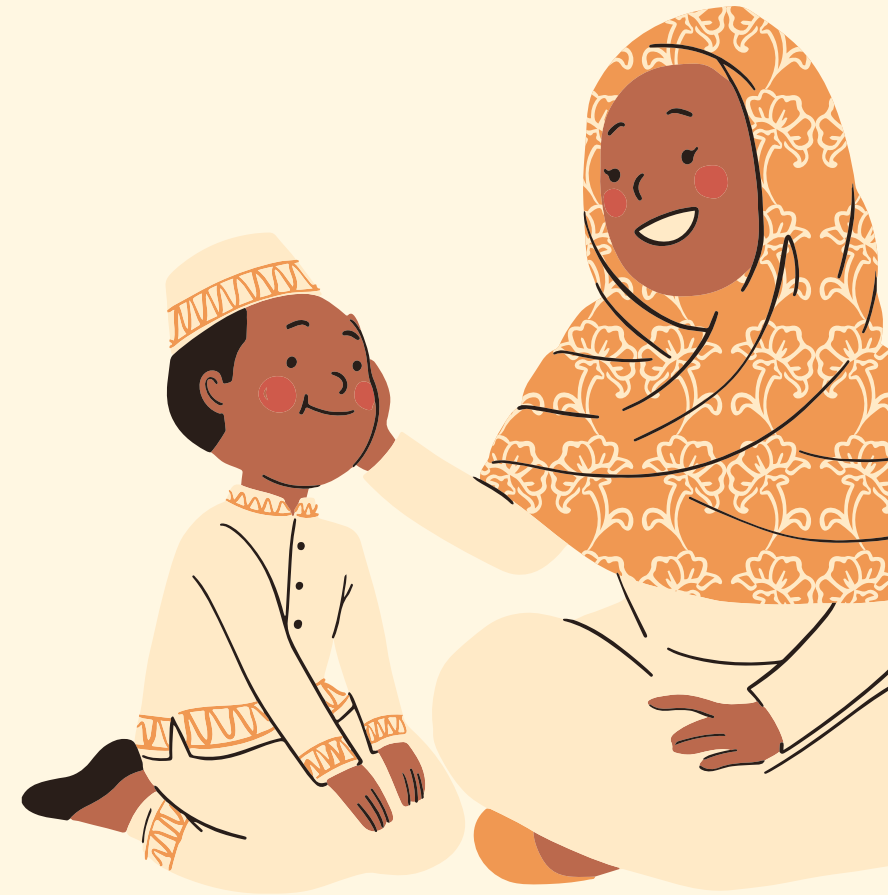


NeedFinding

Group 5



Team Members -



Tzu-Hsu Yu



**Bo Yong Lin
(Clancy)**



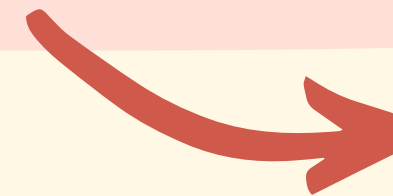
Evan Lin



Yan-Ru Ouyang

Re-design Pregnancy Experience

- Most mothers have plenty of questions when having a baby but **fail to find suitable resources**.
- Most mothers **lack or not having enough mental and physical support**.



Create a pregnancy
experience sharing
platform!



Interviewee Brainstorming...

高齡 產婦	月子 中心	婦產科 工作人員	院外 生產	社工	備孕者	醫學 人文所 教授	實習醫生
未婚懷孕	陪伴者	長輩	初次懷孕者	伴侶	阿公/ 阿嬤	醫學系 教授	婦產科醫生
害怕懷孕 的人	產前班	助產士	護士	同性家庭	衛生局	非婦產科 的醫生	流產 經驗者

Interviewee #1 - Ms. Shi

Maternity-related Worker



Why

- Trainee doctor -- very few experience
- Have experience in obstetrics for 2 months

Where

- Online

When

- Fri. 9 p.m.

Interviewee #2 - Ms. Tsai

Mother



Why

- Give birth to her child while starting her restaurant.
- Have one child.

Where

- Online

When

- Sun. 2 p.m.

Interviewee #3 - Mr. Su

Partner of a Mother



Why

- Love his wife very much.
- Have experience in accompanying a pregnant mother.

Where

- Coffee shop near his workplace

When

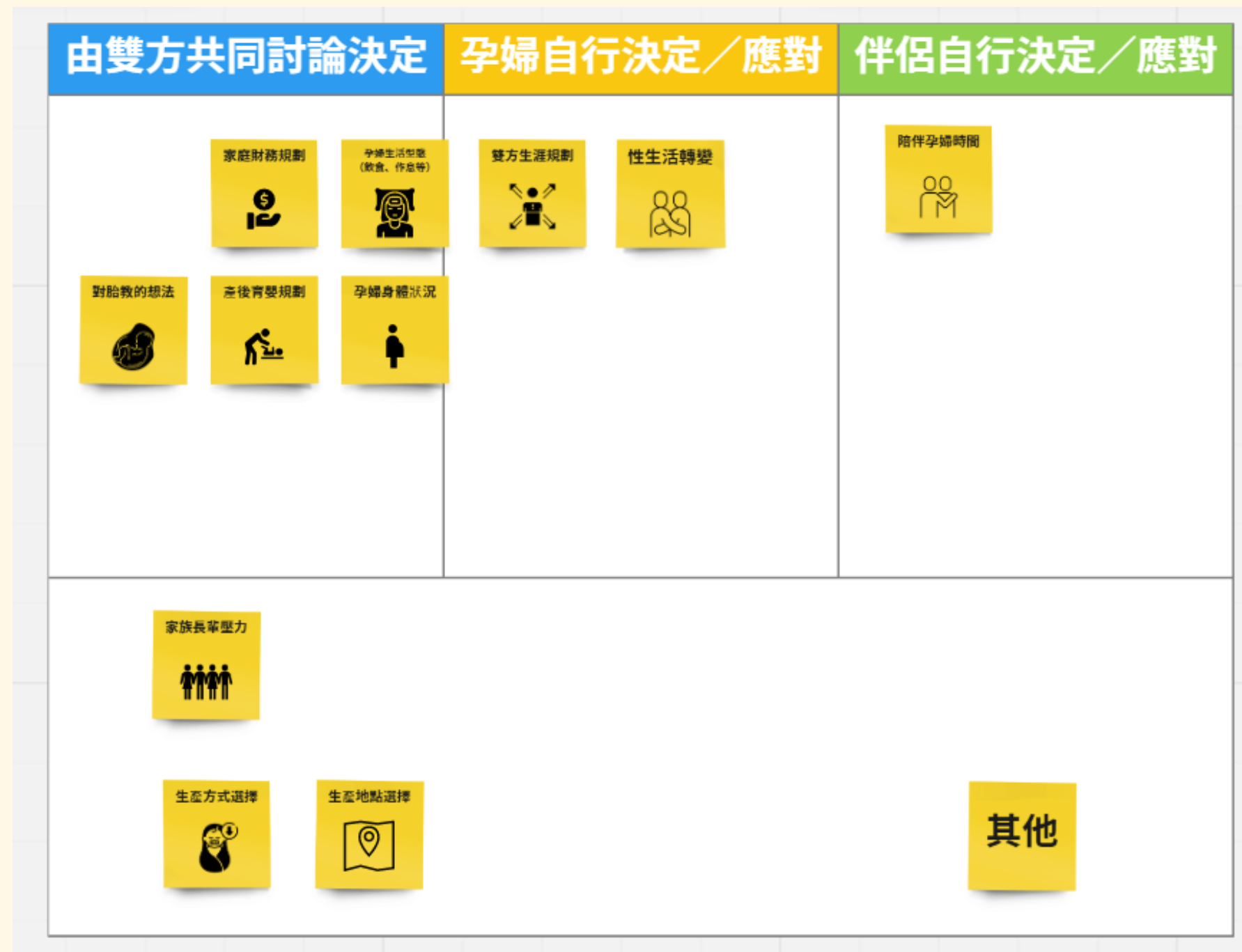
- Sun. 4 p.m.

Questions We Asked

- Is there anything you like or hate about this work experience?
- What is the most common problem that a pregnant mother would confront?
- What do you think about the current policies toward maternity?
- What satisfies you during the pregnancy period?
- What can be better in the pregnancy period?
- What kind of things will you negotiate with your partner? And what will you decide on your own?
- What frustrated you the most during the pregnancy period?
- What encouraged or made you feel a sense of achievement during pregnancy?
- What are the most important things that an ideal partner must remember?

and more...

Tools we used - card sorting



Quotes & Things that Surprise Us

“Pregnant girls can't work night shifts, teachers and colleagues will not want anyone to get pregnant”

— Maternity-related worker

“The moment of giving birth was so painful, even under anesthesia. Otherwise it was just tiring.”

— Mother

“The hospital recommends a lot of examinations. I don't know what to do or not, so I just do everything.”

— Partner of the mother

Quotes & Things that Surprise Us

“Being able to comfort the patient is as important as treatment for a doctor”

— Maternity-related worker

“The most important thing for a pregnant woman is to keep yourself happy. Eat whatever you want and sleep when you're tired.”

— Mother

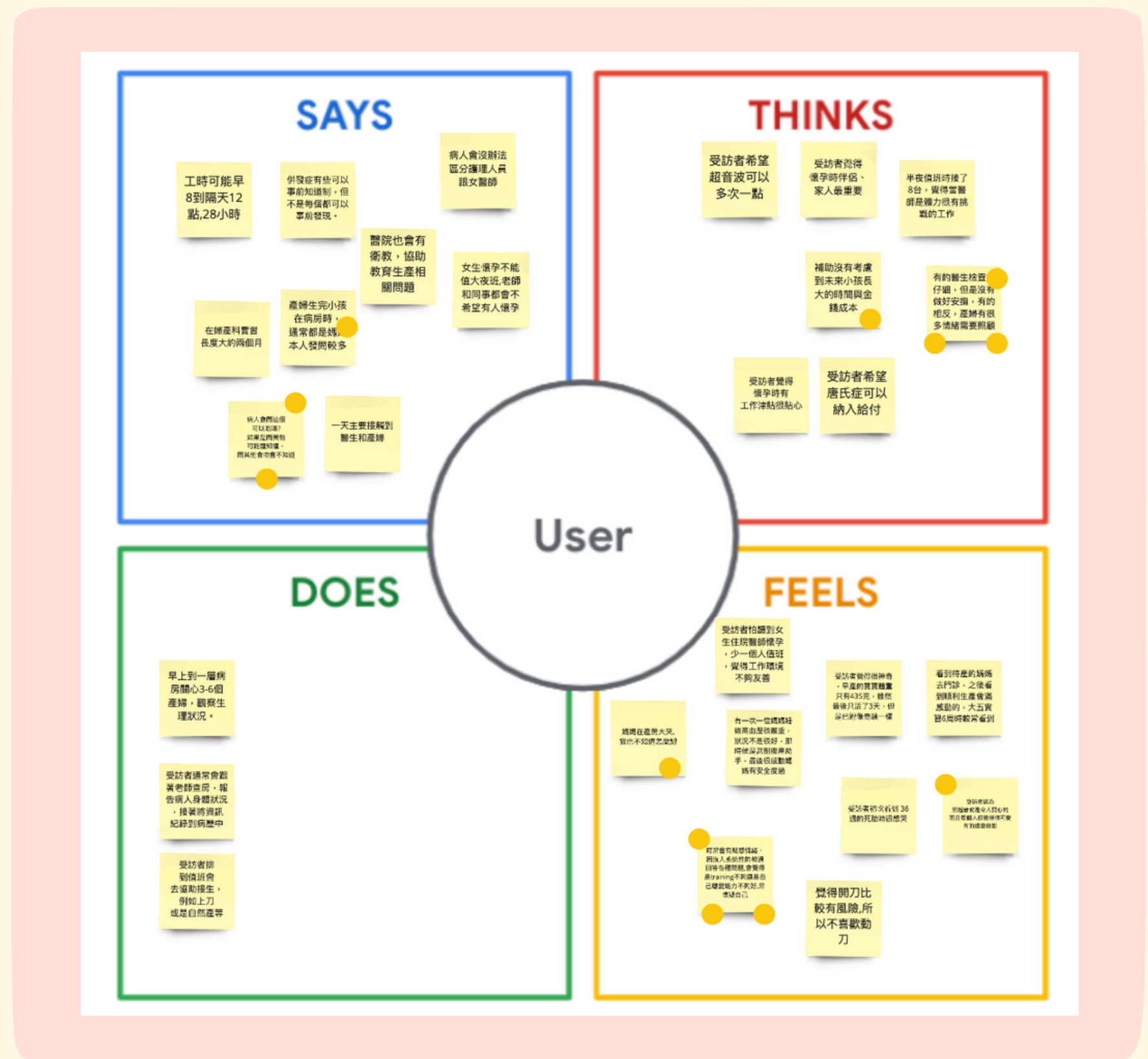
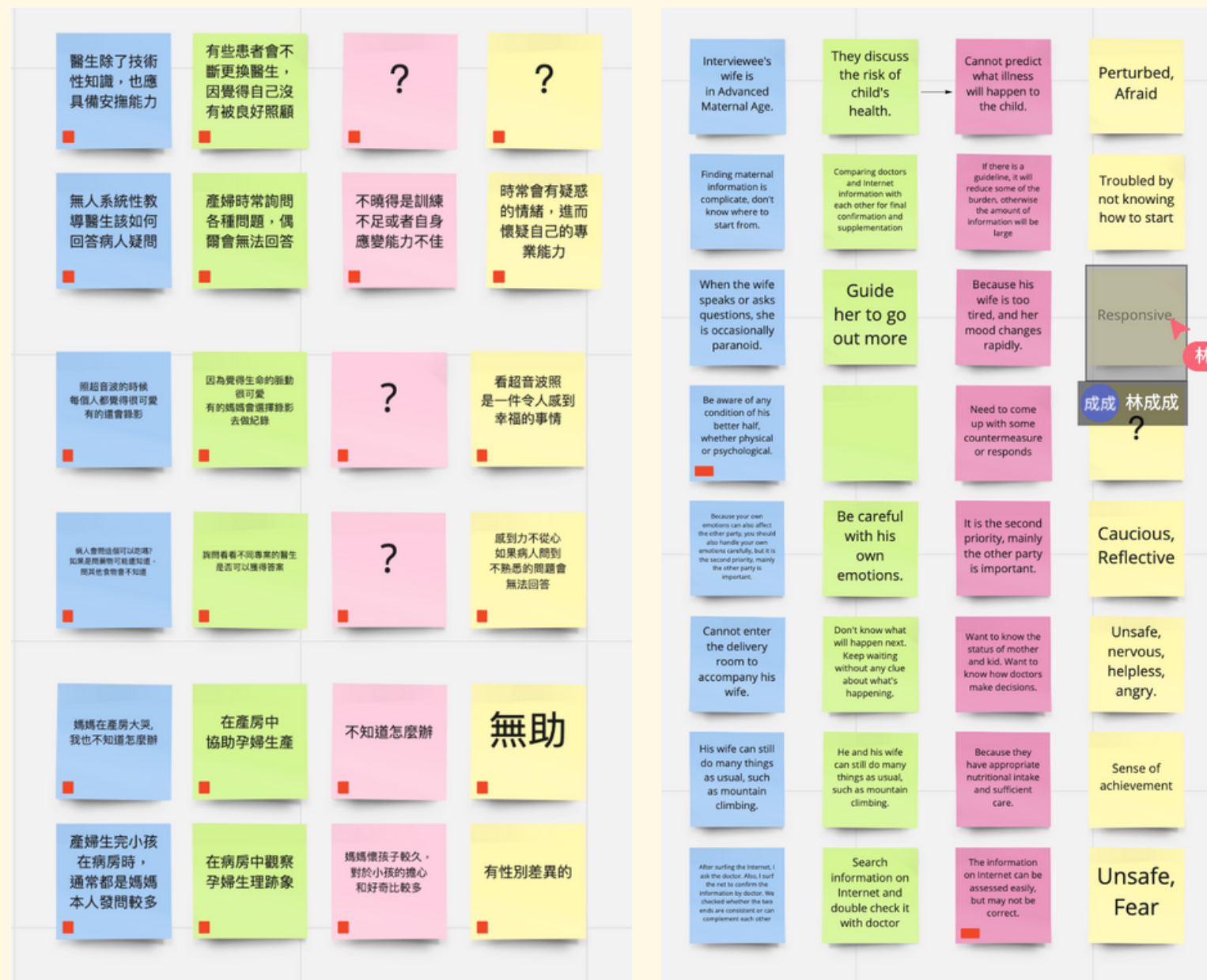
“The information on Internet can be assessed easily, but may not be correct.”

— Partner of the mother



Interview Analysis

Empathy Map





Interview Analysis

"The financial subsidy does not take into account the time and money cost in the future when children grow up."

— Maternity-related worker

"I have a natural birth and perineum cut, but I have local anesthesia so it won't hurt."

— Mother

"I don't know what to do when pregnant mother cried in the delivery room."

— Maternity-related worker

Say

"After gave birth, the mother usually ask more questions than her partner."

— Maternity-related worker

"I have never being taught how to answer the diverse questions from patients"

— Maternity-related worker



Interview Analysis

"Finding maternal information is complicate, don't know where to start from."

— Partner of the mother

"I surf the net to confirm the information by doctor. We checked whether the two ends are consistent or can complement each other."

— Partner of the mother

Say

"When my wife speaks or asks questions, she is occasionally paranoid."

— Partner of the mother

"My wife can still do many things as usual, such as mountain climbing when she pregnant for 8 months."

— Partner of the mother

"Because your own emotions can also affect your better half, you should also handle your own emotions carefully, but it is the second priority, mainly the other party is important."

— Partner of the mother



Interview Analysis

"People's desire to have children is still low."

— Maternity-related worker

"The child chuckles and tries to attend the interview"

— Mother

"Some patients keep changing doctors since they don't feel like being looked after."

— Maternity-related worker

Does

"I'll help pregnant mother give birth when I am on duty."

— Maternity-related worker

"I'll hand and over the job to my husband and get some rest."

— Mother



Interview Analysis

"I'll asks experienced friends and family for advice."

— Mother

"I'll guide my wife to go out more when she's feeling uncomfortable."

— Partner of the mother

Does

"We discuss the risk of child's health since my wife is in advanced maternal age."

— Partner of the mother

"I am always be careful with my own emotions."

— Partner of the mother

"When my wife was giving birth, I don't know what will happen next. Keep waiting without any clue about what's happening."

— Partner of the mother



Interview Analysis

"Not sure if it is the lack of training or adapting ability when I can't answer the questions"

— Mother

"I need to come up with some countermeasure or responds when she's not in a good mood."

— Partner of the mother

Think

"My husband was being supported in my pregnancy period."

— Mother

"Knowing others' experience is reassuring."

— Mother

"Mother is usually curious and worry about their child more."

— Mother



Interview Analysis

"I cannot predict what illness will happen to the child."

— Partner of the mother

"I want to know the status of mother and kid. Want to know how doctors make decisions."

— Partner of the mother

"Because my wife is too tired, her mood changes rapidly."

— Partner of the mother

Think

"My emotion is the second priority, mainly the other party - my wife's emotion, is more important."

— Partner of the mother

"Because they have appropriate nutritional intake and sufficient care, they are healthy all the way."

— Partner of the mother



Interview Analysis

"I can understand why people do not want to give birth."

— Maternity-related worker

"I am helpless when don't know what to do."

— Maternity-related worker

"I am often confused and not confident with my own profession"

— Maternity-related worker

Feel

"I feel powerless when being asked of some unknown questions"

— Maternity-related worker

"Feeling happy while doing ultrasounds for moms"

— Maternity-related worker



Interview Analysis

"I am light-hearted and confident in the pregnancy period."

— Mother

"I am always cautious and being reflective towards my own emotions."

— Partner of the mother

"I am thankful to my husband."

— Mother

Feel

"I feel perturbed and afraid of the unpredictability of the baby."

— Partner of the mother

"I feel a sense of achievement when my wife is able to do the normal thing as usual."

— Partner of the mother



Need

New doctors want to bridge the gap between academic and practice.

Pregenant women want to get the best care for themselfve and their children.

Trainee doctors want to assist the pregnant women, but they need more expertised knowledges.

Insights

Don't want to show his unprofessionalism in front of patients.

They want to be healthy, and they don't want any accident to happen.



Need

Accompanier need to know what happens next in the delivery room.

The doctor are too busy to give detailed expression to accompanier.

Doctors and accompaniers lacks effective ways to communicate about the birth prccess.

Insights

They want to have a "sense of control" about delivery.

The burden of work makes them view patient as "job" rather than "human".

Need

Too many information online / from relative is too complicated for accompanier.

Knowlege is very important during maternity.

Pregnant women need information to understand their condition, but the sea of data has negative consequences. What pregnant women need is "sufficient, correct and really needed" information.

Insights

They want to find useful, non-overlaped and correct information.

Knowledge can confort the anxiety for unknown illness or events.

Need

Accompanier is very important to pregnant women.

Partners lack a correct and integrated source of knowledge and experience.

The role of the partner needs to be incorporated into the maternity system. They should receive clear and followable guidance or information such as prenatal companionship, and postpartum care.

Insights

Women need accompanier for a sense of support and stable.

Partners lacks sufficient training and resources to be a good accompanier.



Summary

- **The stakeholders' communication channels during the pregnancy period are not comprehensive enough.**
- **It is necessary to help pregnant women and their partners to do fact-checking because of the information overflow and the uncertainty of data correctness.**