

# Design Your Baby

Jennie Hong, Hyacinth Weng, Jonghee Jung



**Jennie Hong**

UI/UX designer,  
coffee lover

x



**Hyacinth Weng**

design technologist,  
biology nerd

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**Jonghee Jung**

UI UX & visual designer,  
adventurer

x

**What would a dystopian future look like where gene editing becomes common place, specifically the pregnancy process?**

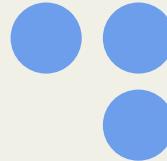
# Interviewee Demographics

10  
people

8 married



4 new/recent parents



3 experienced parents



1 wants to be parent



4 religious



5 biology experience

During pregnancy, what worried you the most related to your baby?

**100%** health

Have you ever thought about what your perfect child would be like?

**30%** successful

**10%** do not care for “perfection”

**60%** happy & healthy

Do you think **knowing** vs **not knowing** that you're a designed baby would change your perspective of yourself?

**50%** depends on satisfaction with life and what was edited

**20%** appreciative

**20%** dislike

**10%** indifferent

What kinds of things do you think lead someone to living a “good” or “happy” life?

**30%** love & support

**20%** freedom & choice

**20%** dreams & fulfillment

**10%** wealth & stability

How much do you think physical appearance, personality, or intelligence play a role in that?

**70%** all play a role but not deciding factor

**20%** emphasize intelligence

**20%** appearance is first impression

The name of our app “Dodam” comes from the meaning of a child growing up and playing well without getting sick in Korean.

Wishing one’s children to grow healthy is a universal hope(mind) to all parents.

Our app offers a more **streamlined process** to gene editing for **healthier and more special babies**, being designed **within the possibilities** of one's genome.

## Target Audience

- People who want to know **what to expect for their new child** and **have a plan** for that
- People who **want to offer healthier and better genes** for their babies

# Moodboard

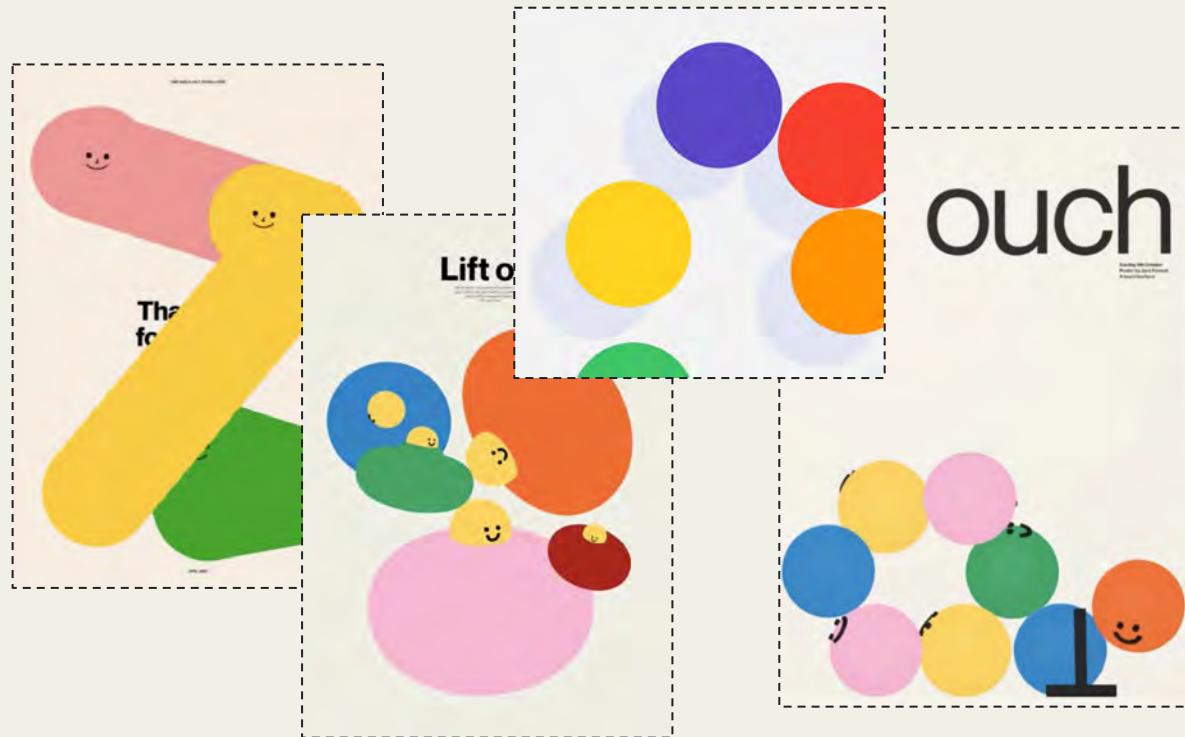
Clean

Warm

Friendly

Organic

Trustworthy



# Design System

#3097AD

Dodam Blue

#F1F0E7

Dodam Soft Cream

#F7A7A8

Dodam Playful Pink

#262626

Dodam Fearless Black

#FFFFFF

Dodam Limitless White

color palette

## Dodam: Design Your Baby

*dodam dodam* (도담도담):  
describing a child growing up  
happy and healthy

Manrope

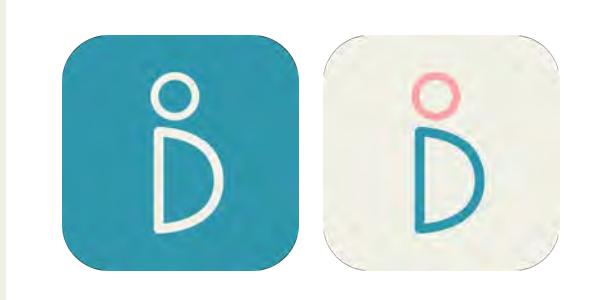
clean, modern, a little playful

typeface

# Logo



basic logo



application icon

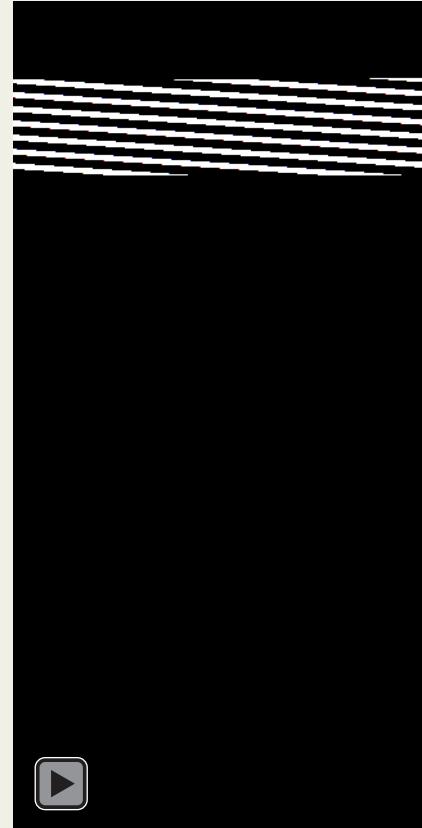


motion concept

# Onboarding

Introduce app concept to user through onboarding cards

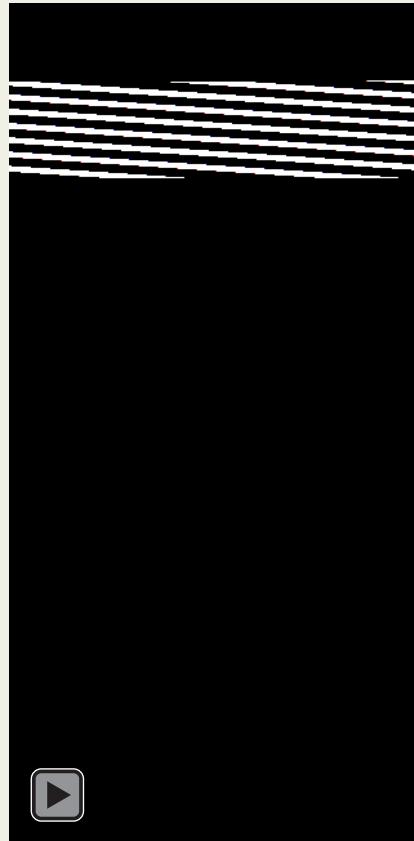
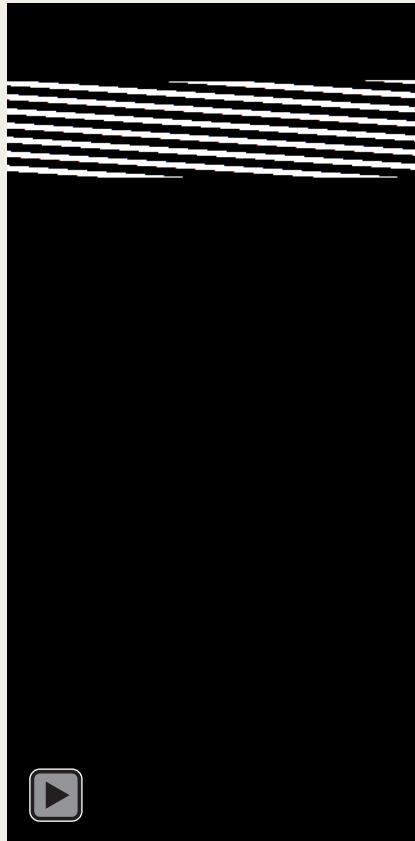
Input user's gene sequence information in sign-up process



# Home Page

See user status, with an updating timeline of the 'design your baby' process and details about each step

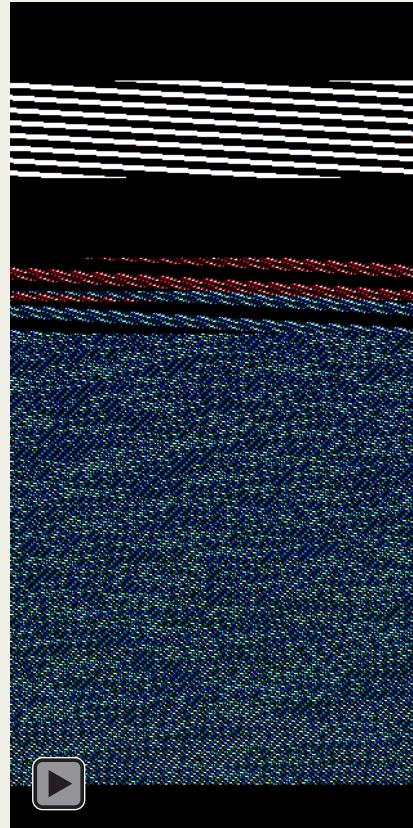
See notifications, updates, and appointments in the inbox



# My Page

Access information about user's profile, account, and settings

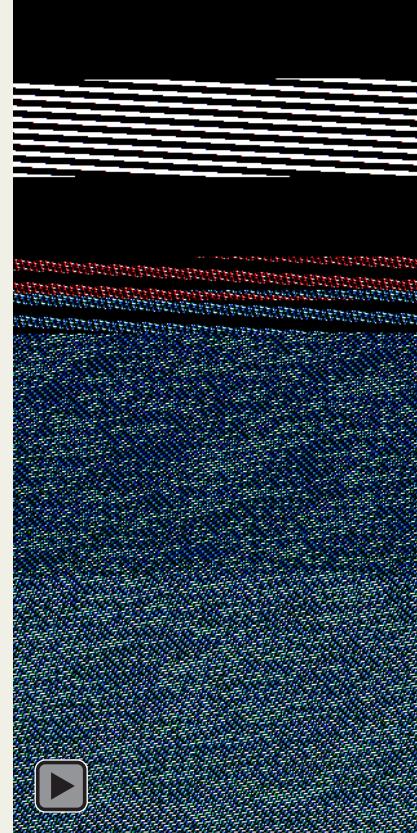
See user's 'family' and add other users as family members



# Workspace

Create a new draft and see all of user's design drafts

'Me' and 'Family' tabs indicate drafts only visible to the user and drafts shared with 'family' members



# Design Process

Predict, visualize, and edit the features of user's potential child using user's gene sequence

Edit/decide gender, health/risk factors, and physical features

Visualize preview at different age points

Directly share completed draft with family members and/or doctor

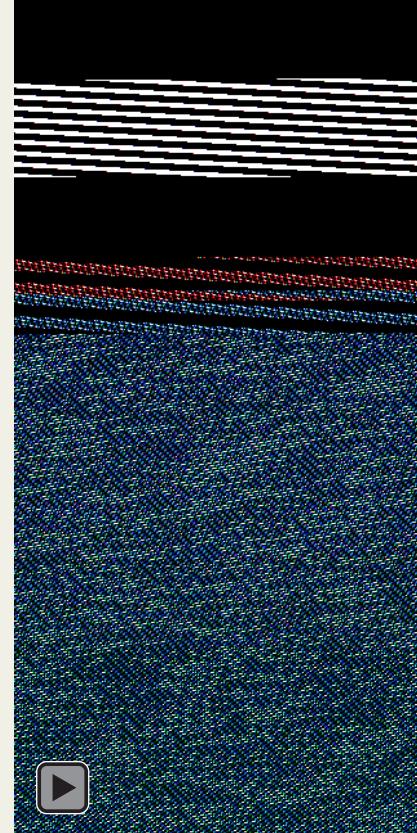


# Find Doctor

Search for and view in-network doctors

Filter for specific parameters like specialty or location

Book appointments directly through the app



# Thank You!