



presents

MODERN TECH

Mums

Facts

60%

are working 8 hours per day or more

90%

consider family their no 1 priority

79%

of studied moms are aged between 30-44 years old and spend their childhood in communism era, daily enjoying more their parents' presence

49%

admit it is hard to do many things at once

70%

think that by multitasking you manage life better

97%

use the mobile phone daily

TECHNOLOGY IS PRESENT DURING FAMILY TIME everyday.

67%

use internet almost daily

Modern moms are starting to ask:

"How can I make the time I have more meaningful?"

THE SEARCH FOR THE MEANINGFUL MOMENT

How do I create new moments?

36%

have the time to watch cartoons & kids movies together with their children.

Technology enables the discovery of new rituals

EXPLORING TOGETHER

We've found new ways of bonding through my son's passion for trains. We explore model train videos online and both enjoy the videos, but the real joy for me is in the bonding that takes place during this time.

ONLINE BONDING

Cartoons are good, but with some limits, therefore we watch them on line together with the little one, half our each evening.

Maximize: I need to make my family time more meaningful

80% of moms admit their best time is family time

Technology can fade distance limits

HOMEWORK BONDING

Internet, PC and Mobile help us to stay together in some different ways. I use them to help my daughter with her homework from school while taking a break at work.

KEEPING TABS

For my family, cell phone use is to become indispensable, to communicate and perform our daily activities.

MODERN MOM ON TRADITIONS

75% pay respect to customs & traditions

71% use to do things their own way

Technology can also inspire Tradition

TRADITION INSPIRATION

As granny lives in other city, we "visit" her every Sunday via Skype.

TRADITIONS REBOOT

We found on internet the idea of transforming New Years Eve into a Carnival Scene. We used different materials and fabricated masks. Now we are doing it every year, just changing the theme.

I want to Extend all the these meaningful moments

46% take photos using their mobile phone

25% film videos using their mobile phone

Technology helps me share special moments with more people

INSTANT SHARING

I use the phone to take a child's photo or video, and can directly send it to my husband when he travels so we can together enjoy the joy of that moment.

but I need to be careful with

HYPER-DOCUMENTATION

Let's say I make 100 photos with kids at an event and I want to upload them for all parents to see. How can I do that without spending too much time for individual uploading?

Technology enables us to Relive our moments

UNEARTHING NEW DETAILS

By capturing all family moments, I get to re-experience them and often spot details that I had forgotten or not noticed in the first place.

but I need to be careful with

PRESSURE TO CAPTURE IT ALL

I ...recall more than one occasion of turning a happy toddler into an angry/frustrated toddler just because I needed 'one more shot.'

Technology makes new moments unfold from moments minutes ago

A smart phone has brought our family lot of fun. We can video record my daughter and then she wants to watch it over and over again.

THE FOCUS SHOULDN'T BE ON MAKING MOM'S LIFE MORE EFFICIENT, but on making meaningful family time.