Hey Baby Parenting App Design Project
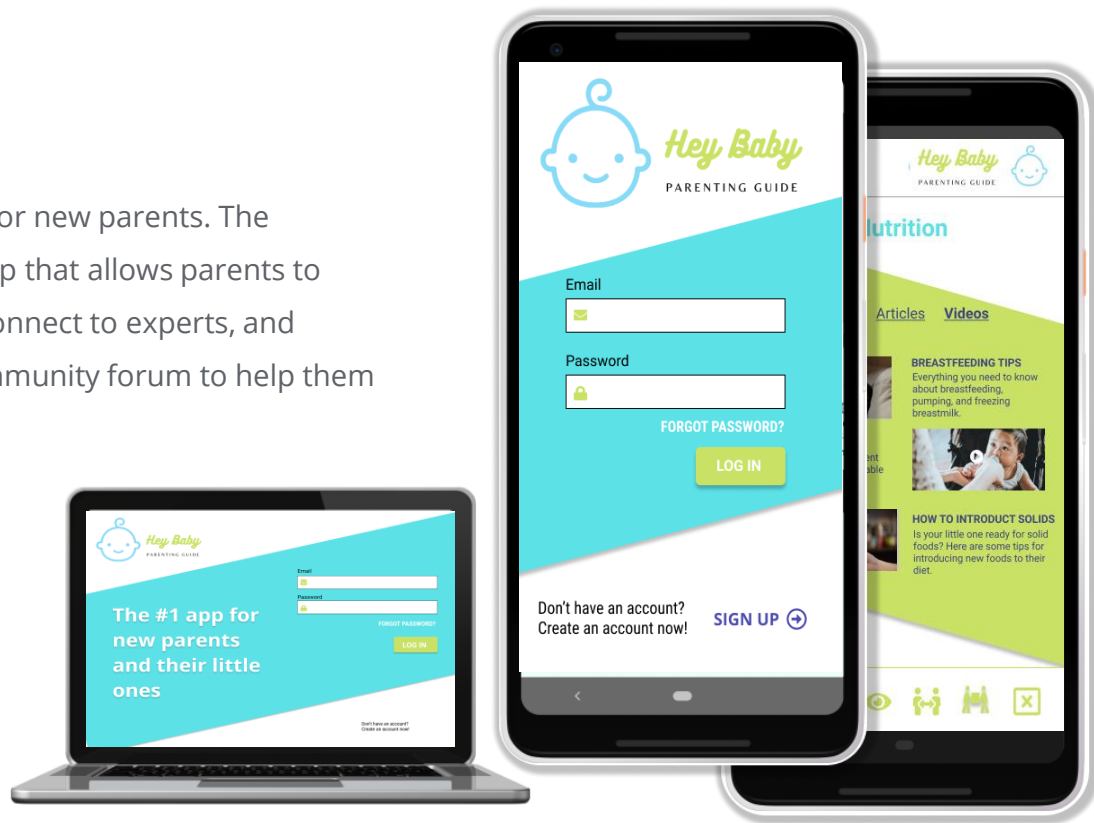
Anne Marie Robson

Project overview

The product:

Hey Baby is a fictional resource for new parents. The company needs an accessible app that allows parents to easily obtain parenting advice, connect to experts, and interact with their peers in a community forum to help them care for their newborn babies.

Project duration:

Five weeks

Google

Project overview

The problem:

Busy parents have their hands full (literally!) navigating newborn care and need a quick and accessible way to get advice or answers to their questions.

The goal:

Design a parenting app that offers advice articles/videos, a community forum, and other valuable resources for new parents.

Project overview

My role:

UX designer and researcher designing a parenting app for the fictional company.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was new parents who need quick an easy access to parenting resources at their fingertips while juggling newborn care.

This user group confirmed initial assumptions about new parents and their need for an app that is easy to access from their phone will holding/rocking a newborn baby.

User research: pain points

1

Time

Caregivers with newborn babies or young infants/children can't always run to their laptop/desktop or call a nurse to get answers to important questions about newborn care in real-time.

2

Accessibility

They need a way to easily access information at their fingertips, sometimes with only one or no hands free as they're tending to their baby.

Persona: **Jolene**

Problem statement:

Shae is a new mother who needs an easy way to access parenting advice because she wants to learn more about infant care while caring for her baby daughter.

Shae

Age: 34
Education: Digital Marketing Degree
Hometown: Smyrna, Georgia
Family: Married, one child
Occupation: Product Marketing Manager

"Parenthood is a lot of work, but it's such a blessing. I know I'm tired now, but I'm excited to watch Gracie grow up and experience all the beauty that life has to offer."

Goals
- To keep her infant daughter, Gracie, happy and healthy while juggling life as a new parent

Frustrations
- "Everyone says sleep when the baby sleeps, but there's so much to do! And as a new parent I don't always know how to tell what she needs when she cries, or when certain milestones should happen in her development. I feel just a little bit lost."

Shae is 34-year-old product marketing manager for a software company in Atlanta who is a first-time mother to a newborn baby girl. Halfway through maternity leave, she and her husband are juggling learning how to care for an infant with leading their daily lives and adjusting to a new family routine. She needs an easy way to get answers to her questions about infant care, advice from other parents, and tips for helping her daughter develop and grow.

User journey map

Mapping Jolene's user journey revealed how helpful it would be for users to have an accessible way to find and consume parenting advice and infant care tips as quickly as possible.

Persona: Shae
Goal: An easy way to access parenting advice on her phone while holding/rocking/caring for her newborn daughter.

ACTION	Log In	View Parenting Advice Topics	Read Articles	Visit Community Forum	Create a Post
TASK LIST	Tasks A. Enter Username B. Enter Password	Tasks A. Click on Advice section B. Browse articles	Tasks A. Click on an article B. Read it	Tasks A. Click on Community Forum B. Browse recent posts C. Read posts	Tasks A. Click on the Add Post button B. Enter question C. Publish post
FEELING ADJECTIVE	User emotions Anxious to get logged into the app quickly so she can find the information she needs to address her fussy baby's needs.	User emotions Overwhelmed at all the content, wishing there were a way to find the exact information she needs more quickly	User emotions Excited to find helpful information Frustrated that she can't hold the phone still to read the full article while juggling a fussy baby Disappointed that she has to revisit the Topics page again to find similar articles	User emotions Happy to see a place to get advice from other parents sharing her experiences	User emotions Relieved to be able to ask for advice from her parenting peers
IMPROVEMENT OPPORTUNITIES	Area to improve Make app easy to log into or set the app to remember credentials to save time for frequent users -Add a "Remember Me" checkbox	Area to improve Add a "Search" feature in additional to clickable topics	Area to improve Offer Hands-Free Read Out Loud option for articles Offer video content Add Related Content section below articles/videos to highlight similar content user might be interested in	Area to improve Include poster's username so other users can connect with them Enable comments capability for posts	Area to improve Nothing to improve here

Starting the design

- Digital wireframes
- Low-fidelity prototype
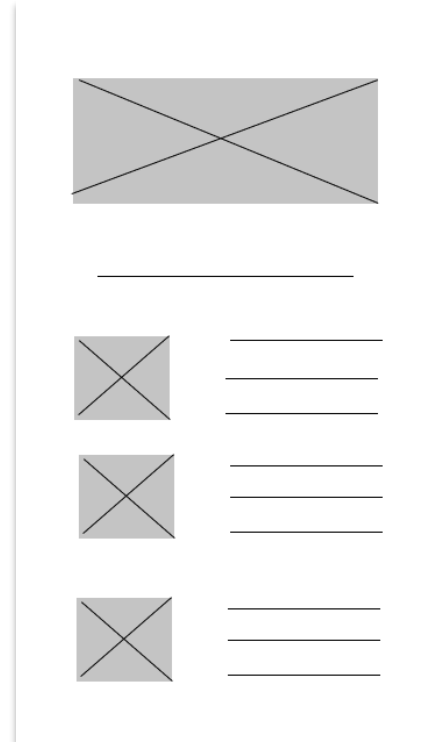- Usability studies

Digital wireframes

In the initial design phase, I incorporated feedback and findings from user research into the base designs for the mobile version of the design.

Search feature enabled for topic searches
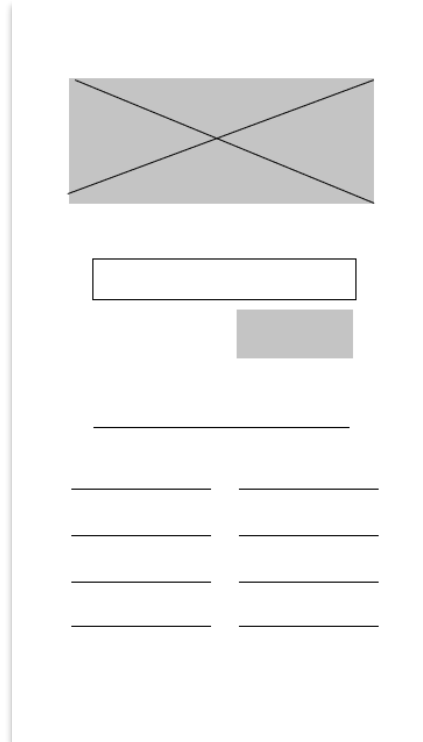
Multiple topic-matching articles or videos populated based on search results

Usability study: findings

I conducted one round of usability studies. Findings from the study helped guide the refinement of the designs in the wireframes and low-fidelity mockups through to the high-fidelity prototype.

Round 1 findings

1. Users want an easy way to locate the content they need.

2. Users need a hands-free way to consume content.

3. Users want accessible fonts that are easy to read.

Refining the design

- Mockups
- High-fidelity prototype

Mockups

The early homepage design was determined to be hard to read at a glance by participants, so the updated design uses icons to provide a **clearer presentation of available actions.** Additionally, icons are placed in two places to make them **easier to access when a user is only able to use one hand to interact with the screen.**
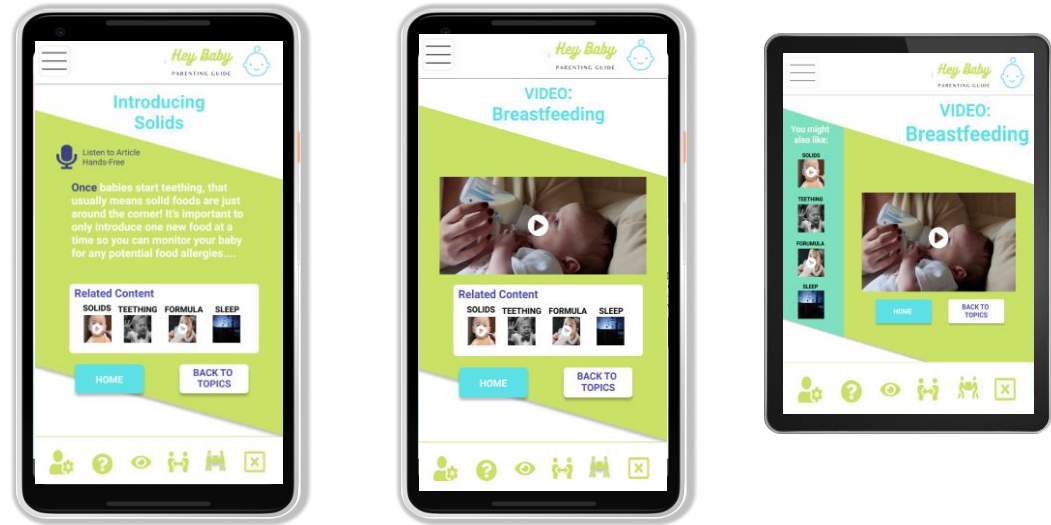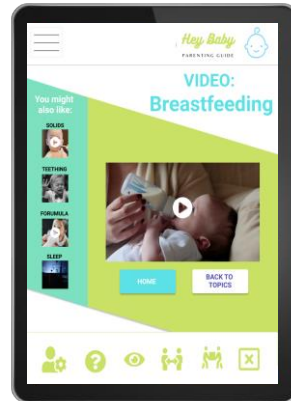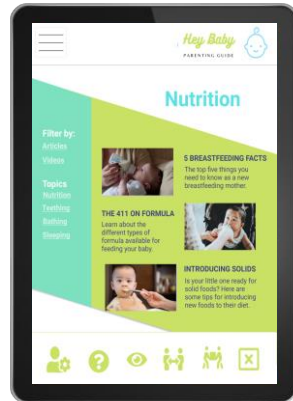
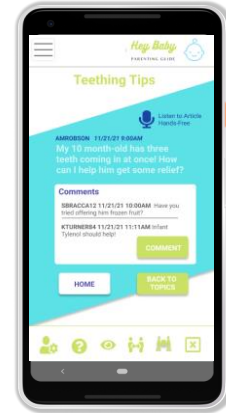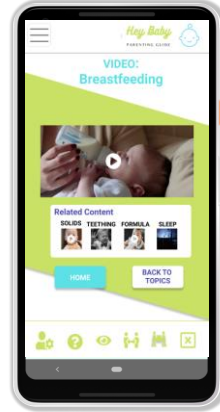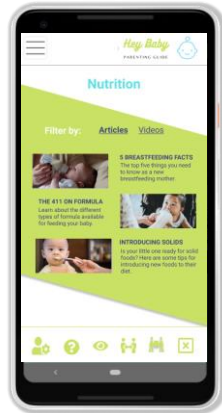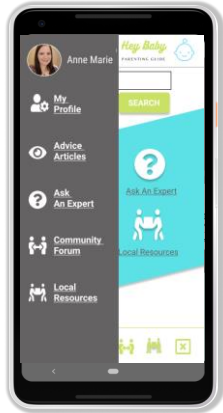Before usability studies
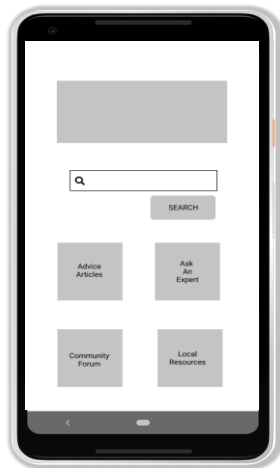
After usability studies
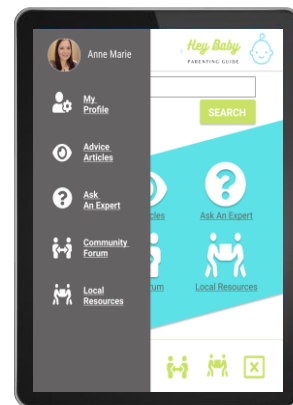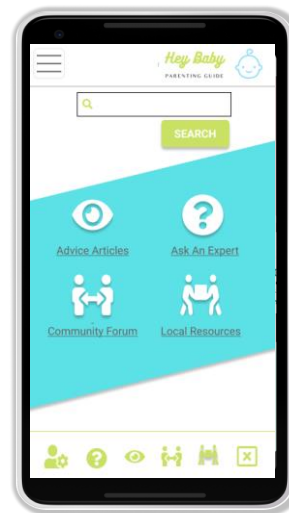
Mockups

The first usability revealed a desire for content to be able to be heard when a user couldn't actively read information, so a **hands-free audio option and video content were added so users could listen to content on-the-go or when their hands are full.**
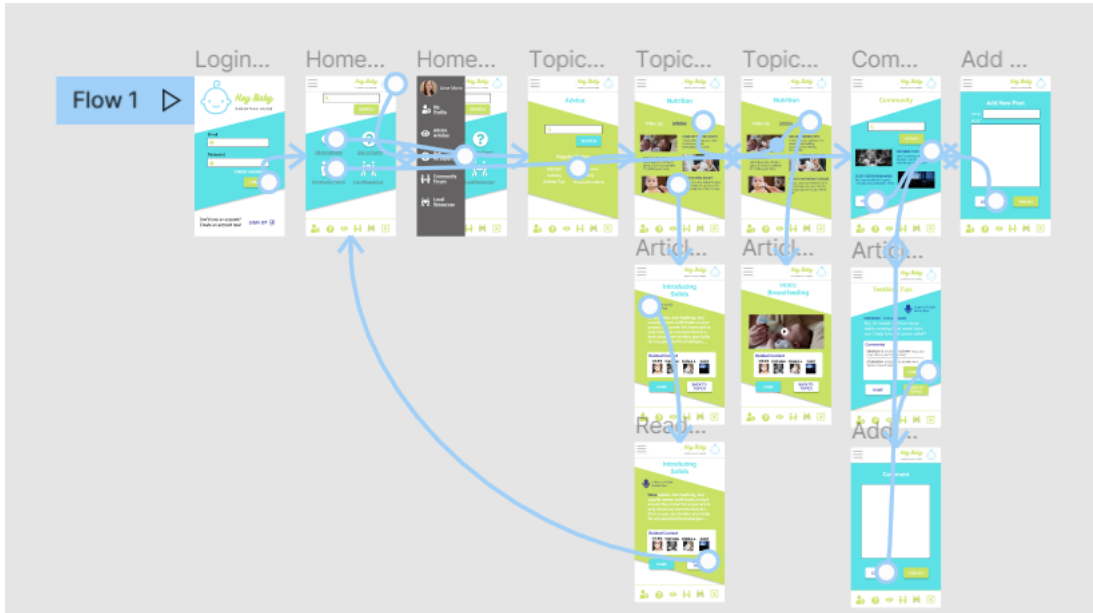
Key Mockups

High-fidelity prototype

The final high-fidelity prototype presented clean user flows for browsing article/video topics, searching by keyword, using hands-free audio to listen to an article, viewing community posts, commenting, and publishing a post.

View the high-fidelity prototype.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app gives users confidence that they can find quickly access the information they need to address their newborn's needs. This improves quality of life for parents and infants alike.

One quote from peer feedback:

"This is just what I needed! The hands-free option lets me listen to the content I need while I rock my fussy baby or change her diaper."

What I learned:

Accessibility is vital to a great user experience.

Next steps

1

Conduct more user research to determine any new areas of need.

2

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

3

Further refine the high-fidelity prototype and mockups to address and additional pain points revealed in additional usability study.

Let's connect!

Thank you for your time reviewing my work on the Castle Rock event ticket ordering flow! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!