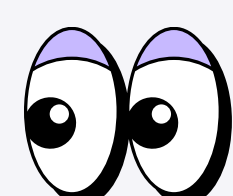
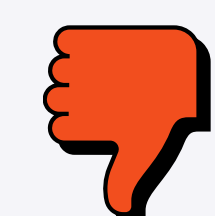




Happy



Neutral



Unhappy

			Planning Pregnancy Stage	Pregnancy Stage	Preparing for Delivery Stage
					
Goal			Learn about health risks to make informed pregnancy decisions	Keep up-to-date on health guidance relevant for her pregnancy stage and location	Ensure she understands all critical health risks before her due date.
Actions			<ul style="list-style-type: none">• Searches online for pregnancy health information.• Signs up for general pregnancy apps and health newsletters	<ul style="list-style-type: none">• Checks pregnancy apps for new alerts and content• Searches online if she hears about an outbreak.	<ul style="list-style-type: none">• Research guidance on Zika testing and sexual transmission precautions• Asks doctor questions at appointments.
Thoughts			<ul style="list-style-type: none">• Concerned about protecting her future baby's wellbeing• Overwhelmed by generic health information• Wants guidance specific to her situation	<ul style="list-style-type: none">• Anxious about risks to her baby's health• Wants clear, trustworthy guidance on when to take action	<ul style="list-style-type: none">• Nervous about getting so close to delivery and wants to minimize any remaining risks• Seeks assurances she has taken all necessary precautions
Pain-points			<ul style="list-style-type: none">• Unaware of Zika risks and effects• Overwhelmed by generic health info• Does not know when/ where outbreaks are relevant to her location	<ul style="list-style-type: none">• Gets stressed out by irrelevant generic health alerts• Lacks personalized Zika virus alerts based on her location	<ul style="list-style-type: none">• Unsure if she has covered all her bases for Zika prevention