

A MORE EMPATHETIC WEARABLE...

BLACK WOMEN ARE FIGHTING TO BE HEARD IN A HEALTHCARE SYSTEM THAT OFTEN IGNORES THEM.

UX / PRODUCT / STRATEGY / WEARABLE TECH



Overview

MAMA is an ecosystem that allows holistic Pre-natal care providers (like midwives and doulas), Moms-to-be and the baby to remain connected at all times. It was born from my passion of finding ways to humanize tech and using it to solve real life problems that often gets left by the wayside.

Role and Responsibilities

Over the course of 15 weeks, I worked solo to research wearable tech and find an opportunity for how it could be used to solve a problem. Once finding a problem to apply wearable technology, I began to develop a sound strategic approach, design a roadmap and talk to people. After validating my hypothesis, I designed a wearable ecosystem called MAMA.



Black Women are fighting to be heard in a healthcare system that often ignores them.

Meet Sade LaRoy

26 years old, First Time Mother, works a traditional corporate 9 to 5



Sade's Wants

- She wants to successfully get through her first pregnancy
- She wants to be actively informed about her baby's health
- She wants to make sure she is prepared to be a mom

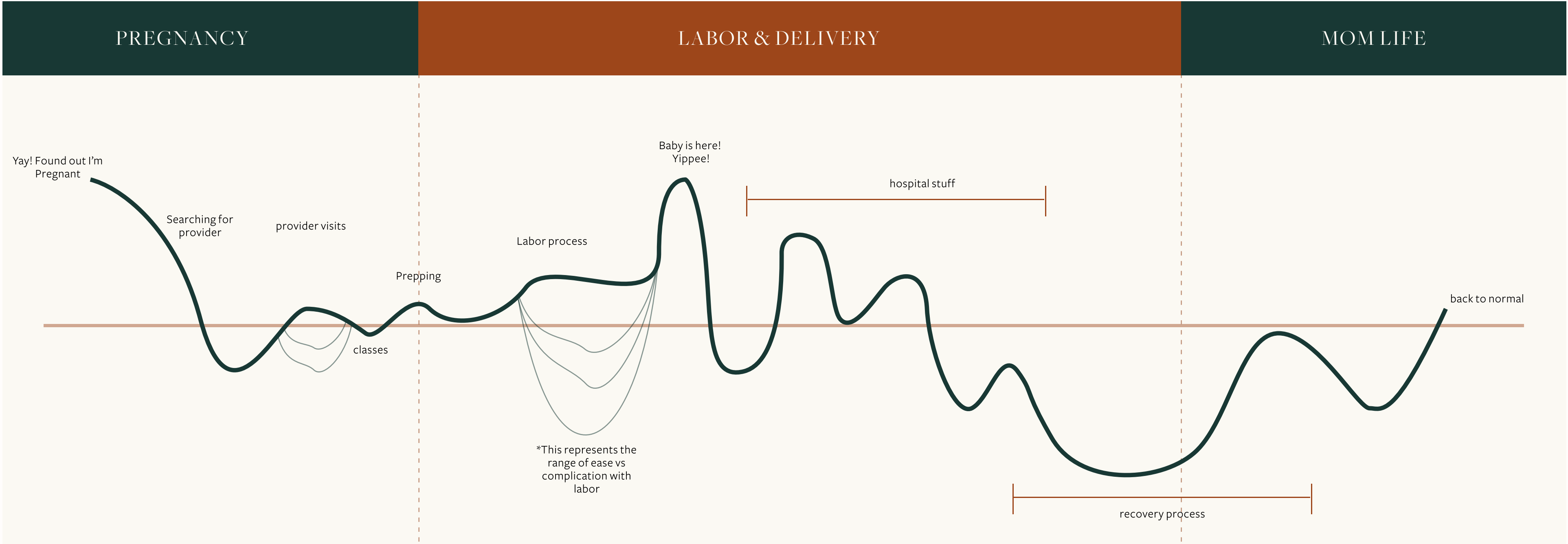
Sade's Fears

- She is afraid that something will go wrong
- She's had doctors in the past that have failed to listen to her concerns
- She doesn't want to feel like she's bugging her doctor for answers to all the unknowns

Sade's Motivations

- *She wants to be the best mother she can be*

The Pregnancy Journey



Goal

Create a holistic ecosystem that amplifies the voices and concerns of pregnant mothers

Introducing

M A M A

Managing and Mitigating Anxiety

Design Guidelines

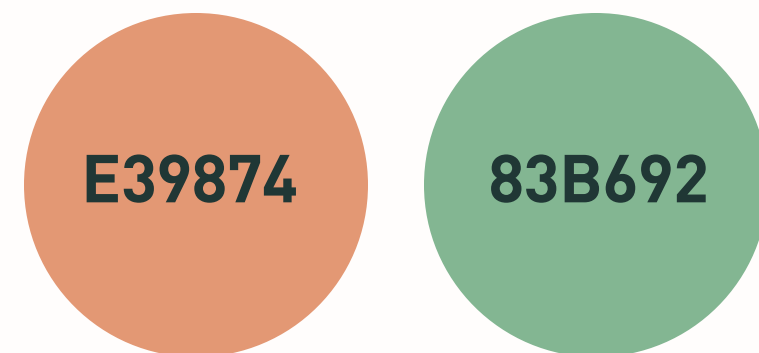
Main Colors



Transitions



Accents



Typography

App

Headline - AdiHaus Bold - 25px

Body - AdiHaus Regular - 15px

CRM

Alert - Lato Bold Italic - 9px

Alert body - Lato Regular - 10px

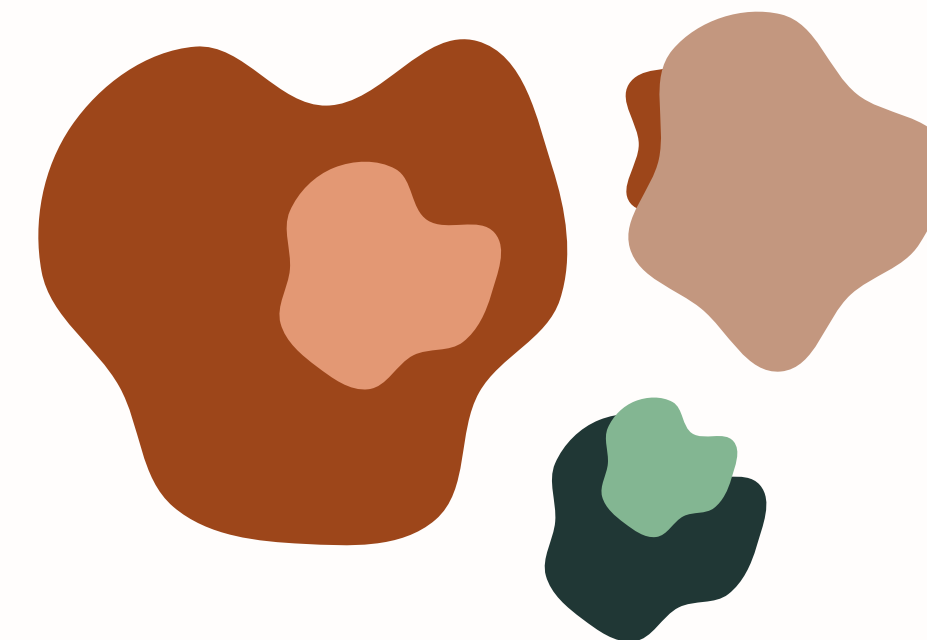
buttons - Lato Regular - 12px

body - Lato Regular - 16px

body (Significant info) - Lato Bold - 16px

Shapes and Illustrations

Organic Shapes that lean into the holistic, organic and earthy nature of pregnancy.



The Ecosystem

MAMA is an ecosystem that allows holistic Pre-natal care providers (*like midwives and doulas*), Moms-to-be and the baby to remain connected at all times.

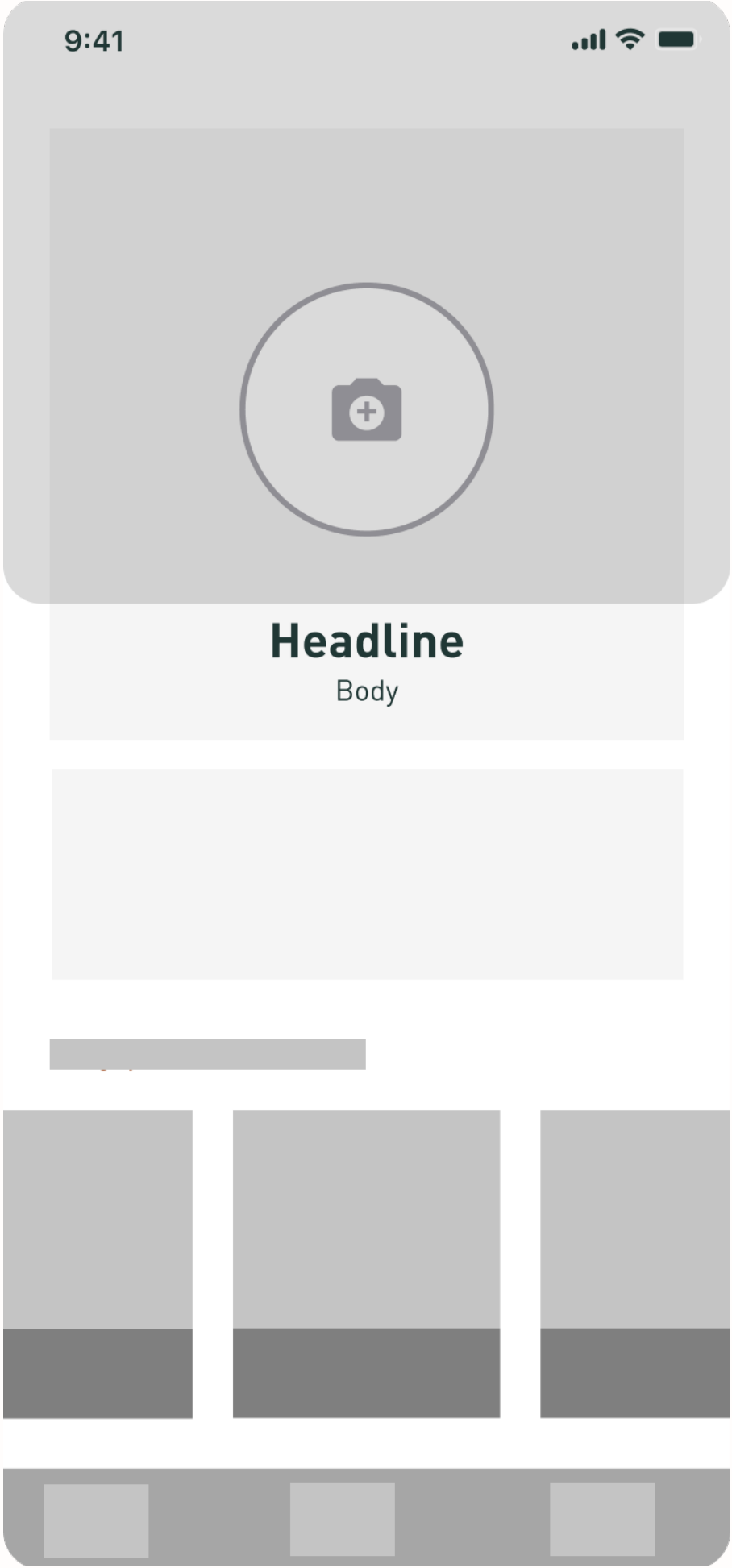


The background features a collage of several mobile app screens for 'MAMA Epic'. The screens are tilted and semi-transparent, showing various pregnancy-related content. One screen displays a 'REGISTER' button. Another shows a 'Good Morning, Khadeen!' greeting with a photo of a pregnant woman and text '10 weeks until you meet Baby Ellis!'. A third screen shows 'Hey, Mama! Everything looks good!' with a 'GET STARTED' button. A fourth screen displays 'Baby Ellis is really active today!' with '15 movements in the past hour' and 'Current Temperature 79.4°'. A fifth screen shows 'Blood Pressure 118 / 98' and 'Check back after 5pm to see Today's active monitoring trends'. Other screens show 'MAMA Epic' branding, a 'NEXT' button, and various pregnancy tips and advice.

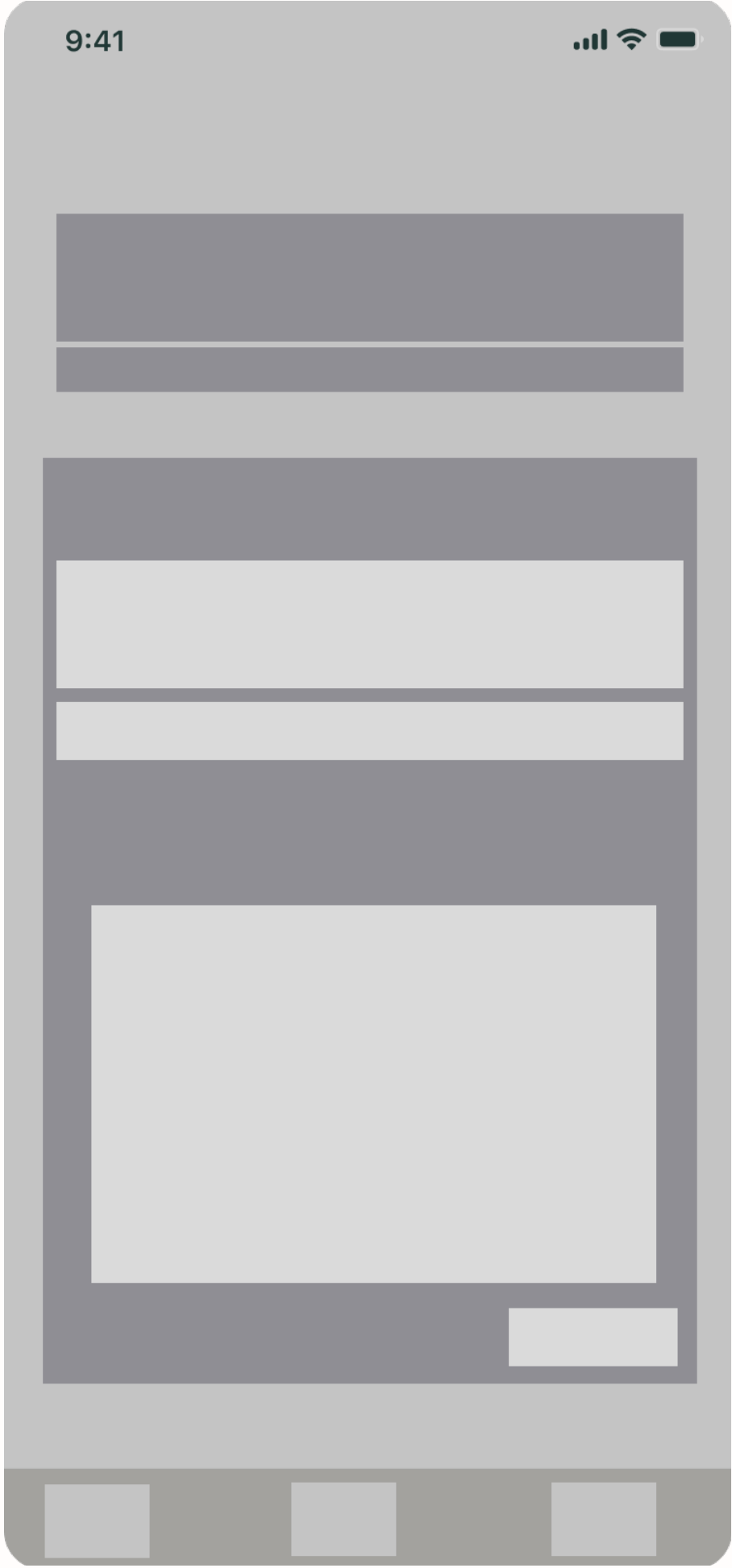
The Mobile App

The app allows the mother to monitor aggregated data that pulls from the wearable, message their doctor, practice self care techniques and journal about their experience over the course of their pregnancy

Design Gray Boxing



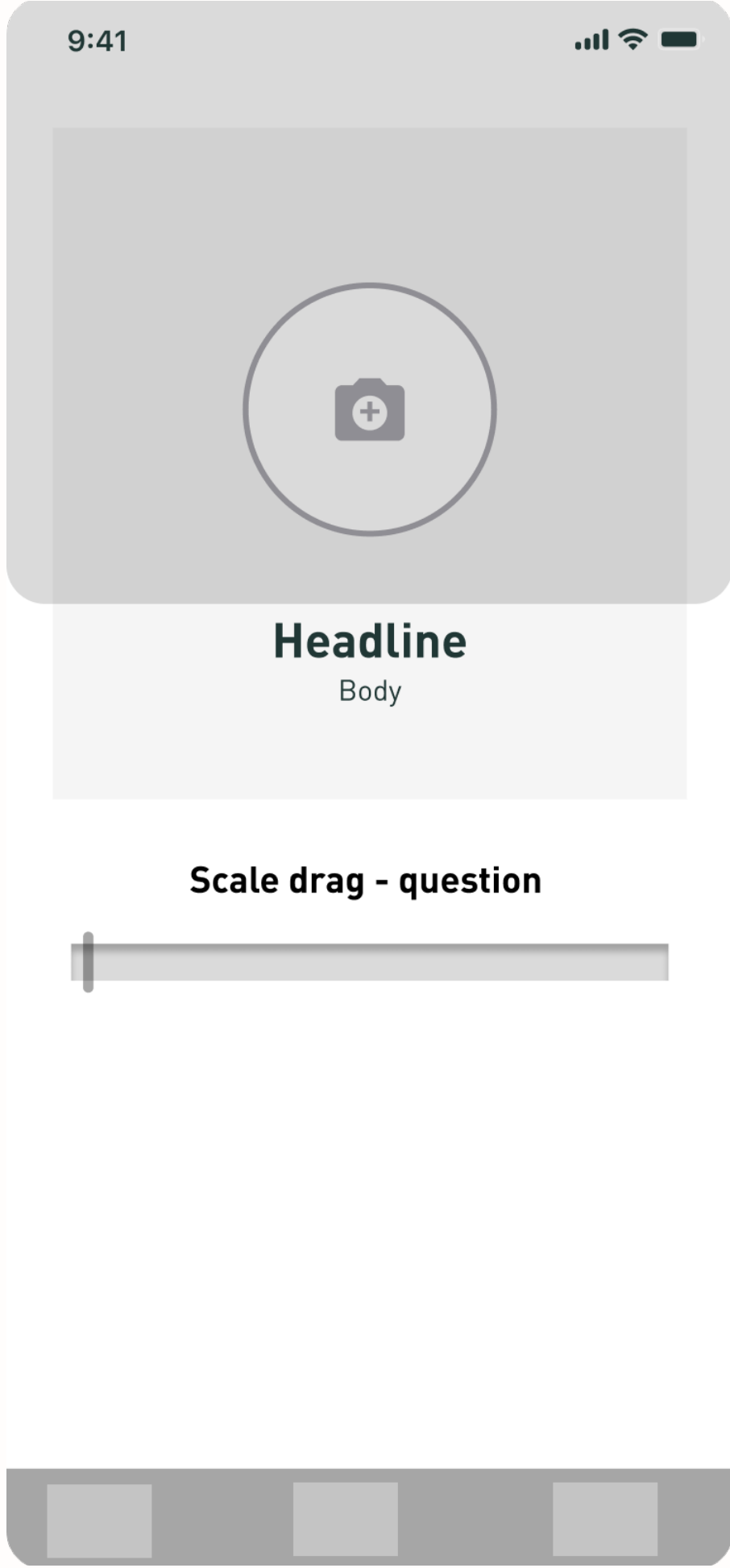
main home - template



*interior activities -
template*

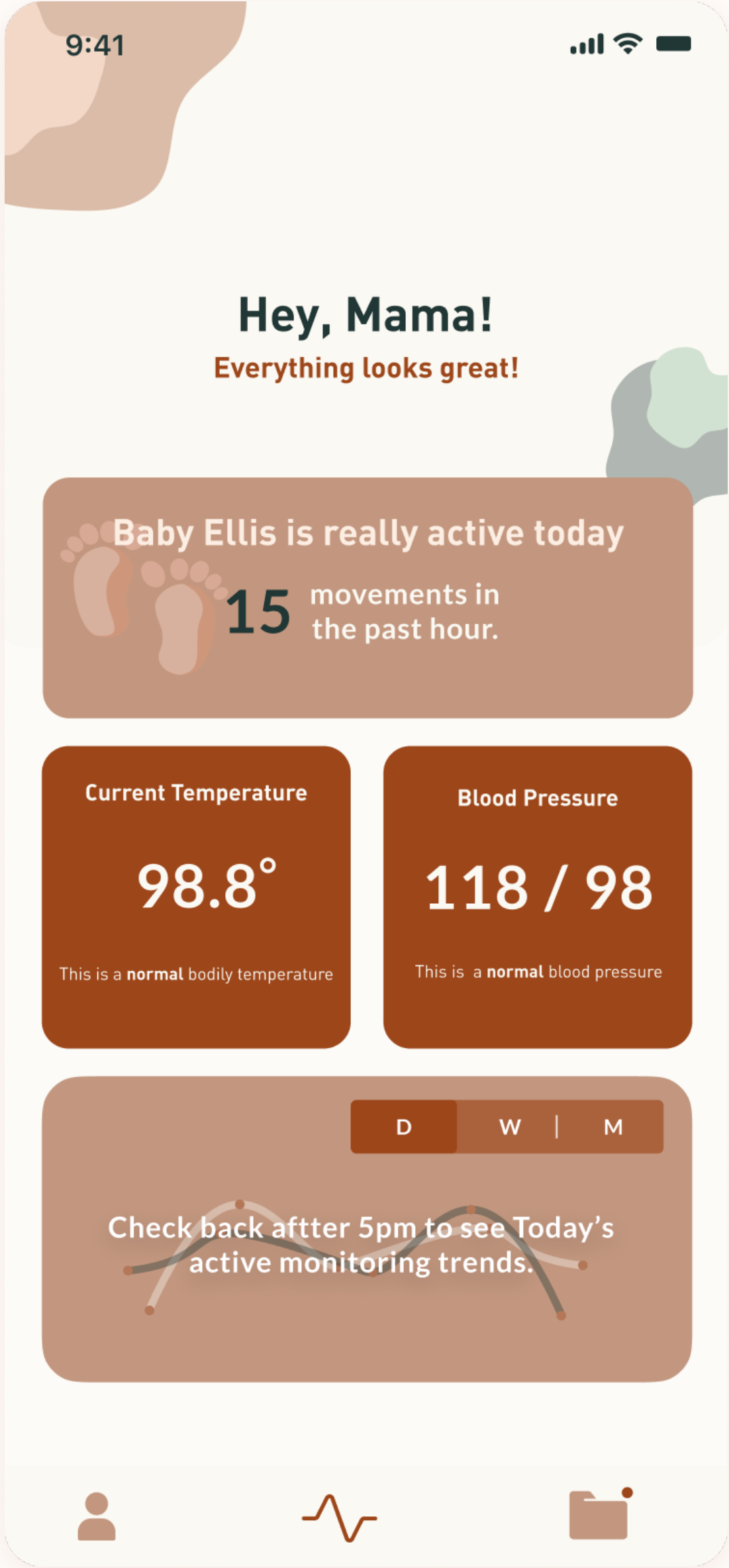


*modular data pulling
template*



*interior mood tracking
template*

Key Features - Health Tracking/ Data Pulling

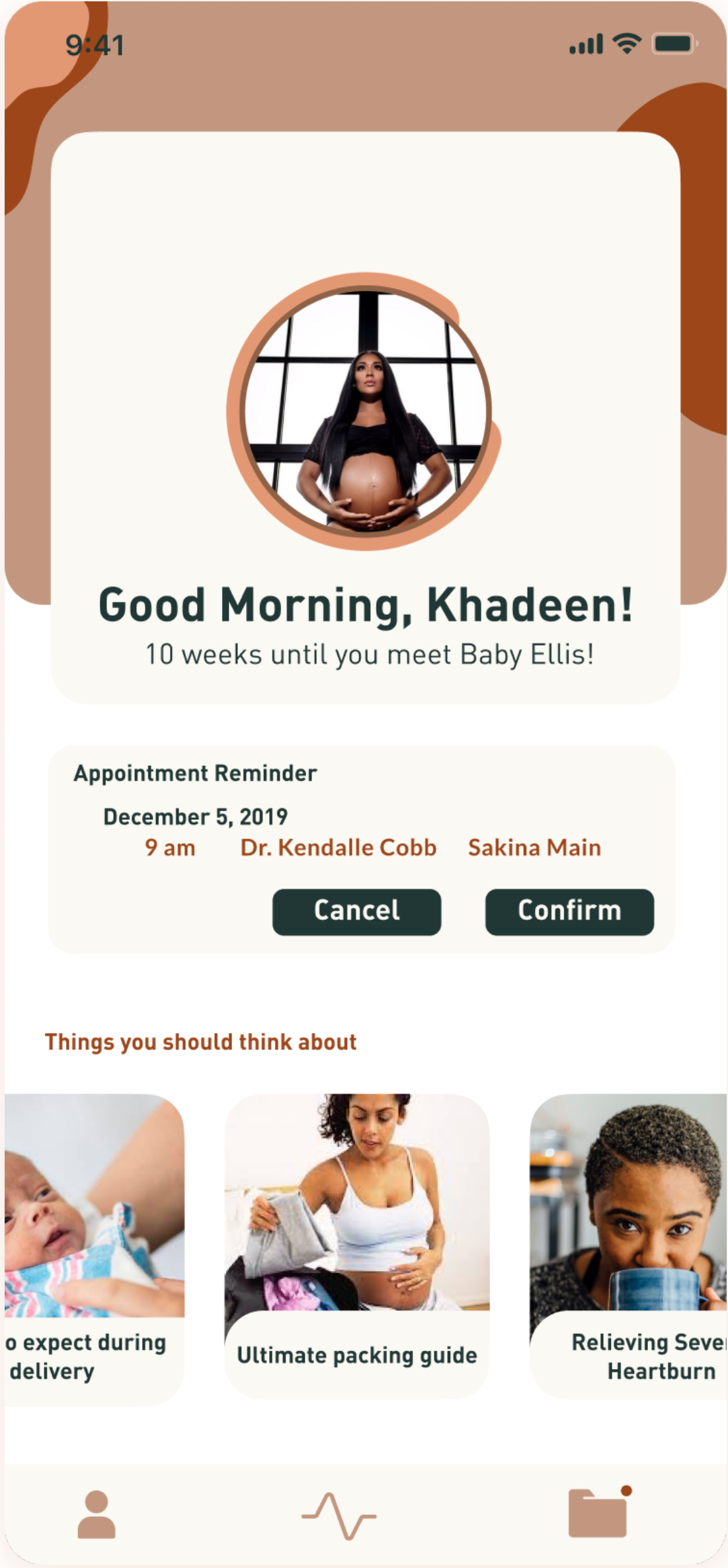


—————> *Displays baby movement, like kicks!*

—————> *Displays:
mother's temperature
mother's blood pressure
mother's heart rate
fetal heart rate*

—————> *aggregates data in order to display trends.*

Key Features - Dashboard

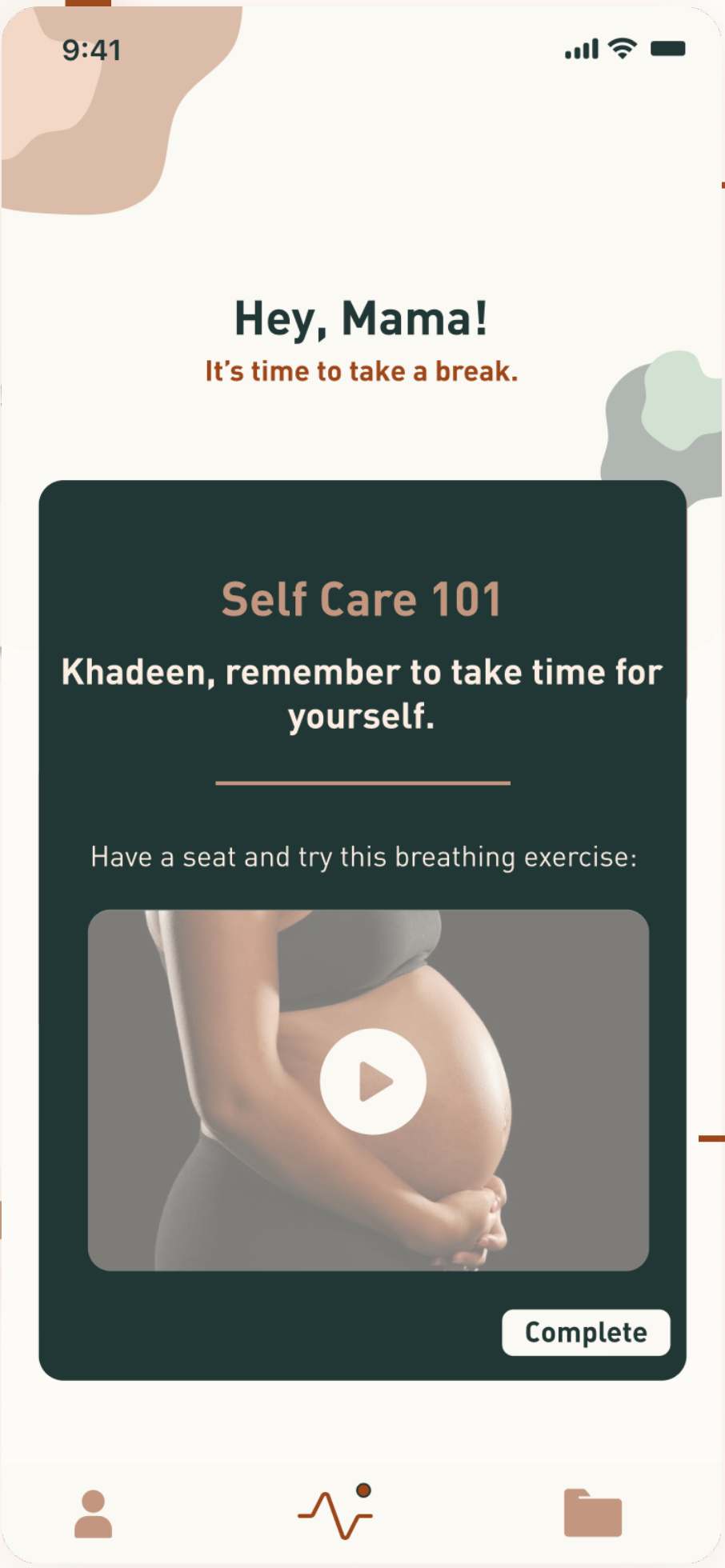
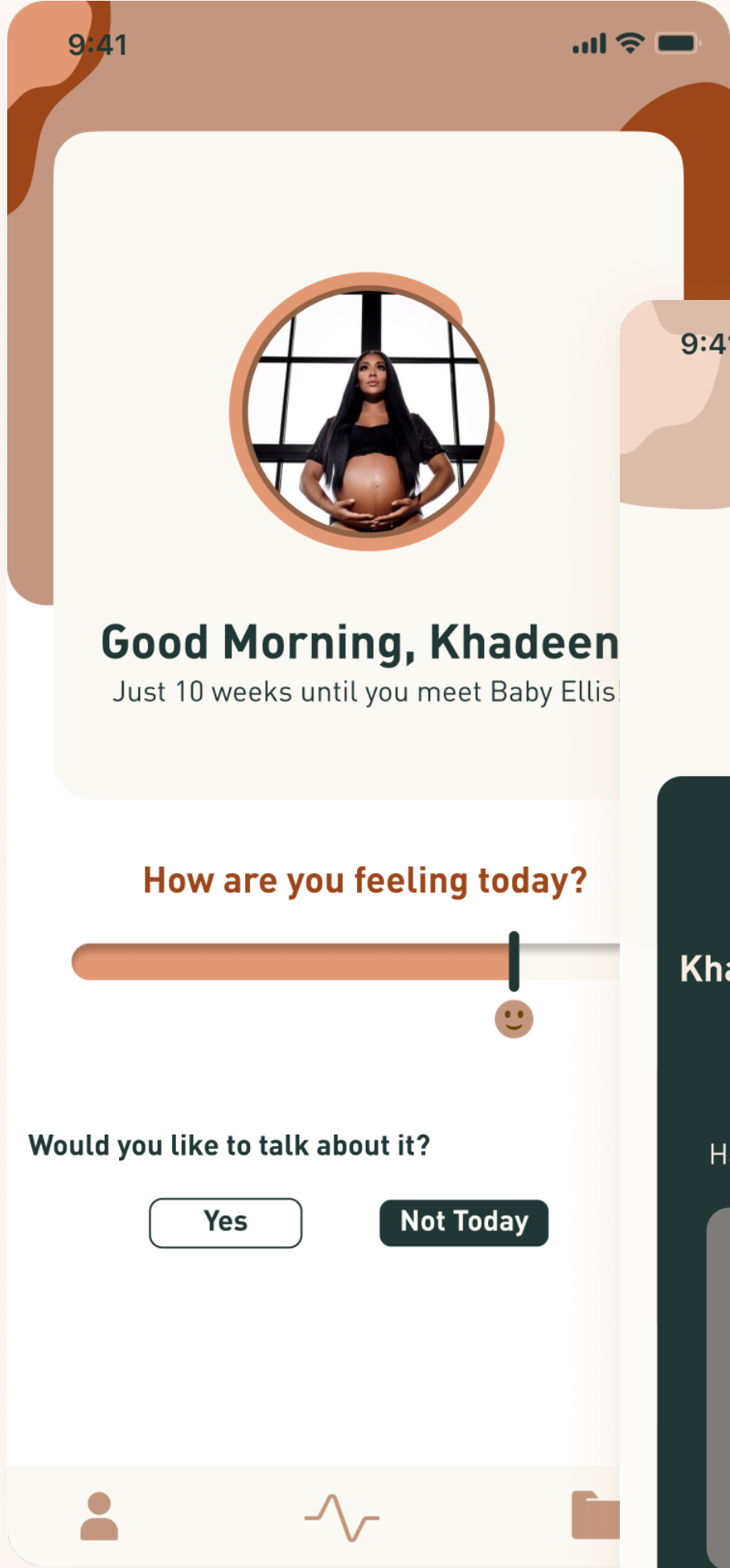


→ *Greeting with Progress Tracker*

→ *Displays:
Upcoming appointments reminders*

→ *Videos and guides to help keep mama
“in the know.”*

Key Features - Self Care



→ Mood Tracker and journaling

→ Guided Self- Care activities

Patient CRM • Doctor Dashboard

The doctor dashboard is an advanced patient CRM that will allow the doctor access to wearable data and alerts about their patients. If the wearable senses that something is off it will show up in the doctor dash as an alert as well as send an alert to the doctor's phone.

Key Features - Doctor Dashboard

SAKINA MIDWIFERY

HOME
PATIENTS
REPORTS
APPOINTMENTS
CHAT
Settings

Good Morning Dr. Cobb!
"With Confidence you have won before you have started" - Marcus Garvey

Reminders

- Refill Prescription - **RX# X75QR4**
- Call **Harrison, Nia** - Test Update
- Email Julie Miller - Mutual Patient (**Harden, Joi**)
- Call Medical Mutual - POI (**Williams, Sarah**)

Next Appointment

Khadeen Ellis
DOB: 08/06/1984
30 weeks
9 am

Heartrate (Maternal / Fetal)
Average: 79 bpm, Min: 65 bpm, Max: 92 bpm

Current Bodily Temperature
79.4°

[View Patient Profile](#)

Today's Appointments

- Patience Biloxi** (DOB: 07/20/1991, 17 weeks) - 10 am
- Candace Reed** (DOB: 09/22/1987, 26 weeks) - 11 am
- LaRissa James** (DOB: 05/05/1998) - 12 pm
- Sade LaRoy** (DOB: 07/15/1993, 37 weeks) - 2:30 pm

Alerts

- Sade LaRoy**
alert from mama
Sade has experienced 5 contractions in the past hour
[Contact] [Monitor]
- Paulana Scott**
alert from mama
Paulana needs advice, she sent you a chat!
[Respond]

Email

- CC Express Care**
Your patient was seen by was seen by express care.
- JH Joyce Haynes**
haynes.joyce@medmutual.org sent you a message.
- CC Lab**
Updated lab results for LaRissa James (2394JQR3)
- MC MAMA Corp.**

News

In doctor's dashboard, doctor will see what the device is pulling when the patient is up next for an appointment

When MAMA senses a drastic change in things, it will alert the doctor in the dash and via text message. The doctor can also respond to patient chat requests.

Key Features - Patient Profile

SAKINA MIDWIFERY

Dr. Kendalle Cobb

Khadeen Ellis
DOB: 08/06/1984
30 weeks

Today | Maternal | Fetal

Pulse: 69 bpm | Temp: 79 deg | BP: 118/78 | Weight: 82.5 kg

Health Summary | Current Conditions | Medications | Allergies

- Gestation Diabetes (monitoring)
- Iron Deficiency Anemia
- Hyperemesis Gravidarum

Test Results | View All

- CBC + DIFF | 11.21.2019
- UA DIP, URINE (POC) | 11.21.2019
- FETAL FIBRONECTIN (fFN) | 11.21.2019
- PELVIC US WHI | 11.21.2019

Current Prescriptions

- Doxylamine/Pyridoxine
Generic for: Diclegis
10 mg | Renew
- Ranitidine
Generic for: Zantac
75 mg | Renew

MAMA Snapshot | Monitor

Settings

HOME
PATIENTS
REPORTS
APPOINTMENTS
CHAT

Notes | Print Summary

Save

Chat History

Wednesday, December 4
12:34pm

Hi, I was wondering if you could renew the prescription for Diclegis? I am experiencing morning sickness symptoms again.

Let's discuss at the appointment tomorrow, in the meantime make sure you are getting enough fluids.

Sounds good, Thanks

New Message

The doctor is able to get a snapshot of the data that the wearable has been pulling and also can active monitor it in the moment.

The Wearable

The wearable is made of a skin like rubber material and comprised of four sensors that pulls data from the baby and the mother and relays that information back to the app and the doctor dashboard.

