

Masters of Maternity

Executive Summary

Community Partner

Aleta Heard

Winter Clay

Student Consulting Team

Emily Xie

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Background

Our team worked with Masters of Maternity (M.O.M), a Pittsburgh based organization focused on addressing critical disparities in maternal health care by connecting moms to maternal specialists using technology. M.O.M was founded by Aleta Heard, a Product Manager at BNY Mellon, who brings technical expertise to the organization, and Winter Clay, a registered nurse, mother, and doula, who brings her valuable practical expertise to M.O.M. The organization's mission is stated below:

Introduce a new model of integrated maternal care to make mothers strong, competent, and capable and to provide an equal opportunity to a quality motherhood experience for all moms.

Project Description

Project Opportunity

A primary concern for M.O.M is the absence of an integrated payment system within its existing website, hindering its ability to generate revenue autonomously. Currently reliant on funding and healthcare partnerships, this financial limitation inhibits M.O.M's staff expansion. Securing a consistent revenue flow would enable the team to hire developers, enhance the website, and better serve its customer base.

Project Vision

Given that M.O.M's priority was to establish a clear payment integration plan, our project vision involved implementing a pay-per-lead revenue model, charging a fee for successful connections between mothers utilizing the platform and maternal specialists. After careful condensation of various payment plugins, we chose to integrate Stripe into the existing WordPress site. Features to implement included an interest form that mothers fill out to connect with a specialist, a payment page for specialists to fill out in order to receive the mother's contact information, email confirmations and notifications following payment, UI updates, user testing, and user notifications for the new feature.

Project Outcomes

Our team implemented the pay-per-lead model discussed in the project vision. After initial implementation on our testing site, we conducted user tests on both the mom's side and maternal specialist's side to ensure quality and lack of errors in our pipeline. Following user testing, we met with our client to review user testing feedback, integrate relevant feedback, and finally, push the changes to the live site. Now, the Masters of Maternity website has a working pay-per-lead model where maternal specialists must pay a \$5 fee to receive a mom's contact information. Following pushing our changes to the live site, we created documentation (both written and in the form of videos) to pass on to our clients to ensure smooth integration and future maintenance.

Project Deliverables

Final project deliverables include the updated WordPress website incorporating all new forms and plugin, a newly created Stripe account, user testing feedback, and technical documentation.

Recommendations

Recommendations include exploring various transaction fee options and using WordPress analytics to monitor the impacts on user engagement and revenue, with the possibility of adjusting fees based on the results. Additional recommendations include expanding the team to enhance the platform's technological capabilities, utilizing provided technical documentation for onboarding and troubleshooting, and considering new platforms using industry-standard conventions and frameworks to ensure scalability.

Student Consulting Team

Emily Xie served as the quality assurance manager for this project. She is a third-year student majoring in Information Systems with an additional major in Computer Science. She will be interning at Apple this summer and is looking forward to a career in Software Engineering.

Neha Anumolu was the project manager for this project. She is a fourth-year student graduating in May and is majoring in Information Systems with a minor in Statistics. She is looking forward to a career in Software Engineering and Data Science.

Rachel Wu led client relationship management for this project. She is a fourth-year student graduating in May and is majoring in Information Systems, Business, and HCI. She is looking forward to joining the Master of Business Analytics Program at M.I.T this fall and is looking forward to a career in Machine Learning.