

Paths through Pregnancy

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Our Team



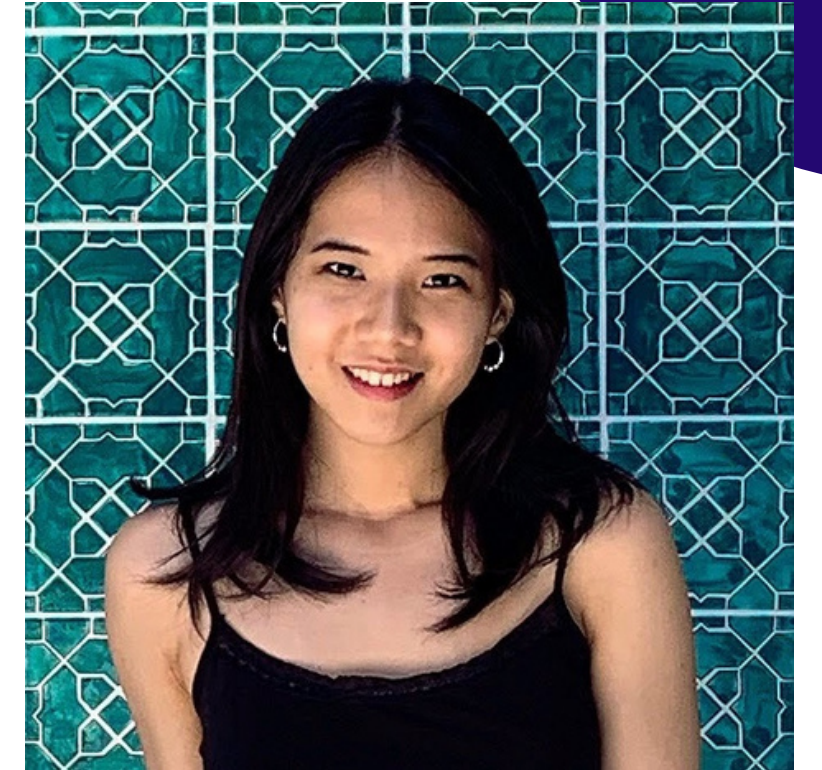
DIVYA NAGARAJ



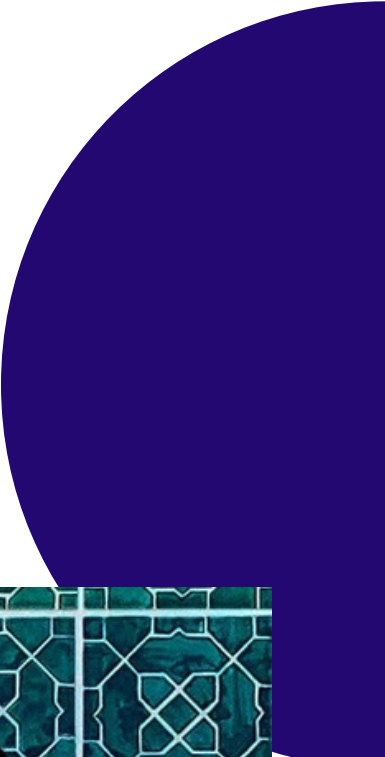
NADIN TAMER



JESSICA YU



GRACE ZHANG



Our Problem Domain

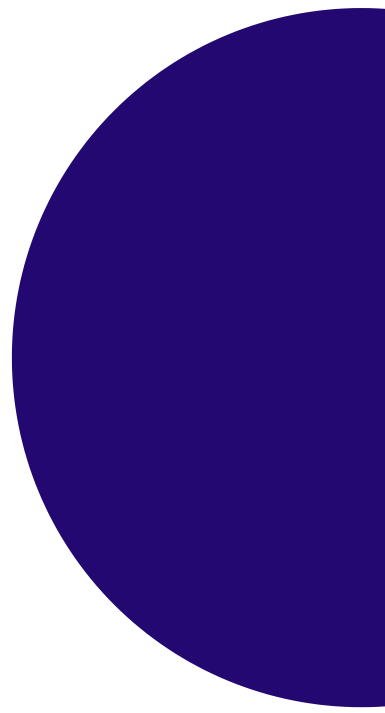


HEALTH & WELLNESS

Pregnancy



Needfinding Methodology





Interviewees

(5 TOTAL)

WHO

People who are **pregnant** or are **trying to get pregnant**, as well as their **partners**

WHY

People at **different stages** in their pregnancy: pre-pregnancy, currently pregnant, and post-pregnancy

Different **types of pregnancies**: IVF, disabilities, advanced maternal age

HOW

Recruitment: online from Reddit at: babybumps, parenting, askwomen, ivf, samplesize, beyondthebump, mommit, NICUParents

Incentive: \$5 Starbucks gift cards

WHERE

Zoom



Questions

Tell me about a time you were frustrated/unhappy during your pregnancy.

How did you find community during your pregnancy?

What was different about your second pregnancy compared to your first, if anything?

What was the most helpful thing somebody did for you during your pregnancy journey?

Tell me about the last time you went to the OB/GYN. What was the best part of the visit? The worst?

Tell me about the first time you found out you were pregnant. How did you feel in that moment?

How did COVID affect your pregnancy?

Have you ever used any pregnancy or fertility apps? What was your experience like?

Where do you get your information about pregnancy from?



Sarah & Dan

Business Analyst in Boston, MA

- Had a miscarriage in October 2019
- Decided to start IVF in June 2020
- Currently doing their third round of IVF





**"It feels like
Sarah's going
through it all by
herself."**

- Sarah's husband, Dan



Ashley

Counselor in St. Augustine, FL

- Diagnosed with PCOS in 2014
- Took lots of medication to get pregnant
- Has a 4-year-old child
- Starting IVF this week for another child





**"I don't want to be
the middleman
between insurance
agents."**

- Ashley





Emily

Waitress/grad student in Philadelphia, PA

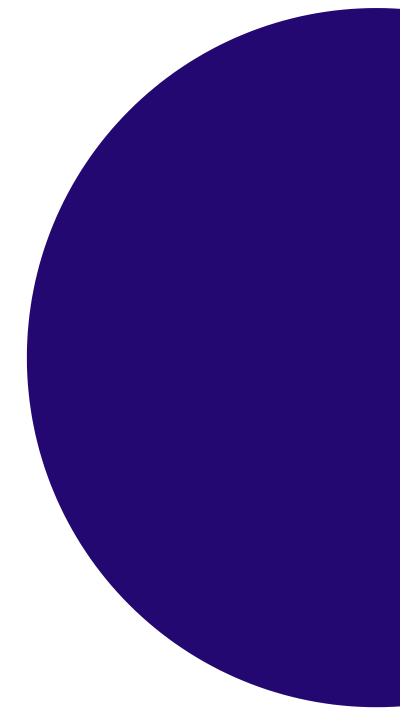
- 12 weeks pregnant with her first child
- Advanced maternal age





"Am I crazy?
Is it even in
there?"

- Emily





Laura

Sign language interpreter in San Antonio, TX

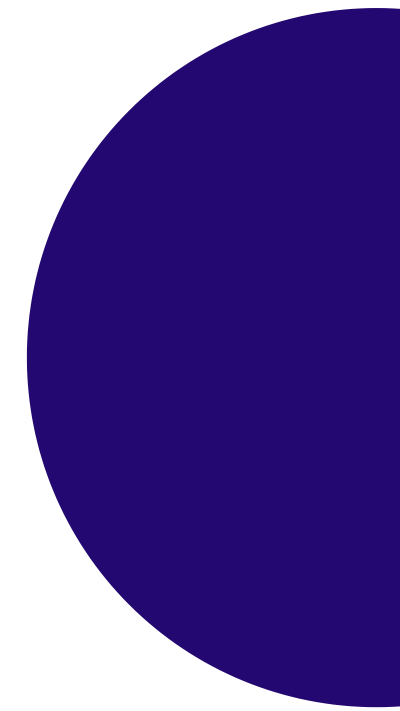
- 10 weeks pregnant with her second child
- Has a toddler son who had heart complications during the pregnancy
- Went to a mental health specialist for emotional support





**"Being told no
over and over
isn't helpful if
they don't
redirect you."**

- Laura



Interview Results





SURPRISING OBSERVATION


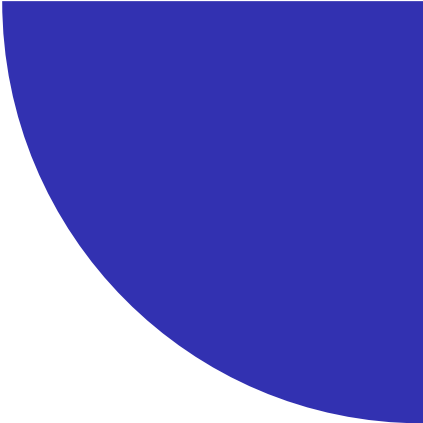
All of our interviewees reported information and recommendations from **friends & family** as being the most helpful source





SURPRISING OBSERVATION


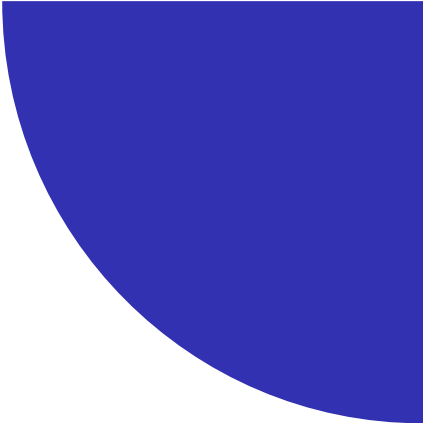
Many people felt **neglected**
informationally, logistically,
financially, and emotionally by
their doctors





SURPRISING OBSERVATION


All of our interviewees were stressed and frustrated over having to wait, and **the lack of certainty & control**





SURPRISING CONTRADICTION


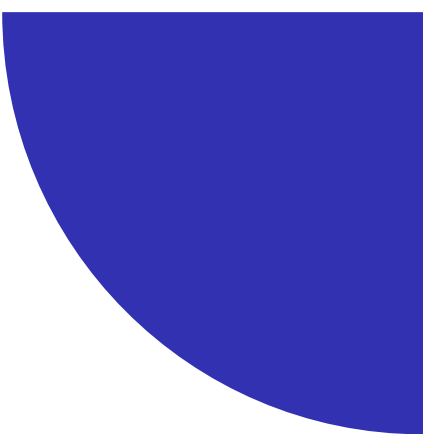
Interviewees said they both like to **actively seek** out information, but also **avoid** it because it stresses them out





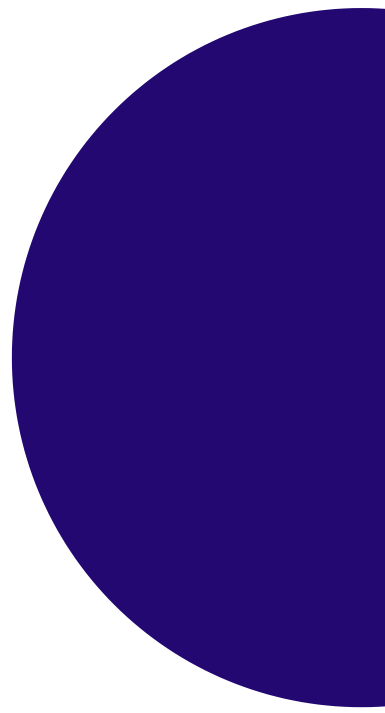
SURPRISING CONTRADICTION

Said her partner wasn't "**supposed to understand**", but seemed upset that he didn't know how to say "the right thing" to make her feel better





Analysis



SAY

"1 IN 4 WOMEN HAVE MISCARRIAGES, BUT THERE ARE NO INFERTILITY APPS."

"IT'S NICE TO HAVE SOMEBODY WHO'S BEEN WHERE YOU ARE."

FIRST TRIMESTER:
"IS IT EVEN IN THERE? WHAT'S GOING ON?"

"APPS ON THE MARKET ARE TOO DUMBED DOWN AND CUTESY."

"BEING TOLD NO OVER AND OVER ISN'T HELPFUL, IF THEY DON'T REDIRECT YOU."

"INTELLECTUALLY IT'S GOING TO BE A DIFFERENT STAGE, BUT IT'S HARD TO COPE WITH EMOTIONALLY!"

"MY FAVORITE DOCTOR EXPLAINS TO HER WHAT THEY'RE GOING TO DO AND WHY."

"I FOUND MY DOCTOR THROUGH MY MOTHER-IN-LAW AND HAVE BEEN GOING BY REFERRAL."

"RED BLOOD IS BAD, BUT EVERYTHING ELSE MIGHT OR MIGHT NOT BE NORMAL"

"CULTURAL CRAP ABOUT HAVING TO KEEP IT A SECRET - WHO DO I TELL?"

"NO ONE CARES ABOUT PREGNANT PEOPLE."

"YOU HAVE NO CONTROL OVER ANYTHING."

"I'M NOT ENTIRELY SURE, IT'S A LITTLE CONFUSING."
(REFERRING TO THE IVF PROCESS)

"JUST DO SOME FRICKIN RESEARCH!"

"IT FEELS LIKE SARAH'S GOING THROUGH IT ALL BY HERSELF."

"I'M THE ONLY ONE OF MY GUY FRIENDS GOING THROUGH THIS."

DO

ROLLED HER EYES WHEN TALKING ABOUT HOW INSURANCE MANAGERS

CRADLED HER STOMACH FONDLY WHEN REMEMBERING BEING PREGNANT

CURSED AND LOOKED ANNOYED DISCUSSING COMMODIFICATION OF PREGNANCY

SARCASTIC TONE WHEN SHE TALKED ABOUT THE "CUTESY" APPS

POINTED ACCUSINGLY AT FITBIT

CLENCHED FISTS AND SAID HOW EMOTIONAL NEEDS WERE NEGLECTED BY DOCTORS

DOWNLOADED NEARLY EVERY FERTILITY APP AND THEN DELETED ALL OF THEM

LAUGHED WHEN SHE TOLD US ALL HER DOCTORS ARE MALE

PHYSICALLY WENT THROUGH HER VARIOUS PREGNANCY APPS VERY DISMISSIVELY

SHRUGGED WHEN TALKING ABOUT THE UNCERTAINTY

POINTED TO SHOW HOW CLOSE HER HUSBAND WAS TO HER WHILE BEING IGNORED

SMILED WHEN SHE TOLD US ABOUT HER DAUGHTER'S DIFFICULT BIRTH

FROWNED WHEN HUSBAND SAID HE GETS ALL PREGNANCY INFO FROM HER

SHOWED A STATIC WORD DOCUMENT TEMPLATE OF HER TIMELINE

COUNTED ON FINGERS THE NUMBER OF IVF VISITS IN THE LAST 2 WEEKS (IT WAS 11)

SIGHED BECAUSE THERE WAS NO WAY TO PROVIDE DOCTORS FEEDBACK

THINK

I'M WORRIED ABOUT IVF/FERTILITY TREATMENTS WILL IMPACT MY FINANCES

I AM FRUSTRATED BY THE AMOUNT OF WAITING AROUND

I WISH I HAD MORE INFORMATION IN GENERAL—DOCTORS CAN BE UNHELPFUL

I WISH SOMEONE TOLD ME BEFOREHAND WHAT TO EXPECT

I WISH THERE WERE MORE ACCESSIBLE MENTAL HEALTH/EMOTIONAL RESOURCES.

MEN ARE IGNORED IN THE PROCESS

I WANT MY HUSBAND TO BE IN THE ROOM WITH ME DURING PROCEDURES

I WISH MY INSURANCE WOULD STOP MAKING ME DO SO MUCH WORK

I WISH I HAD MORE DATA DRIVEN INFORMATION

I WISH APPS & WEBSITES WOULD STOP TRYING TO SELL ME THINGS

IF ONLY OTHERS COULD UNDERSTAND MY STRUGGLE

I WISH THIS PROCESS WAS MORE TRANSPARENT

I WISH I HAD A BABY ALREADY AND DIDN'T HAVE TO DO IVF AGAIN

I'M EXHAUSTED FROM ALL MY VISITS AND THE HORMONES

THIS IS MY LAST IVF ATTEMPT IF IT FAILS AGAIN

I WISH I HAD MORE GUIDANCE FROM MY CLINIC

FEEL

ANNOYED
HAVING TO
WRITE ALL
MEDICATIONS
SHE TAKES

STRESSED
ABOUT THE
FINANCIAL
IMPLICATIONS
OF
PREGNANCY

FRUSTRATED
BY LACK OF
STATISTICAL,
CONCRETE
INFORMATION

EXASPERATED
FROM BEING
TOLD "RED
BLOOD IS
BAD"

HARD TO FEEL
HAPPY FOR
OTHERS
GETTING
PREGNANT

FEEL LOST &
DISMISSED
BECAUSE NO
ONE TOLD
THEM DO'S
AND DON'TS

DISILLUSIONED
& SELF
BLAMING AFTER
TRYING SO
MANY
ALTERNATIVES

ANGRY THAT
THE
DOCTOR'S
OFFICE
DOESN'T SEND
INFO QUICKER

ISOLATED BY
RHETORIC OF
KEEPING
EVERYTHING
SECRET FIRST
TRIMESTER

WANTS
MORE
ACTIONABLE
STEPS

WISHES
OTHERS
WOULD BE
OPEN ABOUT
THEIR
STRUGGLES

OVERWHELMED
BY THE
AMOUNT OF
CONFLICTING
INFORMATION

HOPEFUL
THAT EACH
IVF CYCLE
WOULD BE
HER LAST

ISOLATED IN
THEIR
GRIEVING
AFTER A
MISCARRIAGE

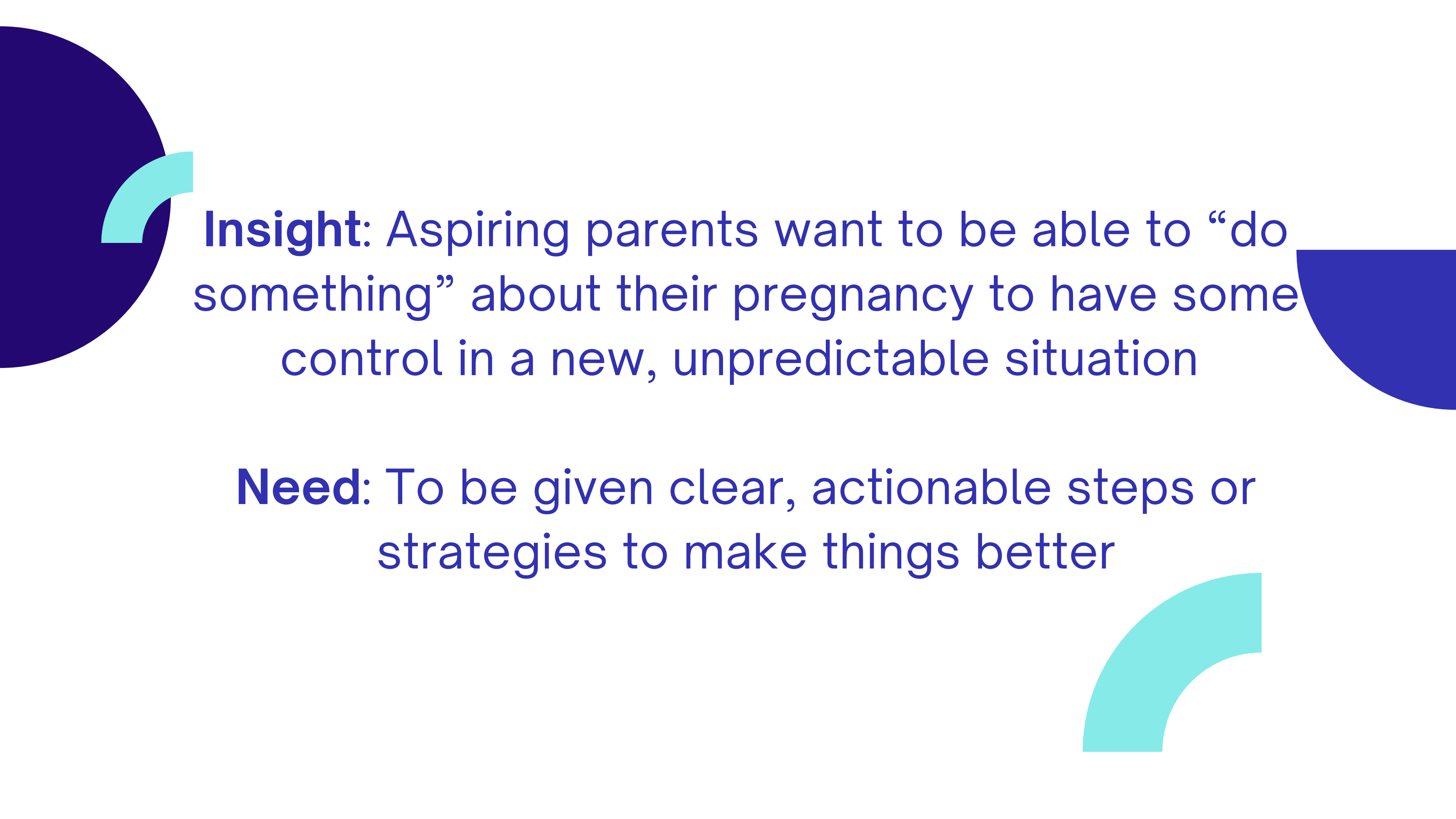
TIRED OF
ANSWERING
QUESTIONS
ABOUT IVF
FROM
FRIENDS

APPRECIATIVE
OF PEOPLE
WHO REALIZE
IVF IS A HARD
PROCESS



Insight: Many people feel frustrated by the lack of information & communication from doctors

Need: To have increased transparency and certainty about various aspects of pregnancy



Insight: Aspiring parents want to be able to “do something” about their pregnancy to have some control in a new, unpredictable situation

Need: To be given clear, actionable steps or strategies to make things better





Insight: Pregnant people feel that the burden of educating their partner lies unduly on them

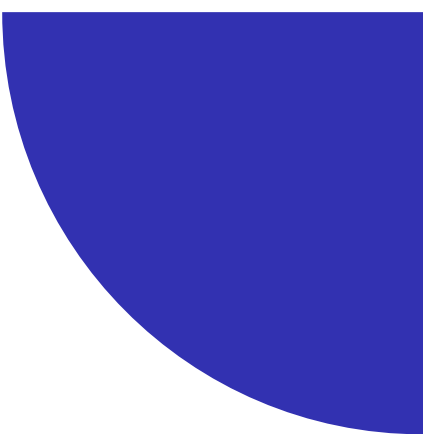


Need: For the non-pregnant partner in the process to gain awareness and have access to information more independently







Insight: Accessibility to others who have been through a similar process helps people feel more secure informationally & emotionally




Need: To connect with others who have gone/are going through pregnancy





Insight: People are frustrated with the emphasis on only positive aspects of pregnancy (i.e. the "cuteness" of pregnancy-related products) & neglect of the harder, more substantive parts

Need: To have people recognize that pregnancy is a difficult process and treat it (and them) seriously





Summary

WE TALKED TO PEOPLE...

We heard stories from five interviewees about the journey through pregnancy and life afterward.

WE FOUND...

- The information flow from the doctor to the patient is low
- Expecting parents wish they felt more in control
- Pregnant people wish their partners knew more about the process
- Expecting parents desire a sense of community
- People need to recognize pregnancy is difficult and take it seriously

Questions?

