



UNIVERSITY *of* WASHINGTON

MSIS 524 - Final Project: BlossomMum

MSIS Purple Team 9

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Section A1

What is the long term or end-goal of your product?

The product is a pregnancy app that aims to help pregnant women with their journey. The app provides various features and resources to support the physical, emotional and social well-being of the users and their babies. Some of the features include - pregnancy tracker, baby health tracker, appointment scheduler, mood tracker, other informational resources and making connections with people who share similar experiences. Our long-term goal is to become the leading pregnancy app for expecting parents worldwide and provide families with information, tools and community.

What is a successful launch? How you measure success? List key performance indicators.

Some of the major KPIs we plan to measure for successful launch are:

- Engagement on platform - conversions, retention, referral.
- User impact - interaction with app features such as active users, sessions, time spent.
- Revenue and profitability
- Intangible – user feedback, ratings, bug, reports, feature requests, product updates

How will you obtain your data to measure success?

- Web analytics - obtain data on metrics such as traffic, bounce rate, conversion rate, retention rate etc.
- Customer feedback - obtain data on customer satisfaction and loyalty.

- Product analytics - obtain data on metrics such as active users, sessions, time spent, feature adoption.
- Financial reports - obtain data on metrics such as revenue growth rate, gross margin, net margin, return on investment.

Who are you building the product for? What is the value of the product to your end users?

The product is mainly for families with access to mobile phones and the internet. The product aims to be a comprehensive and reliable companion for pregnant families throughout their pregnancy journey. Our mission is to help uplift womanhood and motherhood.

Are there current solutions to achieve the stated goal? What are the gaps not addressed by the current solutions? Can your product address these gaps?

There are several current solutions to achieve the stated goal of helping pregnant women with their pregnancy journey. These include apps like peanut, mylo, ovia etc. However, these current solutions have some gaps which we are addressing in our solution. Some of the gaps are:

1. They do not offer a comprehensive solution for end-to-end journey.
2. They do not allow users to invite their partners or other loved ones to follow along and be more involved in the pregnancy process.
3. Most of these apps are focused on women and baby health during pregnancy. They miss out on the crucial phase of Postpartum Depression following pregnancy, which affects mothers at large.
4. These applications do not have critical features like doctor consultancy, appointment scheduler, medicine tracker and providing curated resources.

What are your plans to monetize the product?

Few things to monetize the product are:

- Subscription or freemium models
- In-App Advertising and purchases
- Brand Partnerships and Sponsorships
- Data monetization

Section A2

Our survey collected 38 responses, primarily from individuals aged 27-36. Half of the respondents were new mothers who were currently pregnant or had been pregnant within the past year, while the remaining responses were from friends or family members of new mothers. The responses are mainly from the U.S.A, Canada and India.

When asked if they were currently using or had used any resources to specifically help them along their journey, 23 respondents answered yes, while 15 responded no. The resources they mentioned include various apps such as Baby Center, Ovia and Peanut, as well as websites like What to Expect, Parent Life Network, and HealthyChildren.org. Some respondents also mentioned relying on colleagues, family, medical facilities, and online searching platforms like Google.

When it came to the most helpful features of the resources, respondents highly valued informative content (23 respondents). Other mentioned features include gestation trackers, community features, access to emergency care, education for mother's health, and access to nearby healthcare professionals or pharmacies.

In terms of usage, most respondents reported spending less than an hour per day using the resource, while some reported spending 1-2 hours (11 respondents). Only a few people will spend more than two hours using the resources. When asked to rate the ease of using the resources, most respondents rated the ease of use as manageable (15 respondents) or good (9 respondents). However, there were still some who found it confusing (3 respondents) or felt that improvements were needed (10 respondents).

Lastly, and most importantly, we also sought respondents' suggestions on how their experience with the resource could be improved. Here are some insights we gained from the responses:

1. **An easy way to find relevant resources with authentic information:** The most common theme that emerged from the responses was the desire for more reliable and useful information. There could be various types of resources of information. For example, there was a suggestion for an anonymous way to reach out to doctors online for queries, ensuring privacy and convenience.
2. **More postpartum-related content:** Seven respondents emphasized the need for more content related to the postpartum phase. They observed that existing resources predominantly focus on the pre-pregnancy journey and the fetus and baby after birth, while neglecting the mother who has just given birth. Respondents expressed a desire for postpartum-specific information, such as therapists, postpartum care, and other relevant resources.
3. **One platform for all information:** Respondents expressed frustration with the fragmented nature of existing apps, which tend to focus on specific aspects of pregnancy. They mentioned the time-consuming process of browsing through multiple platforms to access different

information. There was a strong preference for a single platform that provides comprehensive information covering both the prenatal and postnatal phases of pregnancy.

4. **Personalized follow-ups and customized programs:** Respondents desired tailored guidance and support based on their specific needs and preferences. Additionally, respondents mentioned that article summaries in emails would be helpful, saving them time by providing a brief overview of the content without requiring them to click and open a browser.

Section A3

We conducted usability tests after deploying the prototype on the mobile phone. Here are our findings and pain points:

1. **Overall, how did customers react to the prototype?** The overall reaction to the prototype was positive, with test takers expressing that the application would be beneficial for new mothers. They highlighted that the prototype offered creative features and functionalities not commonly found in current pregnancy apps.

2. **What worked well?** ① The calendar feature was praised for its creativity and usefulness, particularly the ease of accessing appointments. ② The daily mood tracker for mothers was regarded as a standout feature. This feature allowed mothers to capture and reflect upon their emotional well-being over time, which could be invaluable for understanding patterns, seeking support, and fostering self-awareness during the postpartum phase. ③ The community section was well-received for its functionality and potential for building connections among users. ④ The involvement of family members and friends are creative, which enable them to join the journey of having a new baby.

3. What didn't work well? What would you do differently next time? ① Sign-up page:

The gender input was found to be confusing. Considering a more inclusive and diverse range of gender options could improve user experience. ② Dashboard: The appointment information was not easily visible on the home page, and it was suggested that appointments and meditation be given more prominence than baby tracker/mood tracker/resources. ③ Baby tracker: It was unclear whether the weight, length, and days left displayed were real or just suggestions. Clarifying the nature of this information would provide a more accurate representation of the baby's progress.

Next time a potential improvement would be to showcase different home pages specifically tailored for pregnant mothers and postpartum mothers. For pregnant mothers, the home page could focus more on the mother's current state and appointments/meditation information. For postpartum mothers, equal emphasis could be placed on both the baby tracker and the mother tracker.

4. What was most surprising to you? Different users valued different aspects of the product, perceiving it as a pregnancy tracker, a mother's social platform, or a resource provider. This highlights the importance of personalization in the dashboard for individual user preferences.

5. What other things does this prototype make you want to test? The usability test sparked interest in testing the prototype with different user groups to gather feedback and insights specific to their needs. Personalized dashboards were identified as a potential area for further testing to assess their effectiveness and impact on user experience.

Section A4

Link of the video: https://www.youtube.com/watch?v=fvtg_6MA8Wg

Appendix

I Survey: [Mama's Tribe Survey \(surveymonkey.com\)](https://surveymonkey.com)

1. Name (Please write N/A if you wish to stay anonymous)

2. Age

* 3. City or Country

* 4. Please share if you are a new mother(pre and post natal) or closely interacting with someone who is.

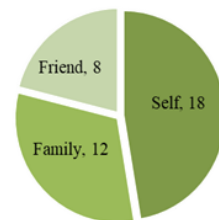
Self (Currently pregnant or been pregnant in the last 1 year)

Family

Friend

Other (please add comments if you wish to specify)

Identity



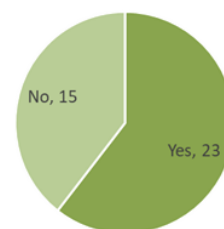
5. Are you currently using or have used any resources to specifically help you along the journey?

(Example: Applications or Platforms, Govt program, broadcast program, social Media, local communities etc)

Yes

No

Use of Pregnancy Resources



6. Name of the most helpful resource.

- App: Baby center app, Ovia, baby tracking apps, peanut, Mylo, Wonder weeks...
- Website: what to expect, Parent Life Network, HealthyChildren. Org
- Other: colleagues and family, Medical facilities, google

7. What were some of the features on the resource that helped you the most?(Select what best applies to you)

Gestation Tracker

Community

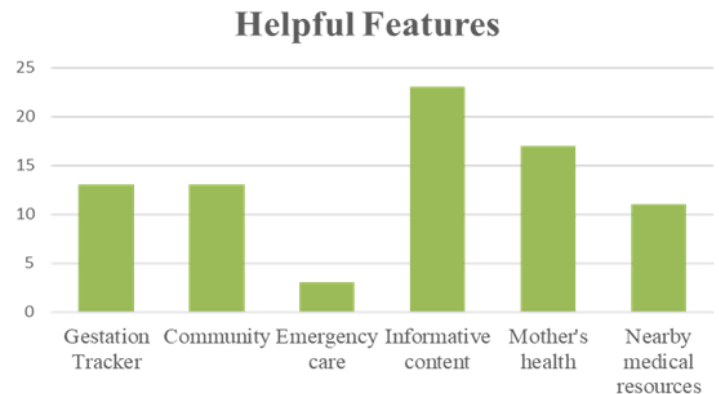
Accessible emergency care

Informative content

Education for mother's physical and mental health

Access to nearby hospitals, doctors or healthcare professionals or pharmacies

Other (please specify)



8. On an average how many hours do you spend using the resource everyday?

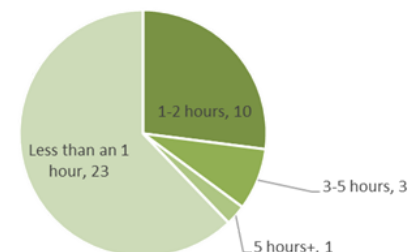
Less than an 1 hour

1-2 hours

3-5 hours

5hrs+

Time Spent on Resources



9. How would you rate the ease of using the resource ?

1 - Very confusing, need to spend a lot of time finding what I need.

2 - It's okay, needs improvement

3 - Manageable

4 - It's good - I can immediately get whatever help I need.

Rate the Resources



10. What do you think could have made your experience with the resource better.

- Easy way to find relevant resources with authentic information
- More about postpartum
- One platform to provide all the information for pre and post phase of pregnancy and it's journey
- The program which I had joined is all about keeping our mind in good state and it helps emotionally and spiritually for the healthy growth of the baby. In every step they guide us and answer all my questions related to pregnancy ..It is very helpful .Still i have connected with this application.
- As a health care professional myself I didn't need any information much rather I needed good hospitals and diagnostics at ease. And also I needed some relaxing time myself in my hectic schedule and just 6 months of leave whereas in corporate and central govt you can avail maternity leave up to 1 yr
- More postnatal information as there is for prenatal
- it should be more user friendly
- Quality of information available, more active community
- Regular personalized follow ups and customized program for each individual
- One stop shop for everything a mother would need from pregnancy to 1 year of baby
- Chatgpt :) save time in finding answers on multiple websites
- It would have been great if the app also had useful resources for mothers. All the apps I had focused more on the fetus and baby after birth, I would have preferred some resources useful for mom like therapists, postpartum care etc
- Expand community aspects

- maybe an anonymous way of reaching out to a doctor online for queries
- Growth was tied to the expected delivery date not the actual incase the baby was born earlier or later to the due date
- All apps combined in one.
- More reliable information
- Article summaries in the email would be helpful, instead of me having to click and go to the browser to read the entire article. Saves time if the app main page or the email notification would contain a blurb of the article.

References:

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