

Sri Lanka Institute of Information Technology



Milestone 01

WE_UEE_64

Identify User Groups

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Persona

i. Pregnant mother - IT21252754



Kasuni Silva

Age: 29
Location: Colombo, Sri Lanka
Marital Status: Married
Occupation: Primary School Teacher
USER ROLE
(Pregnant Mother)

DESCRIPTION

Kasuni is a first-time mother, currently in her second trimester. She is happy about her pregnancy, and she and her husband are looking for trustworthy resources of knowledge and support. Priya is a bit tech savvy and owns a smartphone. For communication and enjoyment, she makes use of social media and other simple apps.

GOALS

- Primary Goal:**
- keeping track of her prenatal clinic appointments, vaccination schedules, and appointment.
- Secondary Goals:**
- Receive timely reminders for upcoming vaccination dates and appointments.
 - seeking a convenient source of information about pregnancy, including vaccination schedules, nutrition, exercise, and general health tips.

MOTIVATIONS

- wants trustworthy and convenient pregnancy information.
- Values the convenience of managing clinic appointments and vaccination schedules in one place

CHALLENGES

- Managing her prenatal care schedule and ensuring she doesn't miss any appointments or vaccinations.
- Balancing her job and pregnancy leaves her with limited time to manage various aspects of her health and appointments.

TECHNICAL ABILITY:

- Knowledge of smartphone usage
- Basic literacy in health and medical terms.
- Limited experience with healthcare apps

NEEDS

- Reliable Information
- Appointment Management
- User-Friendly Interface
- Appointment Reminders

SOURCES OF INFO

- Books
- Online Resources
- Colleagues and Friends

ii. Mother with a baby - IT21288012



Alice

Age: 33
Location: Colombo, Sri Lanka
Occupation: Director
Bank Director

DESCRIPTION

Alice, aged 33, is a successful bank director. Her career has been defined by her strategic acumen and quick ascent in the industry. Recently, she embraced a new role as a mother to a two-week-old baby, demonstrating her ability to manage both professional and personal responsibilities. With a robust support system, Alice continues to thrive in her career while embracing the joys of motherhood.

GOALS

- Balancing her demanding career with her newfound role as a mother is a priority for Alice.
- Alice's goal is to provide a nurturing and loving environment for her baby's growth and development.
- Alice is also passionate about giving back to her community and making a positive impact on society.

USER ROLES

(Mother with a baby)

CHALLENGES

- Time management
- Motherhood learning curve.
- Work-Life Balance
- Adapting to changes

PERSONAL CHARACTERISTICS

- Face of challenges
- Adaptability
- Leadership

NEEDS

- Medical care
- Nutritional guidance
- Childcare support
- Time management tools

SOURCES OF INFO

- From Family
- From Doctor
- Online resources

iii. The midwife takes care of the pregnant mother until the baby is born. - IT21210174



"Nurturing beginnings empowering journey; a midwife's caring touch shapes lives."

Shriyani De Silva

Age: 35

Location: Colombo, Sri Lanka

Occupation: Midwife

BACKGROUND

Shriyani, a compassionate midwife with extensive experience, dedicates herself to assisting expectant mothers on their unique journeys. Proficient in medical and emotional support, she empowers pregnant women to make informed choices. Her warm demeanor and deep understanding create a safe space for sharing concerns, ensuring individual needs are met, fostering empowerment on the path to motherhood.

SKILLS

- Understanding patience.
- Thrives in diverse social interaction.
- Good observation
- Problem Solving
- Maturity
- An ability to act on own initiative.

GOALS

- Monitoring and Assessing the mother's health.
- Ensuring healthy pregnancy.
- Promoting emotional well-being.
- Value-adding treatments for pregnant mothers.
- Promote a positive and supportive workplace culture that values teamwork and collaboration.
- Examining the data and generating reports to achieve the monthly target.

CHALLENGES

- Some women choose not to communicate their pregnancy to the midwife.
- Lack of tech knowledge makes using modern machines hard.
- Maternal and infant mortality risk rises when pregnant mothers neglect instructions.

USER ROLES

(Midwife - Takes care of the pregnant mother until the baby is born)

NEEDS

- Modern test equipment kits
- An active staff.
- Good technical knowledge.

SOURCES OF INFO

- Books
- Social Media
- Professional colleagues

iv. Midwife takes care of the mother after childbirth. - IT21321368



Nilanthi Balasooriya

Age: 36

Location: 4A Prince Street, Colombo, Sri Lanka

Occupation: Midwife

BACKGROUND

Highly trained, kind and sensitive certified Midwife who loves bringing new life into the world and assisting parents in their new lives. Always having a positive attitude, able to work under extreme pressure and keep a cool head in unexpected situations with unpredictable patients. Supporting women physically, but also emotionally throughout pregnancy.

SKILLS

- Kind and Understanding
- Strong Work Ethic
- Effectively Interacts with patients.
- Calm Under Pressure
- Exceptional Interpersonal Communication

GOALS

- Maintain and promote the health and well-being of mother and baby.
- Educate new parents on newborn behaviours, cues, and developmental milestones.
- Monitoring the mother and baby's progress for several weeks after birth.
- Explain the recommended vaccination schedule for newborns.
- Monitor the baby's health before and after vaccination.

CHALLENGES

- Limited Resources
- Gradual weight loss in newborns.
- Non-participation of mothers in maternity clinics

USER ROLES

(Midwife - Takes care of the mother after childbirth)

NEEDS

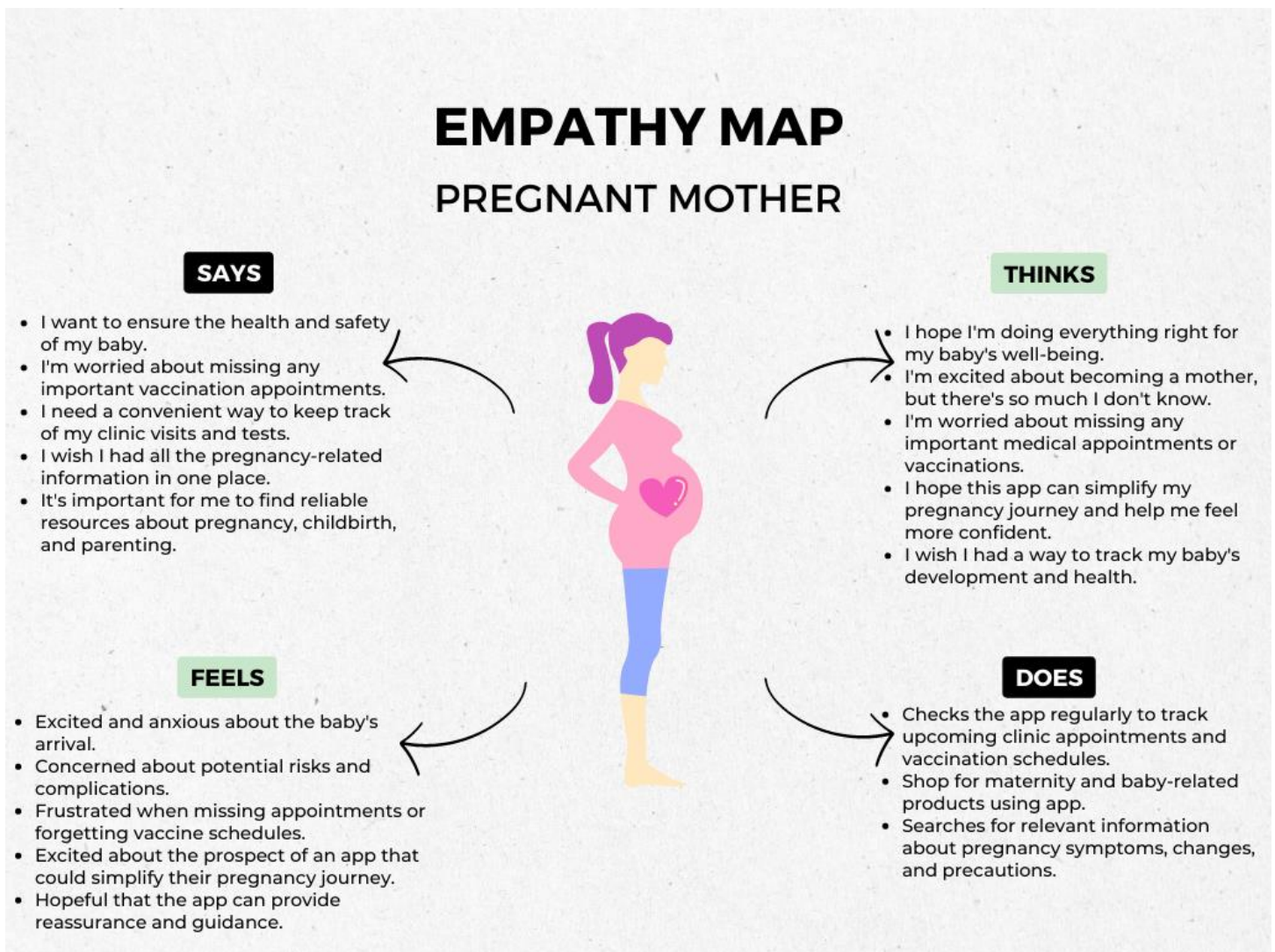
- Modern test equipment kits.
- An active staff.
- Technical knowledge

SOURCES OF INFO

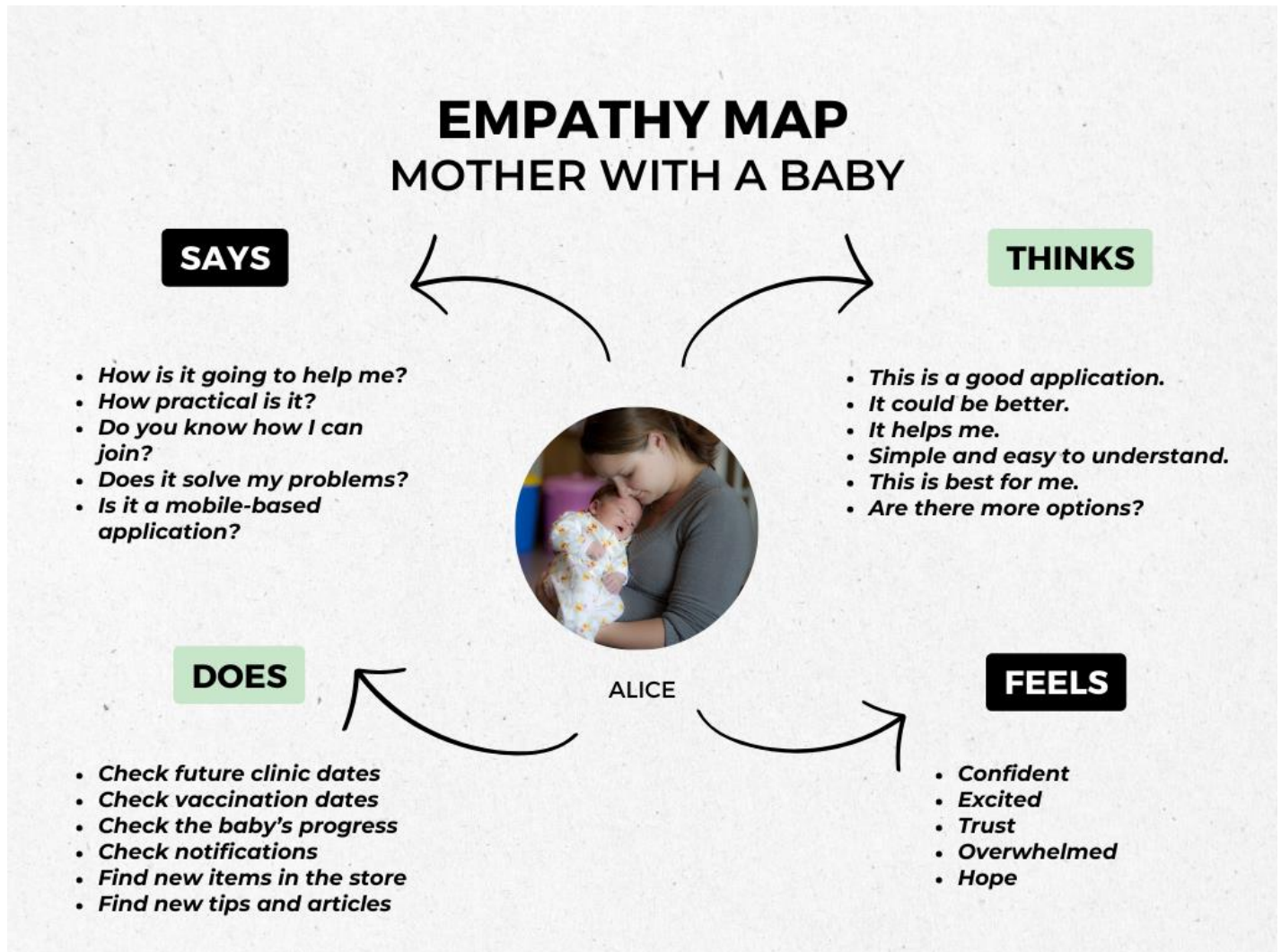
- News
- Social Media
- Professional colleagues

Empathy Maps

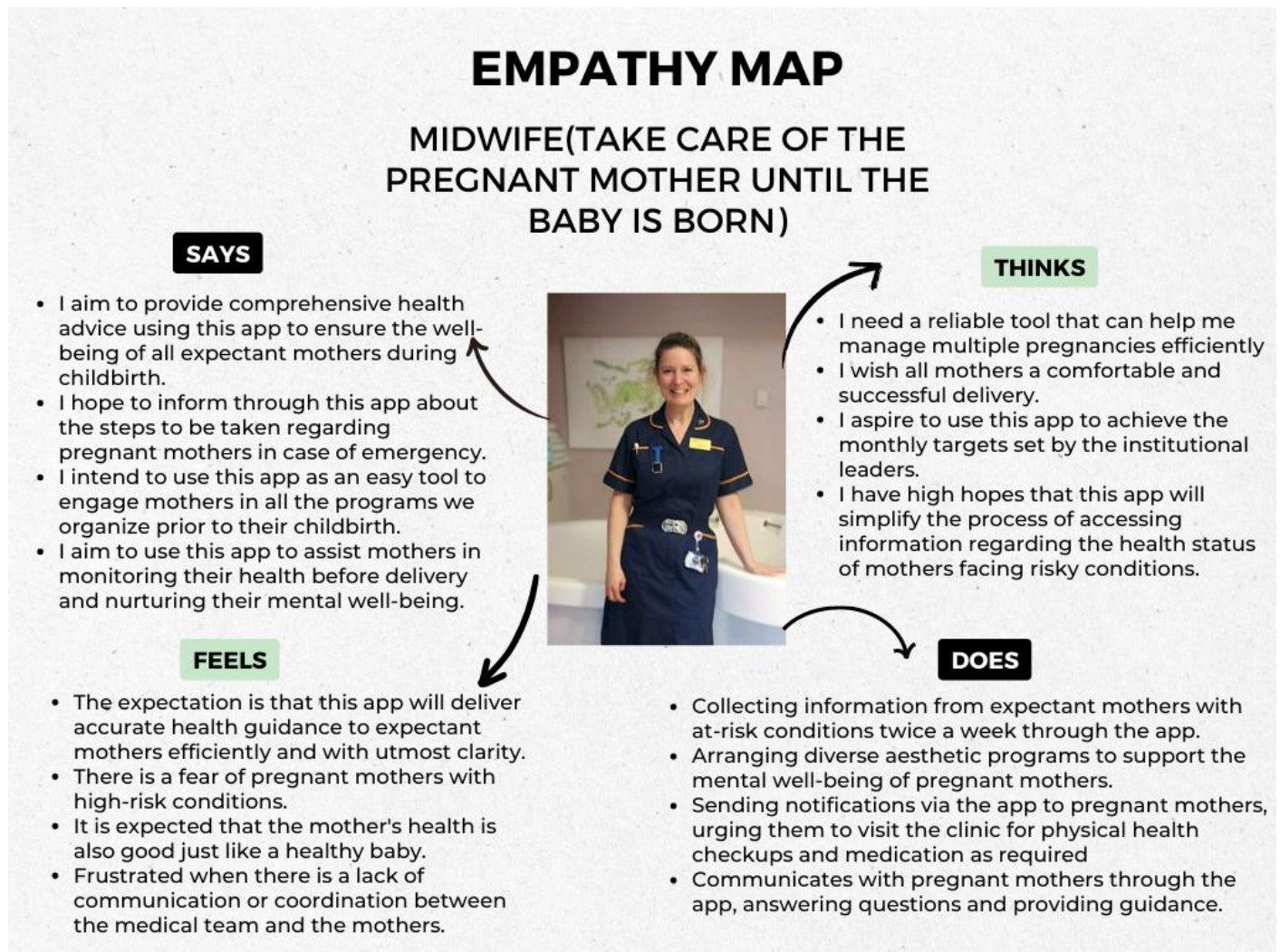
i. Pregnant mother - IT21252754



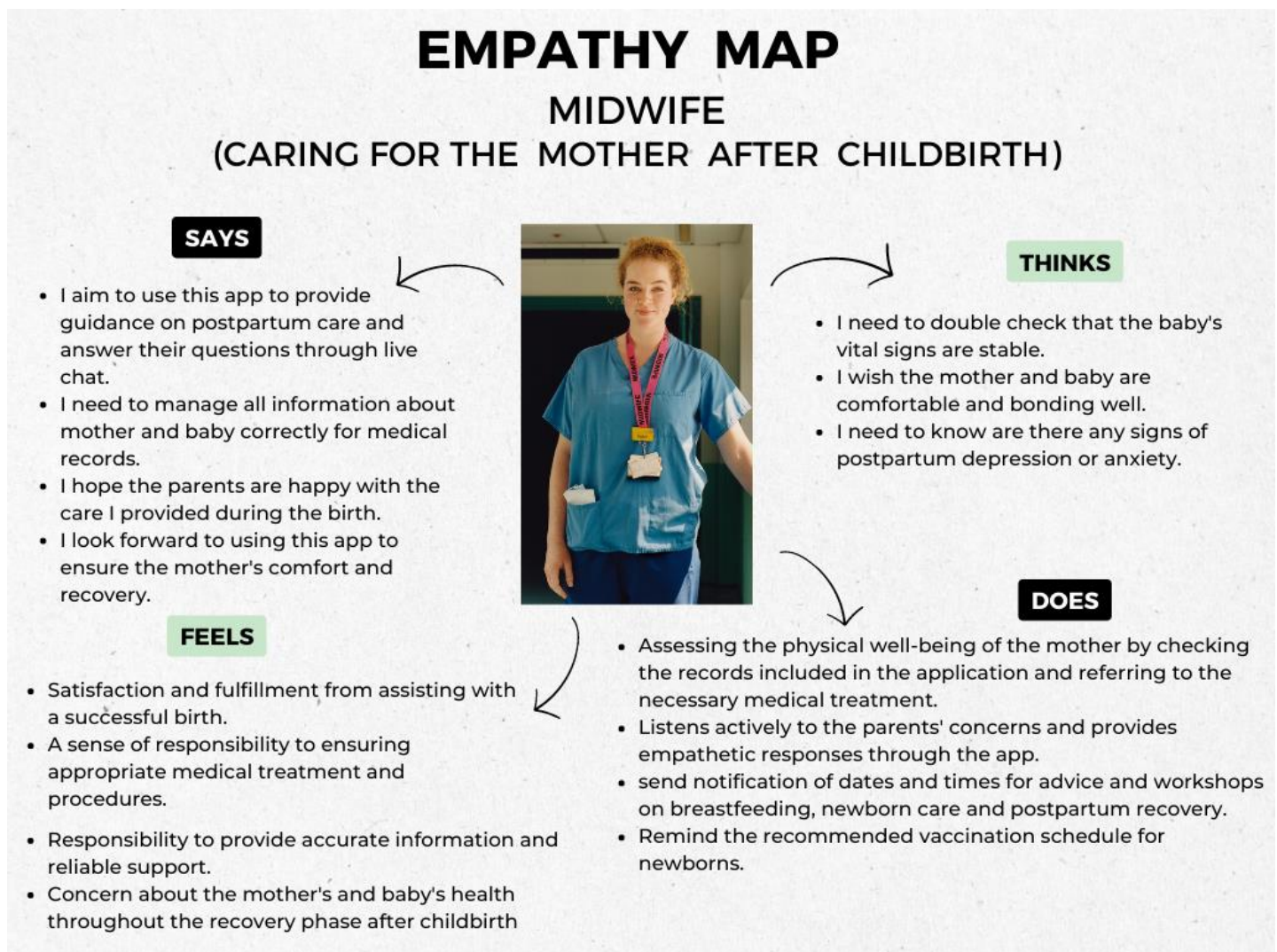
ii. Mother with a baby - IT21288012



iii. Midwife caring for the pregnant mother until the baby is born. - IT21210174



iv. Midwife taking care of the mother after childbirth. - IT21321368



User Stories

i. Pregnant mother - IT21252754

- As a pregnant mother, I want to manage the vaccination details, clinic details and upcoming clinic and vaccination days till the baby is born so that I can manage all the Clinic vaccine details and maintain good health without any added stress.

ii. Mother with a baby. - IT21288012

- As a mother who just delivered the baby, I want to manage my baby's vaccination details, clinic details also I would like to receive health tips and advices so that I can manage my schedule and be prepared for emergencies.

iii. Midwife caring for the pregnant mother until the baby is born. - IT21210174

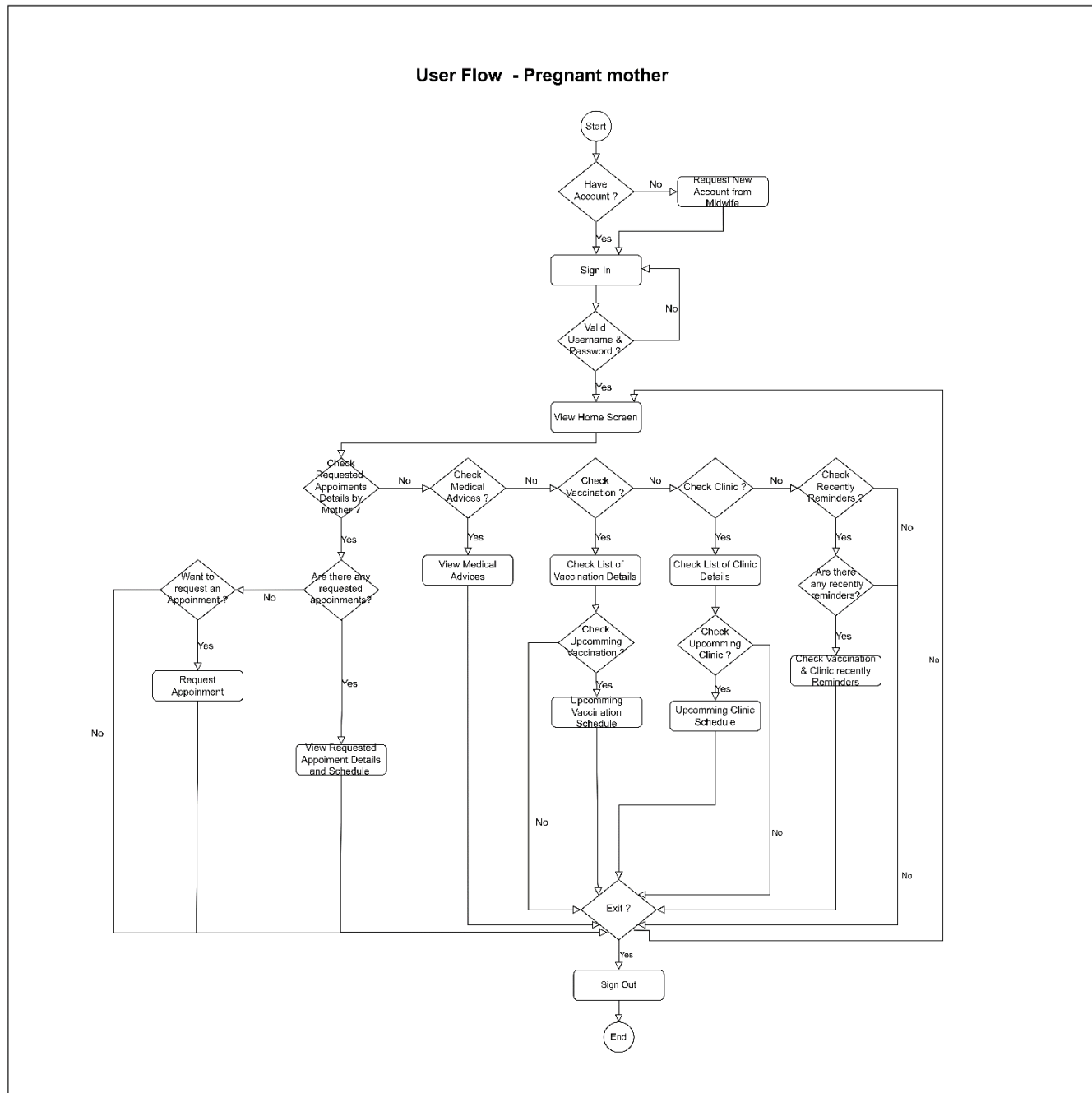
- As a midwife, I want to ensure a safe and comfortable pregnancy journey for the expectant mother. I offer my support and expertise from the early stages of pregnancy until the baby is born so that both the mother and baby experience a healthy and positive birth experience.

iv. Midwife taking care of the mother after childbirth. - IT21321368

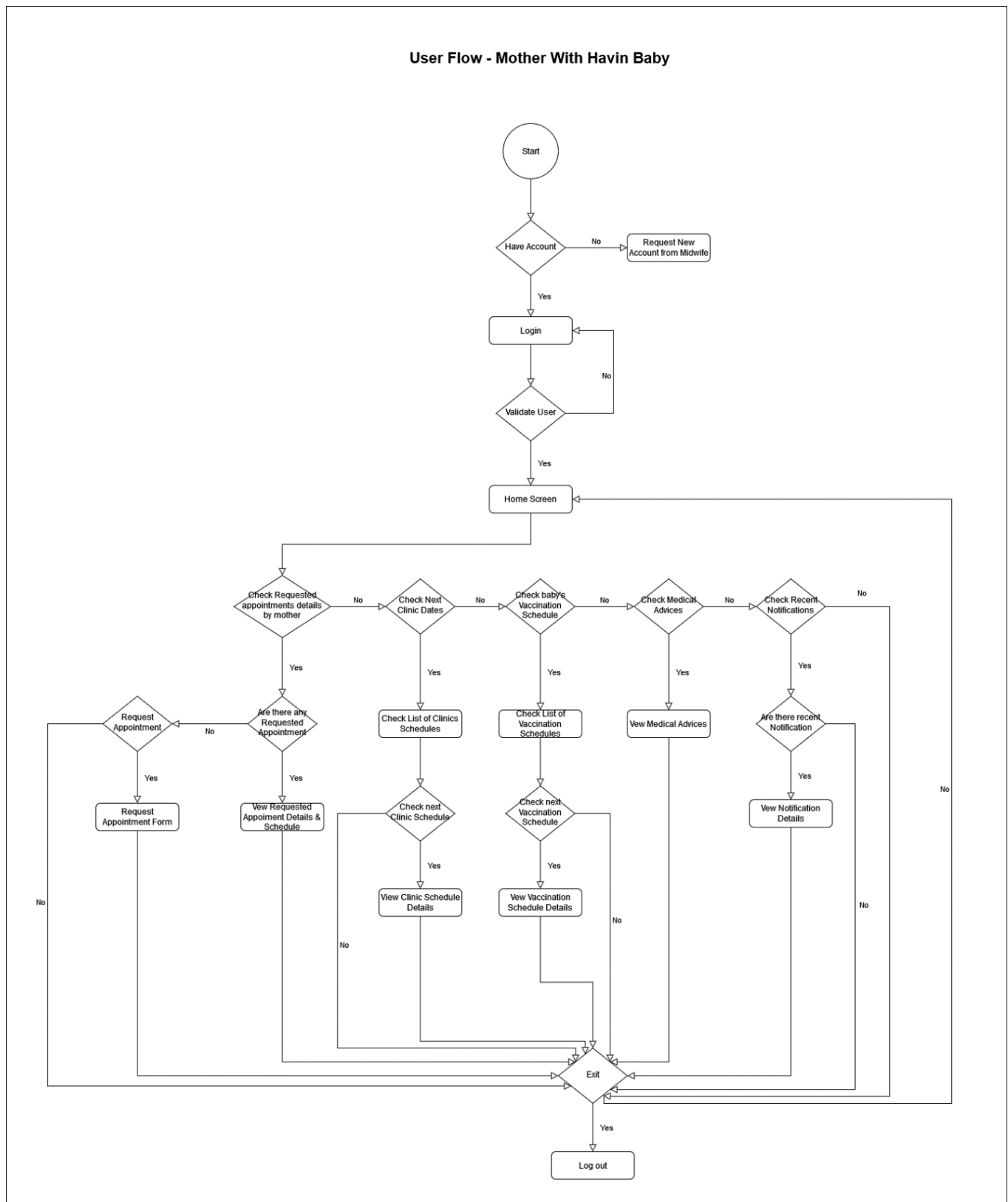
- As a midwife, I want to calculate BMI value based on the newborn baby's weight and length; I can then ensure the immediate health and well-being of the newborn and provide appropriate care as needed.

User Flows

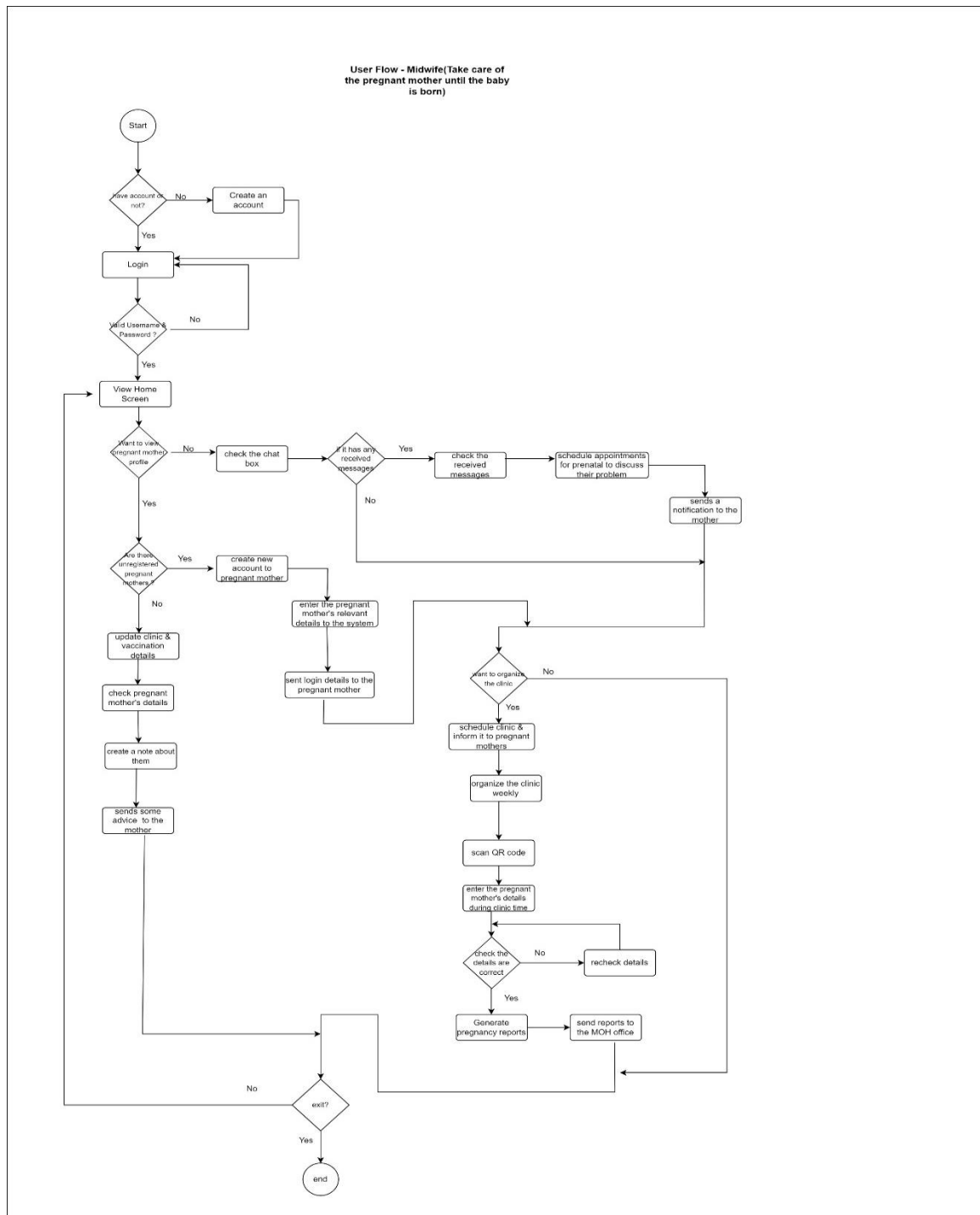
i. User flow about a pregnant mother - IT21252754



ii. User flow about a mother having a baby. - IT21288012

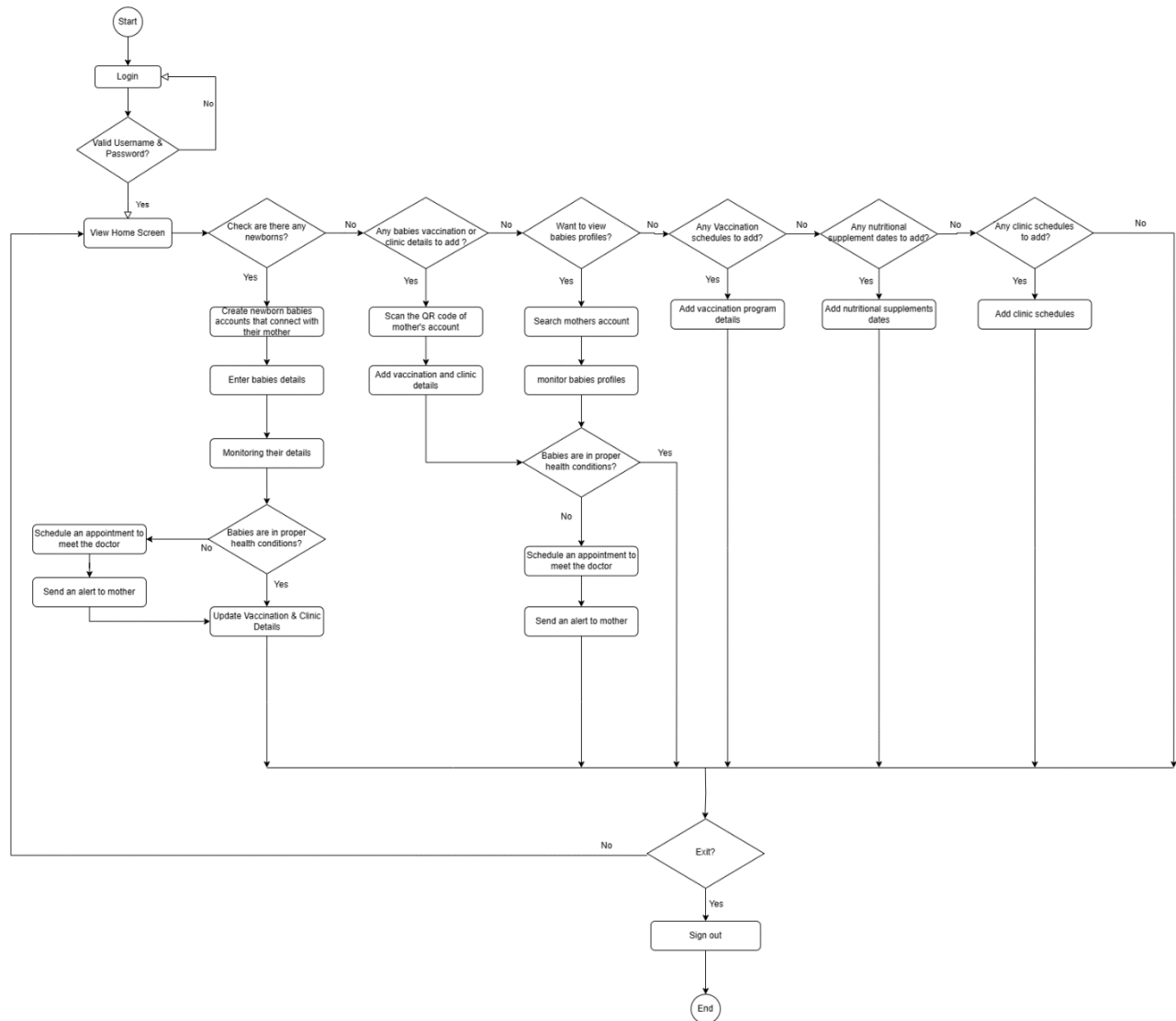


iii. User flow about midwives caring for the pregnant mother until the baby is born. - IT21210174



iv. User flow about midwives taking care of the mother after childbirth. - IT21321368

FLOW CHART - MIDWIFE (Caring for the mother after childbirth)



Service Blueprint

