Design Personas

**Challenge**

- Most families busy
- Kids involved in all sorts of activities
- Cellphones are great safety net, but not always appropriate for kids
- Expensive/fragile
- Access to inappropriate content, calls/messages to/from strangers
- Schools & camps not always accepting of phones
- Smart phones sometimes too complicated for kids (pre-teen)
Design Personas

Design a communication/tracking system for the Dey’s