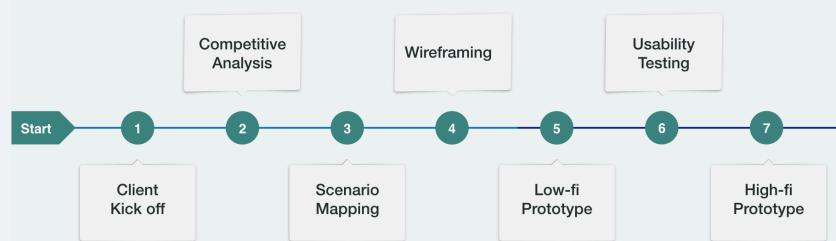


## Objective

Assist parents and caregivers to build a habit of providing kangaroo care to their baby for larger parts of the day.

## Process



## INSIGHTS FROM USER INTERVIEWS

New parents trust their family and friends for advice on baby care

It is difficult to interpret baby's behaviour to understand their needs.

New parents are always busy, tired, confused and scared

**“ When I couldn't get hold of my mom, I turned to internet to find answers to questions like how to make her stop crying”**

AGE: 30  
MOTHER OF A 4 MONTH OLD GIRL

**“ She used to start with her thumb and slowly her whole fist was in her mouth. This was a signal that she was hungry. It took me sometime to figure that out.”**

AGE: 28  
MOTHER OF A 9 MONTH OLD GIRL

## PHOTOGRAPHY

**“ I would love have an app that tells me what to do as my babies grow.”**

AGE: 32  
MOTHER OF A 8 MONTH OLD TWINS (BOY AND A GIRL)

## Recommendations

### PERSONALIZED INFORMATION

Building a bond through meaningful and data-driven information

### MOTIVATION AND REWARDS

Causing behavioral change through motivation from people they know, i.e., other caregivers.

Rewarding them when they achieve a milestone or break their previous record.



# Personalized Information

Parents can act with surety if they are armed with information. Zaky App makes use of information that is logged everyday to predict baby's daily needs. This helps parents to understand their baby's behavior and ultimately strengthens their bond. Following are some of the characteristic of the information presented on the Zaky App.

## 1 VISUAL

Visual information is easy to locate and understand

## 2 DATA-DRIVEN

Data driven information is always relevant and it will help parents to gain insights when they need them.

## 3 DIGESTIBLE

Small pieces of information is less overwhelming and digestible

## 4 AVAILABLE ON DEMAND

The information on Kangaroo Care, Emma's past activity, reports and a guide on how to use the app is always available



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## Motivation and Rewards

Many workout apps have found success in driving users using motivational messages. Parents, especially moms, trust their friends and family for advice. So receiving motivation from caregivers who are their friends and family is bound to drive them towards achieving their goals for kangaroo care. In addition, Zaky App can help parents by reminding them about various milestones with the help of occasional notifications and rewards.



### MESSAGE TO DAD/OTHER CAREGIVERS

ZAKY APP now  
**Mom achieved Kangaroo Care Goal!**  
Congratulate Ellen on completing 4 hours 30 minutes of Kangaroo Care for Emma!

### ACKNOWLEDGMENT ON EXCEEDING GOAL

ZAKY APP now  
**Congratulations!**  
You have exceeded last week's kangaroo care record for Emma

### MOTIVATION TO PUSH THEMSELVES - MONTHLY

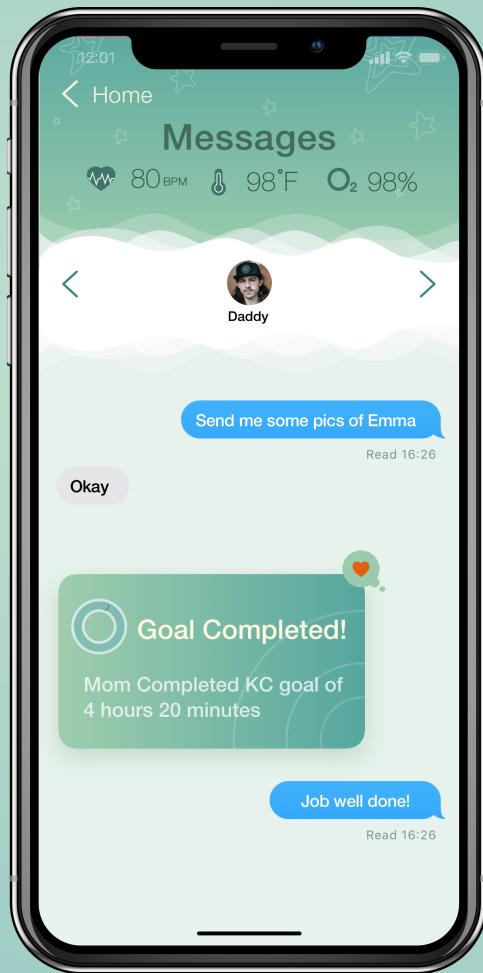
ZAKY APP now  
**Almost there...**  
If you record two more hours of kangaroo care for Emma, you can break last month's record

### CHALLENGING OTHER CARGIVERS

ZAKY APP now  
**Time to hold Emma!**  
Its been two hours since Emma was last kangarooped. Challenge yourself to break mom's record of 4 hours.

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# Usability Testing

## PARTICIPANTS

4 Moms

Age range - 28-32

Baby's age - less than 1 year

## KEY TAKEAWAYS

### Sitemap

App's structure was not intuitive, for example, none of the users were able to locate journal entry under the community section on the bottom nav.

### Element's weight and color

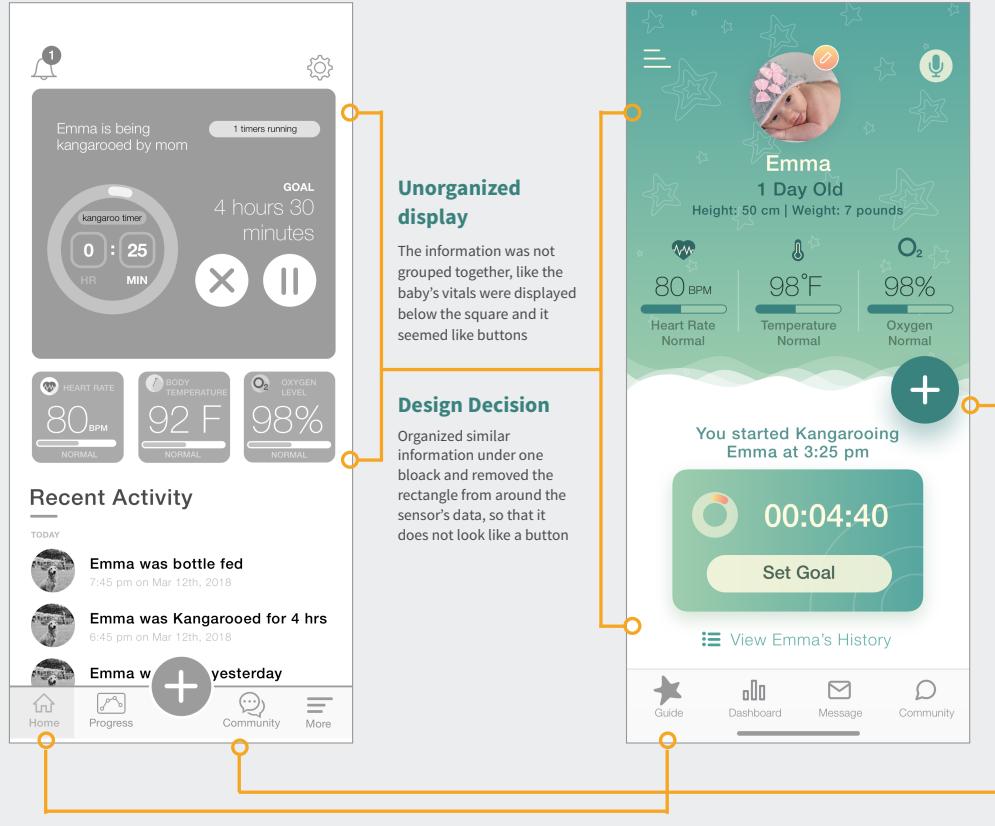
Most of the elements on the homepage were similar in color and weight. Thus, users used to wander a little before finding the plus sign to log the feeding information.

### Setting Goal

Setting goal for kangaroo care was quite intuitive and it was successfully completed by all the users

### Unclear Icons and words

Some icons and wording were confusing, for example, 'progress' did not signal towards reports.



### Unnecessary Home button

Home button was not required at the bottom nav

### Design Decision

Replaced the home button with guide that includes all the information a caregiver might need

### Plus button had less visibility an weight

When asked to log information manually, users seemed to wander at the top half of the screen or clicked at 'more' option at the bottom nav.

### Design Decision

Moving the plus sign towards the middle of the screen and making it darker than rest of the screen attracted users attention





## Next Steps

### USABILITY TESTING

Conduct usability tests to test the flow of visual information and the watch interface

### DESIGNING FOR MORE USER GROUPS

Expand the app's functionality for parents who have twins or triplets

### DESINGING FOR HEALTHCARE PROFESSIONALS

Build a Zaky App interface for healthcare professionals, like doctors and nurses, so that they are not just able to monitor the babies but are also able to stay in touch with parents whenever needed.

