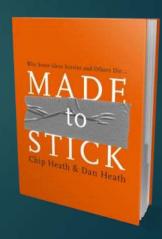# Need Finding For Bump

What is Bump

Promoting healthy pregnancies, Bump is a website which helps to ensure soon-to-be moms are eating right and getting enough exercise. We also have application's like sugar tracking and shopping list features to promote healthy eating.

Methodology

We will start the methodology by first gathering **more** data **on the** requirement of **the design or** product **by** interviewing people.

➜ **Planning and Design**
   Pose a few questions for insights

➜ **Execution**
   Make a note of the answers given.

➜ **Analysis**
   Make an empathy to understand what happened and conclude from it.

1.Planning and Design

List of Questions for Interviewees

1. **Which food is healthy for pregnant women?**
2. **Which food a pregnant women shouldn't eat?**
3. **What are the problems faced by Pregnant women who doesn't take healthy food.**
4. **Do you like more info about you're health and healthy food you should take when you're pregnant?**

Details

In this phase, we take the initiative to interview a few people on their pregnancy experience on a platform and as well as healthy foods taken by then during pregnancy.

1. Execution

The Feedback we got

1. Mainly fresh fruits and vegetables.
2. Pregnant women who eat an unhealthy diet may be putting their children at risk of developing long term, irreversible health issues like obesity, blood sugar etc.
3. I would like to know more about my health and healthy foods I should take.
4. Uncooked seafood, Deli meat, unpasteurized milk, cheese which contains listeria, Papaya etc.

Tip

In this phase, we make a list of the answers given as feedback for the posed questions on people on their pregnancy experience on a platform and as well as healthy foods taken by then during pregnancy.

2. Examples

By the end of this section, your audience should be able to visualize:

➔ **What**
  What is the pain you cure with your solution?

➔ **Who**
  Show them a specific person who would benefit from your solution.

Meet Stacy.

She recently Got to know that she is pregnant, she is so excited

She is so happy, but feared she would make any mistakes in taking healthy food for her unborn child's growth.

Meet Karen.

She is 2 months pregnant, she is happy but still felt something is off.

She was worried about her health and her unborn child's health, what to consume to be safe etc.

Tip

If one example isn't sufficient to help people understand the breadth of your idea, pick a couple of examples.

All these thoughts left Stacy and Karen feeling stressed and confused.

Tip

Ideally, speak of people in very different situations, but where each could benefit from your solution.

A simple gesture

Karen didn't Know what to eat to be healthy.

She used Bump to check her health and also "The food she can eat to stay healthy and to provide good nutritious food to her unborn child."

Tip

Show how your solution helps the person in the story reach his or her goals.

3. Examples

People need to understand how rare or frequent your examples are.

Pick 1 or 2 statistics and make them as concrete as possible. Stats are generally not sticky, but here are a few tactics:

➜ **Relate**
Deliver data within the context of a story you've already told

➜ **Compare**
Make big numbers digestible by putting them in the context of something familiar

It's no surprise Karen uses Bump regularly for her health and also the shopping list feature for healthy eating.

There are more things to do for pregnant women and to take care of them.

Tip

Don't let data stand alone. Always relate it back to a story you've already told, in this case Karen.

4. Closing

Build confidence around your product or idea by including at least one of the these slides:

➜ **Testimonials**
  Who supports your idea (or doesn't

➜ **What's next?**
  How can the audience get involved or find out more?

What people are saying

> **With this website, I'm confident to plan a healthy diet.**
>
> Bharathi, India.

> **Visual healthy food for pregnant feels like magic**
>
> Rama, NYC

Know you are pregnant? Make Bump even better by joining the **community**