

Theme 01:

Celebrations, Games, and Silliness

Lighter than Air

Celebratory balloons that attach to each finished box

Dance Dance Dance

A roll-out dance floor to use whenever a room gets empty enough for it to fit.

Sing Alongs

Karaoke sing your way through difficult tasks together.

Why So Serious

A funny face and laughter app to inject your move with silly.

Color Me Silly

Full body suits so you can paint each other while you pack.

On a Role

Dress up and role-play famous moves from cinema and literature.

Around the World in 80 Boxes

Every room is a destination in this fun packing game for couples.

The Moving Mosh Pit

Body suit that keeps you from getting hurt so you can jump around.

Sing Alongs

Karaoke sing your way through difficult tasks together.

Tickler

Random surprise tickles by your partner if you don't finish your tasks.

Theme 02:

Compassion

The Gift Game

A variety of gifts to choose from to give one another throughout the process.

Nourish Your Relationship

Meal boxes, from simple to romantic, to prepare together or for one another.

A Kind Word

Reminders and prompts to say kind and loving things to one another throughout the process.

Under Your Umbrella

An actual umbrella that you can stand under in your home with your partner as it plays lights and music and images on the walls.

Let Me Count the Ways

An app for recording the things you love about your partner.

His and Hers

Graphic boxes that remind you of one another, and togetherness.

A Thousand Words

Photo album app for recording memories while you pack.

The Kindness Booth

Locking both in a room and asking them to talk only about positive things. Not even using negative words.

Remember Me

Ring that vibrates or lights up every time your partner is wishing you were around to help / needs your help.

I Got You

If someone takes up a tiring or stressful task, the partner receives a nudge or a notification on their phone or smart watch prompting them to go and help.

The Big Reveal

Secrets share out with each other as the couple moves through the stages of the moving process.

Theme 03:

Rewards and Punishment

Moving is Rewarding

Rewarding each other/by the service for completing a certain set of tasks.

Marathon

To binge watch, first binge pack. As required tasks are completed, Netflix unlocks series episodes to watch. YES and Netflix can have episodes on each stage of the moving experience.

Pay Up

Pay up every time you don't complete the task you promised to your partner by leaving money in a jar.

Setting punishments

In case an argument goes on beyond a certain time limit (Say 10 mins) both have to do 100 pushups/ workout together.

In It To Win It

Setting competitive goals. If one of them finishes a task before the other, gets to have the entire cookie in the fridge/ gets to go to their favorite place alone.

Binge On

One partner binge watches 1 day while the other wraps up remaining work

Theme 04:

Futuristic

Moving Sucks

Send your belongings in an instant through vacuum tubes to your new home.

Virtually There

Viewing the new house in an augmented environment, placing belongings in the actual space visualization and getting rid of the unnecessary items reduces the stress to pack and move extra.

Whoosh

Suck/pick the entire house and teleport/place it elsewhere.

Talk to me

Conversational packaging boxes: Speaking boxes that instruct on what all could fit (adding a humor element)

Game On

Unlock levels of the moving experience with time with vision boards of what's to come.

In Sync

A connected device like an apple watch that nudges each other of the emotions they are hiding or feeling so that the other partner could do something to make them feel better.

Hello

Voice assistant buddy as a moving therapist.

Immerse

Watch party while doing chores (on the ceiling or screens on top of each other's heads while moving about packing)

Ambience

According to the mood, the ambience changes. It could either be to detect the person's mood and/or to refresh it. (Using music, lighting, aroma, setting)

Theme 05:

Taking Breaks and Venting

Let It Out

Safe spaces for letting out your frustrations.

Sacred

Share/Speak your feelings into a device. Set it to 'dissolve' (delete your feelings) or allow your partner to hear it later

Make a Mess

Throw a moving mess party with bubble wrap and friends.

Biking Break

Take bike rides for a break time.

Silent Face-Off

Shout and vent looking at each other while wearing noise cancellation airpods.

Wake Up and Dance

Alarm clock that shouts out dance and you must stop whatever you are doing and break into a quick dance.

Gossip Lovers

Sit and complain about something or someone together. Vent it out together.

Fight Club

Reminders to fight it out

Leisure Breaks

Adding leisure activities in between tasks

Theme 06:

Other

We Feel You

A network of couples going through, or who have recently gone through, a move.

Gatekeeper

Mediator between you and the moving company.

Check It Out

Digital device at the door where you can add a to do list for that particular room and it could keep indicating a progress bar

One Last Time

Curated trips around your favorite local places before moving away.

Make It Yours

Creating customised packaging boxes together using paper, cardboard and other relevant materials. (Could act as meditation for them and make use of their creative minds distracting them from the stress that they might be going through.

Making Space

Finding innovative ways of living in the house where most of the items are packed. Instead of complaining, find creative ways to live in space with limited resources. (Making packaging boxes as tables).

Each Day A New Challenge

Waking up in the morning and picking a new card which has a challenge to be taken up, making the boring and taxing tasks interesting and fun.

Two To Tango

Walkie-talkie to give each other missions to complete.

Getting Rid Of

Throwing away items/belongings causing arguments and fights.

Netbox

Smartboxes that appear in your Netflix cue under headings like "Recently Packed", "Trending now" (maybe your wife is packing up the garage), "Continue Packing", etc.

Refined Ideas

(Group 04: Jack, Prachi, Sagarika)

IDEA 01

Memory Box

IDEA IN ONE SENTENCE

While packing, reminiscing old memories by looking at the belongings and creating new ones, as moving involves a ton of memorable incidents to capture.

PROBLEM YOU ARE SOLVING

Need a way for couples to stay positive and less strained during the moving process.

ASSUMPTIONS/CONSIDERATIONS

- Accommodating couples who don't have memories yet to create some.
- Multi move/single move product?
- Will a picture of a momento//object be printed?
- Layer of humor over stressful times/ Capturing fun moments during a move
- Prompting the user to click a picture of the last bowl used on the last day
- Record something you didn't like about the previous apartment/neighborhood
- Record/snap memories of your last walk/ trip around your current neighborhood or even community or apartment-stuff u like-stuff you hate works very well for families.
- Couples may wanna record caricatures or scribbled art on walls by kids; height markings etc.remember this day - previous memories from older moves
- System must give prompts to make user click pics

HOW DOES IT WORK?

While packing, couples come across various belongings that remind them of the stories of their past and help them come closer and relive those memories together. For a while, it takes them away from the stress they might be going through during the move. Moreover, moving involves multiple activities being carried out which might have some interesting and fun moments that can be captured and preserved for the future.

IDEA 02

I Got You!

IDEA IN ONE SENTENCE

A system that prompts each other when either of the partners is feeling stressed so that they can be there for each other during emotionally stressful times.

PROBLEM YOU ARE SOLVING

Couples need a way to feel supported because moving strains relationships.

ASSUMPTIONS/CONSIDERATIONS

- Can be an app or incorporated in a wearable device.
- Should a user have to download it to use the idea/solution?
- Partners can follow each other's activities on wearable devices (like fitness etc)
- If the partner isn't around and is unable to respond to the nudge. What happens then? Auto responses selected beforehand. System detects the pulse/anxiety (Like Apple watch and fitbit does) and subtly sends a nudge to the partner who can respond if available, and if not available, system may auto respond on behalf of preset responses by the partner or calms the person down itself.

HOW DOES IT WORK?

At the beginning of the moving process, the couple come together to create their 'I Got You' plan--selecting responses, creating their own, also pictures, holograms, gifs, triggers.

While packing, if one of the partners feels stressed, he/she opens the app and selects 'feeling overwhelmed'. (from pre-loaded prompts or by typing). Alternatively, fitbit/apple watch prompts/nudges the partner when pulse rises indicating anxiety. This way the other partner can help feel supported by connecting/reaching out at the right time.

IDEA 03

Game Like Experience

IDEA IN ONE SENTENCE

Choose from an assorted list of games that help you finish moving related chores and

activities that remind you to celebrate and have fun while moving.

PROBLEM YOU ARE SOLVING

Need a way to stay positive and calm during the moving process, at the same time finish the desired tasks.

ASSUMPTIONS/CONSIDERATIONS

- How to make moving fun- what can make moving fun?
- What can motivate them?
- Can we prompt them to play a game around choosing to toss or keep an item?
- Games that encourage them to finish tasks
- Games could guide them through the packing process making it fun.

HOW DOES IT WORK?

The amount of work that needs to be done while moving can seem overwhelming and taxing. Gamifying the moving experience can help the couple get away from the stress and view moving tasks as something exciting.

When the couple feels overwhelmed with the tasks to be done, they can open the Moving games app to make the experience fun and refreshing. (eg. treating tasks as missions to be completed)

IDEA 04

Virtual Assistant

IDEA IN ONE SENTENCE

A virtual assistant that works like your moving therapist and assistant, helping cheer you on.

PROBLEM YOU ARE SOLVING

Couples need a way to feel grounded and supported by one another while moving

ASSUMPTIONS/CONSIDERATIONS

- Can the virtual assistant act as a projector too?
- Can it detect emotions? (Could be by listening to conversations)

HOW DOES IT WORK?

When a couple is in the middle of a stressful packing day, the virtual assistant may detect stress and tension and offer to help. It can offer options to choose from various activities to feel relaxed together, such as taking a break together, getting positive reinforcement or projecting a slideshow of the couple's moments together, changing the ambience.

IDEA 05

NetBox

IDEA IN ONE SENTENCE

Part task-organizer, part reference guide, part experience curator, all in an easy-to-use app on your smart tv.

PROBLEM YOU ARE SOLVING

Couples need a single place to organize their to-do lists, find references to help with the moving process, and play multimedia that makes packing and task-completion more enjoyable.

ASSUMPTIONS / CONSIDERATIONS

- Will users want to take the time for the setup process?
- Will an automated setup process be useful enough?
- Can businesses in the new neighborhood provide content to showcase on the app?

HOW DOES IT WORK

During setup, the users create to-do lists, make playlists of music and photo/video albums, and choose fun activities and rewards they can do as a couple. They can ask the system to do all of the above on its own, they can tailor everything just how they want, or anything in between.

After it is set up, NetBox appears on your smart tv with queues of images (ala Netflix). The images show which tasks have been completed and which are suggested to do next, give access to popular YouTube videos on how to do whatever task is at hand, play music and photo albums, and suggest activities for breaks or at the end of a long day.