
Problem
Parents often miss capturing special moments early in their child’s life. To make matters worse, when parents do pull a camera out, it usually disrupts the moment.

Solution
Maya, an intelligent flying camera that captures the special moments in a child’s life so parents can relax and live in those moments.

Maya’s Highlights

Mobile
Stays out of the way, captures moments from any angle, and is hands-free

Responsive
Responds to voice commands and facial-gesture commands for quiet moments

Intelligent
Automatically detects and captures special moments so parents can relax

Private
Photos and videos only sync with companion app on parent phone for review

Interactive
Plays educational games with child while parent is busy, entertaining the child and helping them learn

Process

Concept Development
We learned that the baby health-tracking market was saturated, but identified a gap where parents needed help capturing special moments without disrupting those moments.

User Research
We found that unexpected special moments were especially hard to capture and that parents and children needed to make an emotional connection with our design solution.

Ideation & Prototyping
To make an emotional connection, we ensured that Maya was cute, quiet, and soft. Our physical and digital prototypes allowed us to bring Maya to life for real-world evaluation.

Testing & Iteration
Our usability tests revealed several problems parents had when using Maya. These findings helped inform our final design decisions and guided us towards a more human-centered solution.