

Milk Matters: Milk Donor Motivation

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Milk Matters' Requirements

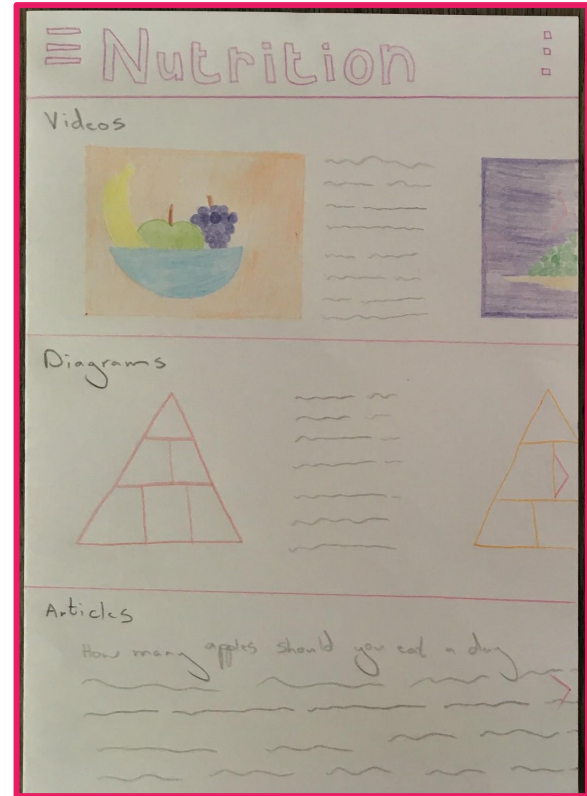
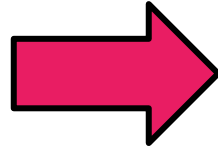
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- Educational aspect (with gamification)
- Donation tracking and data visualisation
- Reassurance about donation rate
- Promote donation of other resources
- Depot location
- Notifications and announcements



Our Initial Prototyped Ideas

Educational aspect



Donation tracking and data visualisation

Donation Tracking

Current Fill

Babies Fed

1l
600ml

- SHOW MORE -

This Week

Last Week

1-7 March 2016

Milk Matters feed and notifications

A hand-drawn sketch of a mobile application interface titled "Feed". The interface features a header with a hamburger menu icon and three dots. Below the header, there are four feed items, each in a rounded rectangle. The first item is "Fundraising Walk" with a wavy line and a "- show more -" link. The second item is "Breastfeeding Workshop" with fields for "Date:" and "Time:" and a "- show more -" link. The third item is "Baby Tim Saved" with four wavy lines and a "- show less -" link. The fourth item is "Urgent: Milk needed" with two wavy lines and a "- show more -" link. At the bottom, there is a partially visible item titled "New Dept Location".

≡ Feed

Fundraising Walk

- show more -

Breastfeeding Workshop

Date: _____

Time: _____

- show more -

Baby Tim Saved

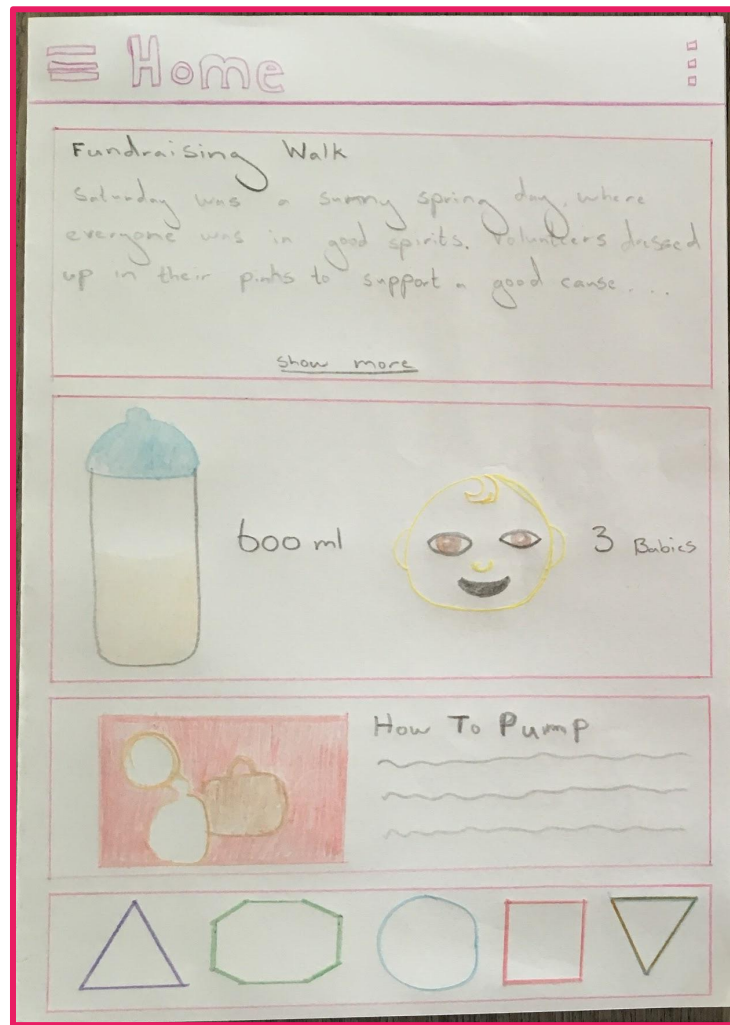
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Urgent: Milk needed

- show more -

New Dept Location

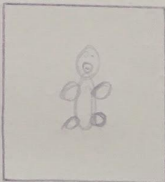
Home Page



Milk Matters Information Page

≡ Milk Matters :

What we do



want to become a donor?

Contact Information

Photo's from the session

