



WHOM IS IT FOR?

Parents with one or more children who are suffering from Covid-19 situation. And it's difficult to adapt agendas and spend quality together as a family during the isolation.

WHY IS IT RELEVANT?

This idea was inspired from the social common activities families normally do but they are not able to carry out due to the emergency state. Some of these activities were: going to school, going to the park to meet their friends, going to extra-schools classes, etc. We would like to re-design the normal routine and activities children and parents are missing, to the virtual community where they can feel free to share their routines, tips or lifestyles with others families in the same situation, this can help to reduce boredom, sedentary life and hard-to-handle situations. Because this situation is extremely difficult for children, since most of them don't even understand why they cannot go out.

After doing some research, we found that the biggest need and desire is to be with the loved-ones. InCeme wants to bring and create communication, connection and support. The same research shows that boredom together with anxiety is a recurrent feeling nowadays. Thanks to InCeme, families' days wouldn't feel so monotonous and they would have a better organization. This will also lead to create a more positive environment and a healthier state of mind. In this way families, which in many cases are not used to spend the whole day with their children, and people in general can handle this isolation better.

InCeme's idea

This platform is a linking, community-based website and app. Its aim is sharing and creating connections between families, whether they knew each other before, or if they are just random InCeme's users. It's indicated for families, no matter the number of children they have. The platform wants to recreate a house atmosphere, since a house is a place you meet your beloveds, but nowadays we cannot due to the isolation. People can create content, like recording themselves while cooking, or being an user who is following the video. But the contents should follow a children's appealing thread. The platform wants to serve as a tool for families, to organize their timetables better, and help children, who are a really hard population in these circumstances. InCeme wants to encourage families to be at home but standing together, sharing lives experiences and concerns. In order to go over this emergency state in the best possible way, using this time by even discovering new hobbies or creating new friendships. The five rooms of the house we want to recreate are:

1. Reading room. A space for children to listen to storytellers, and also to find some links for getting books or magazines, so as to, an area to relax in general.

2. Baking room. Users can create content about cooking (recording themselves, posting recipes) or just follow that content. The recipes should be easy and funny, not daily life ones, so that they'd be oriented to children, to learn step by step and have a great time.

3. Parent's room. A huge shared living room where parents feel free to ask, share concerns and give advices regarding covid-19 situation and children's situation on isolation.

4. Cartoon's room. A space to recreate like a cinema. Someone can suggest movies, others can share their screens, and all together watch movies, series, etc. Of course, supported by a chat where comment them.

5. Learning room. A room where children can attend fun classes, like artistic ones of art or music, but also P.E. ones, so they won't forget about their bodies, moreover, it will bring a free moment for their parents.

Via these rooms, families can support each other, know that they are not the only ones in that situation. Furthermore, children will be happy and parents calmer.

WHAT IS NEEDED TO IMPLEMENT THE IDEA?

- Video, voice and shared screen access, such as: Hangouts
- Streaming music and video services, ex: Netflix
- Web/mobile app

WHO CAN CONTRIBUTE?

- UI/UX Designers
- Recognized families
- Family topic related specialists
- Videochat platforms
- App and software developers
- Healthcare/ fitness providers
- Public figures, offering new activities and promoting it
- Entertainment service provider



INCEME'S MAIN MENU

During the pandemic, there are times parents don't know what to do with their children. So when the mother enters InCeme, she has an overview of what the platform offers, and realizes that it can be a solution for those times where she doesn't know how to avoid her child's boredom. Moreover, she can see is a way of keeping her child's social link, in order to grow properly.

CHOOSING A ROOM

Firstly, she can see the main menu-door house of InCeme. She can decided where she and her son want to enter in order on how they feel in that moment, or maybe who they want to meet . Depending of the day and moment, maybe she prefers to learn to play piano, talk about how they feel or cooking cookies, for example.

BAKING ROOM

So this time, they want to spend quality time together, while cooking something. Furthermore, they are not just going to read a receipe, but following another family's video of how to bake brownies. This website will help parents and children to reach that valuable time and connection with other parents. As the parents, sometimes will face same problems. Through the online-chat available in every room thanks to other platforms, parents can solve problems immediately, give recommendations, comments or just thank other families and meet up for another session via Incieme.

Video / media:

<https://youtu.be/5ZIR3sNAT8Y>

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