UX DESIGN PROJECT

Prenatal and postpartum Wellness App

Ashley Yeo

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1. Research Plan

GO MAMA BEAR
Maternal Wellbeing App

Background
The product is an app for women who are going through pregnancy and post-pregnancy to achieve their physical and mental wellness. This product improves the quality of life of people during pregnancy and post-pregnancy by providing physical and psychological support. It also has the potential to help alleviate psychological stress by interacting with other users in a group chat and posts. This app can also be utilized by other audiences who are interested in developing healthy wellness during pregnancy and after pregnancy. The product is also designed for anyone interested in being a mom.

Goals
To comprehend how physical and mental support during pregnancy and after pregnancy can have a positive impact on their lives.

Research Questions
What do people want to know about their physical health during/ post-pregnancy? What do people concern about their physical and mental status during/post-pregnancy? What information do people need to know about pregnancy/post-pregnancy? What kind of information do people want to learn about during/post-pregnancy? What changes do people experience during/post-pregnancy?

Methodology
User Interviews: Interview 2-3 participants who do not use apps for moms. Interview 2-3 participants who actively use apps for moms daily. The goal is to understand how people consider the mom's app to enhance their physical and mental status.

Participants
Adults (18+ years old) who have experienced pregnancy, during pregnancy, and family or friends of pregnant women and moms.

Script/Survey
User Interview Recruiting and Script

Interview Goal
The purpose of these user interviews is to comprehend what physical and psychological assistance means to people during pregnancy and after pregnancy, what they learn about their health, lifestyle, and relationship, et, and what their challenges are.

Participant Screening
Age Range 18 + Years.
People during pregnancy
People after pregnancy
Smartphone Owner: Apple or Android
People who have experience/no experience with apps for mom/pregnancy.

Introduction
Thank you for taking the time to meet with me today. I am trying to understand the effect of physical and mental help through apps for pregnancy/moms. Speaking with people like you helps me develop my ideas on this research.

Tell me about yourself

Kate, Female, 31
MA Student
Married for 4 years
No kids yet. (5 weeks)
Full-time Sales Manager
Art Materials and gallery managing
like to go hiking, running, and being active

Shannon, Female, 38
Entrepreneur in a stable relationship
Born and raised in California
Middle to upper class
College-educated
President of an AD agency
Babysit my sister's baby often because
my sister is busy with 2 other kids.

Noemi, Female 40
Teacher in the elementary school
Mom for 2 babies
Currently taking a break from work
and focusing on raising kids.

1. Research Plan

The discussion is going to last approximately 30-60 minutes, but we can stop whenever you like. This discussion is informal and there are no right or wrong answers. If you are confused about the questions or prefer not to answer, please let me know. I am here to learn from you, so please feel free to add any comments during the session. My only request is that I would appreciate it if you could answer honestly and to the best of your abilities.

I would like to record our session with your permission. This is only used for my research and will not be shared with anyone. Do you agree with recording our conversations? Do you have any questions before we start?

Questions

Tell me about yourself: introduction, build rapport, learn about the lifestyle.

Do you feel you are living a healthy lifestyle? Why or why not?: Identify diet, exercise, personal time, etc

How do you manage your mental and health wellness? Identify behavior for enhancing a healthy lifestyle.

What information do you know about pregnancy symptoms physically and mentally?: identify their knowledge level.

What do you want to know about physical and mental health during pregnancy?: identify what the uses are curious about the topic.

What do you concern about during/post pregnancy?: identify physical and psychological concerns related to pregnancy and being a mom.

Have you experienced any physical and mental changes during/ after pregnancy? identify their experience and challenges they faced.

What has changed since pregnancy?: change in lifestyle, work, habits, and schedule, diet, and schedule.

What makes you feel relieved when you are stressed from physical and psychological changes?: identify what tools or needs they look for when faced with stress.

What, if any, tools do you use to help manage your physical and psychological wellness?: identify what it means to manage wellness? Identify tools such as apps, books, and etc.

What did you hope that tools would do for you?: learn about why the specific tools were chosen.

What are things you have disliked about the way you are currently managing your lifestyle?: identify negative experiences.

What are things that you like about the way you are currently managing your lifestyle?: identify positive experiences.

If any, what are the wishes for things that would make you more effective at managing your physical and mental health?: open-ended to explore unexpected answers.

Schedule

Conduct User Interviews
Noemi, 6/29 at 10:00 am
Blessing, 6/29 at 12:00 pm
Shannon, 6/29 at 2:00 pm
Kate, 6/29 at 4:00 pm
Would like to find at least 2 more participants.

2. Empathy Research

Tell me about yourself

Kate, Female, 31

- MA Student
- Married for 4 years
- No kids yet. (5 weeks)
- Full-time Sales Manager
- Art Materials and gallery managing
- like to go hiking, running, and being active

Shannon, Female, 38

- Entrepreneur in a stable relationship
- Born and raised in California
- Middle to upper class
- College-educated
- President of an AD agency
- Babysit my sister's baby often because
- My sister is busy with 2 other kids.

Noemi, Female, 40

- Teacher in the elementary school
- Mom for 2 babies
- Currently taking a break from work and focusing on raising kids.

Do you feel you are living a healthy lifestyle?

Kate, Female, 31

Not as much as I want to be.
Working full time and studying for a Master's degree gives less time for work out. Try to run in the morning before work but I often skip because I am physically tired from school work.

Shannon, Female, 38

Yes. I feel I am living a healthy life because I can get the quality of food and nutrients from freshly grown food in my yard and from the local farmer's market. Since I am working from home, I have a more flexible schedule. I try to balance my daily exercise and work.

Noemi, Female, 40

Not really. I get easily tired from taking care of my kids. It's not easy to balance my time when I am at home all day with the kids. But I try to make meals with organic and healthy ingredients for my family.

How do you manage your mental and health wellness?

Kate, Female, 31

I try to take a break between tasks. Watch TV, or YouTube channels to cool off my brain. Eat snacks to calm down. Running outside in the morning refreshes my mind

Shannon, Female, 38

I meditate and meet with a therapist regularly I try to focus on connecting with people. Another aspect is giving to others. Foundation is supported by a partner.

Noemi, Female, 40

I like to take a walk outside alone or with my family. I have my sisters living close to my home. I hang out with them and get mental support from them.

2. Empathy Research

What information do you know about pregnancy symptoms physically and mentally?

Kate, Female, 31

Physical changes such as an enlarged uterus, morning sickness, and backaches. More importantly, weight gain. Mood swings due to hormonal fluctuations.

Shannon, Female, 38

I believe physical and mental health are connected. Mentally and physically healthy brings my spiritual health. Pregnancy changes my body and therefore it would affect my mental health.

Noemi, Female, 40

Almost everything from my experience. But I wish I was more prepared and ready. Thanks to my family, they helped me with great advice and support

What do you want to know about physical and mental health during pregnancy?

Kate, Female, 31

Food I need to eat for nutrients and food I need to avoid. What are appropriate workouts during pregnancy? What are the symptoms I would experience mentally?

Shannon, Female, 38

What kind of physical and mental help I can get locally. Where to get help when needed. Any hospitals for pregnant women nearby? What do I need to do to prepare for a newborn baby?

Noemi, Female, 40

Tips for keeping a healthy lifestyle during pregnancy. Especially about mental health such as fear, anxiety, and depression.

What do you concern about during or post-pregnancy?

Kate, Female, 31

What should I do if I feel depressed and can't control my mood changes? What type of workout is appropriate during pregnancy? Should I quit my job if it is too stressful and will it affect the baby? What if I gain too much weight during pregnancy? What is appropriate calorie intake during pregnancy and post-pregnancy?

Shannon, Female, 38

I am worried if it is hard to keep up with my healthy lifestyle. I don't want to give up on things I enjoy and have, I am worried that there will be more house chores, more stress, and less time for myself.

Noemi, Female, 40

What I need to look for. Signs of concerns about my body and my child. Appropriate workout for post-pregnant women. Any food I need to avoid during and after pregnancy.

Have you experienced any physical and mental changes during or after pregnancy?

Kate, Female, 31

N/A. But I am worried that I might feel depressed due to the physical hormonal change.

Shannon, Female, 38

I remember my sister when she had her first child, she constantly needed me. She needed some mental support. I think she was happy and anxious at the same time about her first kid. Lots of cravings such as fruits and bread. I always drove to a bakery to get her favorite pastry.

Noemi, Female, 40

I couldn't focus on working during pregnancy because I had constant nausea.

2. Empathy Research

What has changed since pregnancy?

Kate, Female, 31

Financially costs more to buy baby stuff. Workout routines. Run less because I am worried it would affect the baby Eating habits depend on my cravings for the day. Watch a lot of TV and do social media.

Shannon, Female, 38

Having to leave my job. Finding a job that has a more flexible schedule. Being interested in kids stuff, talking with a lot of other mom friends.

Noemi, Female, 40

Body weight. Busy schedule. Feeling isolated sometimes when I am home with my babies all day.

What makes you feel relieved when you are stressed from physical and psychological changes?

Kate, Female, 31

I feel relieved when talking to someone about the issue and when the person understands my feeling. Eating sometimes relieves my stress temporarily. Binge-watching channels make me forget about stress. When I hear about other people who are in the same situation overcoming stories. When I think of the rewards after the obstacles.

Shannon, Female, 38

Resting with digital devices. Being surrounded by nature. Being able to connect with people who understand. Exercising and binge eating. Being in the isolation mode. Binge TV watching. Procrastinating tasks.

Noemi, Female, 40

Being alone. Take a break from everything. Knitting makes me calm. Taking a nap.

What did you hope that tools would do for you?

Kate, Female, 31

Motivate me to live a healthy lifestyle. Communicate with others about my concerns and solve the issue. Learn about facts about my physical and psychological changes.

Shannon, Female, 38

Slowing down my thoughts and not being busy in my mind. For exercise, I need something not sedentary.

Noemi, Female, 40

Help me forget about stress.
Help me manage my time and time with family.
Learn about helpful facts.

2. Empathy Research

What are things you have disliked about the way you are currently managing your lifestyle?

Kate, Female, 31

Not working out every day from waking up late. Staying up too late because of procrastination. Not eating healthy. Eating too much sugar and processed food. Not being able to go to the gym(Covid 19 shutdown).

Shannon, Female, 38

In the past, I worked too much. I think I need to learn to let things go.
I need to drink less. Since I am working from home, I have at least a glass of wine or drink during dinner time.

Noemi, Female, 40

I bake too much! My kids love baking with me. I end up eating them all.

What are things that you like about the way you are currently managing your lifestyle?

Kate, Female, 31

Keep fasting for 8-10 hours a day
Eat a balanced diet.
Finishing daily tasks such as work and school projects on time.
Running in the morning.

Shannon, Female, 38

Giving myself an easy pace
I take a break when I need to.
Focus on taking care of myself.

Noemi, Female, 40

Going on a picnic with my family on weekends. It is refreshing to be outside and enjoy the sunshine and nature.

If any, what are the wishes for things that would make you more effective at managing your physical and mental health?

Kate, Female, 31

Meeting with more people and be socially active.
Time management. Motivation and discipline.

Shannon, Female, 38

Eat less with more structure.
I wish life was less expensive, be in the more communal space where we share stuff.

Noemi, Female, 40

Wish I could sleep more.
Wish I could lose more weight
I would like to go back to work and be active socially like I used to.

3. Personas

Kate

ABOUT

Kate is a graduate student studying Education and working full-time as a sales manager. She enjoys outdoor activities. But she is worried that pregnancy would deter her from being active.
Kate is married for 4 years and she is 4 weeks pregnant.

AGE	31
INCOME	Less than 50 K
OCCUPATION	Sales Manager
STATUS	Married
LOCATION	San Jose, California

NEEDS

- Learning tools about physical and mental changes during pregnancy
- Mental support during and after pregnancy
- Healthy workout and meal plans
- A social community for moms and get mental and physical health support

FRUSTRATIONS

- Not knowing enough information about pregnancy
- Concerned about time management
- Worried about physical and mental changes in life
- Weight gain, depression, and financial struggle

SOCIAL MEDIA ACTIVITY

FACEBOOK ● ● ● ● ●

INSTAGRAM ● ● ● ● ●

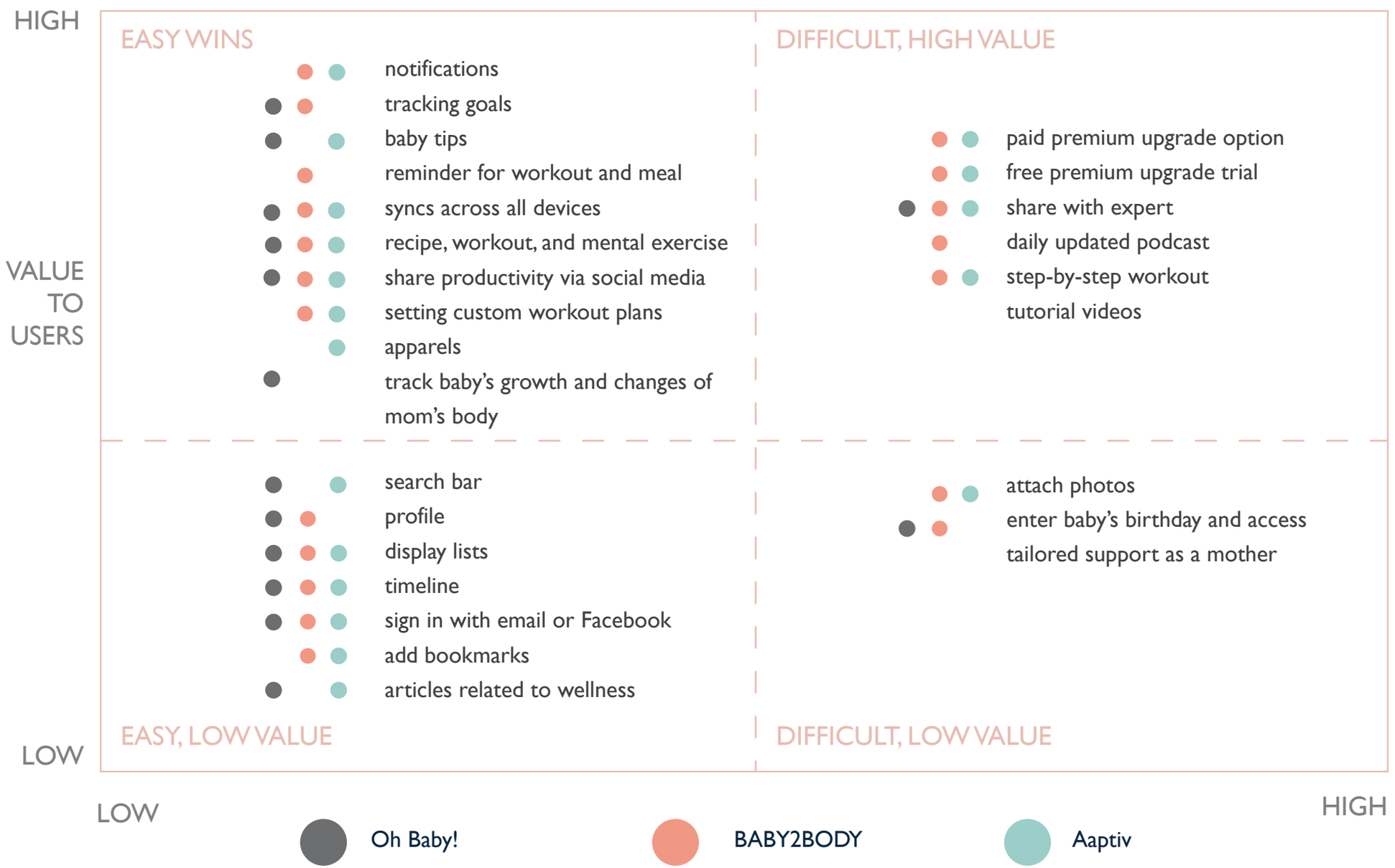
CURRENT FEELINGS

Anxious ● Fear ● Busy

PERSONALITY

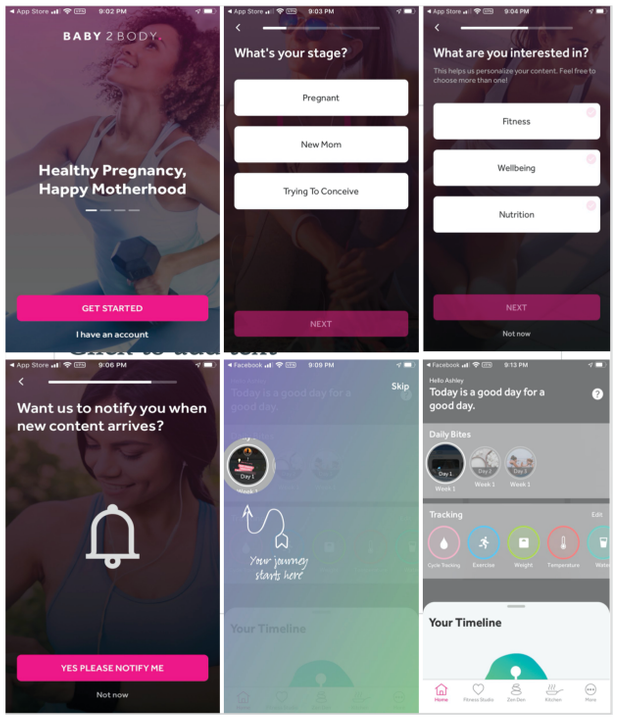
Outgoing Motivational
Optimistic Giving

4. Feature Matrix



Heuristic Review - Baby 2 Body

1. Visibility of System Status



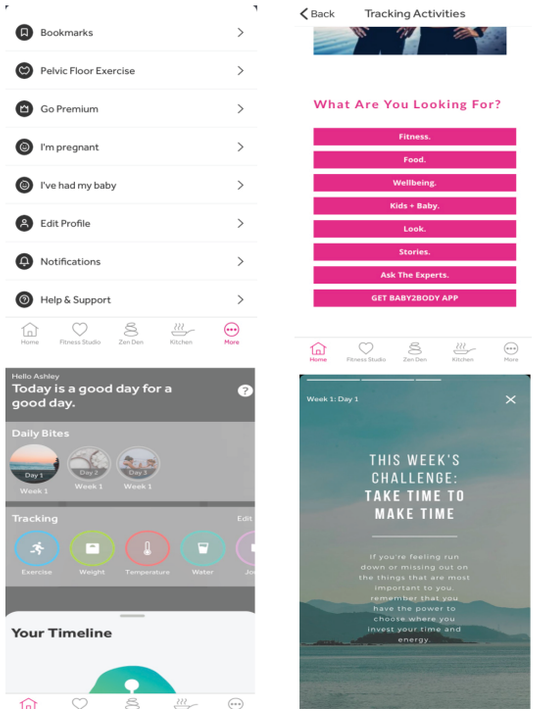
Description

Each step, the app provides helpful guidelines to get to the main page. On the main page, the current status and timeline lead the user to track daily tasks. The navigation bar at the bottom of the app lets you create your recipe, workout, and breathing exercise. The app offers a 7 day free trial for a premium membership, and it notifies you to sign up when logging in.

Analysis

The 7-day free trial compels the user to upgrade and notifies their membership status. The users feel in control of the system and take actions to reach their goals by self-monitoring their plans, communications, and constant feedback from their actions on the website.

2. Match between system and real world



Description

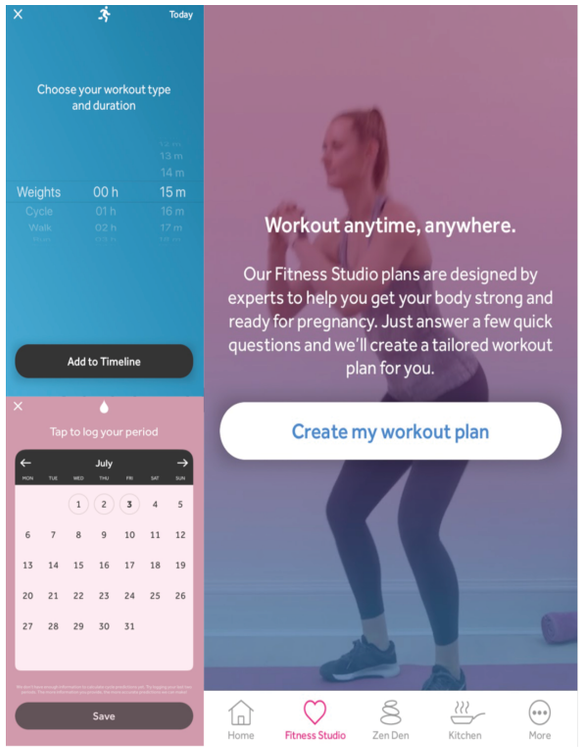
The phrases, "I'm pregnant, I've had my baby" appear more familiar and less systematic. The features are phrased in a conversational way such as "what are you..?" The main page welcomes the user with a friendly phrase, saying "today is a good day". The last image describes the week's challenge as if a mentor is speaking to you about today's physical and mental challenge.

Analysis

The examples reflect the language with familiar phrases and words that are less than system-oriented terms. The real-world phrases make information organic and logical, emphasizing acknowledgment of the users and their empathy.

Heuristic Review - Baby 2 Body

3. User control and freedom



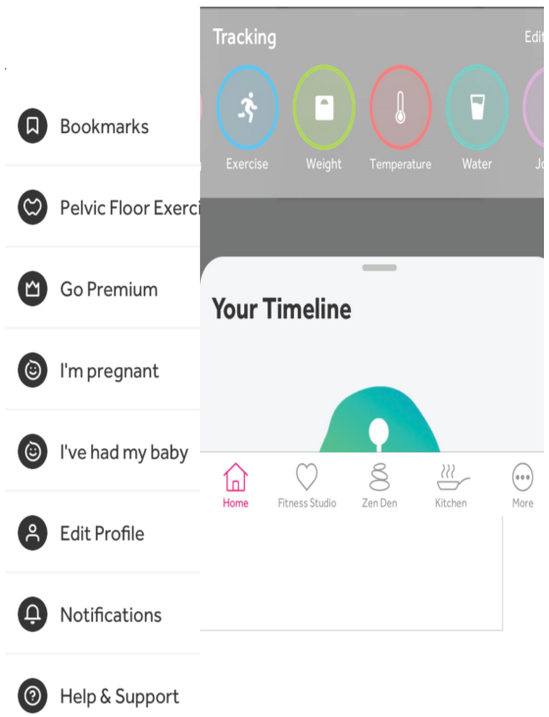
Description

The categories of tracking, fitness, food and mental exercise are created by individuals. Specific plans can be customized. Personal information is adjustable depends on the change and fluctuation of the prenatal status.

Analysis

The customized options let the users take control of the features. Information is also available for anyone to the users and it can be chosen and saved. The users create customized plans and feel less overwhelmed and more flexible with their self-care style.

4. Consistency and standards



Description

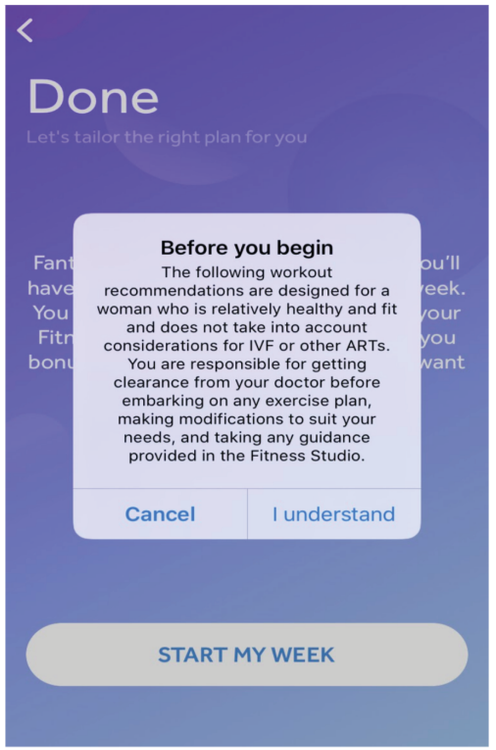
Similar items are placed throughout the site. For example, the tracking information shows "exercise, weight, and water" and they are also represented in the navigation tool at the bottom. The "Fitness studio, Zen den, and kitchen" share the common the goal of a healthy life.

Analysis

The consistent items throughout the site make the user navigate the app easily. The standardized icon images of Bookmark, FAQ, Help, Notification, and more are easy to comprehend and interact with the app better.

Heuristic Review - Baby 2 Body

5. Error prevention



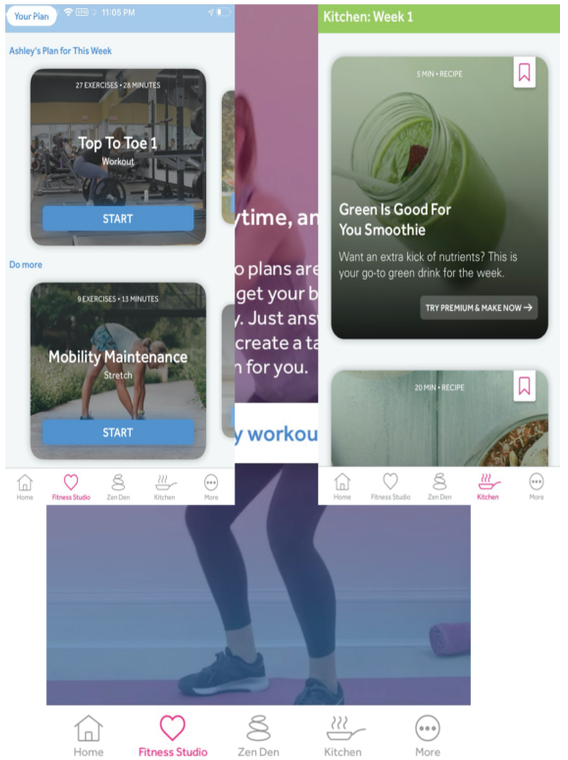
Description

The custom workout plan displays the confirm page to prevent the user from choosing the wrong plan. In process of customizations, the menu shows the confirmation page. However, when you create a customized plan, you can't edit it in the process. Once it's created, you can adjust some settings in the preference.

Analysis

The warning sign and confirmation page are helpful to lessen the errors. However, the lack of "go back" to a previous button makes the user difficult to adjust the setting.

4. Consistency and standards



Description

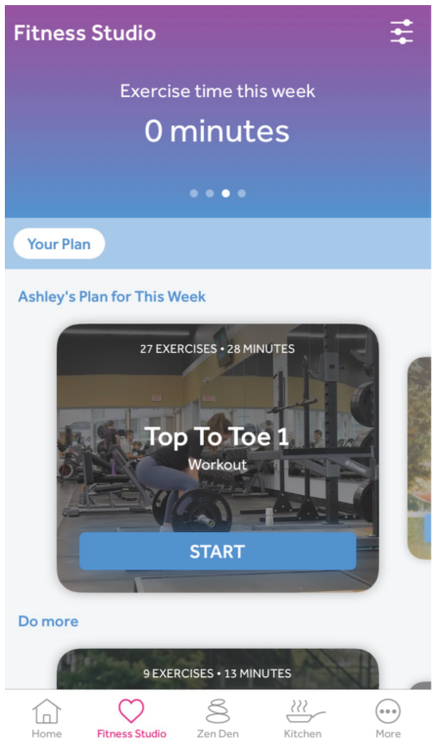
The navigation bar at the bottom of the site remains the same. The Home button takes you to the front page. The workout, recipe, and more information are found at the bottom unchanged.

Analysis

The users can recognize the simple and easy functions located at the bottom of the site. It is easily recognizable by the simplified icons and prioritized buttons. It improves the usability of the app.

Heuristic Review - Baby 2 Body

7. Flexibility and efficiency of use



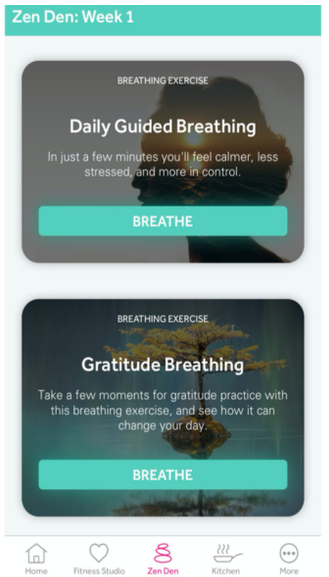
Description

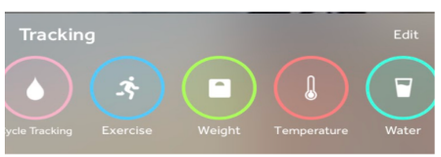
The app remembers the status of a daily and weekly goal. The exercise of the week and recipe bookmarked remain in the profile. The main Home has a tracking section where the users can log their period cycle, weight, temperature, water intake, and journal weekly.

Analysis

It is efficient and productive to be able to track the user's weekly goals and it improves the app usability. The user can easily go back and forth of their daily goal without losing their tracks in the app and it provides flexibility.

8. Aesthetic and minimalist design





Description

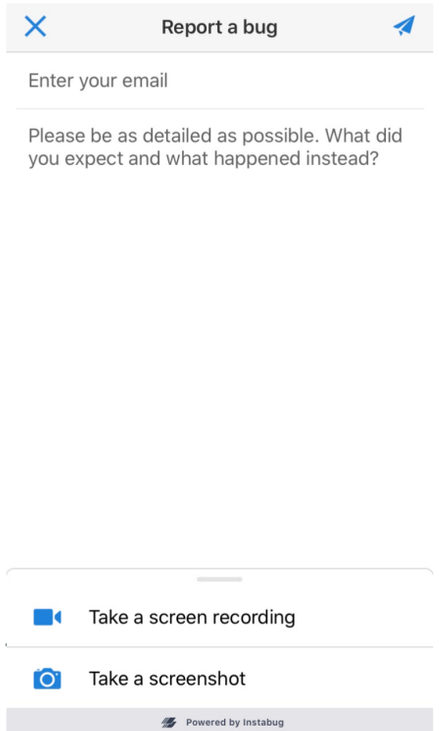
The headline and the buttons are highlighted in the same way. The contrast of the background and the icons make it easy to recognize. The interface of the screen stands out by a strong visual hierarchy of scale and colors.

Analysis

The different scales of the icons and the contrast of the background make the buttons appear clear and straightforward. The simplified images of the icon and the word create efficient usability. Each icon has different colors and images but similar design elements, creating visual harmony.

Heuristic Review - Baby 2 Body

9. Help users recognize, diagnose, and recover from errors



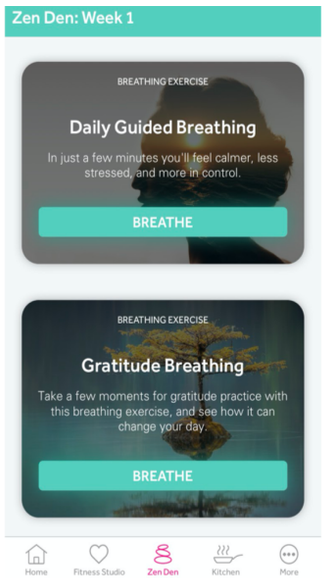
Description

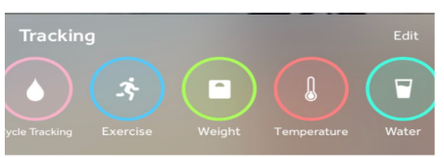
The website has a Help & Support link where you can report a bug. The user can add a screenshot or recording. The app does not provide a service where you can diagnose the error. You can contact Report a bug in the link and wait for the response from the customer service.

Analysis

The screenshot and recording are helpful for the users to explain the systematic errors, but the time and effort to get a response from the customer service team can be long. It would make the users not want to initiate to fix the error. The app might need an easy way to diagnose the error without going through the hassle.

10. Help and documentation





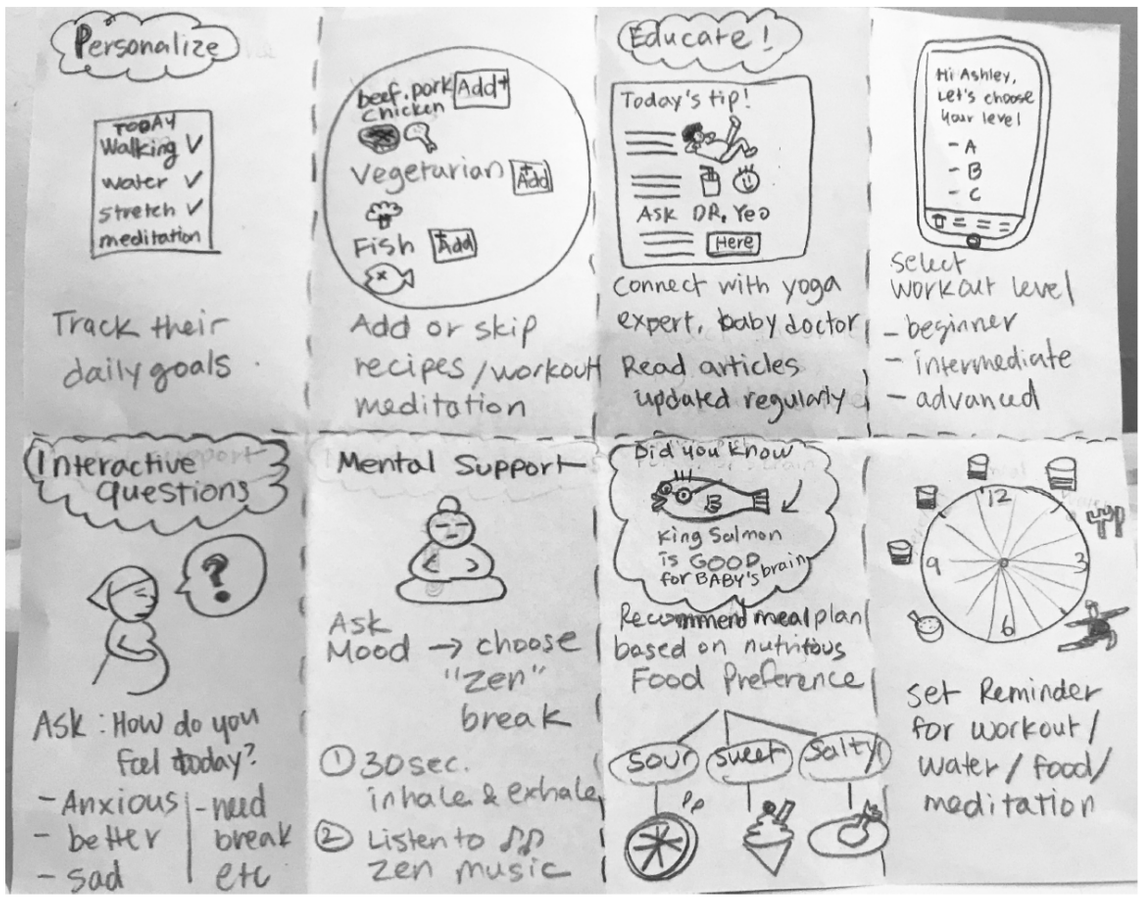
Description

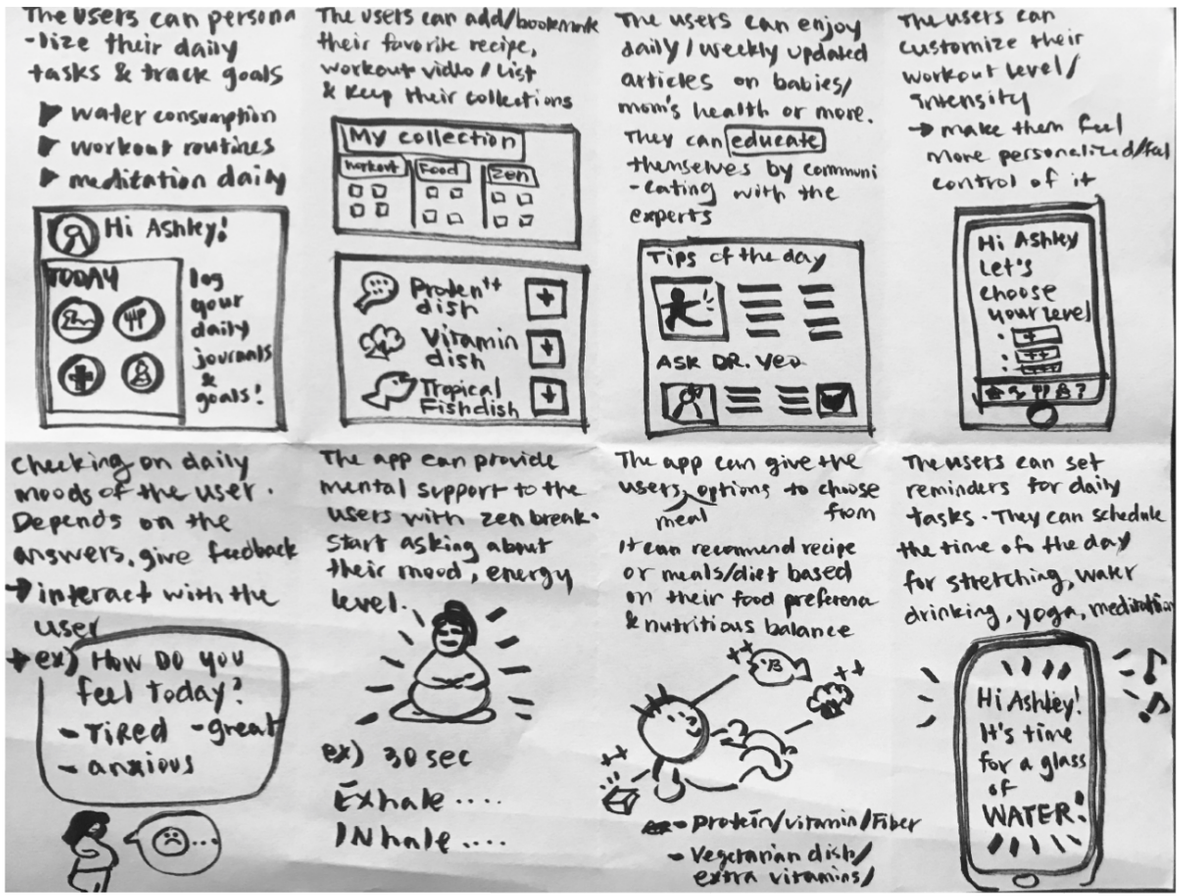
The FAQ is found in the "More" button in the navigation. The FAQ includes questions regarding the app contents and information on other prenatal and motherhood. Once a question is selected, it shows where to find the answer by showing the specific tabs in the app.

Analysis

The customer service section is located where the users can easily find it. However, listing a lot of information without any visual images can be confusing for some users.

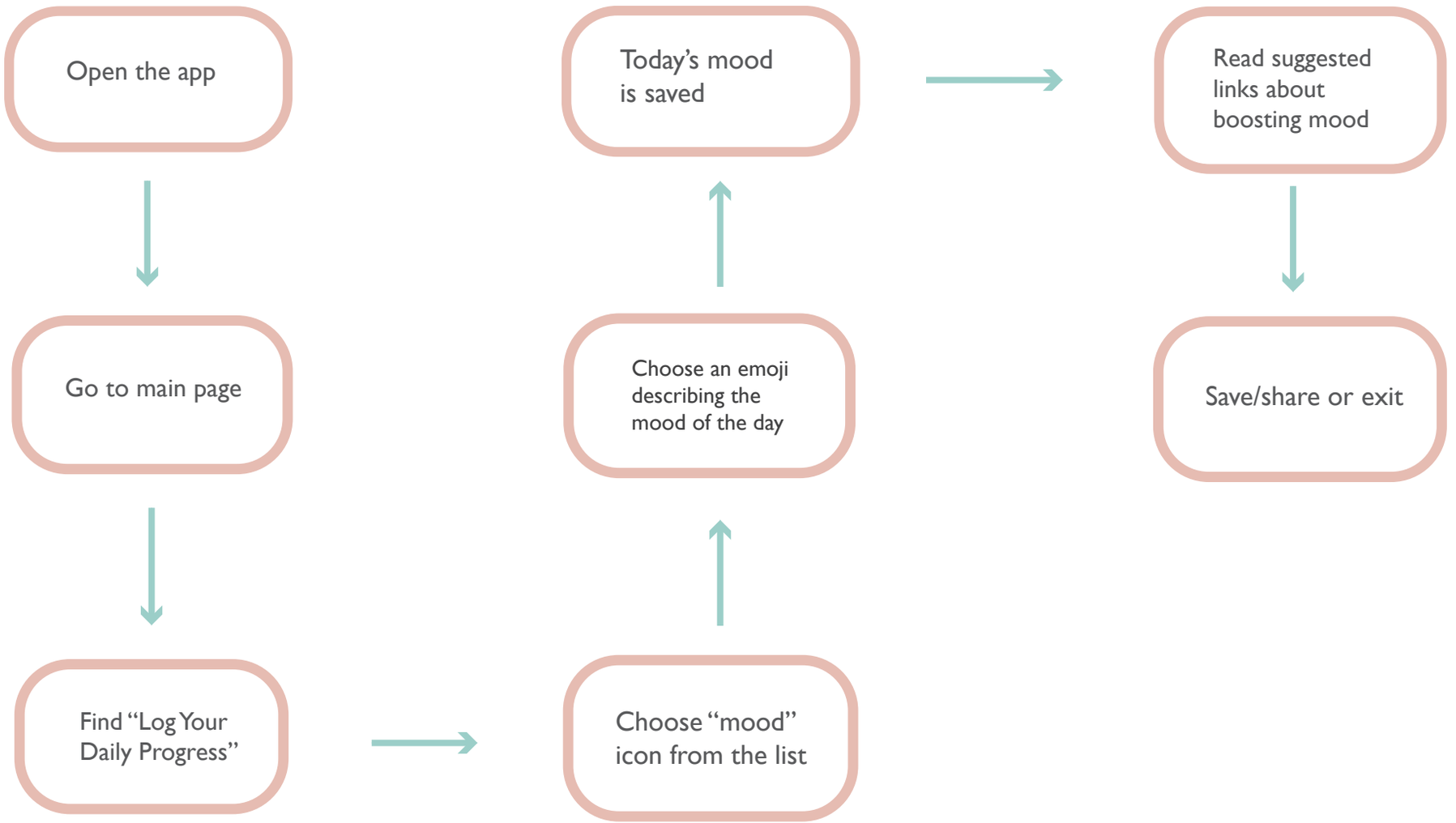
5. Brainstorming





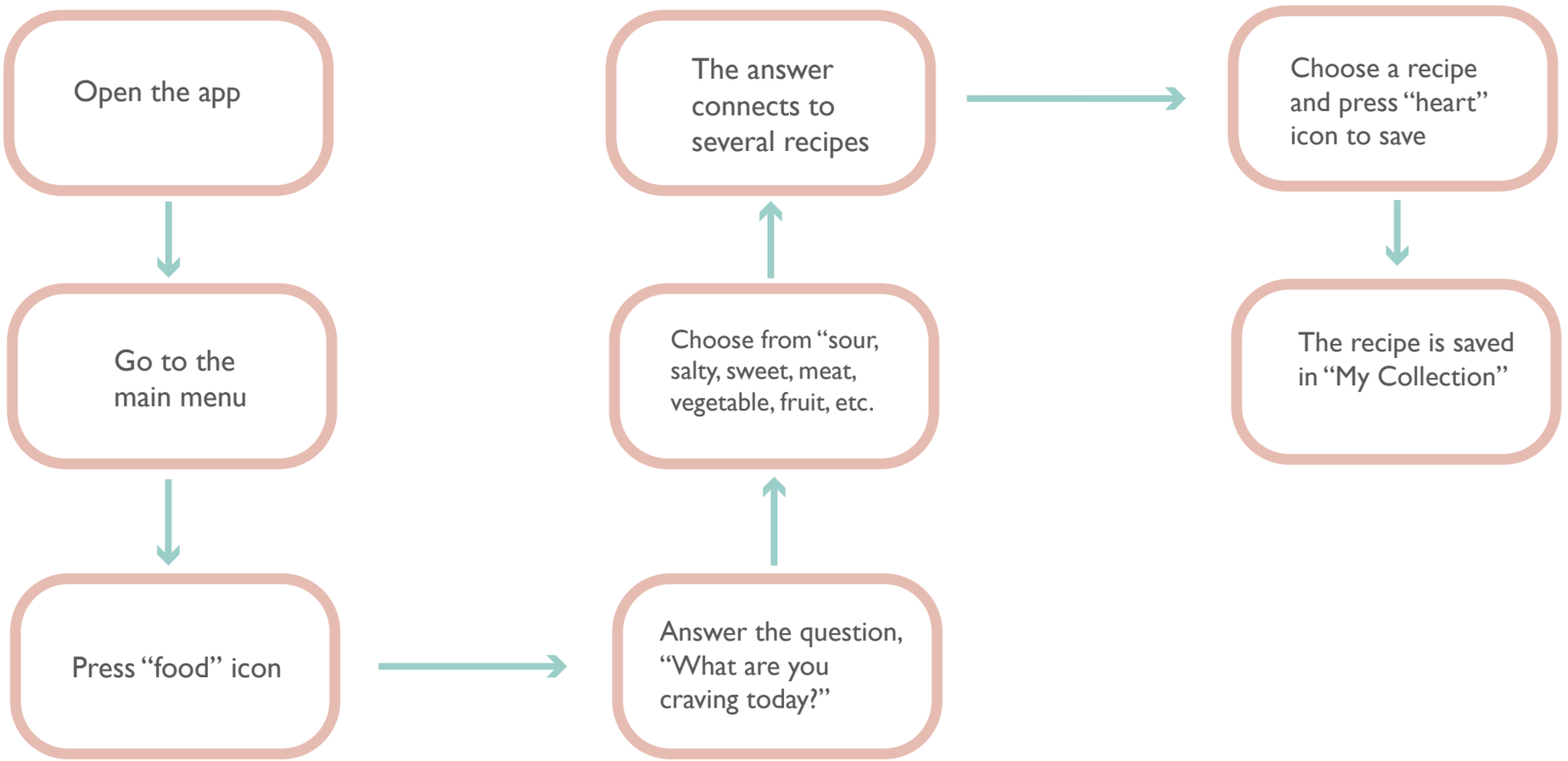
TASK FLOW 1

Ideas: Provide the "Daily Progress" platform where a user logs daily mood, food intake, and workout.
Task Description: Kate who is 4 weeks pregnant records her daily mood and reads suggested tips for a better mood.



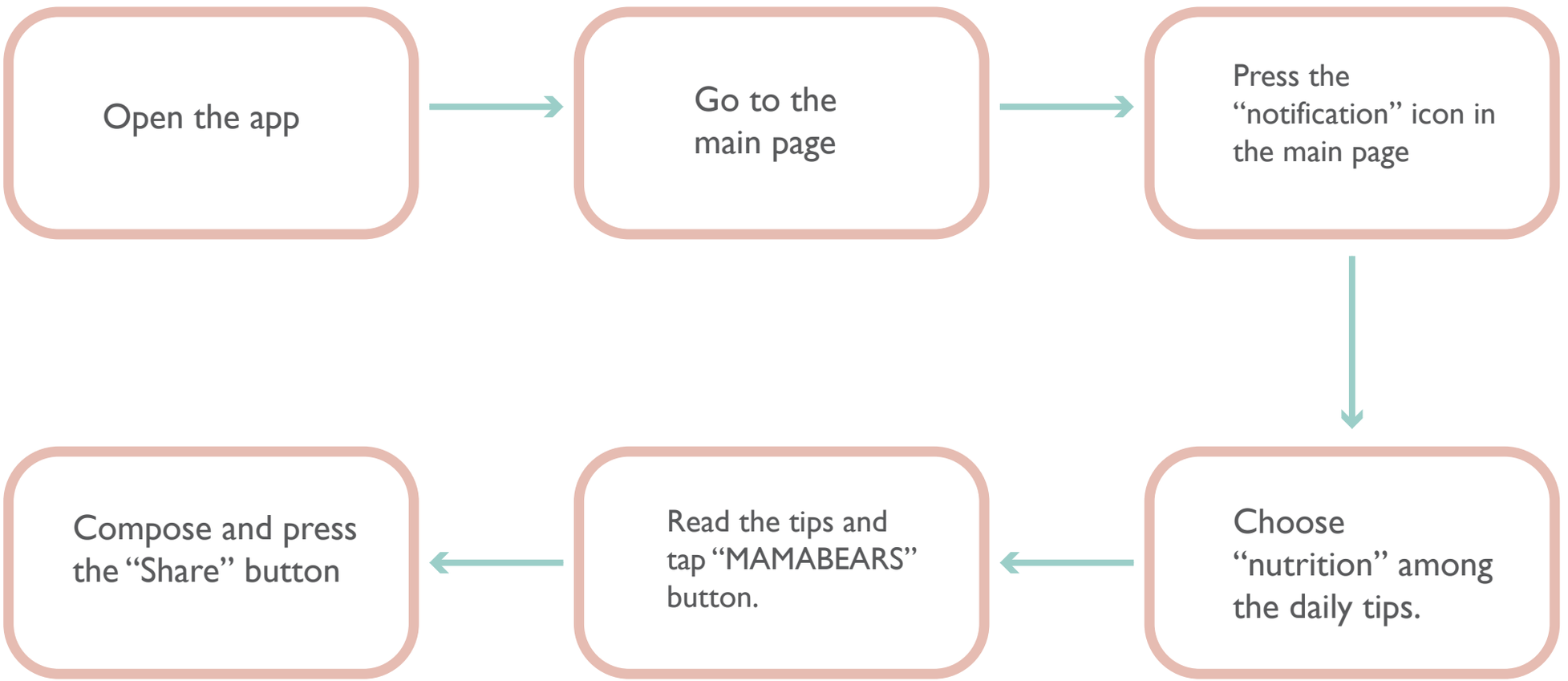
TASK FLOW 2

Ideas: personalize the app by saving information in the "My Collection" feature
Description: Kate who is 4 weeks pregnant finds a recipe she wants to make and saves it to her collection.



TASK FLOW 3

Ideas: Suggest "Daily Tips" about nutrition, exercise, and mental health for women who are pregnant and postpartum.
Task Description: Kate who is 4 weeks pregnant seeks tips on nutritious meals and shares them with other members in the "MAMA BEARS", a social media for the app community.



PROJECT: GO MAMA BEAR
Prenatal and Postpartum Wellbeing Ap

Idea 1. Record daily progress of food intake, workout, meditation and mood.

Content and Feature Requirements

Primary User Task
Kate who is 4 weeks pregnant logs into the Go Mama Bear app. She records the daily progress of her food intake, mood, workout, and meditation.

Pages to Design
Login > Home > Today > Daily Progress > Tips

Page 1: Today

Page 1. Today Requirement:
A display of daily food intake, workout, meditation, and mood.

How To Achieve This Requirement:
The four icons displaying the daily progress with emojis can be clicked to record daily progress of each category.

Page 1, Today Features, Actions, and Content:
Collections of four icons, "mood", "food", "body", "mind". "edit" icons to edit the content, Tips button to get recommendations, Each icon displaying the daily progress.

Page 2: Daily Progress

Page 2. Daily Progress Requirement:
A page allows for inputting daily food intake, workout, meditation, and mood.

How To Achieve This Requirement:
The four categories have questions to record daily progress.
The page displays images and text of food, type/duration of the workout and meditation, and mood emojis for input.

Page 2. Daily Progress Features, Actions, and Content:
Collections of four icons, mood, food, workout, meditation.
Answers can be clicked to record the data input. Save button to save the daily progress.

Page 3: Tips

Page 3. Tips Requirement:
Helpful advice on physical and mental support after the Daily Progress Input.

How To Achieve This Requirement:
After the Daily Progress input, the next page displays simple tips on having a positive and healthier day in terms of food, mind, and exercise.

Page 3. Daily Progress Features, Actions, and Content:
Collection of information on improving the daily progress. A list of tips and the content can be expanded by clicking the "more" sign.

PROJECT: GO MAMA BEAR
Prenatal and Postpartum Wellbeing Ap

Idea 2. Create a personal collection by adding articles, instructions, recipes, and tips to "My Collection"

Content and Feature Requirements

Primary User Task
Kate who is 4 weeks pregnant saves her favorite recipes to "My Collection" and reviews it later in "My Collection".

Pages to Design
Login > Home > Food > Recipe > My Collection

Page 1: Food

Page 1. Food Requirement:
The Food page allows for selecting food type, nutritional preferences, and daily cravings.

How To Achieve This Requirement:
"Food" icon in the navigation tab, questions available, and answers lead to relevant recipes and meal plans.

Page 1. Today Features, Actions, and Content:
Collection of questions, selecting preferences, types of food icons for selections.

Page 2: Recipe

Page 2. Recipe Requirement:
The page contains multiple recipe suggestions.

How To Achieve This Requirement:
Images of dishes are on the main page and each category connects to a list of ingredients and recipes.

Page 2. Daily Progress Features, Actions, and Content:
Images of dishes are displayed. Clicking an image opens a recipe and ingredients. "add" button available to save it to "My Collection".

Page 3: My Collection

Page 3. My Collection Requirement:
A separate folder where it stores favorite recipes, tips and workout instructions.

How To Achieve This Requirement:
Each recipe and information has an "add" icon on the side. "My Collection" icon in the profile contains all the saved items.

Page 3. Daily Progress Features, Actions, and Content:
"add" icon on each page containing recipes, daily tips, articles, workout instructions. "My Collection" icon or tab in the profile. Saved items can be deleted with "delete" button.

PROJECT: GO MAMA BEAR
Prenatal and Postpartum Wellbeing Ap

Idea 3. Suggest "daily tips" about nutrition, healthier and happier lifestyle

Content and Feature Requirements

Primary User Task
Kate who is 4 weeks pregnant reads about nutritious food from the "Daily Tips" and shares it with MAMA BEARS app users.

Pages to Design
Login > Home > Notifications > Daily Tips > Article

Page 1: Notifications

Page 1. Notifications Requirement:
Daily updated notifications about "daily tips" on healthy and positive lifestyle, and checking daily reminders.

How To Achieve This Requirement:
The "notification" icon is marked with a "new" sign and updated with new tips on food, workout, and mental exercise. Each new updated news and information can be clicked to view the content.

Page 1. Today Features, Actions, and Content:
A list of icons containing different categories such as nutrition, body, and mind. The icons connect to the chosen category.

Page 2: Daily Tips

Page 2. Daily Tips Requirement:
Display of tips and new articles about nutrition and health.

How To Achieve This Requirement:
The page shows a list of updated information and they can be expanded to view the content.

Page 2. Daily Progress Features, Actions, and Content:
List of titles and relative images. "view" icon next to each title.
The external link containing the tips expands by pressing the "view" icon.
.

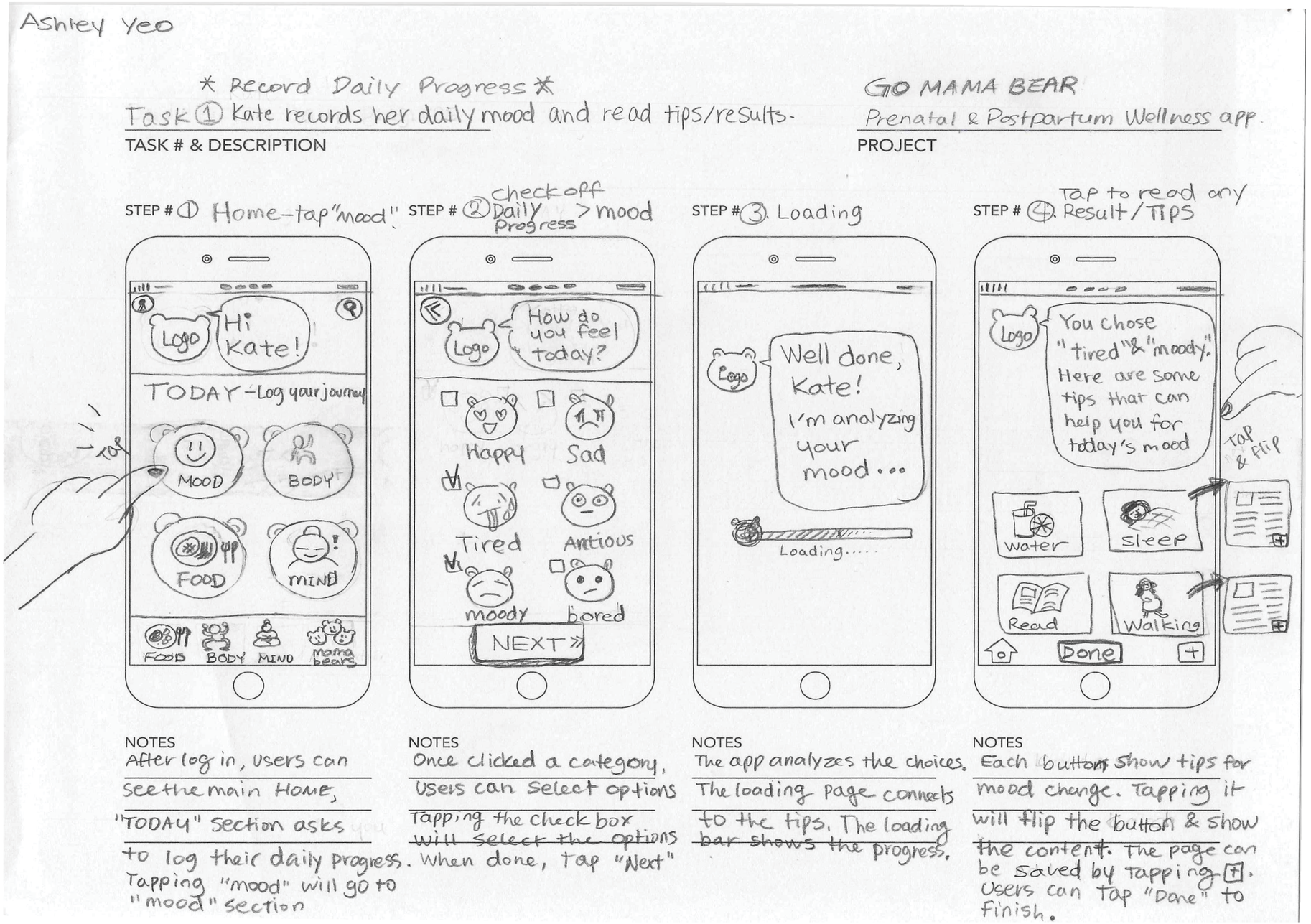
Page 3: Article

Page 3. Article Requirement:
A page containing an article or writing about nutritional food for women who are pregnant.

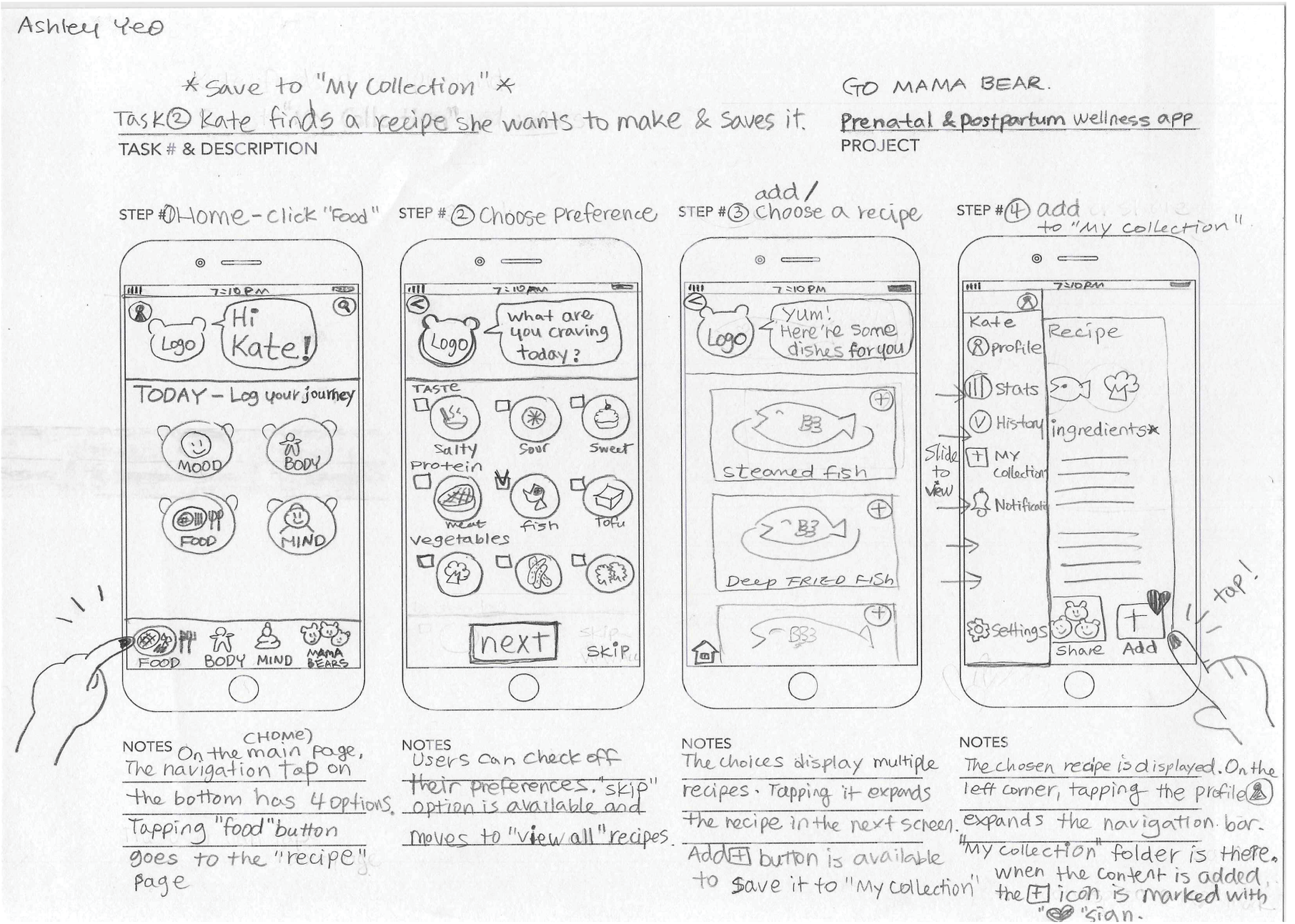
How To Achieve This Requirement:
Educational content regarding the topic. The article can be saved for later and shared via emails, social media, etc.

Page 3. Article Features, Actions, and Content:
Article contents and relevant images are featured. The content can be shared via email and social media by pressing the "share" icon. The content can be saved to "My Collection" by pressing "save" button. Tapping the "MAMA BEARS" icon will connect to the social media for the app members, and the content can be shared.

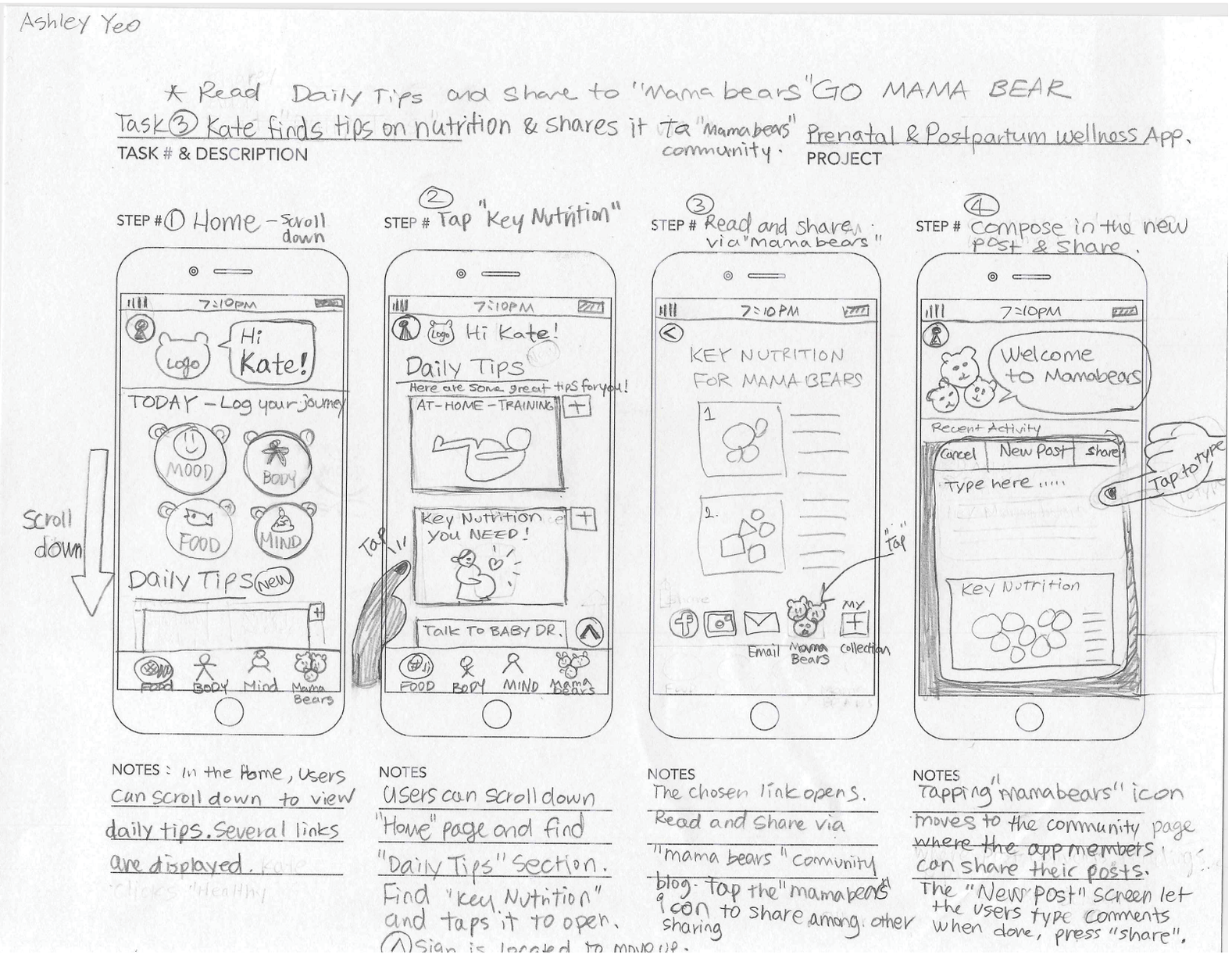
Wireframe Sketches 1

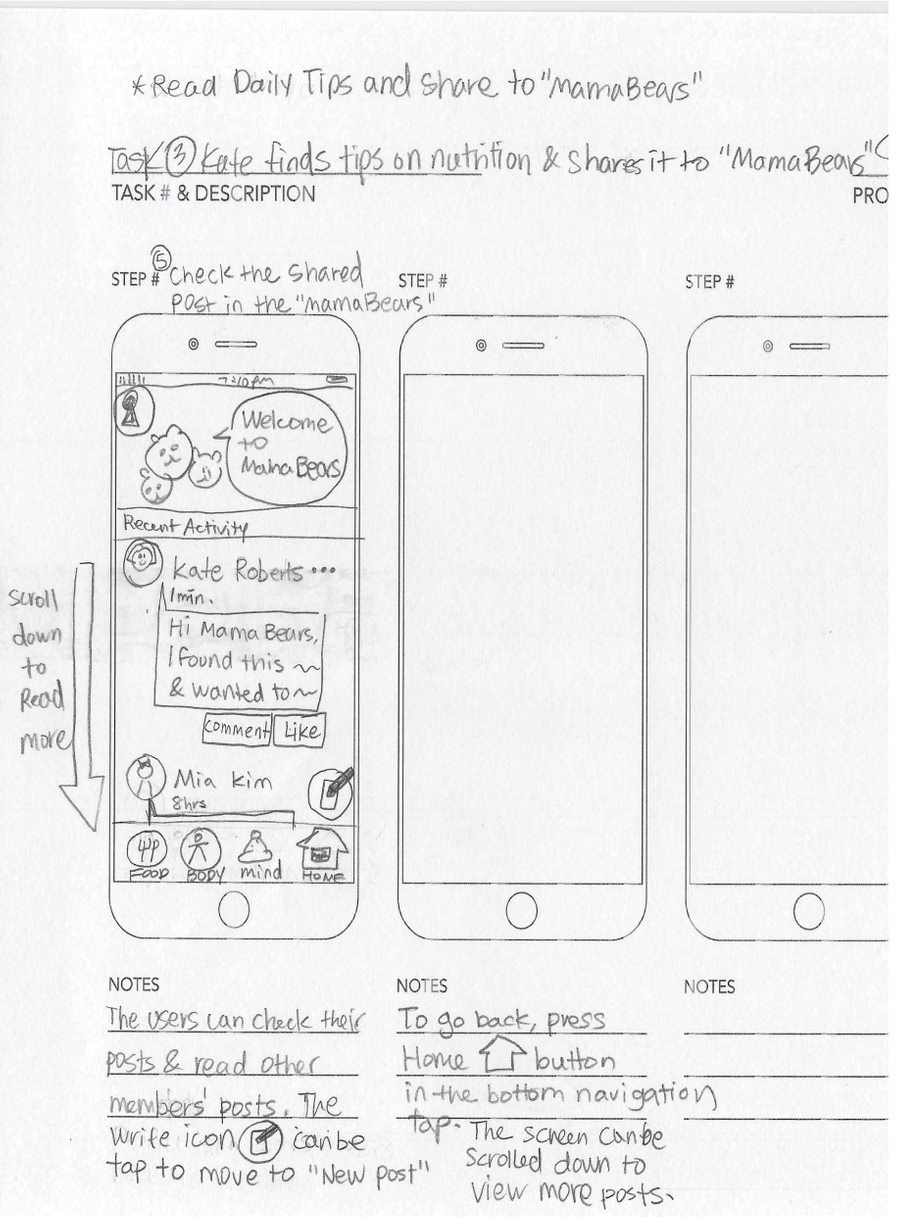


Wireframe Sketches 2



Wireframe Sketches 3



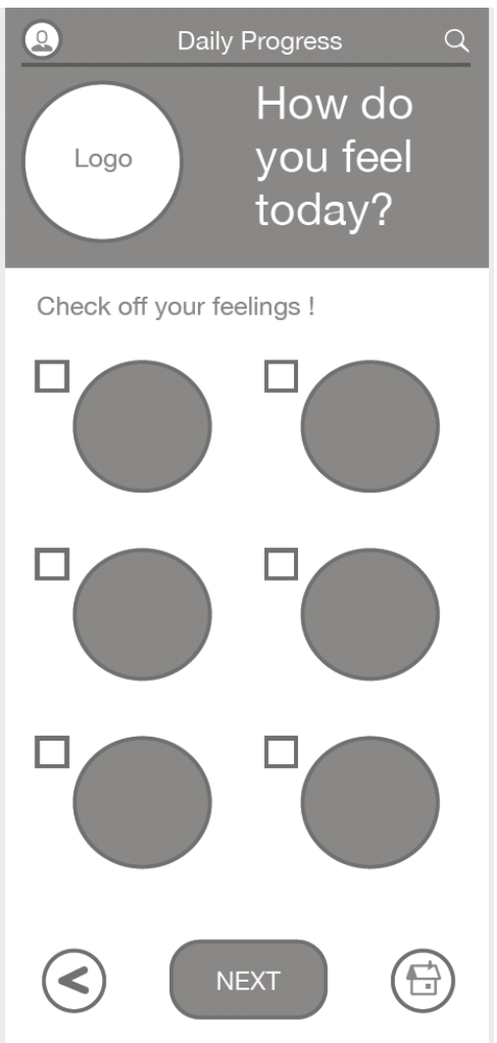


Low Fidelity Wireframes - Task 1. Record daily progress and read tips

Step 1. Home

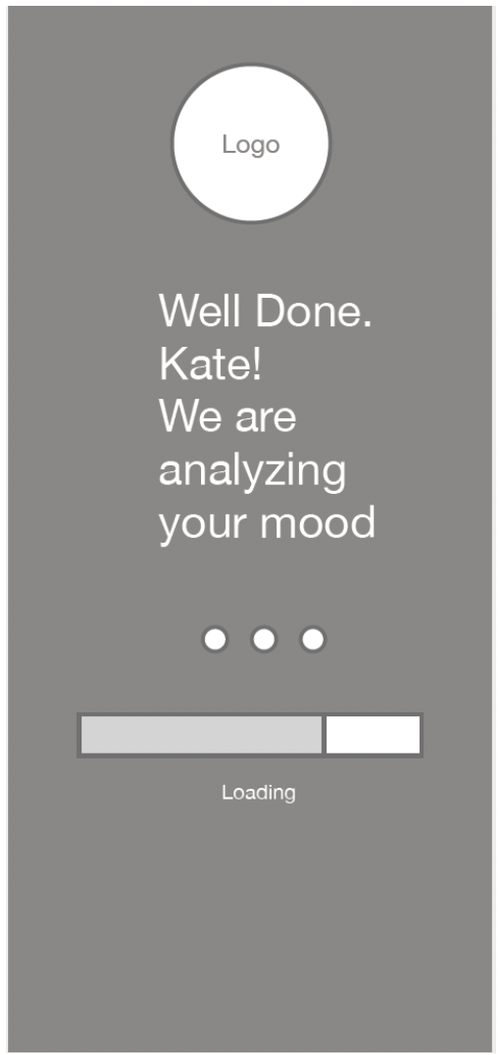
After login, the Home page is displayed. Tap the “mood”.

Step 2. Daily progress



Check off the categories and tap “next”.

Step 3. Loading



Wait while loading.

Step 4. Read Tips

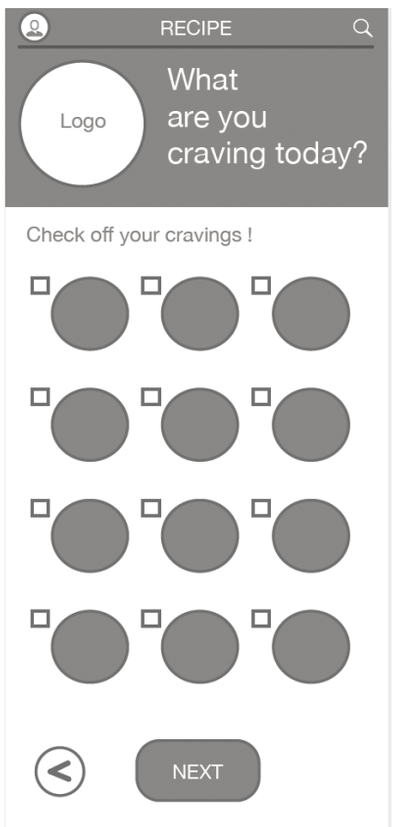
Choose appropriate tips. Save by tapping “+”, or press “done” to finish.

Low Fidelity Wireframes - Task 2. Find a recipe and save it to My Collection

Step 1. Home

After login, the Home page is displayed. Tap the "recipe" in the navigation tab.

Step 2. Cravings



Check off the categories and tap "next".

Step 3. Recipe

Choose a recipe and tap the button.

Step 4. Save

View and tap "+" to add to My Collection.

Step . View My Collection

Go to profile to view My Collection.

Low Fidelity Wireframes - Task 3. Find Daily Tips and share it to Mamabears

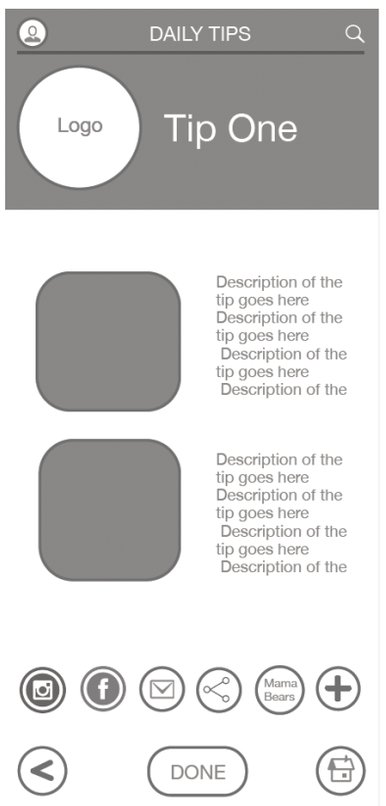
Step 1. Home

After login, the Home page is displayed. Scroll down the page and find"Daily Tips"

Step 2. Find Tips

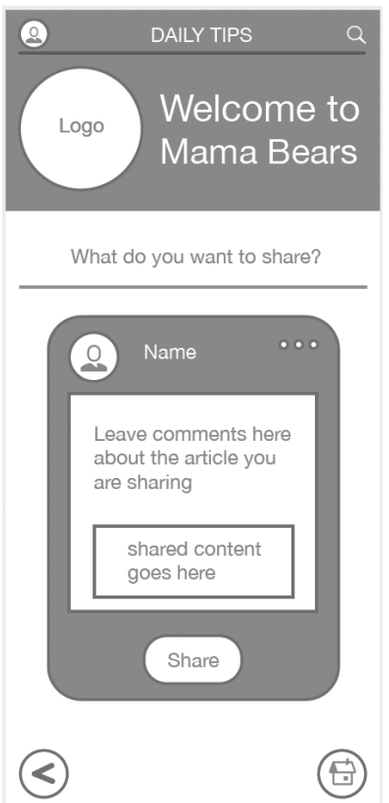
Choose a tip by tapping the button.

Step 3. Share it to Mamabears



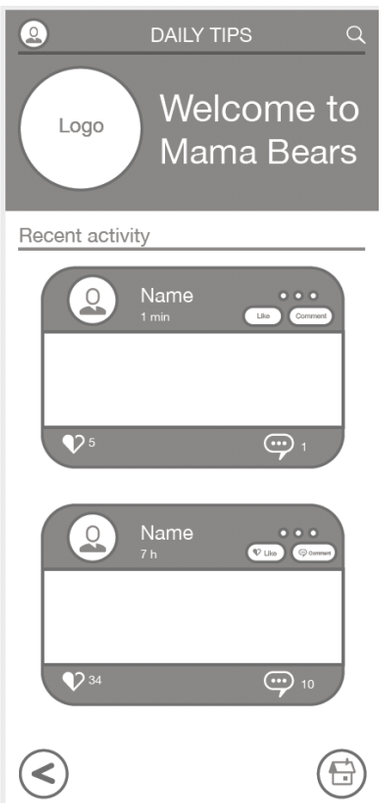
Read and share to "Mama bears".
Tap "Mamabears" icon.

Step 4. Create a post



Type comments and click "share" to post in the Mama bears community.

Step 5. Review



Review a comment posted. Other posts are displayed in the main page.

Preparing for User Testing

1. Identify behaviors, context, motivations, and attitudes.

Behaviors

1. Interested in searching for information and guidance about physical and mental health
2. Intellectually curious about mental physical health
3. Frequently use mobile apps for enhancing skillsets

Context

1. Interested in wellness during pregnancy
2. Interested in prenatal and postpartum wellness
3. Middle to upper class, college-educated and has an occupation

Motivations

1. Highly motivated person who is interested in learning about physical and mental wellness during and after pregnancy
2. Outgoing person who enjoys personal and social life and lives a busy life
3. Disciplined and follow daily routines.

Attitudes

1. Concerned about financial struggle, physical change, and mental stress
2. Anxious and excited for changes in life
3. Want to learn new ideas and crave creative solutions

2. User Testing Schedule

Participant 1

Kate

Test Date: July 22

Test Time: 30 mins

Participant 2

Robby

Test Date: July 23

Test Time: 30 mins

Participant 3

Nicole

Test Date: July 23

Test Time: 30 mins

Preparing for User Testing

4. Screening Questions

Q1. What stage of pregnancy are you in?

- Less than 5 months
- More than 6 months
- Postpartum less than 5 years
- Postpartum more than 6 years
- None of the above

Q2. Are you familiar with any mobile apps related to pregnancy and postpartum health?

- Yes, and I have used it before
- Yes, but I never used it before
- No, I am not familiar
- None of the above

Q3. Describe your occupation.

- Education related
- Health related
- Business / sales / marketing related
- Tech/ engineering related
- Others
- None of the above

Q4. How actively do you use a fitness-related mobile app?

- Daily
- Occasionally
- Rarely
- Never

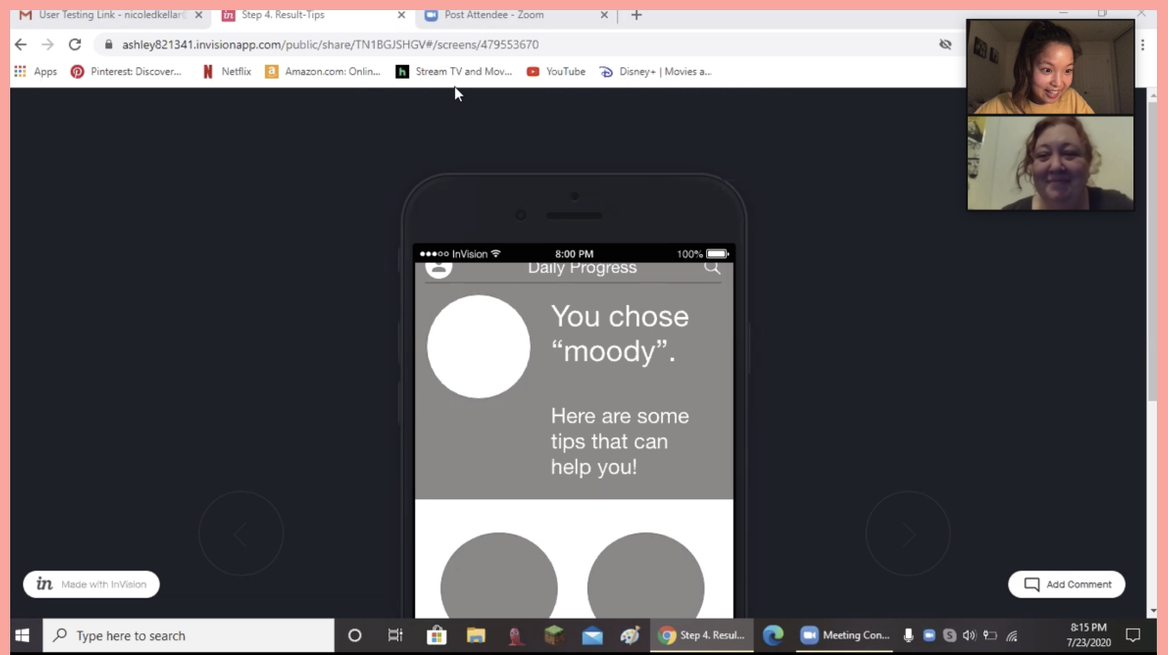
Q6. What sources do you use when looking for a recipe?

- Books
- Internet
- Mobile apps
- Others
- None of the above

Q7. What do you do to change your mood?

- Exercise
- Eat
- Meet with people
- Read
- Others

USER TEST 1



Date - July 23, 2020
Moderator - Ashley
Tester - Nicole

User Testing 1. Nicole

1. Observations and Feedback

Task 1. Log your daily mood and read tips

Step 4: "heart" sign is confusing. There are four tips and I don't know if I am adding them all to My Collection. I just wanna Like one of the tips.

Task 2. Find a recipe and save it

Step1: I am not sure the difference between "food" and "recipe" Should I click "food" or "recipe"? I think it makes more sense to call "food" a "Meal Tracker" or "Diet Tracker".

Step 2: I like the question "what's your craving?". But what if I can't make up my mind? Is there an alternate option for "skip" or "Surprise Me!"
Will the options have any "vegetarian" or "low sugar" for women who have diabetes?

Step 3: It is simple and easy to see all the recipes. But I don't like the results. Can I try again? I think having a "show more" button is a great idea. I am very picky and specific about certain menus, especially when pregnant.

Task 3. Find Tips and Share it to Mama Bears

Step1: Umm. Where are the Daily Tips? I see "log your daily progress" but not "Daily Tips". Is it supposed to be a button?
Can't find it!! it needs to be OBVIOUS!

Step 1-5: Is this content daily updated? I don't think pregnant moms check apps daily. Maybe this could be "New" or "What's New" instead of "Daily Tips". That way, the users don't feel like they are falling behind. It will be easier not to update the contents daily.

User Testing 1. Nicole

2. Conclusions

Nicole had a great time testing the app. She was enthusiastic about every element of the pages. As a mom of one kid and going through the postpartum cycle, she was able to give a thorough insight into my UX research.

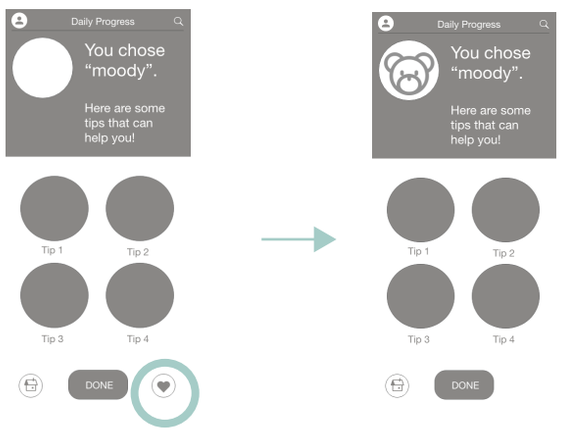
She has given me some helpful feedback in terms of the contents, and the UI elements. She easily navigated the pages for the most part but had some questions in terms of finding buttons. Accomplishing task 3 was the most challenging because she couldn't find the main section, "daily tips". It is based on my assumption that the users would scroll down the screen no matter what. She also suggested that the app could provide alternate options for women who cannot make up their minds.

Overall, the user test with Nicole was a great opportunity for me to realize some drawbacks I did not discover earlier. The biggest challenge I encountered was to make certain buttons visible and create alternate options.

User Testing 1. Nicole

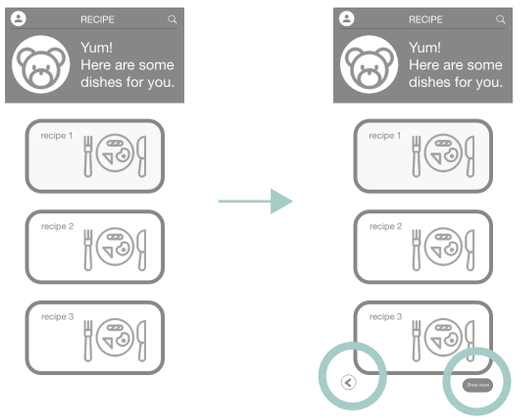
3. Before and After

Task 1. Step 4 - Log Your Daily Mood



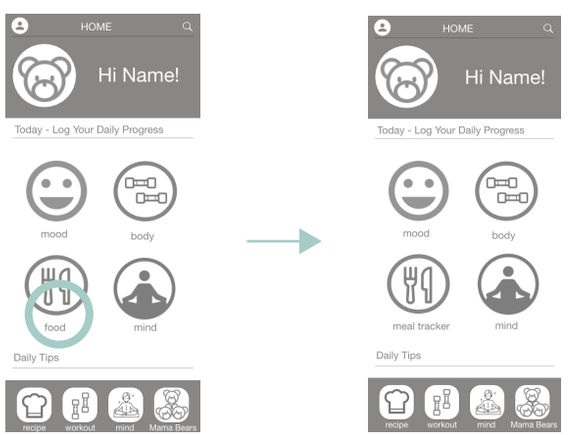
The heart icon is removed in this stage because it looks like the button suggests saving all the tips 1-4. The heart icon, which is the "save to my collection" button, will appear once the Tip is tapped on the next page.

Task 2. Step 3 - Find a recipe and save



The back button and "show more" icons are added. This is for the users who are looking for different results when they cannot find what they are looking for from the suggestions. The users can go back and select other options for a different result or click "show more" to view other recipes.

Task 2. Step 1 - Find a recipe and save

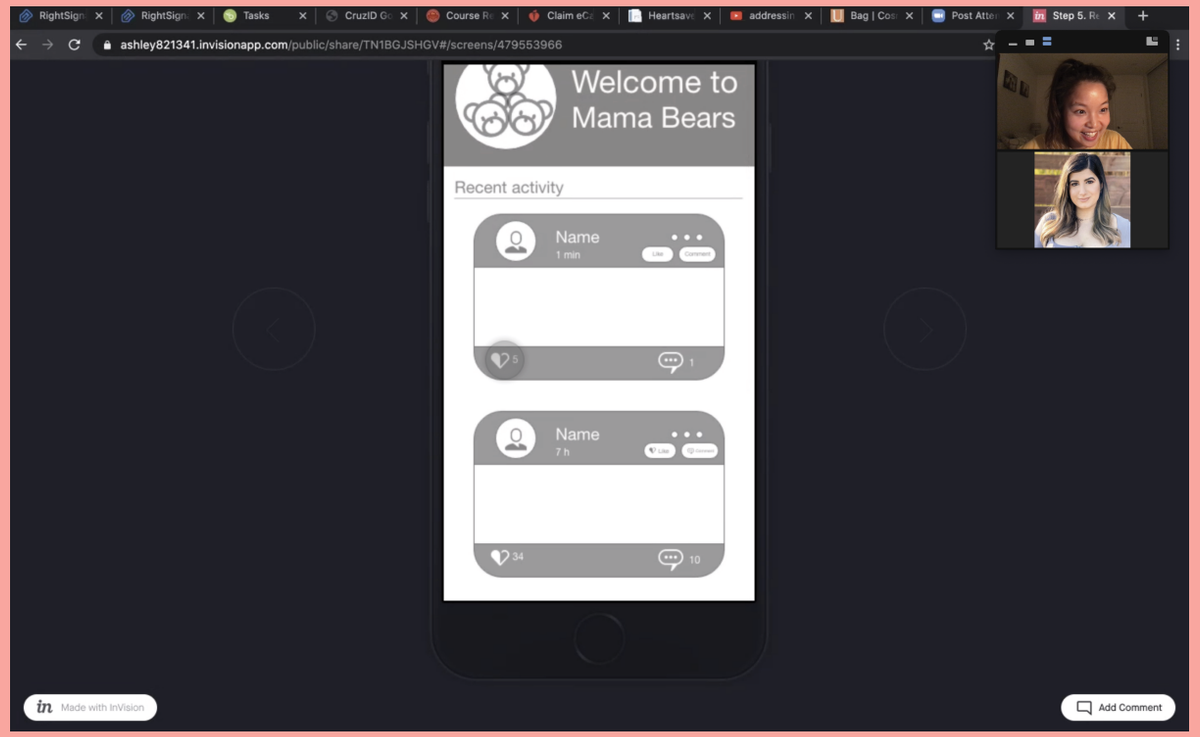


The "food" button in the Log Your Daily Mood and "recipe" in the navigation tab can be confusing. The "food" button is changed to "meal tracker" so it is obvious that the button is not for finding recipes.

Task 2. Step 1 - Find a recipe and save

The size of the "daily log" section has been decreased to show the "Daily Tips" section. The "go down" icon gives a clue to scroll it down. The name for "daily tips" is changed to "What's New" so that the content is not daily updated. But still, new articles and pregnancy information are posted.

USER TEST 2



Date - July 23, 2020
Moderator - Ashley
Tester - Robby

User Testing 2. Robby

1. Observations and Feedback

Task 1. Log your daily mood and read tips

Step 1: This is the home page, and I see the daily log! The buttons are big and easy to find.
Step 4: Umm, why is there a heart sign in the tips? Do I add them all to my favorites if I click this button? Is the DONE button necessary? Once I click the tips, I am done. I can click the "Home" button to go back.

Task 2. Find a recipe and save it

Step. 4: I chose my recipe and do I need to click "DONE" to safely exit? Or can I just click the "Home" icon? Same as the first task, I think this button is not necessary and more confusing.

Task 3. Find Daily Tips and Share it with Mama Bears

Step1: Find Daily Tips? Hmm. Do I click the "food" button to get tips for a healthy diet? I don't know which one to click.....!
Is it something that I scroll down to view or click something?

Step 5: This page is easy. The "like" and "comment" button is confusing when there are two icons already.

User Testing 2. Robby

2. Conclusions

Robby was a great participant who enjoyed trying out my Go Mama Bear app during the user test. She is interested in mental and physical wellbeing in general and she was able to give a thorough insight for my UX research.

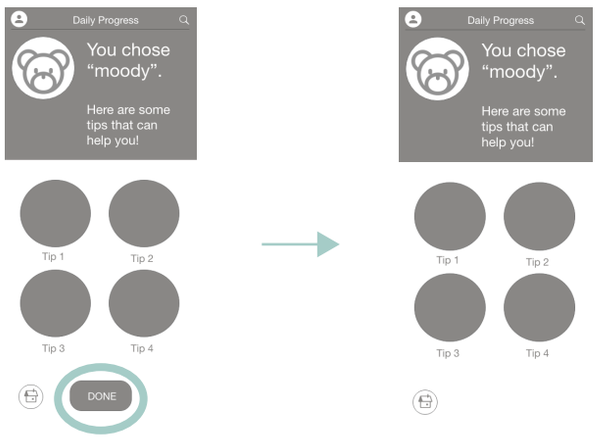
Robby pointed out some important drawbacks in the UI design elements.
She seems to navigate the pages easily for the most part but had some hesitations and questions in terms of finding the right buttons. Similar to Nicole's behavior, Robby also seems to have trouble finding the "daily tips" for accomplishing task 3. She also pointed out that certain buttons like "DONE" and "Like, comment" were not necessary and can confuse the users.

Overall, the user test with Robby was a great opportunity. I was able to realize some elements that were missing and I need to revise them to make it more user-friendly.

User Testing 2. Robby

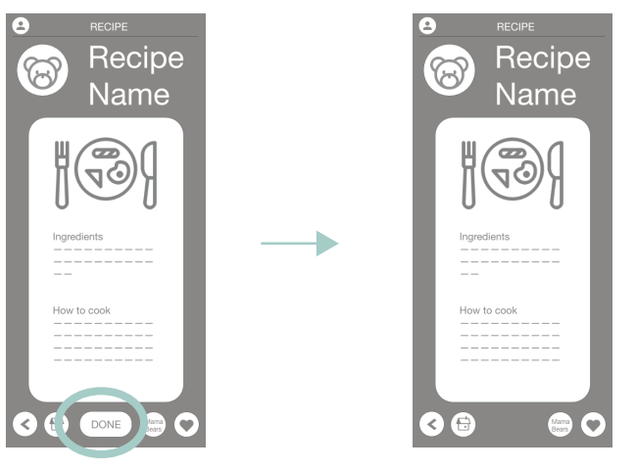
3. Before and After

Task 1. Step 4 - Log Your Daily Mood



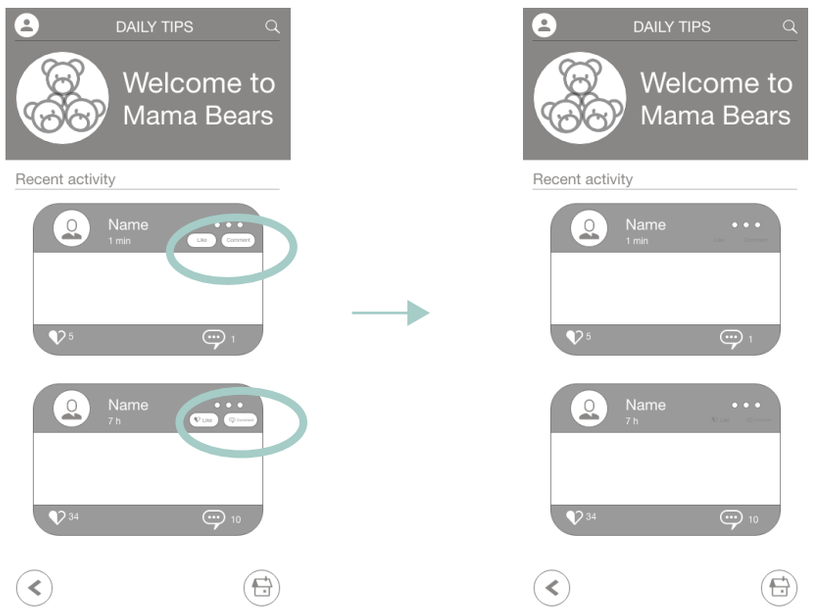
The "DONE" button is omitted because clicking "DONE" will go to the Home page. Having Home and Done icons are duplicates and unnecessary.

Task 2. Step 1 - Find a recipe and save



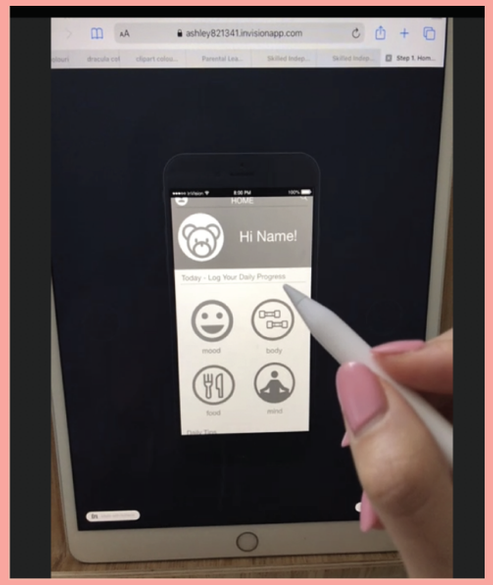
The "DONE" button is removed. The "Home" icon takes it to the Home page and the "DONE" button also does. By eliminating "one of them, it is simple and less confusing.

Task 3. Step 5 - Find Tips and Share to Mama Bears



In the Mama Bears community news feed, the recent activities are shown. "Like" and "Comment" buttons are not needed since there are both icons displayed below. The icons can be clicked to "Like" the comment, and the users can leave comments by clicking the "comment" icon below.

USER TEST 3



Date - July 24, 2020
Moderator - Ashley
Tester - Kate

User Testing 3. Kate

1. Observations and Feedback

Task 1. Log your daily mood and read tips

Step 1: This is cute. I like the emojis on the main page. Should I click this Mood icon?

Step 3: Analyzing mood? How does it know if it is done? Will it move on to the next page?

Step 4: Umm, I see four tips here. Are they clickable? or do I save them all if I like them?

Task 2. Find a recipe and save it

Step 1: I don't know if I click the "food" icon or the "recipe" icon.

Step 2: Cravings! This is a great idea. I assumed there is a "next" button when I scroll it down?

Step 3: Is there the "back" button? I want to change my cravings.

Task 3. Find DailyTips and Share it to Mama Bears

Step 1: I am tapping the "mind" button to see tips but nothing happening! The "Daily Tips" is hard to see. I think the title needs to be bigger.

Step 4: I think the "Mama Bears" icon is too small. The icons need to start with "Mama Bears" and move the "share" icon to the end.

Step 5: Do the members share the same "Daily Tips"? Is there "write a comment" button somewhere?

User Testing 3. Kate

2. Conclusions

Kate who is four-month pregnant was excited to conduct a user test for my app, Go Mama Bears. Based on her experience, she was interested in mental and physical wellbeing during the prenatal stage. Kate was able to give a thorough insight into my UX research.

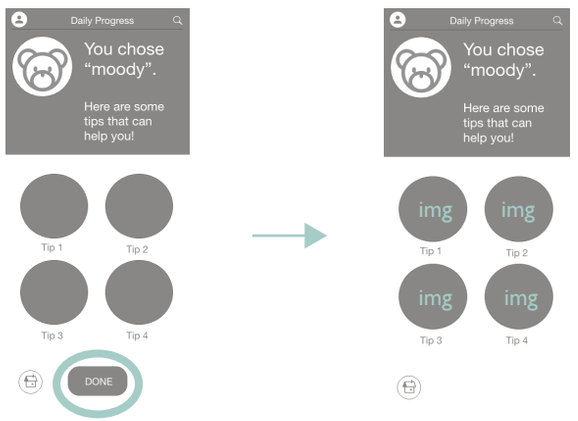
Kate discussed some important UI elements throughout the task flows. She noticed that certain buttons like Task 2, "food" and "recipe" were confusing. Also the size of the "Daily Task" needs to be increased on the main screen to be more noticeable. She also thought that the social media, "Go Mama Bears" section was a great idea for the moms. However, the button for sharing was too small and the location can be more in the center or close to the front. The location of the other social media like Facebook and Instagram can be moved to the last.

Overall, the user test with Kate was a great opportunity to learn about missing elements.
I was able to view the app from the user's perspective. I realized I need to focus on revising the drawbacks she suggested and enhance the features.

User Testing 3. Kate

3. Before and After

Task 1. Step 4 - Log Your Daily Mood



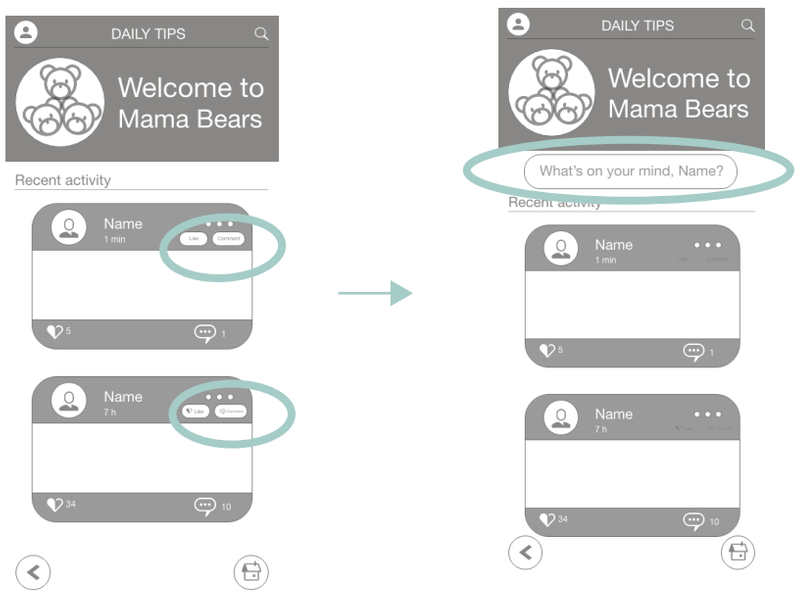
Kate mentions that the Tip buttons are confusing if they are suggesting the content or if they are clickable. Adding the image in the buttons would encourage the users to click and view the content.

The "DONE" button is omitted becuase clicking "DONE" will go to Home page.

Task 3. Step 3 - Find Tips and Share to Mama Bears

The order of the share icons is changed. The "Mama Bears" is located right next to the "Save" button. The extra share button is pushed to the end.

Task 3. Step 5 - Find Tips and Share to Mama Bears

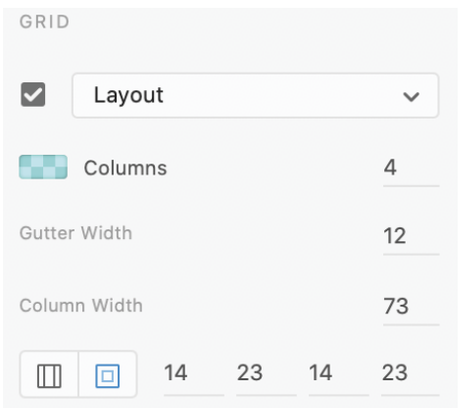


The "write a comment" section was missing. The comment area is added so the user can type up a comment. Below is the list of shared comments by other members.

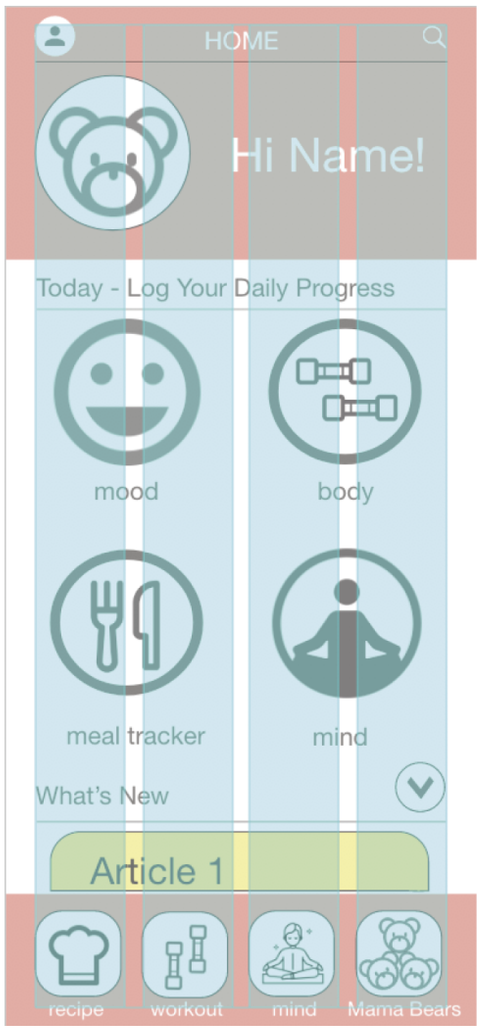
The "Like" and" Comment" buttons are duplicates, so they are deleted.

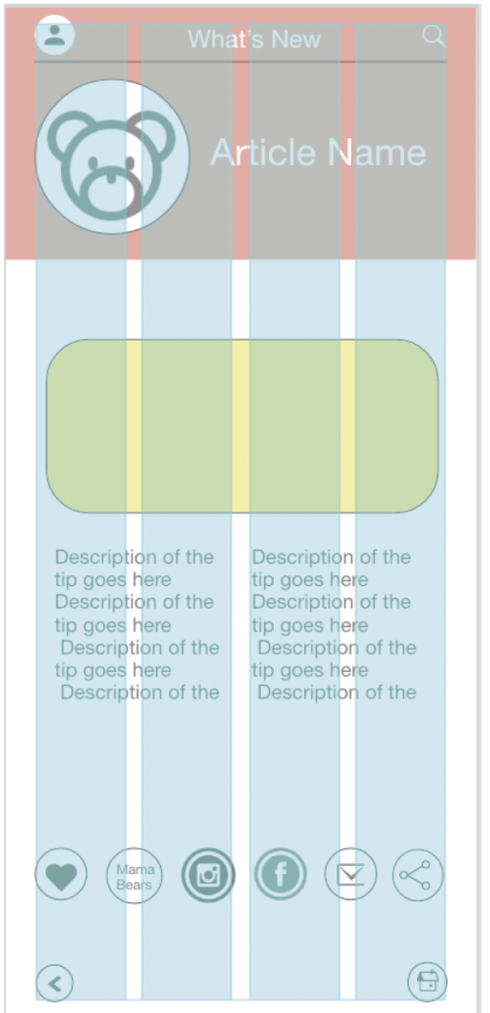
Grid System

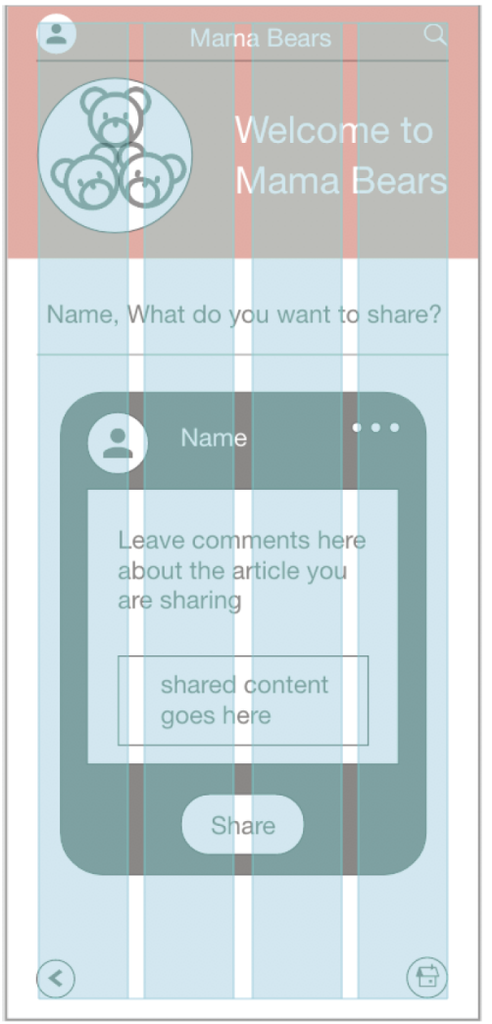
Go Mama Bears App



Columns: 4
Gutter Width: 12
Column Width: 71
Margins: 24
Padding: 15

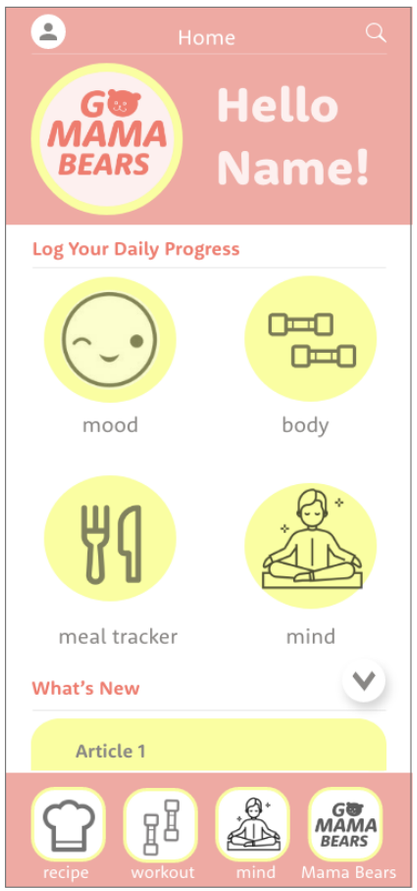






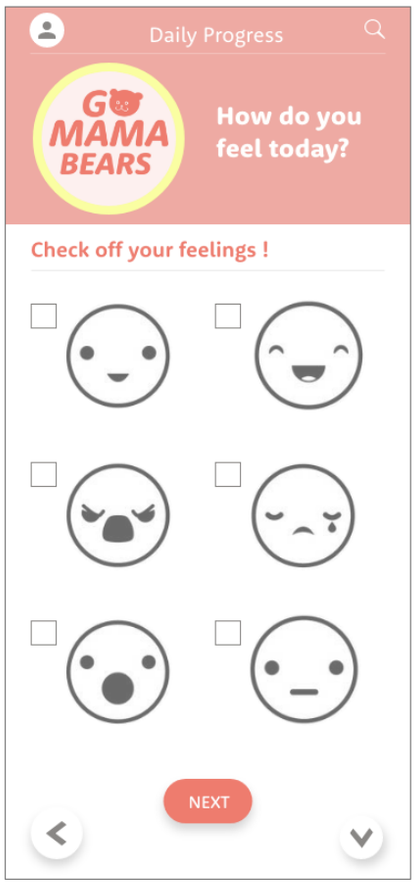
Go Mama Bear

Task 1. Kate logs her daily mood and and reads tips



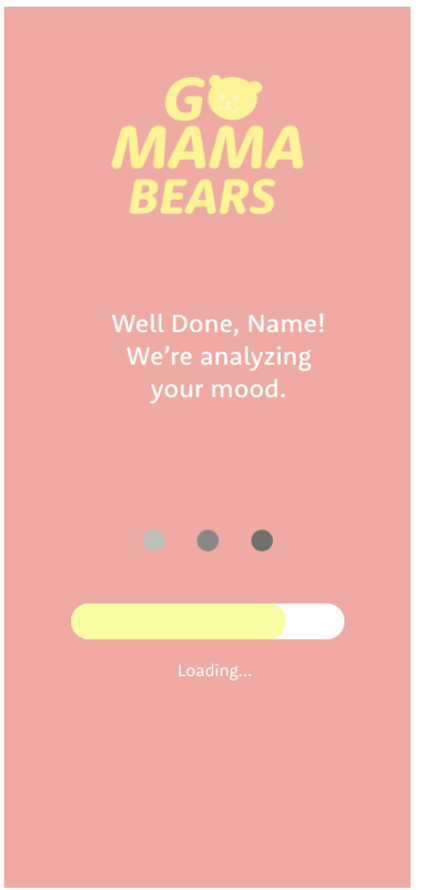
Step 1. Tap “mood” icon

After login, Home page displays in the screen. Tap “mood” button in the “Log Your Daily Progress”



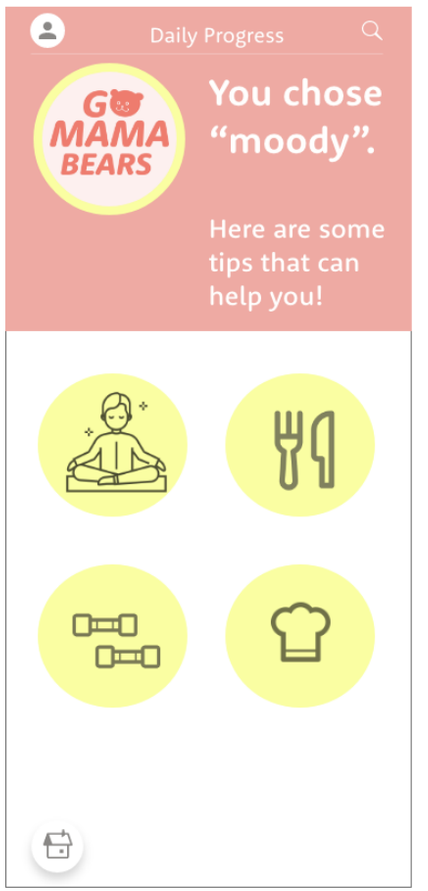
Step 2. Check off emotion icons

Kate checks off emotion icons.
She can scroll down to view more.
When finished, click “NEXT” button.



Step 3. Loading

Wait while it’s loading.

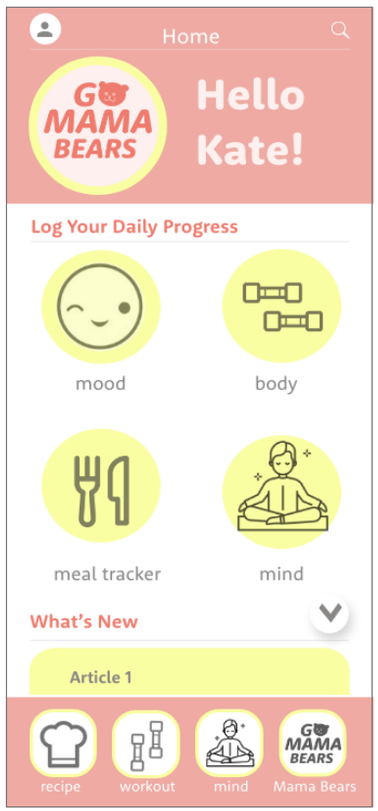


Step 4. Read the tips

Four tips show in the buttons, and Kate taps the button to view the content.
Tap the “Home” icon to go back.

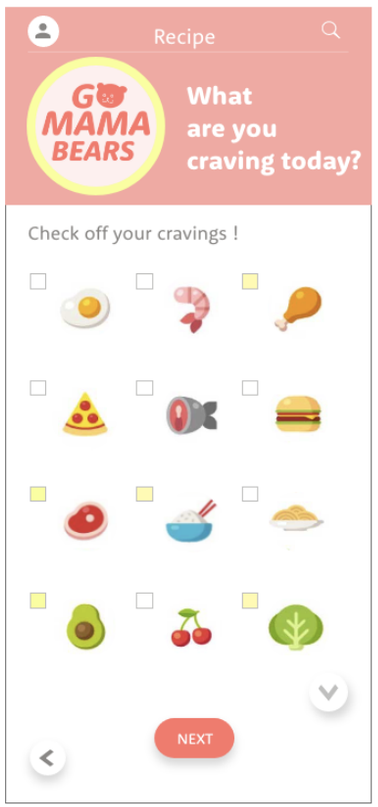
Go Mama Bear

Task 2. Kate finds a recipe she wants to make and saves it to “My Collection”.



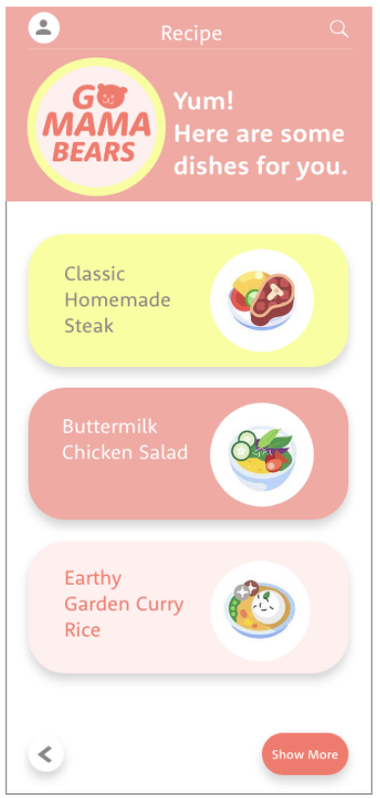
Step 1. Tap “recipe” icon

After login, tap “recipe” icon in the navigation bar.



Step 2. Check off images

Checks off her cravings and scroll down to view more options. After checking off, tap “NEXT” button.

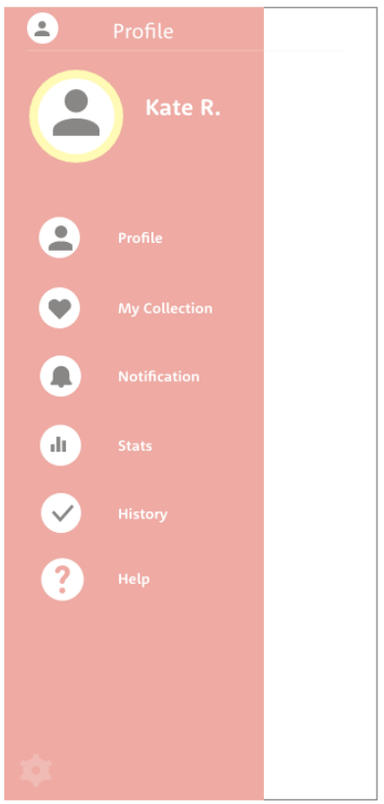


Step 3. Choose a recipe

Among many recipe suggestions, Kate chooses one and tap the recipe button. Click “Show More” to view more recipes.

Step 4. Read and save

Reads the instructions and tap the heart icon to save it to “My Collection”.

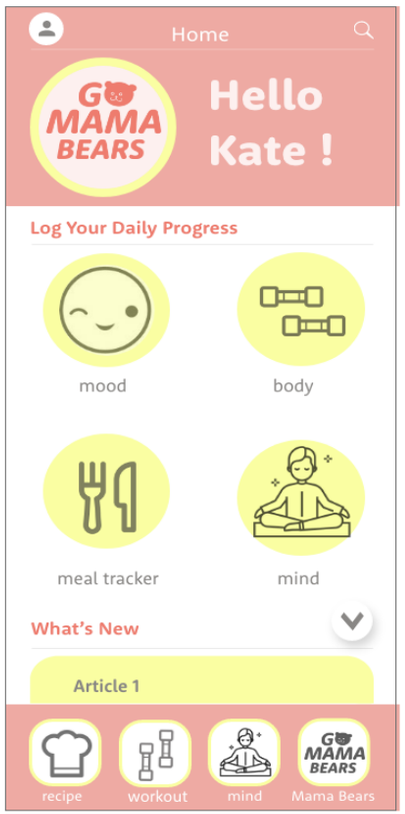


Step 5. Review “My Collection”

The saved contents can be reviewed in the profile tap.

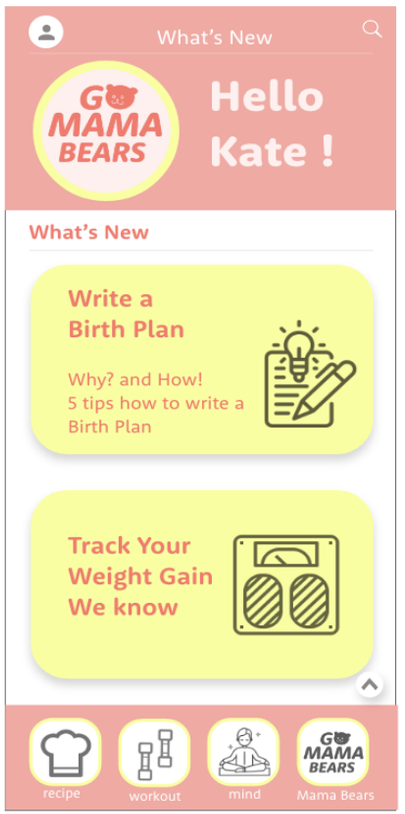
Go Mama Bear

Task 3. Kate reads “What’s New” and shares it to Mama Bears community.



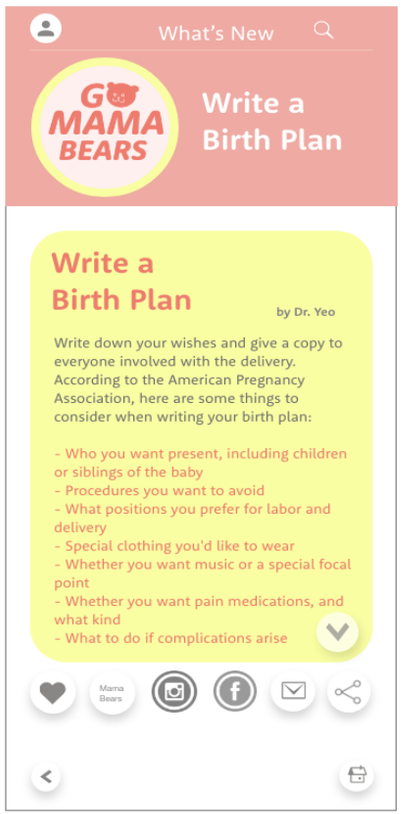
Step 1. Tap articles on “What’s New”

After login, Kate scrolls down the main page to view articles on “What’s New”.



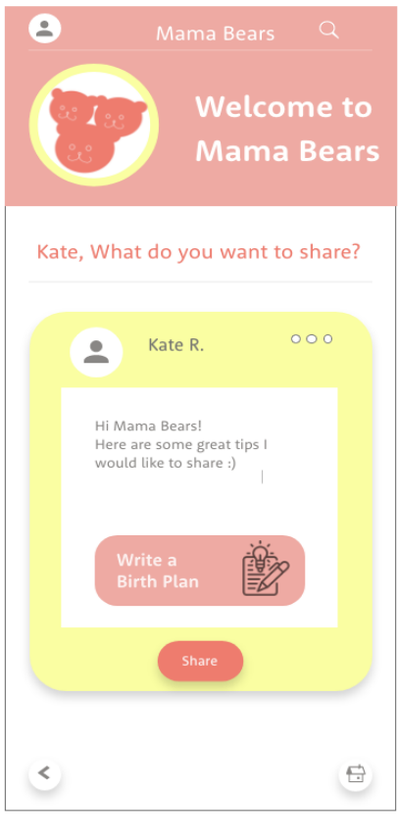
Step 2. Choose a tip

Kate chooses one of the news and taps to read more.



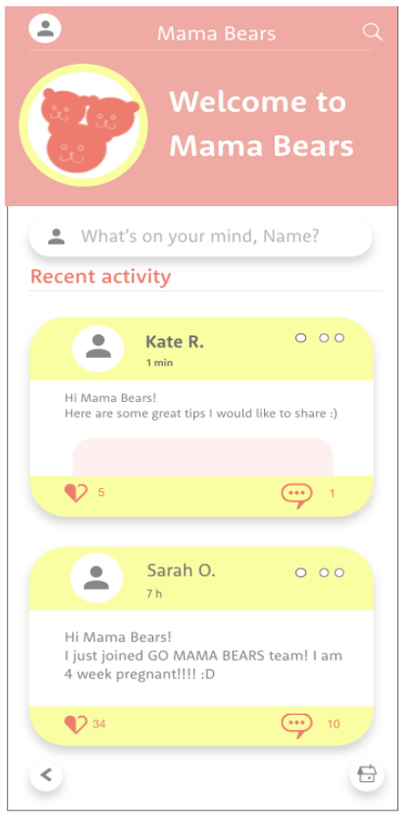
Step 3. Tap “Mama Bears”

Kate reads a tip and taps “Mama Bears” icon.



Step 4. Type and “Share”

In the “Mama Bears” community page, Kate types a comment and clicks “NEXT” button.



Step 5. View shared posts

Her posted comment shows in the “Recent activity”.

MOODBOARD

01.
Homepage
20% OFF

FROSTS
Build your smoothie
Most Popular
Fresh and organic
Combo 1

Groad
Hi, Nice to Meet You!
Verification codes OFF
Welcome! ThuSinh
Continue with Face ID
Enable your location

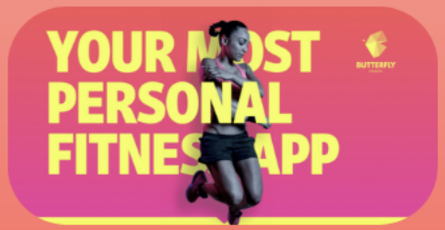
Pina Colada App

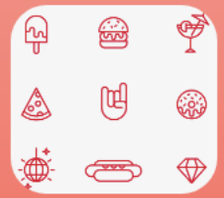
Oops..!
No Results
Link Broken
Inbox Empty

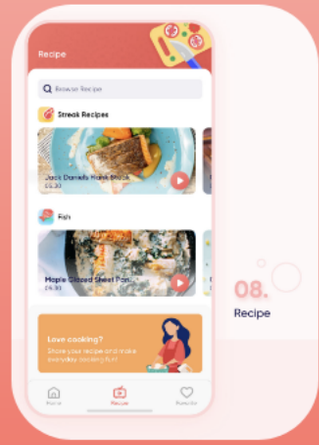
CHIP

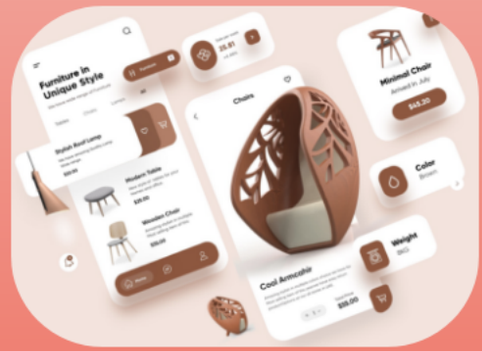
hyp

Hi Samantha,
Ulasan Desain App


YOUR MOST
PERSONAL
FITNESS APP
BUTTERFLY




Recipe
Streak Recipes
08.
Recipe


Furniture in Unique Style
Minimal Chair
Chairs
Modern Table
Wooden Chair
Cool Armchair
Color
Weight

STYLE GUIDE

Buttons

BUTTON BUTTON BUTTON

BUTTON BUTTON BUTTON

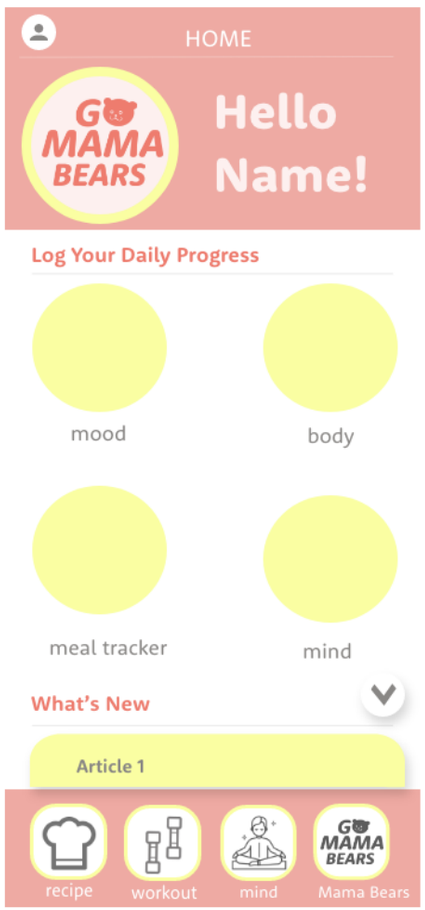
DARK ON LIGHT

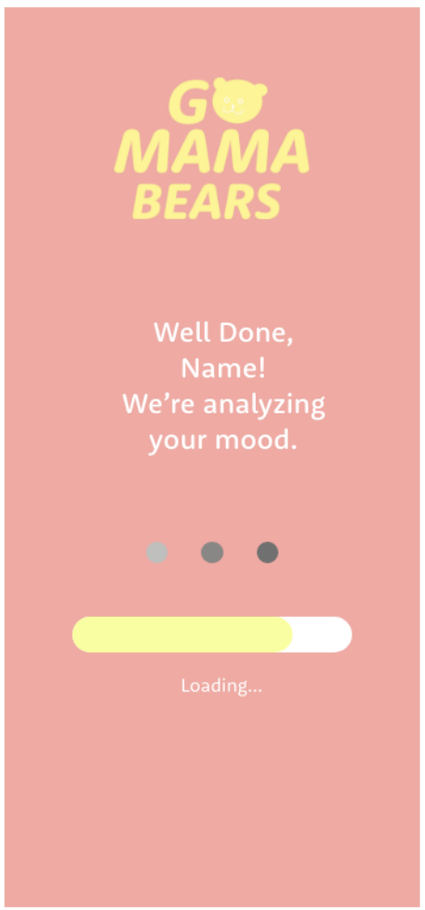
This is how paragraphs would look like in the light background.

LIGHT ON DARK

This is how paragraphs would look like in the dark background.

Applications



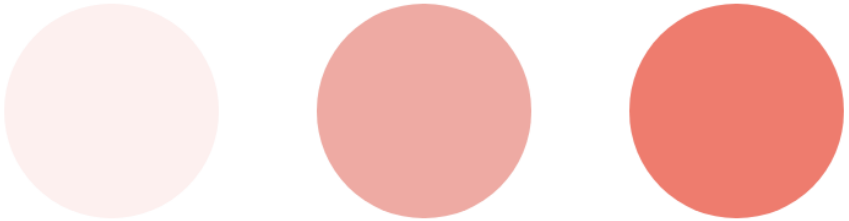


STYLE GUIDE

GO MAMA BEARS

Colors

HEX, RGB, HSB



#FF7468
255 240 239
4 6 100

#FAA7A0
250 167 160
5 36 100

#FF7468
255 116 104
5 59 100

#FDFFE2
253 255 226
64 11 100

#FDF788
253 247 136
57 46 99

#F8FF95
248 255 149
64 42 100

#BFBFBE
191 191 190
60 1 75

#898785
137 135 133
30 3 35

#707070
112 112 112
0 0 44

Typography

Rooney Sans Medium

Rooney Sans Bold

Rooney Sans Heavy

Rooney Sans Heavy Italic

Heading 1

Heavy 48pt

Heading 2

Bold 32pt

Heading 3

Bold 18pt

Body Text

Bold 12-18pt

Button Text

Medium 16pt

Navigation

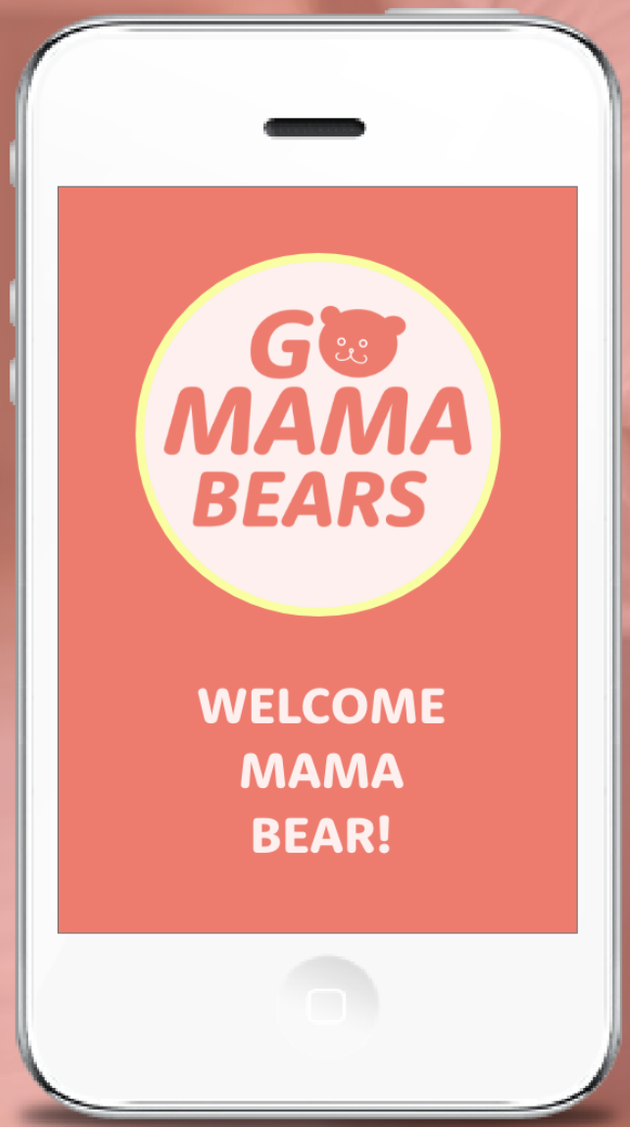
Medium 16pt

Input Fields

Medium 14pt

Footer

Regular 12pt

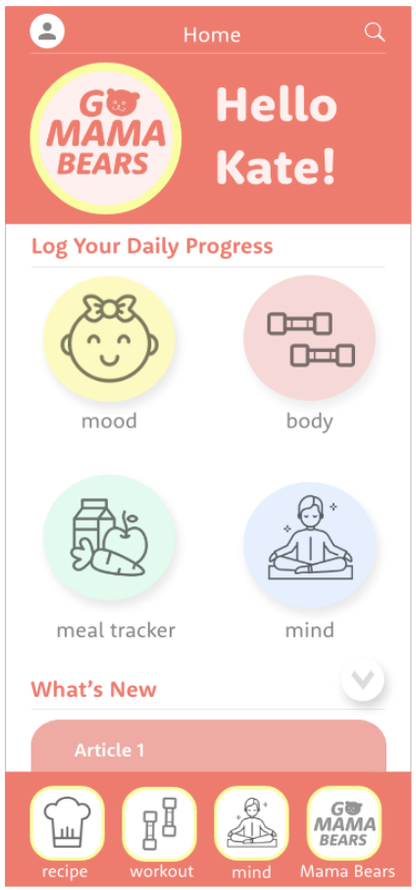


GO MAMA BEARS

PRENATAL AND POSTPARTUM WELLNESS APP

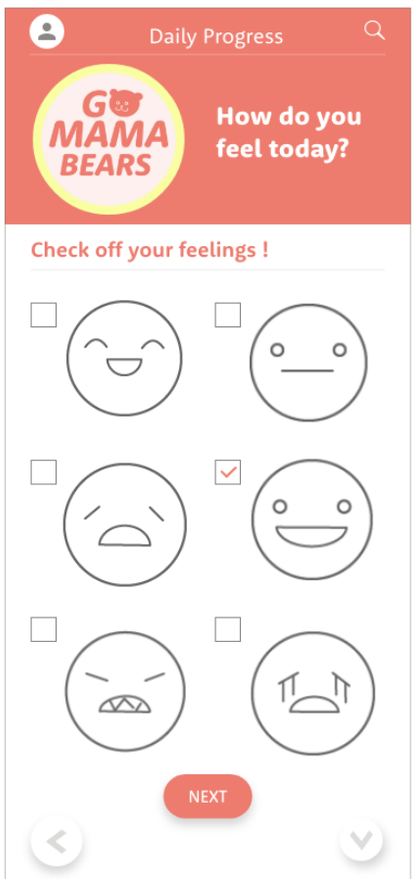
Go Mama Bears

Task 1.Log daily mood and and read tips



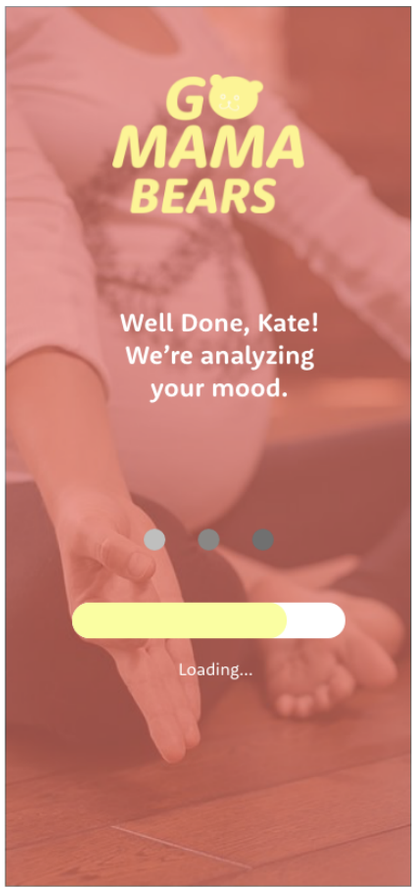
Step 1. Tap “mood” icon

After login, Home page displays in the screen.
Tap “mood” button in the “Log Your Daily



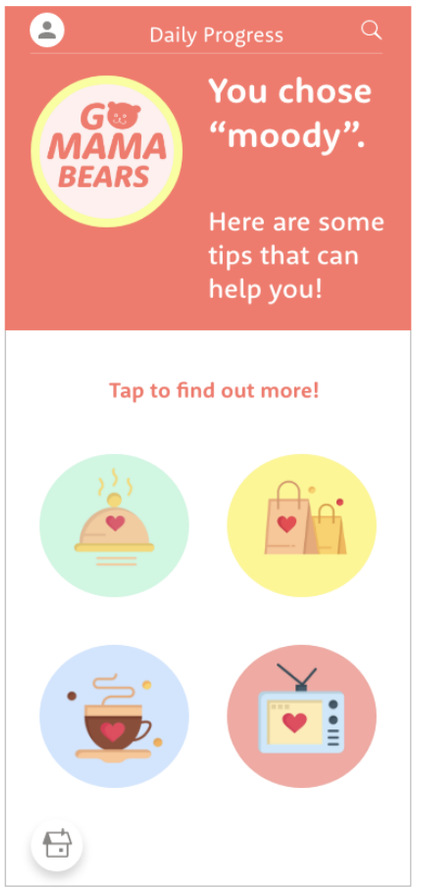
Step 2. Check off emotion icons

Kate checks off emotion icons.
She can scroll down to view more.
When finished, click “NEXT” button.



Step 3. Loading

Wait while it’s loading.

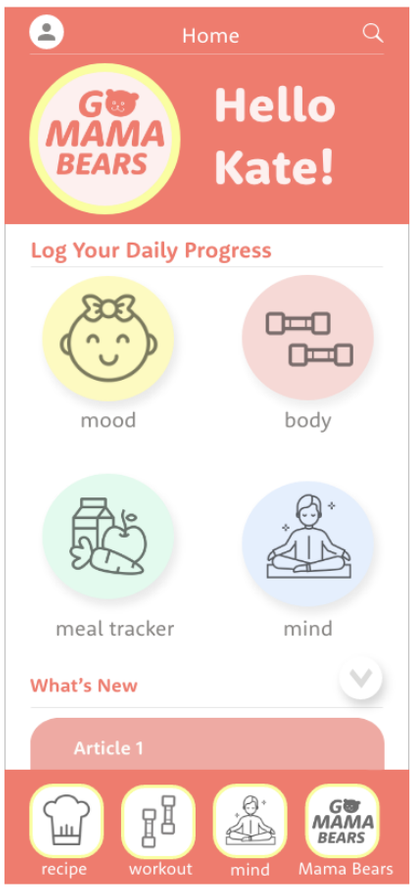


Step 4. Read the tips

Four tips show in the buttons, and Kate taps the button to view the content.
Tap the “Home” icon to go back.

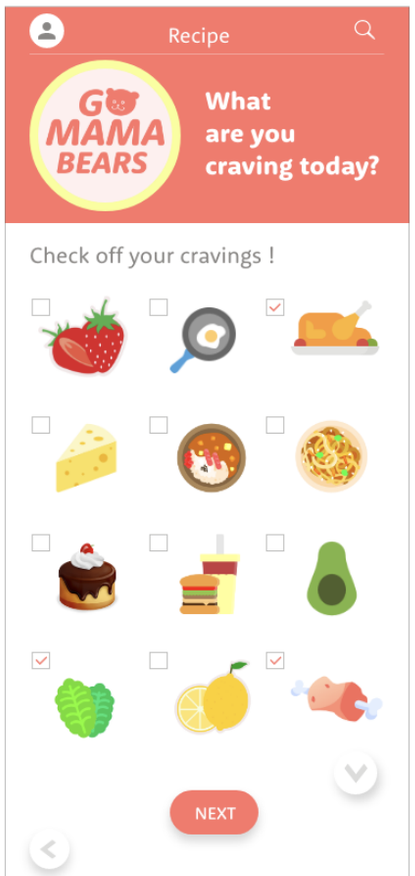
Go Mama Bears

Task 2. Kate finds a recipe she wants to make and saves it to “My Collection”.



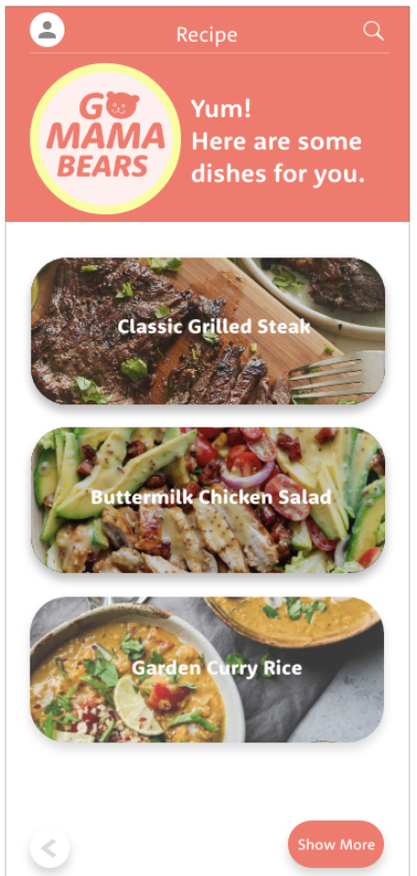
Step 1. Tap “recipe” icon

After login, tap “recipe” icon in the navigation bar.



Step 2. Check off images

Checks off her cravings and scroll down to view more options. After checking off, tap “NEXT” button.

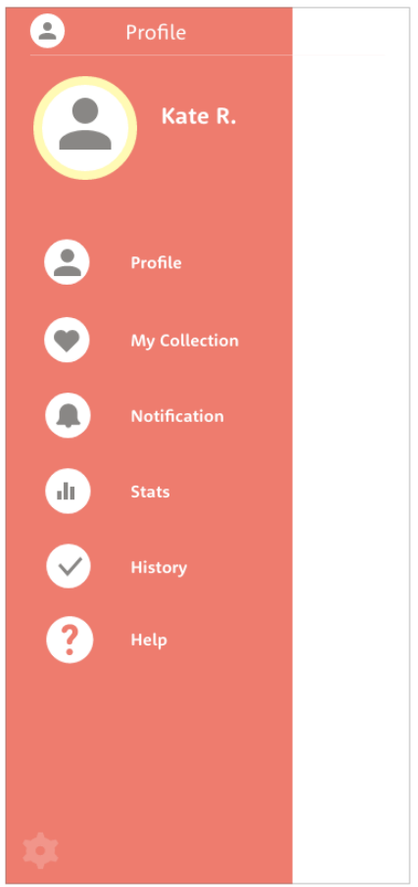


Step 3. Choose a recipe

Among many recipe suggestions, Kate chooses one and tap the recipe button. Click “Show More” to view more recipes.

Step 4. Read and save

Reads the instructions and tap the heart icon to save it to “My Collection”.

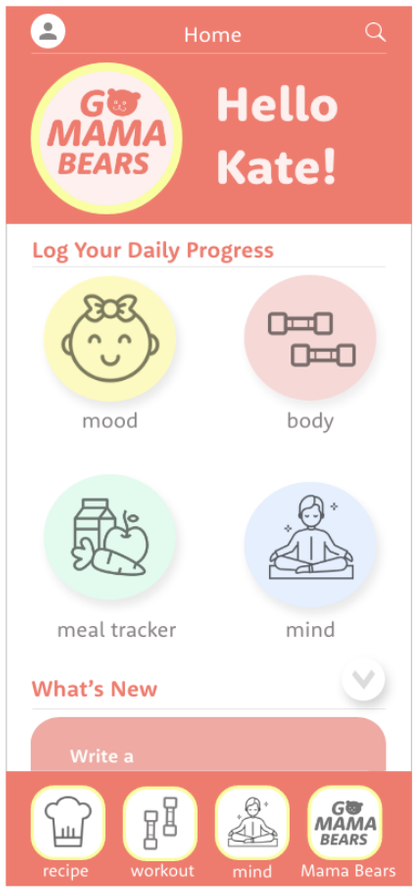


Step 5. Review “My Collection”

The saved contents can be reviewed in the profile tap.

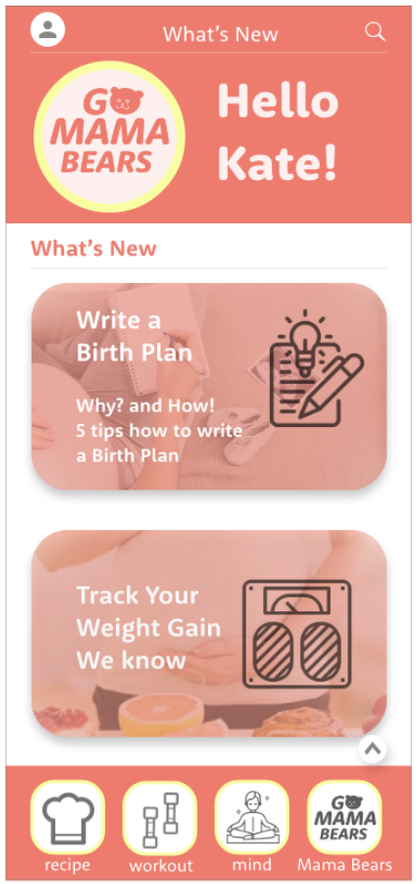
Go Mama Bears

Task 3. Kate reads “What’s New” and shares it to Mama Bears community.



Step 1. Tap articles on “What’s New”

After login, Kate scrolls down the main page to view articles on “What’s New”.

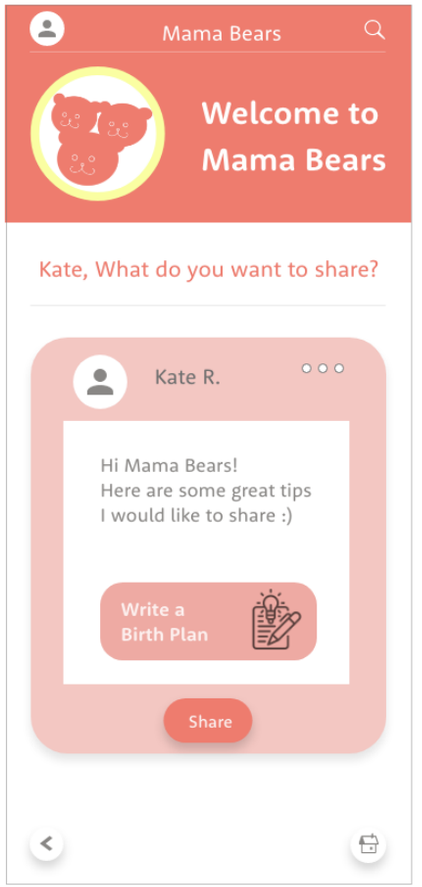


Step 2. Choose a tip

Kate chooses one of the news and taps to read more.

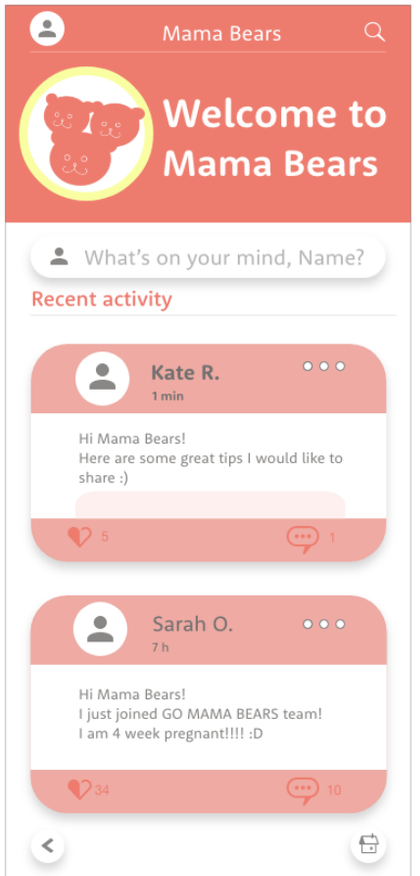
Step 3. Tap “Mama Bears”

Kate reads a tip and taps “Mama Bears” icon.



Step 4. Type and “Share”

In the “Mama Bears” community page, Kate types a comment and clicks “NEXT” button.



Step 5. View shared posts

Her posted comment shows in the “Recent activity”.

Clickable Prototype

Task 1. Log daily mood and read tips

https://xd.adobe.com/view/c32ac613-28a2-4d54-7532-b080d254de45-b51b/

Task 2. Find a recipe and save it to My Collection

https://xd.adobe.com/view/ea2c4361-d14b-47e7-5cbc-43a955dcb668-9c1d/?fullscreen&hints=off

Task 3. Read What's New and share it to Mama Bears

https://xd.adobe.com/view/e1da2434-9f74-4ed3-56cc-79e6e4614092-97eb/

Resources 1/2

Free Images and icons

Salad, icon finder, 08/01/20
https://www.iconfinder.com/search/?q=salad

meat, icon finder, 08/01/20
https://www.iconfinder.com/search/?q=meat&size=128

yoga, icon finder, 7/23/20
https://www.iconfinder.com/search/?q=yoga&size=128

iphone, icon finder, 8/5/20
https://www.iconfinder.com/search/?q=iPhone&price=free&size=128

workout, icon finder, 7/23/20
https://www.iconfinder.com/search/?price=free&q=workout&size=128

cooking, icon finder, 8/01/20
https://www.iconfinder.com/search/?price=free&q=cooking&size=128

fruit, icon finder, 8/02/20
https://www.iconfinder.com/search/?price=free&q=fruit&size=128

Resources 2/2

food, icon finder, 8/02/20
https://www.iconfinder.com/search/?price=free&q=food&size=128

weight, icon finder, 7/31/20
https://www.iconfinder.com/search/?price=free&q=weight&size=128

plan, icon finder, 8/01/20
https://www.iconfinder.com/search/?price=free&q=read&size=128

Profile,, icon finder, 7/24/20
https://www.iconfinder.com/search/?price=free&q=profile&size=128

pregnant mom, freeimages, 8/04/20
https://www.freeimages.com/search/pregnant-mom