Sri Lanka Institute of Information Technology



Milestone 01
WE_UEE_64
Identify User Groups

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Persona

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.

MOTIVATIONS

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

CHALLENGES

GOALS

Primary Goal:

Secondary Goals:

and appointments.

 Managing her prenatal care schedule and ensuring she doesn't miss any appointments or vaccinations.

keeping track of her prenatal clinic appointments,

· seeking a convenient source of information about

Receive timely reminders for upcoming vaccination dates

pregnancy, including vaccination schedules, nutrition,

vaccination schedules, and appointment.

exercise, and general health tips.

 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 InterfaceAppointment Reminders
- Books
 Online
- Online Resources

SOURCES OF INFO

· 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.

• Δ

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.

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.

NEEDS

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

SKILLS

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

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.

SOURCES OF INFO

- Books
- Social Media
- · Professional colleagues

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

(Midwife - Takes care of the

pregnant mother until the



Nilanthi Balasooriya

Age: 36

Location: 4A Prince Street,Colombo,Sri Lanka **Occupation:** Midwife

BACKGROUND

USER ROLES

baby is born)

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

EMPATHY MAP

PREGNANT MOTHER

SAYS

- I want to ensure the health and safety of my baby.
- I'm worried about missing any important vaccination appointments.
- I need a convenient way to keep track of my clinic visits and tests.
- I wish I had all the pregnancy-related information in one place.
- It's important for me to find reliable resources about pregnancy, childbirth, and parenting.

FEELS

- Excited and anxious about the baby's arrival
- Concerned about potential risks and complications.
- Frustrated when missing appointments or forgetting vaccine schedules.
- Excited about the prospect of an app that could simplify their pregnancy journey.
- Hopeful that the app can provide reassurance and guidance.

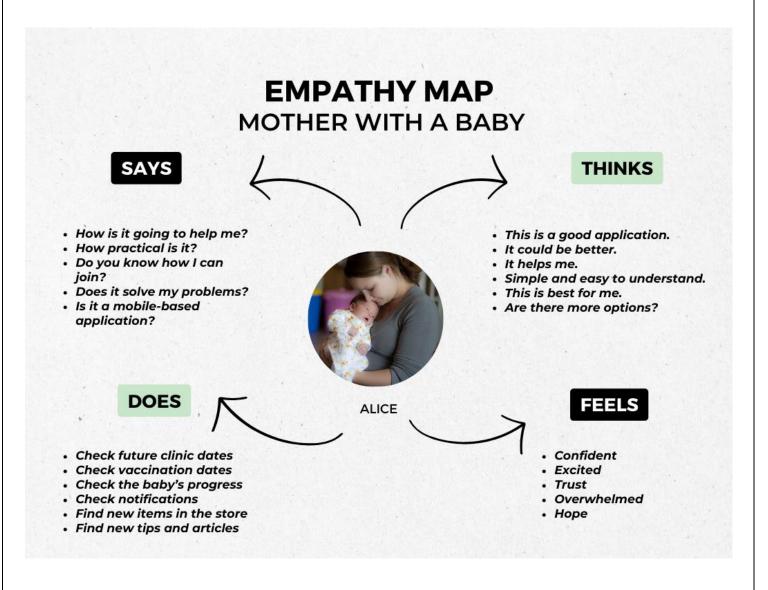
THINKS

- I hope I'm doing everything right for my baby's well-being.
- I'm excited about becoming a mother, but there's so much I don't know.
- I'm worried about missing any important medical appointments or vaccinations.
- I hope this app can simplify my pregnancy journey and help me feel more confident.
- I wish I had a way to track my baby's development and health.

DOES

- Checks the app regularly to track upcoming clinic appointments and vaccination schedules.
- Shop for maternity and baby-related products using app.
- Searches for relevant information about pregnancy symptoms, changes, and precautions.

ii. Mother with a baby - IT21288012



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

EMPATHY MAP

MIDWIFE(TAKE CARE OF THE PREGNANT MOTHER UNTIL THE BABY IS BORN)

SAYS

- I aim to provide comprehensive health advice using this app to ensure the wellbeing of all expectant mothers during childbirth.
- I hope to inform through this app about the steps to be taken regarding pregnant mothers in case of emergency.
- I intend to use this app as an easy tool to engage mothers in all the programs we organize prior to their childbirth.
- I aim to use this app to assist mothers in monitoring their health before delivery and nurturing their mental well-being.

FEELS

- The expectation is that this app will deliver accurate health guidance to expectant mothers efficiently and with utmost clarity.
- There is a fear of pregnant mothers with high-risk conditions.
- It is expected that the mother's health is also good just like a healthy baby.
- Frustrated when there is a lack of communication or coordination between the medical team and the mothers.

THINKS

- I need a reliable tool that can help me manage multiple pregnancies efficiently
- I wish all mothers a comfortable and successful delivery.
- I aspire to use this app to achieve the monthly targets set by the institutional leaders.
- I have high hopes that this app will simplify the process of accessing information regarding the health status of mothers facing risky conditions.

DOES

- Collecting information from expectant mothers with at-risk conditions twice a week through the app.
- Arranging diverse aesthetic programs to support the mental well-being of pregnant mothers.
- Sending notifications via the app to pregnant mothers, urging them to visit the clinic for physical health checkups and medication as required
- Communicates with pregnant mothers through the app, answering questions and providing guidance.

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

EMPATHY MAP

MIDWIFE (CARING FOR THE MOTHER AFTER CHILDBIRTH)

SAYS

- I aim to use this app to provide guidance on postpartum care and answer their questions through live chat.
- I need to manage all information about mother and baby correctly for medical records.
- I hope the parents are happy with the care I provided during the birth.
- I look forward to using this app to ensure the mother's comfort and recovery.

FEELS

- Satisfaction and fulfillment from assisting with a successful birth.
- A sense of responsibility to ensuring appropriate medical treatment and procedures.
- Responsibility to provide accurate information and reliable support.
- Concern about the mother's and baby's health throughout the recovery phase after childbirth



THINKS

- I need to double check that the baby's vital signs are stable.
- I wish the mother and baby are comfortable and bonding well.
- I need to know are there any signs of postpartum depression or anxiety.

DOES

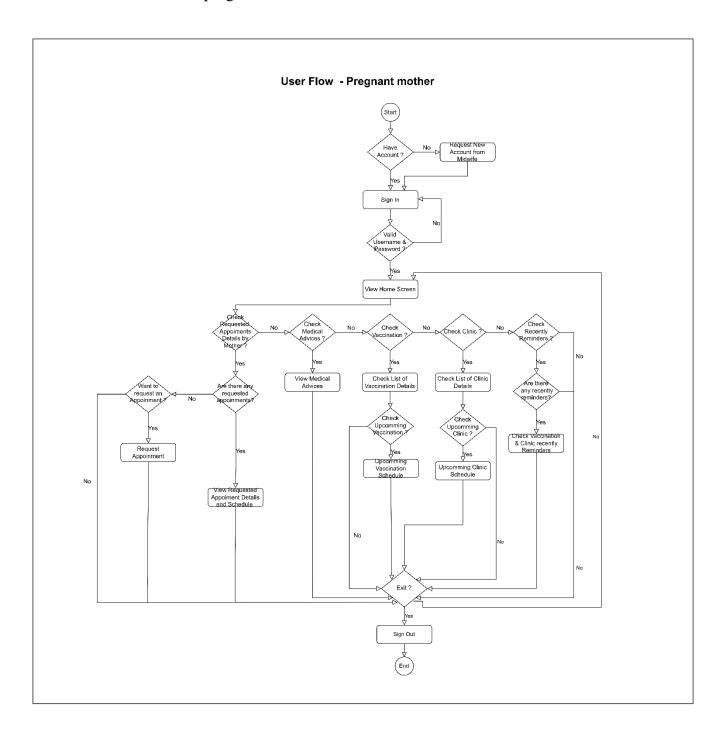
- Assessing the physical well-being of the mother by checking the records included in the application and referring to the necessary medical treatment.
- Listens actively to the parents' concerns and provides empathetic responses through the app.
- send notification of dates and times for advice and workshops on breastfeeding, newborn care and postpartum recovery.
- Remind the recommended vaccination schedule for newborns.

User Stories

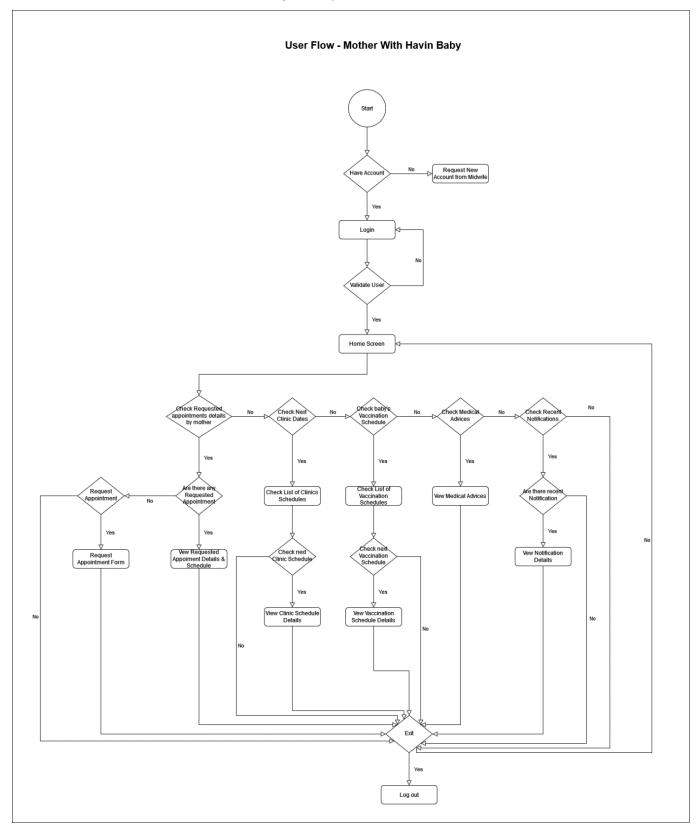
- i. Pregnant mother IT21252754
- As a pregnant mother, I want to manage the vaccination details, clinic details and upcoming clinic and vaccination days till the baby is born so that I can manage all the Clinic vaccine details and maintain good health without any added stress.
- ii. Mother with a baby. 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

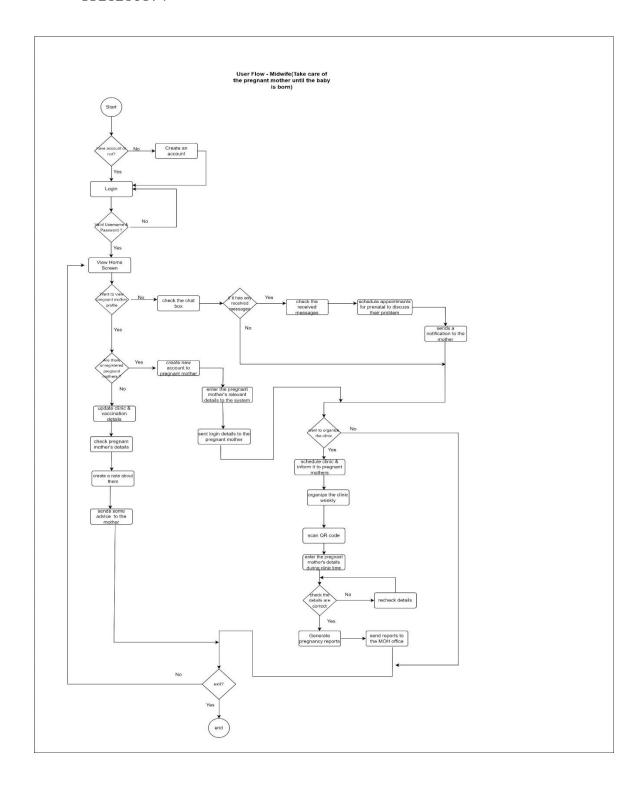
i. User flow about a pregnant mother - IT21252754



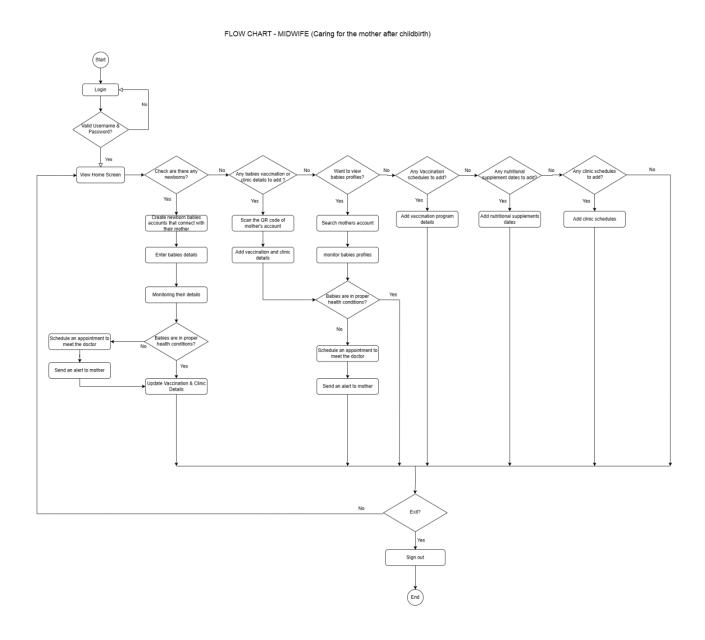
ii. User flow about a mother having a baby. - IT21288012



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



Service Blueprint

