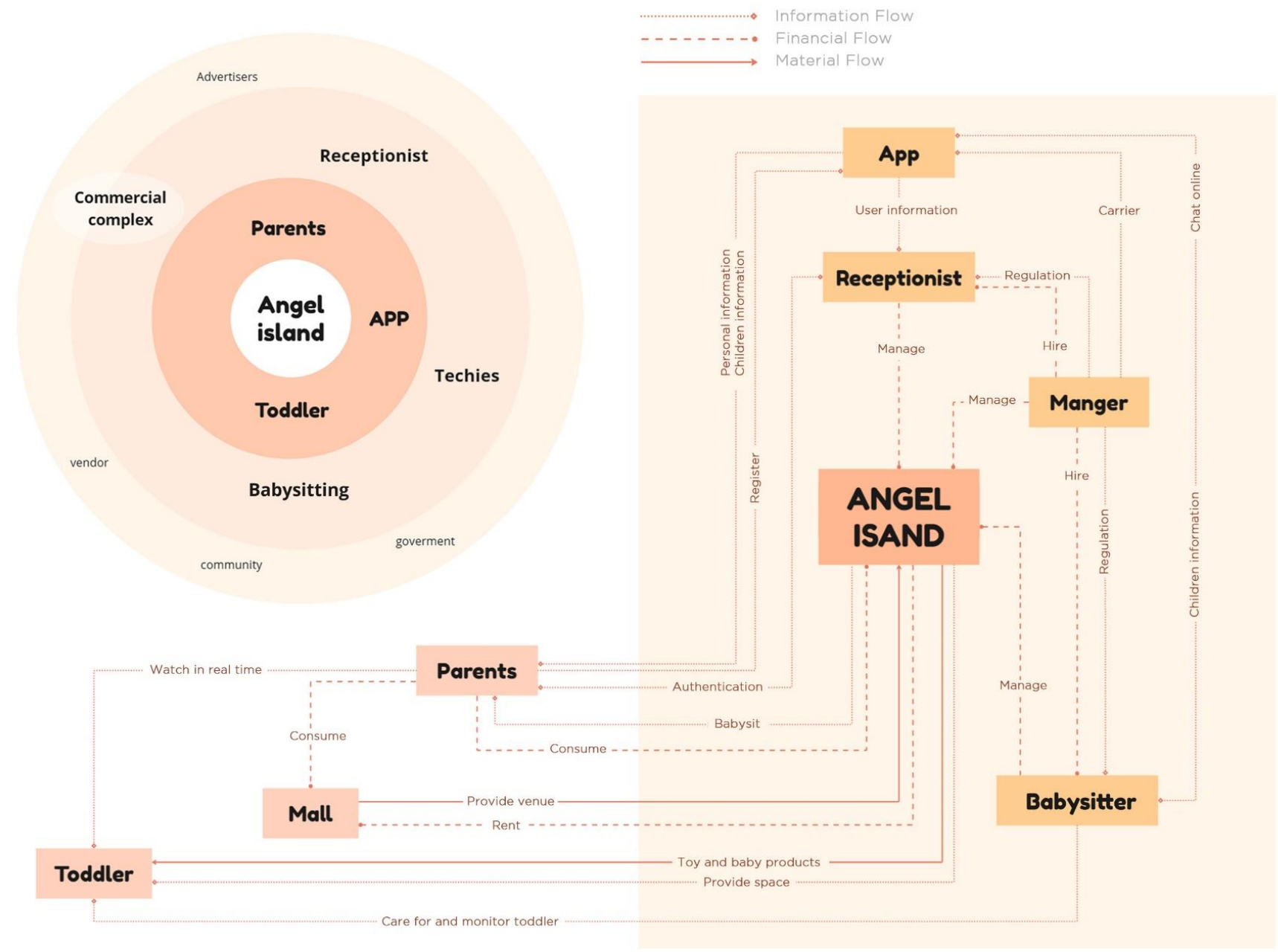
Provide social opportunities

Want to provide safe and secure services, fill the market vacancies for 1-4 years children and social opportunities for customers

Offering map



Stakeholder Map & System Map



PERSONA

Zhang Ming & Mo Li

27 and 26 years old Company employees
have a 2 years old child

BIO

Zhang ming and Mo Li are two new parents
whose elders are not around. When they go to
work, they will hire a babysitter to come and
take the children.

NEEDS

They wish there was time for two Children
who are too young to cry and cry are too
young to take them to public. Occasionally
forgot to bring a diaper

FRUSTRATIONS

Modern scientific methods of care
Temporary child health centres



"I hope our children will grow up
healthy and we will have our own time."

Zhang Yi

2 years old

BIO

He was a two-year-old child
Enjoys playing with toys and is just beginning
to develop personal cognition.
There is basically no self-care ability

NEEDS

Comfortable resting environment
Clean and hygienic environment
Someone to play with

FRUSTRATIONS

Get a lot of sleep every day
Need someone to help change diapers



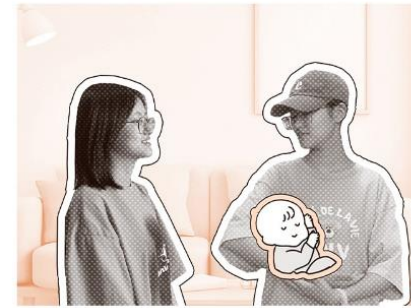
"I want to play and sleep."

STORY BOARD



Find Angel Island

Zhang Ming and Mo Li found an ad-
vertisement for Angel Island.
They downloaded the app.



Meet Problem

One night, Zhang Ming and Mo Li
wanted to go shopping, but the
toddler was left unattended.



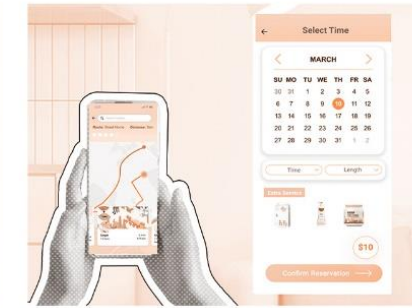
Register App

Molly remembered the Angel Island
app and registered.



Search Information

They used the app to find the
Angel Island store near their home.



Reservation

They booked a babysitting service
through the app.



Find Store

Based on their positioning, they
found an Angel Island store near
the mall.



Reception

They come to the reception and
receptionist asked about the ap-
pointment.



Find Angel Island

Mo Li entered her fingerprints.



Hand The Toddler

Mo Li handed the toddler to the re-
ception



Mark And Check

The reception put a marking brace-
let on the toddler and babysitter
check toddler health.



Leave

Zhang Ming and Mo Li leave, and re-
ception confirm reception.



Watch

Zhang Ming and Mo Li watch video
of the baby on the app.



Shop

Then Zhang Ming and Mo Li went
shopping happily.



Back

After shopping, Zhang Ming and Mo
Li return to Angel Island



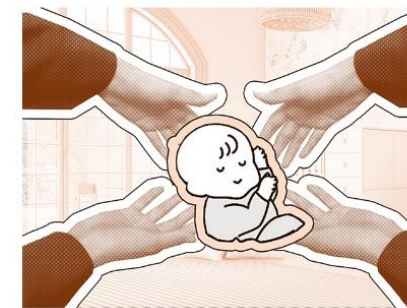
Wait

Zhang Ming and Mo Li chatted with
other parents in the waiting area.



Look For Toddler

The babysitter looks for the baby
according to the bracelet.



Confirm

The babysitter handed the toddler to
the reception, the reception con-
firm the bracelet.



Removes the bracelet

The front desk removes the bracelet
from the baby's hand



Identity

Mo Li confirmed her identity based
on her fingerprints



Return

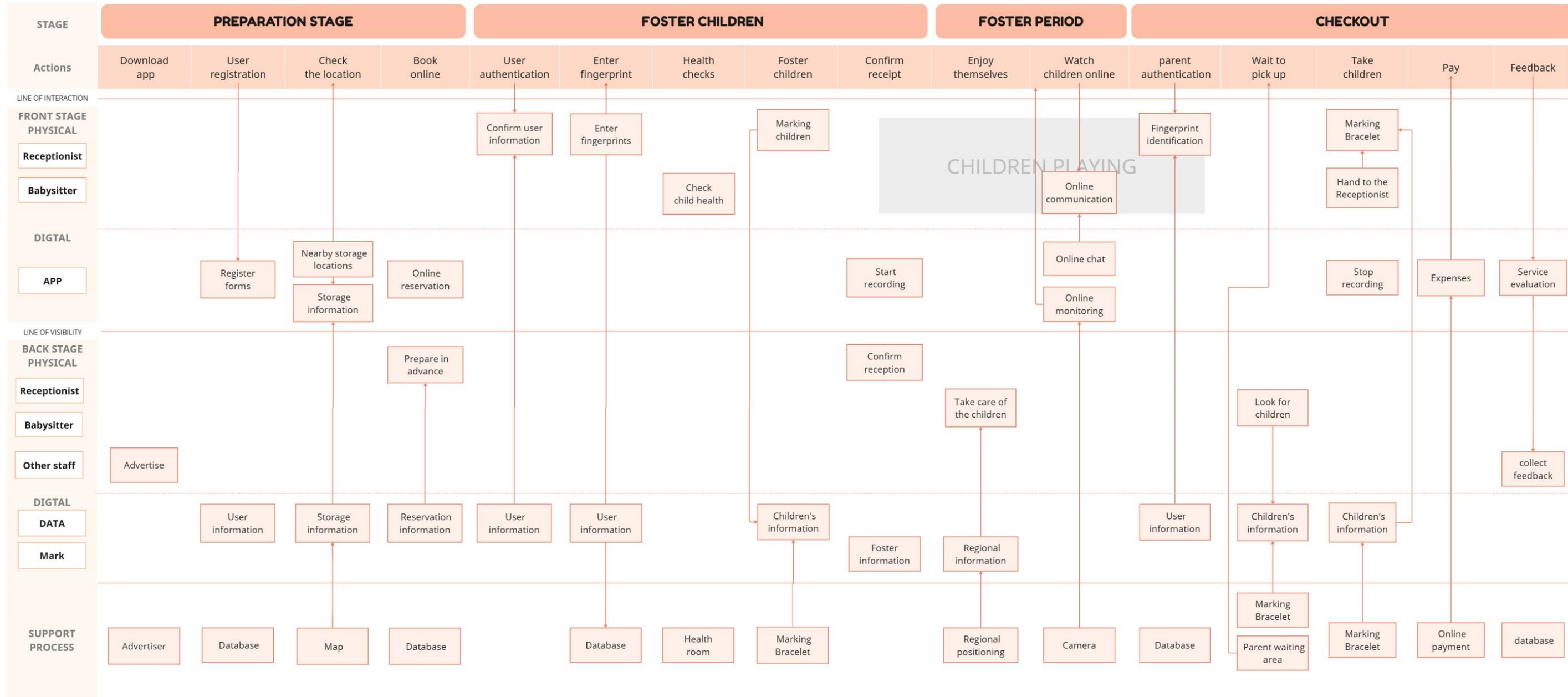
The receptionist returned the baby
to Mo Li.



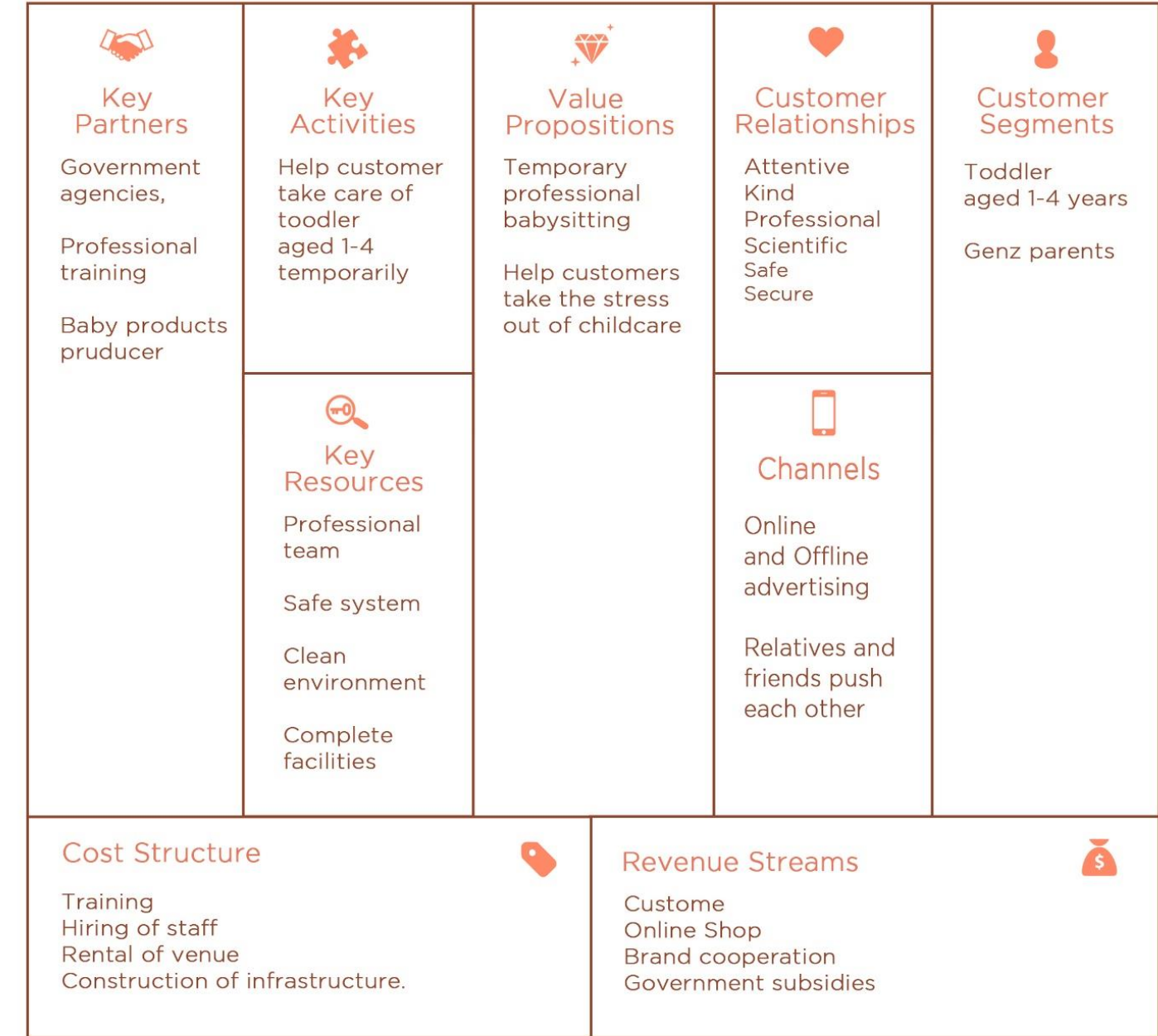
Happy

Zhang Ming and Mo Li are delighted
with the services offered by Angel
Island

SERVICE BLUEPRINTS



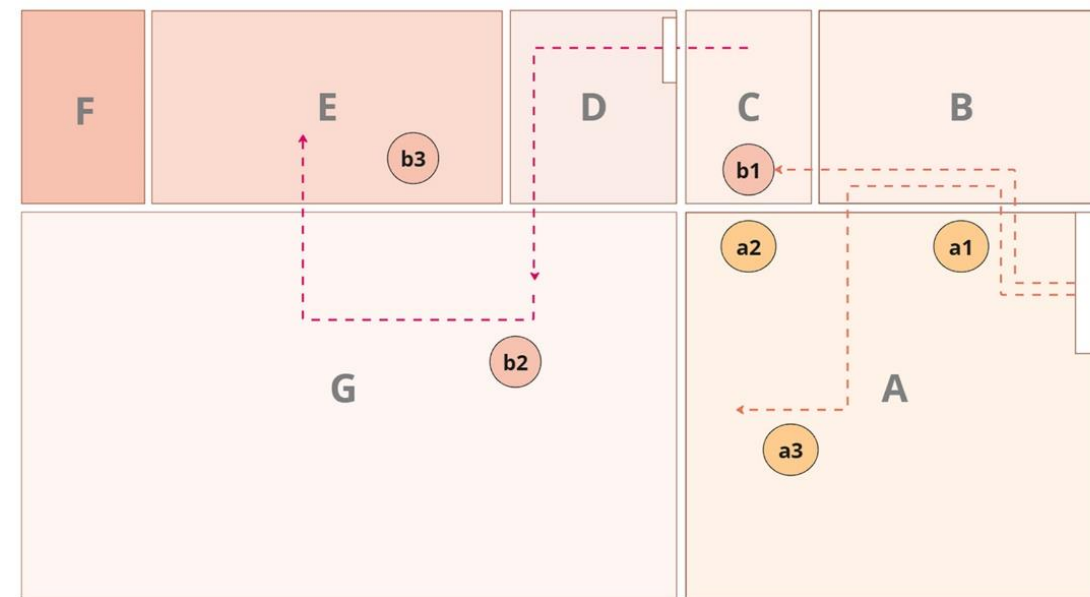
BUSINESS CANVAS



SPACE DESIGN



Traffic Flow



For customer:

Area A, B, C is accessible

a1

After entering the gate, customer go to the reception to verify the user information. The user who comes for the first time need enters the fingerprint information.

a2

The child is handed over to babysitter, who conducts a health check.

a3

Wait for the babysitter to find the child in the waiting area, where customer can chat with other parents

For staff:

b1

The babysitter takes the child from the door of the health room to the sanitary area for simple cleaning or diaper change

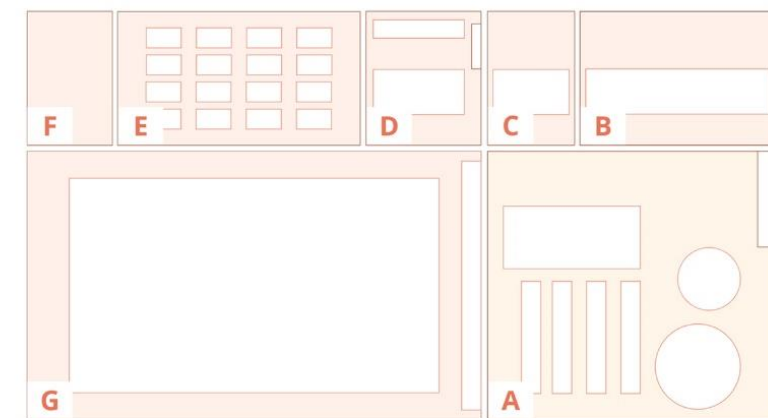
b2

The babysitter takes the child to the play area to play /look for the child in the play area

b3

The babysitter takes the child to sleep in the sleeping area /looks for the child in the sleeping area

Floor plan



A Reception

Reception, registration, identity verification, checkout

Elements:

Fingerprint detection device, computer

Stakeholder:

Customer, receptionist, toddler

B Waiting area

Wait, chat, watch

Elements:

Drinks, sofa, table

Stakeholder:

Customer, receptionist

C Healthy Room

Health check, marking

Elements:

Marking bracelet, examination table

Stakeholder:

Babysitter customer, toddler

D Sanitary Area

Cleaning, diaper change

Elements:

baby-products, sanitary tables, sinks

Stakeholder:

Customer Babysitter

E Bedroom

Toddler sleep

Elements:

Baby cot, monitoring

Stakeholder:

Babysitter, toddler

F Storage room

Storage

Elements:

Mother and baby products, toy

Stakeholder:

Babysitter

G Play Area

Toddler play

Elements:

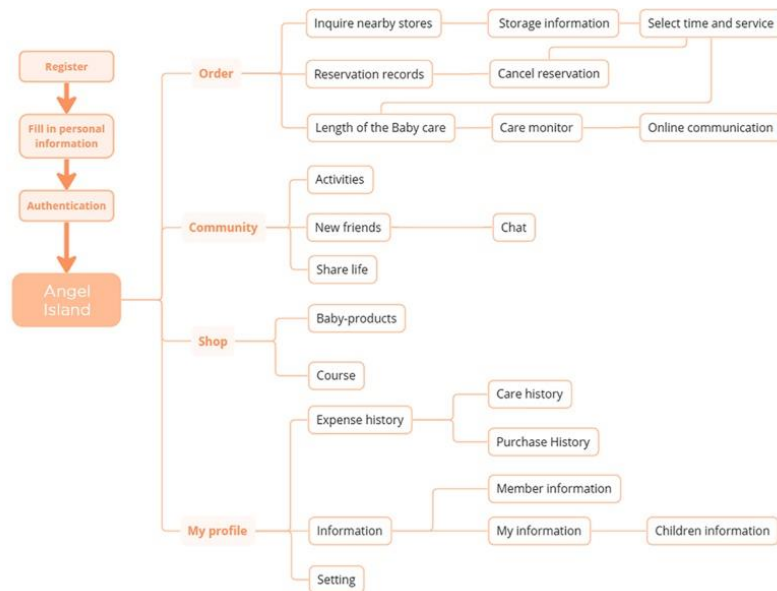
Toy, surveillance

Stakeholder:

Babysitter, toddler

APP DESIGN

App Index



Visual Design

Logo



ANGEL ISLAND



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Color



#d5b4b4



#4a2118



#fff0c9



#ffe4dd



#ffad8f



#ffeb2b

Fonts

Roboto
Anek Kannada
Righteous

12px-18px
20px-24px
24px-48px

Icon



Low Fidelity



Interface

Babysit

Users can find nearby storage locations and view store information

Users can check the Length of service

Users can see what the child is doing and communicate with Babysitting in time, and they can watch the video to see what the child was doing before

Community

Users can share parenting experiences, also can see what others are sharing. User can meet new people in the community, get more information about toddler.

Shop

Users can buy parenting courses, baby items, and more here.

Reservation

Users can reserve babysitting online and choose extra services if needed.

