



MOMMIES' BOOTH

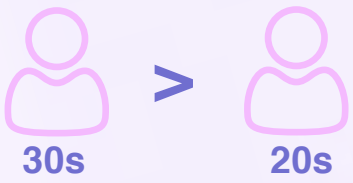
Mommies'Booth is an app and a vending machine that help moms matching their desired postpartum essentials and health providers or skilled moms to guide you through this struggling time by a series of questions. My design was inspired by lavenders and differnt forms of water. They are known for treating anxiety, depression, and bring comfort and releaxation to our life.

BACKGROUND

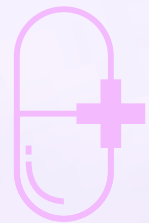
Overview



About **3.79 million** babies were born in the U.S. in 2018



In 2018, women in their 30s in the US are having **more babies** than women in their 20s.



The postpartum health care that typically occurs during the 6 weeks after childbirth

Death

Among 2,990 pregnancy-related deaths observed in a recent CDC study,

- 36%** On the day of delivery or within six days post-delivery
- 33%** One week to a year postpartum
- 31%** During pregnancy

Every year in the U.S.,
700-900 women die from pregnancy or childbirth-related causes
6500 nearly die

The worst record
in the developed world

Postpartum

80% of postpartum women feel “baby blues”

Postpartum affects **1/7** women

Half of womanwho give birth are still in pain weeks later

>40% of woman who delivered vaginally reported perineal pain

60% who had C-section experienced incision pain within two months of childbirth

Improper postpartum care can exacerbate complications following surgery, and many complications left untreated can lead to death.

Postpartum Care Outside Of U.S



Home visits by health-care professionals that are provided in European countries



A majority of Chinese mothers who choose to stay at home are cared for by their family members for about 1 month to prevent diseases and promote health

PROBLEMS

Aging

New mothers are older than they used to be, with more complex medical histories and have much more difficulty recovering from pregnancy and childbirth.

Unplannned

Half of pregnancies in the U.S. are unplanned, so many women do not address chronic health issues beforehand.

Inadequate

Postpartum maternal health care is not adequately provided for or emphasized in national policies or national health objectives in the United States.

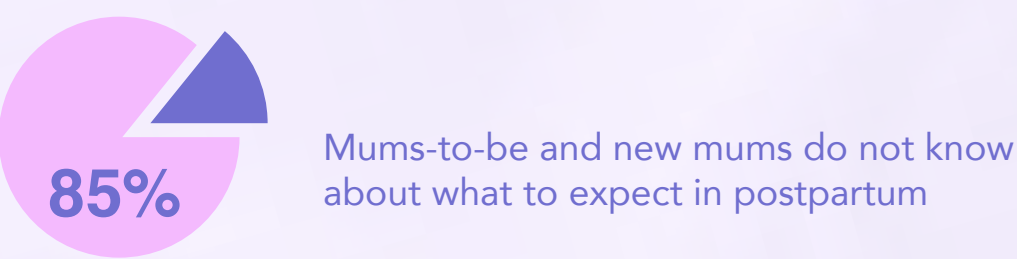
Unaware

New moms aren’t told of more serious postpartum complications, are too embarrassed to discuss their symptoms, and have no clue there are treatments that could help them

Confused

If woman have problems after they are discharged from the hospital, they often don’t know who to call.

SURVEY

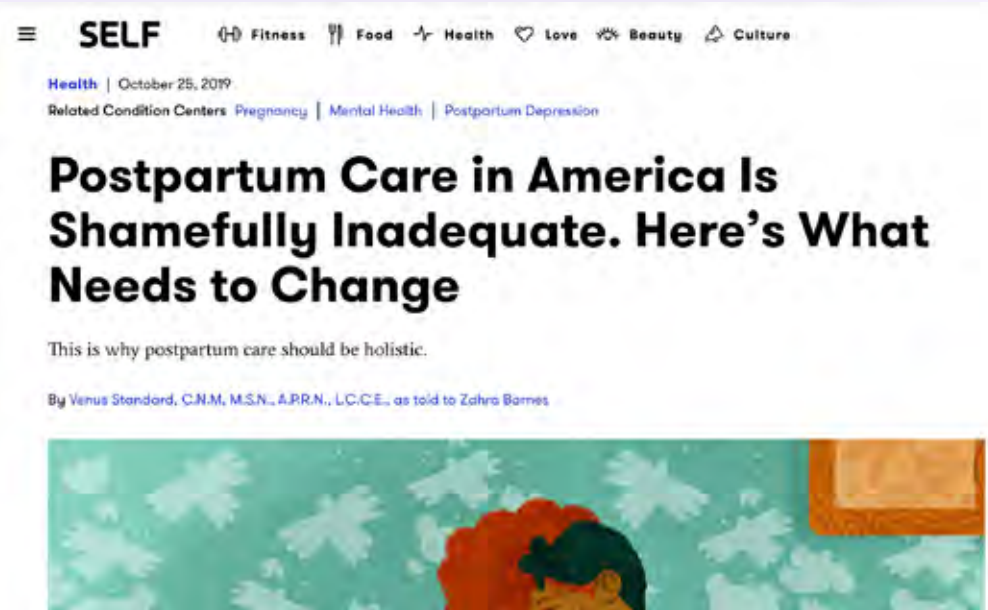


Top Postpartum Recovery Products

- Postpartum underwear
- 2.** Pain and itchy Spray
- 3.** Cooling Pads
- 4.** Peri Bottle

REFERENCES

<https://www.self.com/story/postpartum-care-must-change>



But a lot of people don't know that many maternal deaths happen not in pregnancy or delivery, but in the postpartum period.

Up until recently doctors suggested that all new moms go to their first postpartum doctor's visit four to six weeks after giving birth. But a lot can happen emotionally, mentally, and physically in those first six weeks. Also, a lot of moms don't even get into that six-week visit. Sometimes they don't have access to adequate transportation,

See you in six weeks for your postpartum checkup. But moms have needs after delivery, and some of those needs can be related to life-threatening health issues. The 4th Trimester Project is trying to bring that awareness of mothers' needs

https://www.ted.com/talks/elizabeth_howell_how_we_can_improve_maternal_healthcare_before_during_and_after_pregnancy?language=en



after pregnancy, it includes postpartum and inter-pregnancy care so we can set moms up to have a healthy next baby and a healthy life.

This is what high-quality care across the care continuum looks like, and this is how it can look. If every pregnant woman in every community received this kind of high-quality care and delivered at facilities that utilized standard care practices, our maternal mortality and severe maternal morbidity rates would plummet. Our international ranking would no longer be an embarrassment.

Now, Shalon did have a complicated pregnancy, but she delivered a healthy baby girl and was discharged from the hospital. Three weeks later, she died from complications of high blood pressure. Shalon was seen

Our rate of maternal mortality actually increased over the last decade, while other countries reduced their rates. And the biggest paradox of all? We spend more on health care than any other country in the world.

PERSONA



Karen
Age:26
Occupation:Makeup Artist
Status: New Mother
Stage:one week postpartum

My Journey:
'I don't know what's normal.' They are not given a baseline. You're frantically looking for information. Once you're home, you're over that initial high, and you realize you're totally on your own, and there's no help. It's up to you now. They don't give you resources, they just say, 'It takes time,' or 'It'll go away,' or you call your doctor or nurse, and they say, 'Let us know if it doesn't get better,' and there's no follow-up. It's all on you.'



- After Birth Needs**
 1. Postpartum Essentials
 2. Chat with more experienced moms
 3. Flexible Checkups with doctors
- Most Painful Part in Postpartum**
 1. Going number two"Peeing postpartum is definitely more painful than delivery"



Sophia
Age:30
Occupation:Accountant
Status: Mom-to-be
Stage: Pregnant

My Journey:
I'm due very soon, and was under the impression I'd be getting a c-section until a few days ago when the doctor said I have to try natural, so now I'm LITERALLY TOTALLY UNPREPARED and freaking out! I do not know what is going to happen to my body. It's a good thing to talk about it so the moms-to-be can get ready for it.



- What I need right now**
- | | |
|---------------------------------|-------------------------------|
| 1. Postpartum Essentials | 4. What to expect after birth |
| 2. Chat with moms or moms-to-be | 5. Hospital Bag |
| 3. Helps from my family | |



Royce
Age:32
Occupation: College Teacher
Status: New Dad
Stage: Partner one month postpartum

My Journey:
I was experiencing postpartum anxiety fot the first month after birth. The motivation of being a good dad quickly became anxiety because I messed up with a lot of things and the thought of failing just rise so quickly in my mind. I felt like I was just there and did not really have purposes, I wish I could help her out as much as I could or at least undertood what my wife is going through postpartum in advance and be prepared for her.



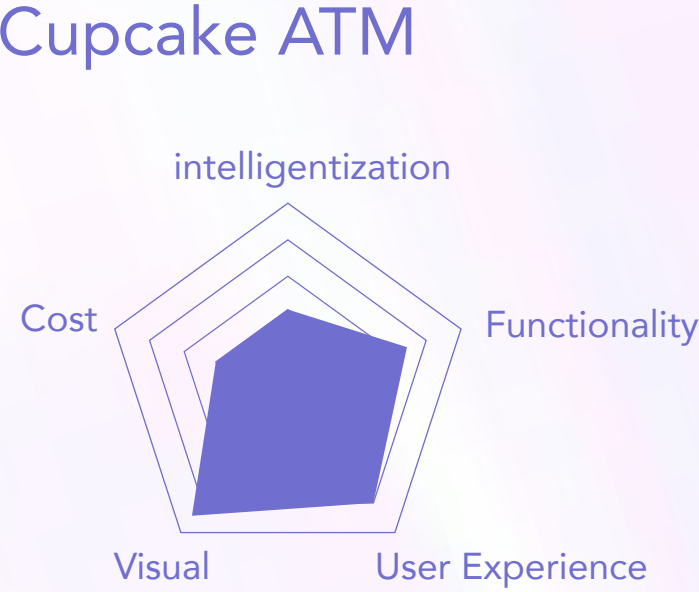
- Dadvice**
1. take a hands-on role in looking after your baby
 2. Take over housechores
 3. Look after your partner

STAKEHOLDERS MAPPING



Analysis: There are many health providers to choose from, each is specialized in certain field in health care. Their work schedules are often fixed.

CASE STUDY



Analysis:
1.Cupcake vending machine is mainly targeting on sweet lovers, thus its color theme and cute appearence brings people right into a sweet world.
2. Unlike those common vending machine which place their product dispenser on the bottom, this machine put it on the chest level, not only it's easier for people to get their cupcake, but also to secure the cupcake in the box.

DESIGN OPPORTUNITIES



Automatically connect users with the right health provider based on users health conditions and questions.



Family members not only can pinpoint the product or related health provider but also have a basic understanding of postpartum struggles by given questions on the screen.

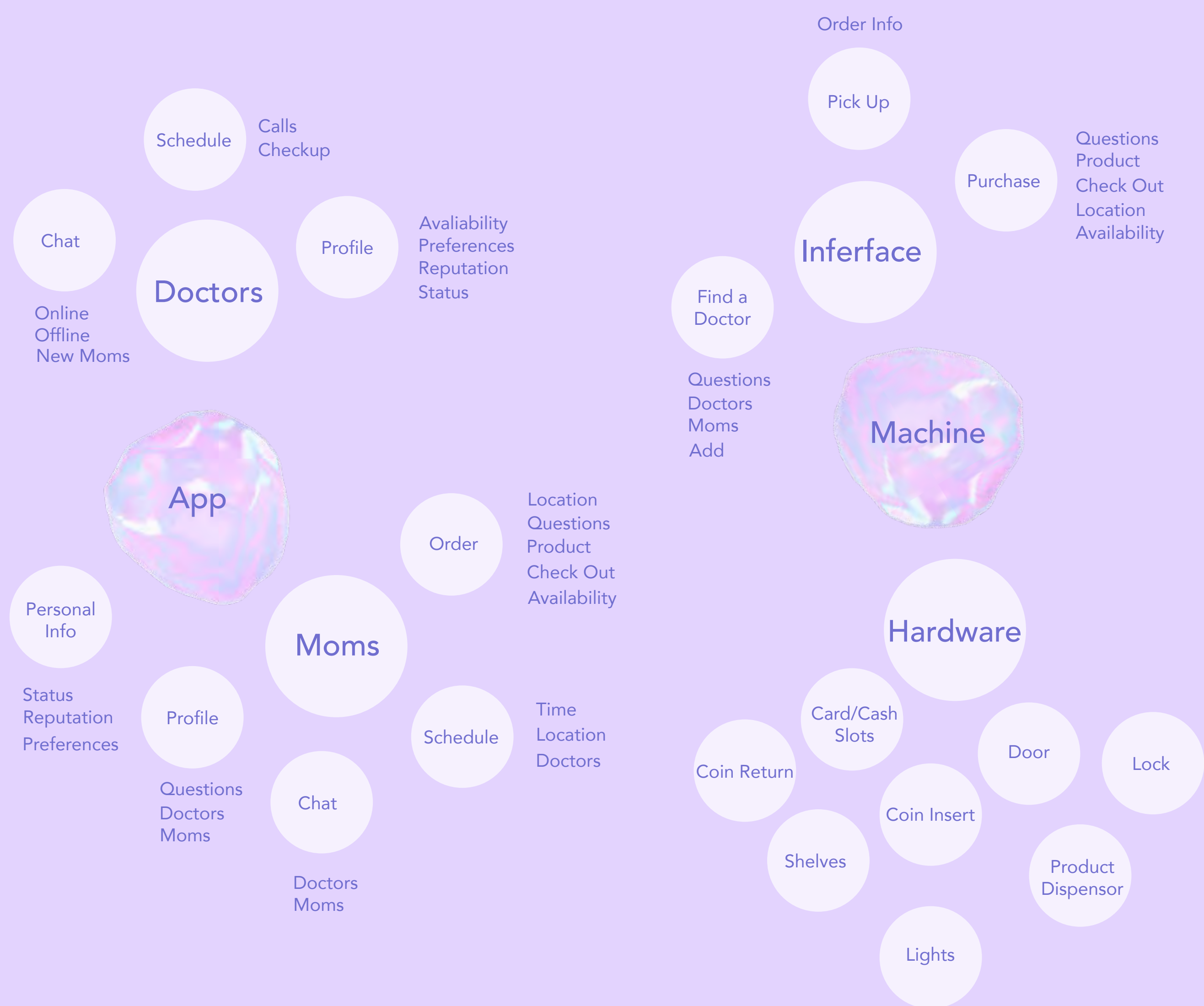


Experienced moms are able to provide suggestions and advices when needed.

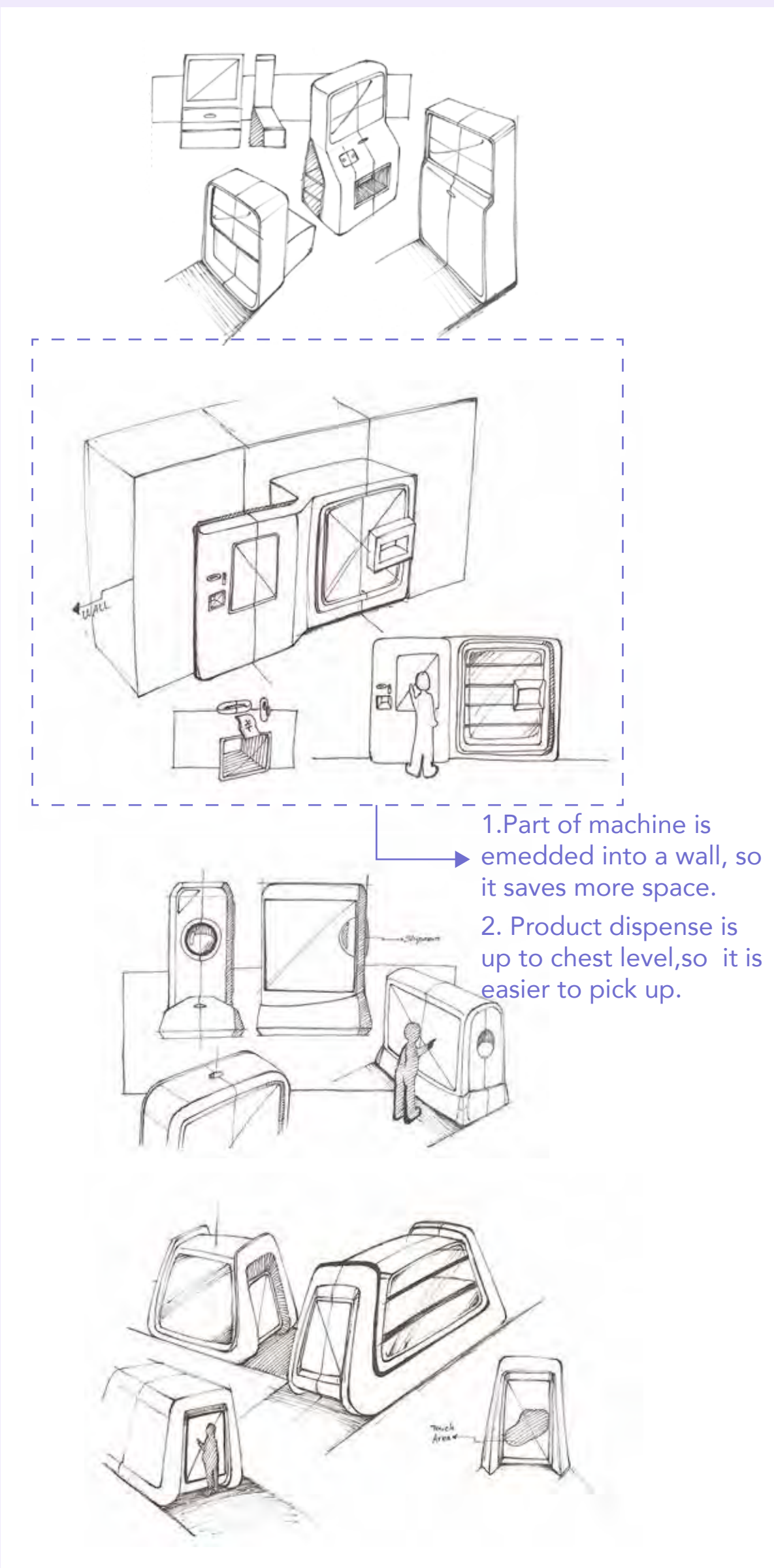


Supplier will be providing pregnancy-related or postpartum essentials in the machine so that users can get them right away.

MIND MAP



SKETCHES



PROTOTYPE

Touch Screen

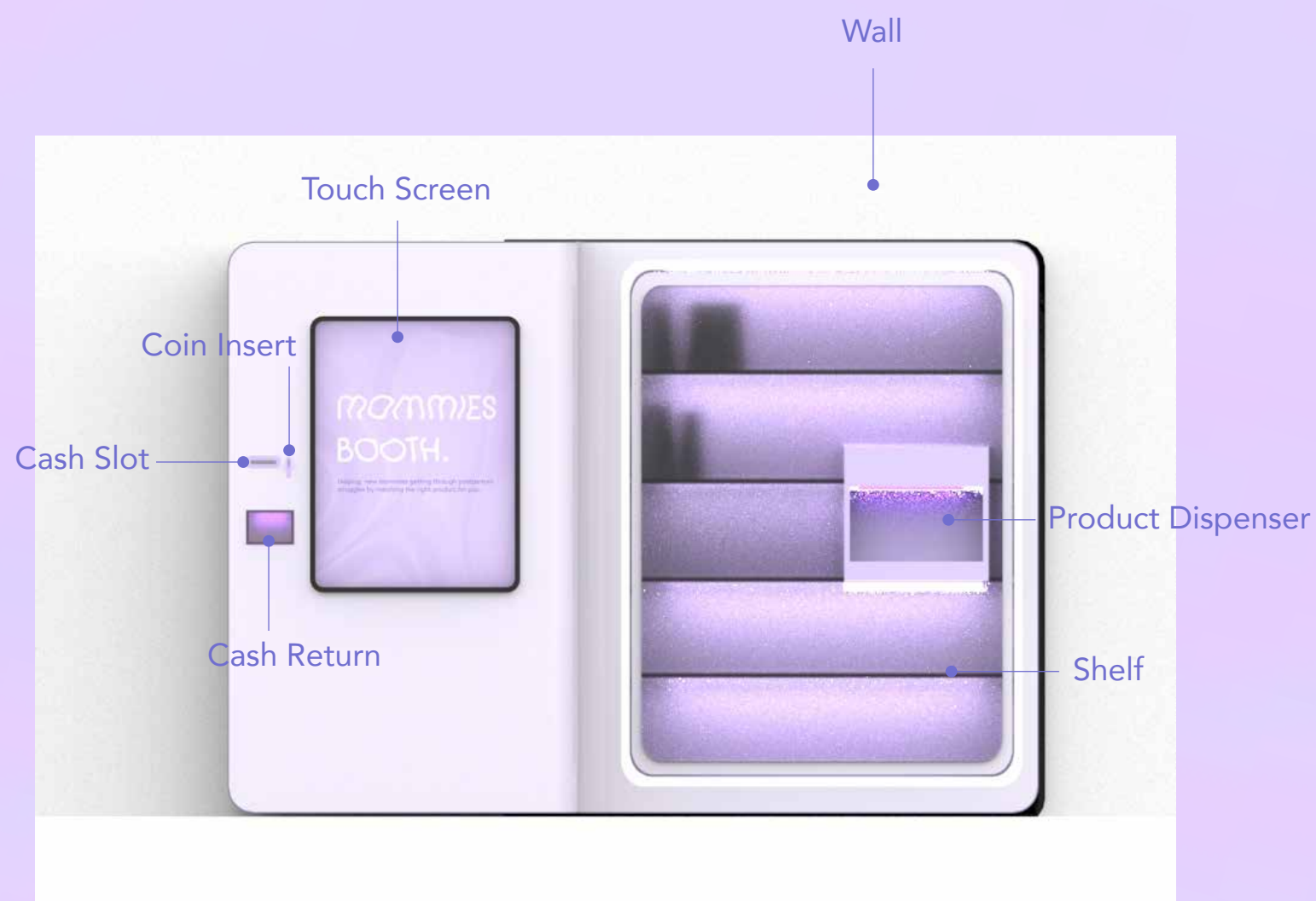


Machine & Product Dispenser



The height of product dispenser was set up to chest level so it is easier for pregant women picking up the product.

3D RENDERING

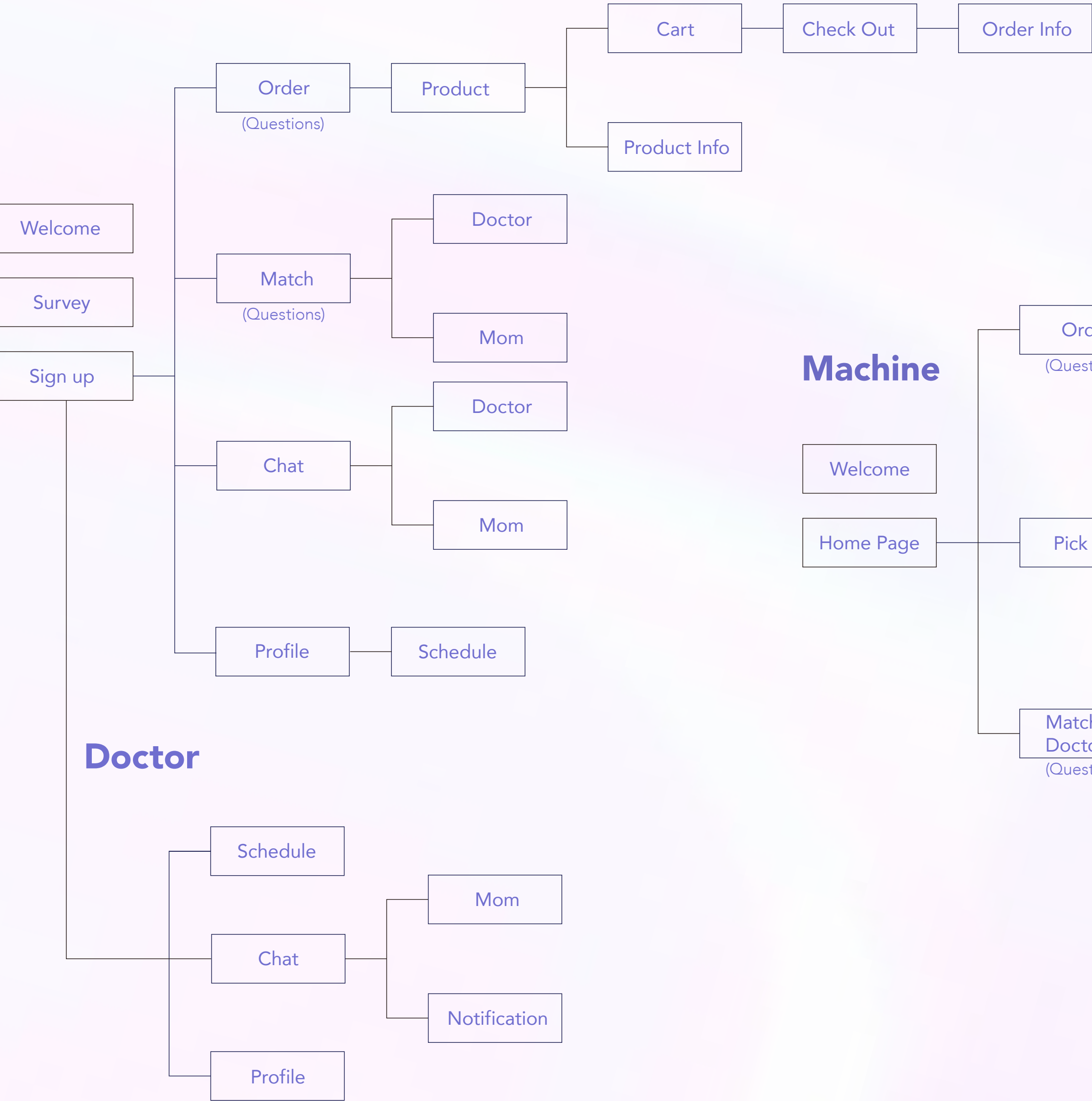


Screen Size: 75cm*100cm

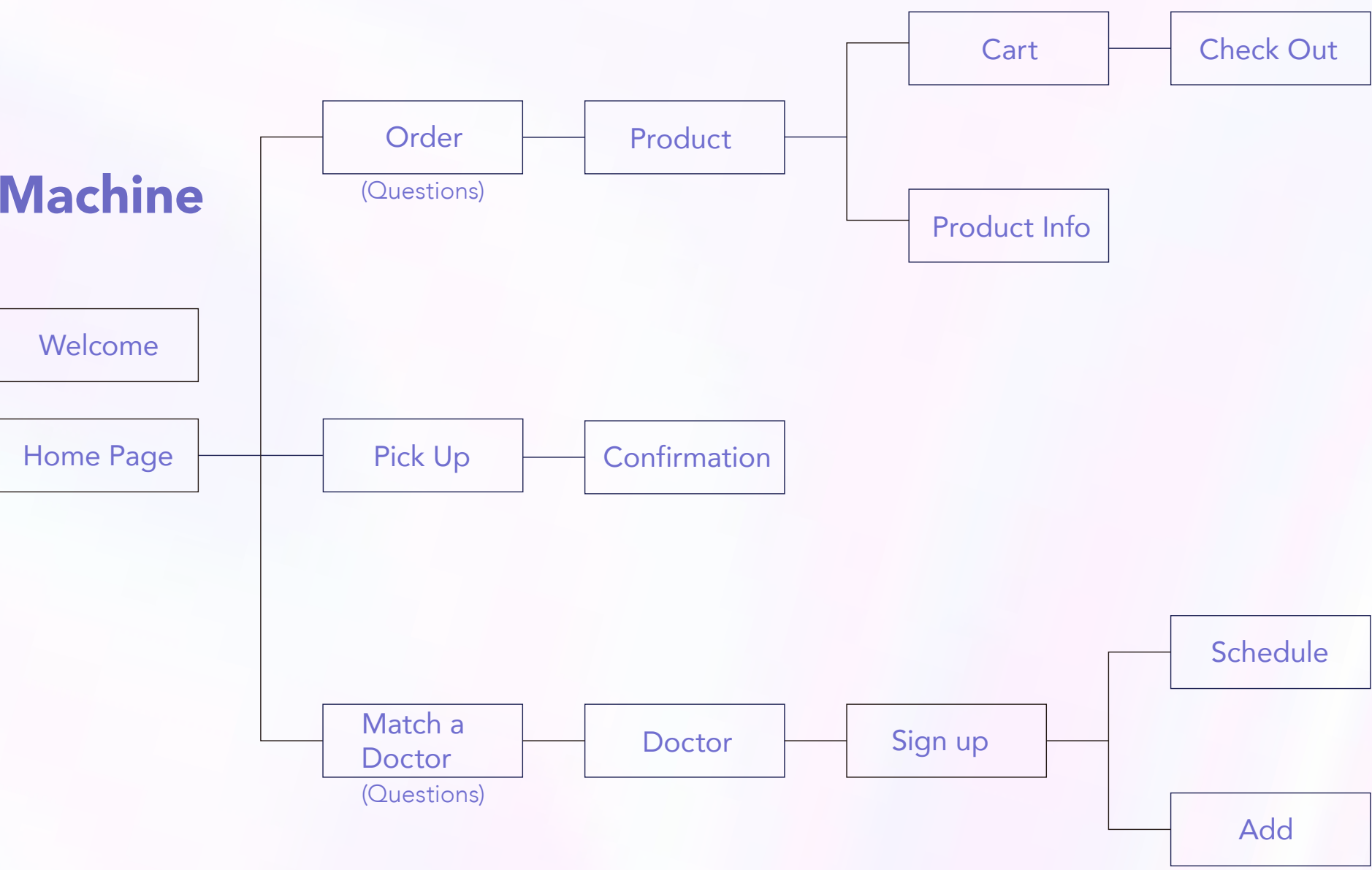


STRUCTURE

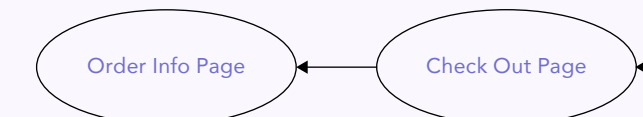
App (Moms)



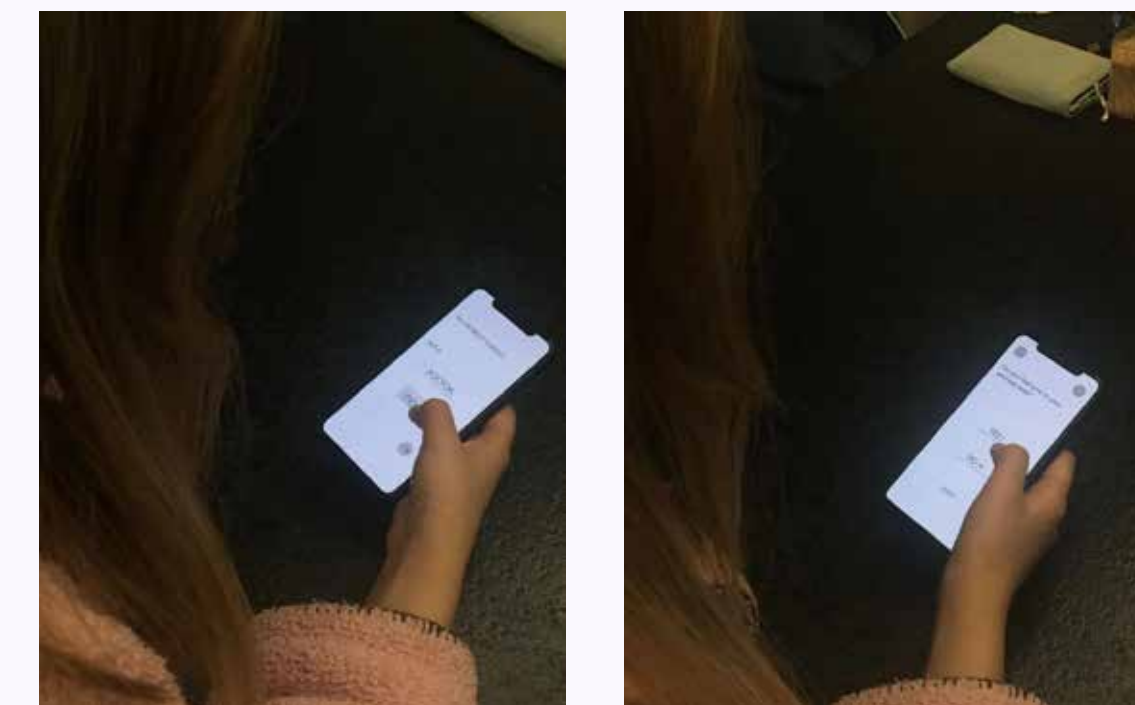
Machine



App (New Moms)



First Draft Testing



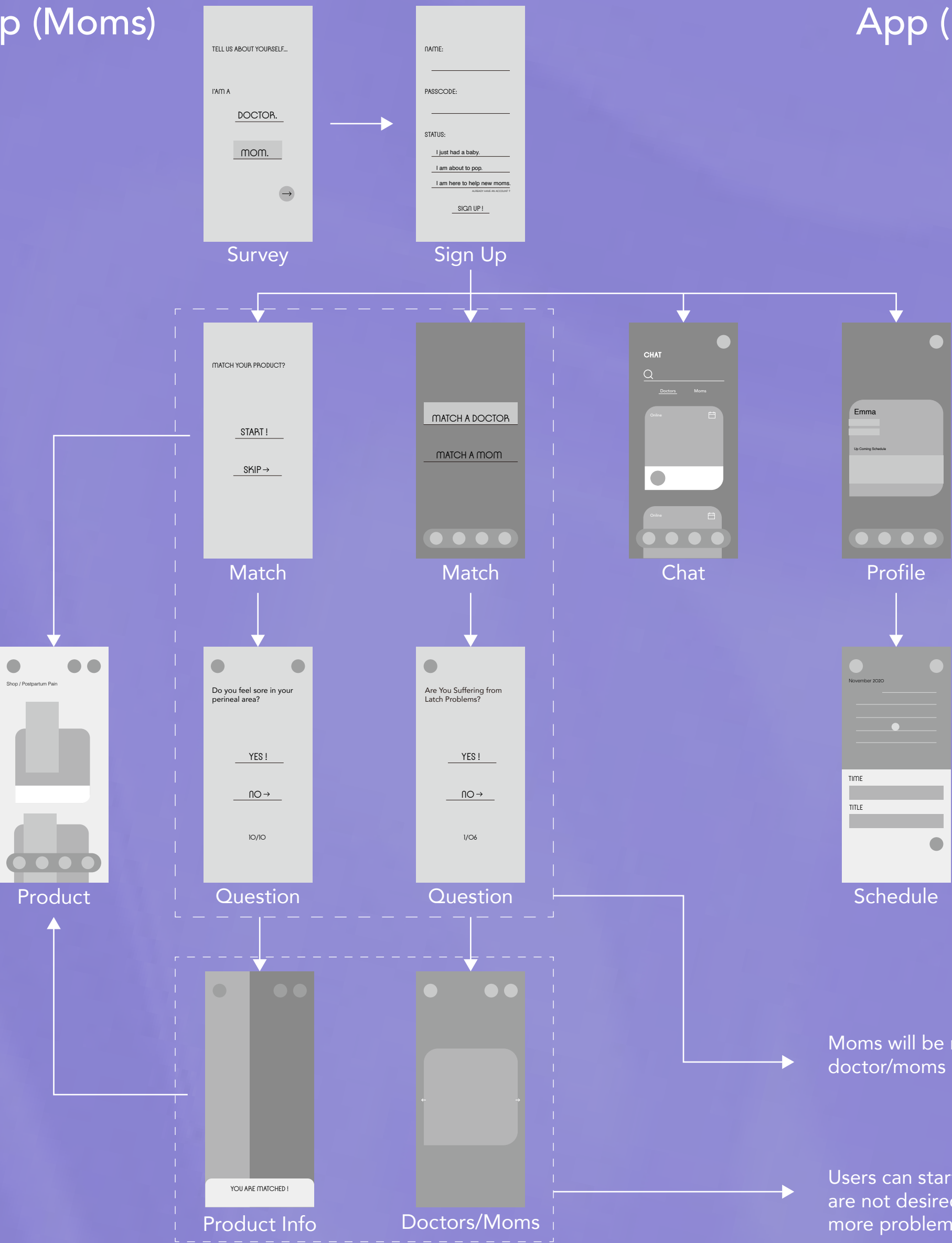
2. Added various shapes to further organize each page and gave a better visual results

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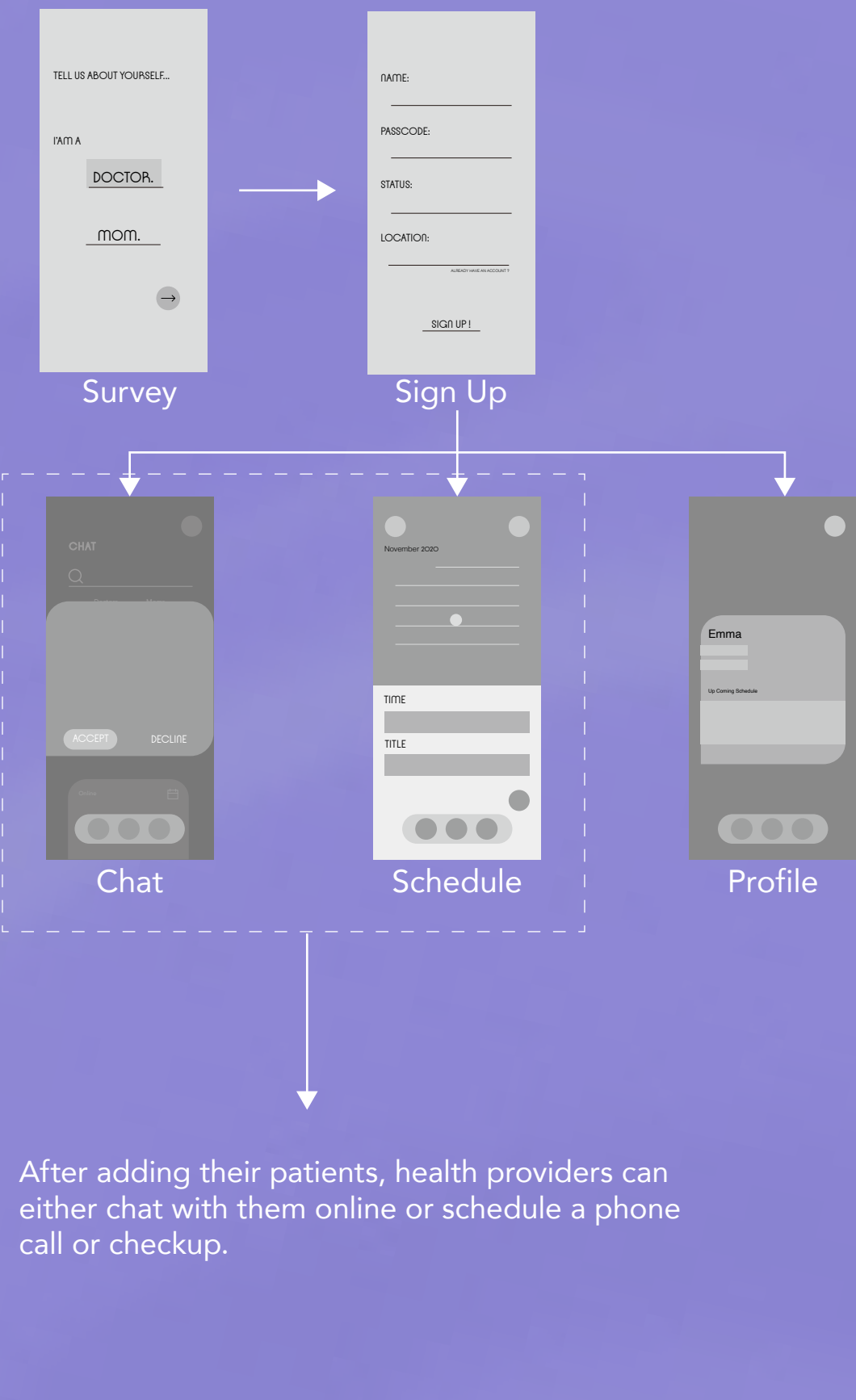
graph TD
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    WelcomePage --> OrderPage([Order Page])
    WelcomePage --> FindDoctorMom([Find a doctor/Mom])
    
    PickUpPage --> TypingOrderInfo[Typing Order Info]
    
    OrderPage --> SameAsLeft[Same as the Left]
    
    FindDoctorMom --> Step1[/Step 1.  
Answer Questions/]
    Step1 --> Step2[/Step 2.  
Finish Questions/]
    Step2 --> MatchingDoctorsMoms[Matching Doctors/Moms]
    MatchingDoctorsMoms --> DoctorMomInfo([Doctor/Mom Info])
    DoctorMomInfo --> AlreadyHaveAccount{Already have an Account?}
    
    AlreadyHaveAccount -- Yes --> LogInPage([Log In Page])
    LogInPage --> LoggingIn[Logging in]
    LoggingIn --> AddDoctorsMoms[Add Doctors/Moms]
    
    AlreadyHaveAccount -- No --> CreateAccount([Create an Account])
    CreateAccount --> AddDoctorsMoms
    
    AddDoctorsMoms --> SameAsLeft
    
    SameAsLeft --> Step2AddToCart[/Step 2.  
Add to Cart/]
    Step2AddToCart --> MatchProduct{Match your product?}
    
    MatchProduct -- Yes --> SameAsLeft
    MatchProduct -- No --> CheckOutPage([Check Out Page])
    CheckOutPage --> OrderInfoPage([Order Info Page])
  
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WIREFRAMES

App (Moms)



App (Doctors)

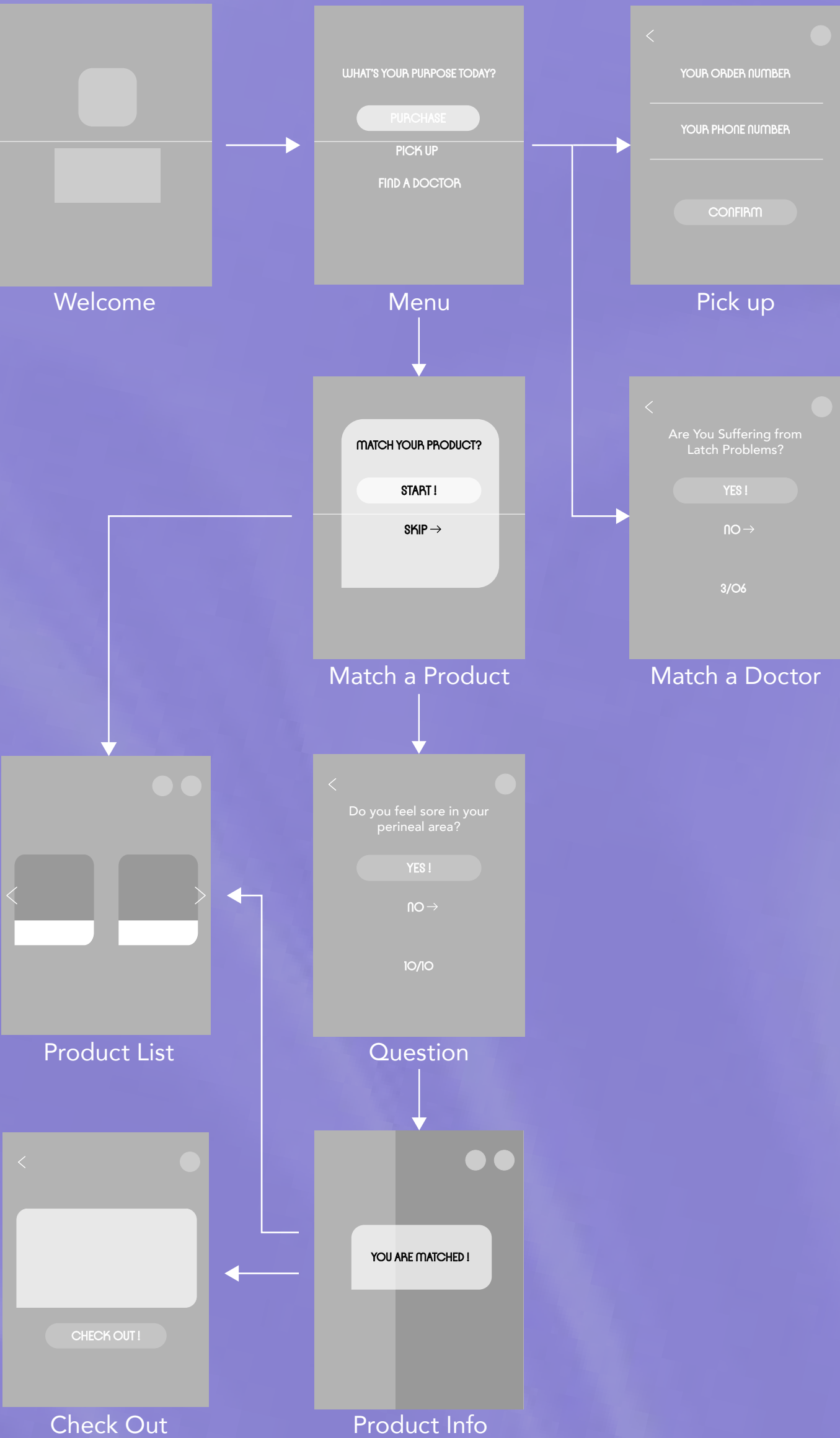


After adding their patients, health providers can either chat with them online or schedule a phone call or checkup.

Moms will be matched with the right product or doctor/moms by answering a series of questions.

Users can start another set of question if they are not desired with the results or they have more problems.

Machine



STORY BOARD

Task 1. Match a Postpartum Product



a. Start my survey



b. Complete all questions



c. Find the prefect match

Task 2. Match Doctors/Moms



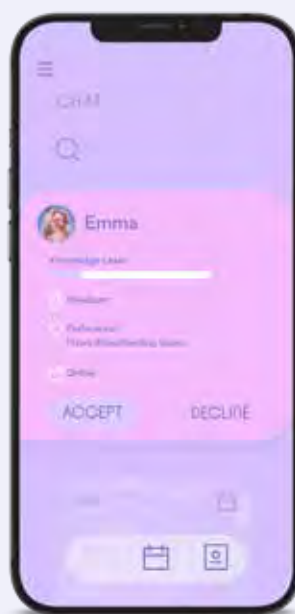
a. Start my survey



b. Complete all questions

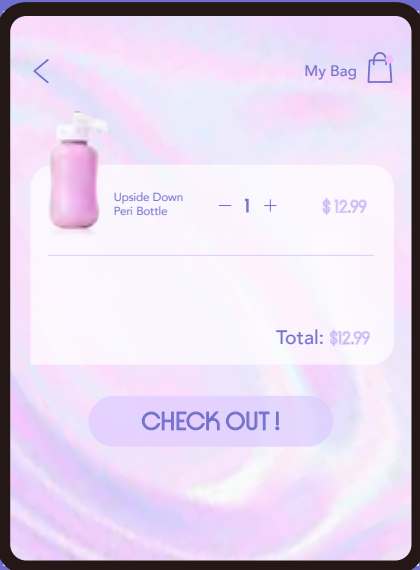
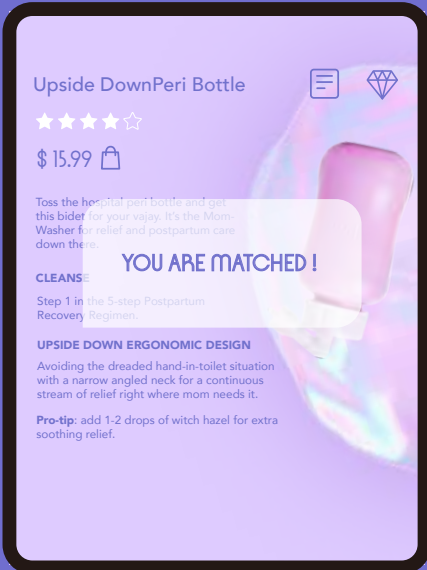
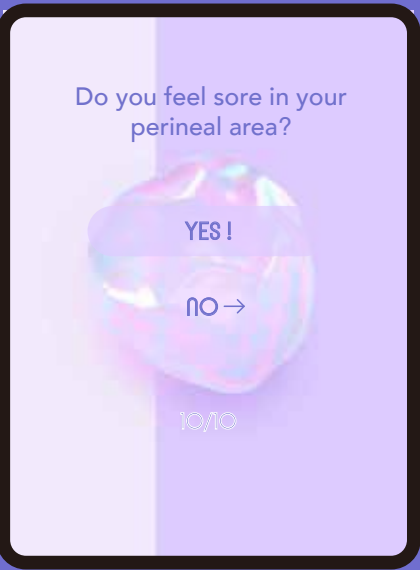
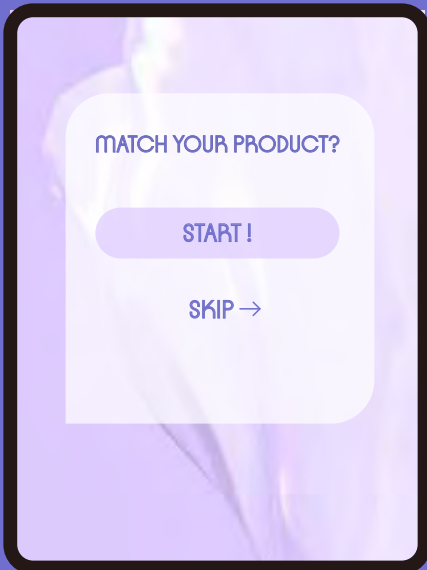


c. Find the prefect match



d. Doctor accepted your request

Task 3. Purchase/ Pick up a Postpartum Product in Store



Evaluation:

- 1.App can add a update to date stock tracking service, so users can get notifications in time if the product is back in stock in their target store.
- 2. Serving more product in the future such as maternity essentials and hospital bag.
- 3. Moms who helped others with their postpartum struggles will get a thumbs up, and it will appears on their profile page.

