Reducing stress for a new generation of parents.

Becoming a parent can be one of the most rewarding experiences in a person's life. However, being a parent can also be incredibly stressful.

Meet Vooey. A voice assistant designed to help you better understand and take charge of your mental health through recommendations and insights based on patterns in your dialogue.

Integrated with your devices. Designed for your commute. Insight into your mental health.

Properly coping with stress is not only important for your health, it is also essential for your children's health.

Research
- Lit. Review (4), SME Interviews (4), User Interviews (5), Quantitative Survey (24), Competitive Analysis
- Personalized experiences over general advice
- Hyper-organization for a sense of control
- Friends & family are important information sources

Ideation
- Design Requirements, Sketching, Brainstorming, Roleplaying, User Stories, Lo-fi Ideation
- Addresses & attempts to reduce stress
- Clearly articulates user feedback & leads to action
- Doesn't use guilt as a driver of action

Evaluation
- Concept Test, 2 rounds of Usability Studies, 2 Prototype iterations, Visual Design
- Planning & recommendations solutions resonated
- Participants wanted Vooey to be proactive
- Participants were unclear on how to initiate voice

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