

User Experience 1
Assignment 9: Process Book
Dinah Brito

Process Book

Design: A login and create account feature

For: A professional networking site

To Help: Moms with young kids

1. Intro

Welcome to **motherhood**

The MotherHood app is where parents can network with other parents, so they can vent about their day to day experiences, share advice, receive emotional support and also learn more about parenting.

2. Target Market



Lori, 35
Busy Mom
mother of 2, ages 6 & 10



Jesse, 27
New Mom
mother of 1, 6mos



Chelsea, 20
Single Mom
mother of 1, 10mos

After interviewing 7 users, these are the 3 personas I have come up with. They are all mothers with young kids under 10 and are internet saavy. The mothers interviewed all shared that they're concerned about their children's safety and development. They want to be able to learn more about parenting, but also would like to ask advice from people who have or had similar experiences.



About:

Lori is a very busy mom. She works full-time, is studying to get her master's degree, while her two kids are also busy with extracurricular activities. On the weekends she gets caught up on household chores and goes to her kid's games.

Challenges:

Because of her busy schedule, Lori doesn't have much time for socializing with people outside her family.

How we help:

With our app, Lori can vent with other mothers in the forum without needing to change her schedule.

Demographics

Age: 35

Sex: Female

Status: Married

Employment: Full-time

Children: 2 kids ages 6 & 10

Apps:



User Journey: Venting about mother-in-law

Seeking Support	Venting	Getting Answers
<ul style="list-style-type: none">Mother-in-law once again brings junk food for the kids.Lori is upset because junk food makes the kids hyper and moody.Lori talks to her husband, but he thinks it's harmless.Lori calls her best friend, but she can't talk. <p>Sorry, can't talk right now</p>	<ul style="list-style-type: none">Lori opens the MotherHood app on her phone.She is automatically logged in with her thumbprint.She presses the create a new post button at the bottom of the screen.She chooses "text" post.She chooses "JustNoMil" group.She titles her post "Pretty sure my MIL is the witch from Hansel and Gretel"She types out her situation and then posts it. <p>This group seems perfect!</p>	<ul style="list-style-type: none">Lori feels better after writing it out, though she's still frustrated with her MIL.She decides to move on for now and check back later to see responses.When she checks back she sees that a lot of people sympathize with her.She also received some helpful advice on how to handle the situation. <p>I knew I wasn't overreacting!</p>

Empathy Map: Lori

Think & Feel?	<ul style="list-style-type: none">• Husband doesn't always understand my point of view .• Friends are too busy to listen to me vent right now .• Don't always have time to myself.
Hear?	<ul style="list-style-type: none">• "I don't really want to meet new people."• "I'm don't trust a lot of people with my kids."• "I don't have time to meet new people."
Say & Do?	<ul style="list-style-type: none">• "Sometimes have to hide from children to get a break."• "It's difficult to do tasks when you have to take your kids along."• "I can't get as much done."
See?	<ul style="list-style-type: none">• Facebook has different groups for moms.• It's easy to use Facebook.• It's tiring to have to adjust privacy settings for everyone.
Pain	<ul style="list-style-type: none">• Can't work as quickly as I'd like to.• There can be weeks where I don't get a break.• Friends are just as busy as I am.• It's hard to make plans with friends.
Gain	<ul style="list-style-type: none">• Being able to do things online, instead of physically being there.• Being able to talk about problems without offending anyone.• Not having to plan weeks in advance

Jesse

New mom



About:

Jesse and her spouse both work full-time jobs. Their child stays in a daycare when they both have to work. She says she always feels tired and worried for her child.

Challenges:

Since this is first time as a parent, she has a lot of questions and worries about being a parent. She wants to make sure her child is safe.

How we help:

With our app, Jesse can find articles about parenting, she can also ask questions in the forum and get guidance.

Demographics

Age: 27

Sex: Female

Status: Married

Employment: Full-time

Children: One child, 6 mos.

Apps:



User Journey: Finding toys for baby

Research	Asking the Groups	More Research
<ul style="list-style-type: none">• Jesse wants to know what toys a 6 month old would enjoy.• She goes to the toy section on Target.com and narrows the search down to 6-9 months.• She gets over 300 toys to choose from and is overwhelmed.• She tries to do a google search and gets similar results. <p>Too many choices!</p>	<ul style="list-style-type: none">• Jesse opens the MotherHood app on her phone.• She is automatically logged in with her thumbprint.• At the top of her home page, she selects the search bar.• She then types in toys for babies in the 6-9 months range.• She gets 50 search results, so she sorts it by most recent.• She picks the newest article with most comments. <p>This looks promising...</p>	<ul style="list-style-type: none">• Jesse sees that for most people their baby prefers to play with adult things, like mail and remotes.• She also sees a lot of recommendations for an "Oball". So she decides to research the toy. <p>I can work with this.</p>

Empathy Map: Jesse

Think & Feel?	<ul style="list-style-type: none">• Is always worried about her child.• Can he eat that? Will he choke?• She has many questions about his safety .
Hear?	<ul style="list-style-type: none">• “My family helps me out.”• “I’m satisfied with my support network.”• “What is different about this app?”
Say & Do?	<ul style="list-style-type: none">• “Facebook, Reddit and Peloton have large communities.”• “Other mom groups weren’t as active.”• “Already feel satisfied with the apps I have.”
See?	<ul style="list-style-type: none">• The interface on the Facebook and Reddit app are just easier to use.• They feel more intuitive.
Pain	<ul style="list-style-type: none">• Has hard time getting enough sleep.• Lack of sleep causes her to feel overly emotional.• Feels very uncertain about things concerning her child’s safety.
Gain	<ul style="list-style-type: none">• Would be nice to have the answers when she needed them.• Wants to feel confident about the decisions she makes regarding her child.• Feeling that her child is safe.

Chelsea

Single mom



About:

Chelsea is currently unemployed, though plans on returning to work by the end of the year. She lives with her boyfriend and he currently supports her. She spends her days taking care of her child and cleaning. Her family and friends live in another state so she doesn't see them often..

Challenges:

Because her family and friends live far away and her boyfriend is working full-time, she doesn't get to talk to people her age often.

How we help:

With our app, Chelsea can talk to other moms whenever she feels lonely.

Demographics

Age: 20

Sex: Female

Status: Dating

Employment: Unemployed

Children: One child, 10 mos.

Apps:



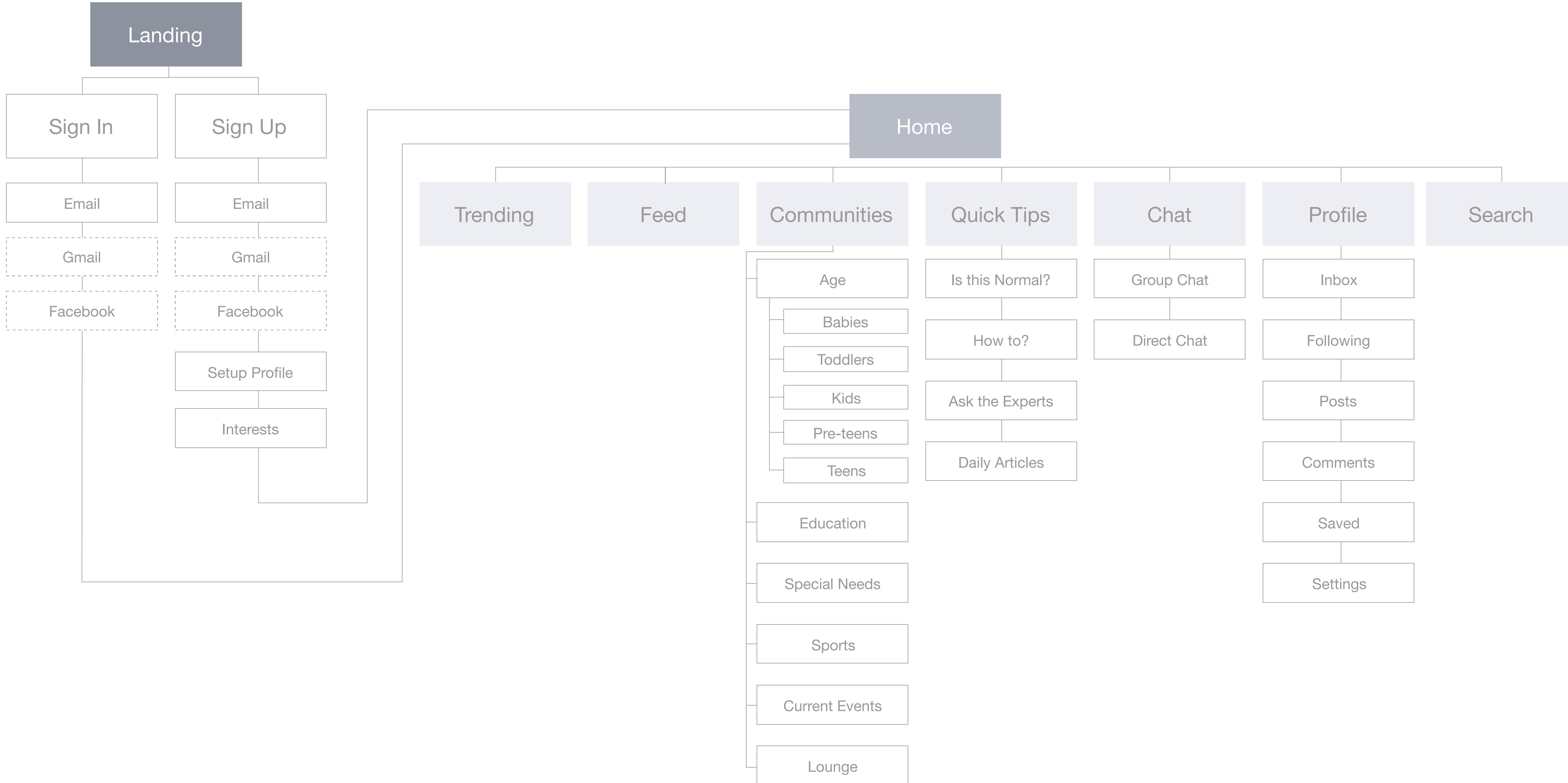
User Journey: Chat group

Bored	Chat	New Friend
<ul style="list-style-type: none">• Chelsea's boyfriend is working late again.• She hasn't been able to talk to her best friend in over a week because she's dealing with finals.• Chelsea is starting to have animated conversations with herself, when she catches her baby staring at her. <p>I'm going crazy!</p>	<ul style="list-style-type: none">• Chelsea opens the MotherHood app on her phone.• She is automatically logged in with her thumbprint.• She presses the chat button at the bottom of the screen.• She joins the chat room for stay at home moms.• She finds out one of the members also likes to crochet. <p>We like the same things!</p>	<ul style="list-style-type: none">• Chelsea and her crochet friend start their own direct chat where they share photos of their latest projects.• At the end of the chat, they follow each other so they can keep in touch. <p>That was really nice.</p>

Empathy Map: Chelsea


Think & Feel?	<ul style="list-style-type: none">• Babies require so much focus and energy.• Worried about providing a good future for child.• Everything seems so uncertain right now .
Hear?	<ul style="list-style-type: none">• “I’m content with the people I have in my life.”• “I can’t see my best friend often.”• “I’m not close with my parents.”• “Being a mom is not what I expected.”
Say & Do?	<ul style="list-style-type: none">• “I love to see my child learn.”• “I have to tell my partner when I need a break.”• “Sometimes I go crazy talking to my baby all day .”• “I don’t really use social media.”
See?	<ul style="list-style-type: none">• Reddit is easy to use.• Reddit also has a big community .• Other mom groups aren’t as active.
Pain	<ul style="list-style-type: none">• Family and friends live far away .• Friends can’t relate.• Rarely get to talk to other adults right now .
Gain	<ul style="list-style-type: none">• Being able to have adult conversation.• Having other people to go to for emotional support.• Not having to leave her baby alone.

3. Site Map

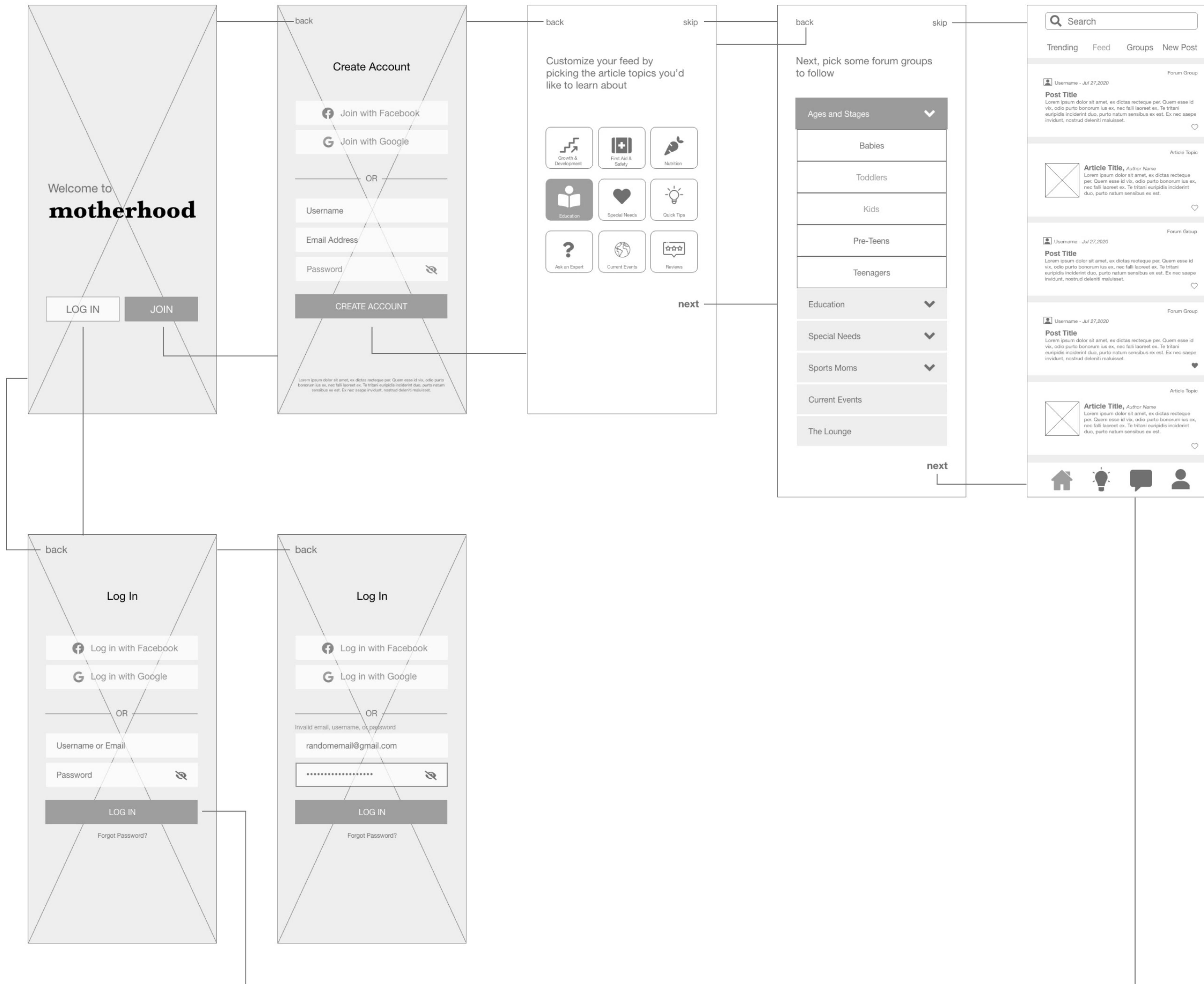


I updated the sitemap to highlight the create account feature (which is the design focus for this app). Upon creating a new account, the user will be prompted to fill out their profile and a brief questionnaire. The questionnaire will then customize the user's homepage according to their interests. The choices in the questionnaire were based on key interests from the mothers interviewed.

Updated Site Map and User Flow



4. Wireframes

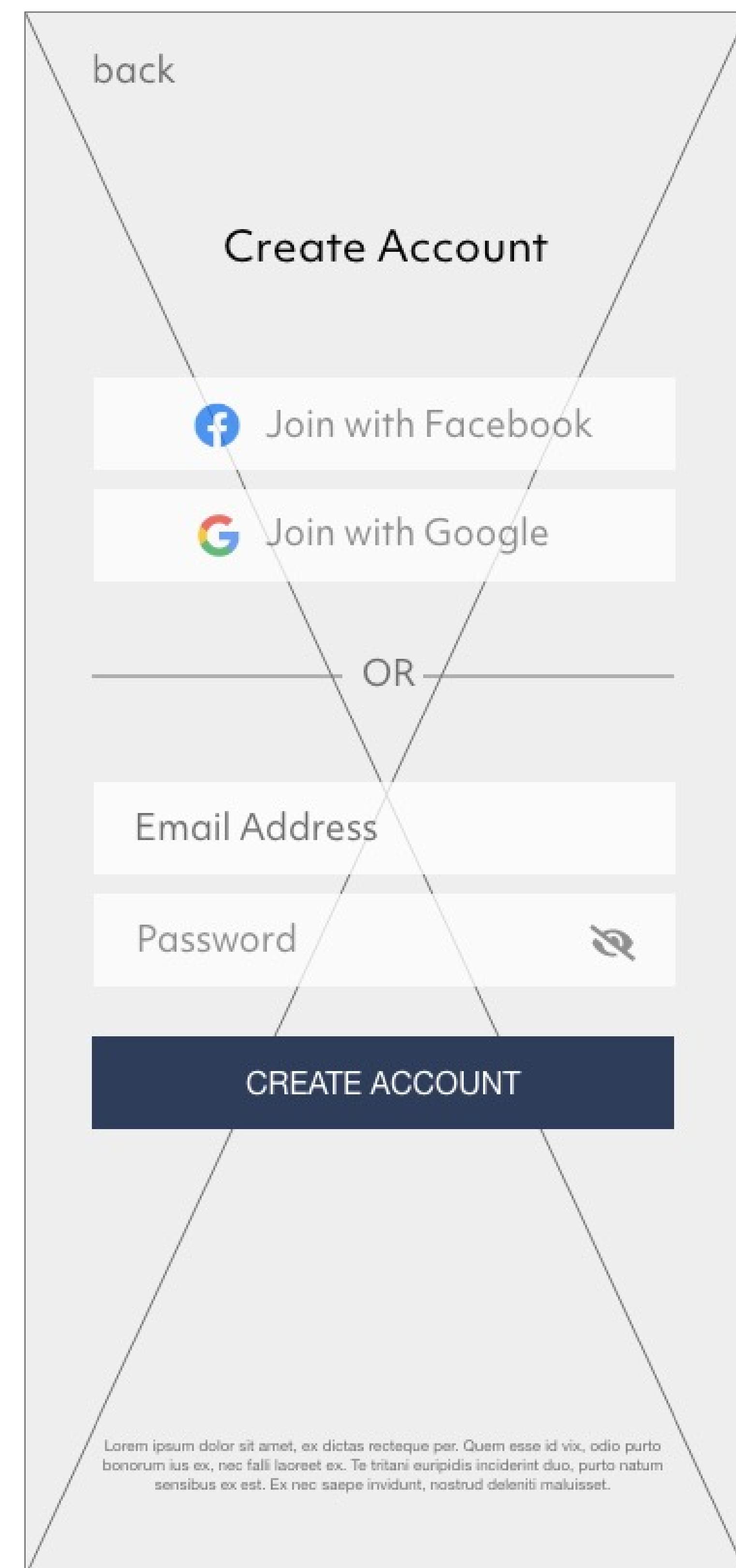


After testing the initial wireframes we discovered that the users were confused by the groups part of the questionnaire, so we updated it to include more details. They also felt the profile setup should be created first instead of after the account has been created.

Create Account Profile Setup

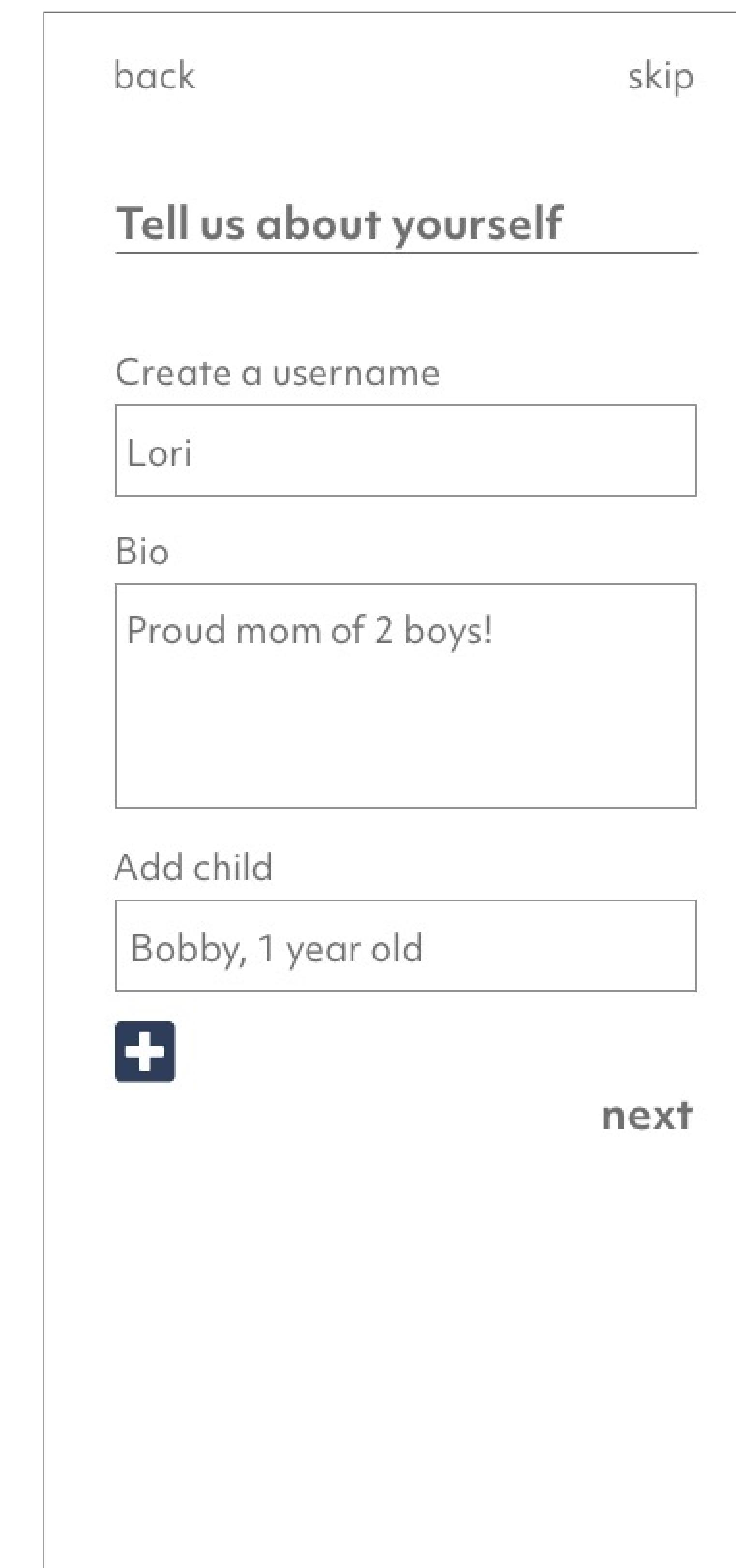


Join button takes user to create account page.

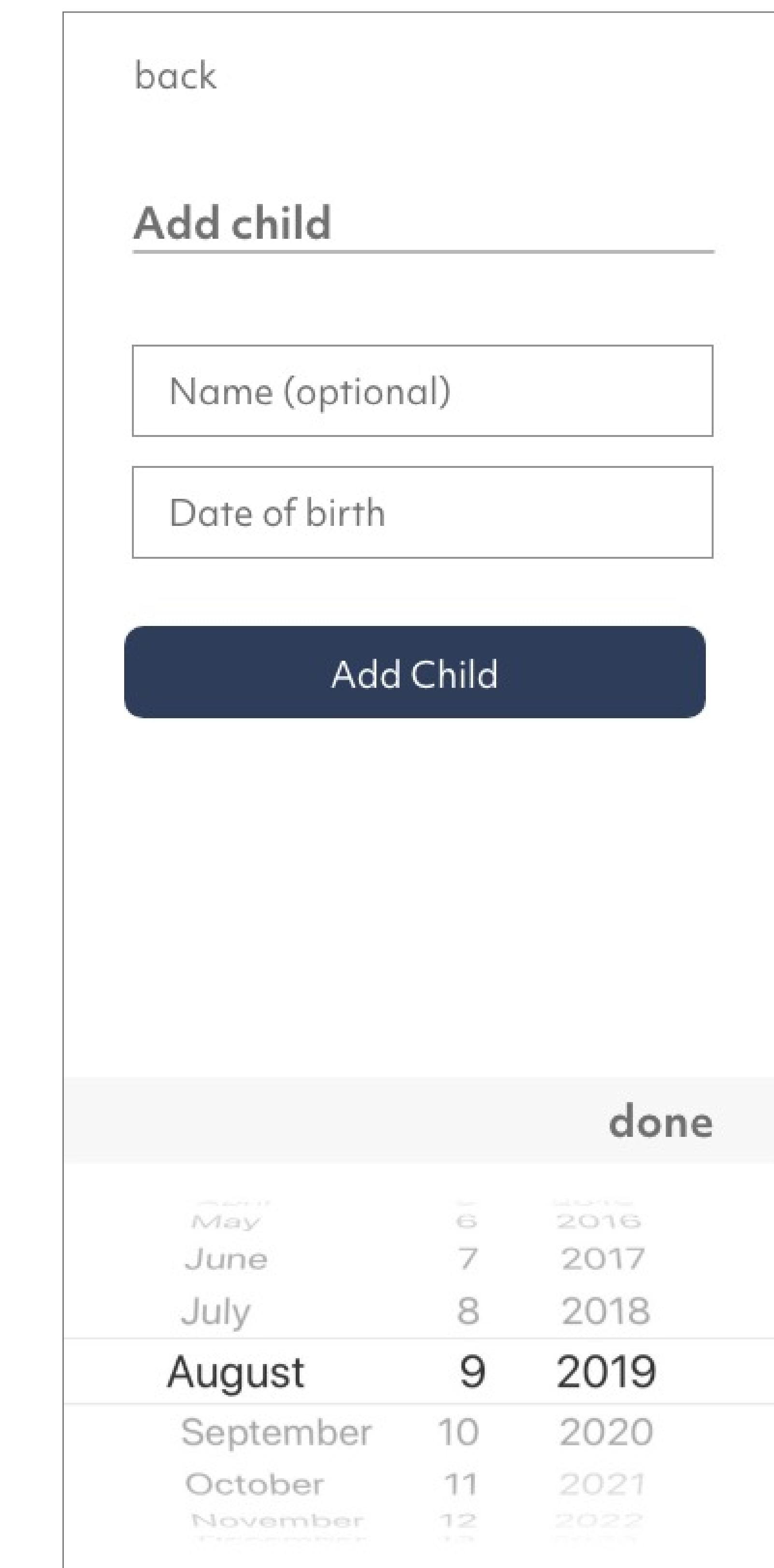


User can create an account with Facebook, Google or an email address.

Create account button takes user to profile setup.

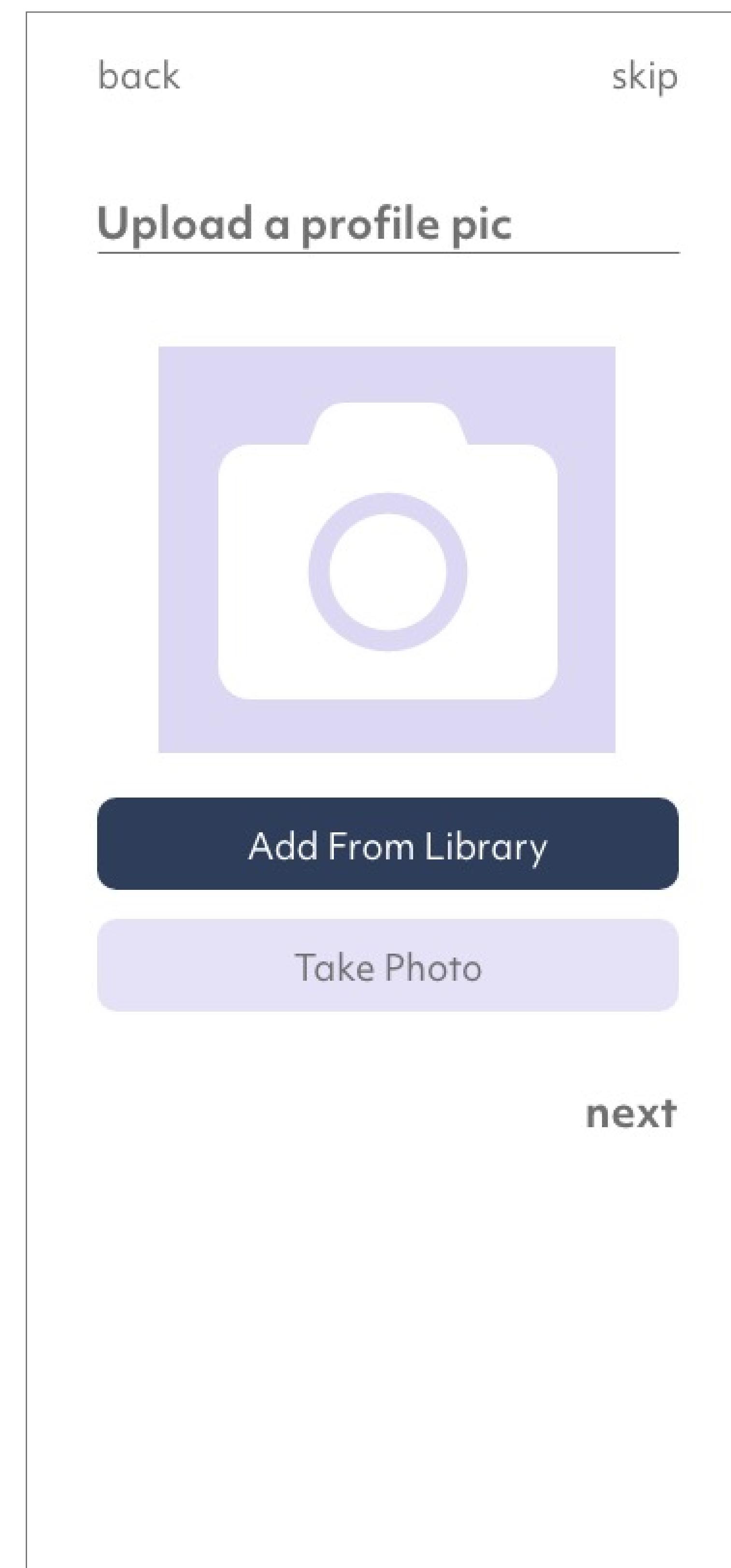


Here user can pick a username, share or not share some info about themselves and add how many children they have.



	May	June	July	August	September	October	November	December
Year	6 2016	7 2017	8 2018	9 2019	10 2020	11 2021	12 2022	1 2023

User can share the name of their children if they want or not for privacy. They can also just add their birthday and the child will just be listed as their age.



Once photo is uploaded user is taken to questionnaire.

Create Account Questionnaire and Home Page

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What are your interests?

- Growth & Development
- First Aid & Safety
- Nutrition
- Education
- Special Needs
- Quick Tips
- Ask an Expert
- Current Events
- Reviews
- Sports
- Family Life
- Parenting Strategy

next

First part about the questionnaire asks the user to select their interests.

The interests selected determine which articles they will see on their home page and also determine the groups suggested on the next page.

back skip

Groups you might like:

Nutrition

- Vegan Parenting
A place to discuss raising your children vegan, share articles, recipes and ideas
283 members
- Meal Preppers
Ways to save money and time by making meals ahead of time. Recipes, advice and tips on how to prepare and store meals.
302 members
- Easy Meals
A place to discuss how to make easy meals for people who don't like to cook.
283 members

Special Needs

- Autism
A place to discuss autism, share articles and receive support.
283 members
- ADHD/ADD
A place to discuss ADHD/ADD, share articles and receive support.
283 members
- Down's Syndrome
A place to discuss down's syndrome, share articles and receive support.
283 members

Education

- Kumon
A place to discuss Kumon, share articles and receive support

next

Here the user can choose existing groups to join based on their interests.

Search

Trending Feed Groups

Nutrition



How to get your kids to eat vegetables

The FDA Just Issued a Recall of Potatoes, Lemons, Limes and Oranges Due to Potential Listeria Contamination



3 Foods That Undermine Your Immune System



More articles about nutrition ▾

Special Needs



Parents of students with special needs face uncertain support in the fall

The FDA Just Issued a Recall of Potatoes, Lemons, Limes



Home Edit Comment Profile

Once the user has completed the questionnaire, they are brought to their home page with the feed selected.

Search

Trending Feed Groups

Hot Posts ▾ Group Settings ⚙

Meal Preppers

RandomUsername1234 - Jul 27, 2020
Can you freeze tortillas?
Tortillas are on sale at the grocery store. I want to stock up, but I'm worried they'll get mushy in the freezer. Has anyone done this before?



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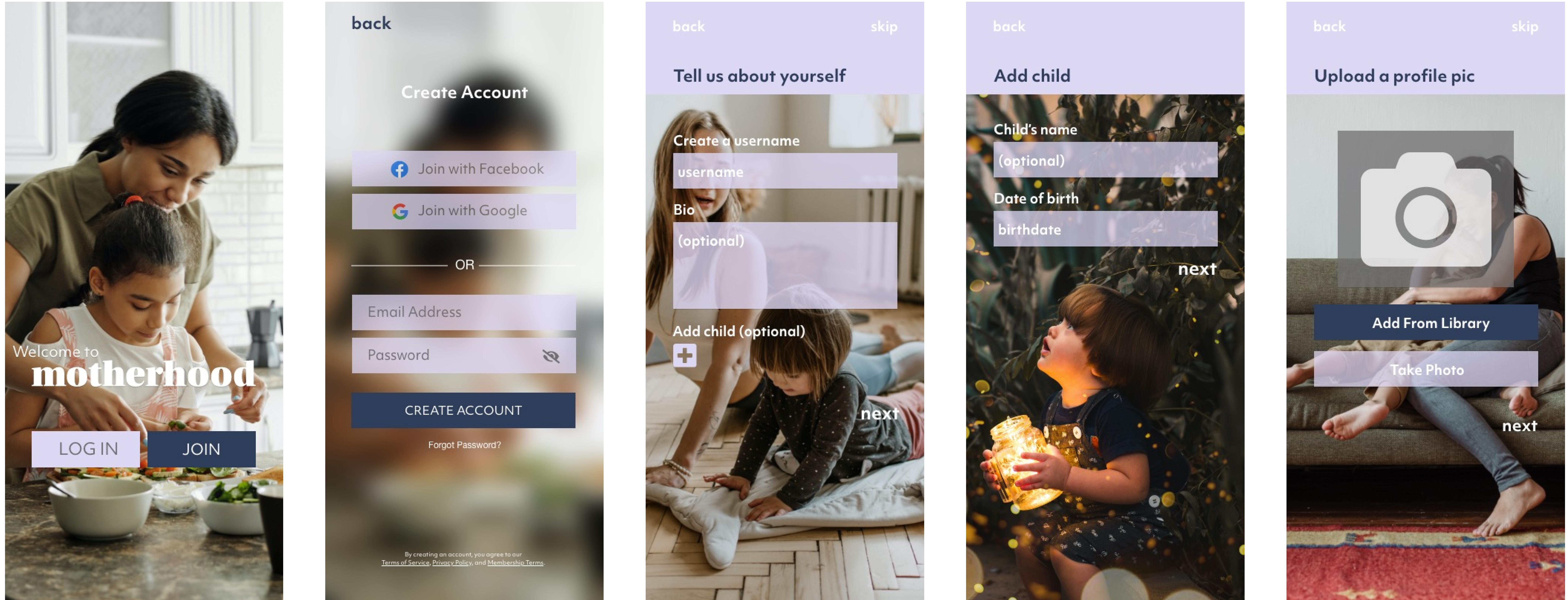
Meal Preppers

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Groups are where the user can post questions and get advice from other members.

5. Finalized Comps



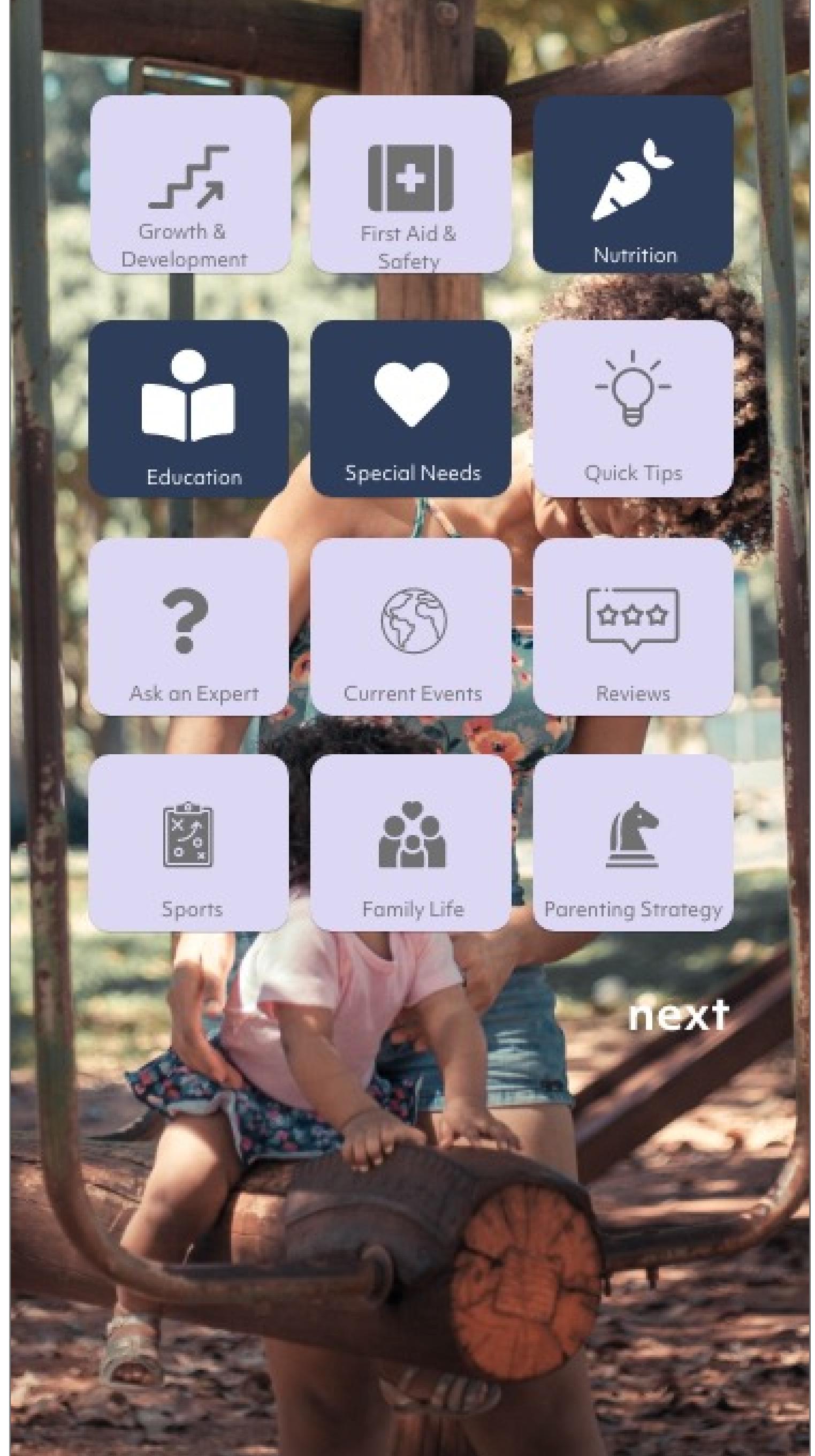
[Link: Motherhood Prototype](#)

These are the finalized comps for the key pages of the app. Added images to the background of the profile setup pages. Also added images to the groups questionnaire, so it's clearer what the group is about.

Finalized Comps continued

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What are your interests?



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First Aid & Safety
Nutrition
Education
Special Needs
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Current Events
Reviews
Sports
Family Life
Parenting Strategy

next

back skip

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▼

next

Search

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3 Foods That Undermine Your Immune System



More articles about nutrition ▶

Special Needs



Special needs students face

home edit comment profile

Search

Trending Feed Groups

Hot Posts Group Settings

Meal Preppers
Chelsy Major - Jul 27, 2020

Tupperware
Looking for a good brand of Tupperware for meal prep. Worried about buying plastic because chemical leaching? Is that a real concern? Should I go for glass? Thanks!

Autism

How do you deal?
So yesterday we took our 5 year old (they are mentally 2-3) to see a live show at the end of this live streamers pop out and go over the first few rows of the audience. We have ...

Ideas for Kids?
I've never meal prepped. I've also never had kids. But I moved in with my boyfriend and his kids. My boyfriend is great at taking care of his kids, but I really want to pitch in ...

Kumon

7 year old to start kumon
I was thinking of starting kumon for my 7 year old. I looked at the academic hub website and kumon worksheets. I want my kid to start from the beginning...

Autism

Raising my autistic son
Hello, my 5 year old son was diagnosed with autism at age 18 months. He received early intervention ever since diagnosis, and then went to a specialized preschool...

home edit comment profile

Profile

Username: Lori
Kid(s): ♂ ♂
Bobby 1 yr old
Johnny 10 yrs old
Bio:
Proud mom of 2 boys!

Posts Comments Favorites Inbox

You haven't posted anything yet.

Create a new post

home edit comment profile