

Scenario 1

Multi-tasking in the kitchen

The purpose of this situation is to understand how the responsibilities of our personas can create a significant burden of work. Due to their role in the household, the persona can experience an overload of chores and limited time to do so. We portray this with the persona trying to finish tasks in a hectic environment to achieve this goal in any efficient time possible. This informance suggests possible opportunities in time or task management.

Scenario 3

Packing a yoga bag

Since our target group is a prenatal yoga group, we decided that this was a good situation to play out as it is a weekly activity that may involve preparation and effort. As going to the studio to practice yoga should be a relaxing and stress-free activity, we wished to address the journey from the starting point of having to pack and see if there are any particular steps that could help make the experience of yoga even easier.

Scenario 2

Asking the husband to help

As pregnant women, our personas have a tendency to develop back pains due to the pregnancy. This situation is used to imagine the behaviour of what a persona would do if she was overcome with pain. Possible design directions could address overcoming the pain, preventing pain, and anything to help with tasks around the house while taking some time to rest.

Scenario 4

Having trouble sleeping

Sleeping is an activity that is rare for new mothers. As such, helping pregnant women get as much sleep as they can seems like an important problem to address. We want to understand what possible disturbances can arise that interrupt sleep patterns of our personas. This is likely with the onset of back pain that may cause discomfort, we wish to explore design possibilities of helping to alleviate back pain during rest and sleep.