

CONVENIENT HEALTHY EATING

for

NURSING MOMS

XIAO GE & MARYAM ZAHEDI

General strategy: video recording; voice recording; note-taking by one team member; interview by the other; exchange role when needed.

Interview strategy:

Always Build Rapport

Smile, concentrate, and positively respond, ex. Respond with encouraging opinions: "I did it too!"

Chat about what mom is interested in

Let mom talk

Ask open-ended questions;

Follow-up "why" questions of points of view mentioned in conversation;

Ask "last time" questions following points of views mentioned in the conversation

Question list:

The first three questions would bring in the mom's opinion in terms of nursing, family and community, and eating. We could ask follow-up detail question from this point on.

>Can you generally talk about yourself, like your family, your work, and your hobbies?

>How do you feel being a new mom?

>What your life was like before the pregnant, during pregnancy, after baby was born, and what you life is like now? What have changed?

Why?

From the following questions, we could get stories (follow-up question: could tell us what happened when last time...) about her grocery shopping, choice of fast food, frozen food or home-cooking food, family support vs. her responsibility, and socializing and etc.

>What a typical day is like for you?

>What did you eat for breakfast, lunch and supper today (yesterday)?

>Where do you usually eat? Where do you go grocery shopping? How do you prepare dinner? I think that your other family members might have different eating habits, how do you deal it? Or what is your husband's (family's) eating habit? (To understand the environment that influences her eating)

INTERVIEW GUIDE

From these questions below, we could get to how the mom feel being different as a nursing mom.

- >What has changed to your eating since you were pregnant? Why?
- >Do you have any food/drink restrictions since you were pregnant? How do you feel about it?
- >Do you have any particular experience about eating extremely unhealthily (before/when/after having baby)? Why did you do it? What did you think at that time?
- >How do you balance work and life before/after having the baby?
- >How have you been doing exercise since you were pregnant?
- >What's your plan of eating in the future?

We could get more details about mom's nursing by the below two questions.

- >How do you think about breastfeeding vs. formula? Why do you think breastfeeding is important?
- >What do you do when you are nursing?

If we have time, we could ask question not directly related, so that we could get a more comprehensive view of the mom.

- >How do you usually deal with your illness vs. baby's illness? (ex. if you catch a cold, do you take a pill, or go to see doctor, or just ignore it since it's not a big deal) Capture her strategy of acute vs. chronic sickness?

INTERVIEW GUIDE



Amy Robe

&

11 months old
Connor

Erica Werner

&

7 months old
Myrabelle

Alison Williams

&

11 months old
Naomi

Ginnie Pollock

&

2 months old
Madison

Hannah Kim

&

9 months old
Alex

ETHNOGRAPHIC RESEARCH



Amy Robe
&
11 months old
Connor

We interviewed Amy at her house on Wednesday March 7, 2012, from 12:30 to 2:00 p.m. She lives in Menlo Park with her husband Steve, her newborn son Connor, and two dogs. Amy used to work, but she stopped working once Connor was born, and is still a stay at home mom. She described the reason to be the very high prices of day care, as well as the joy of raising her own son and not missing out on the moments, of which she takes pictures and videos of to share with her husband. She is quite active in participating with support groups for new moms as well as church groups, because she gets bored at home easily. She goes for a walk with the dogs and little Connor everyday around her house. She watched TV shows such as Switched at Birth and Up All Night.



Ginnie Pollock

&

2 months old
Madison

We interviewed Ginnie at her house on Thursday March 8, 2012, from 10:00 to 11:30 a.m. She is 25 years old and lives in Menlo Park with her husband Patrick and two months old daughter Madison. Ginnie used to work as a paralegal, but she stopped working once Madison was born, and is still a stay at home mom. She has had family and friends come visit her and stay over, and her sister was living with them at the time of the interview. With Madison being her first child, Ginnie read a lot of books, mostly on her phone, to learn how to care for her baby, but sometimes family members interfered and created stress for her instead of helping her during these chaotic times.

BRIEF: ETHNOGRAPHIC RESEARCH



Hannah Kim

&

9 months old
Alex

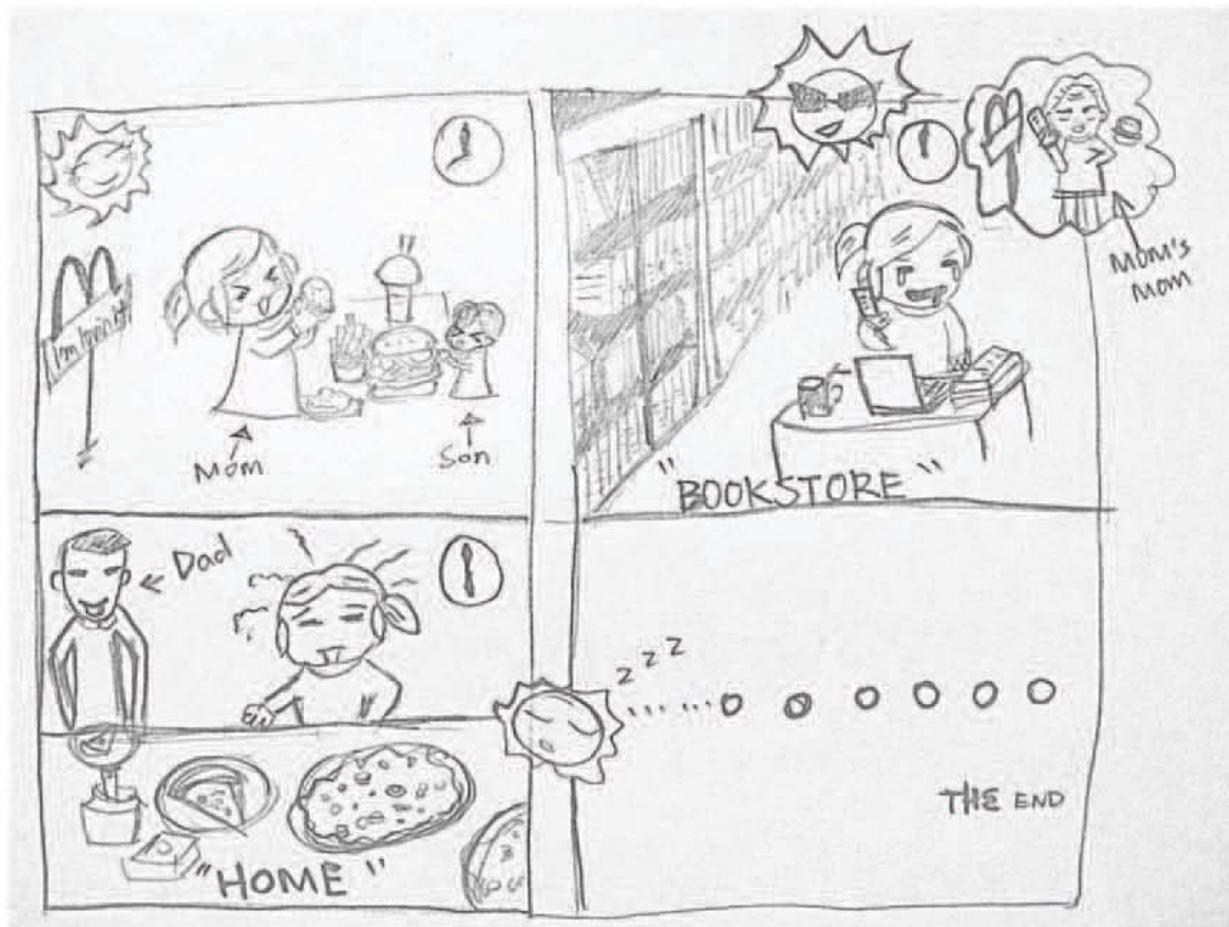
We interviewed Hannah at her house on Thursday March 8, 2012, from 2:00 to 2:30 p.m. She lives on Stanford campus (Escondido Village) with her husband, her three years old son, Chris, and her newborn son Alex. Hannah is a PhD student and goes to her office everyday from 9:00 am to 5:00 p.m., but her schedule is very flexible and she works from home on Thursdays. She also has a nanny who helps her take care of Alex when she leaves and helps prepare dinner at night. She spends a lot of time on making sure that her kids eat well by buying high quality food for them and preparing lunch for Chris everyday.

BRIEF: ETHNOGRAPHIC RESEARCH

New moms care so much about the well being of their newborn, to the extent that they track their sleep patterns and food intake. But when it comes to their own eating habits, they don't see the direct relationship of what they eat and their babies health. We would like to help these moms be proud and go one step beyond to be also happy and stress free.

POINT OF VIEW

I didn't eat anything but junk food all day!
-- Guilty or Carefree?



How might we...

Let mom enjoy healthy food with family at a cheap price
without sacrificing taste?

STORYBOARDS

Good baby, Bad baby

--baby, the mom comforter

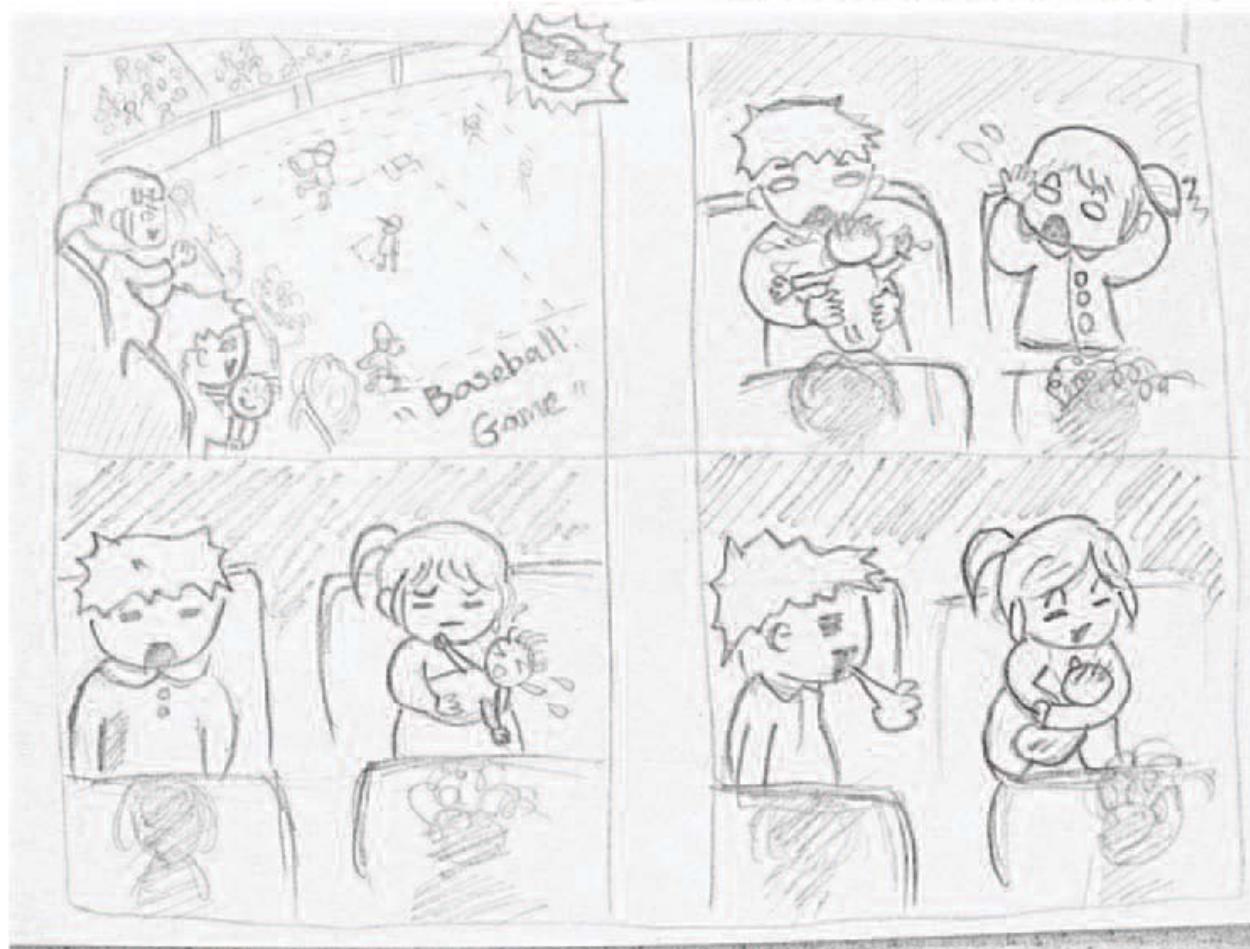


How might we...

Let mom take care of baby without being
stressed out?

Bonding

-- Comfort or Breastfeed?



How might we...

Enhance mom-baby bonding without
breastfeeding?

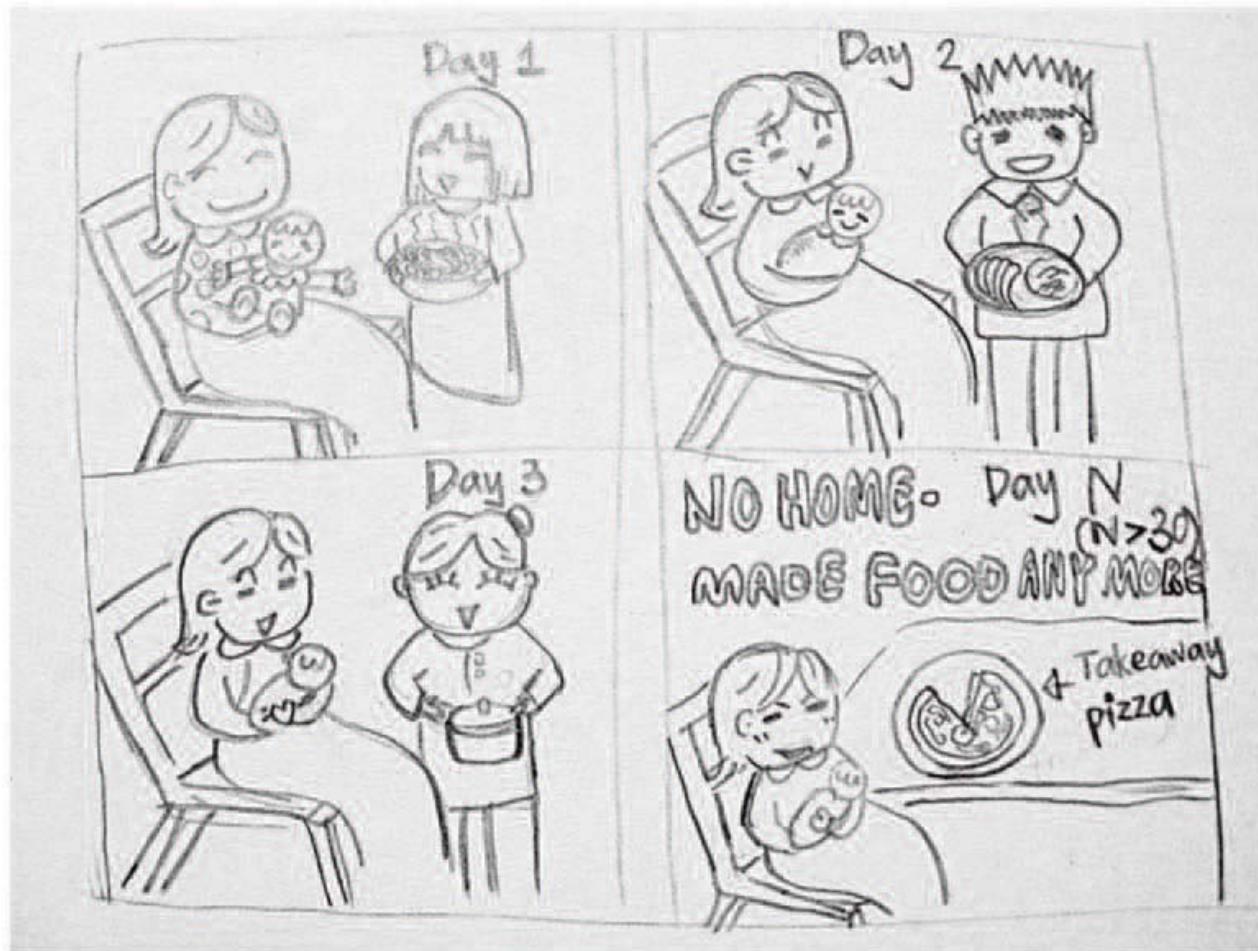
Caffeine doesn't matter!

-how does what mom eats
affect what baby eats?



How might we...
remind mom the importance of eating habits?

The end of new-mom treat -homemade or takeaway?



How might we...

Let mom continue homemade eating while
being able to take care of baby?

Baby excuse

-- good for baby or bad for baby?



How might we...

Let mom gain calories while maintaining her good eating habit?

I'm only gonna have fast food once per week!

--what takes up the cooking time?



How might we...

Let mom satisfy hunger without patronizing
fast-food chain?

"Please, mom..."

-- should mom worry or not?

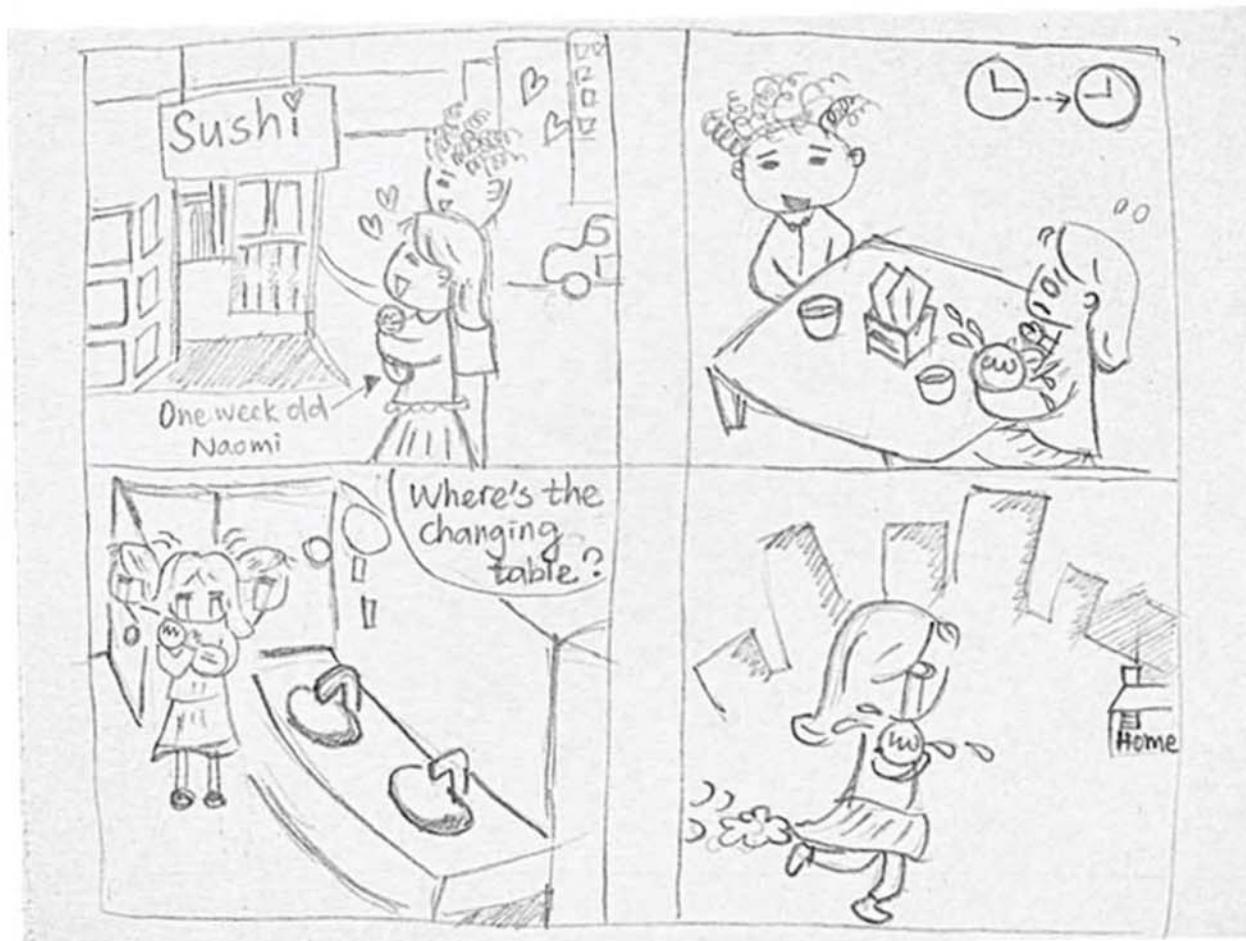


How might we...

Let mom be helped without being stressed out?

Where to change the diaper?

--dare not to leave the harbor



How might we...

Let mom do other things without worrying
about taking care of baby?

The Magician Tomato

--"Delicious" memories



How might we...

change mom's eating behavior in the way that baby's was changed?



BABY



CHILD



WOMAN



PREGNANT



NURSING



MOM

TIMELINE



METAPHOR

FEEL CAREFREE

EAT UNHEALTHY

EAT HEALTHY

FEEL RESPONSIBLE

FRAMEWORKS

FEEL CAREFREE

rebellious

happy

EAT UNHEALTHY

EAT HEALTHY

guilty

proud

FEEL RESPONSIBLE

FEEL CAREFREE

EAT UNHEALTHY

EAT HEALTHY

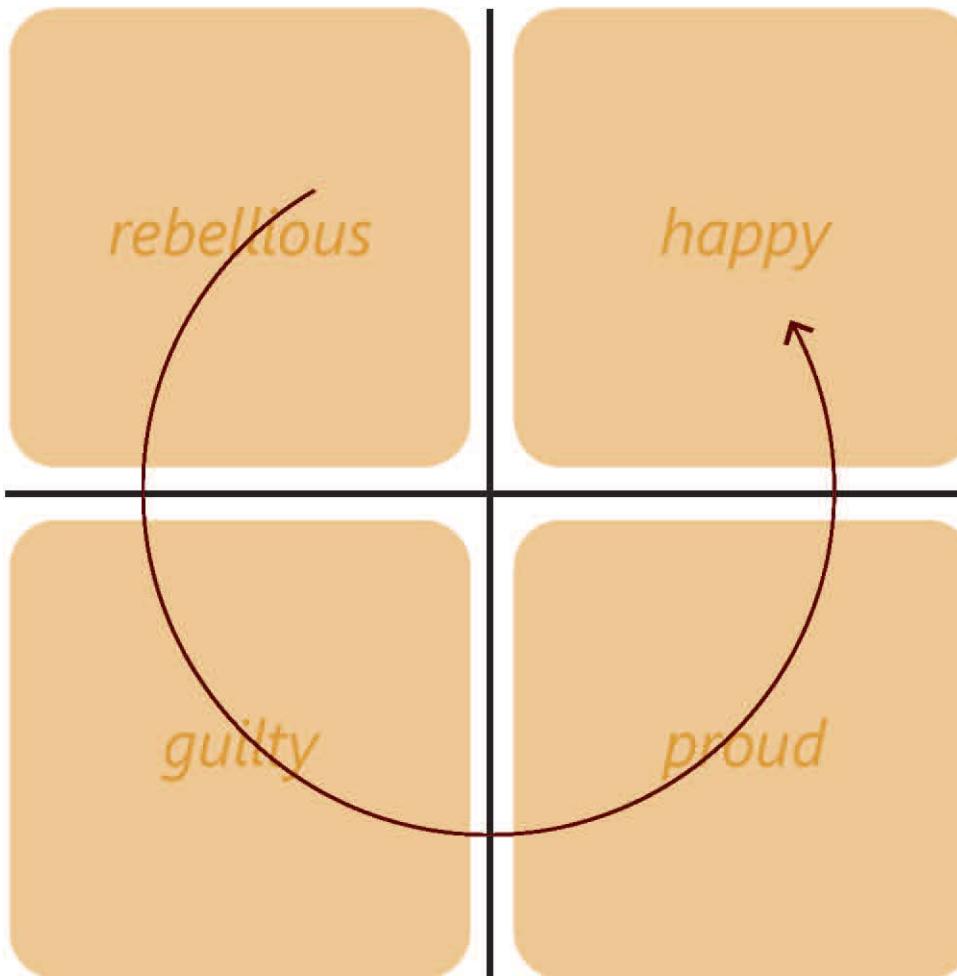
FEEL RESPONSIBLE

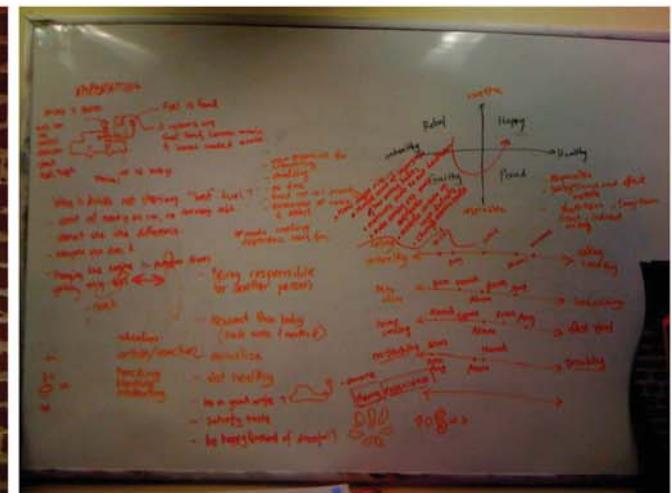
rebellious

happy

guilty

proud

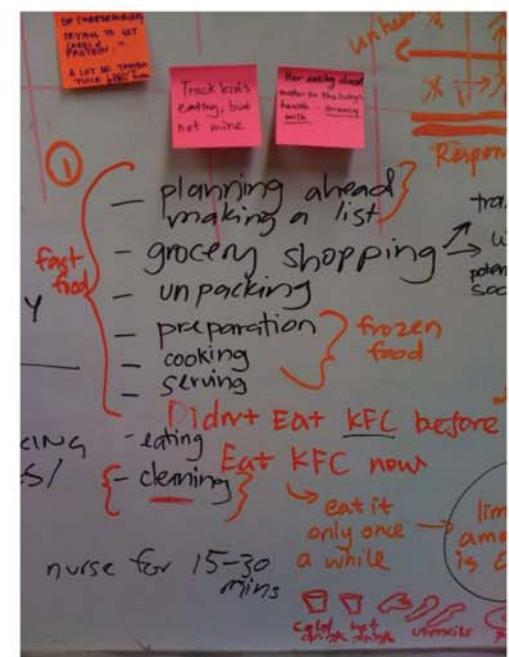
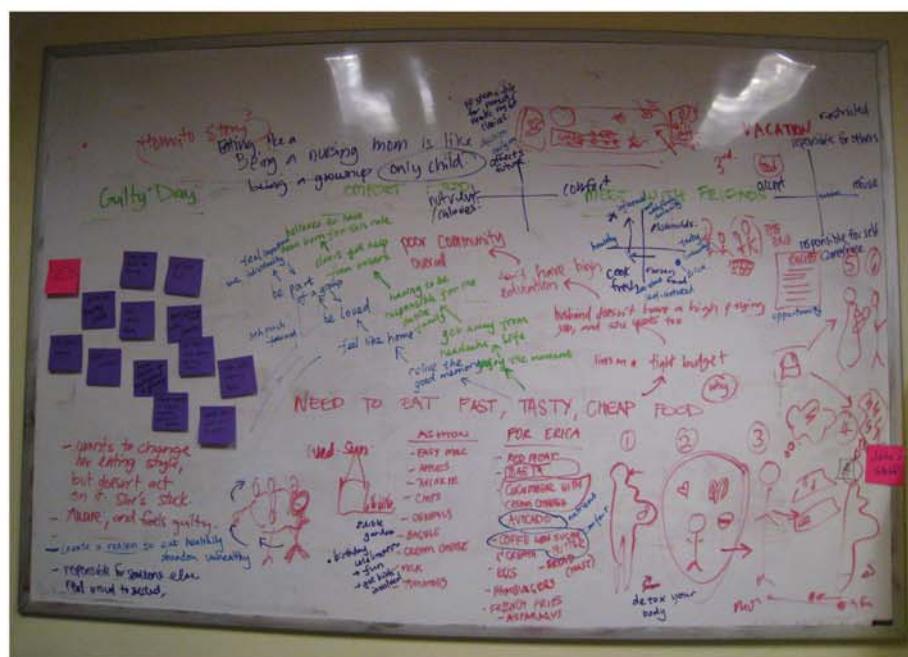




Relying

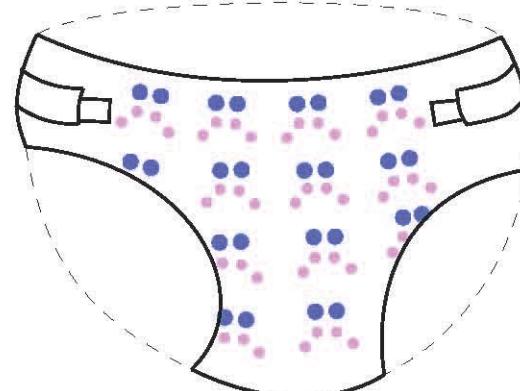
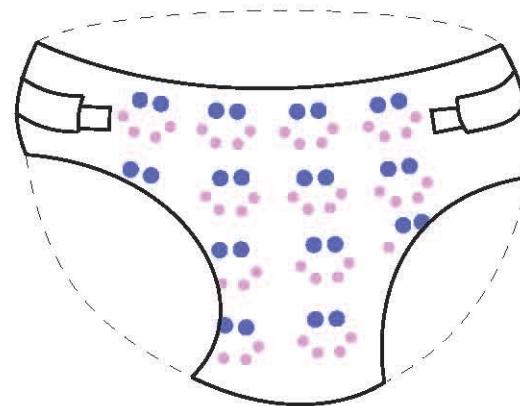
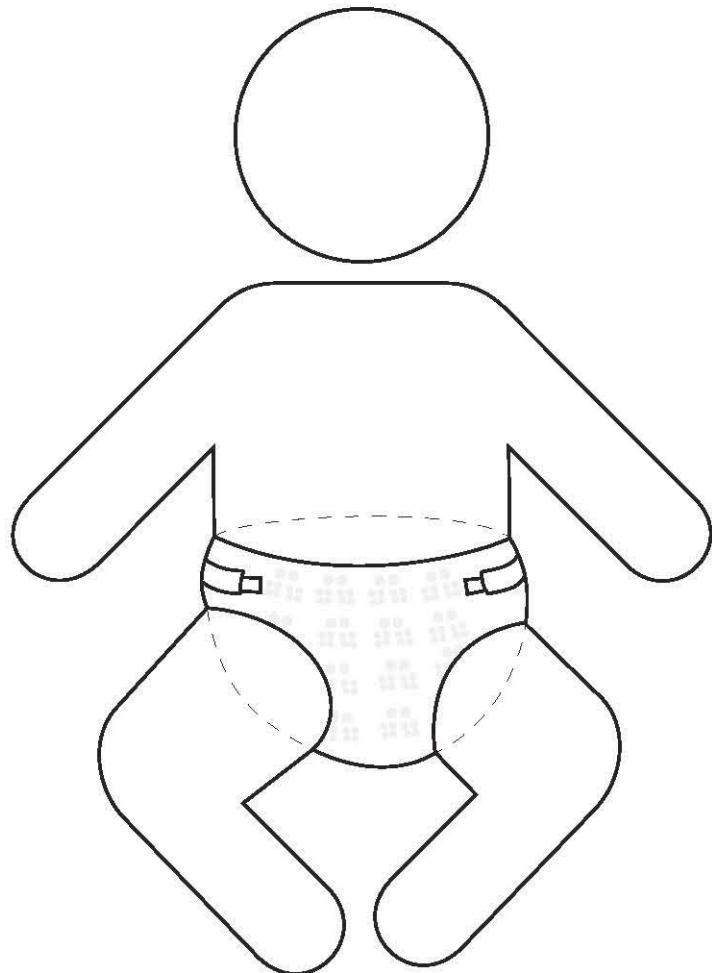
★

- no fast food,
there's nu food!
- Before more careful,
when pregnant, use
craving as excuse.



PROCESS / BRAINSTORMING

Diaper Tracker



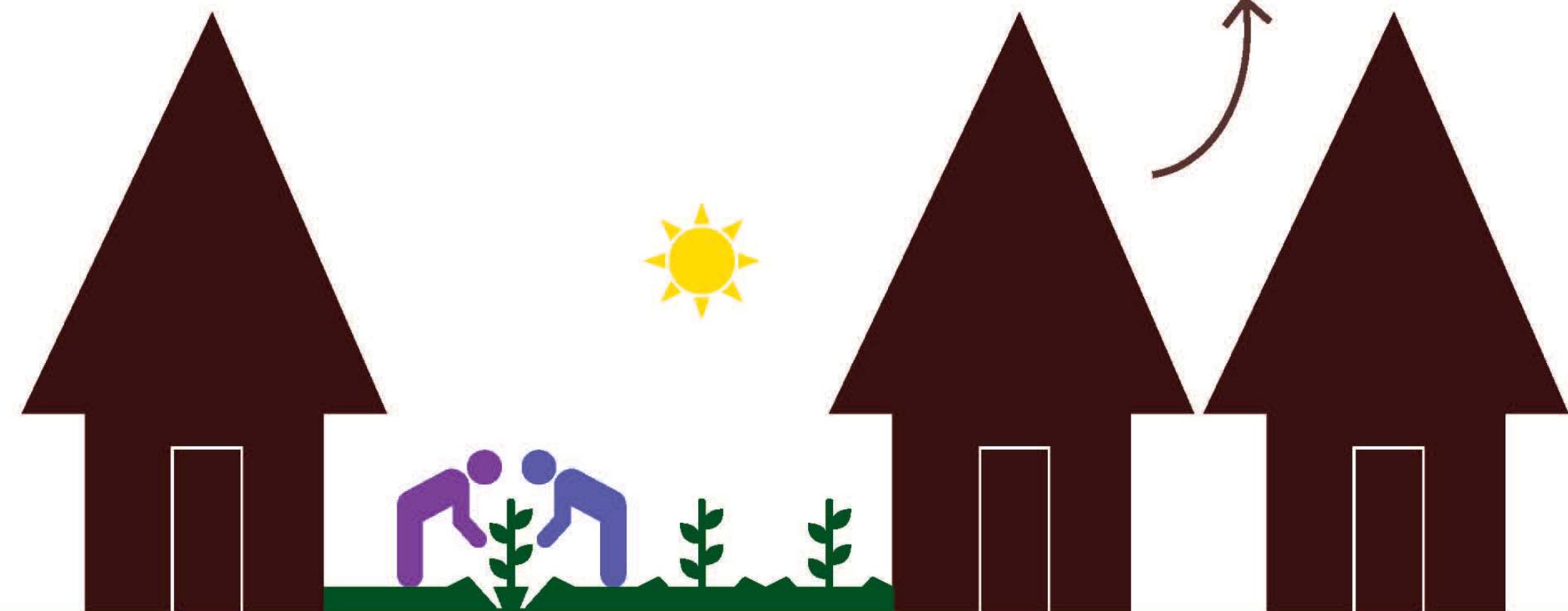
Salt
Sugar
Fat

SOLUTION CONCEPTS

KitAid



Friends
Forever



Harry Potter Ate What???



At lunch, Sam was starving. He quickly grabbed a piece of chicken and ate it in a matter of seconds. After that, he ate two sweet sparkling candies. Oh it felt so good as he chew on them.

Two hours later, Sam was feeling so sleepy. This was unusual, and he was unhappy because Harry Potter needed his support. What should he do?

Get
Connected!



- More ways to help:
- Send Flowers
 - Send Diapers
 - Order Local Delivery
 - Restaurant Gift Cards

Choose the family
that needs help
with the meals



Supreme MealTrain

Invite others to join this meal train via: [Email](#) [Facebook](#)
Or just share this link: <http://www.mealtrain.com/?id=mTjd6a24Tt>

Calendar of Meals

Date	Description	Action
Feb 7 Monday	This date is available	Book this date
Feb 9 Wednesday	This date is available	Book this date
Feb 11 Friday	This date is available	Book this date
Feb 14 Monday	Dave Brown Chicken Pot Pie We will bring a side salad also... and cookies.	
Feb 16 Wednesday	Samantha Smith Lasagna Congrats!!	
Feb 18 Friday	This date is available	Book this date
Feb 21 Monday	Emma Meyer Baked Enchiladas I know this is your favorite. Don't worry, no olives.	
Feb 23 Wednesday	This date is available	Book this date

Book available
dates!

It's not easy being a new mom. Mom is responsible not only for herself, but her entire family, especially her newborn. Babies are time consuming and exhausting for moms to take care of day and night, but when they smile, they make it all worth it. We interviewed and observed five nursing moms for this project. We were surprised to learn that moms told us over and over again that they felt like whatever they were eating, the baby is eating, and that the baby is relying on them as food source, but when they talked about what they ate everyday, we heard fast food and frozen meals, such as cheeseburgers, pizzas, ice cream, cookies so much more than homemade meals with fresh vegetables. They described eating healthy to us when they ate vegetables from the bags in the frozen food sections. In fact one mom said that those "saved her life."

We realized from our ethnographic research that the moms were feeling guilty and stressed from eating unhealthy food, yet it was not so much to make them change their habits. Although the health of their baby was their number one priority in life, and they religiously paid attention to his/her sleep patterns and food intake, the mom's diet was never tracked. They went by their sense of how healthy they have eaten each day, and that if they have a little dessert, it is ok as long as it is in moderation. They need someone to remind them, to motivate them to care for their bodies, because it does have an effect on the baby, they just can't see it quite well, so they still do them.

We want moms who know they should eat healthy because they are responsible for another person but don't act on it and therefore are guilty to move into the proud category, where they know and do (eat healthy). This could be through reminders, for example the diaper tracker that gives immediate feedback on what the mom has eaten on the well being of the baby. After that, we want them however to still move into another category, and that is the category of happiness. This is because, when they have to eat healthy but do it out of fear, then it gives them stress, but we want the healthy habits to be more natural, as if this is the only way to live/be. We want them to crave a fresh made apple juice instead of the soda, by changing their environment. Some solutions for this are strengthening the community, so that they are exposed to edible gardens where they spend time with other moms as they typically would, but also help the garden and bring some fresh produce home to cook with friends. We could use unconsciousness to promote healthy eating by changing book stories and creating a more dynamic cause and effect storyline.

We understand that this is a very important topic and hope that our solutions can trigger excitement for the moms to be proud and happy.

ONE PAGE SUMMARY