

POVs + HMWs
Team 5

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Team members



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We want to...

- Improve sharing of pregnancy experience
- Involve the role of accompaniers

Initial POV before additional interviews

We met a diligent accompanier

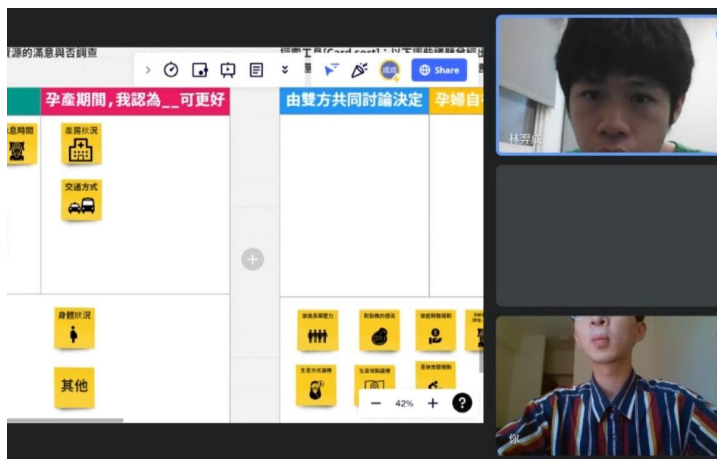
who needs suggestions on expensive prenatal tests (產檢)

because some clinics promote unnecessary tests.

It would be game-changing if he knows which ones are really needed

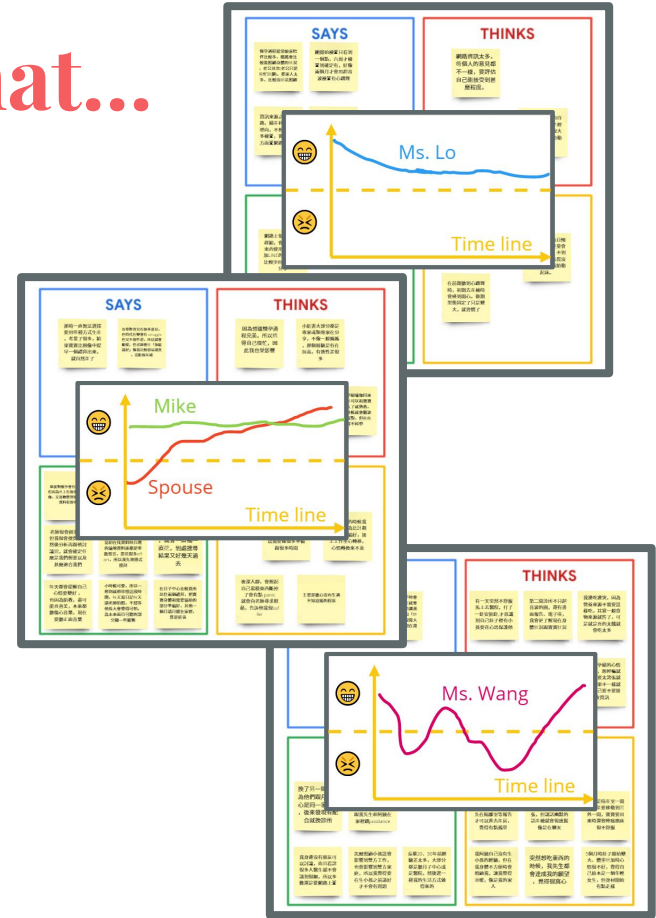
Interviewees

- Ms. Wang, mother of one (1 y/o)
- Ms. Lo, mother of two (1 y/o & 3 y/o)
- Prof. Mike and his spouse, parents of one (1 y/o)



From interviews we found that...

- Variations on emotional curves
- Mothers are often surprised by the physiological changes
- Accompaniers play important roles in soothing anxiety
- Information sources may conflict with each other



Revised POVs

We met

a caring, prudent new dad

a hardworking mother

a worried companion

a caring, prudent new dad

a thoughtful companion

an apprehensive companion

a powerless companion

A sensitive, pregnant woman who values her body shape.

a young pregnant woman

a young pregnant woman

A sensitive woman who takes others' opinion easily

a thoughtful mother

We are amazed to realize

he feels burdened to collect pregnancy information

she worked until giving birth

she is a hardworking mother

he feels burdened to collect pregnancy information

he is a hardworking mother

she is a hardworking mother

he is a hardworking mother

she is a hardworking mother

she is a hardworking mother

she wonders if the traditional rules should be followed

She feels conflicting when her opinion approved with elderly

she wants information to be arranged comprehensively

It would be game changing if

he can easily access all the correct pregnancy information

a community can back her workload in time

he can make searching take less effort

his wife can be taken care by professionals

he can also be looked after in the pregnancy period

he knows what's truly important to do

they can help communicate with each other

she can feel proud of her pregnancy

she can decide what to do and how to do it confidently

Experiences of mothers can be aggregated

she can feel comfortable while giving her opinions

we can change how the information is being sorted out



We met...

a caring, prudent accompanier

who needs...

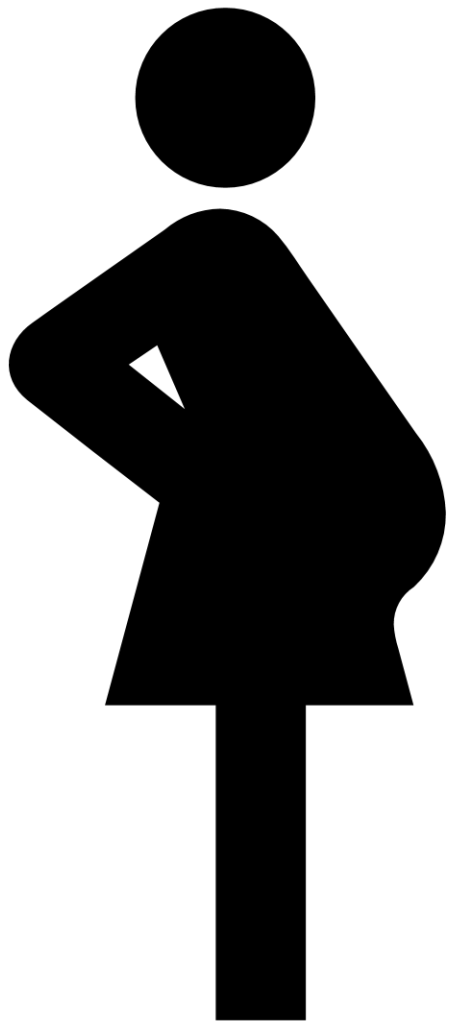
advices tailored for the mother's
conditions

because...

overwhelmed by conflicting
opinions

It would be game-changing if...

comprehensive information can
be easily retrieved



POV₂

We met...

an expectant mother who
prefers modern treatments

who needs...

opinions on whether traditional
rules should be followed

because...

she respects the family

It would be game-changing if...

she can make decisions
confidently

Point of View

We met

Eric Moore, a caring, prudent new dad who lack professional knowledge

we are amazed to realize

He feels burdened to collect pregnancy information

It would be game changing if

He can easily retrieve verified information which meets his needs

We met

Sally Wilson, a young pregnant woman who cares others' opinion and has some background knowledge

we are amazed to realize

She wonders if the traditional rules should be followed

It would be game changing if

she can decide what to do and how to do it confidently

How Might We

我們如何增加資訊的正確性?

我們如何像分享資訊像喝酒一樣容易成癮?

HMW find the FAQs?

我們如何讓沒有根據的知識變得有參考價值

我們如何讓大數據資訊時時能幫到孕媽?

我們如何讓專業知識像打圍水溜地般容易消化?

HMW know the true needs behind questions?

我們如何讓沒有目的分享變得有目標

我們如何讓伴侶們成為孕媽的助手?

我們如何讓伴侶們對未知的恐懼?

HMW find potential audience of the questions?

我們如何把無聊的文字變成有趣的圖案

我們如何讓每一個資訊百分之百正確

我們如何讓所有伴侶們一起分擔這份重責大任

我們如何讓懷孕的知識變成不只是需要搜尋時才備感壓力

我們如何讓找到資訊的爸爸對自己有信心?

我們如何將資訊搜集過程遊戲化

我們如何讓伴侶們感到被同理?

HMW make the companions no longer outsiders?

HMW aggregate experiences

HMW reduce information falseness

HMW educate the elderly

我們如何找到衝突的想法之間的共通點

我們如何增加資訊分享動機

我們如何促進新科學發現

HMW encourage mothers to bring out their needs

我們讓強烈的長輩變得更加包容

我們如何改善與長輩的溝通模式

我們如何讓討論想法時孕婦的意見最重要?

我們如何讓傳統觀念幫助媽媽?

我們如何讓長輩們閉嘴

我們如何增進孕婦的對話權

我們如何鼓勵缺乏自信的孕婦, 讓它變成一種對自己的尊重

我們如何讓意見衝突時的焦慮轉為自信?

我們如何讓長輩意識到自己在用小孩勒索孕婦?

我們如何將做決定的過程變得更輕鬆?

HMW statements

From POV₁, POV₂



How might we
help companions
provide better support?

From POV₁



How might we
avoid cramming for
pregnancy knowledge only
when urgently needed?

From POV₁



How might we
guide sharing users to
organize their content
instead of writing diaries?

我們如何讓
伴侶們成為
更好的媽媽
戰友

我們如何
增進孕婦
的話語權

我們如何改善
孕婦與長輩
的溝通模式

我們如何讓懷孕
的知識變成不只
是需要搜尋時才
偏派壓力

我們如何讓
沒有目的的
分享變得有
目標

體驗帶球跑
的感覺

產檢時程
提醒

定時傳訊息

舉手功能

經驗制
(生了幾胎)

提倡愛自己

老年義務教育

喝酒

孕婦一日
生活體驗

製作孕本時程

提前進行
孕婦和伴侶的
「分類測驗」

提早備孕過程

提供點數
或現金獎勵

用劇場的方式
製造情境

Podcast
訪談

感受懷孕
到底有多痛

上產婆
課程

練習孕期
雙人運動

孕婦話語
權胸章

成立網軍

提倡愛自己的
孕職

溝通範本

掌控新聞
洗腦長輩

寫信溝通

諮詢社群
(小天使
給問問題)

根據孕婦
a)推薦
最重要的知識

每日精選
孕產貼文

喝酒

真心話大冒險

主題式分享

建立雙方
共同日曆
(專門 for
懷孕)

遊戲過關機制

伴侶學
會陰按摩

匿名連署

經濟支持

ethic
amazing

下

產後用

人

email
訂閱

get in
touch
with pro

想像場景板

孕婦交流
團體

孕後/孕中
工作坊
(手作、溝通)

送禮建議

每日一讚美

每日一擁抱

KOL
社群互動

認識自己
活動

歌曲發行

婚姻諮商概念

講話不要亂打斷
的遊戲規則

lounge

懷孕小天使 (孕婦每月匿名
關心一位陌生
孕婦)

記憶吐司

隨問隨答的
專職醫生

text-
mining

讓有目的的分
享的搜尋排名
放在前面

相簿互動

成為會員可每月
免費諮詢
醫護人員三次

日記分享

遊行

教大家
非暴力溝通

列派表
搭配次數點點

專家講座

每日唱歌
給孕婦聽

Solutions

**How might we
help accompaniers
provide better
support?**

Create an interactive
album that reminds them
the moving moments



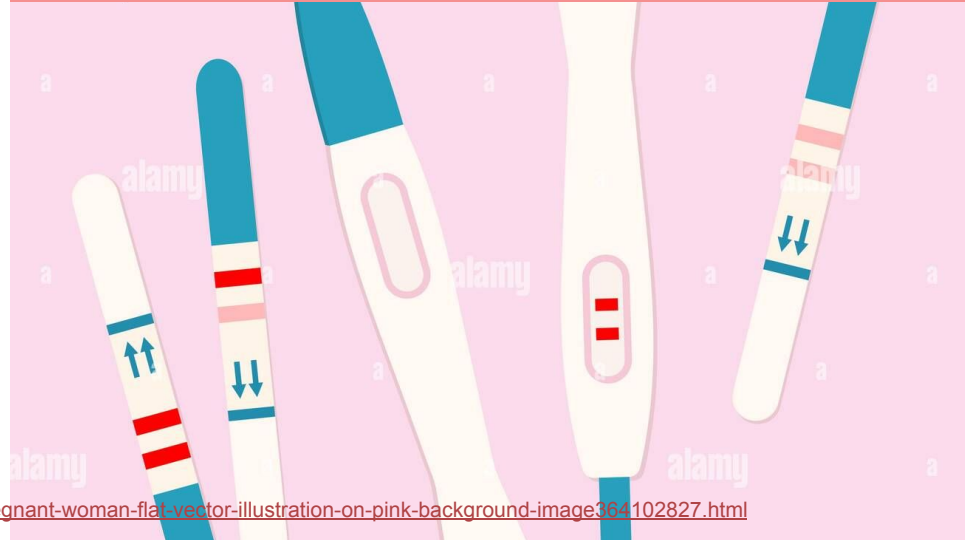
**How might we
avoid cramming for
pregnancy knowledge
only when urgently
needed?**

Pair up users each month
anonymously and
encourage them
to share
experiences



How might we
guide sharing users
to organize their
content instead of
writing diaries?

Prompt users with themes
and templates that help
them imagine and
concentrate around
the topic of interest



Summary

What are the key learnings & next steps?

- Support from partners and community is important to expectant mothers
- Shared information should be topic-based and easy to compare