

## **Summary of Research Materials & Questions for Team**

### **Powerpoint:**

Stats for maternal death rates

Listen App - The acronym is thoughtful but does not hit towards the type of education people would receive.

(Learn, inquire, symptoms, treatment, evaluations, needs)

Features:

Care Planning: Articles, Music / Meditation

Education: complications (12 common), symptoms, etc

Hotline: Nurse Practitioner, Mental Health

Monitored Forum Space: hospital stays, medications, postpartum visits, appointment reminders

We should focus on the top 3-4 features first. This will allow us to create a faster prototype that can be our MVP (minimum viable product)

Suggestion - Audiobooks for education within the sound feature for those that do not learn well with heavy text

Target Marketing: 15-44, Women, Pre/During/After pregnancy

Section is very broad. We can narrow down to 2-3 personas but cannot target every woman

Persona 1: 17 years old, student, unemployed, lack of family support, inner city, woc, first pregnancy, spiritual / non religious

Persona 2: 26 years old, professional, suburban, rents, drives, large friend and family support, woc, several pre-existing complication, first pregnancy, not religious

Persona 3: 38 years old, professional, 1 child, 2 miscarriages, 2nd marriage, woc, small support system, religious, drives, home owner, IVF

Competitive Analysis:

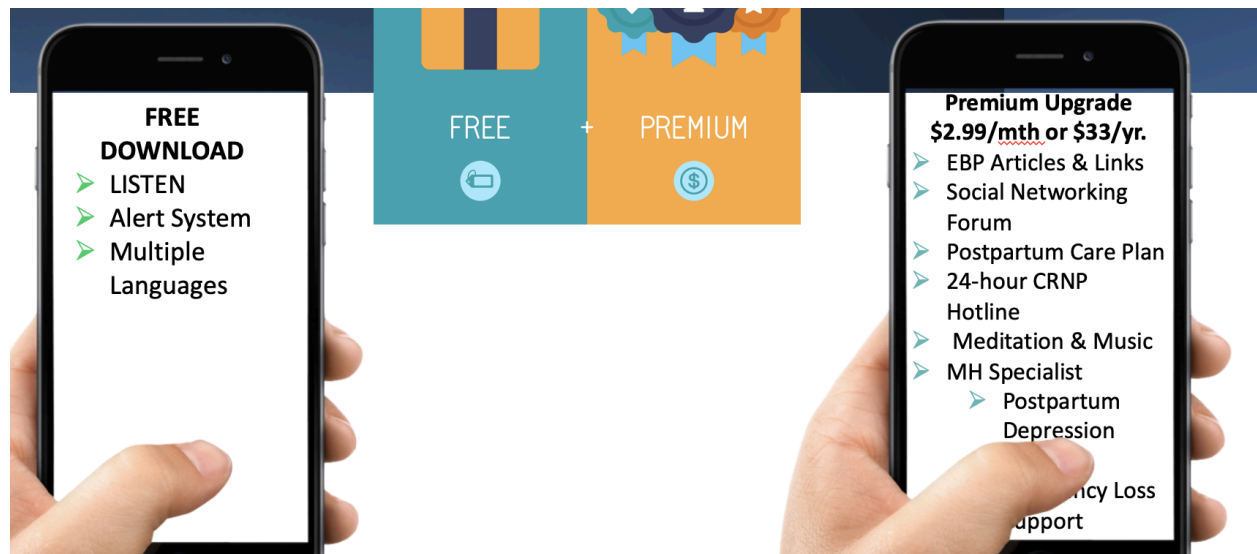
Tested - Google, Sprout, What to expect, Listen app

Suggestions - Peanut, Expectful, The Bump, The wonder weeks, What to expect, Pregnancy +, Listen app

Name App Features	Google	Sprout	What to Expect	LISTEN APP
Cost	\$0	\$4.99 - \$9.99/month	\$0	\$2.99/month \$33.00/year
Security/Privacy		✓	✓	✓
Education about Complications	✓		✓	✓
Signs and Symptoms of Problems	✓		✓	✓
Provides questions to ask provider				✓
Evaluation and Treatment options	✓	✓	✓	✓
Needs and Alerts		✓		✓
Post Partum Plan Videos and Articles		✓	✓	✓
Social Network			✓	✓
Easy to understand information				✓
Meditation Feature				✓

Free vs paid features:

Suggestions - All features should be free except features that include talk service, customized care plan & monitored forums



**Market Strategy:**

- We will create a low fidelity clickable prototype for the app
- Branding a colors can come at a later time. The most important thing to decide on is the features and design of the app
- We can do usability testing with the prototypes through maze or with an interview
- Healthcare providers / Insurance companies / Hospitals as a target market or just a stakeholder?

## Competitive Analysis:

The wording “not-so-nice” and “complications” could be a factor that misleads women and makes it so they will not want to download the app. I believe it is important to address all concerns. However, we should frame it in a way that is easier to digest this type of information too.

For example, many women experience miscarriage and there are things we can teach to make it so that this is understood or prevented completely. Still, a woman who is going through trauma might not want to download an app giving “hard to handle” info. So we should think of different wording for this.

Research finding: “...but most women felt that their appointments were rushed, they felt unheard, and they didn’t always know how to articulate and effectively communicate what they were feeling in their bodies”

- 1/3 of women used or thought of using an app
- Many women found the apps to only help for ideal situations
- Google might be the most common used search engine, however, we should compare to apps that are in our field and find ways to get the app to the top of google as an industry expert rather than using info from google.
- 12 most common complications is a great place to start so there is not overwhelming amounts of info:
  - Learning about the topic, providing inquiring questions to discuss with her HCP, the signs and symptoms relative to each complication, common treatments, the evaluation process she may experience, and the needs she may have following the initial diagnosis. The app will provide a monitored community forum where women can gather virtually to discuss issues they may be having
- Meditation, music feature, affirmations: what kind of affirmations and music? Each person is different so what would they want to hear? Would this benefit them?
- Important to add that the info is to be talked about with a dr
- Symona, I believe this should be the new name of the app just because it is intended to be related to the other bear product. Also, a logo design with the name can hint towards the topic better than just “Listen”

- “To Be Heard” is the meaning of the name and will make a better tagline such as “All moms should be equally heard. We’re here to listen, educate, and advocate for you”

### **Interview Questions:**

- Which questions did you feel you had a tough time with?
- What are a few questions you feel were left out or would like to follow up on?
- Which questions did not give you the expected result?