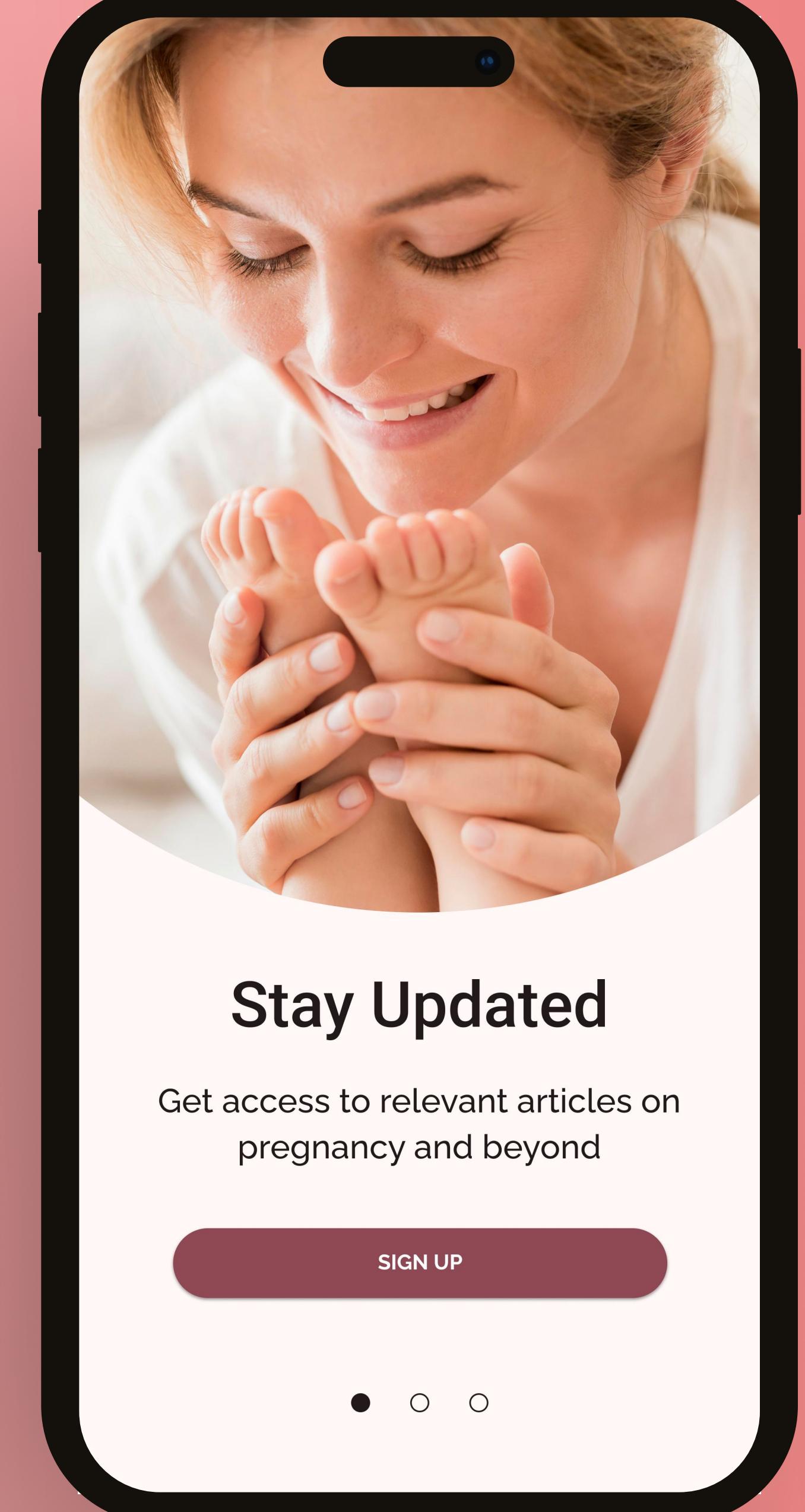
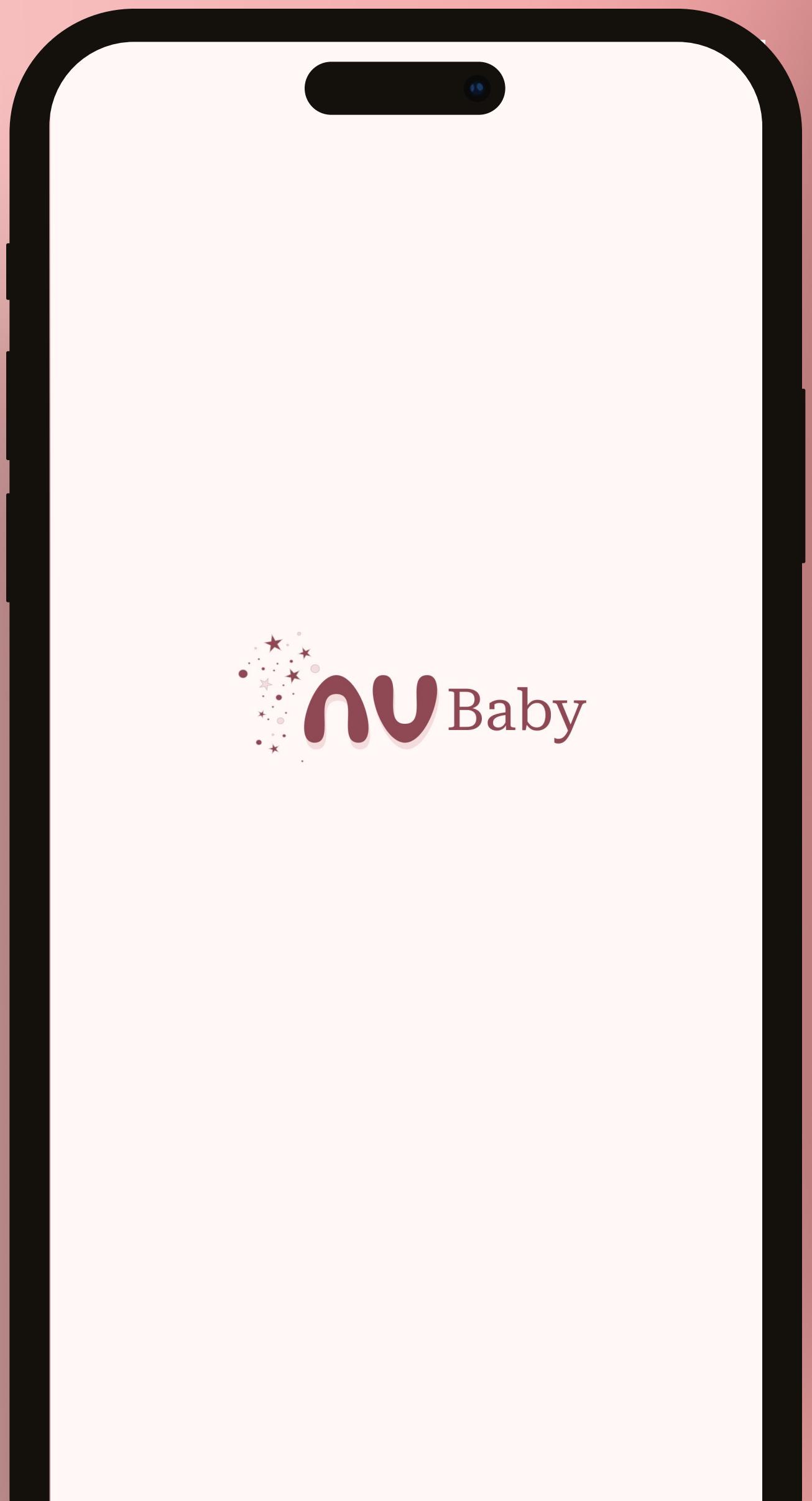


Nubaby

Your all-in-one companion
for pregnancy and beyond



Stay Updated

Get access to relevant articles on
pregnancy and beyond

SIGN UP



My Journey Begins



This app was designed during my UX Design course at Career Foundry. The idea of creating an all-encompassing platform for pregnant women and mothers came to as I was expecting my first baby. Experiencing pregnancy and its ups and down, I was inspired to create an app that pregnant women can use weekly or even daily for guidance and support.

The Problem

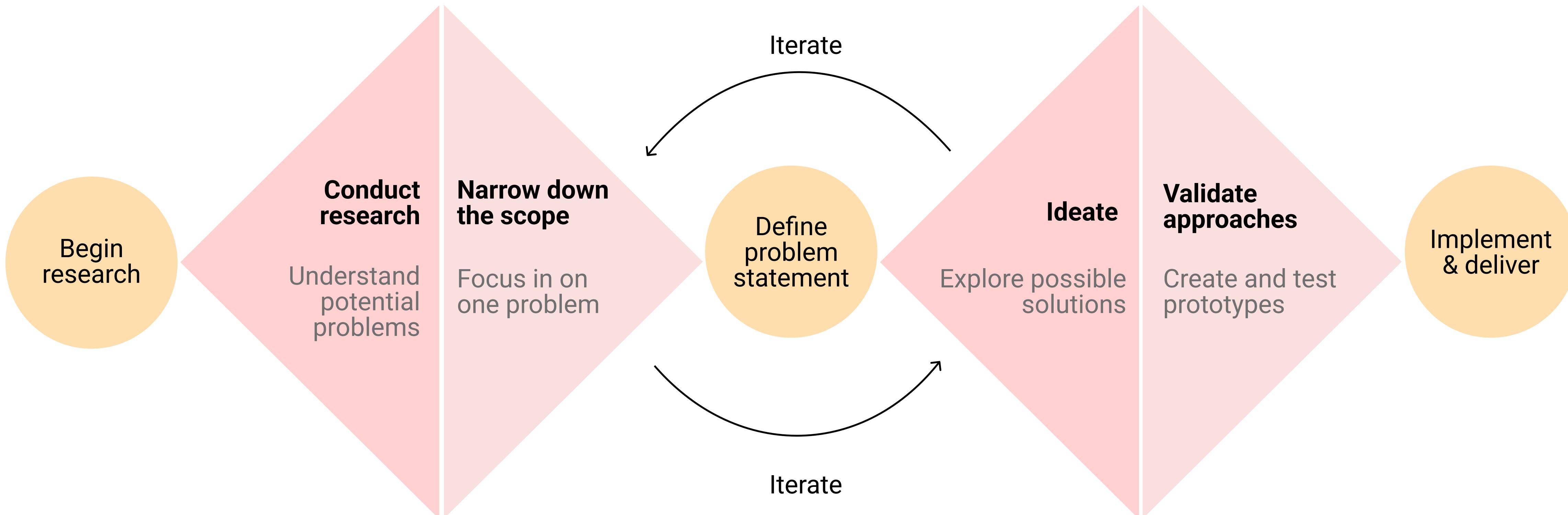
Pregnancy can be a confusing time and it is often difficult to stay motivated to maintain a healthy lifestyle. The many platforms out there offer various useful features and resources but no app exists that caters to the needs of women in every stage of pregnancy and beyond.

The Initial Goal

My goal was to create a platform where women can keep track of their appointments and milestones, access relevant articles, and boost their overall health and wellness throughout pregnancy by offering personalized support and expert guidance every step of the way.

My Design Process

Idea about a problem



Discover

Define

Develop

Deliver

Solution to the Problem

1

Discover

2

Define

3

Develop

4

Deliver

Potential Problems

- Women in pregnancy have lots of questions and their doctors might not always be readily available to help.
- It can be difficult to keep track of the OB appointments, bloodwork and ultrasounds needed at each stage of the pregnancy.
- It's hard to stay motivated to maintain a healthy lifestyle: exercising regularly and eating well.
- Women often feel alone in their pregnancy, and it can be especially hard when dealing with difficult symptoms that seem to be uncurable

Possible Solutions

- Make it possible for users to get immediate answers from doctors and health professionals.
- Have appointment reminders based on how far one is in pregnancy. An additional function can be to actually book appointments and make payments through the app.
- Give users access to many helpful tips and tricks in staying healthy through pregnancy: recipes, exercise routines, informative articles and videos. There can also be a leadership board for keeping track of your own healthy habits and motivating improvement.
- Create a social platform where women can share their questions, comments, and experiences with fellow women and create a comfortable community.

Competitive Analysis



"A place where parents and parents-to-be can feel seen and supported."

Strengths

- Loads of information for all stages of pregnancy and beyond
- Variety in delivering information-articles, videos, interactive visualizations, etc.
- Constantly updated to improve usability
- Includes a forum for users to connect with each other, share tips, ask questions, and share experiences

Weaknesses

- Lots of ads inside articles and embedded in lists, can be disruptive
- Profile is not front and center upon boarding the website
- Under your profile you can view your personal progress, saved articles, timeline, etc. It would add a personalized feel if you were to see that right away.

Opportunities

- Have less ads throughout the recipe for a cleaner look and a smoother experience
- Create a more personalized user experience by showcasing the user's personal timeline, progress, and saved materials upon onboarding

Threats

- There are many mom-supporting platforms out there that tons of women rely on and use on a regular basis. For example, What to Expect When You're Expecting has a slight step up because they have been around for longer and their platform exists in book form, app, and online.



"The most trusted pregnancy and parenting brand."

Strengths

- Accurate information on almost every topic at every stage of pregnancy and beyond, constantly updated
- A forum for moms to communicate, ask questions, share experiences, and connect. Loads of discussions on all different topics
- Variety in information delivery: articles, videos, Q/A forums, etc.
- Purchasing guides for different pregnancy and baby related products, information on sales and deals, etc.

Weaknesses

- Little personalized content- just information about your stage in the pregnancy
- Ads and some links bring you to other websites that don't load right away, need verification multiple times, not so user friendly
- I signed up once and still got a push notification to sign up again- glitch

Opportunities

- Create a more personalized app with a profile where one can access their saved articles, timeline, tasks and appointments, etc.
- Ensure that the links and ads in my website/app lead to safe and secure websites.

Threats

- There are many blogs and new platforms for tracking baby's growth and keeping a personal record throughout pregnancy.

User Interviews

Research Goals:

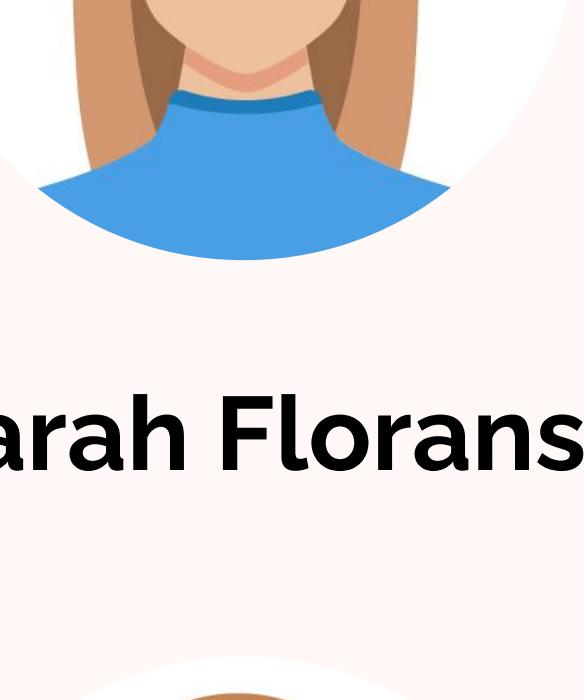
- Understand women's attitudes regarding maintaining a healthy lifestyle during pregnancy
- Identify other apps that women use during and after pregnancy, their best features, and any pain points they might have.
- Find out which tasks users perform on other pregnancy platforms, how often they use those features, and how long it usually takes to complete those tasks.



25 years old. 3rd pregnancy.

"Pregnancy can be overwhelming because there are a lot of unknowns. You don't always know what to expect, how you're feeling at certain times. It's not under your control."

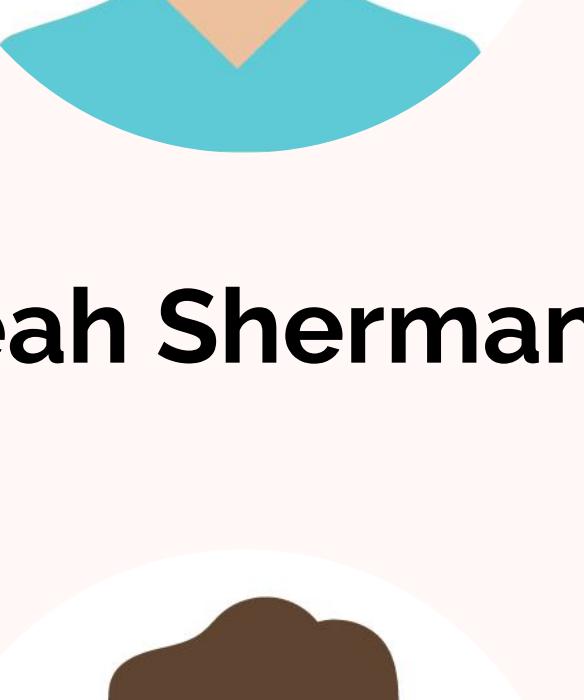
Raizel Rosen



28 years old. 1st pregnancy.

"During my pregnancy, I didn't need any support but after the baby came, I needed more help.."

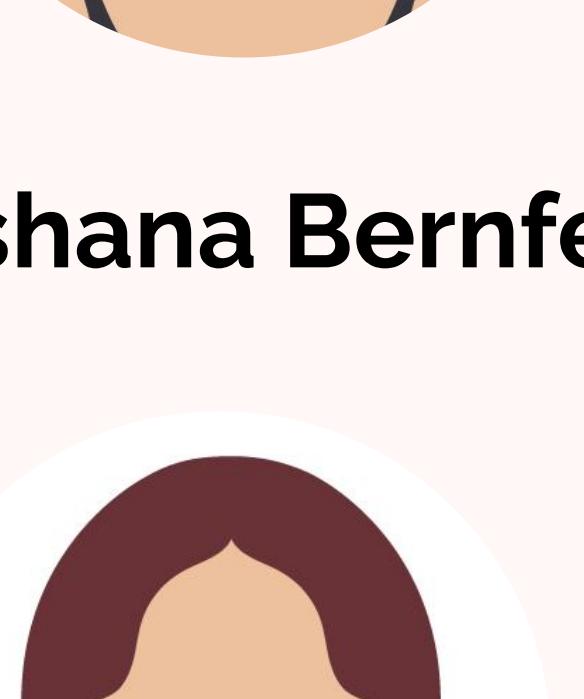
Sarah Florans



21 years old. 1st pregnancy.

"My family was also supportive but I hated complaining to them because they couldn't offer too much help anyway."

Leah Sherman



21 years old. 1st pregnancy.

"The support I need is more like tips from people with more experience."

Shoshana Bernfeld



23 years old. 2nd pregnancy.

"I know that OB's are mainly concerned with the baby because their job is to protect fetal health. I'd much sooner ask my own doctor or look online to find answers and then double check with a PA."

Rachelle Stern

Insights:

- People don't usually use the app more than once a week.
- Users want more information in articles.
- Users want to be able to reach their doctor fast with questions/concerns especially in case of an emergency.
- Users feel overwhelmed during pregnancy, occasionally helpless and alone, and in need of emotional, physical, and informational support.
- Privacy is a priority for our users.
- Users use multiple apps for different needs during and after pregnancy.

Next Steps:

- We can create a **dashboard** with personal details, appointment reminders, and daily tracking of exercise, baby's growth, and mom's growth in order to keep users on the website more often.
- Keep articles **updated**, in an abundance, and have "**related topics**" on the bottom of each article
- We can create an "**Ask the Doctor**" feature where we have qualified doctors/nurses on call to answer your questions.
- With the addition of a **social forum** on our app, we can create a safe and supportive community where women can share tips, support, and other information.
- Ensure that our app is a secure and private platform for our users to store personal information
- Create one **all-encompassing platform** with informative articles; exercise videos and recipes; tracking for appointments, growth throughout pregnancy, as well as baby care; the ability to connect with medical professionals; and updates on mother/baby products, sales, and special deals.

User Stories

The goal of user stories is to break down the pieces of the project into reasonable small chunks to help divide up the work effectively.

As a user, I want to learn about the **features the app offers** so that I can stay **informed** and feel **confident** throughout my pregnancy and beyond.

As a user, I want to access **articles that pertains to my stage of pregnancy** so that I can be accurately informed on relevant topics

As a user, I want to ask a **quick question to my doctor**, so that I can get an **immediate answer** without having to call my doctor's office and wait for a call back or an appointment.

As a doctor, I want to be able to give **informative, immediate answers** to my patients, so that I can offer support and **guidance around the clock**.

As a user, I want to **share a comment in a conversation** with **women like me** so that I can feel a part of a **community** and a sense of **support**.

1

Discover

2

Define

3

Develop

4

Deliver

User Personas



Adele

⌚ 22

💼 Graphics Designer

📍 NY

1st Pregnancy

⌚ Goals and Needs

- Maintain a Healthy Lifestyle
- Gain Clarity on the whole pregnancy-birth process
- Feel a part of a support system of women who've experienced pregnancy.

📅 Everyday Activities

- Going to the gym
- Working at a graphic design agency
- Enjoying married life

★ Motivations

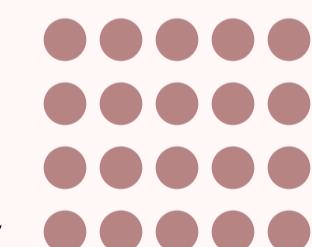
- Stay fit
- Deal better with symptoms
- Feel Confident

⌚ Frustrations

- Exhaustion
- Feeling lost at my doctor's office
- The unknown

💻 Device Usage

- Desktop
- Mobile
- Social Media
- Tech Know-How



"I would love to stay fit so that I can return to my regular body weight and feel like myself again after the baby arrives."



Amy

3rd Pregnancy

⌚ 29

💼 Stay-at-home Mom

📍 Manchester, UK

★ Motivations

- Organization/management of pregnancy needs
- Immediate responses from doctor
- Best products for baby and Mom postpartum

📅 Everyday Activities

- Care for family
- Care for house
- Run errands

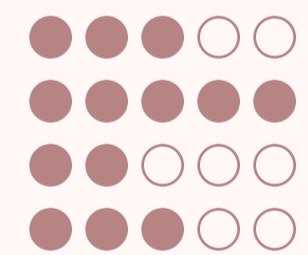
"I feel like I can never find the time to go to the doctor with all my other responsibilities."

⌚ Frustrations

- No way to get in touch with my OB in an emergency situation
- No time to go to the gym
- Running on zero energy

💻 Device Usage

- Desktop
- Mobile
- Social Media
- Tech Know-How



User Journey Maps

Adele

Goal:

Get clarity on the whole pregnancy-birth process.

Scenario:

Adele wants to find out why she's having bad stomach aches at night.

Goal & Expectations:

Adele's goal is to find relevant articles about the symptoms she's feeling so that she can feel validated and maybe find some tips that can help her.

Phases:

Tasks:

Thoughts:

Emotions:

Opportunities:

Search for articles related to her symptoms.

Read information about what she is feeling.

Save article for future references.

- Search "stomach pains"
- Look through results for most relevant article
- Choose article to read

- Read article
- (If she wants more information) read related articles

- Add article to favorites for future reading

"Everything is so new to me. I'm dealing with such challenging symptoms."

"How much longer am I going to feel like this?"

"It's important to me to feel confident as I go through this confusing time."



- Include a search bar that can locate information throughout the entire platform.

- Include a "Similar articles" section at the bottom of each article so users can choose to read more about a topic."

- Include an option to save articles for future reading.

Amy

Goal:

Get immediate responses from a doctor.

Scenario:

Amy has a quick question for her doctor but he is very hard to reach and she doesn't have time to wait for an appointment.

Phases:

Tasks:

Thoughts:

Emotions:

Determine which medical professional she wants an answer from

Send in question

Receive an answer from a medical professional

- Read through the descriptions and ratings of the doctors and nurses
- Select a provider ask a question

- Articulate question
- If it's urgent, indicate it is urgent
- send in question

- Choose notifications settings
- Receive answer
- If not satisfied with answer, can reply or repeat phases 1-2

"I feel like I can never find time to go to the doctor."

"I need a way to reach my doctor in an emergency situation."

"It's so hard to stay on top of my health and wellness with my busy schedule."



Goal & Expectations:

Amy's goal is to get an answer from a medical professional quickly and easily through our app.

Opportunities:

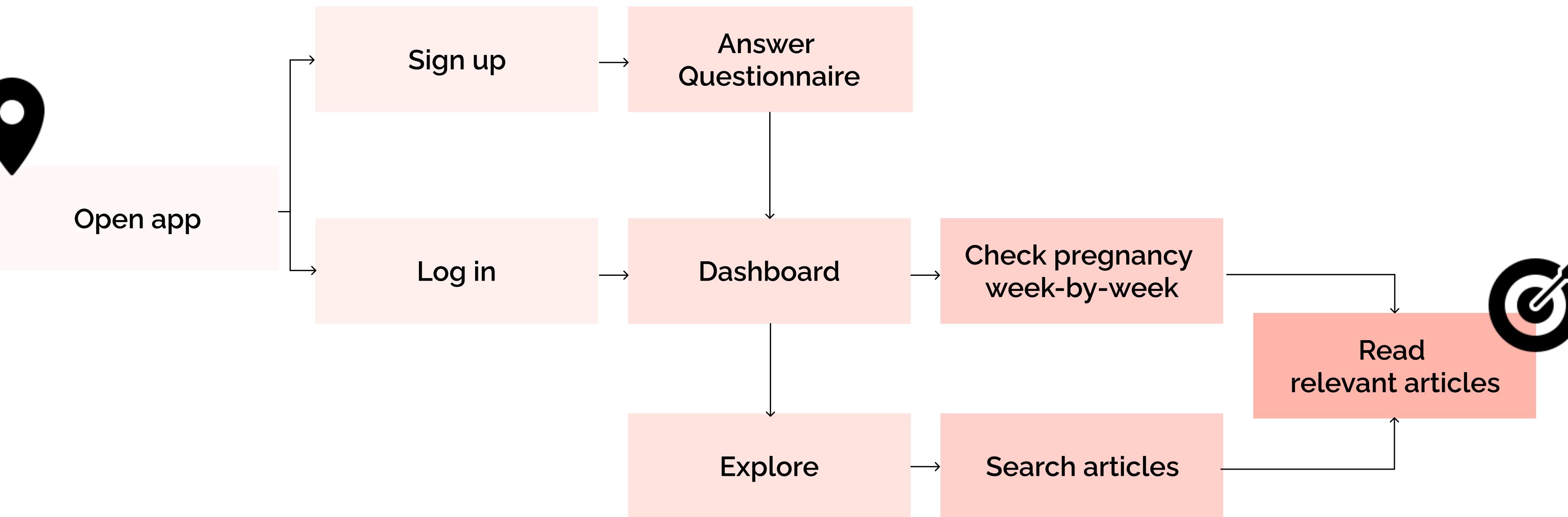
- Multiple doctors on call that can cater to different needs. ex: male/female.

- Option to indicate an urgent question that will guarantee an answer within 12 hours.

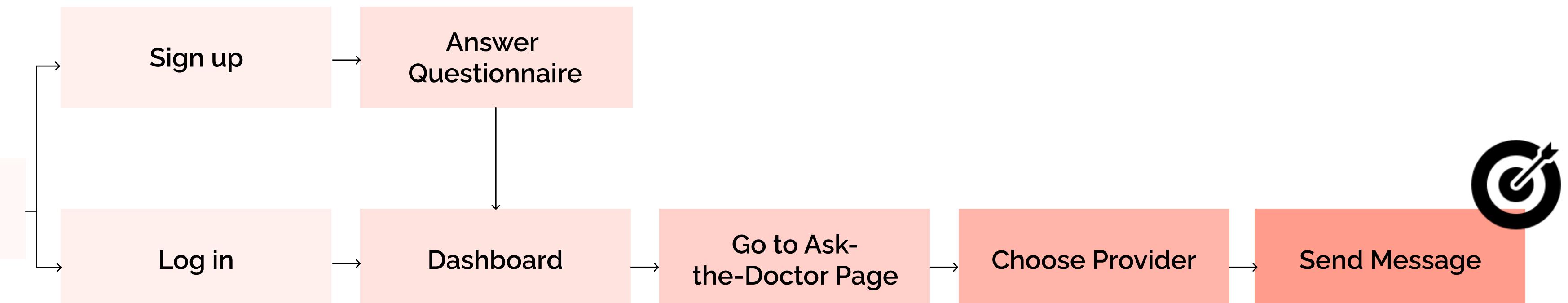
- Option to receive notifications when a reply comes in
- Option to reply to doctor's answer if she has a follow up question.

User Flows

Adele 



Amy 



Card Sort

Upon the initial draft of my sitemap, I conducted a card sort to better understand user preferences and navigation patterns.

The results matrix shows how the participants categorized different topics.

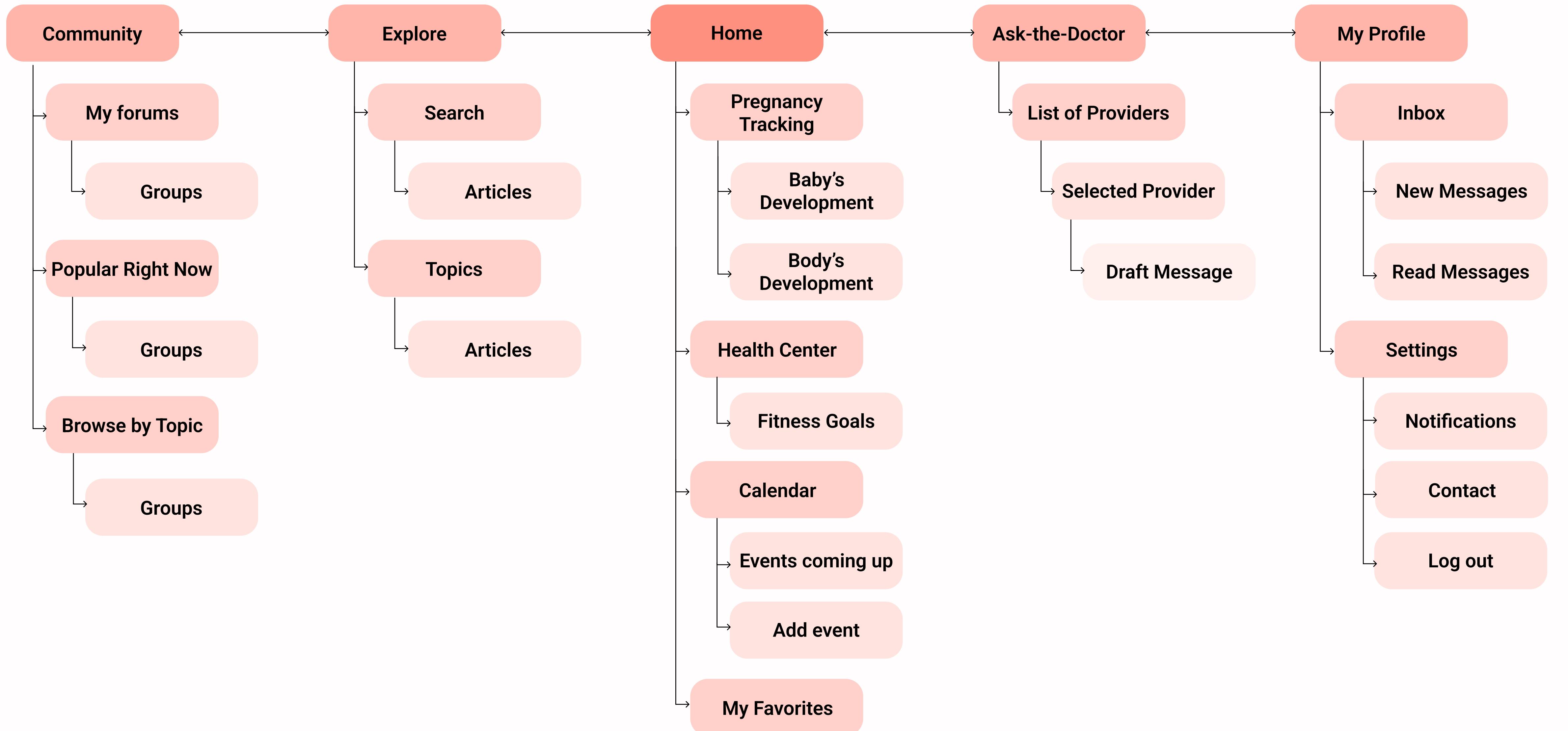


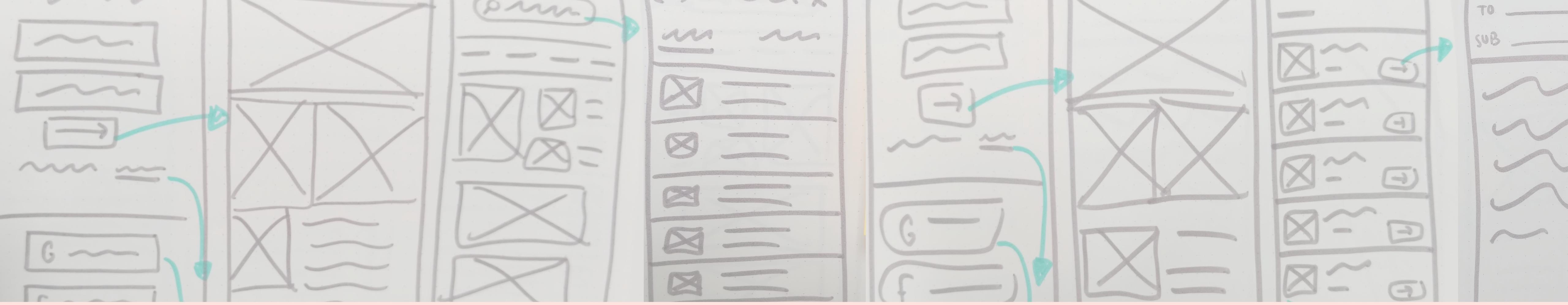
The similarity matrix displays which topics were grouped together into the same categories by multiple participants. Results show that multiple participants grouped a big variety of topics together.

Insights from Card Sort

1. The menu category is very broad and the features placed under this category might be hidden from the users.
 2. Participants threw a bunch of cards into the menu category for lack of a more specific categories.
 3. A couple of participants added a category called resources/tools and placed the article topics, social forum, as well as the ask-the-doctor feature under this category. This may be a solution for optimal user navigation.
 4. One user placed the messages under the profile category. I may want to move the inbox to the profile page to make that feature more intuitive.
 5. Users placed the settings contents under the profile category which makes me think that the settings page belongs under the profile page.

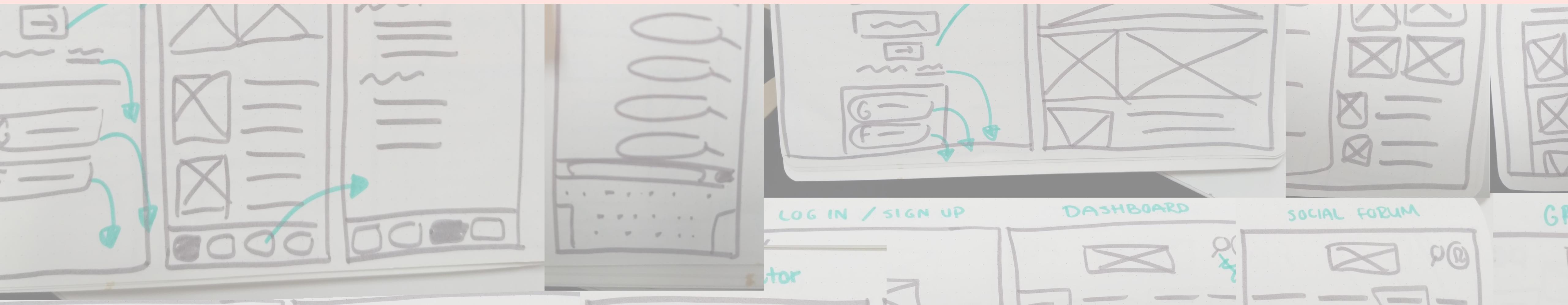
Revised Sitemap





Low-fidelity Wireframes

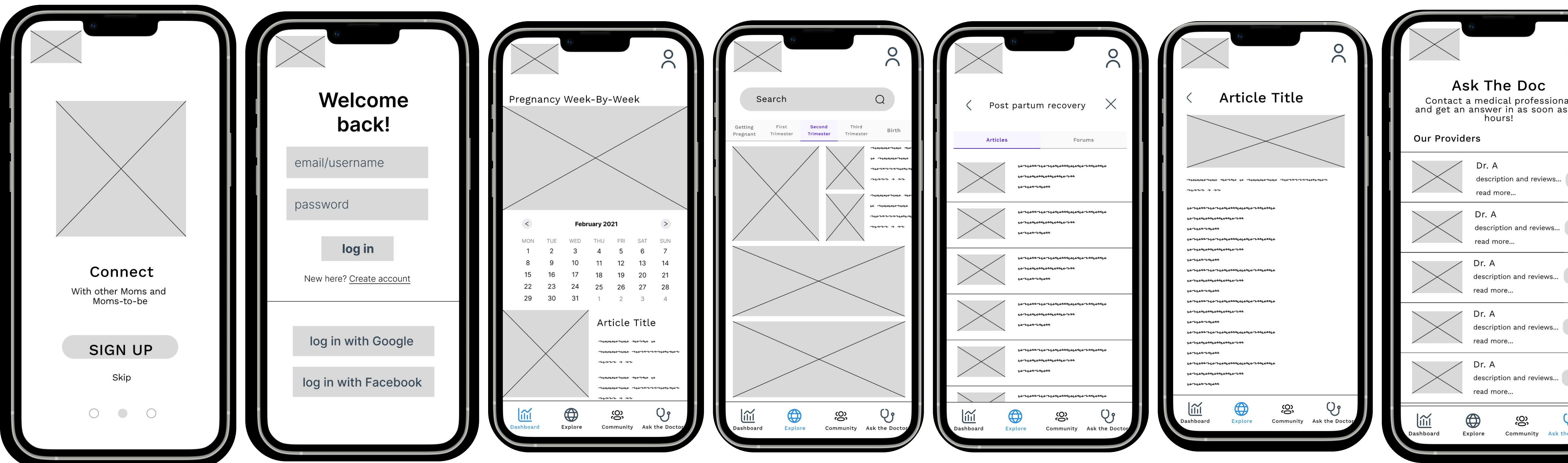
Using a pen and (a lot of) paper, I began sketching the initial wireframes based on the goals of my personas and the latest version of my sitemap.





Mid Fidelity Wireframes

The next step was to turn those raw sketches into mid-fidelity wireframes and then an interactive prototype.



Usability Tests

Once I had created an interactive prototype made up of mid-fidelity screens, the next logical step was to go ahead and test my prototypes on potential users.

Goal:

The goal of this study is to determine whether people understand the purpose of the app, whether they find its features relevant and useful, and how easy it is to navigate the app for the first time.

Methodology

The tests will be conducted remotely. Each participant will be introduced to the app, asked a series of general questions, and then directed to perform a brief set of tasks.

Participants & Schedule

6 participants with varying experiences with pregnancy will be tested within the last week of March of 2024. Each test will take about 10-20 minutes.

[Click here for the full test script](#)

Task 1

Create an account

Task 2

Find an article to read

Task 3

Join a group in the community

Task 4

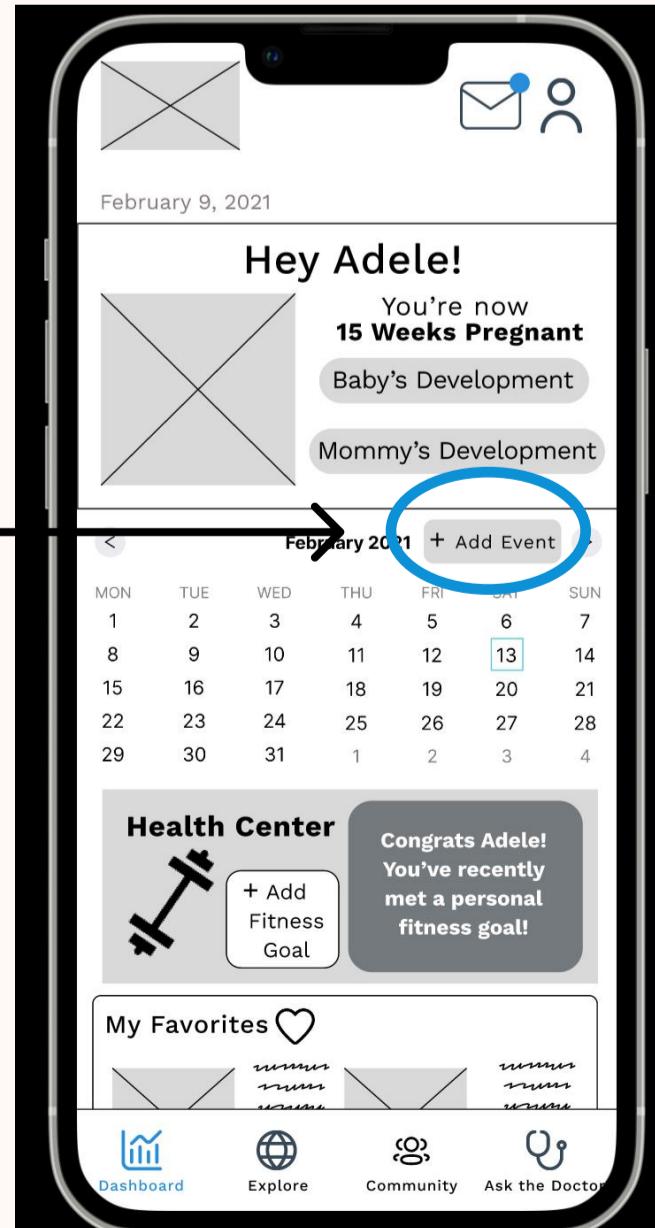
Send in a question to a doctor of your choice

Test Report

6 usability tests were conducted remotely. All of the participants were able to complete the tasks easily and smoothly and most remarked how the app seems familiar to them and is easy to navigate. I used the rainbow spreadsheet to analyze results, and the following are the biggest issues that the participants faced.

Issue #1

The purpose of the calendar was unclear to some of the participants

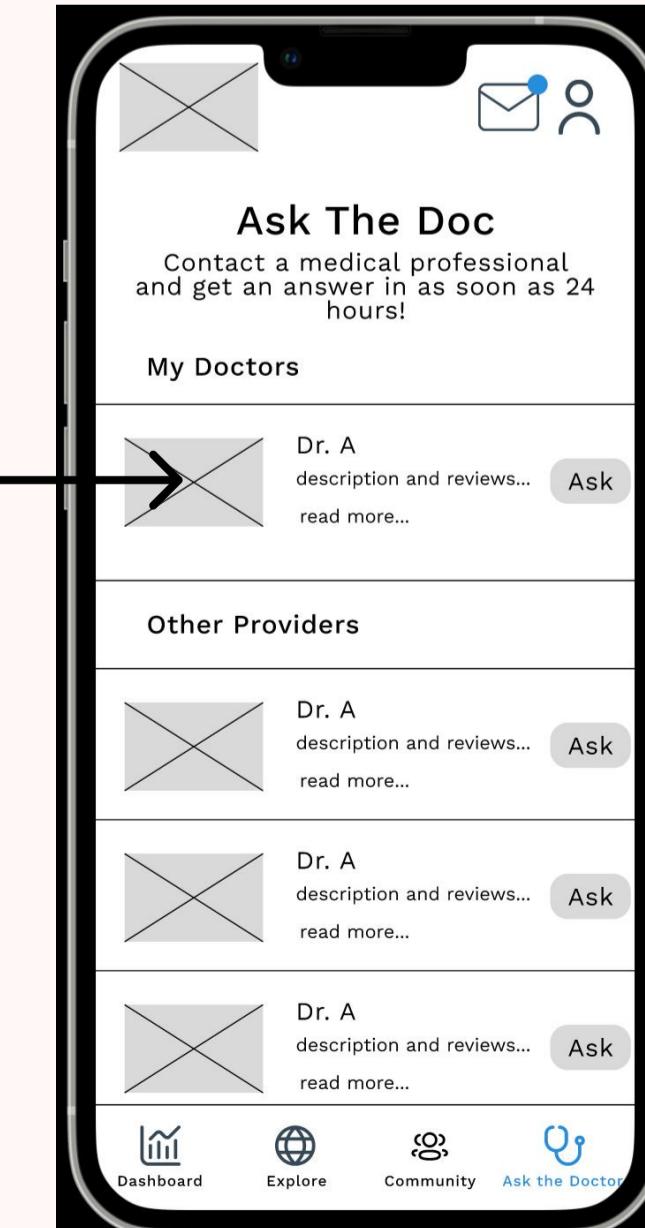
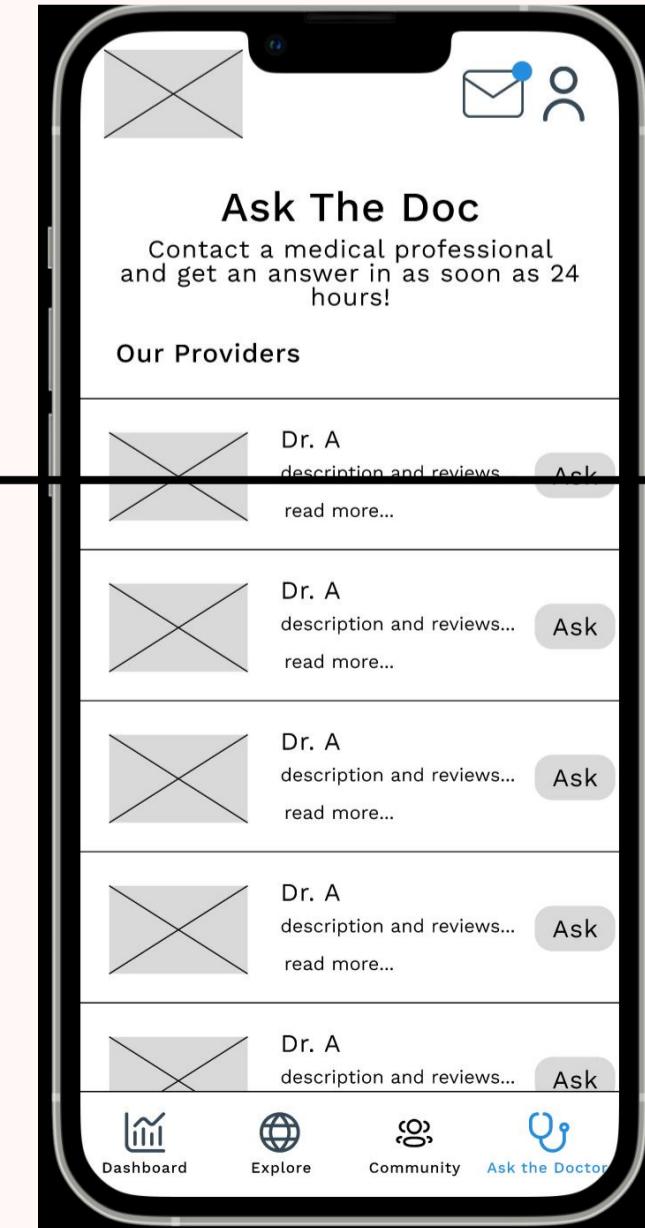


I added a CTA button for adding an event to the calendar.

Issue #2

Users don't want to scroll through providers once they chose one already.

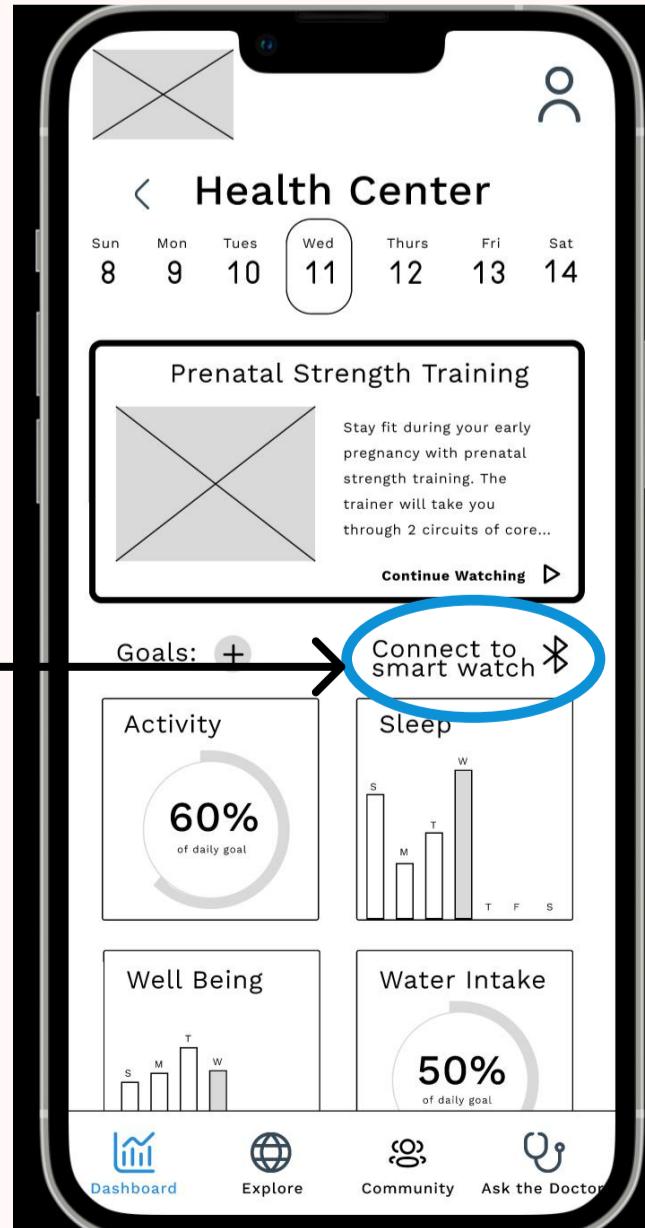
Once a user chooses a doctor, that doctor is prioritized on the screen.



Issue #3

Users aren't likely to keep track of their movement and input them manually

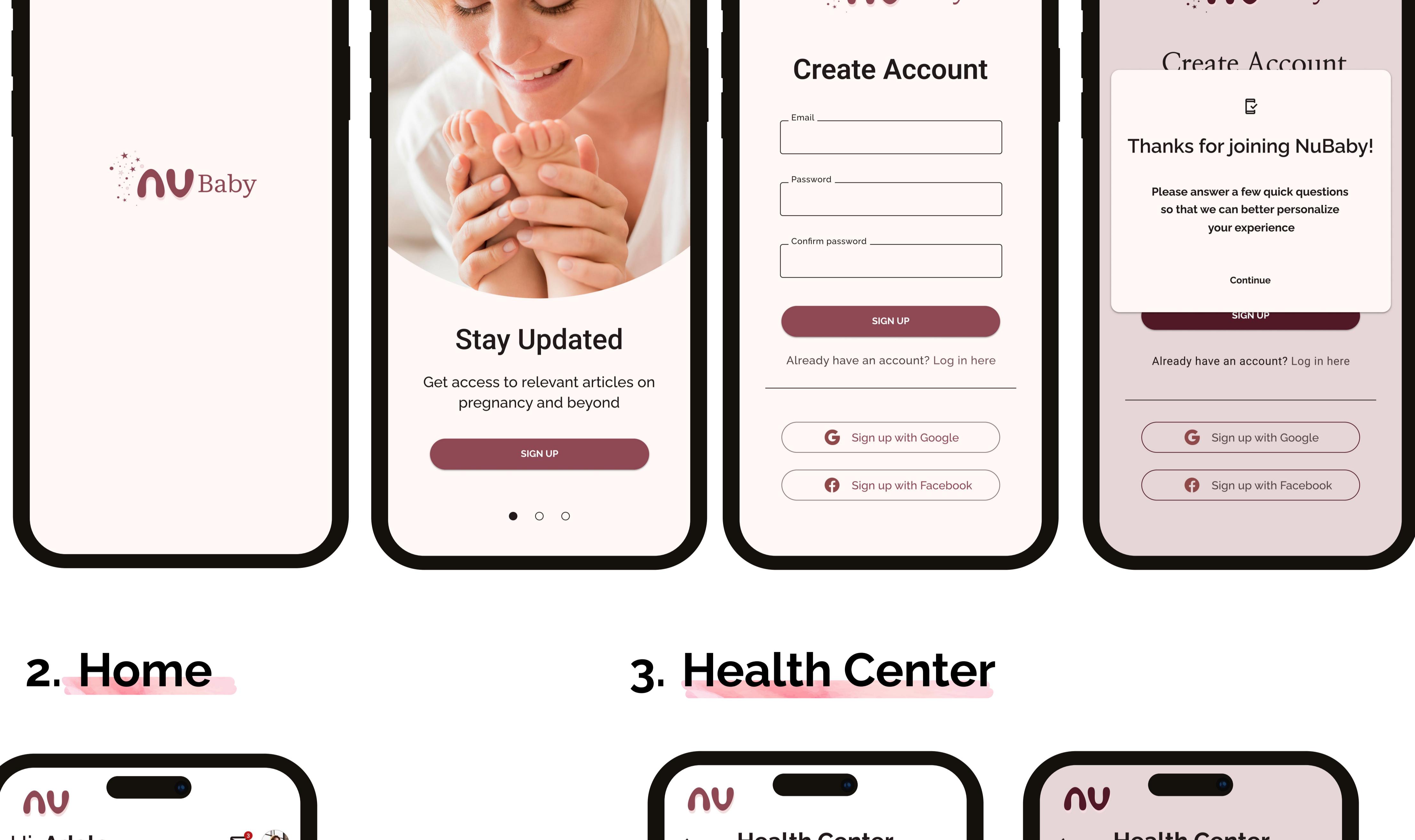
I added a Bluetooth feature so that the user can connect the app to their smartwatch.



High-Fidelity Prototypes

After the round of usability testing, I began developing the high-fidelity prototypes, providing the app with some personality and color.

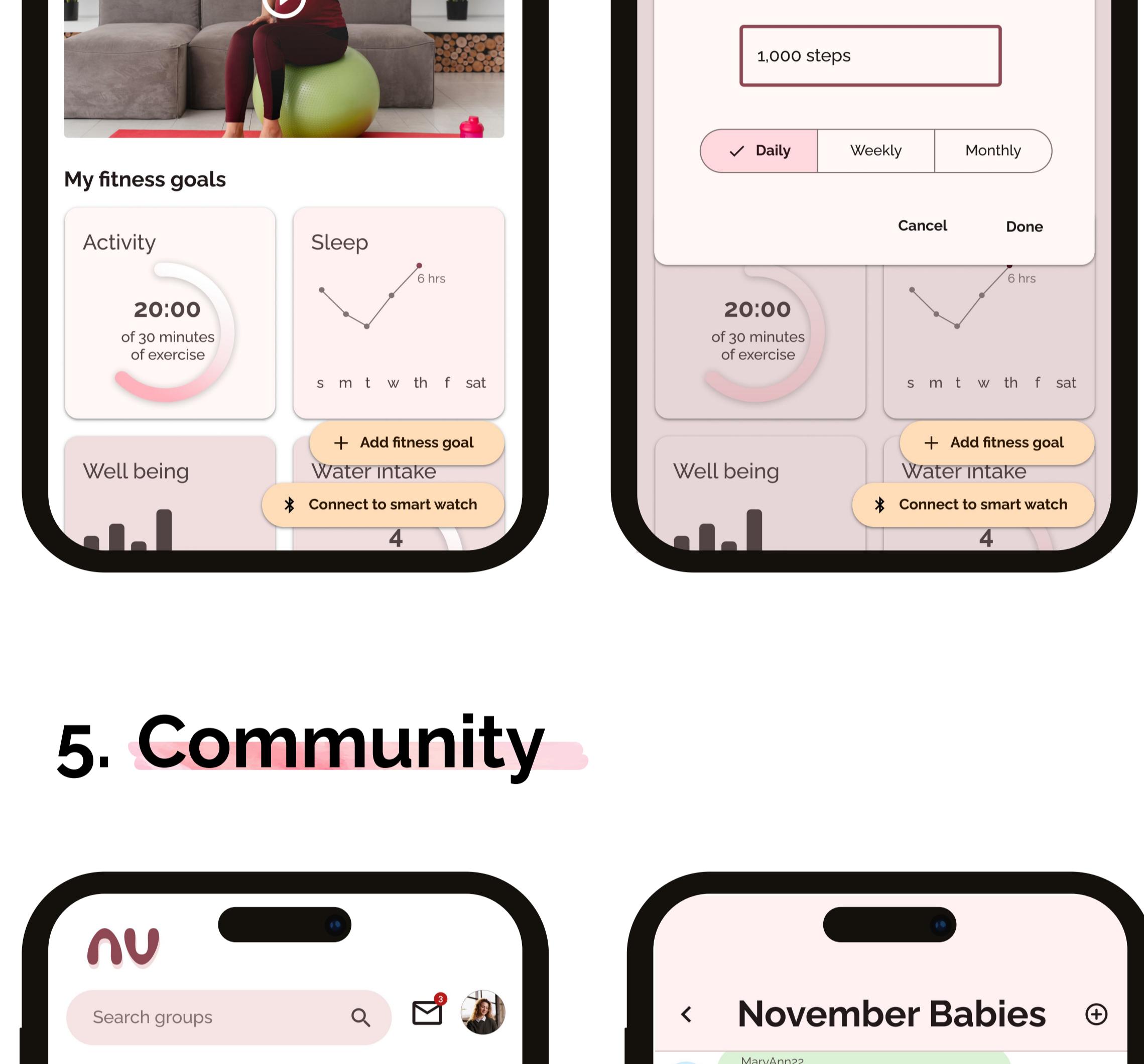
1. Join NuBaby



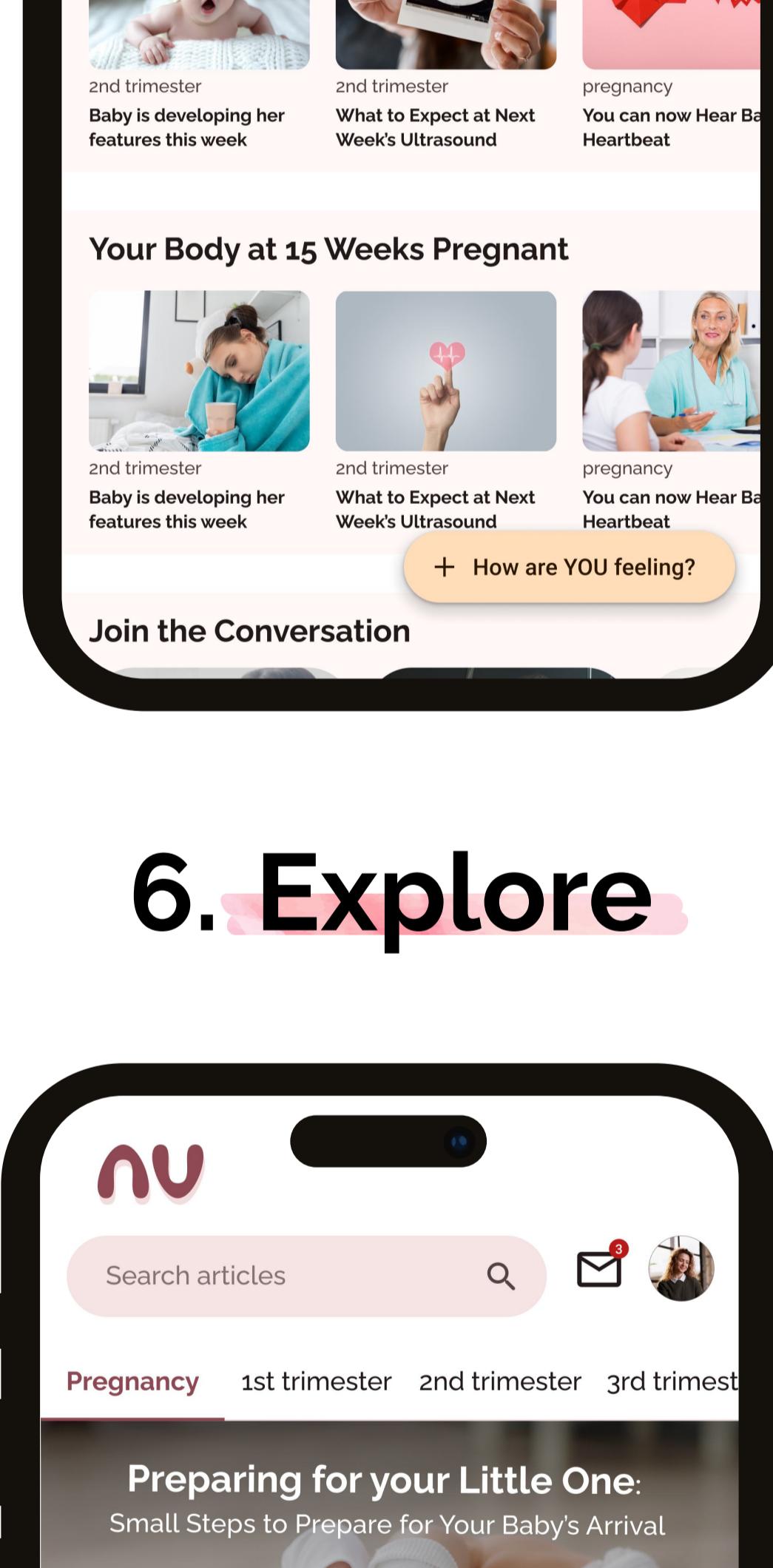
2. Home



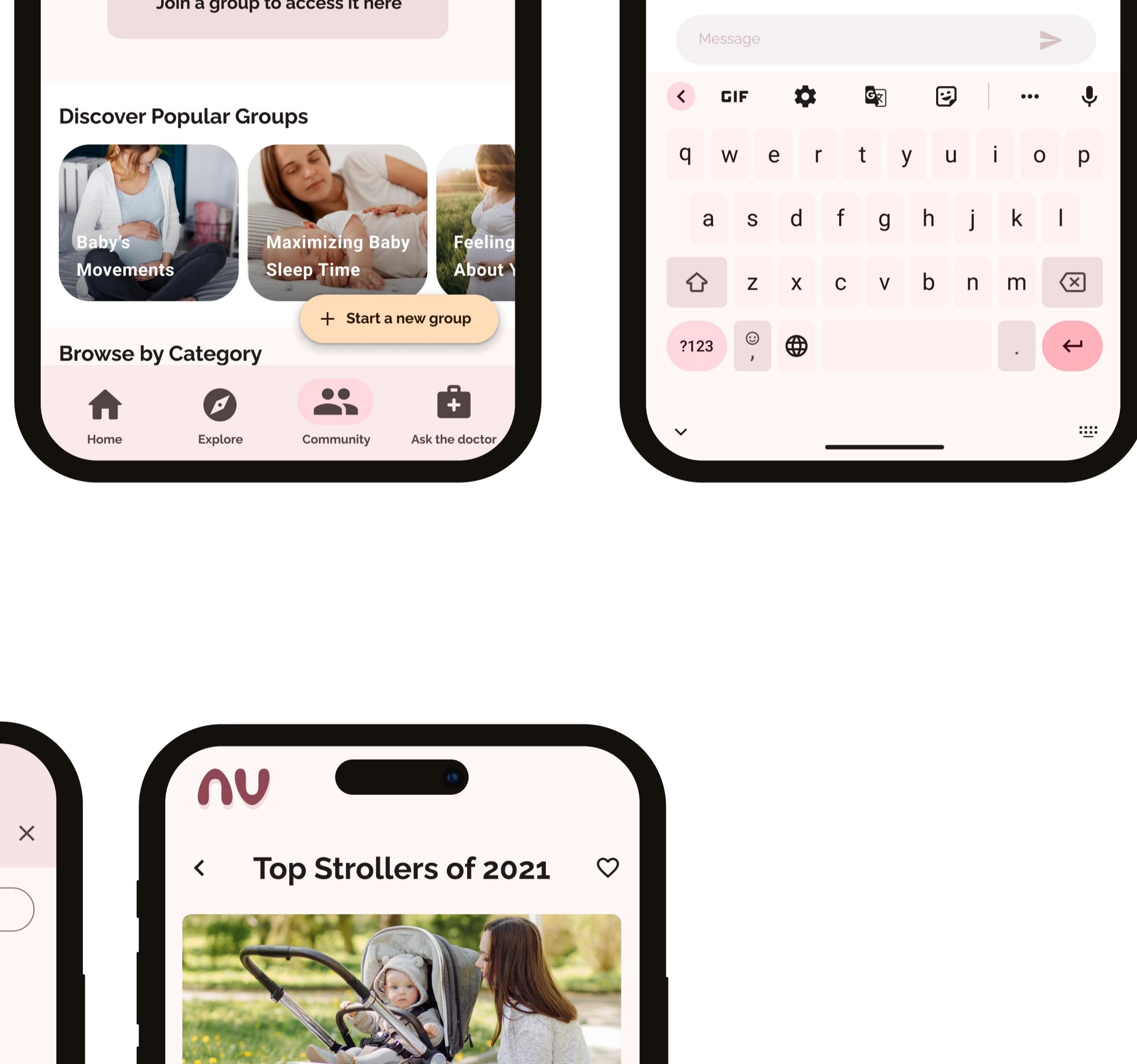
3. Health Center



4. Pregnancy Tracking



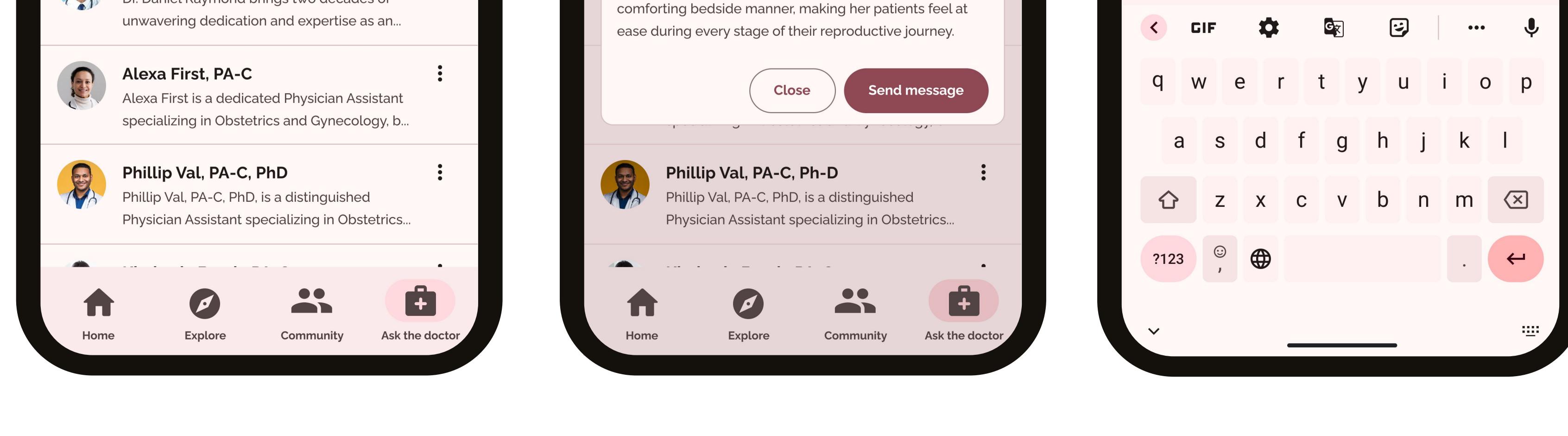
5. Community



6. Explore



7. Ask the Doctor



Style Guide

Typography

Aa Aa

Heading Roboto Body Raleway

Header 1

Roboto Medium / size: 47.78 / leading: 57

Header 2

Raleway Medium / size: 39.81 / leading: 63

Header 3

Raleway Medium / size: 33.18 / leading: 53

Header 4

Raleway Medium / size: 27.65 / leading: 49.8

Header 5

Raleway Medium / size: 23.04 / leading: 36.9

Header 6

Raleway Medium / size: 19.3 / leading: 30.7

Paragraph

Raleway Medium / size: 16 / leading: 25.6

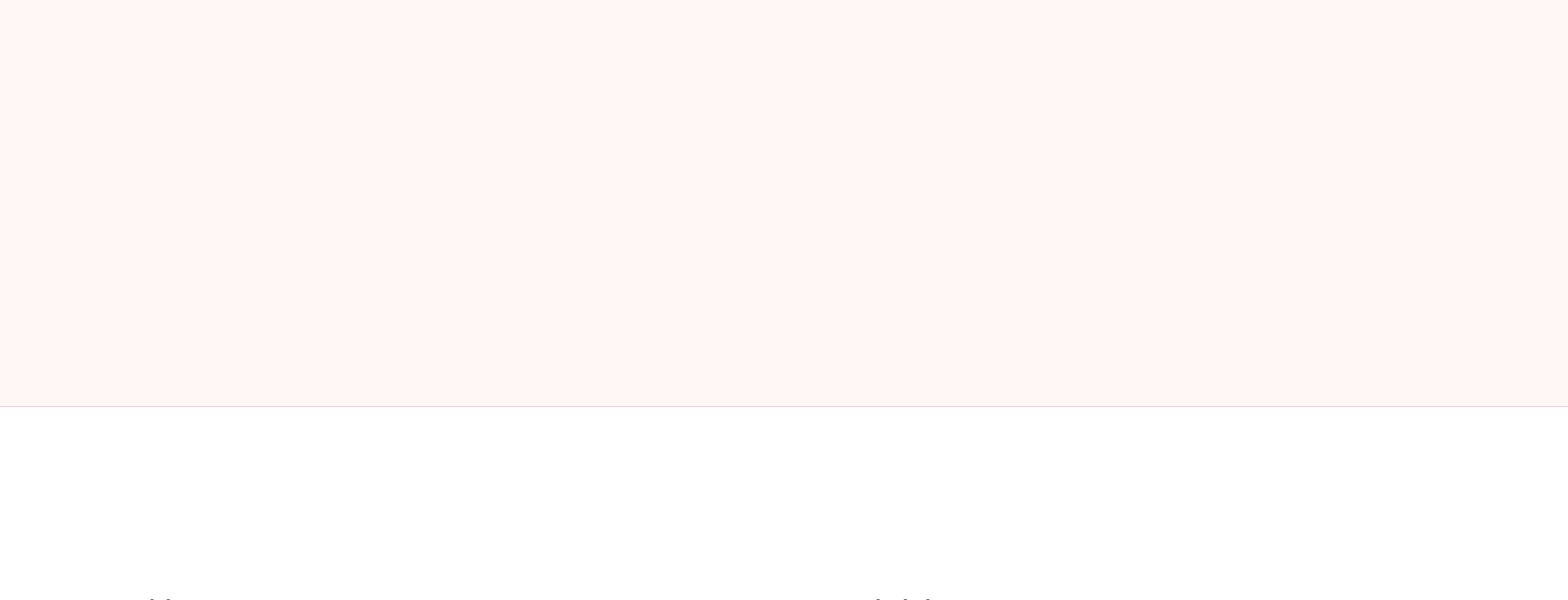
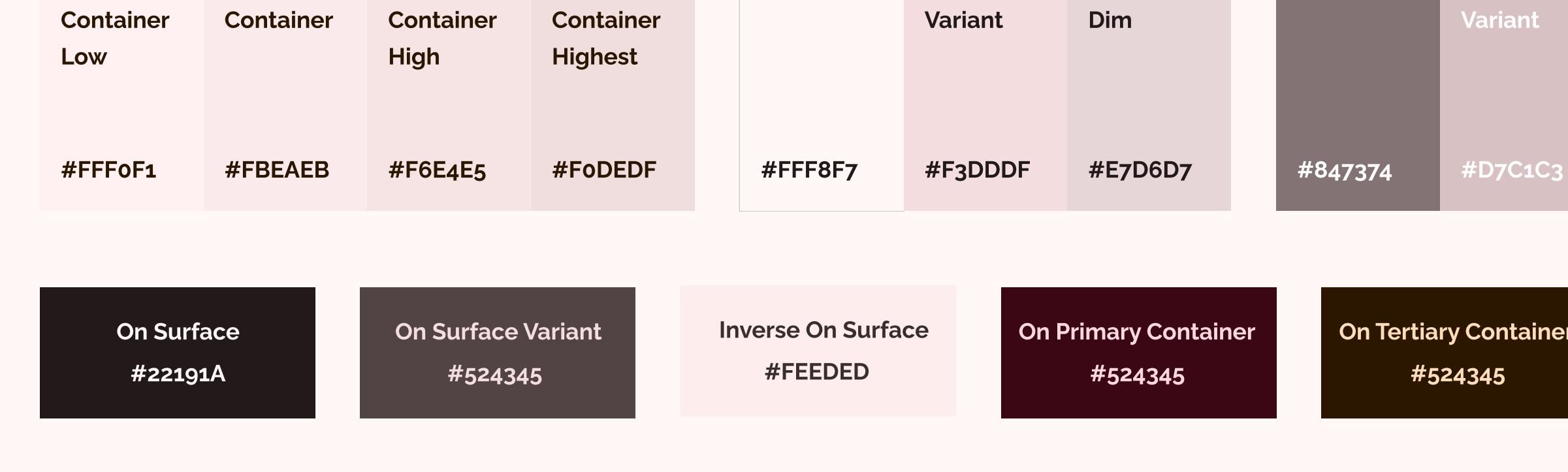
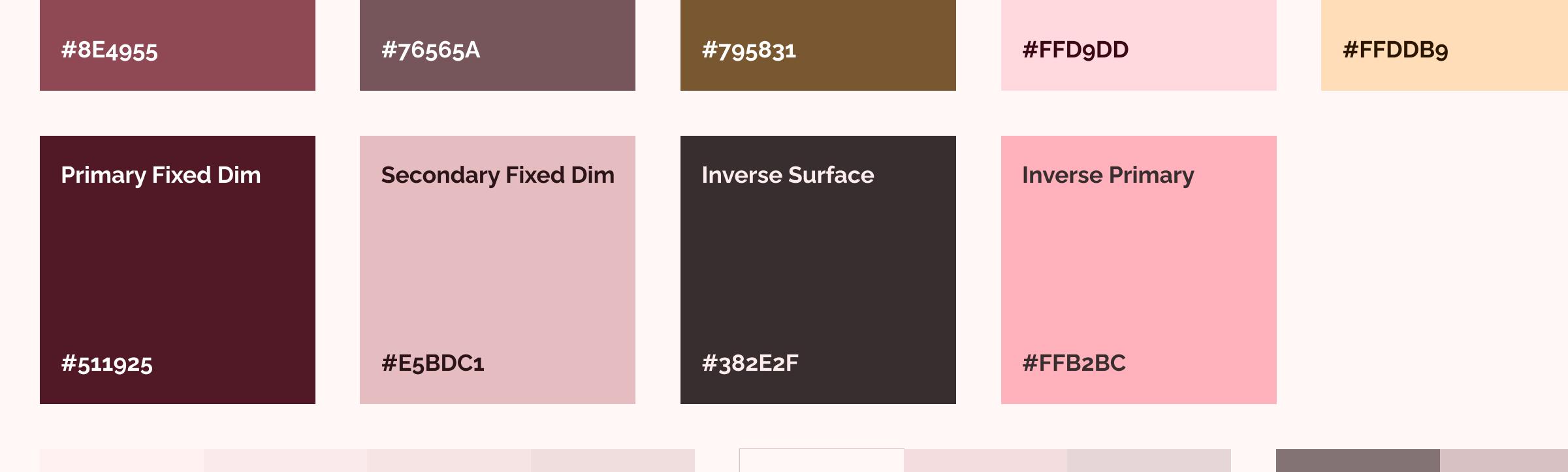
Small

Raleway Medium / size: 13.33 / leading: 21.3

Header 7

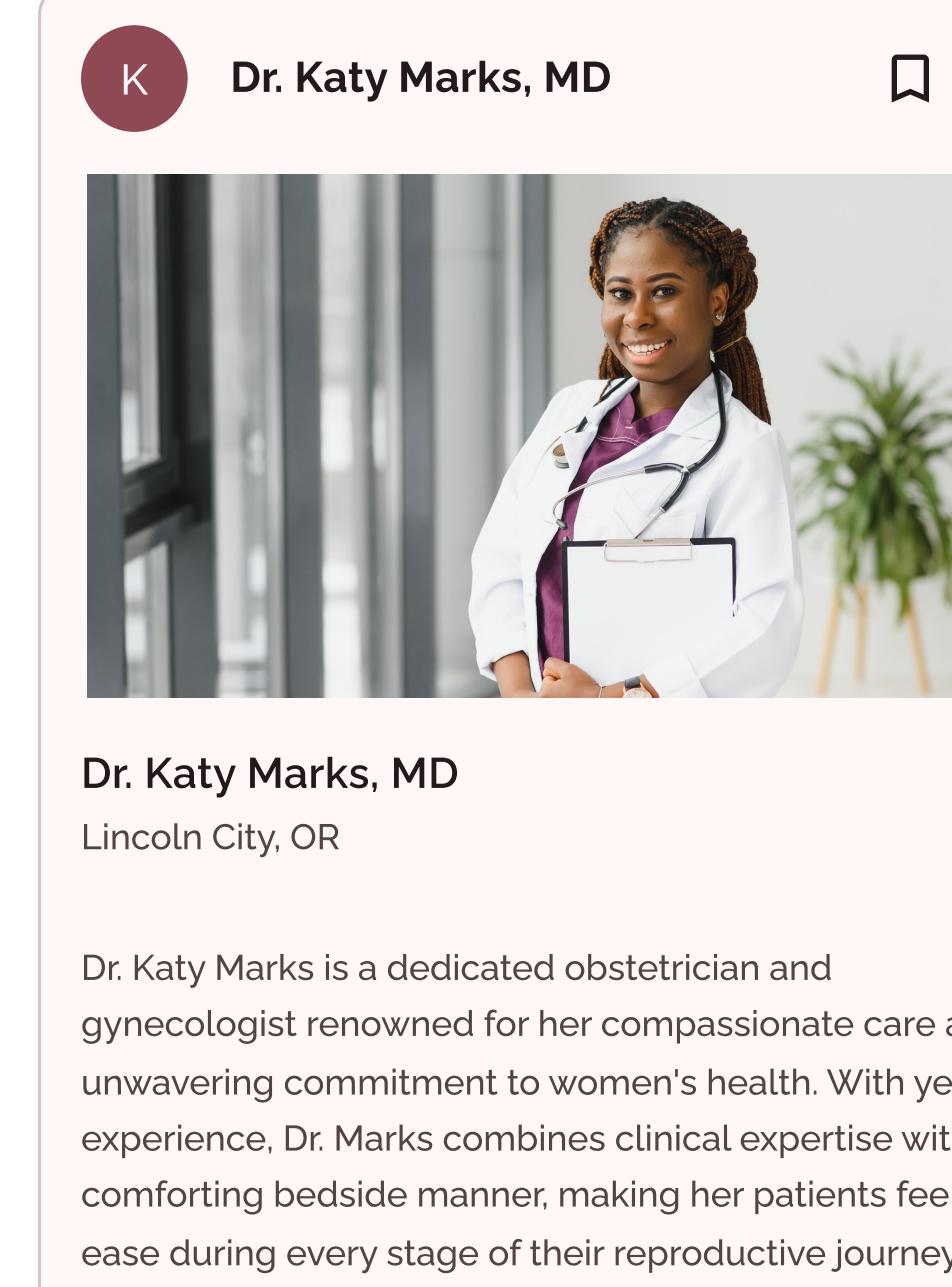
Raleway Medium / size: 11.11 / leading: 17.8

Color Scheme

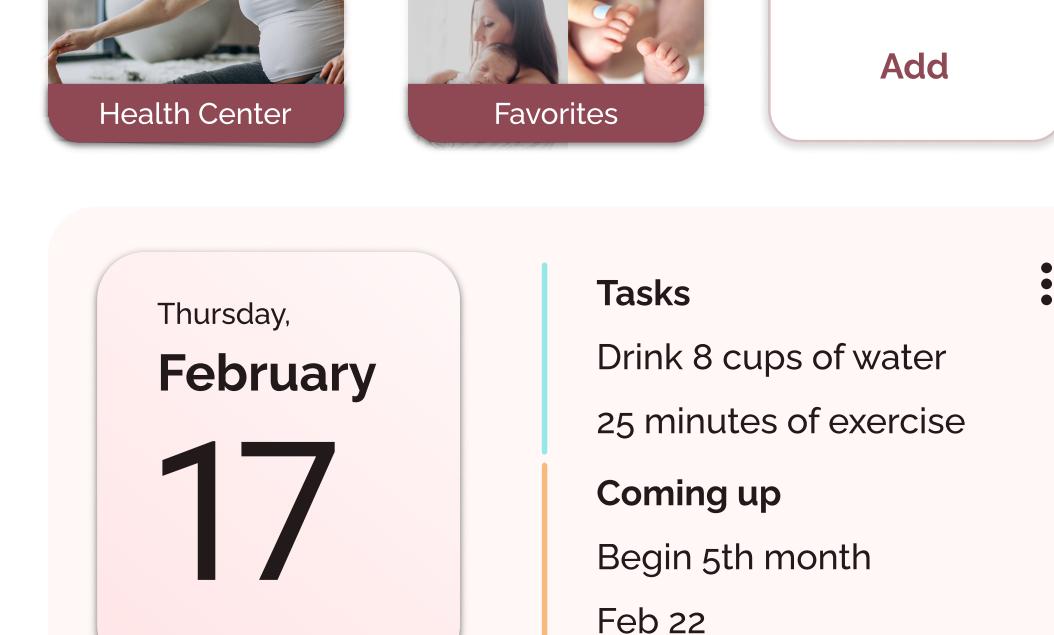


UI Elements

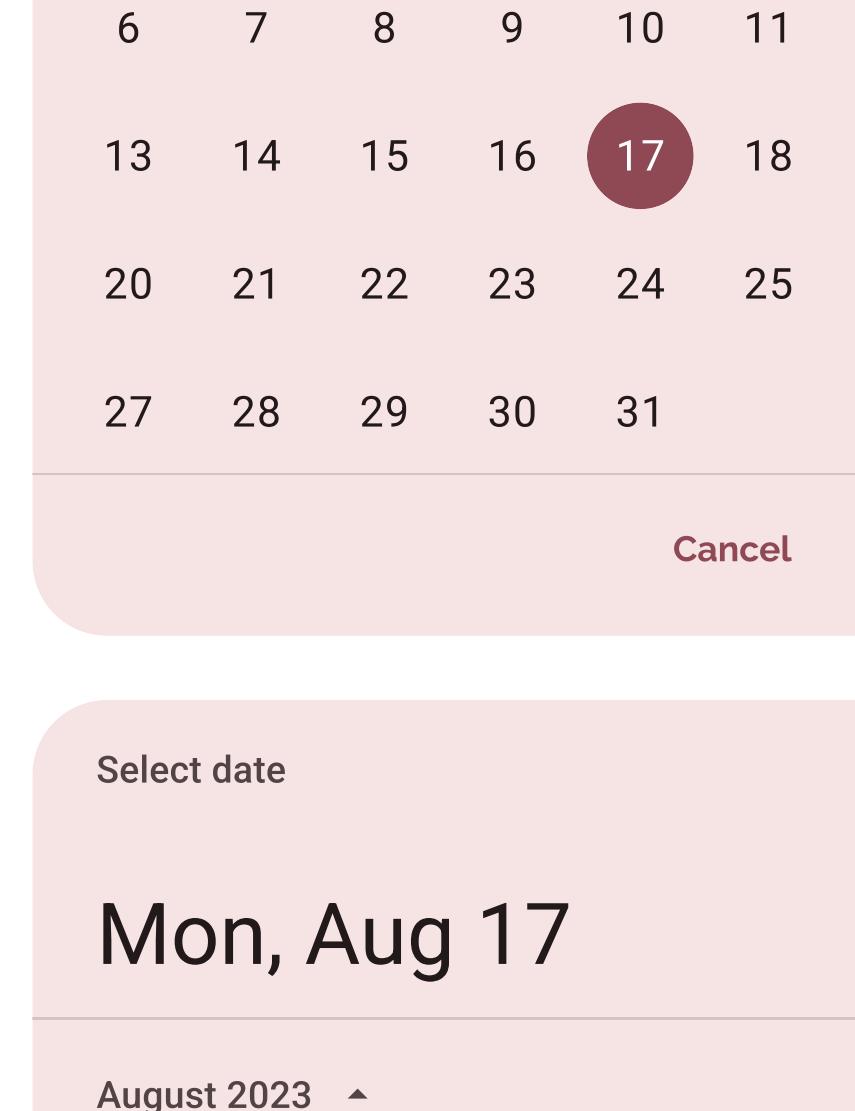
Buttons



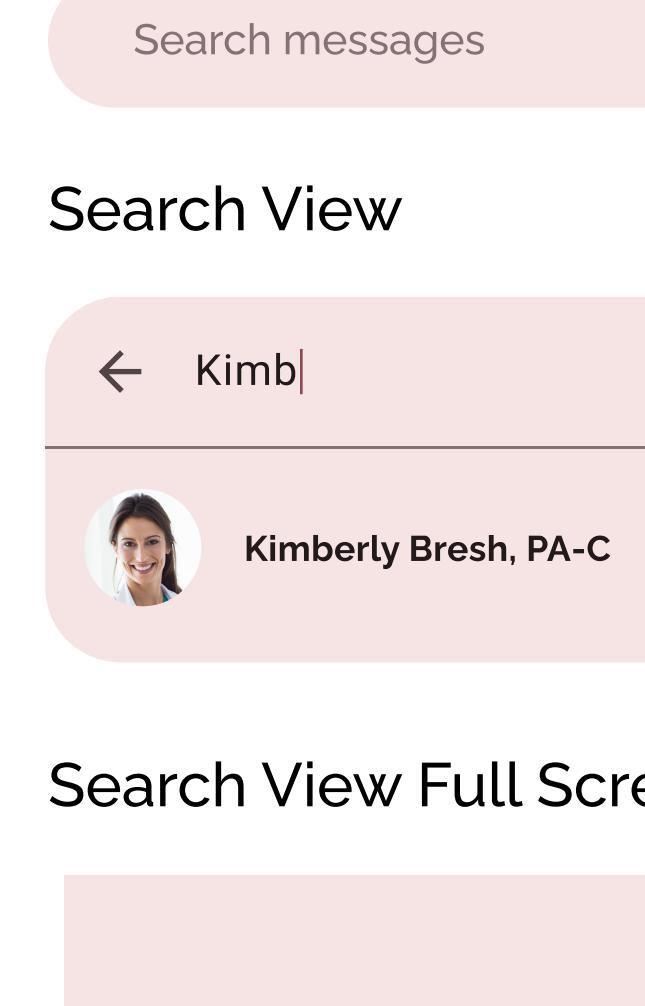
Segmented button



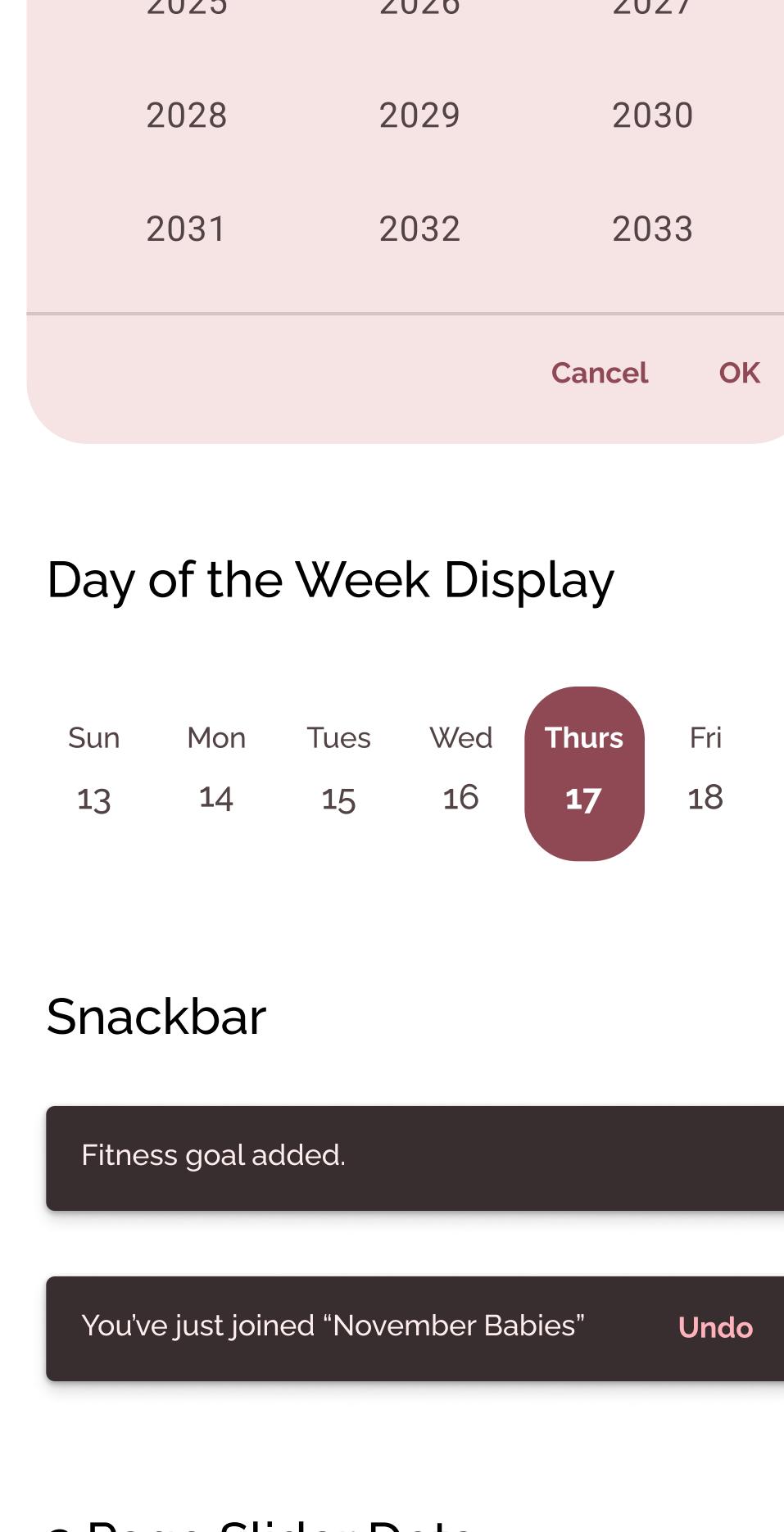
Input Fields



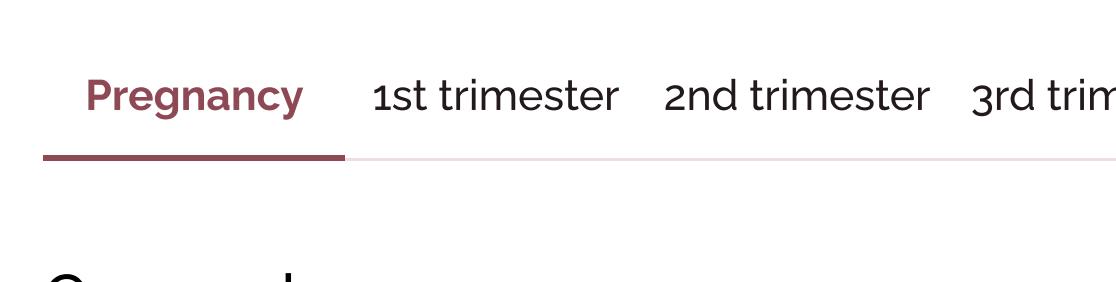
Menu



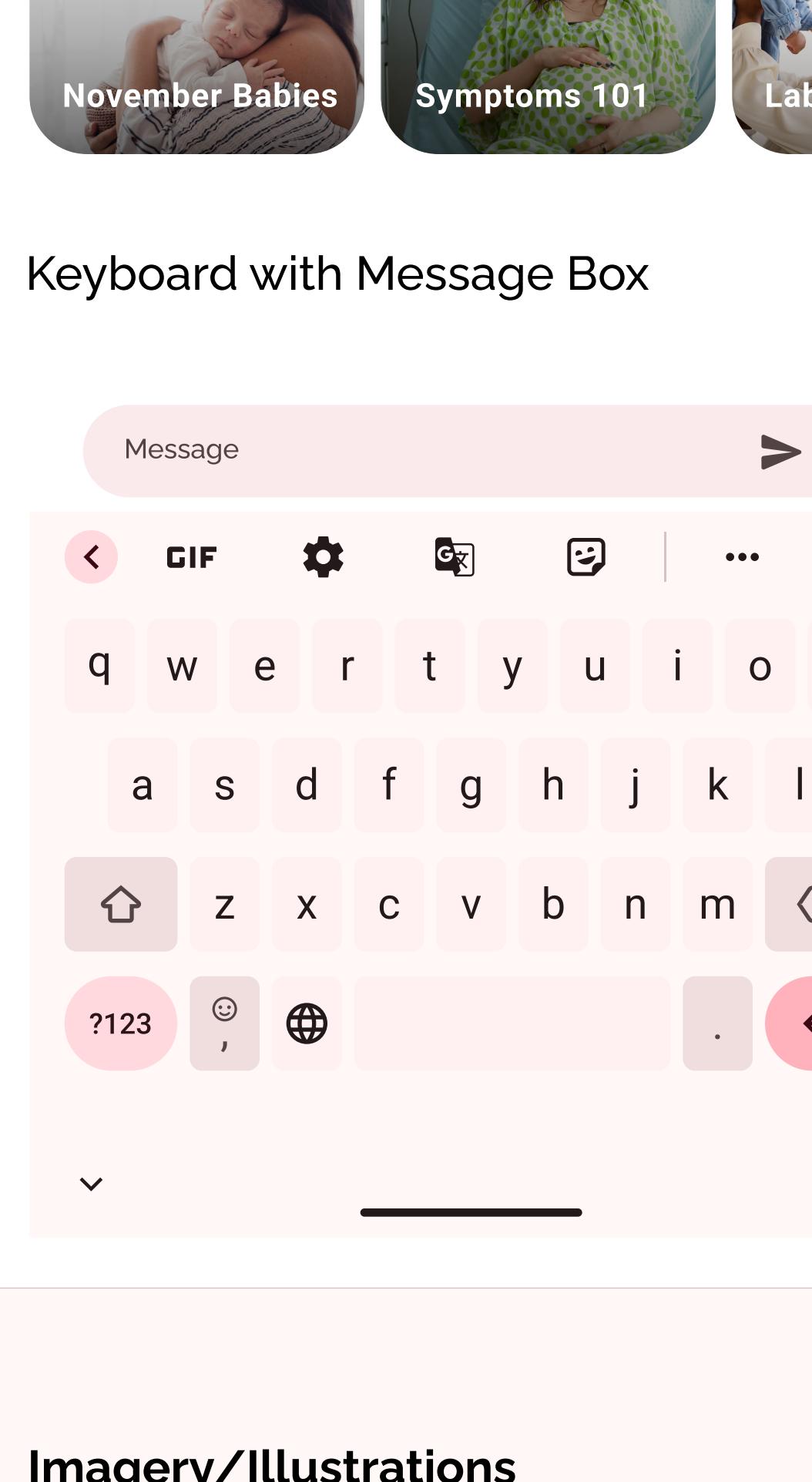
Date Pickers



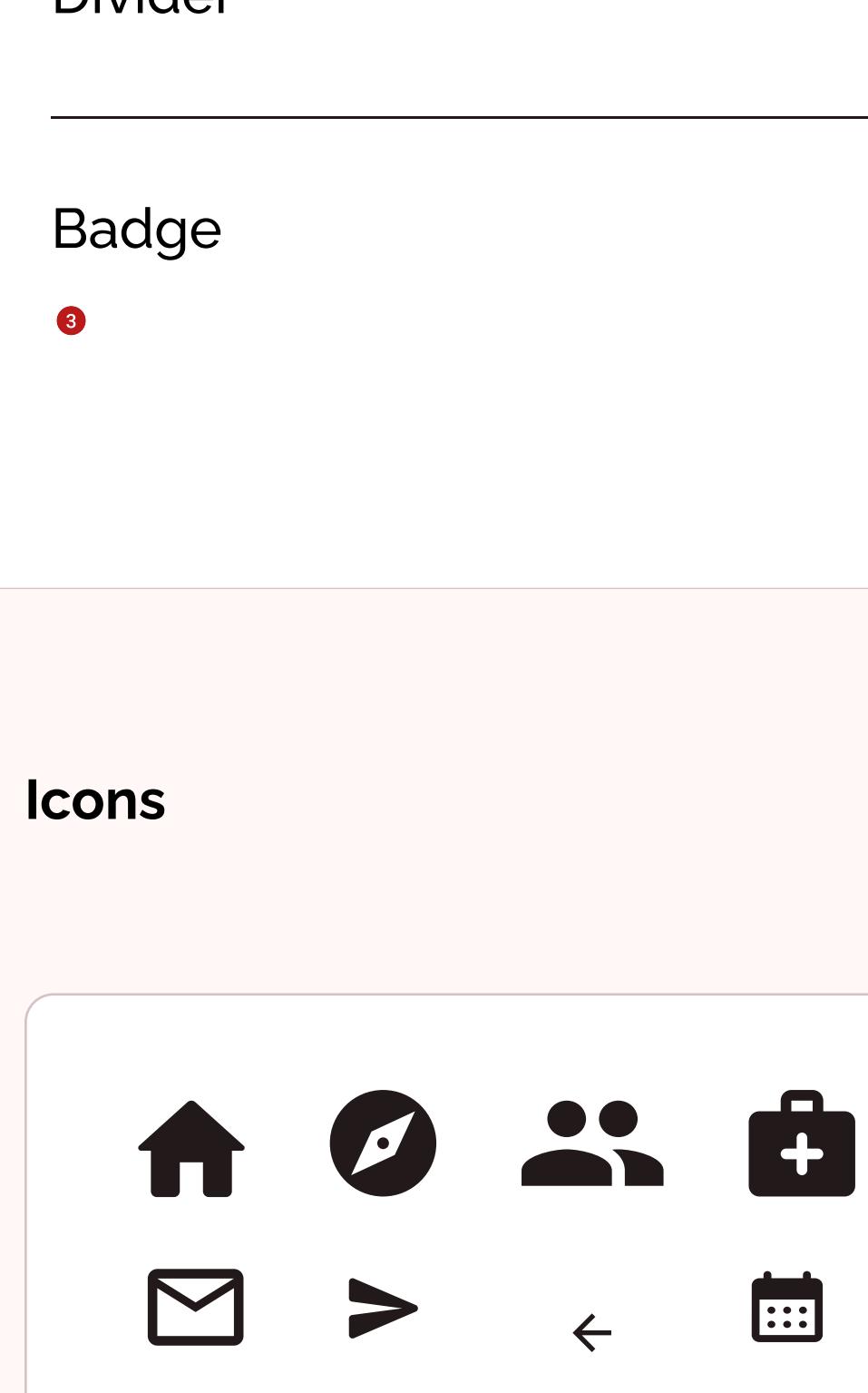
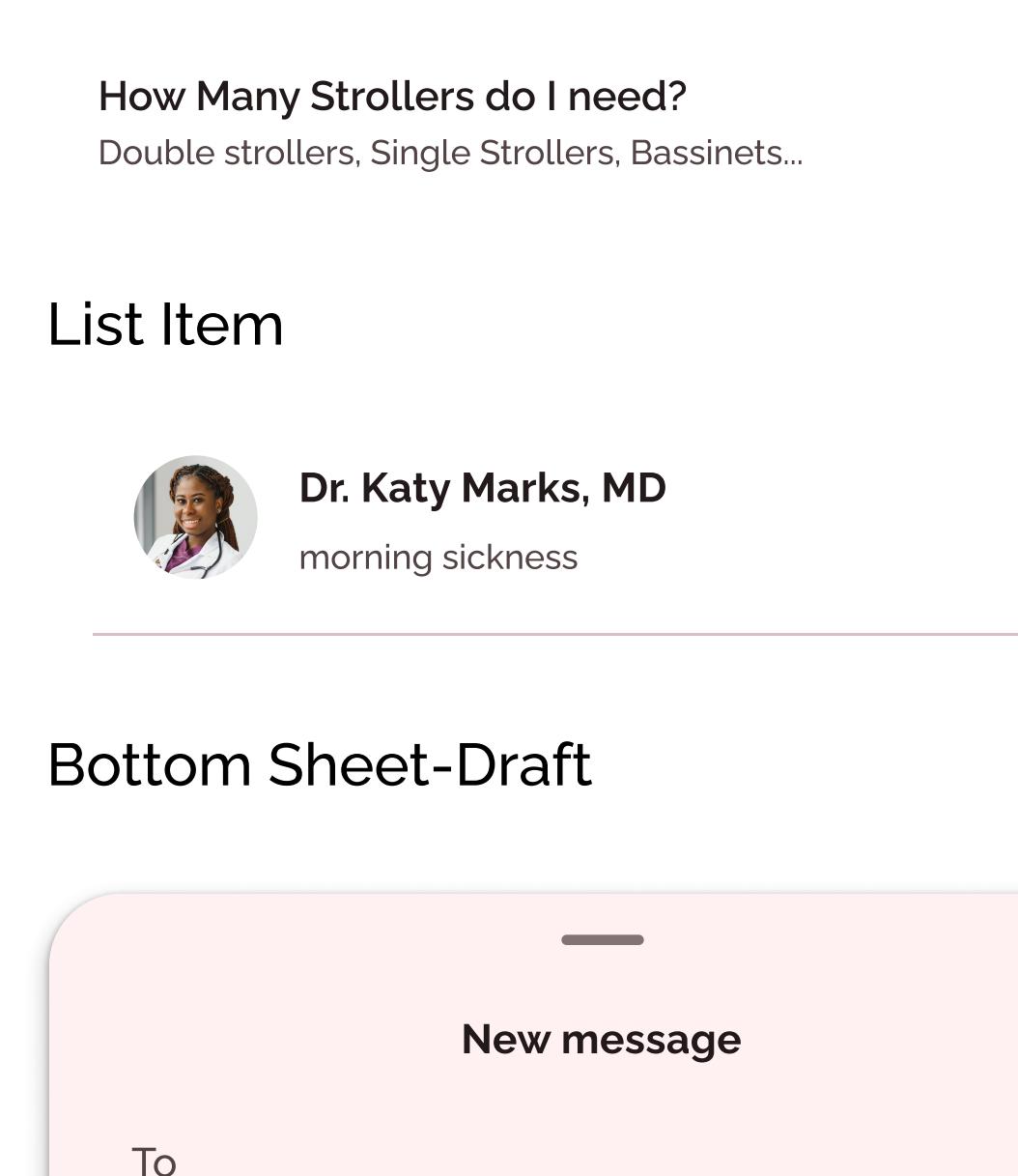
Logo



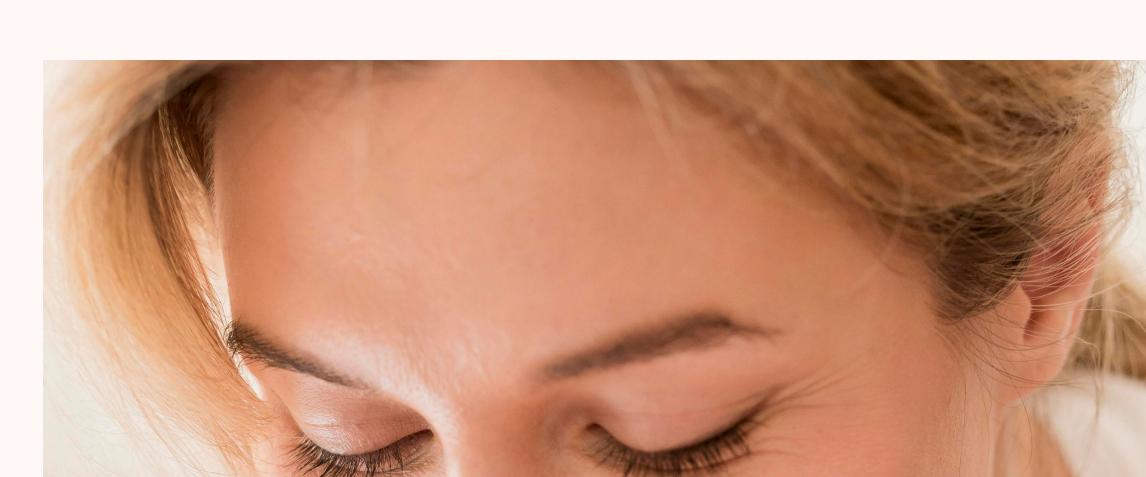
Cards



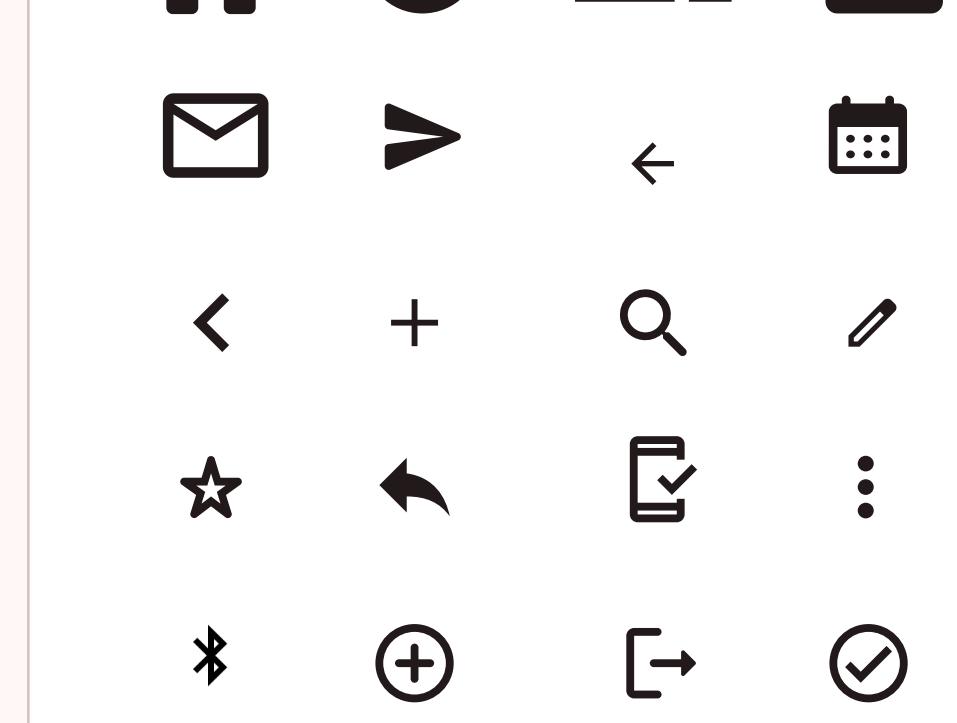
Widgets



Navigation Bar



Search Bar



Tabs



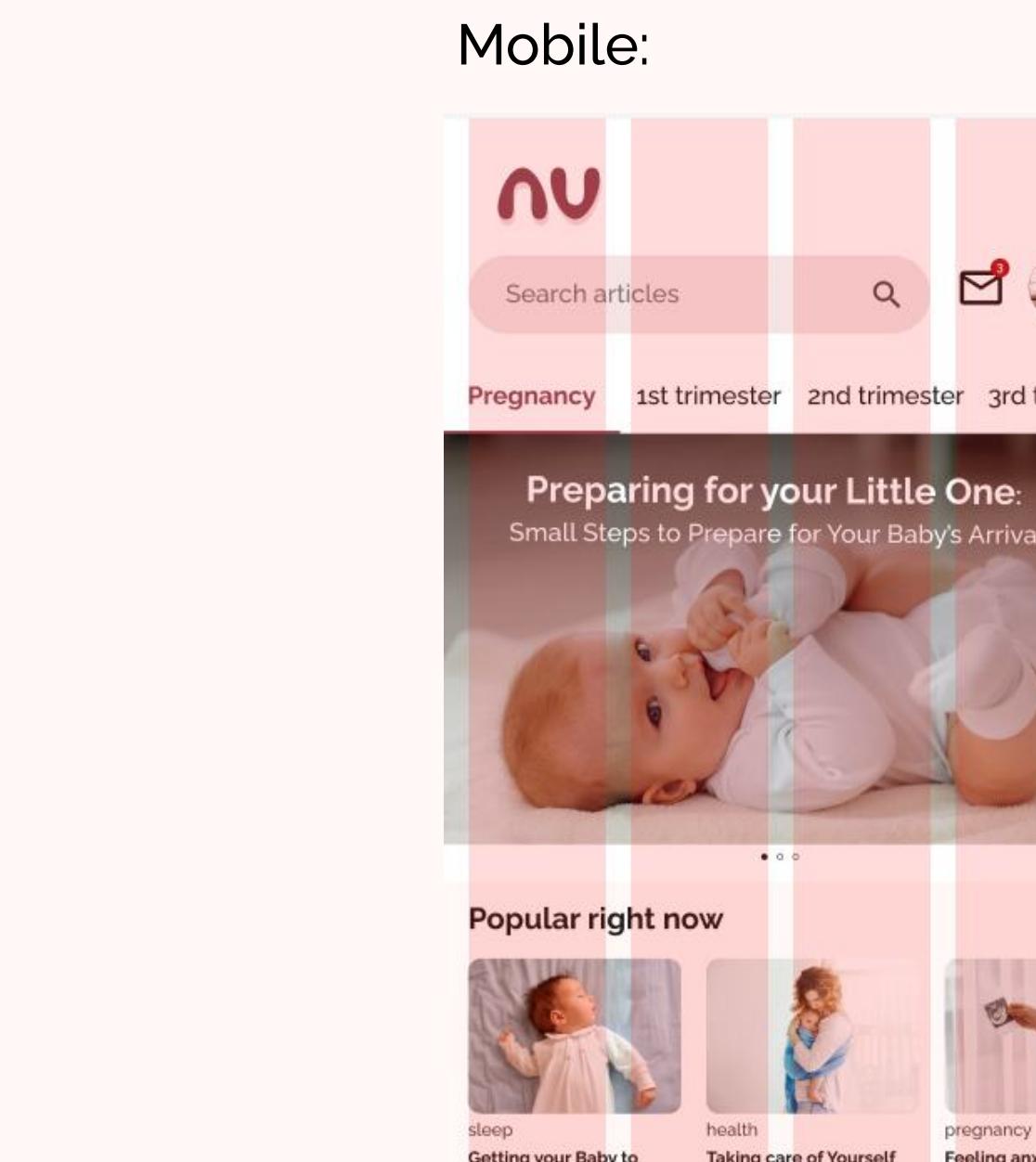
Carousel



Search View



Keyboard with Message Box



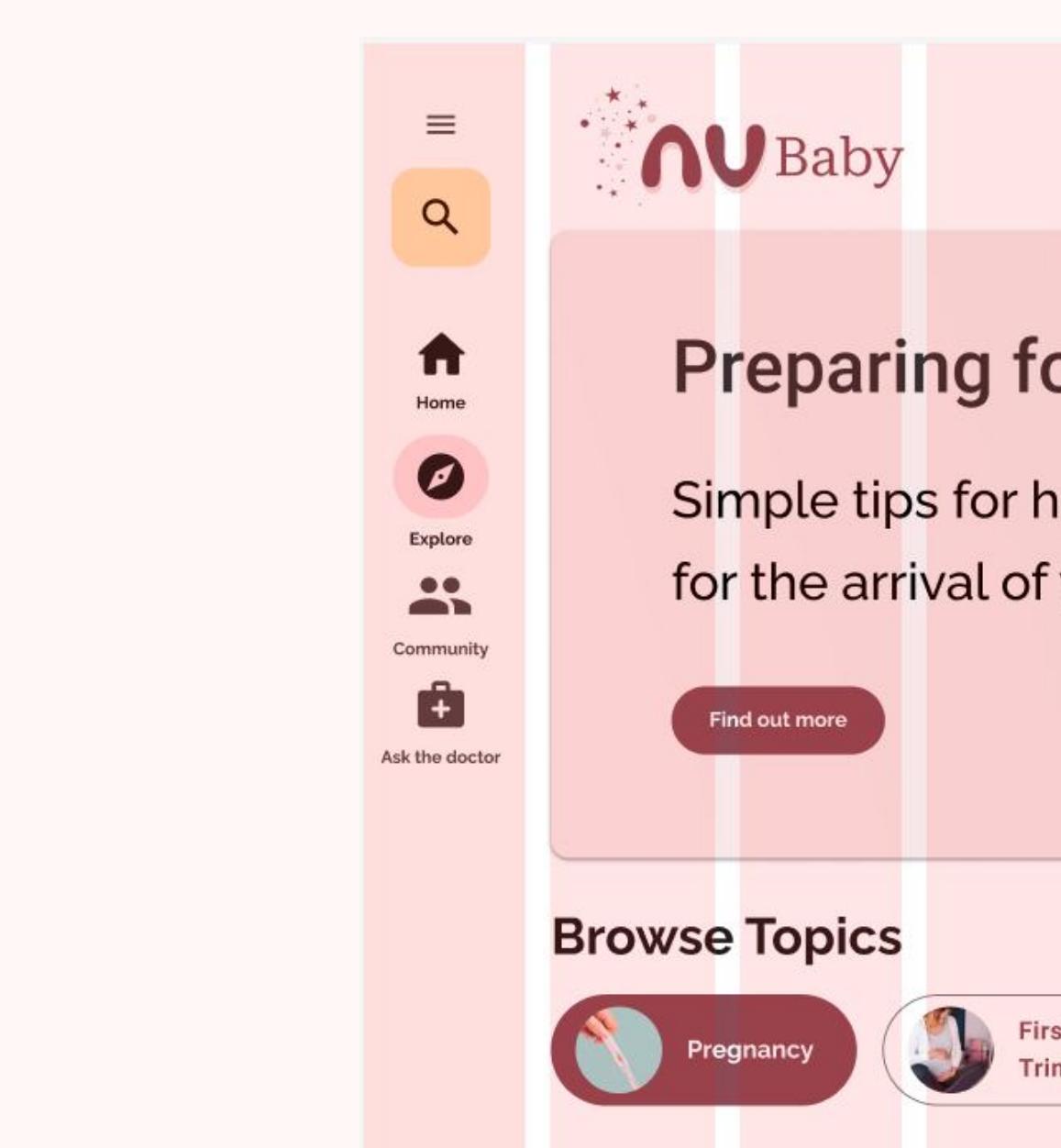
Search View Full Screen with List



List Item

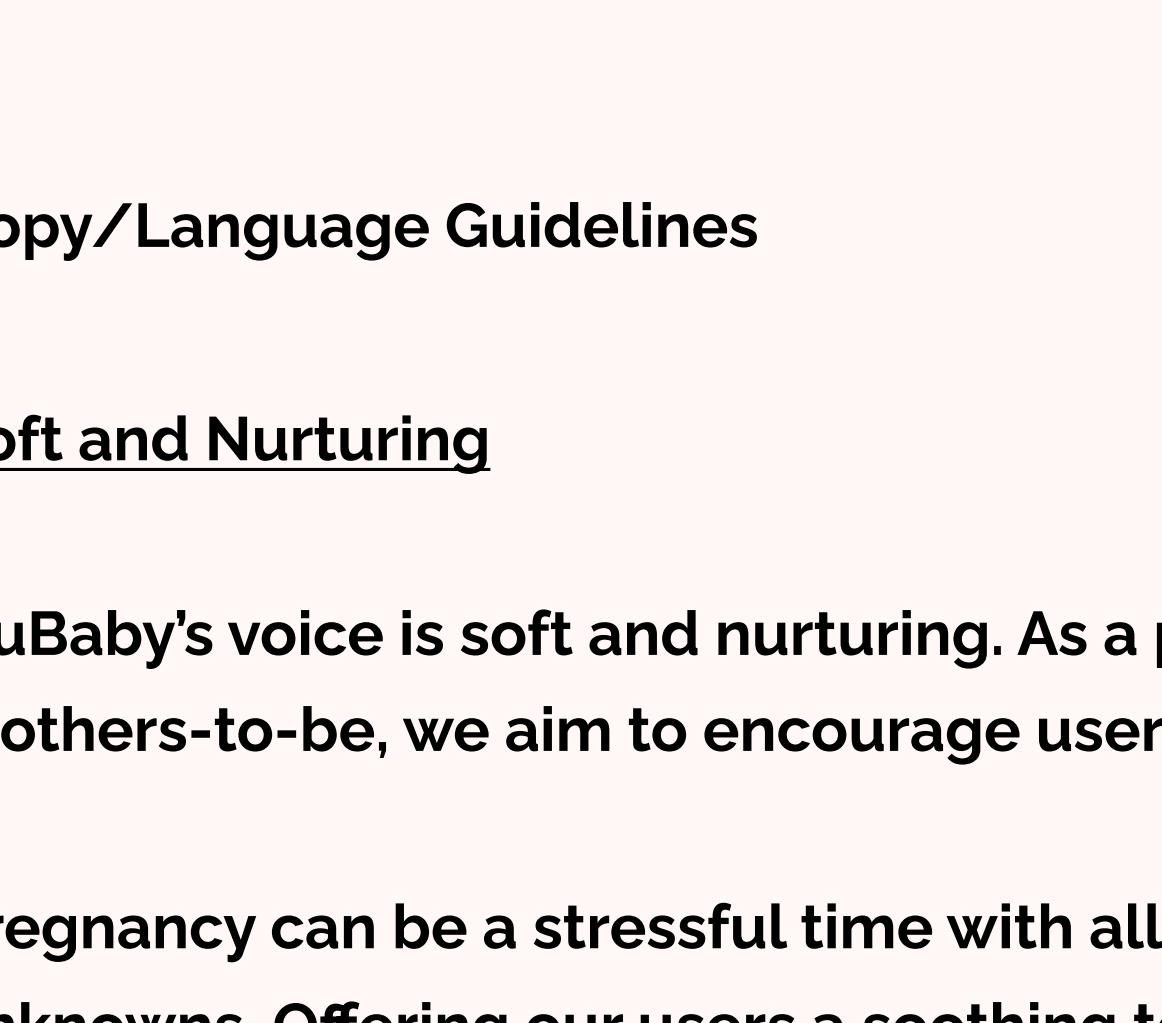


Bottom Sheet-Draft



Imagery/Illustrations

Use still life imagery related to motherhood with warm colors and a calm feel



Profile Picture



Small Article View



Large Article View



Icons



Copy/Language Guidelines

Soft and Nurturing

NuBaby's voice is soft and nurturing. As a platform designed for mothers-to-be, we aim to encourage user to step into that role.

Pregnancy can be a stressful time with all the new changes and unknowns. Offering our users a soothing tone of voice will have a calming effect.

Comfortable and Familiar

Try not to use confusing language. We want users to feel at home when they enter the app, like they're spending time with friends or family.

Use simple and direct language that won't overwhelm or confuse users.

Trustworthy and Professional

Above all, be professional. Being a platform that provides medical help and guidance, our goal is to make the users feel taken care of in a professional manner. Assure the user that we are a reliable source of information by using appropriate language and providing context for the services we provide.

Other Dos and Don'ts

Do

Stick to the color scheme and play around with opacities

Use rounded edges and warm imagery

Add more icons that follow the guideline

Adjust buttons widths based on the text

Use a variety of button styles in one frame to establish hierarchy

Don't

Change the color of the logo

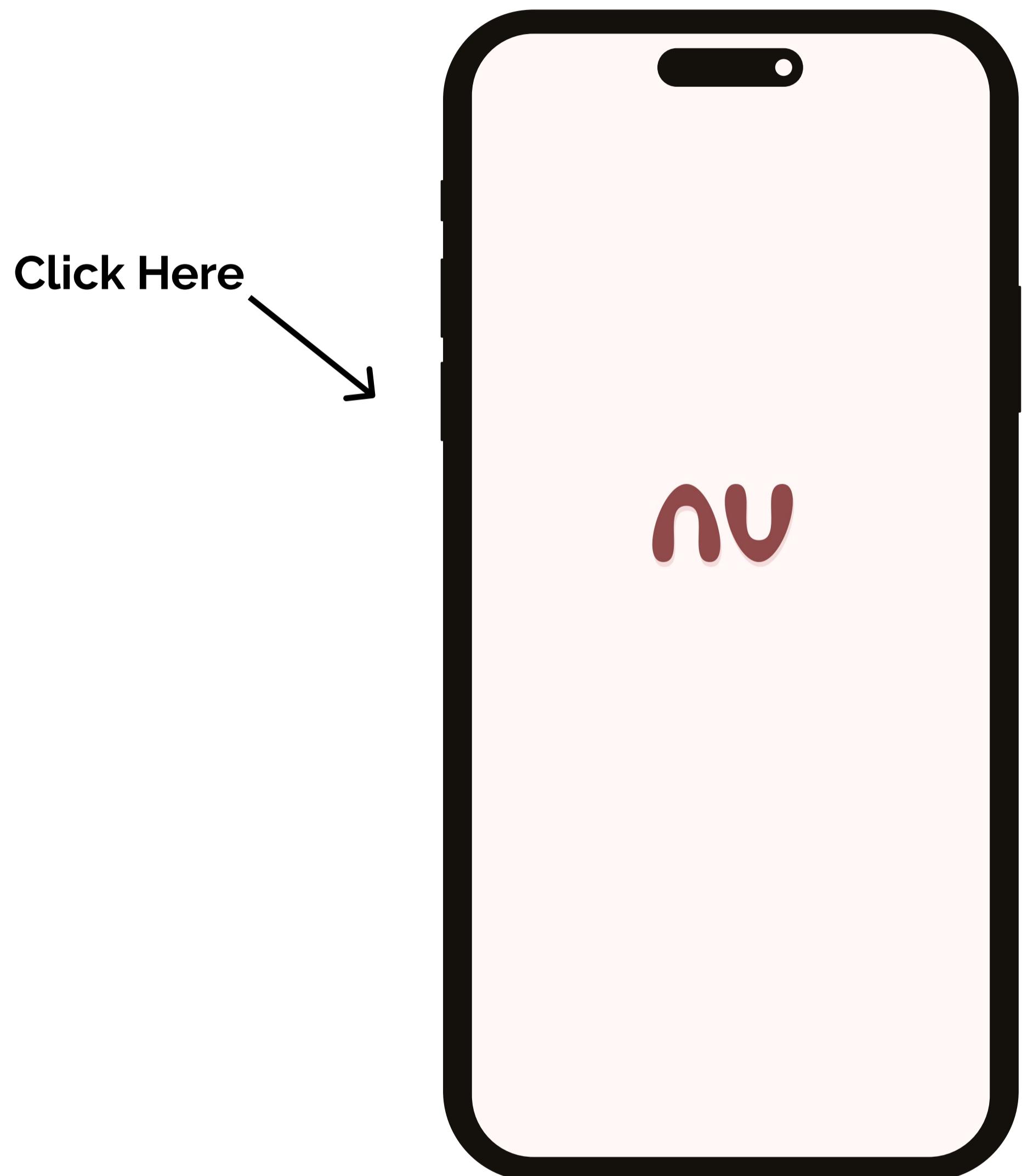
Use error colors except for badges

Use dark colors except for buttons

Use cool imagery or animated images

Crowd interfaces

Interactive Prototype



Click Here

Key Takeaways

- Getting **feedback** is one of the best ways to improve your designs. Working on one project for months and staring at the same screen for hours at a time, it's easy to get caught up in the **details** and lost sight of the **overarching goal** and it often leads to overlooking **obvious mistakes**. Asking other designers for feedback is a great way for you to zoom out of that headspace and improve your designs.
- It is so important to be **thorough** throughout the **design process** and not leave one step half-finished. The design process is highly **reiterative** and each step builds on each other, so leaving out a couple details earlier on will lead to a lot more work and required effort later on.
- If I could do this project differently, I would definitely take some more time in the **research and testing phases** to gather more information about users because I realize how impactful it is to have **extensive research** and more people tested in the **validation** stage.