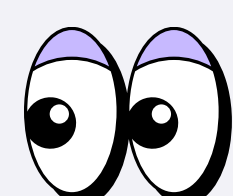




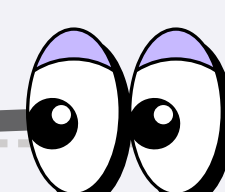
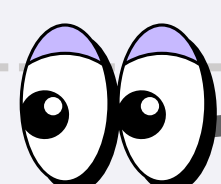
Happy



Neutral



Unhappy



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

- Searches online for pregnancy health information.
- Signs up for general pregnancy apps and health newsletters

- Checks pregnancy apps for new alerts and content
- Searches online if she hears about an outbreak.

- Research guidance on Zika testing and sexual transmission precautions
- Asks doctor questions at appointments.

Thoughts

- Concerned about protecting her future baby's wellbeing
- Overwhelmed by generic health information
- Wants guidance specific to her situation

- Anxious about risks to her baby's health
- Wants clear, trustworthy guidance on when to take action

- Nervous about getting so close to delivery and wants to minimize any remaining risks
- Seeks assurances she has taken all necessary precautions

Pain-points

- Unaware of Zika risks and effects
- Overwhelmed by generic health info
- Does not know when/where outbreaks are relevant to her location

- Gets stressed out by irrelevant generic health alerts
- Lacks personalized Zika virus alerts based on her location

- Unsure if she has covered all her bases for Zika prevention