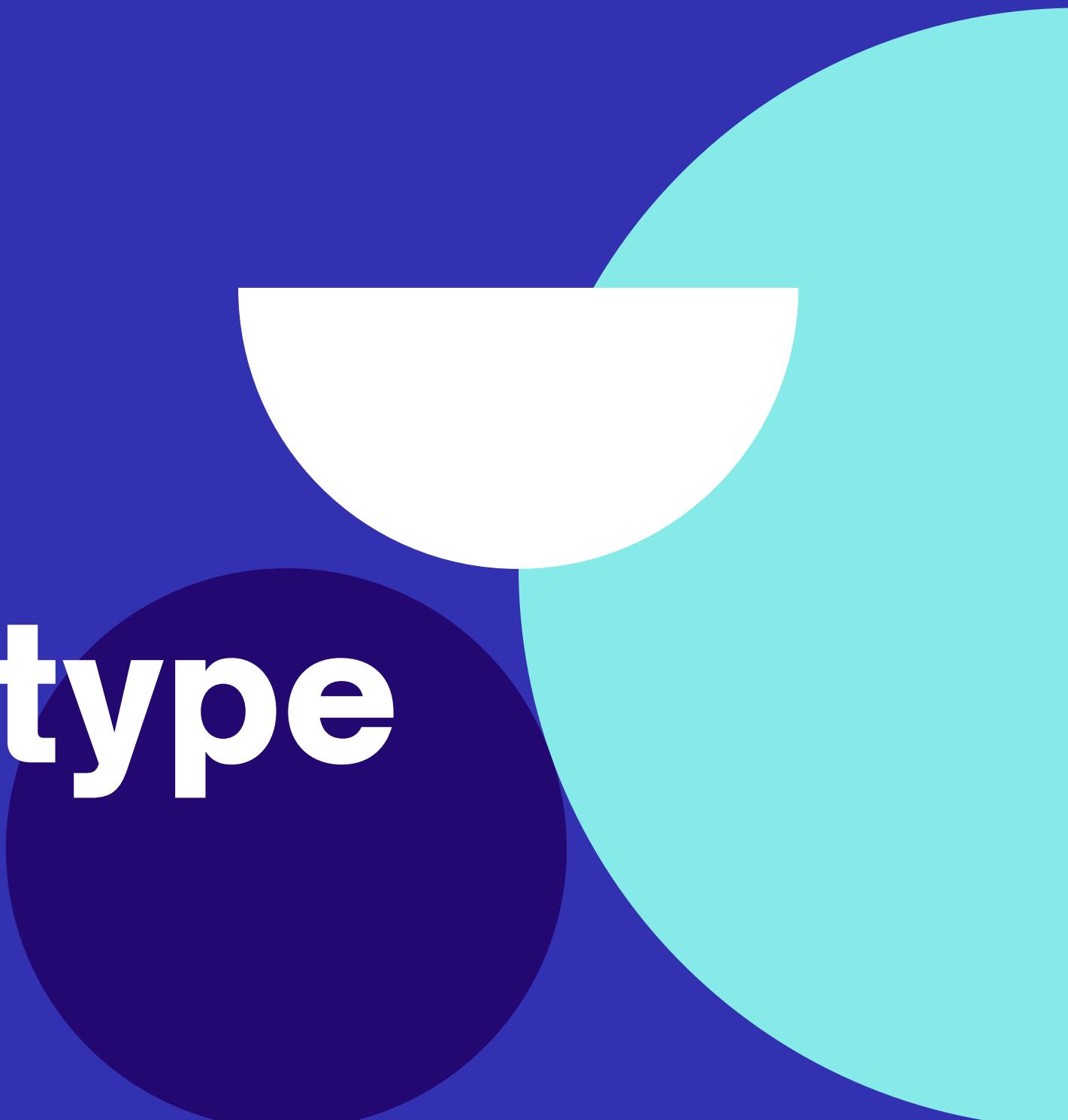


# Pebble: Medium-fi Prototype

Divya Nagaraj, Nadin Tamer, Jessica Yu, Grace Zhang





# SUMMARY

Solution Overview & Tasks

Revised Interface Design

Prototype Overview

# Problem, Solution, & Value Proposition





## VALUE PROPOSITION

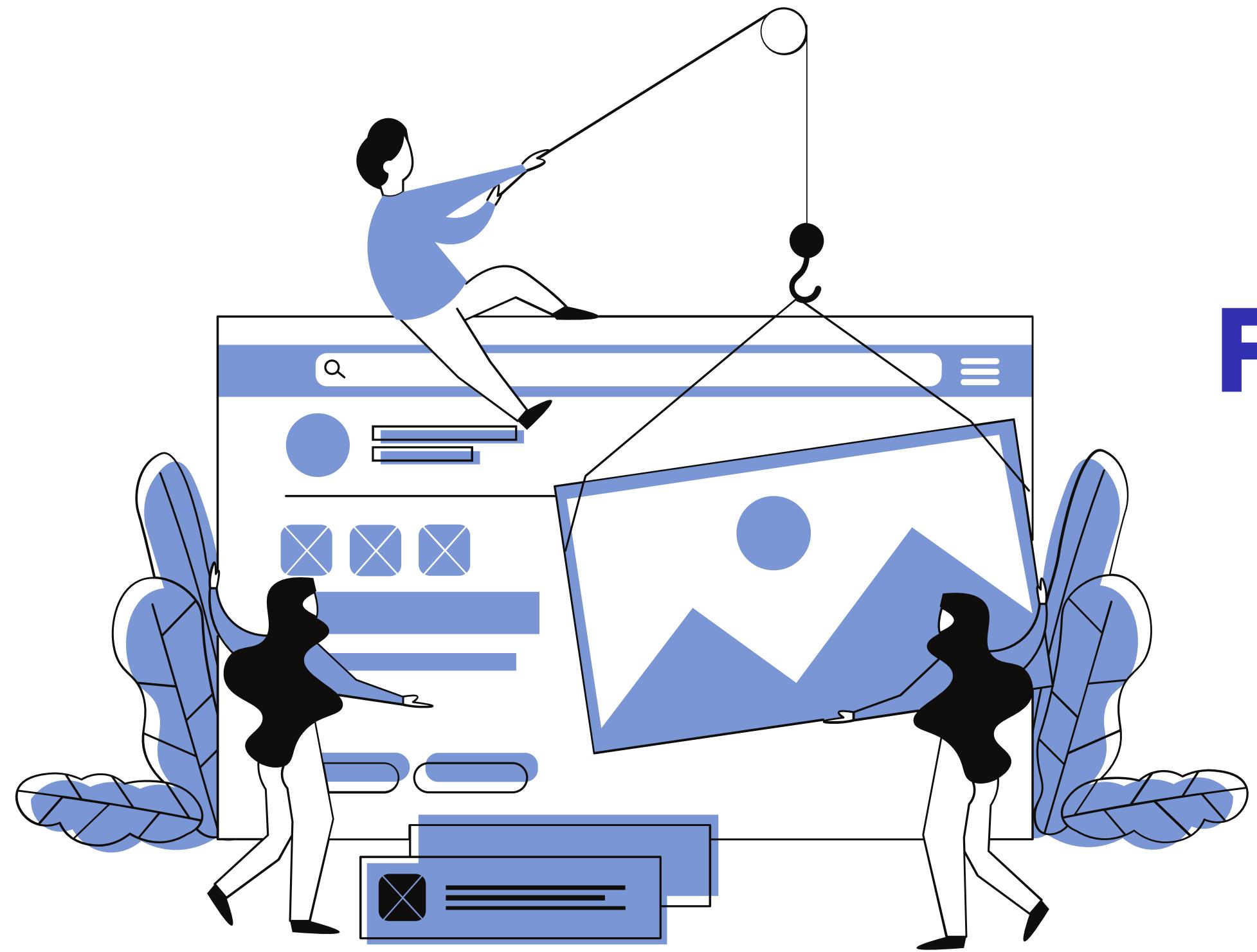
Learn more for your growing family!

## PROBLEM

Pregnant people often wish their partners were more connected to the pregnancy process, and likewise, partners wish they had access to information to carry out their own research and better understand how they can be of support.

## SOLUTION

Pebble is an app designed for pregnant individuals' partners to easily acquire digestible information, tips, and recommendations customized for them.



# Revised Tasks

# Tasks

## Task 1 (Simple):

View relevant information for the current week of pregnancy

## Task 2 (Moderate):

Search for and find information on specific topics (ie: morning sickness)

## Task 3 (Complex):

Activate "emergency mode" to access relevant information during labor or medical emergencies

## Task 4 (Complex):

Add this week's suggested tasks to "my tasks" list

# Tasks

## Revision 1:

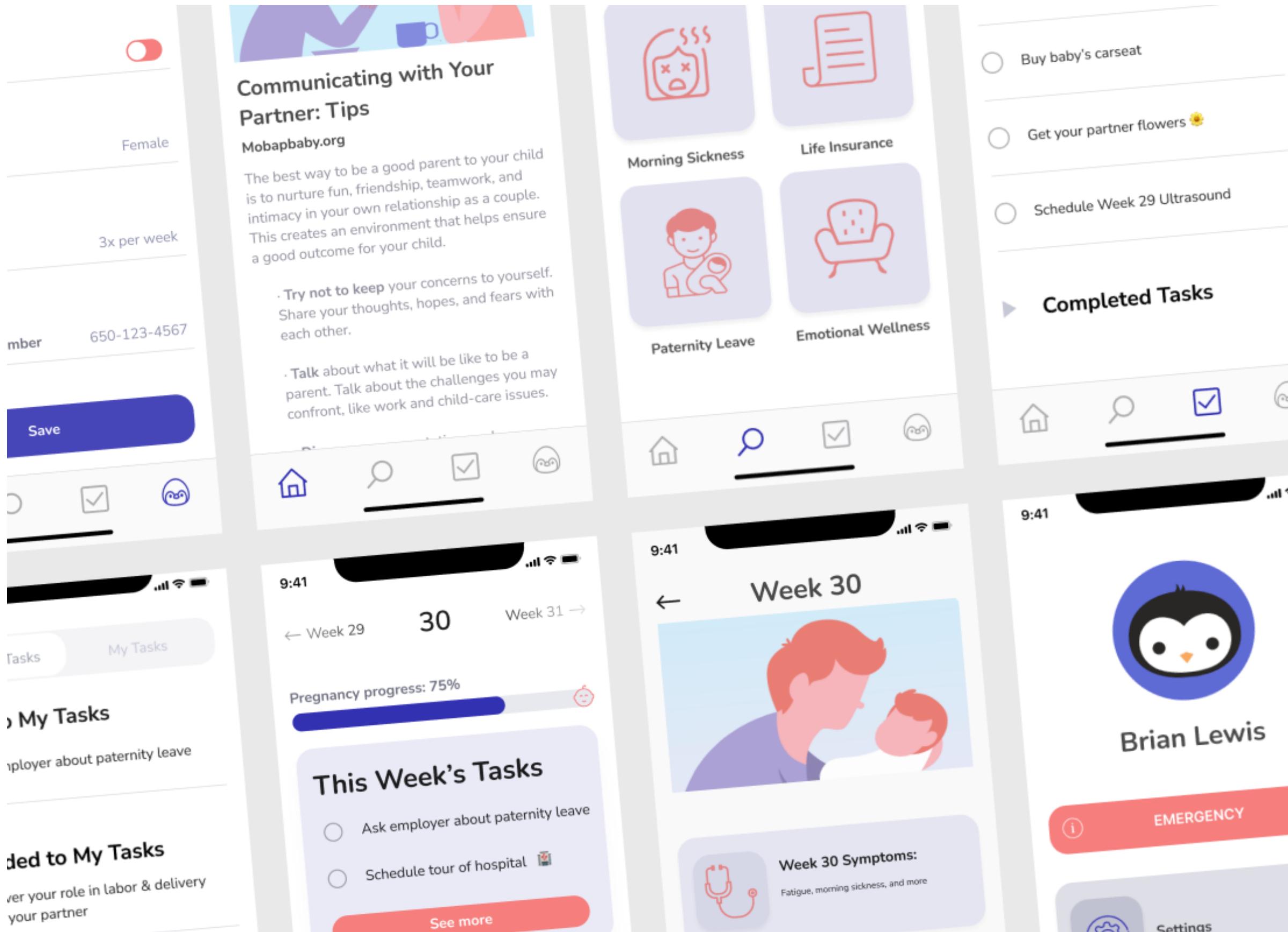
Removed task 2 (edit background info to receive customized recommendations) because it was more of a one time feature than a task.

## Revision 2:

Added a new task 3 (Activate "emergency mode" to access relevant information during labor or medical emergencies), a feature suggested by one of our user testers.

## Revision 3:

Added task 4 (add this week's suggested tasks to "my tasks" list) at the recommendation of user testers to enable easier access to tasks and task rollover from week to week

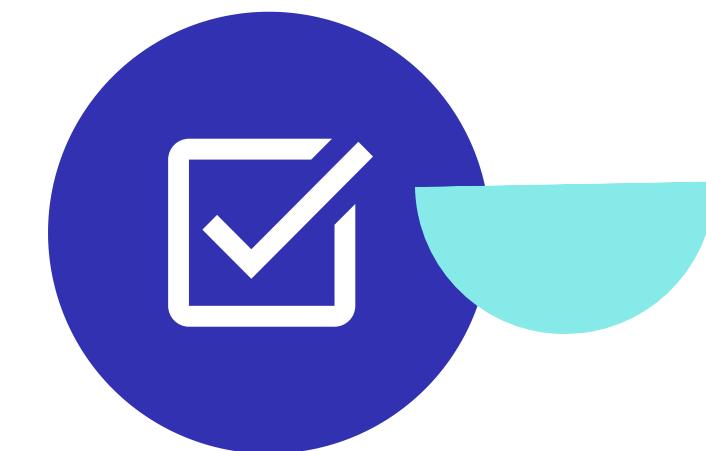


# Revised Interface Design

# Interface Revisions



Redesigned **card stack** into module-based flow for weekly info & tasks



Fleshed out and clarified user flow for **adding and completing tasks**



Added an "**emergency button**" for labor or medical emergencies

# Revision #1: Weekly Modules

## Before

- Week-to-week navigation relied on swipeable card stacks
- Swiping up/down brought the user to the next/previous week's card stack
- Swiping left enabled the user to explore the current week's content cards

## Feedback

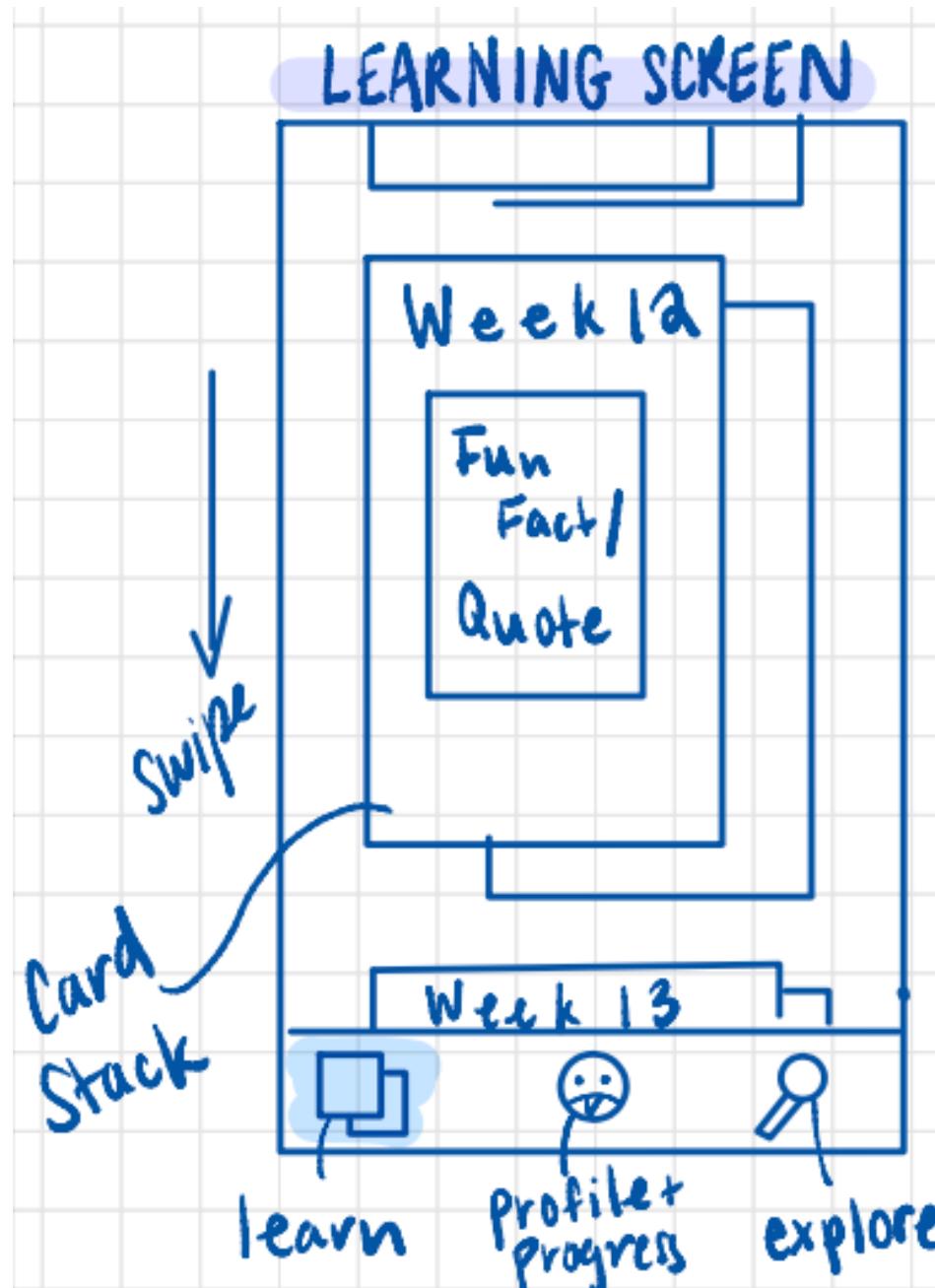
- Users found the left swipe to be extremely unintuitive
- Interviewees thought having to swipe through every weeks' card stacks to get to a specific weeks' content was very slow and tedious

## After

### Improved User Navigation

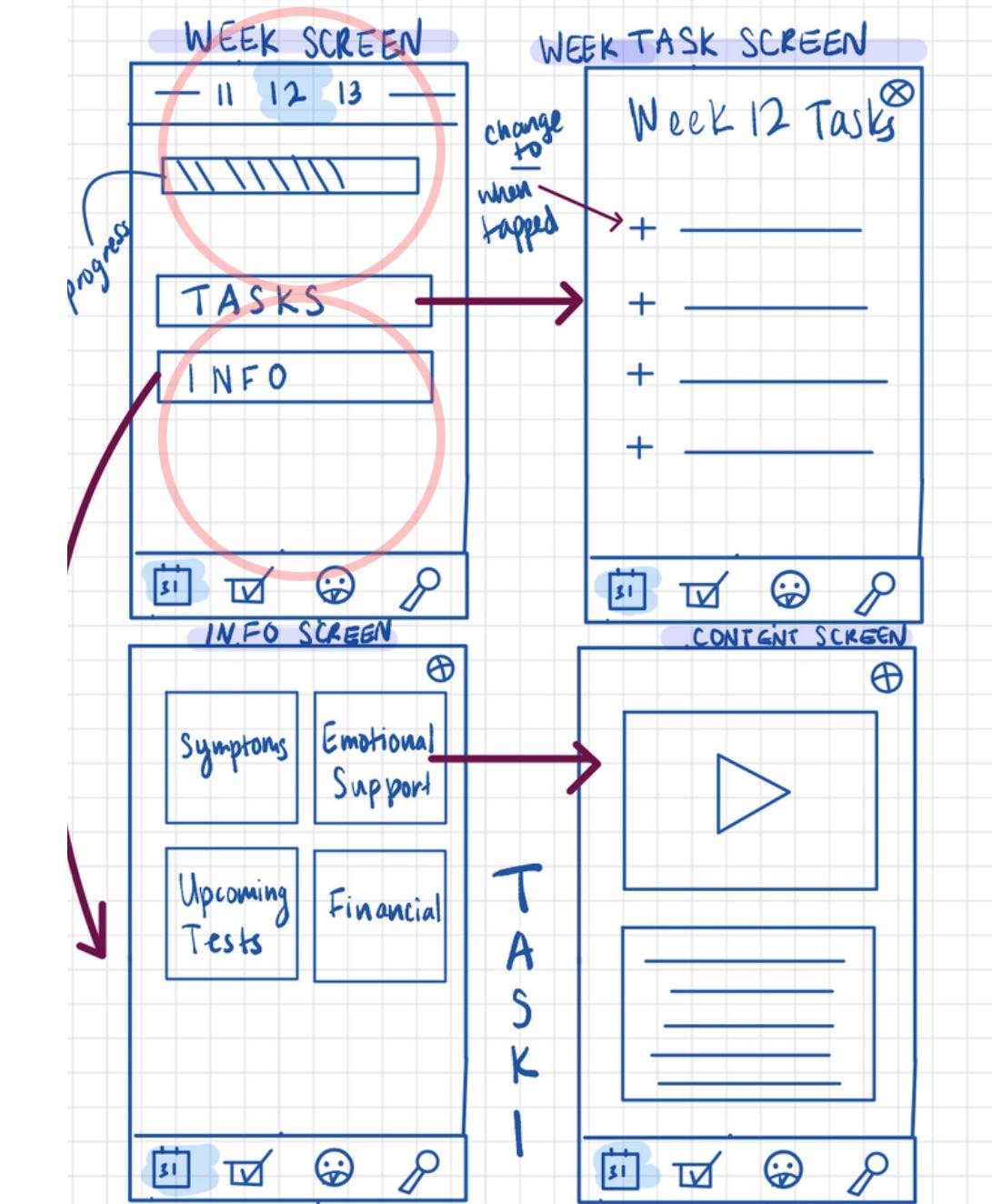
- Weekly information utilizes a **tap-based** module layout
- Users navigate from week to week by **scrolling** through the horizontal date scrollbar at the top of the screen
- Each week, users are brought to a home screen that can take them to
  - the current week's **information** (which is further broken into tappable modules)
  - and the current week's **tasks**

# Revision #1 Screens



**Before:** weeks were  
organized in  
confusing swipable  
card stacks

**After:** weeks are  
organized in  
intuitive, tappable  
modules



# Revision #2: Task Flow

## Before

- Tasks were buried in the current week's card stack as a content card
- Tasks were only accessible and completable by navigating to the current week

## Feedback

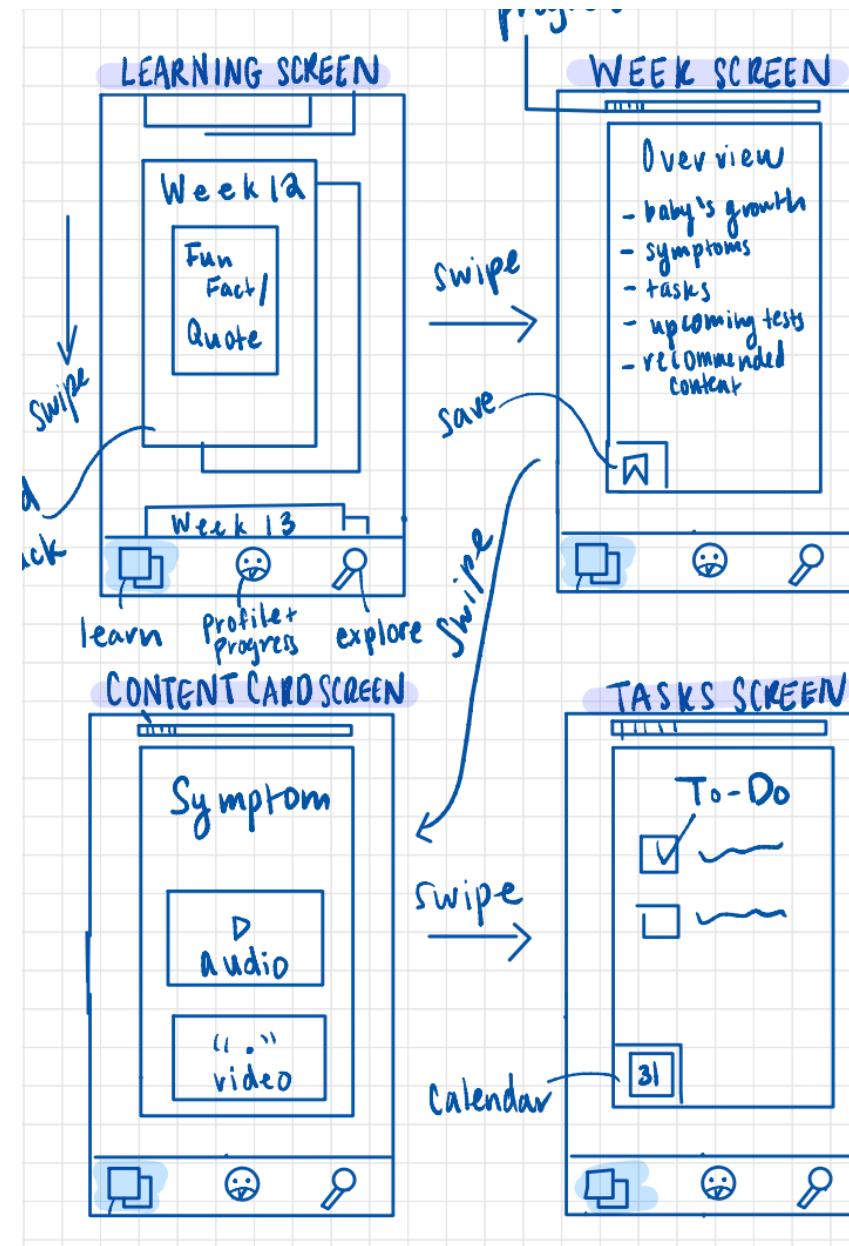
- Interviewees pointed out that in practice, tasks are likely to carry over week to week and that a rollover feature would be useful
- They also noted that tasks would be one of the most useful components of the app for them and should be made easily accessible

## After

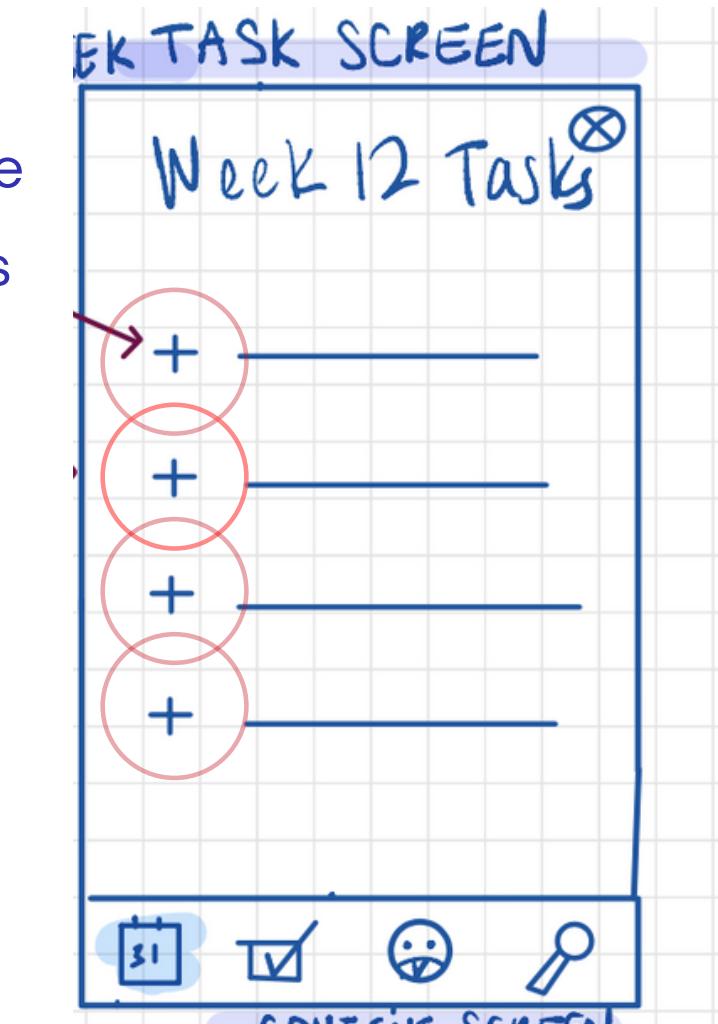
### Improved Task Flow

- To make them more accessible, Tasks is one of the four main tabs in our app
- The tasks screen is broken down into two toggles
  - **Week 30 Tasks** shows the current week's suggested tasks
  - **My Tasks** shows all of the user's ongoing tasks (which carry over week to week)
- Tasks can be **added** from the current week to the **My Tasks** list
- Tasks can be **completed** from **My Tasks**

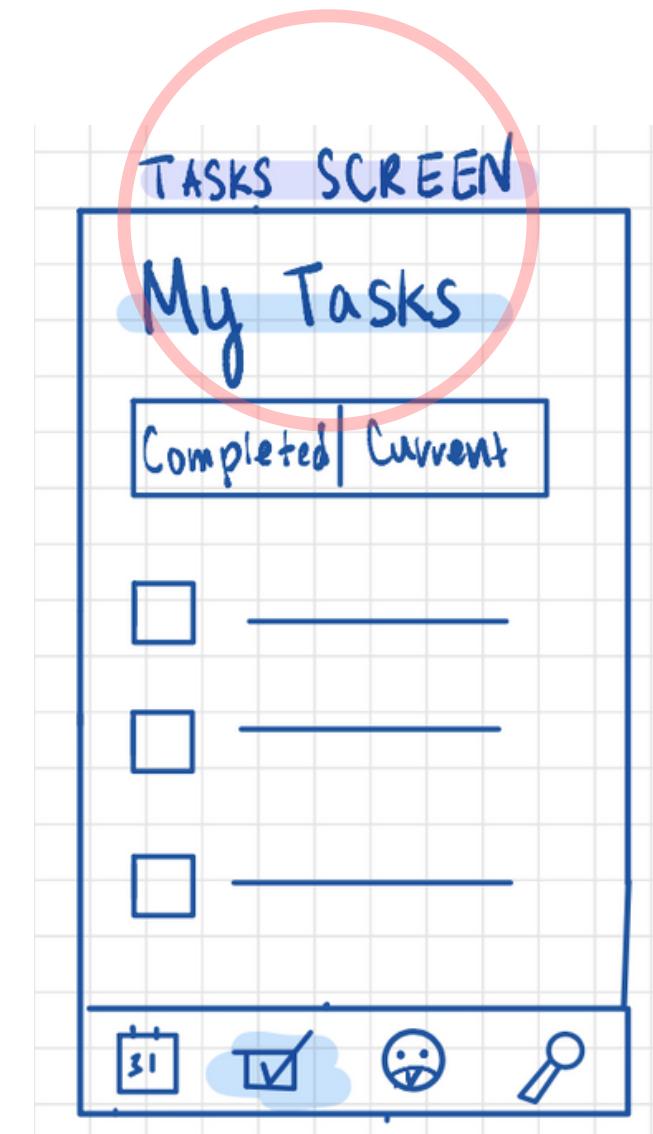
# Revision #2 Screens



**After:** A separate Tasks tab was created for easy access, with a clear way to see the tasks for the week and previously saved tasks



**Before:** Tasks were only accessible through the week page



# Revision #3: Emergency Button

## Before

- Did not contain a labor/emergency mode
- Profile & settings screens were only used to customize the content users encountered in content cards

## Feedback

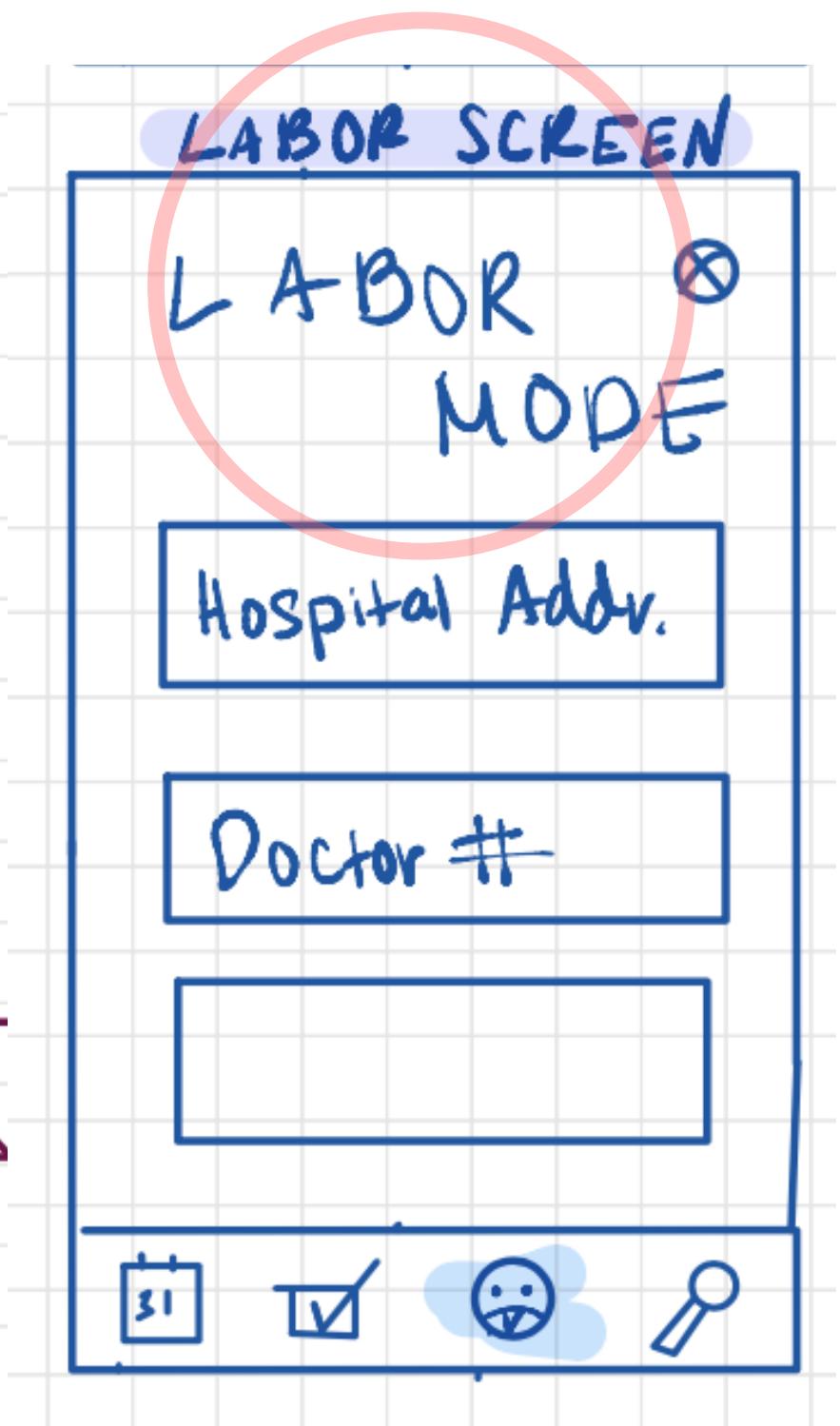
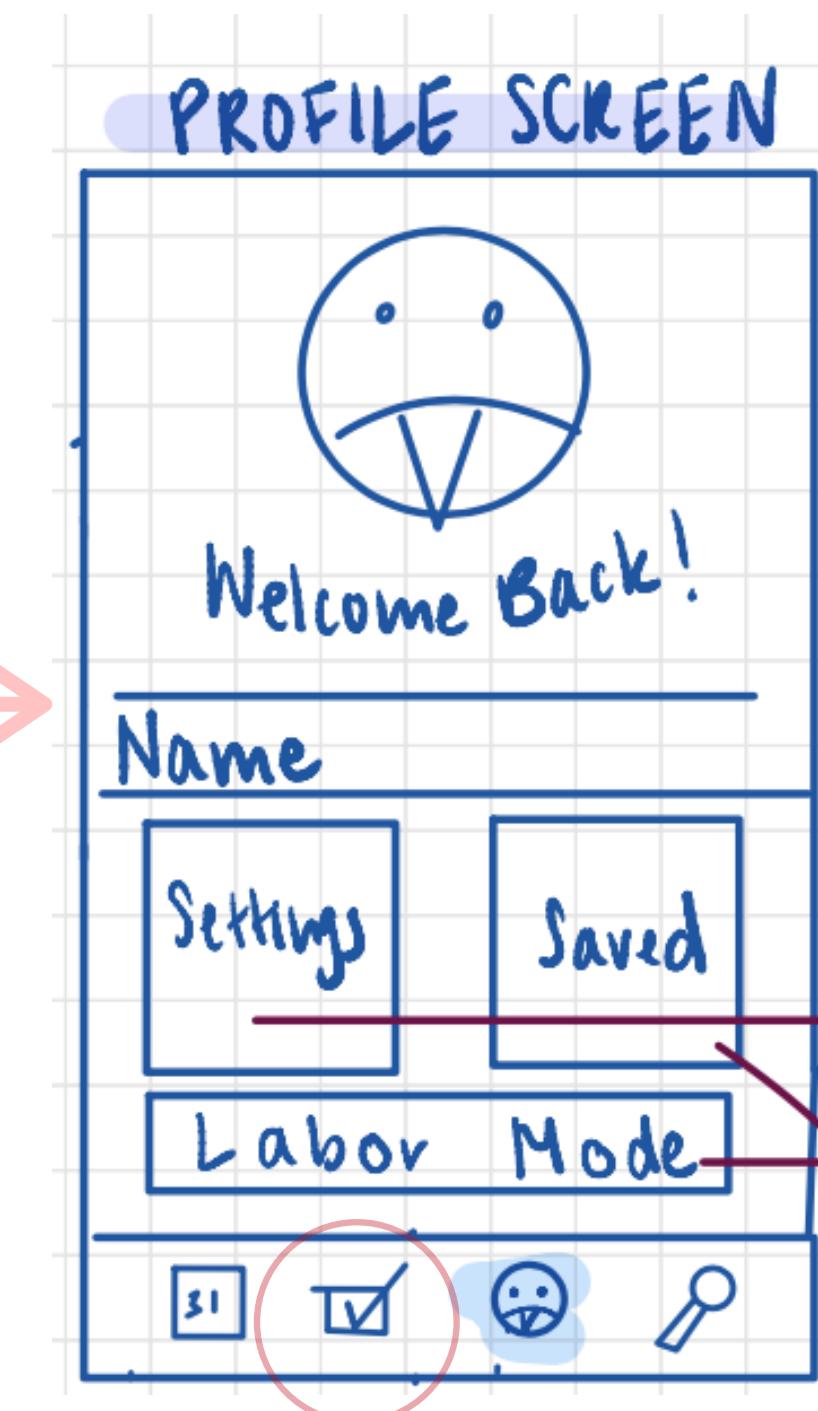
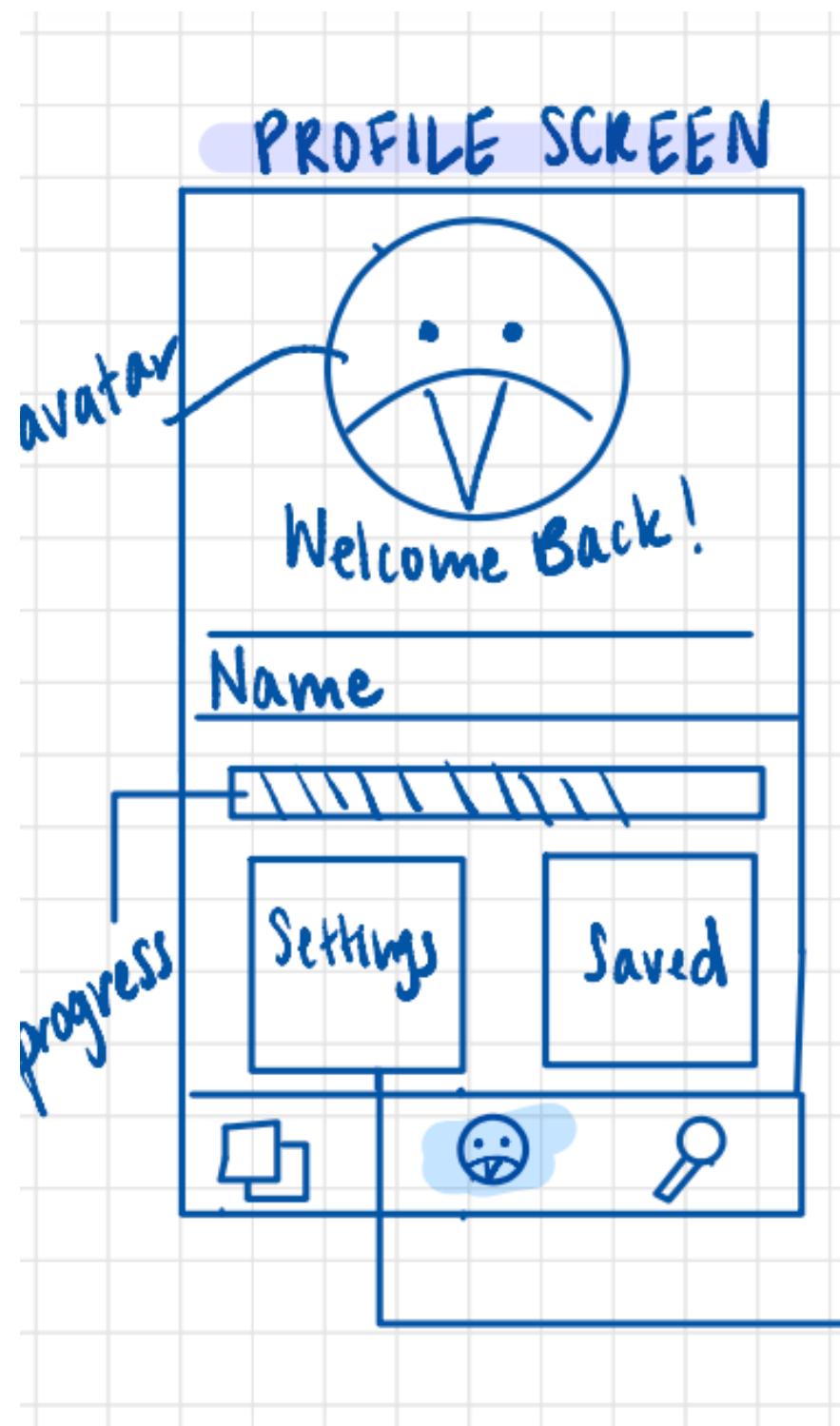
- A user suggested implementing a "labor button" to provide the user with fast, necessary info during labor or an emergency
  - Relevant info included doctor's phone number, directions to nearest hospital, notifying contacts, etc

## After

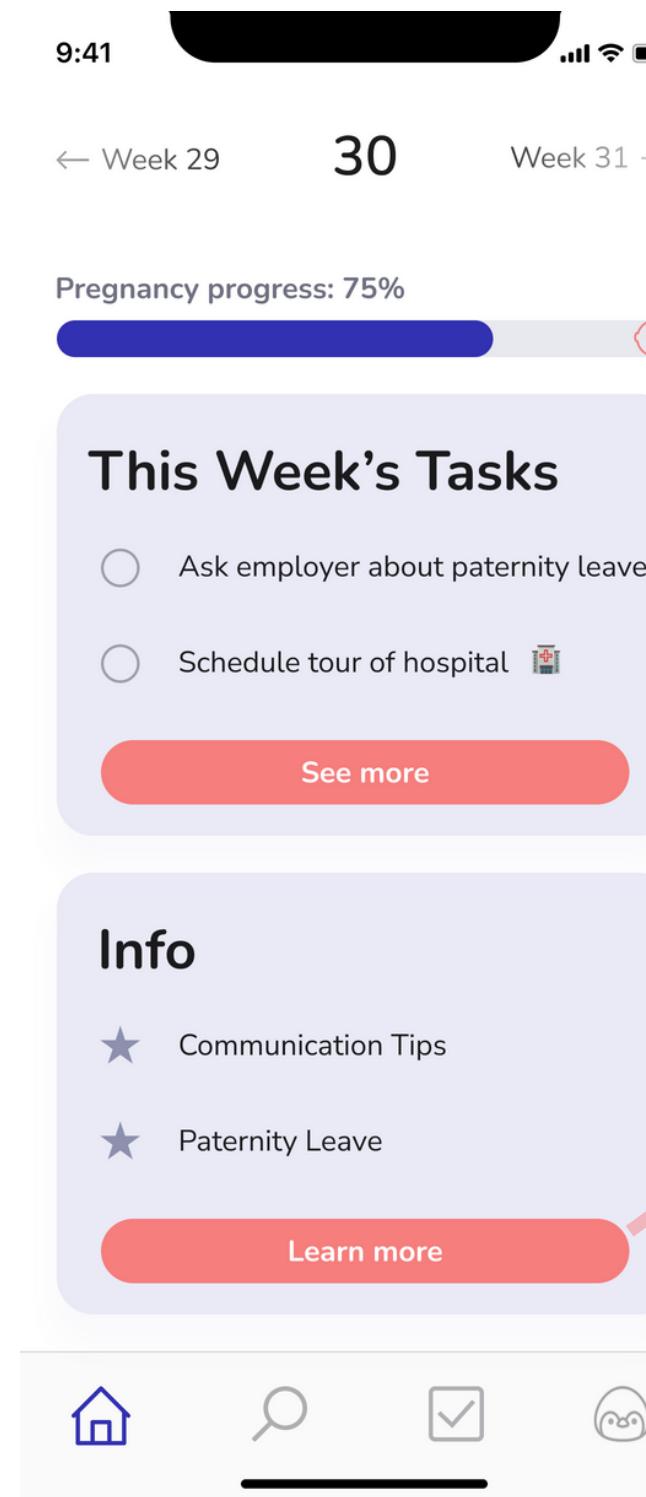
### Added Emergency Feature

- An **emergency button** was added to the user's profile screen
  - When tapped, this button takes the user to a page that displays actionable items such as calling your doctor, hospital directions, etc
- This feature is clearly applicable and helpful to all of the app's intended users
- The settings screen is used to input the relevant data beforehand

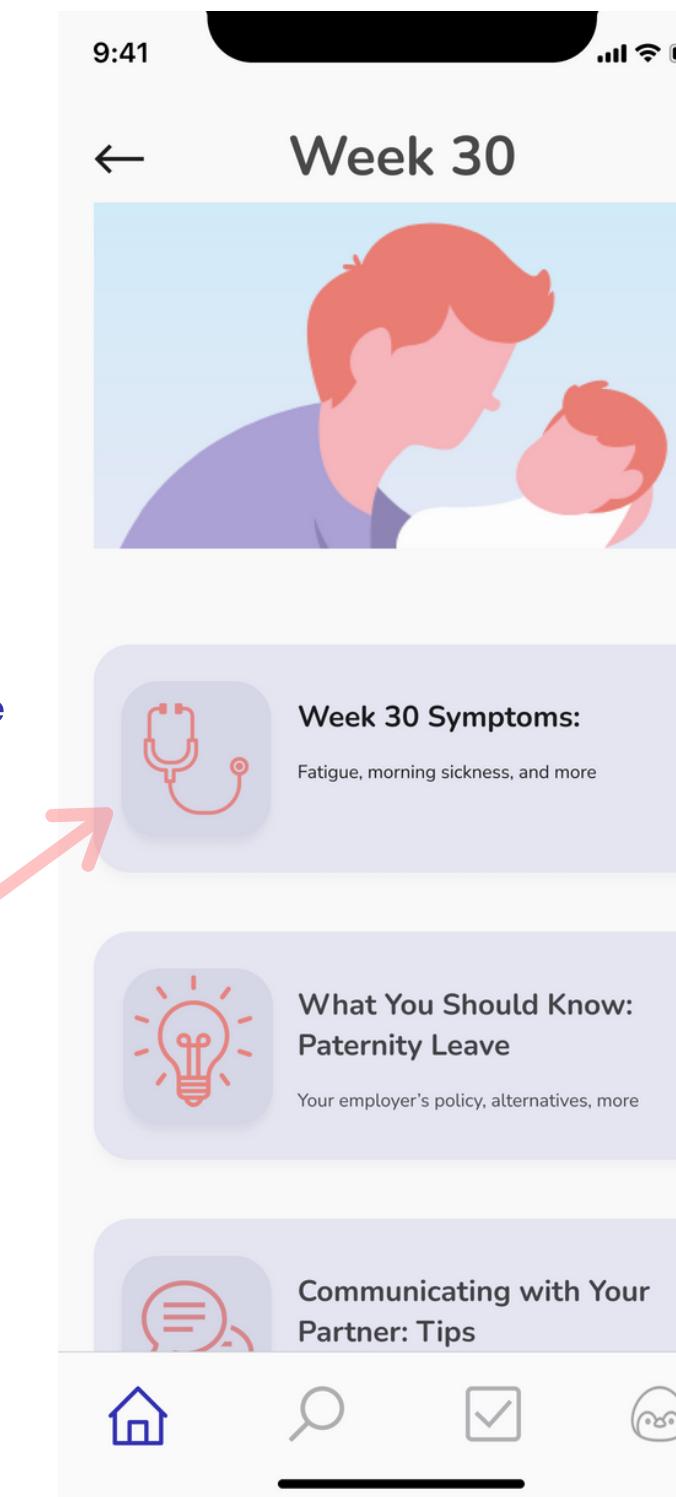
# Revision #3 Screens



# Task 1 Flow

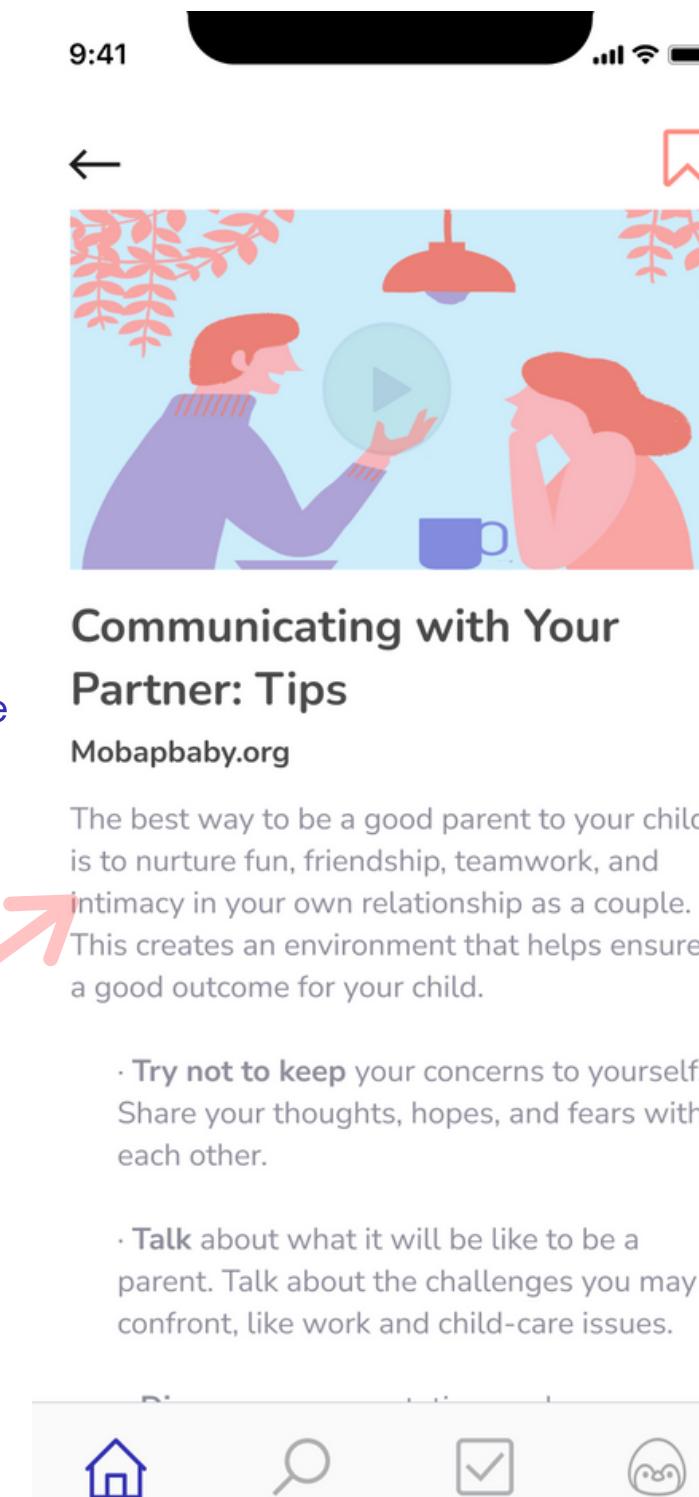


Home page can access the current week's tasks and info.



brings the user to the week's info modules

brings the user to the relevant content



## Communicating with Your Partner: Tips

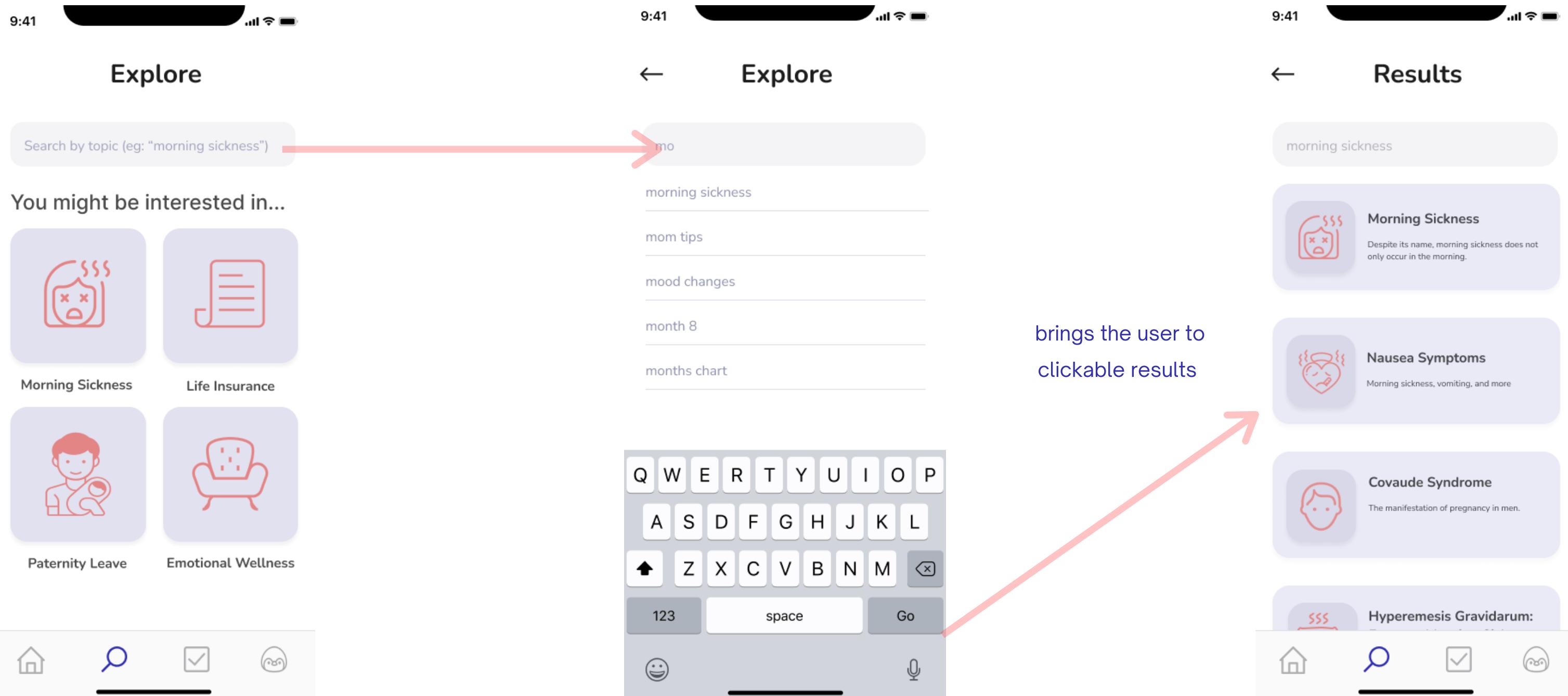
Mobababy.org

The best way to be a good parent to your child is to nurture fun, friendship, teamwork, and intimacy in your own relationship as a couple. This creates an environment that helps ensure a good outcome for your child.

- Try not to keep your concerns to yourself. Share your thoughts, hopes, and fears with each other.

- Talk about what it will be like to be a parent. Talk about the challenges you may confront, like work and child-care issues.

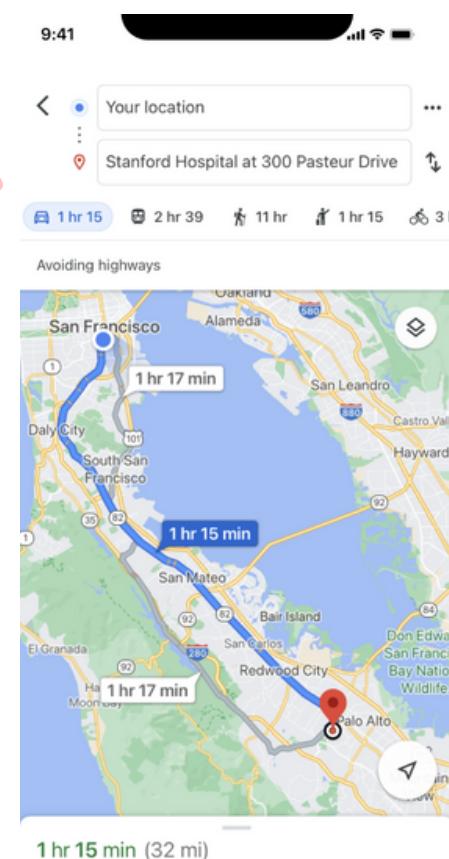
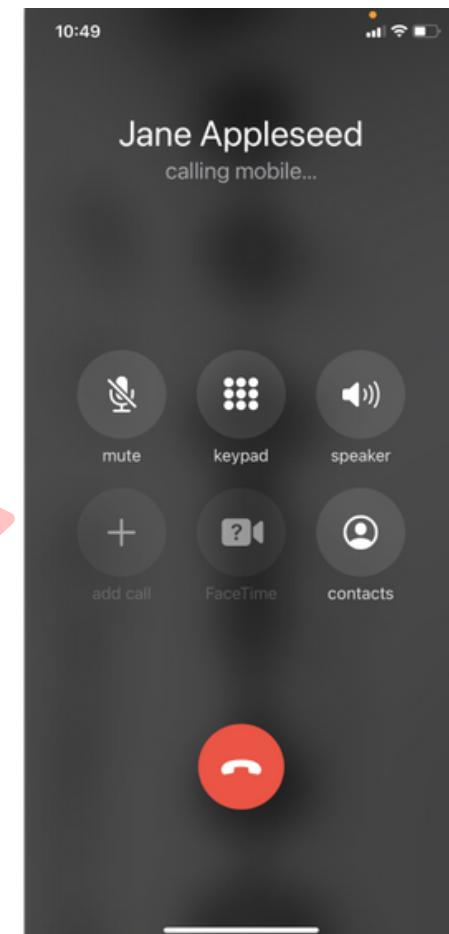
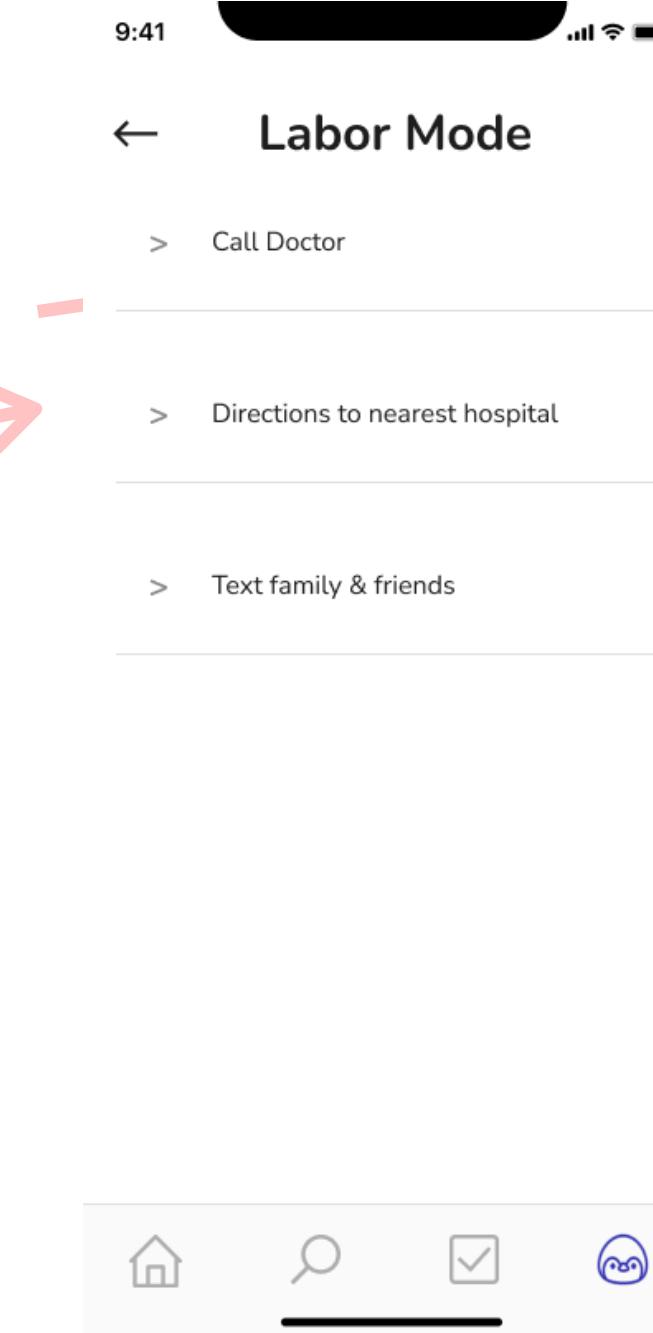
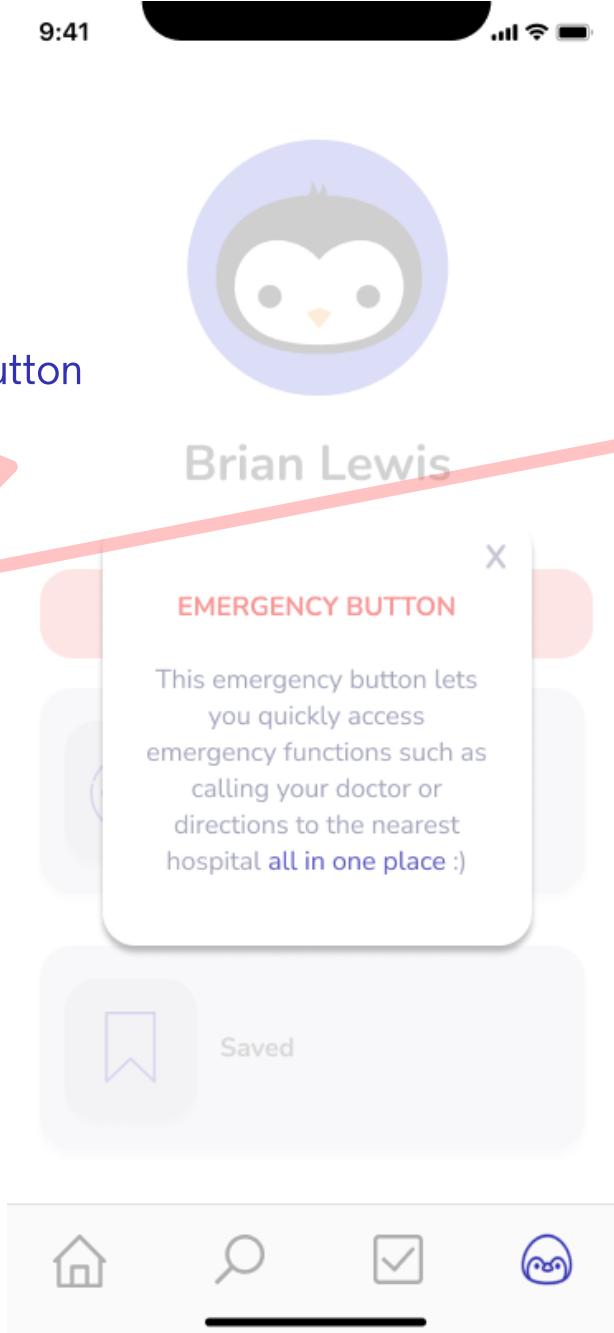
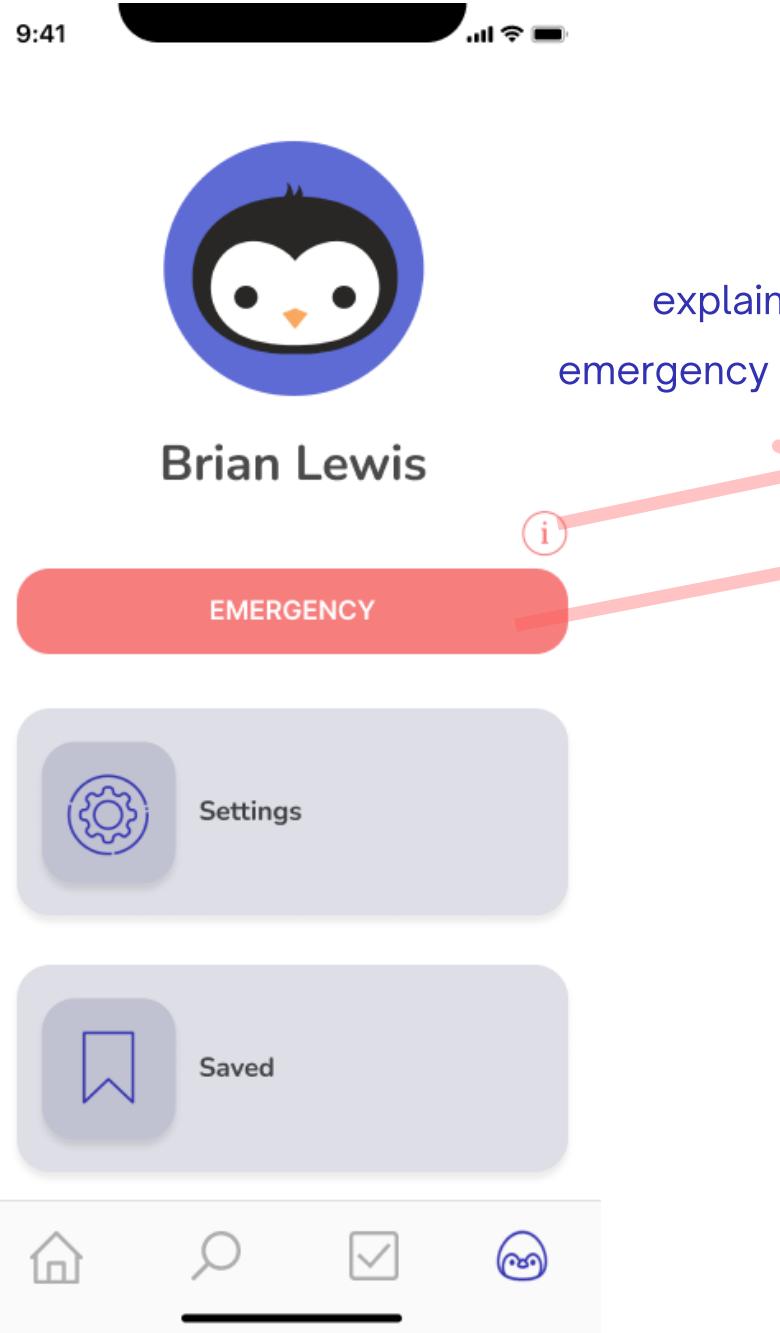
# Task 2 Flow



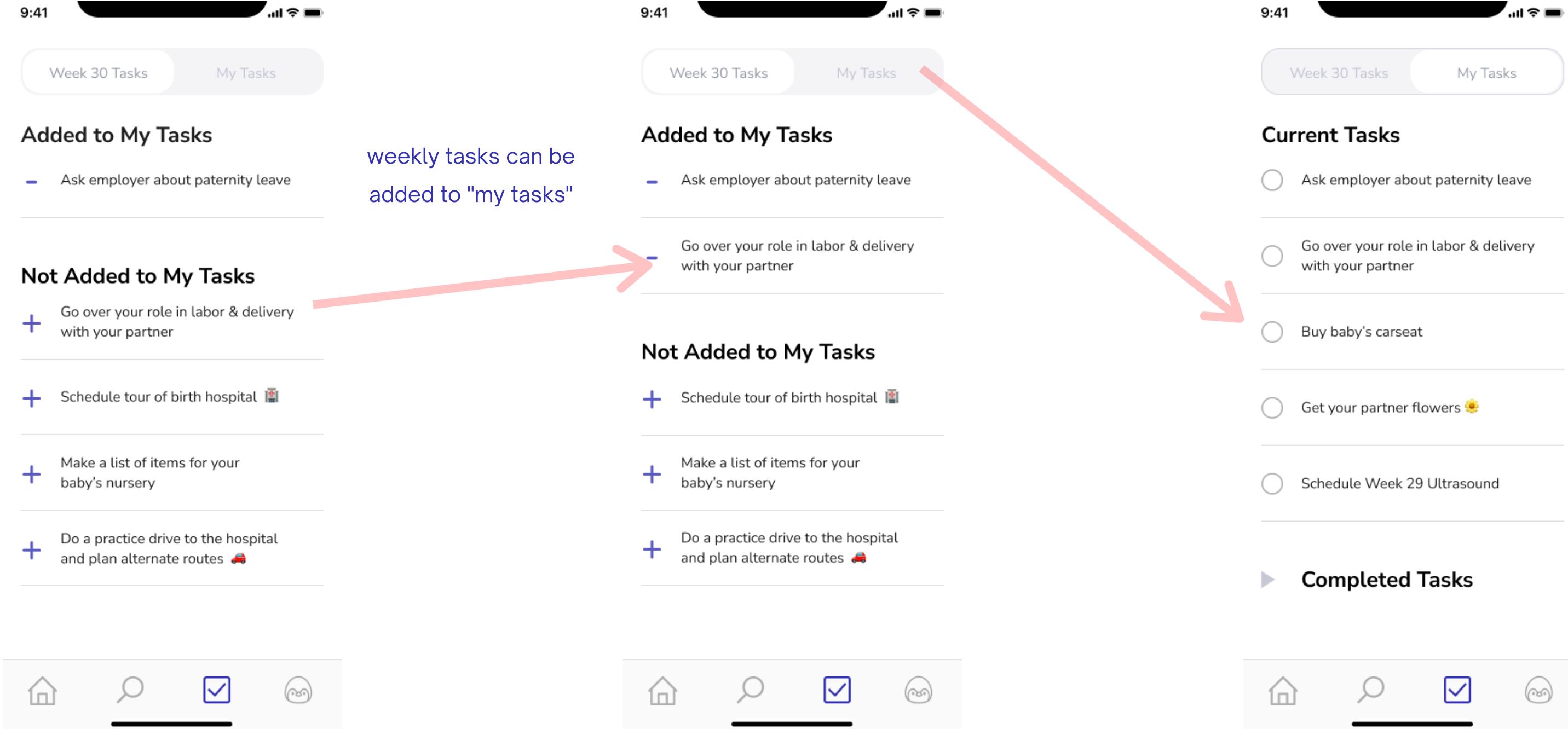
Explore/search page is  
prepopulated with AI generated  
content.

brings the user to  
clickable results

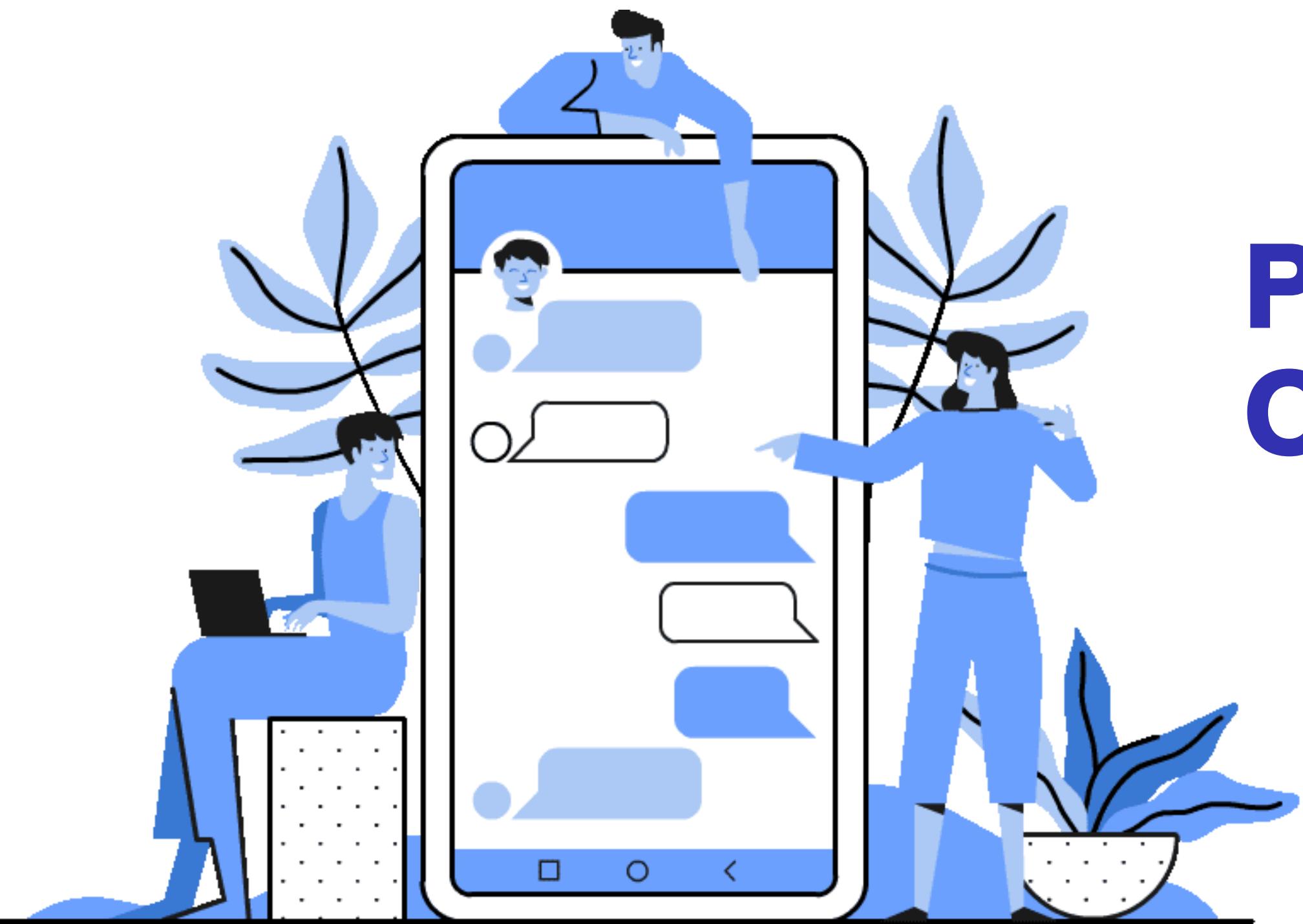
# Task 3 Flow



# Task 4 Flow



# Prototype Overview



# Design/Prototyping Tools

## Tools used:

- Figma for prototyping task flows and UX mockups
- Canva and Photoshop for designing icons and elements
- Adobe Color for choosing a color palette

## Easy/Benefits:

- Collaborative editing
- Re-usable components and connections
- Ability to simulate dynamic user flow
- Ability to simulate realistic graphics and UI/UX

## Hard/Drawbacks:

- Steep learning curve in learning how to navigate Figma
- Creating small graphics was quite complex

# Limitations

## MULTIMODAL MEDIA

Couldn't easily show our app's support of multimodal media (videos, audio, etc)

## TASK INTERACTIONS

Did not simulate adding and removing different items from task list because there are too many different permutations; instead, only one task is addable to demonstrate the interaction

## DYNAMIC ACTIONS

Could not simulate typing in detail  
Difficult to simulate scrolling on articles and learning modules, as well as the horizontal date scrollbar on the home page

## ACTIONABLE INTEGRATIONS

Unable to simulate actionable items such as calling doctor, opening maps

# Wizard of Oz Techniques

9:41

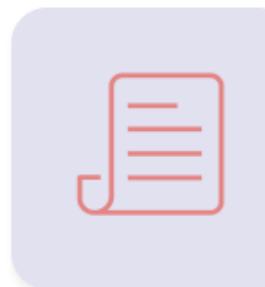
## Explore

Search by topic (eg: "morning sickness")

You might be interested in...



Morning Sickness



Life Insurance



Paternity Leave



Emotional Wellness



AI is used to rank the most important tasks

Pre-populated suggestions on Explore Screen

9:41

Week 30 Tasks

My Tasks

## Current Tasks

Ask employer about paternity leave

Go over your role in labor & delivery with your partner

Buy baby's carseat

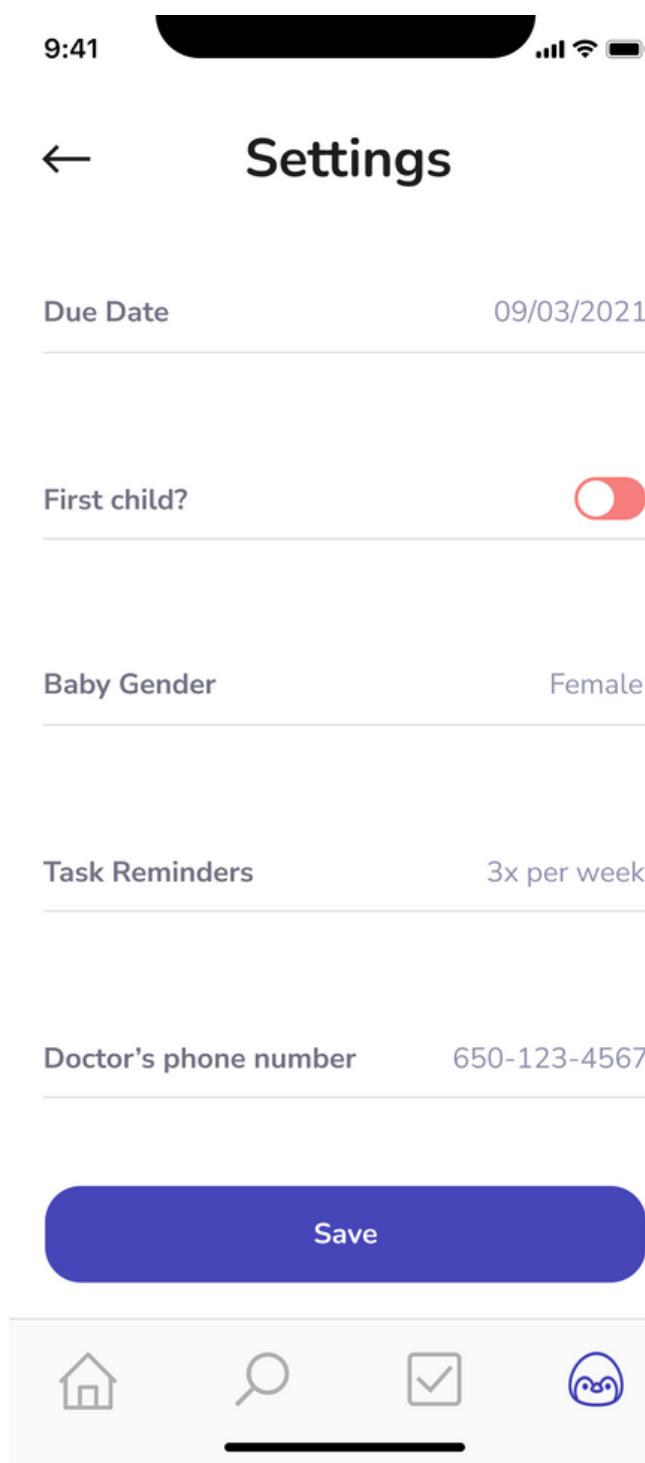
Get your partner flowers 🌸

Schedule Week 29 Ultrasound

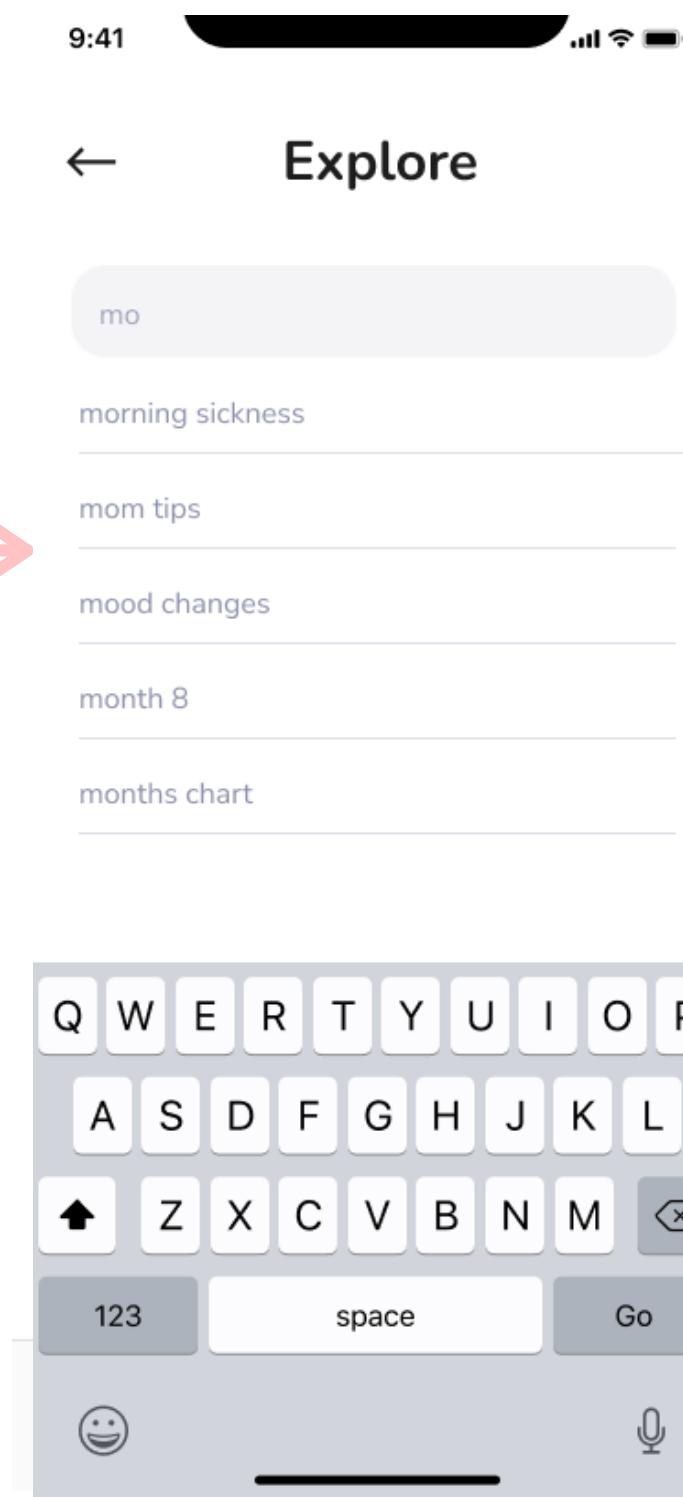
## Completed Tasks



# Hard-coded Features

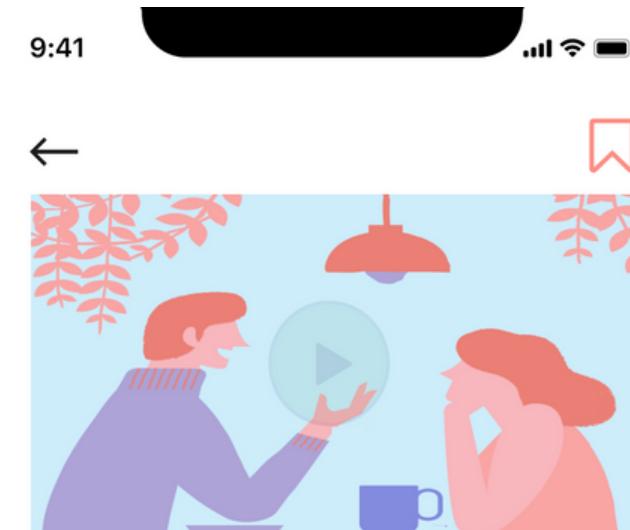


Search term is hardcoded;  
required because simulating typing &  
displaying dynamic results is difficult  
in Figma



Profile & settings are hardcoded;  
required because these would be set  
by the user and dynamic interactions  
(typing, picking dates) are difficult to  
simulate through Figma

# Hard-coded Features



**Communicating with Your Partner: Tips**  
Mobapbaby.org

The best way to be a good parent to your child is to nurture fun, friendship, teamwork, and intimacy in your own relationship as a couple. This creates an environment that helps ensure a good outcome for your child.

- Try not to keep your concerns to yourself. Share your thoughts, hopes, and fears with each other.
- Talk about what it will be like to be a parent. Talk about the challenges you may confront, like work and child-care issues.

Content & tasks are hardcoded;  
required because script to gather  
and verify these is beyond this  
prototype's scope

9:41

Week 30 Tasks My Tasks

## Added to My Tasks

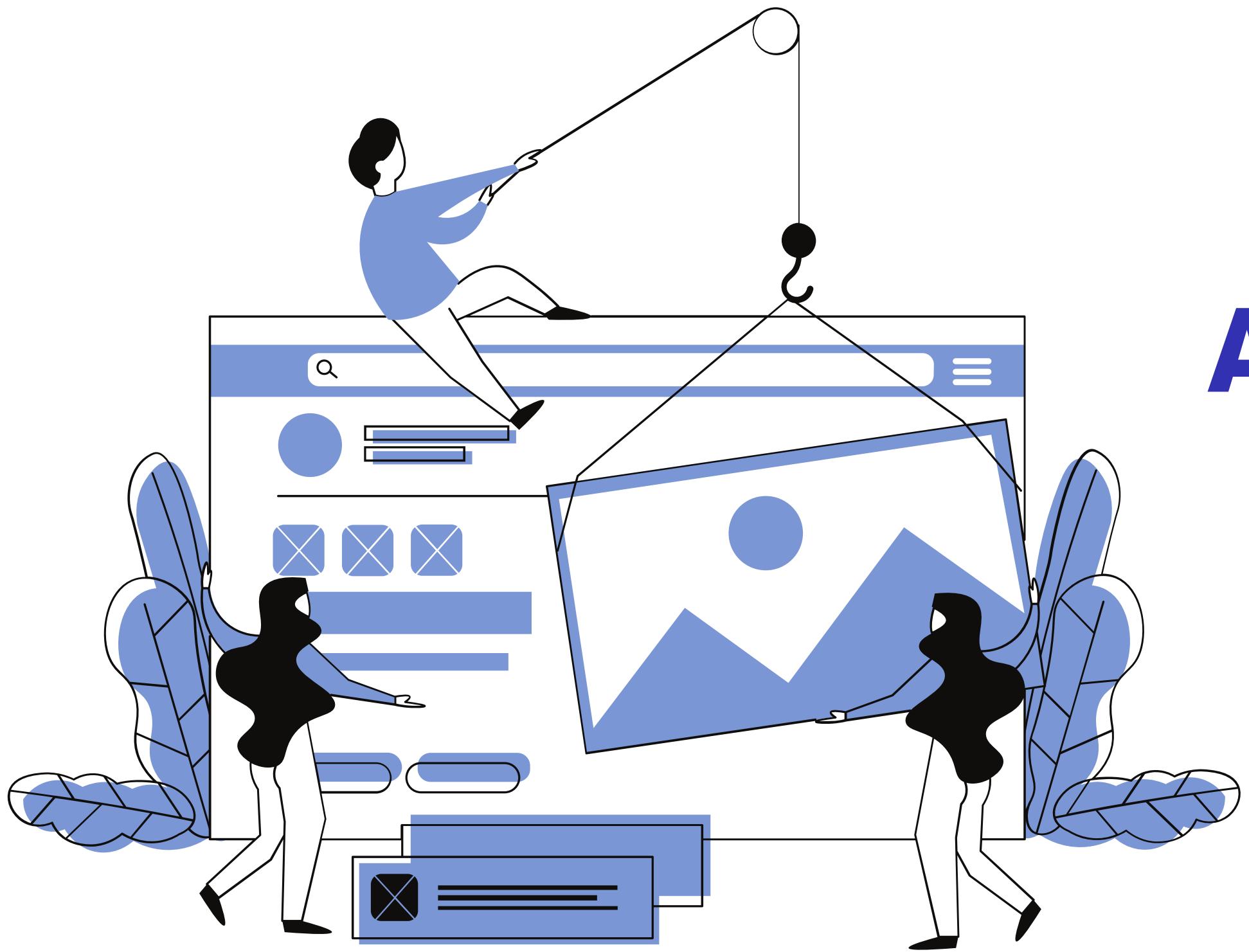
- Ask employer about paternity leave

## Not Added to My Tasks

- + Go over your role in labor & delivery with your partner
- + Schedule tour of birth hospital
- + Make a list of items for your baby's nursery
- + Do a practice drive to the hospital and plan alternate routes

# Thank you!





## Additional Photos

# Figma Prototype

<https://www.figma.com/proto/uUYvlb9RMHTINAqjWSKXuP/147-Med-Fi?node-id=155%3A163&scaling=scale-down>

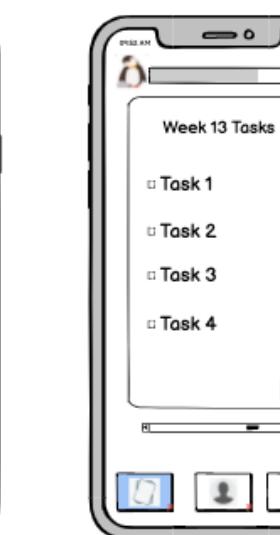
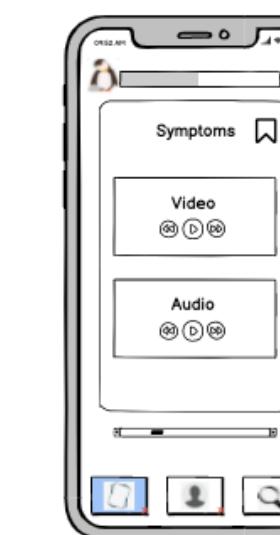
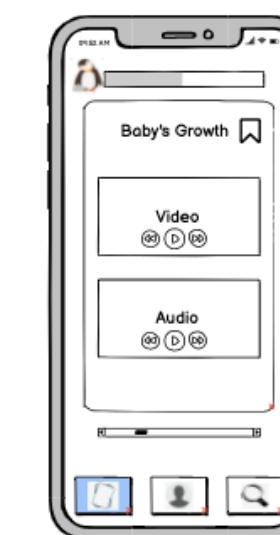
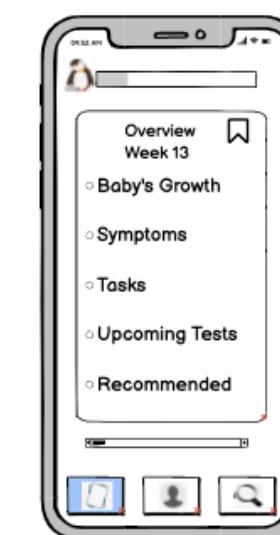
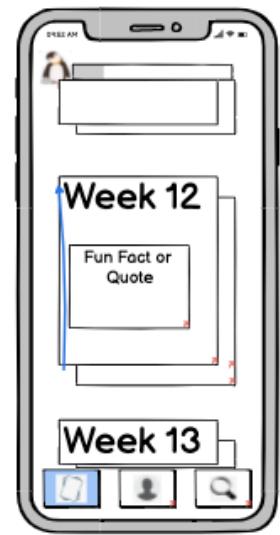




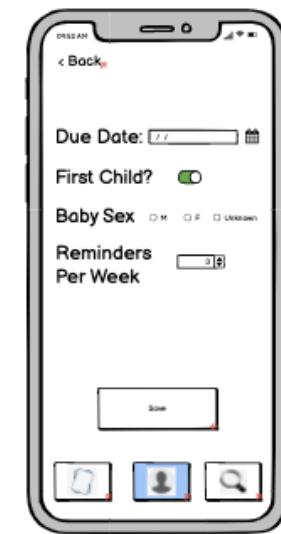
# Low-Fi Prototype Structure

3 Tabs

Learning  
Tab ->



Profile  
Tab ->



Explore  
Tab ->

