

Parenthood Case Study

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Project overview



The product:

This product is helpful for people who are becoming a first-time parent.



Project duration:

Dec 2021 - Jan 2022



Project overview



The problem:

Design a scalable tool to help people learn about being a first-time parent.

And so, it is Parenthood.



The goal:

This product is helpful for people who are becoming a first-time parent. Everything explained in detail as well as provided video links to better understanding. So, couples who are expecting or planning or having child for first-time, they will get all information about pregnancy, sex and relationships, infertility and treatments, health and diet, how to handle babies and their care and products, everything at one point.

Project overview



My role:

UX designer, UX researcher, etc.



Responsibilities:

Both for mobile and website design:

user research, ui design, paper and digital wireframing, prototyping, mockups, etc.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



This product is helpful for people who are becoming a first-time parent. Everything explained in detail as well as provided video links to better understanding. So, couples who are expecting or planning or having child for first-time, they will get all information about pregnancy, sex and relationships, infertility and treatments, health and diet, how to handle babies and their care and products, everything at one point.

I have conducted search regarding this topic and gathered all information that would be helpful for newly become parents or becoming first-time parent. I collected images and detail information about pregnancy period and facts about it. I did research and made paper and digital wireframes, prototypes and mockups for both mobile and website design.

Persona 1: Name

Problem statement:

Sania is an **UI/Ux designer** **who needs** to learn information about first time parenting and pregnancy guidance **because** she is experiencing the change is going to happen in her life and body for first time and so she is little scared.



MARIA THOMAS

Age: 30

Education: Graphic Designer

Hometown: Germany

Family: Lives with her husband

“You've welcomed your baby, now we welcome you to the amazing world of parenthood.”

Goals

- To eliminate unhealthy lifestyle and habits
- Maintain good health and yoga practice daily
- To have healthy and strong baby.
- To learn detail information about parenthood

Frustrations

- Maintaining family health first
- Spending too much time on computer screen
- Family health issues
- Struggling with changes due to pregnancy.

Maria is an UI/Ux designer and she needs to learn information about first time parenting and pregnancy guidance because she is experiencing the change is going to happen in her life and body for first time and so she is little scared.

Persona 2: Name

Problem statement:

Elena is an **graphics designer** who needs to gather necessary information about baby care and products **because** she cannot go outside mostly for shopping during last pregnancy period.



Elena Thomas

Age: 27

Education: Graphic Designer

Hometown: USA

Family: Lives with her husband

Occupation: Full time employee

“More on shopping for your pregnancy and birth.”

Goals

- To buy some things for baby needed just after birth.
- Maintain peaceful surrounding.
- To have healthy and strong baby.
- To buy baby care products online easily.

Frustrations

- Cannot go to crowded places
- Cannot find more options in single shop.
- For one thing have to go to shop.
- Struggling with changes due to pregnancy.

Elena is an graphics designer Who needs to gather necessary information about baby care and products because she cannot go outside mostly for shopping during last pregnancy period. She wants to buy baby care products online, So anytime from anywhere she can order from trusted websites. And it will get delivered at the door. It is helpful for all pregnant ladies.

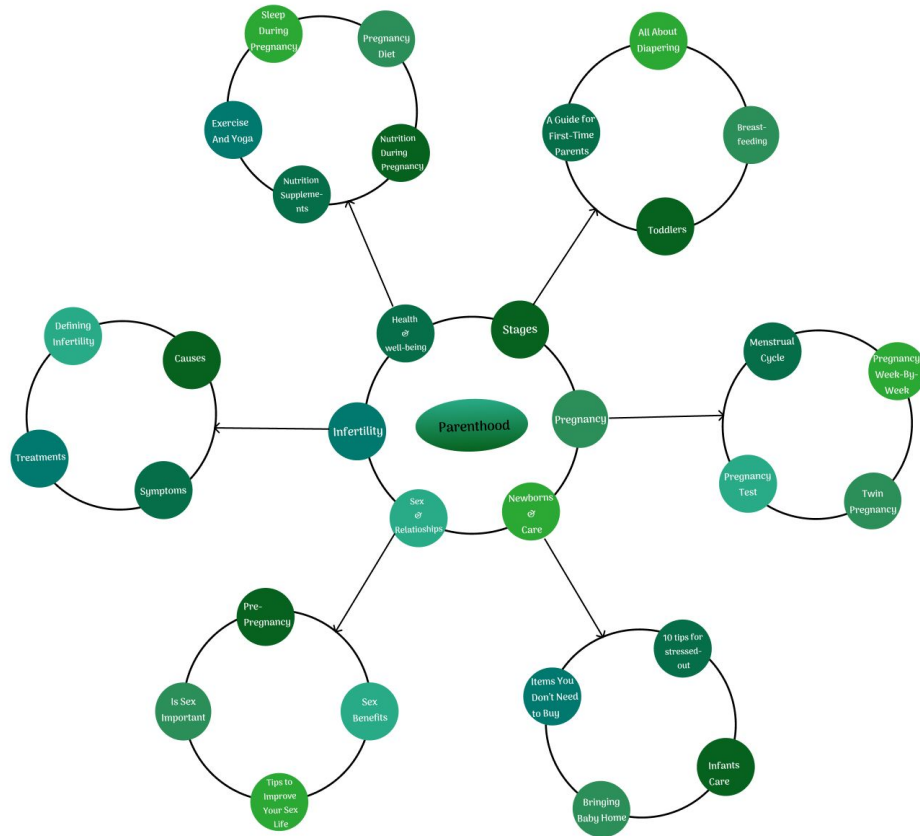
Competitive audit

	Visual design		Content	
	Navigation	Brand identity	Tone	Descriptiveness
Well Family	Okay + Easy to switch local languages - Some elements aren't showing on the screen	Needs work - Minimal brand identity - App is simple - Only uses two colors	Friendly and informative	Outstanding + Short and to the point + Focused on info relevant to target audience
BabyCenter	Good + Buttons are clearly marked + Easy to switch locations - App sections are not defined by color	Outstanding + Clear brand identity, including colors, font, sty + Popular brand identity	Friendly and formal	Outstanding + Exact contents provided + Focused on info relevant to target audience
Cafemom	Okay - Not easy to switch languages - Some elements seem clickable but are not working	Needs work - Minimal brand identity - App is very simple - No better visualization	Friendly	Okay + Focused on info relevant to target audience - Wordy - Unnecessary details
Parently	Good + Buttons are clearly visible + Easy to switch locations and languages + App sections are defined by color - Items are not divided by properly	Outstanding + Clear brand identity, including colors, font, sty + Popular brand identity	Friendly and formal	Outstanding + Details and minimum content + Focused on perfect and exact target audience

	First impressions		Interac	
	Desktop website experience	App or mobile website experience	Features	Accessibility
Well Family	Good + Simple to navigate - Minimal features and visuals	Okay + App available in some languages + Lots of intuitive features + App offer doctor appointments - App is only provide online products	Good + Detailed nutrition chart with updates + One-click online buying option	Needs work + Available in some languages - No features for audio or visual impairments
BabyCenter	Good + Makes customers feel welcome + Lots of intuitive features - Navigation is complicated	Good + Friendly use + App doesn't support for appointments + App doesn't offer any video accessibility - App is only available in English	Outstanding + Detailed order tracker + One-click all type of information + pregnancy due date calculator provided	Good + Supports to all types of information in one tool - No features for after birth requirements
Cafemom	Okay + Visually appealing - Minimum detail information	Okay + Easy to use + Some of good features - App doesn't show many baby care products - App is not working properly	Okay + yoga benefits dna diet chart given + Order baby care products - Not Simple, unreliable information	Needs work - Only available in English - No features for audio or visual impairments
Parently	Good + Excellent products visuals look + Visually appealing + Makes customers happy - Navigation is bit confusing	Good + Visually appealing view + Makes customers feel delightful + Friendly access to lots of unique features - App doesn't have much information	Outstanding + Detailed calculator provided + Order baby products - Not pregnancy diet chat shown + exercise and yoga in detail	Outstanding + Available in many languages + Easy visualization + many features provided

	General information							
	Competitor type (direct or indirect)	Location(s)	Information offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Well Family	Indirect	Los Angeles	baby, toddlers, stages	\$\$	www.wellfamily.com	Medium	Everyone, families, women	"Babies are innovation by god"
BabyCenter	Direct	San Francisco	baby care and products	\$\$\$	www.babycenter.co	Large	everyone, families, women, babies	"Let's welcome your baby with huge surprises"
Cafemom	Indirect	India	health and well being, e	\$	www.cafemom.com	Small	Everyone, families, women	"Pregnancy is best feeling"
Parently	Direct	New York	couple relationship, sex	\$\$\$\$	www.parently.in	Large	Everyone, families, women, couples, parents	"being parent is just awesome"

Ideation

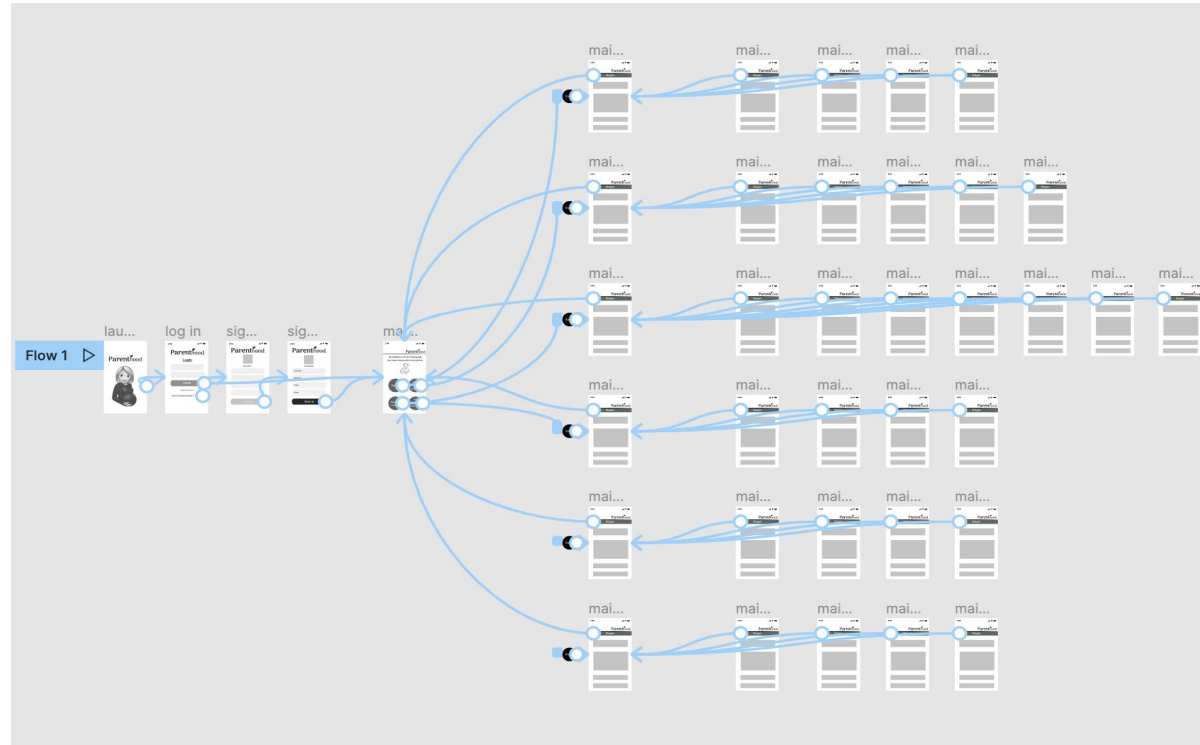


Digital Wireframes for mobile design



Low-fidelity prototype for mobile design

There are total 6 stages of parenthood. Each has different contents and provides detail information and complete guidance flow about pregnancy and care.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

California, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users want to learn about first time parenting and necessary information

2

Finding

Users want clear and smooth online process and appointment booking

3

Finding

Users want to learn about baby care products in advance through the app

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

This is main or starting screen.

Previously I used only name of tool on the launch screen, but later I add gif of pregnant woman, and it looks so cool.

Before usability study

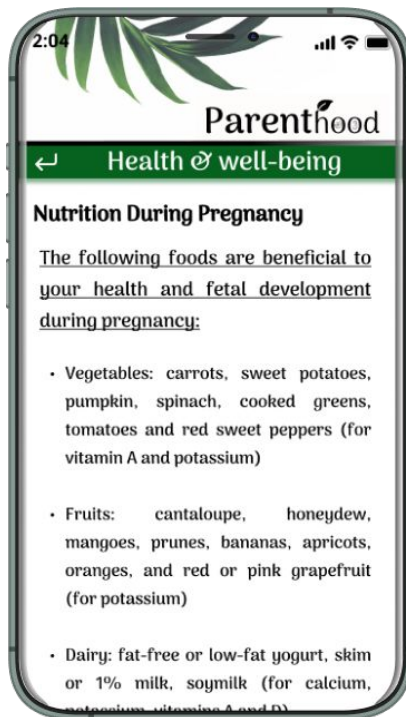


After usability study



Mockups

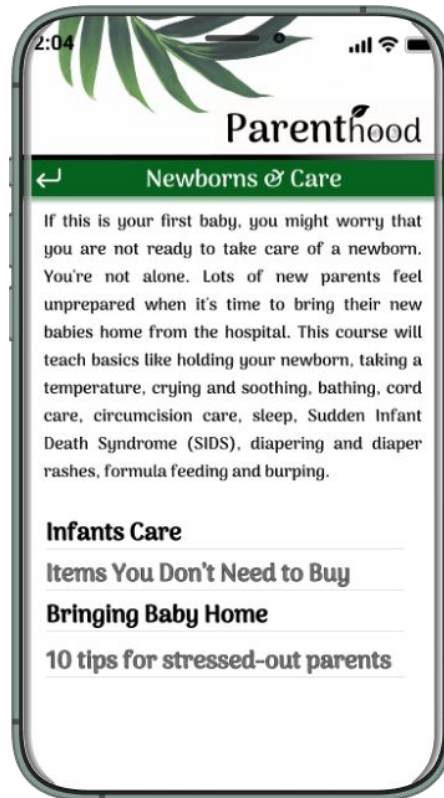
Before usability study



After usability study

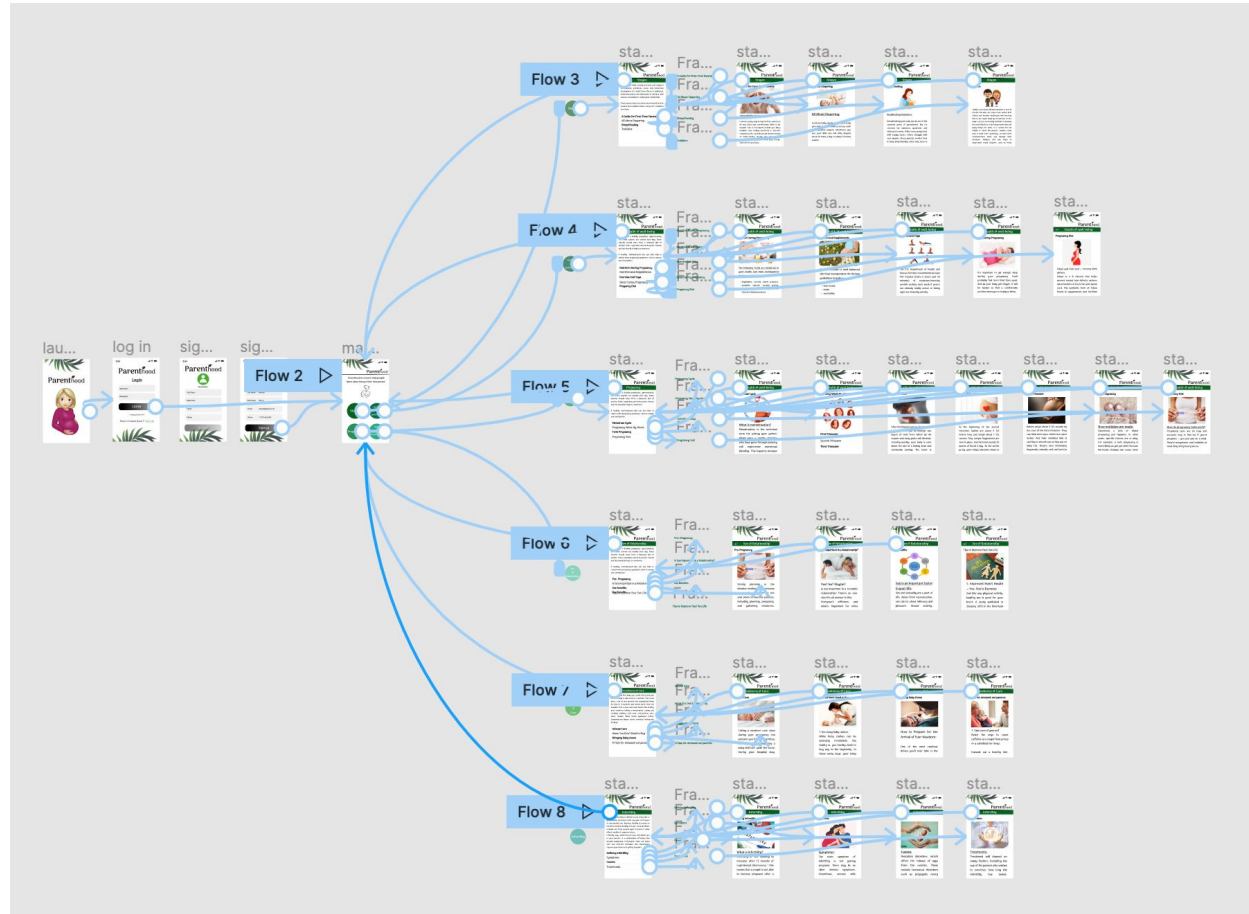


Mockups



High-fidelity prototype

Here is high-fidelity prototypes of different screen variants for mobile design.



Accessibility considerations

1

I used images in the background and according to information. Also give them effects , decreased their opacity.

2

I used dark color in the background and contrast it with green and blue shades for buttons, bars, etc.

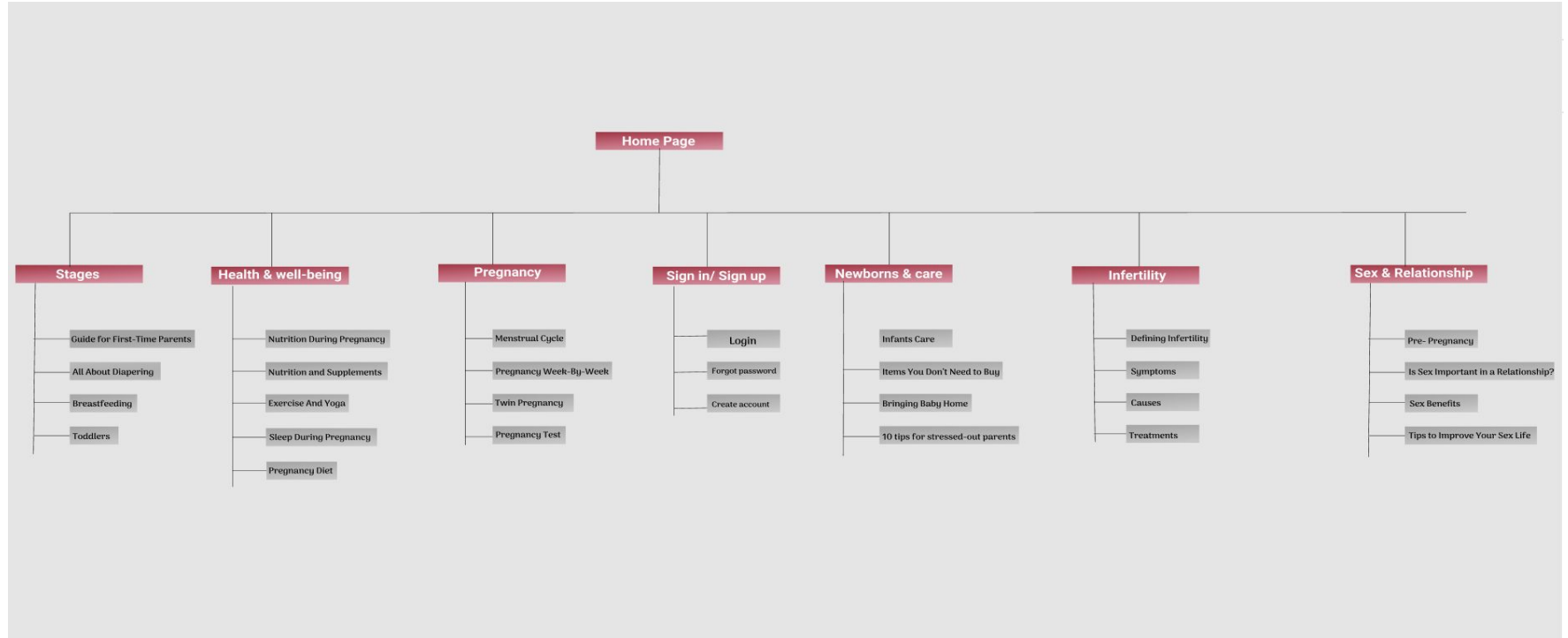
3

I used to give many options for users like categories and many more.

Responsive Design

- Information architecture
- Responsive design

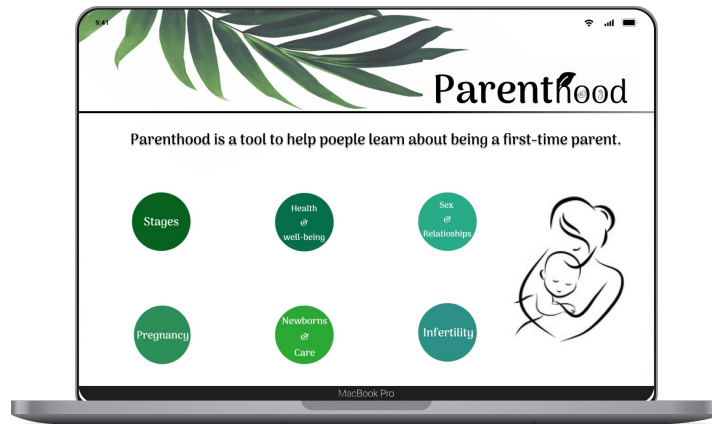
Sitemap



Responsive designs



Mobile



Macbook Pro 12"



Ipad Pro 12.9"

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This application will help users to learn about first time parenting online without any error from anywhere and anytime. They will get detail information from trusted websites where they can learn. To avoid crowd and several problems while pregnancy, this is good solution to learn about everything from pregnancy to baby care or you can consult your doctor online. And enjoy pregnancy time process smoothly.



What I learned:

I learned many useful things as well as number of softwares during this project/course. It help me to improve my skills and gain my knowledge.

Next steps

1

To build complete design for the screens with images, buttons, colours, etc., because this effects will give best user experience.

2

To use of multiple mockups, because presentation is one of the key to get the app successful.

3

Link all those screen to each other (high fidelity) and make connections, because app is running through the links and it will shows app's smooth process.

Let's connect!



This is overall structure of this tool. During building of these screen, many other solutions/ideas come up. And according to that, learning tool is building effectively day by day.

For more details Please refer following figma link:

<https://www.figma.com/file/Mtj0nvVSI7fV0babOalqHp/Parenthood?node-id=0%3A1>