UX_Stragtegy_02

VERSION 2.0
ED Sun Mar 06 2016

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Pregnancy Application

Content Structure

EXAMPLE

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The Advantage is Personalization







Personalized Ecosystem

Our App Knows About You & Knows About Hospital

Psychological equation of behavior

$$B = f(P, E)$$

It states that behavior is a function of the person in their environment

- Kurt Lewin

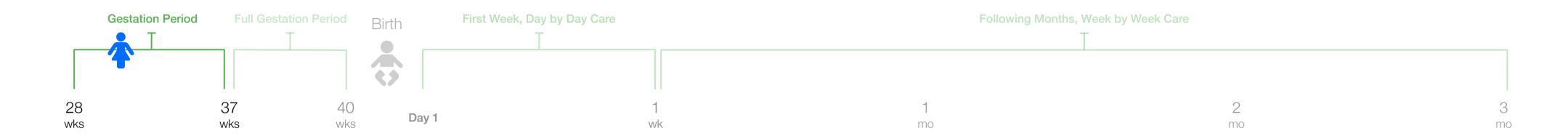
As the environment changes, so should the app



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Contextual Awareness 1

Ontext can be deducted by the application based on what the user is interacting with. Relevant content can be served in a timely manner.



- Nows when the user is at the Doctor's Office:
 - Reminds mom of questions to ask the Dr.

○ Content Voice

Source for what's Normal & Safe
Friendly Helpful Knowledgable

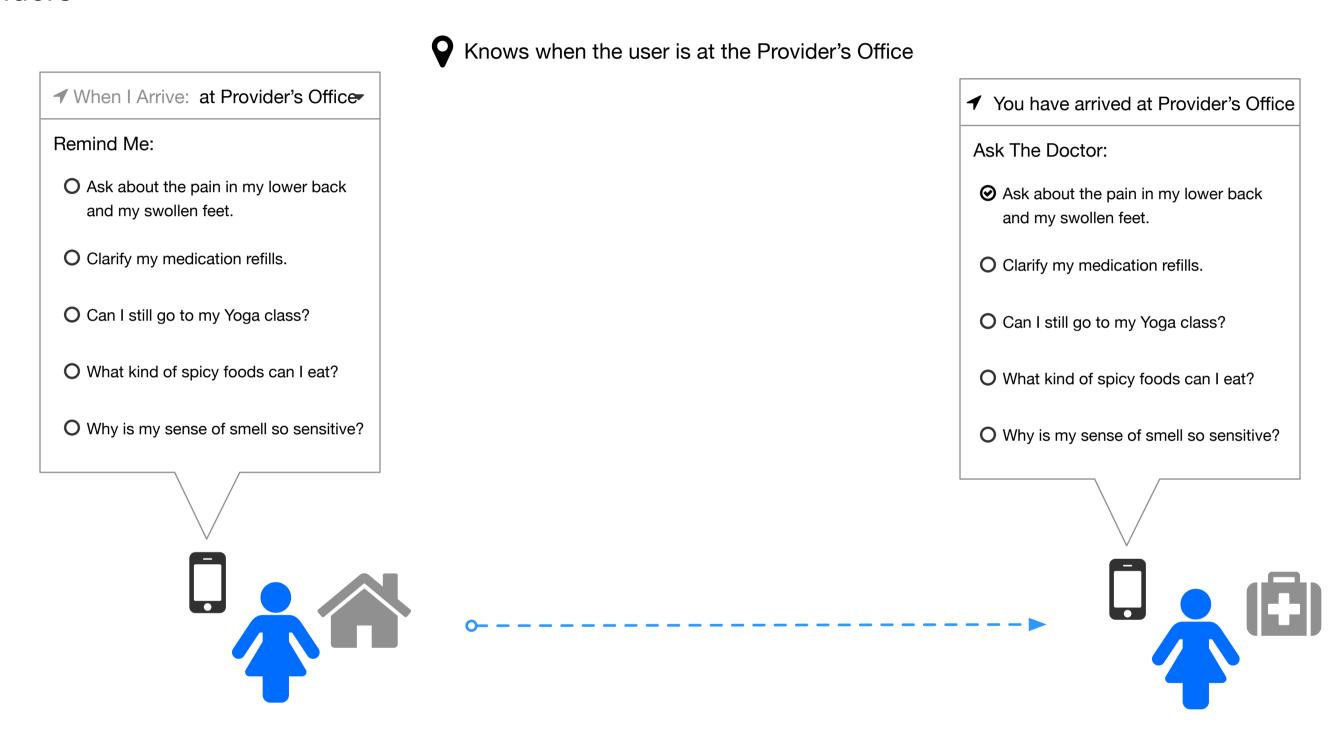
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Contextual GEO-Based Reminders

Geo-based Contextual Reminders

Geo-based location service is a way for the application to respond to the user's physical location and provide them with relevant reminders or information about their environment.

Content Strategy



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Contextual Awareness 2

Ontext can be deducted by the application based on what the user is interacting with. Relevant content can be served in a timely manner.



- Knows user is at the hospital after birth:
 - What test or exams will be performed on baby & mom over the next couple days
 - Inform the user of the types of staff that will be visiting your room before you're discharged

Source for what's going on day by day Gentle Proud

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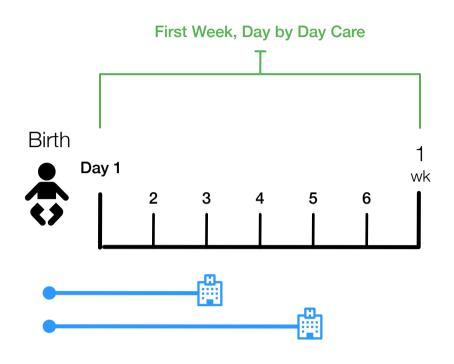
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Hospital Stay

Hospital Specific Syllabus

The initial hospital stay is a very unique experience that should leverage the fact that this application is tightly coupled with the Hospital's healthcare system.

The application would ideally be able to provide the user with insight and education on the specifics of their hospital stay. Additionally, upon discharge from the hospital, both the mother and baby's unique care and instructions would be available to them via the application.





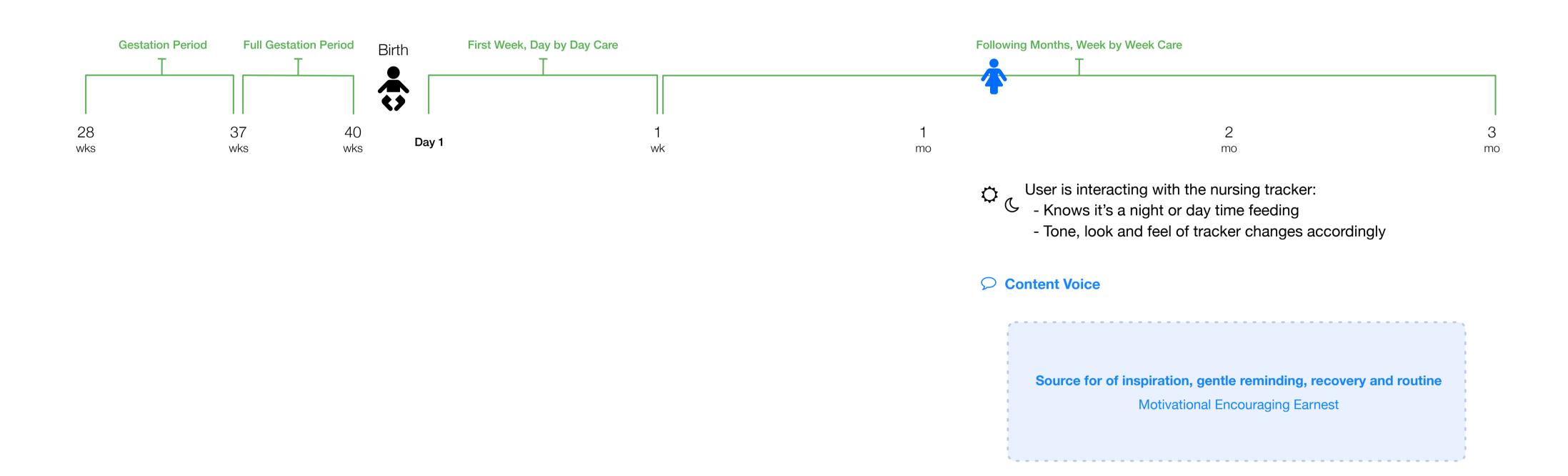
- Knows user is at the hospital after birth.
- What test or exams will be performed on baby & mom over the next couple days
- Inform the user of the types of staff that will be visiting your room before you're discharged
- Provide the user with an agenda of expected follow up appointments needed
- Provide the Mother and Baby with hospital discharge information

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Contextual Awareness 3

Content Strategy

Context can be deducted by the application based on what the user is interacting with. Relevant content can be served in a timely manner.



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Contextual Awareness Tracker Usage

EXAMPLE INTERFACE ONLY

Images, Text and Interface are example only and do not reflect actual design approach or solution

Breastfeeding

Milk Production

Relevant Timeframe: Postpartum Wk 1

American Pediatrics Association

Content: During the first three days, you are

> producing a kind of milk called Colostrum. It's small in amount, but rich in vitamins, proteins, antibodies, and anti-viral agents. It's your baby's first inoculation. It also acts as a laxative, and helps your baby clear

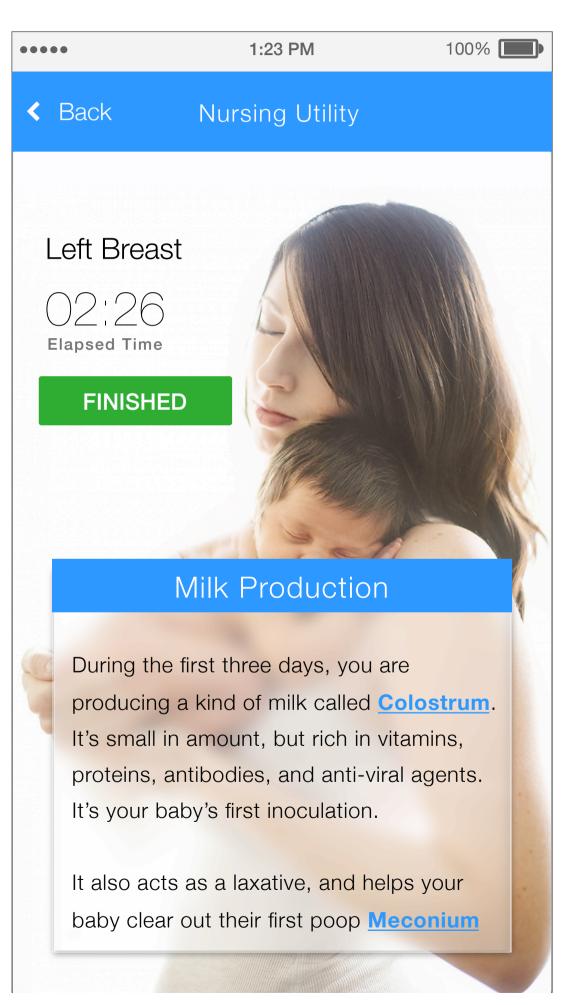
out their first poop Meconium

Links To Glossary: Meconium

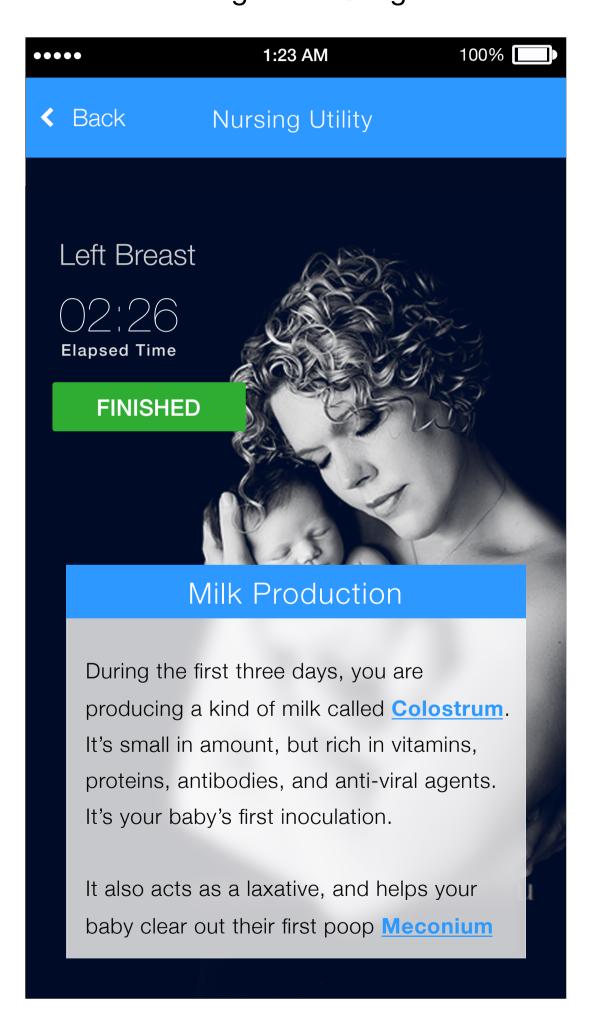
Colostrum

Personalized Content: No.

Daytime Usage



Nighttime Usage



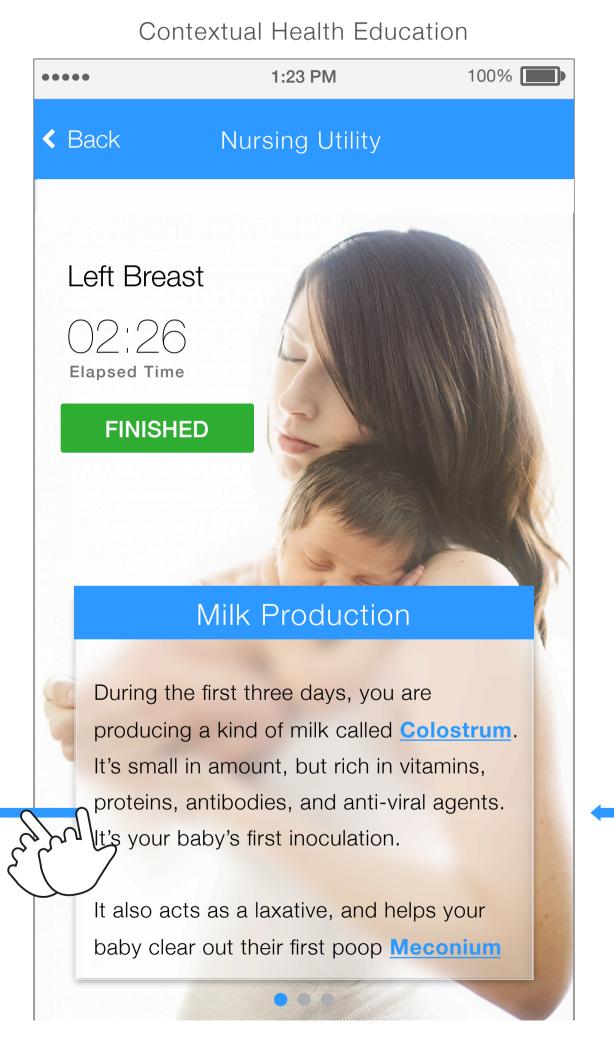
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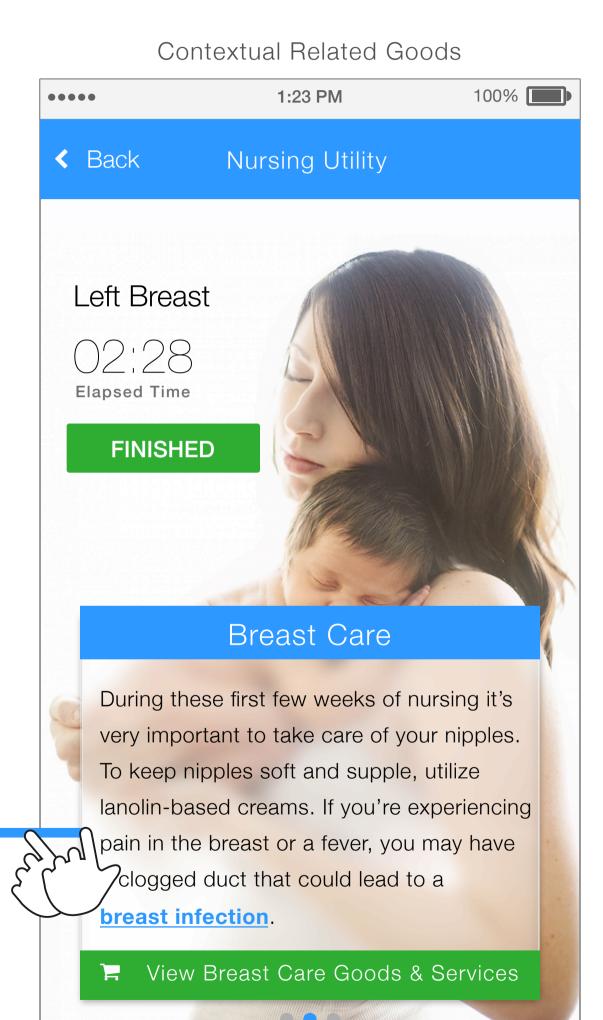
Goods & Services Placement

Goods & Services

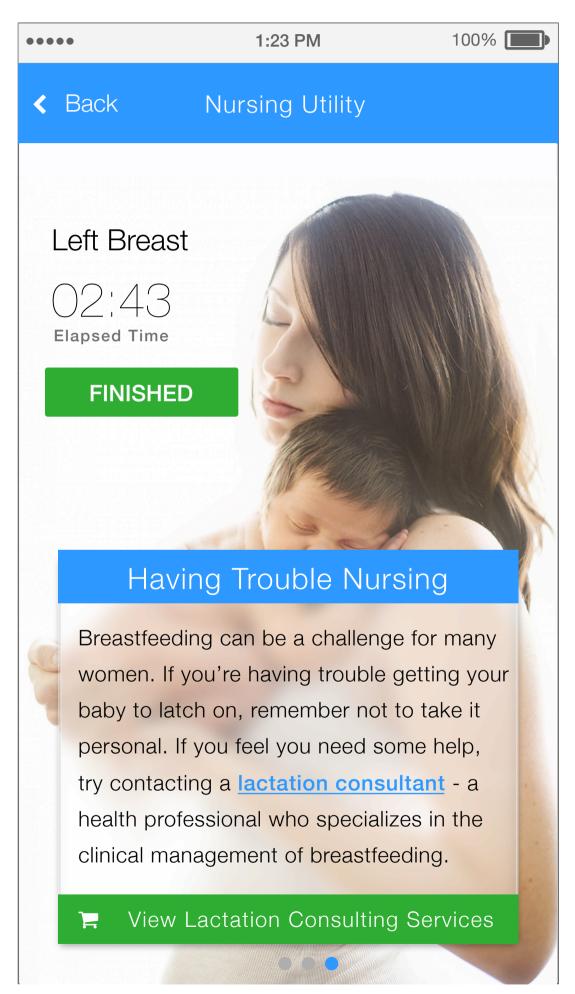
When educational content is provided that has opportunities to market supporting goods and services, the content should be paginated into 2-3 facets.

The first message should always be purely information about the health related topic. The second & third should elaborate on the health fact and then invite the user to engage with browsing the related goods & services





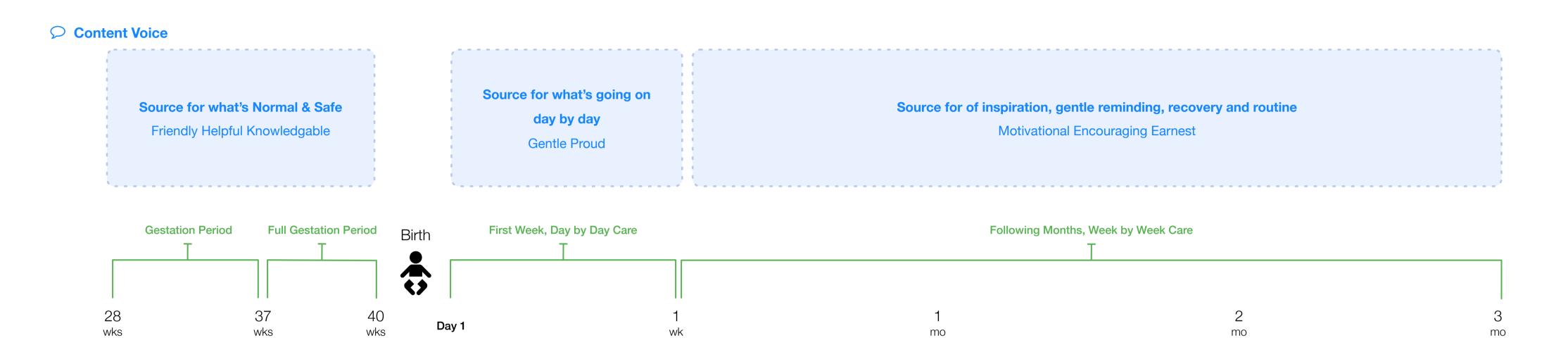
Contextual Related Services



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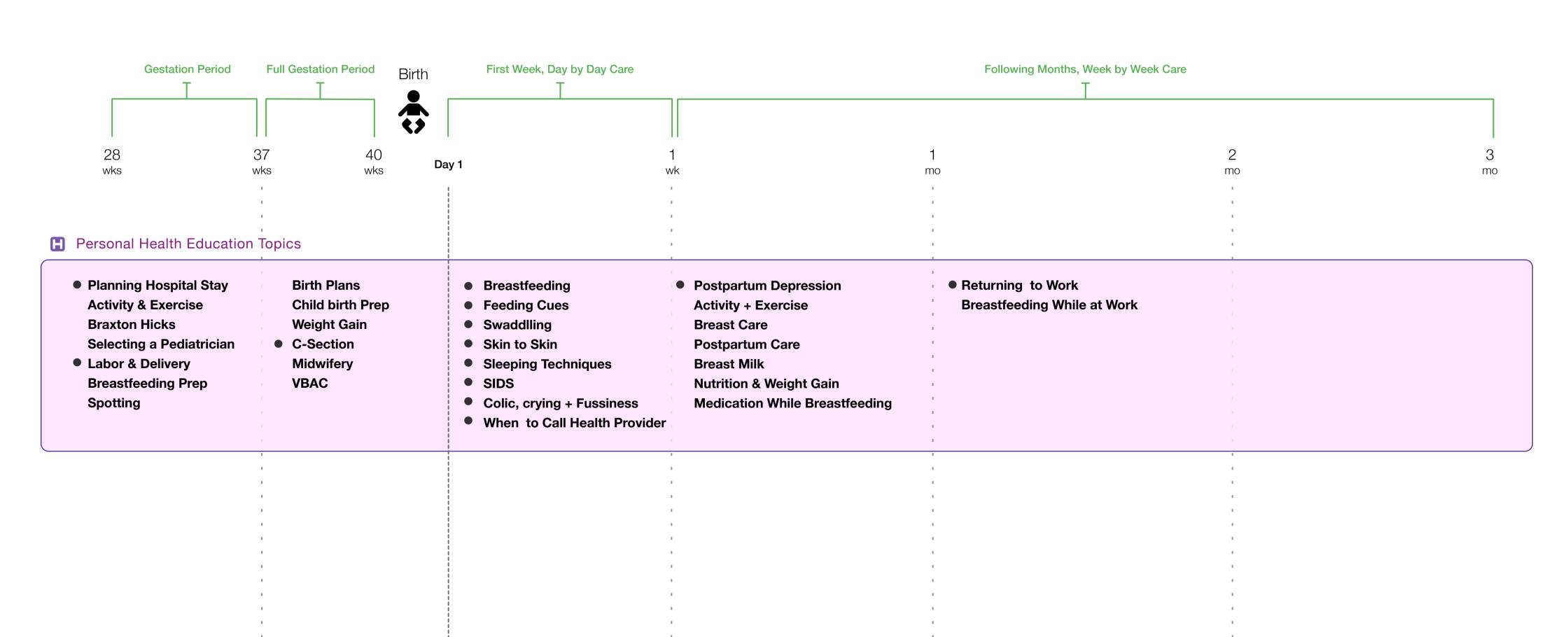
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Content Voice Evolution



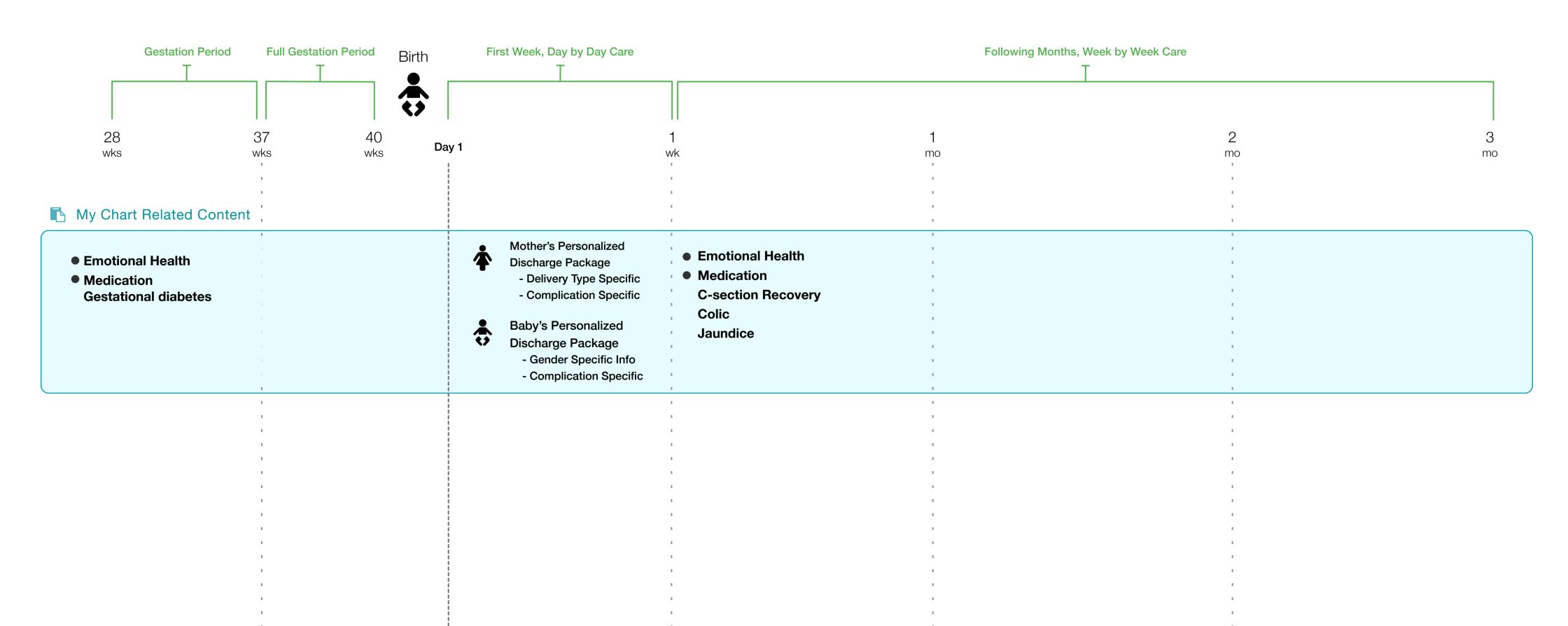
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Health Information



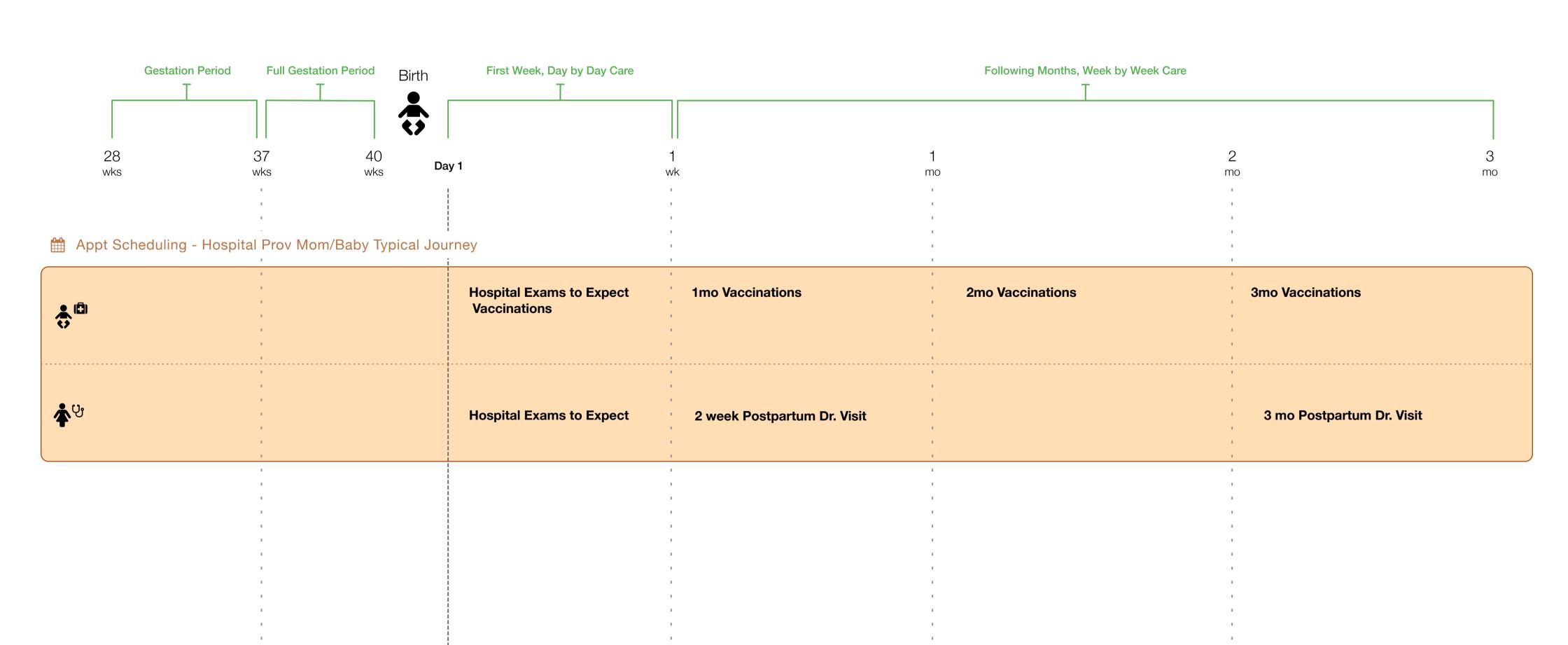
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My Chart Integration



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Appointment Scheduling & Reminders



Pregnancy Navigator

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PAGE **16** OF **16 Content Timeline** Content Voice Source for what's going on Source for what's Normal & Safe Source for of inspiration, gentle reminding, recovery and routine day by day Friendly Helpful Knowledgable Motivational Encouraging Earnest Gentle Proud First Week, Day by Day Care Following Months, Week by Week Care **Gestation Period Full Gestation Period** Birth 11 wks 38 30 31 32 33 34 35 36 mo H Personal Health Education Topics Planning Hospital Stay Breastfeeding Postpartum Depression Returning to Work **Birth Plans Activity & Exercise Child birth Prep** Feeding Cues **Activity + Exercise Breastfeeding While at Work Braxton Hicks Weight Gain** Swaddlling **Breast Care** Skin to Skin Selecting a Pediatrician C-Section **Postpartum Care** Labor & Delivery **Midwifery** Sleeping Techniques **Breast Milk** SIDS **Nutrition & Weight Gain Breastfeeding Prep VBAC Spotting** Colic, crying + Fussiness **Medication While Breastfeeding** When to Call Health Provider My Chart Related Content **Mother's Personalized** Emotional Health Emotional Health **Discharge Package** Medication Medication - Delivery Type Specific **C-section Recovery Gestational diabetes** - Complication Specific Colic **Jaundice Baby's Personalized Discharge Package** - Gender Specific Info - Complication Specific Appt Scheduling **Hospital Exams to Expect 3mo Vaccinations 1mo Vaccinations 2mo Vaccinations Vaccinations ***^U **Hospital Exams to Expect** 3 mo Postpartum Dr. Visit 2 week Postpartum Dr. Visit Class Offerings **PRENATAL MOTHER NEWBORNS & PARENTING Childbirth Preparation Breastfeeding Support Group Baby Needs a Doctor Breastfeeding Drop-in Group Session Barks & Babes Childbirth Preparation for Multiples Gathering Moms Drop-in Support Group Childbirth Preparation Refresher Breastfeeding Listening Mothers Coping with Confidence Bringing Baby Home New Mom Support Group Mindfulness-Based Childbirth and Parenting Car Seat Safety Baby Peppers** The Mind in Labor **Conscious Fathering** While You Are Waiting **Infant Safety and CPR Transition to Parenthood The 4th Trimester: Postpartum Support Newborn Care Baby Your Body Newborn Preparation Body Back** Fit4Baby Hospital Ballard **Stroller Strides** Other Content Content Capturing * What educational information, service and goods can be paired with the utilities **Nursing Tracker Medication Tracker Week by Week Development Contraction Counter Diaper Changing Tracker Local Swed/Prov Moms** - Records R or L breast - Records wet vs solid **Prenatal Vitamins Tracker Hospital Check List** - Auto populate time/date - Auto populate time/date stamp **Dietary Suggestions** Find a Doctor Services GOODS - New Mom Packages **SERVICES SERVICES Lactation Consulting Telehealth Visits** Cleaning **Labor Doula New Mom Support Group Meal Services** Laundry **Prenatal Doula Baby Sitting**

Dog Walking

Care Coordinator

Pregnancy Massage

Postpartum Doula