



Milk Matters

Milk Donor Motivation and Education

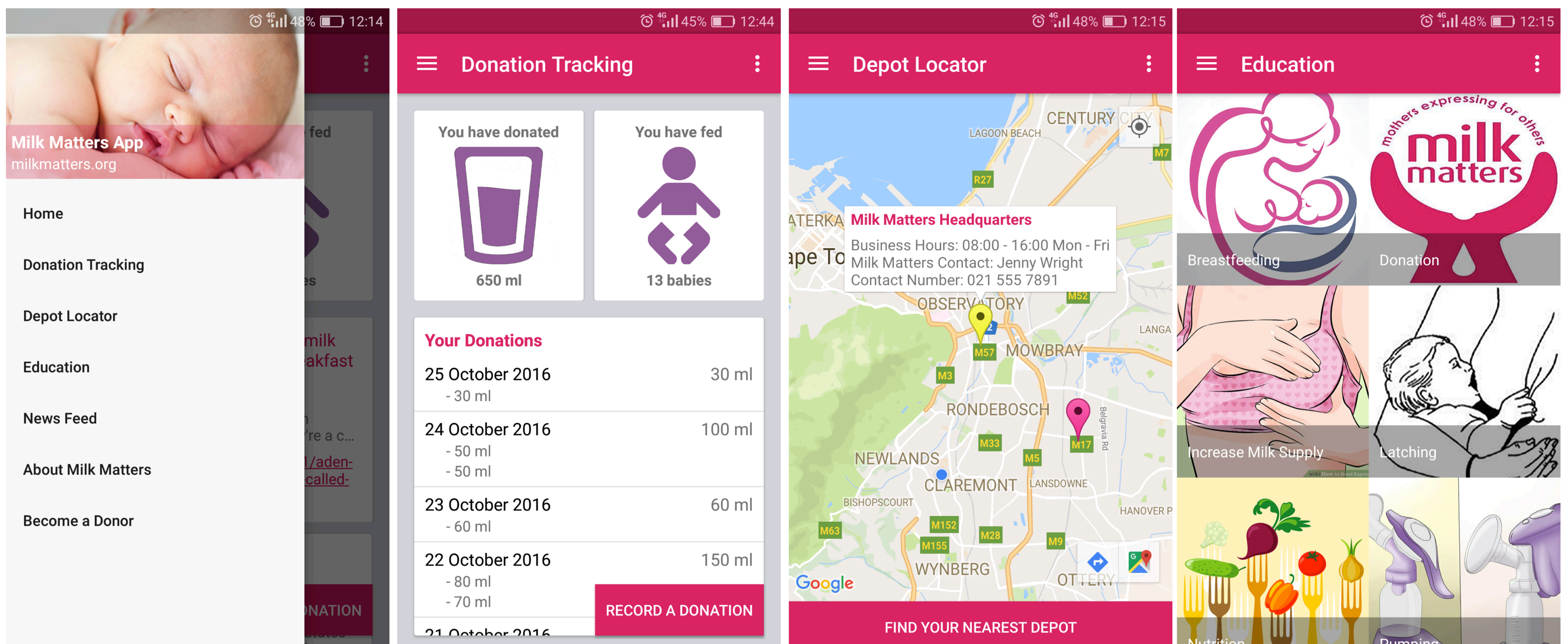
About

Milk Matters is a non-profit **human milk bank**. Their core activities include motivating and facilitating the donation of **human breast milk**, which is a vital **medical resource**. A challenge faced by Milk Matters, and other human milk banks, is encouraging mothers to donate.

Aims

This software engineering project aims to investigate how **mobile technology** can be used to **motivate mothers** to donate their breast milk to a human milk bank, and **educate** them about breastfeeding and human milk donation.

In order to achieve this aim, we engaged in a **co-design** process with Milk Matters and their donor mothers to create a **mobile application**. The purpose of the mobile application is to **motivate mothers** to donate their excess breast milk, improve their experiences as donors, and convert prospective mothers into donors. This will be achieved by providing mothers with **helpful tools and educational resources** that aid in the breastfeeding and donation processes.



Conclusions

Based on the feedback we received, we deemed this project to be a **success** for the following reasons:

1. The mobile application satisfies the majority of both Milk Matters' and their donor mothers' most important **needs and requirements**, and was met with generally **positive feedback**.
2. It appears that the mobile application **would likely motivate mothers** to donate their breast milk to Milk Matters, aid in their **education**, and improve their **experiences** as donors.
3. As such, it appears that **mobile technology could likely** be used to **motivate the donation**, and thereby **increase the supply**, of breast milk to human milk banks, which would promote **positive health outcomes** for infants in need.



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