Archived case study
from October 2022

UX CASE STUDY

Helping parents of premature babies get through the information chaos

We designed and implemented an app that will serve as a guide for parents of children with developmental needs.

GO TO DESIGN PROCESS

Industry	Healthcare
Timeframe	4 weeks
Prototyping	Yes
User interviews	2 people

Problem

Premature's parents feeling lost with information chaos after they leave the hospital with their newborns.

Feeling helpless in the first days after a child's birth

Parents of premature newborns were suddenly on our care. They experienced anxiety, helplessness, breakdowns, and disorientation. It was our goal to make them feel that they were now in the world meeting special attention.

Too long from birth to diagnosis

Parents of children with special healthcare needs experience a long journey from birth to first diagnosis often a very long time.

Solution

Digitalization of a guide for parents of children requiring special care

You enter details about your child such as name, age, gender, and condition. Based on this, the app will display personalized information for your child.

Weekly articles

The articles provided will contain important information about your child's condition and developmental milestones for the first time.

Tools tailored to your child's age and condition

The app identifies on a schedule linked to articles and tools. The app will be tailored to your child and what needs to be done.

"Essential our without expectations"

> We started working on an application with a vision of what needs it should respond to but not to take how to go about it. The workshop with Mayda from Gapto Software was an essential part of our process. It helped us to understand the problem we were solving and what expectation our product stakeholders (Neonatologists, cardiologists, physiotherapists, parents, etc.) had from our product. Without the workshop we would have missed the characteristics that we created for our product.

Jakub Schmarc | Co-Founder of Jakub&Jacob Design

Design Process

Design Workshop with User Interviews

We ran a full-day Gapto Design Sprint with a cross **design sprint workshop: field research, user interviews, to 5 participating, usability testing & UI design.**

To figure out which features would be the most impactful, we decided to step back and focus on the needs of the possible users. The following steps helped us achieve that:

1. We conducted two Design Sprint workshops and talked with a specialist in the field.
2. We created a user journey map and a feature prioritization matrix.
3. We created an interactive prototype of the app.
4. We created a clickable prototype and ran usability tests with participants.
5. On the basis of the prototype, we created a design with the final appearance and a high level of detail (UI).

Final Design

Clickable Prototype

Product design workshop

Because of the pandemic, we created the UX workshop online. Thanks to the use of proper methodology, we managed to get the most out of the three hours that we had planned for the meeting.

To begin the process, we adapted the Interview with parents of premature child and a child with a Down Syndrome. Then we focused on current experience mapping.

User Journey Mapping

Our goal was to understand when a parent needs occurs and listed out each step that they go through to be a part of their care journey. We included the parent's step and highlighted pain points.

Current User Journey Map

Current User Journey Map

How Might We Cards

Each participant created a user journey map which started at a discrete point — where the user does not yet the app and learns about its existence, and ended at a point where "How Might We" cards were created.

Sprint participants working on the workshop

The next stages consisted of affinity mapping and creating a difficulty matrix of the "How Might We" cards. The goal was to find the most critical "How Might We" that solve most urgent features.

UX Affinity Mapping

Affinity mapping is a method for categorizing and sorting qualitative information about users. We collected information from the user journey map and created groups based on similarities and grouped them in a collaborative Google Slides deck.

After collecting all the ideas, we had a large board with many sticky notes. It was hard to get along with. We had to sort this out.

Board with collected sticky notes

Affinity Map

As a result, we got a large number of ideas sorted and grouped, which we were able to analyze further.

Affinity Map after grouping

Affinity Map after grouping

Paper prototype

Our next step was to sketching on the actual prototype was to draw a mock-up of what the user should see in every action of the journey to each participant of the workshop.

Paper app prototype for participants

Paper app prototype for participants

User Mobility prototyping

User Mobility prototyping is a quick and easy method of translating design concepts into tangible and clickable prototypes. An important role of a prototypes is to test user flow and process rather than the aesthetics of the product.

Based on the conclusions from the interviews and our findings from the UX workshop, we created an interactive UI prototype of the app.

Prototype of application prototype video

Prototype of application prototype video

Usability testing

We tested the interactive prototype to test prototype and give us their feedback.

> While testing a text and receiving an article, it was very monotonous, unchanged. What is the article actually about?
>
> — Illogical, mother of baby with Down syndrome

> "I'd like to see which waiting for me tomorrow so I just want to check what I completed in tests."
>
> — Itchy, mother of Hernia

After conducting the first tests, we fixed a few usability bugs.

Usability improvement No. 1

The entire title should be displayed on the tips section.

Changes implemented immediately in the prototype.

Usability improvement No. 2

Ability to navigate to previous and next articles. Based on the feedback from the testing, we also added a "Remind" tab where users can perform these actions.

Moreover, we asked the interviewed parents to share with us their general opinions about prototype.

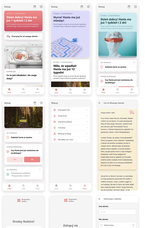
> I think the prototype is really great, clean and easy to use. I personally would find it extremely something that I'm so used to.
>
> — Illogical, mother of Baby with Down syndrome

> The prototype is fantastic, intuitive, and clear. It's shame I didn't have this 2 years ago!
>
> — Itchy, mother of Hernia

UI design

We used Figma and Uber Interface to be intuitive, creative, warm and colorful.

GO TO FULL PROTOTYPE


Home
Hi, Thomas!
Hernia
Down syndrome
Tap to add a child
Articles
Tools
Remind
Articles
Tools
Remind
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Remind