

# Ovia Parenting

## about the company

Ovuline is a technology start-up that is creating a new generation of health apps, built by scientists and doctors using sophisticated algorithms, to help women conceive (Ovia Fertility), maintain a healthy pregnancy (Ovia Pregnancy), and now learn more about their baby's development with a new app for parents (Ovia Parenting).

## the challenge

Ovuline is launching their newest app Ovia Parenting in May and asked Startup Institute for help in developing a marketing/launch plan and designing landing pages for their target customers. The Ovia Parenting app represents a departure for the company because both parents will use it and there will also be a social component that allows friends and family to follow the child's growth as well.

## hypothesis

Ovuline's hypothesis was that they should focus heavily on converting pregnancy app users to parenting app users. However, a successful outcome would also include acquiring new users who did not previously use the fertility or pregnancy apps.

## research

In an effort to get to know our target customers, our team developed and sent out a survey to prospective and new parents. The primary goals of the survey were to determine:

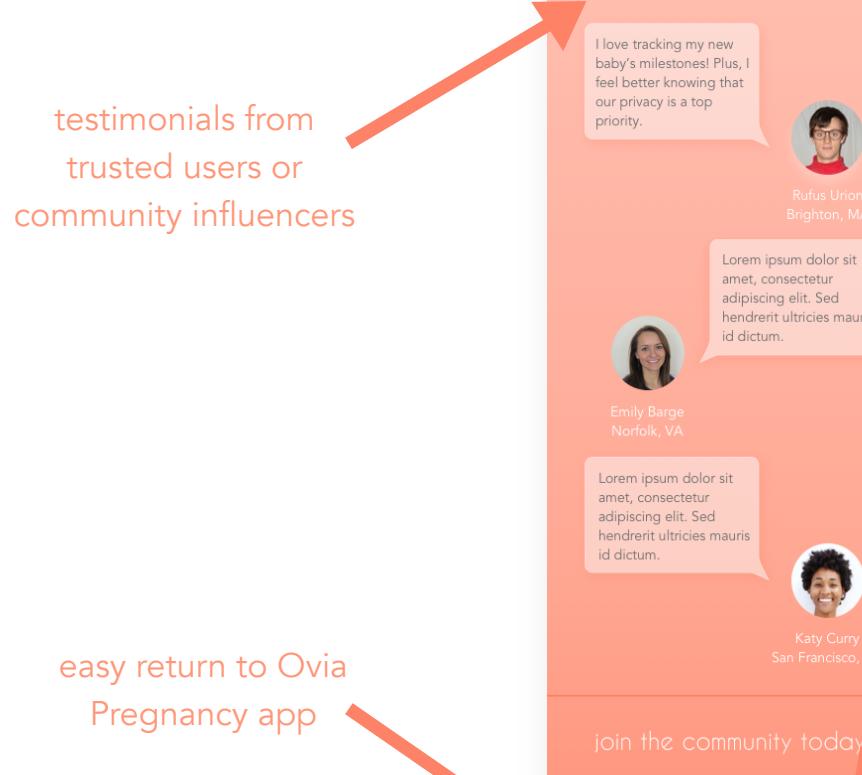
- age and gender
- previous app use and propensity
- interest in newborn developmental milestones
- how parenting information is currently received
- how updates/photos are shared
- importance of privacy

If we had access to the customer database, I would have also liked to do user interviews with current pregnancy app users to determine their interest level and evaluate the viability of specific features. We ultimately had over 200 survey respondents.

One piece of feedback that we found particularly interesting was that many of the survey respondents did not use Ovia's products but would be interested in downloading the parenting app described in the survey. These results challenged the original hypothesis that the launch plan should focus primarily on Ovia Pregnancy users and therefore, we chose to develop user stories and landing pages for 4 potential users.

## design process

While the team waited for the results of the survey, I began work on a mood board using InVision to ensure that the landing pages I was going to design would be consistent with the Ovia brand and clearly reflect their messaging to users. In the case of Ovia Parenting, the brand and messaging should evoke feelings of trust and inclusivity, while also remaining informative and fun. Below is a snapshot of the mood board:



After analyzing the survey results, I developed user stories and mockups for 2 of our target users, the Pregnancy App User and the Newsletter Follower (the newsletter is an app feature for older users that allows individuals to sign up for weekly updates from the parent without having to download the app). The second designer on our team focused on the 2 additional target users. As we did not have enough information about our target users to develop full personas, we chose to use simple user stories to help inform our designs. For example:

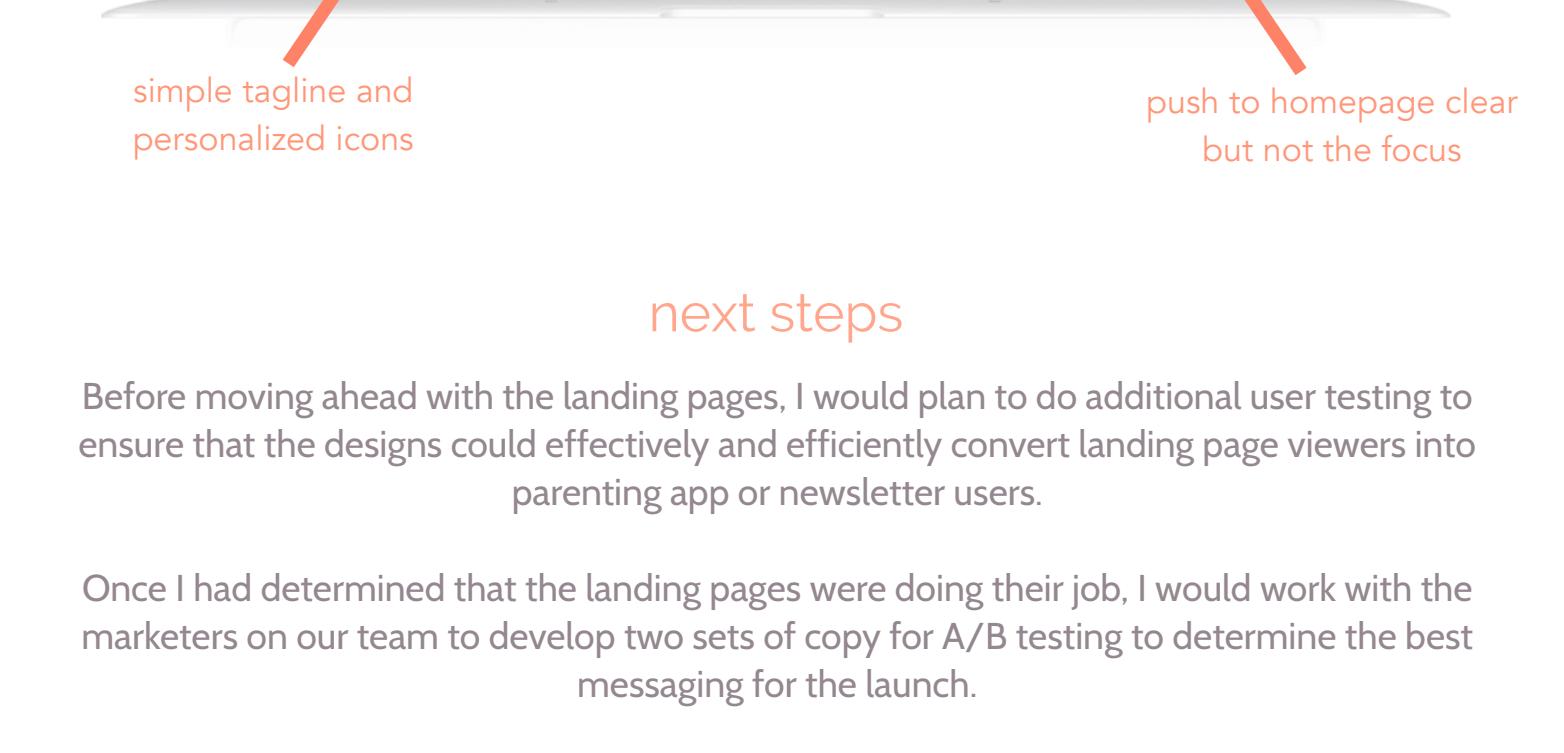
**Pregnancy App User:** When I give birth, I want to be informed about my baby's development from a trusted source so that I can continue to be the best parent possible to my child.

**Newsletter Follower:** When my relative/friend gives birth, I want to be notified of important milestones in their baby's life so that I can get to know him/her as they grow.

I first built mockups using Balsamiq that I was able to show my team members and several potential users and tweak quickly based on their feedback. Below is an early sample of the landing page for the Newsletter Follower:



### Pregnancy App User



### Newsletter Follower



## next steps

Before moving ahead with the landing pages, I would plan to do additional user testing to ensure that the designs could effectively and efficiently convert landing page viewers into parenting app or newsletter users.

Once I had determined that the landing pages were doing their job, I would work with the marketers on our team to develop two sets of copy for A/B testing to determine the best messaging for the launch.