

# Postpartum Intervention Chatbot

UX Research and Design Considerations

Spring 2019

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With Support From: Postpartum Support International

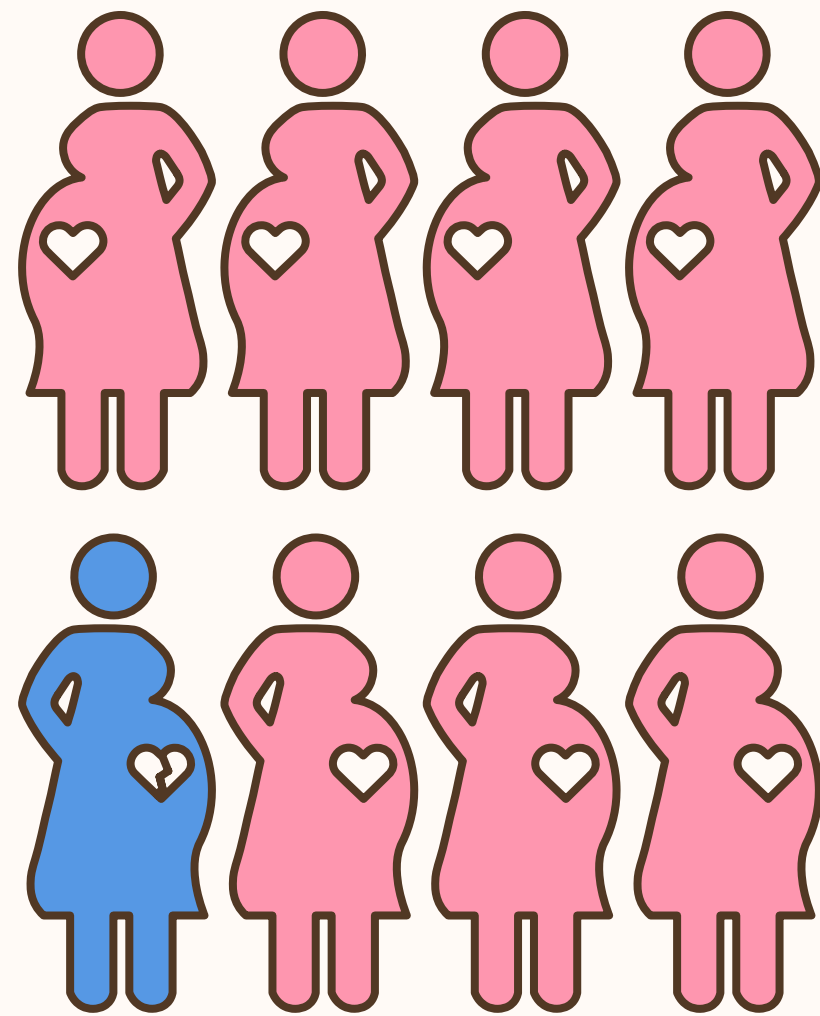


## POSTPARTUM MOOD & ANXIETY DISORDERS

Close to **one in eight** adult mothers will experience depression during or after their pregnancy.

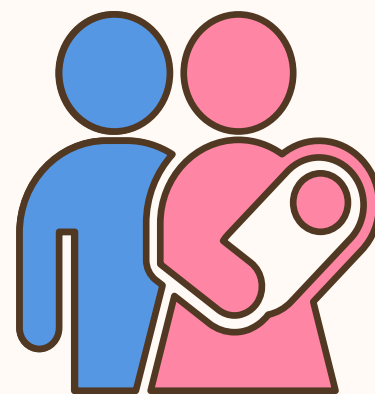
Symptoms of perinatal mood and anxiety disorders, which can range from mild to severe and may last up to 2 to 4 years:

- Feelings of anger or irritability
- Appetite and sleep disturbance
- Thoughts of self-harm or of harming the baby
- Crying and sadness
- Feelings of guilt, shame, or hopelessness
- Loss of interest, joy, or pleasure in activities once enjoyed



These symptoms can **severely damage** the relationship between the mother and child, making it difficult or impossible for parents to bond with their new children, just when they **needs it most**

It's not just mothers who suffer from mood and anxiety disorders after birth. **Fathers**, grand-parents, and caregivers of all kinds **can and do** experience the same symptoms in the



## PROJECT PHASES



Client Kickoff



Competitive Evaluation



Design Interview



Interview PSI Helpline Staff



Analyze Interviews



Distill Key Details



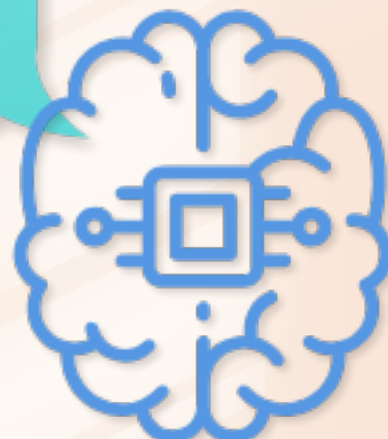
Create Design Recommendations



I feel like a bad mother... I can't stop crying.  
Is it my fault that I can't bond with my baby?  
I'm so angry, all the time.  
I feel so alone.

You're not alone, this is not your fault, and with help you will be well again.

Reaching out is the first step, have you told anyone how you really feel?



Over the course of 6 long-form interviews, PSI helpline volunteers and staff gave detailed accounts of their experiences working with parents with PPMAD.

The Chatbot UX must provide emotional support, a feeling of connectedness, resources that help parents understand what they're going through, and a place to be honest and open.

## SUPPORTING PARENTS

Organizations like Postpartum Support International offer help every day to new parents and caregivers experiencing PPMADs.

PSI oversees a network of volunteers who comprise a toll-free helpline which allows parents to call, text, or email PSI. Parents can receive information about perinatal disorders, connect with local coordinators in all 50 states, Canada, Mexico, and 40 other countries.

## THE PROBLEM

Due to the helpline's volunteer-based nature, there is a **problem with scaling** up the helpline's capabilities to offer the personalized, emotionally sensitive, and complex conversations which make pregnancy easier for thousands of parents a year.

## THE SOLUTION

The advent of Machine Learning has lead to a dramatic increase in **artificially intelligent** programs capable of having psychologically beneficial conversations with tremendous amounts of people in real time. Apps like Woebot and Wysa have been tentatively shown to improve symptoms of depression and anxiety.