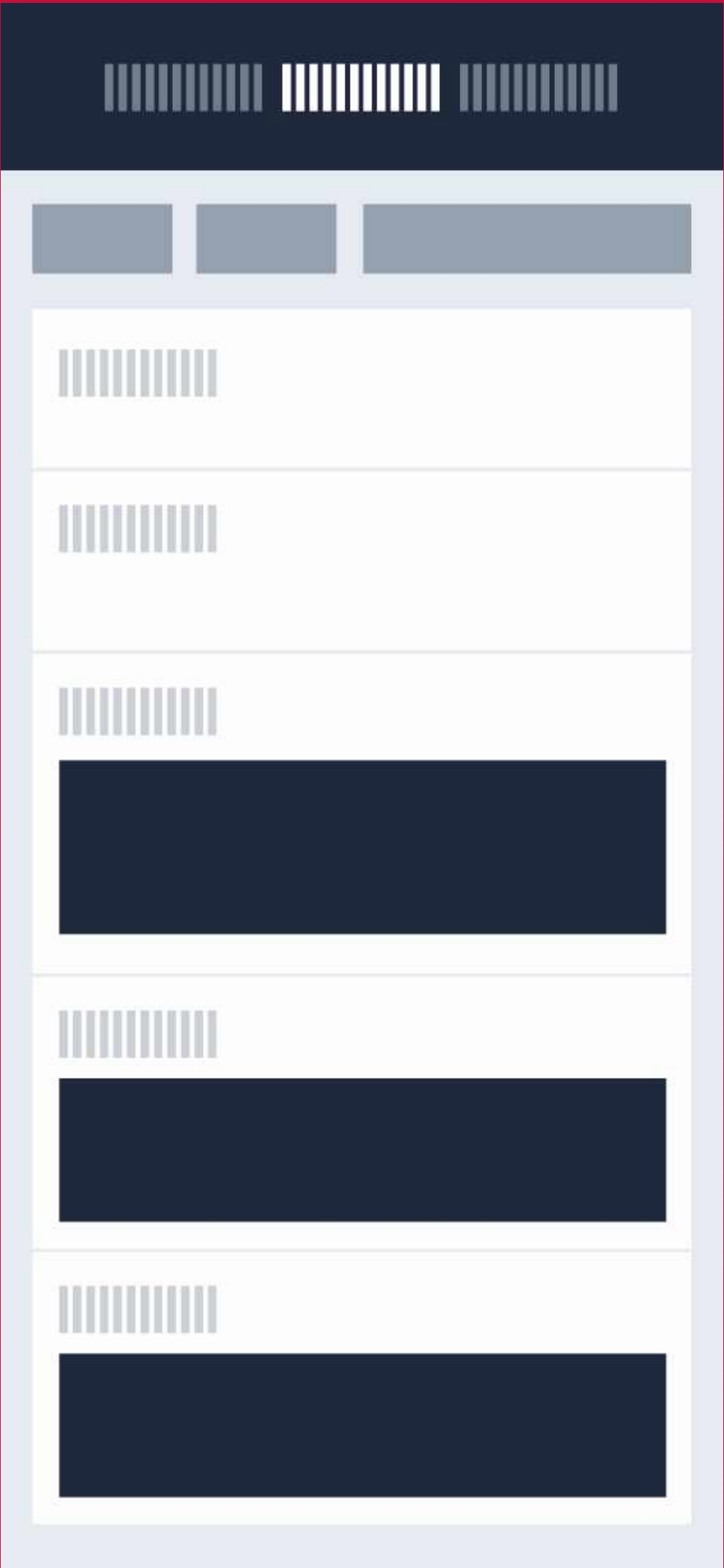


Infohub for Pregnant Women during COVID-19



Design Solution

InfoHub for pregnant women to learn about prenatal tests and find hospitals during COVID-19

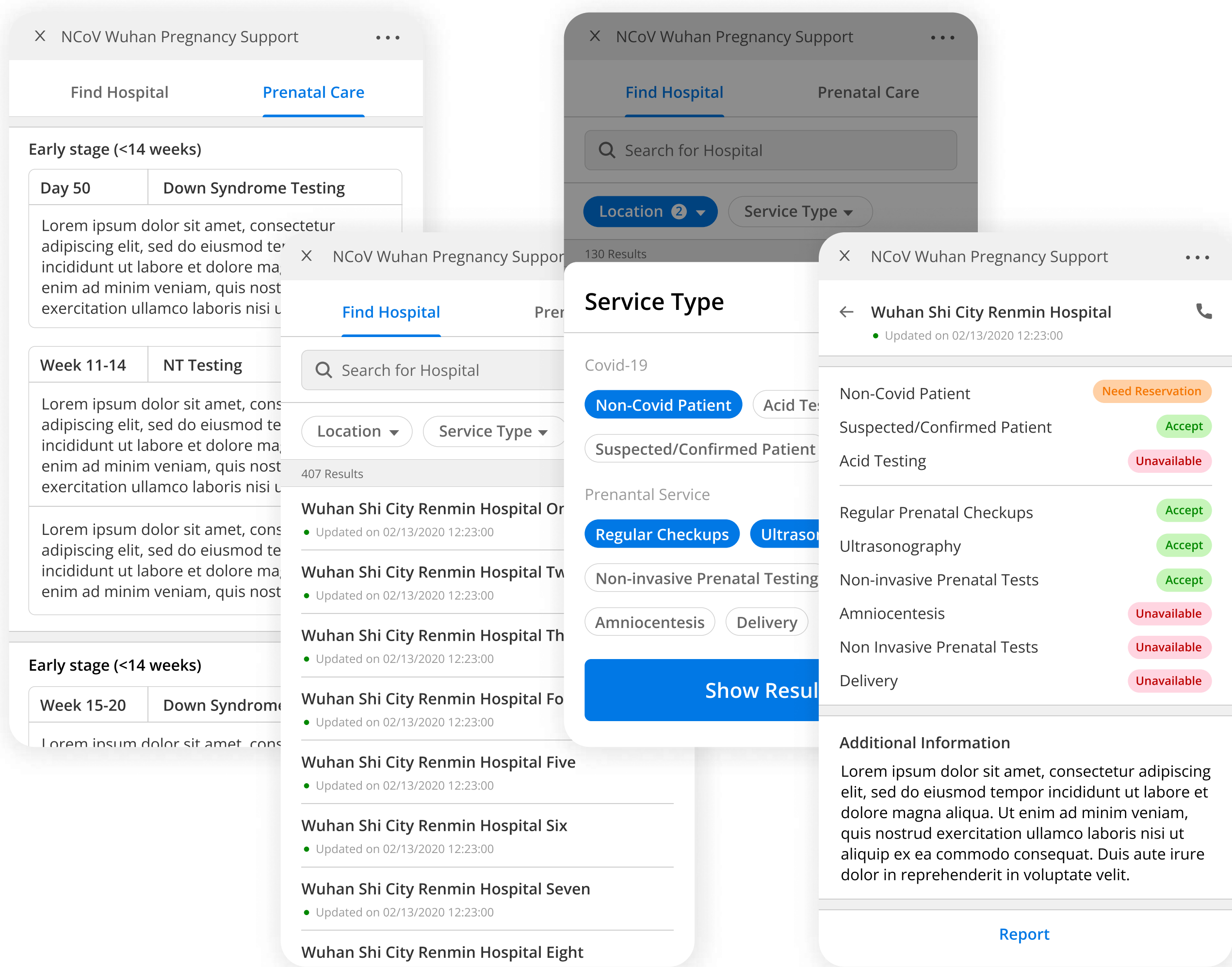
Page Views

48,840

Unique Views

24,036

*data collected until Apr 2020



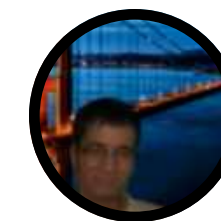
Project Type

- Collaborated remotely with PMs, designer, developers, and content writer.
- V0.1 – V1.2 done over 12 weeks.
- This non-profit project is sponsored by Mead Johnson China.

Product Manager



Developer



Designer



Content Writer



Scope of Work



Wuhan, China

Wuhan as the outbreak center, was the target city of this operation



Pregnant women

They were extremely vulnerable during COVID, which also aligned with the interest of our patron



City lockdown

Our product aimed to offer help during the city lockdown

Initial HWM Question

HMW help pregnant moms find
suitable hospitals to do their tests?



Constraint

Guerrilla interviews with pregnant women

Pregnant mothers were faced with multiple constraints during the Wuhan COVID-19 outbreak.



What is your biggest challenge to find a hospital after COVID?

I can't take the risk of showing up in a hospital that can not receive me.



Hard to reach out to hospitals

The hospital resources were exhausted after the COVID breakout. It is hard for citizens to reach out for inquiry.

Restricted public transportation

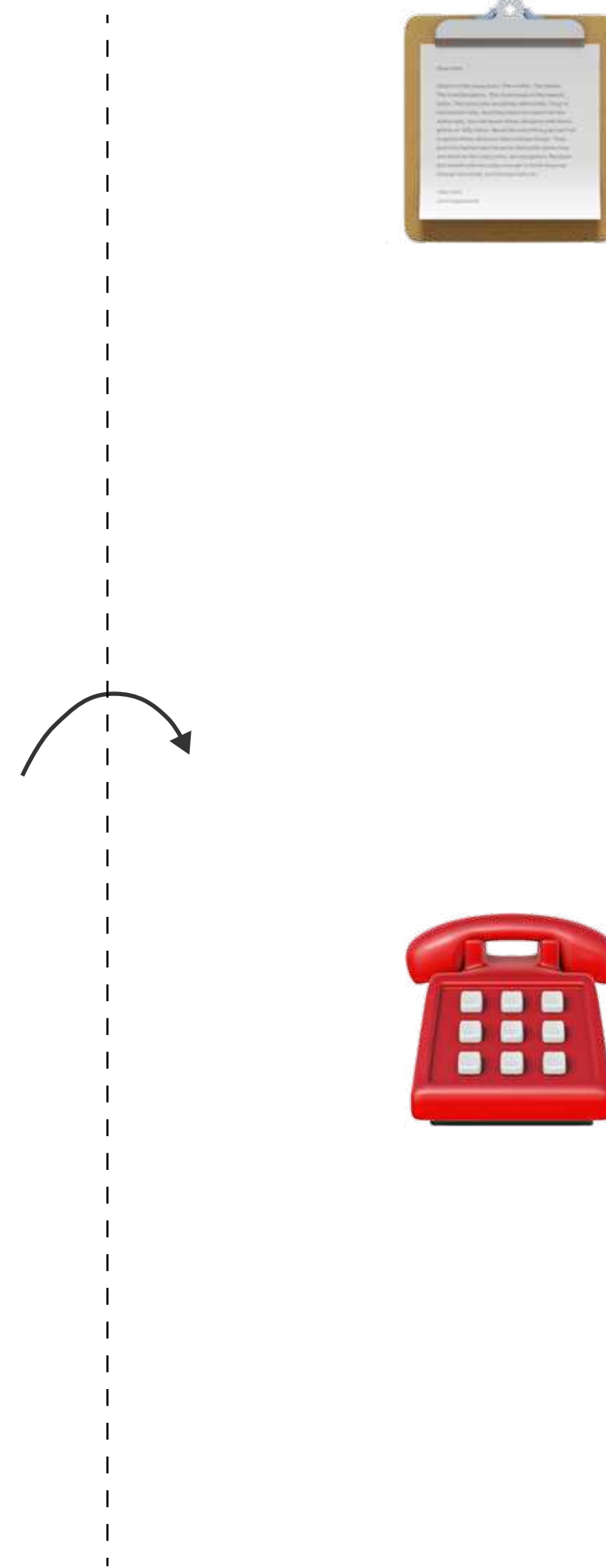
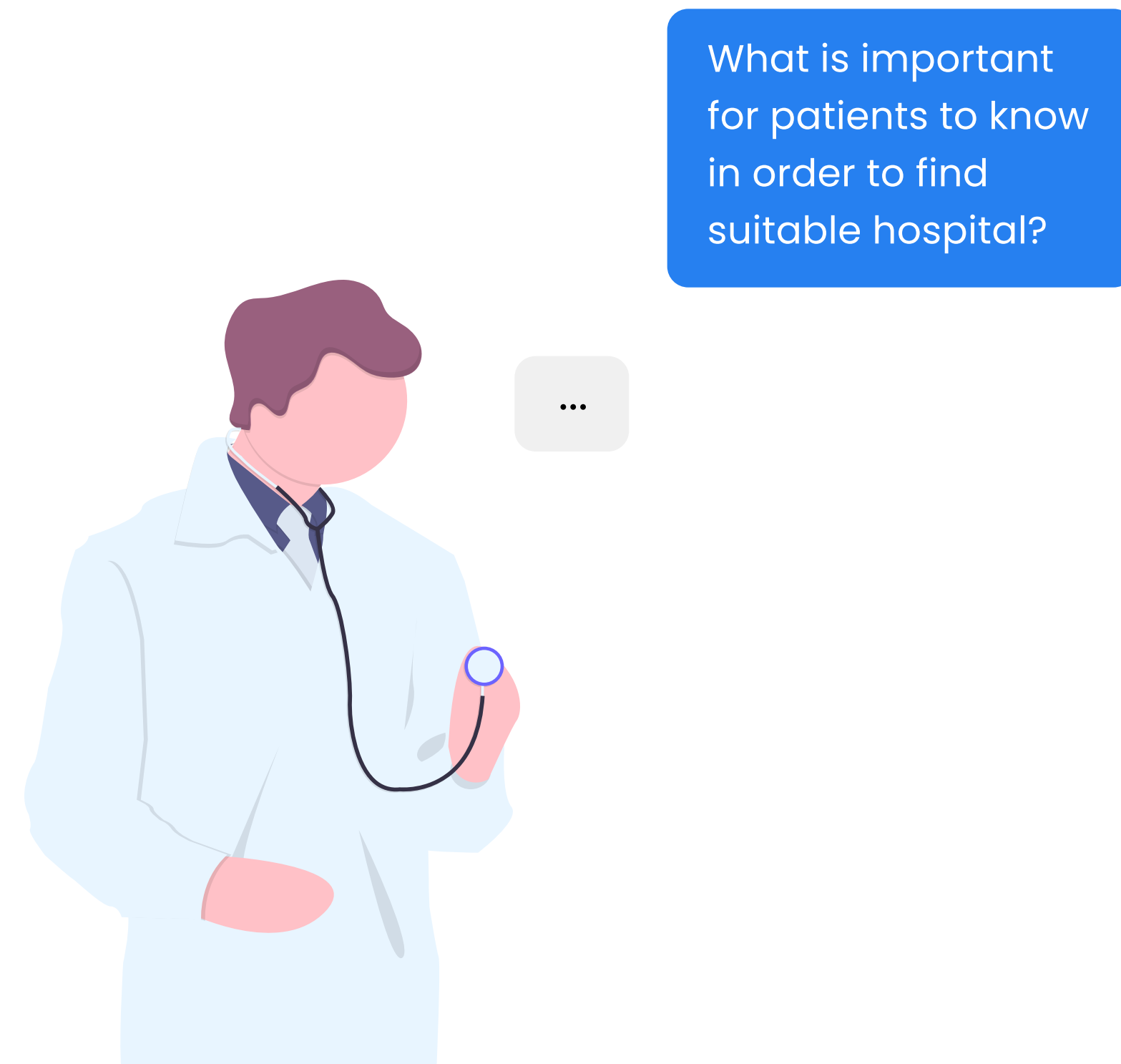
Since the start of the pandemic, Wuhan citizens experienced multiple lockdowns to control the outbreak.

No vaccine to protect anyone

Unlike now, there is no vaccine for people to protect themselves and their family.

Interviews with obstetricians

We interviewed medical professionals to find out what questions are important for mothers to ask before going to the hospital.



Hospital information

- Accept non-covid patients?
- Accept confirmed/suspect patients?
- Provide regular prenatal checkups?
- Provide ultrasound?
- Provide delivery?
- Provide anomaly scan?
- Provide nucleic acid testing?

Contact information

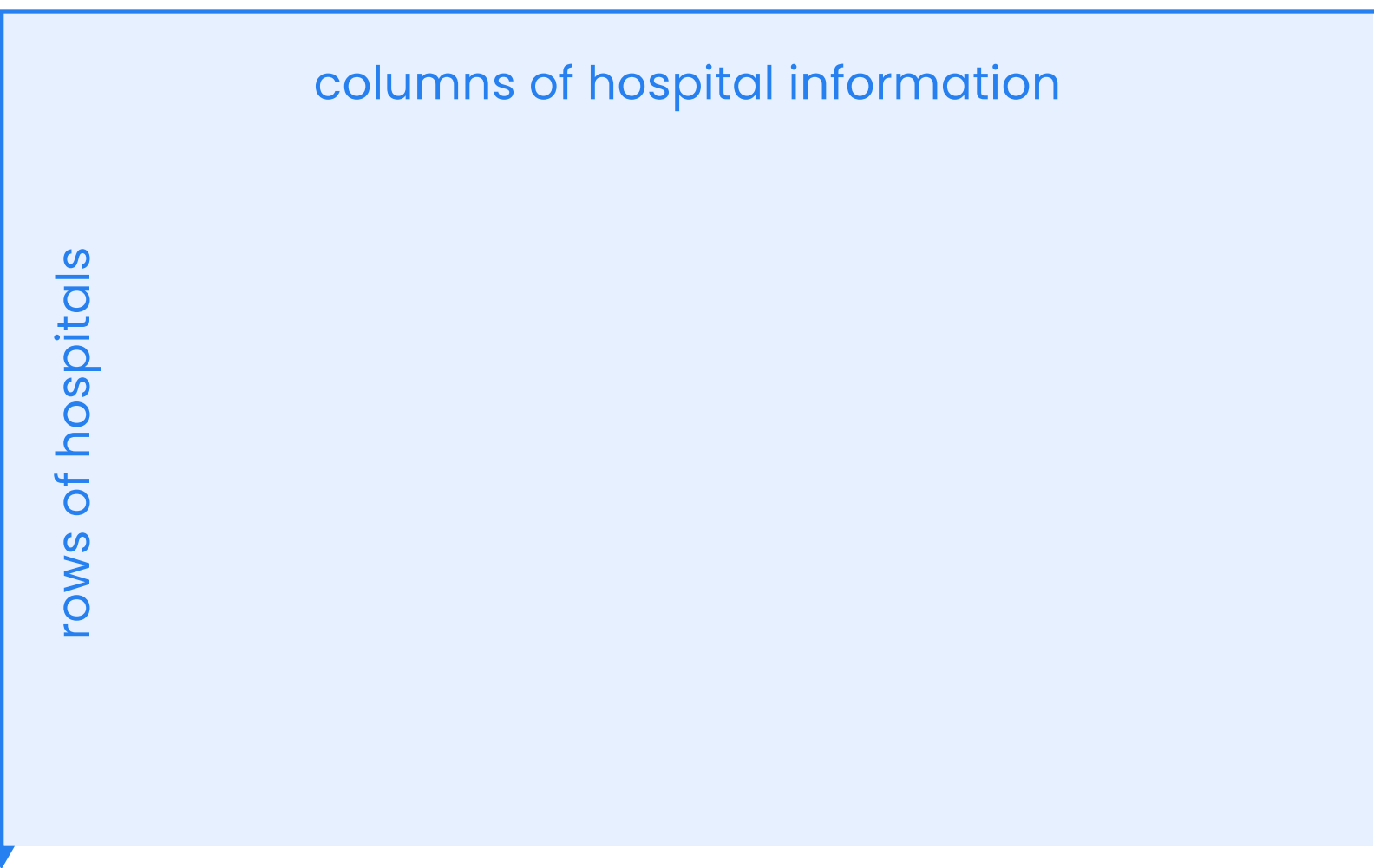
- Contact number of the Department of Obstetrics & Gynecology
- Hospital operator contact number
- Address (which door is available to enter)

MVP

Easy to use tool as MVP

With help from 20+ volunteers, we managed to check the correct information with hospitals and updated it in the spreadsheet daily.

We then shared this spreadsheet in the pregnant mother communities in Wuhan.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1	医院名称	分工	地区	地址	电话1	电话2	电话3	电话4	电话5	可接收普通孕 妇	可接收疑似/确 诊孕妇	可做常规产检	可做孕期产检B 超	可做中孕期三 维排畸彩超（ 大排畸）	可接生	可做核酸检测	补充说明
2	武汉市蔡甸区 人民医院（协 和江北医院）	瑞敏	蔡甸区	武汉市蔡甸区 成功大道111号	027-84918001 院办	027-84906202 产科	027-84942999 值班电话			是	否	是	是	否	是	是	核酸检测
3	东西湖区人民 医院	羊羴	东西湖区	武汉市东西湖 区临空港大道（ 西侧）与三店 大道（南侧）交 汇处	027-83892010 办公室 13971421220 值班电话	027-83897248 产科	027-83895838 新生儿科			是，只接急诊	否	是，只接急诊	是，只接急诊	否	是，只接急诊	否	无紧急情况 妇来
4	武汉太康医院	羊羴	东西湖区	武汉市东西湖 区金山大道87 号216栋	027-83081308 总机 15907186255 值班电话	650521 妇产科分机号	620210 超声科分机号			是	否	是	是	否	是	否	做大小排 到岗；设 ，不建议
5	东西湖区妇幼 保健院	瑞敏	东西湖区	东西湖区吴家 山吴南路3号	15907140670 值班电话												
6	武汉市汉阳医 院	Lingyang	汉阳区	武汉市汉阳区 墨水湖路53号	027-84769966 027-51006406 值班电话	027-50100492 妇产科医生办公 室	027-51006446 新生儿科医生办 公室	027-51006435 儿科医生站	027-51006453 儿科护士站	是	否	是	是	是，需预约	是	是，疑似可做	做核试需
7	武汉都市妇产 医院	寇帅	江汉区	武汉市江汉区 青年路318号、 322号	027-85268003	15623194331 值班电话				是	否	是	是，需预约	是，需预约	是	否	
8	武汉百姓医院	小黑	江汉区	武汉市汉口贺 家墩141号	027-85881111 值班电话												
9	湖北省妇幼保 健院	秋红	洪山区	武汉市洪山区 武昌街道口武 路路745号	027-87169101 妇产科	027-87169321 院办	13387557417 B超科	027-87169321 白天值班	027-87169225 夜间值班	是	否	是	是	是，仅加急	是	否	非加急情 能不收
10	湖北省中医院 光谷院区	石头	洪山区	武汉市洪山区 珞喻路856号	19947648113 值班电话												
11	武汉真爱妇产 医院	费丫	洪山区	武汉市洪山区 雄楚大道489号	13657276258 值班电话					是	否	是	是	否	是	否	大排畸之 化完

Collect user feedback

We received very positive feedback from the pregnant mother community, which justified our initial concepts. But, the trade offs of the MVP are also very obvious...

 Concept

The information is valuable!

 Information gap

Not familiar with prenatal terminology

 Missing function

Difficult to filter certain hospital

 Shareability

The spreadsheet is easy to share

 Missing information

Not sure about the update time

 Accessibility

Hard to access in mobile

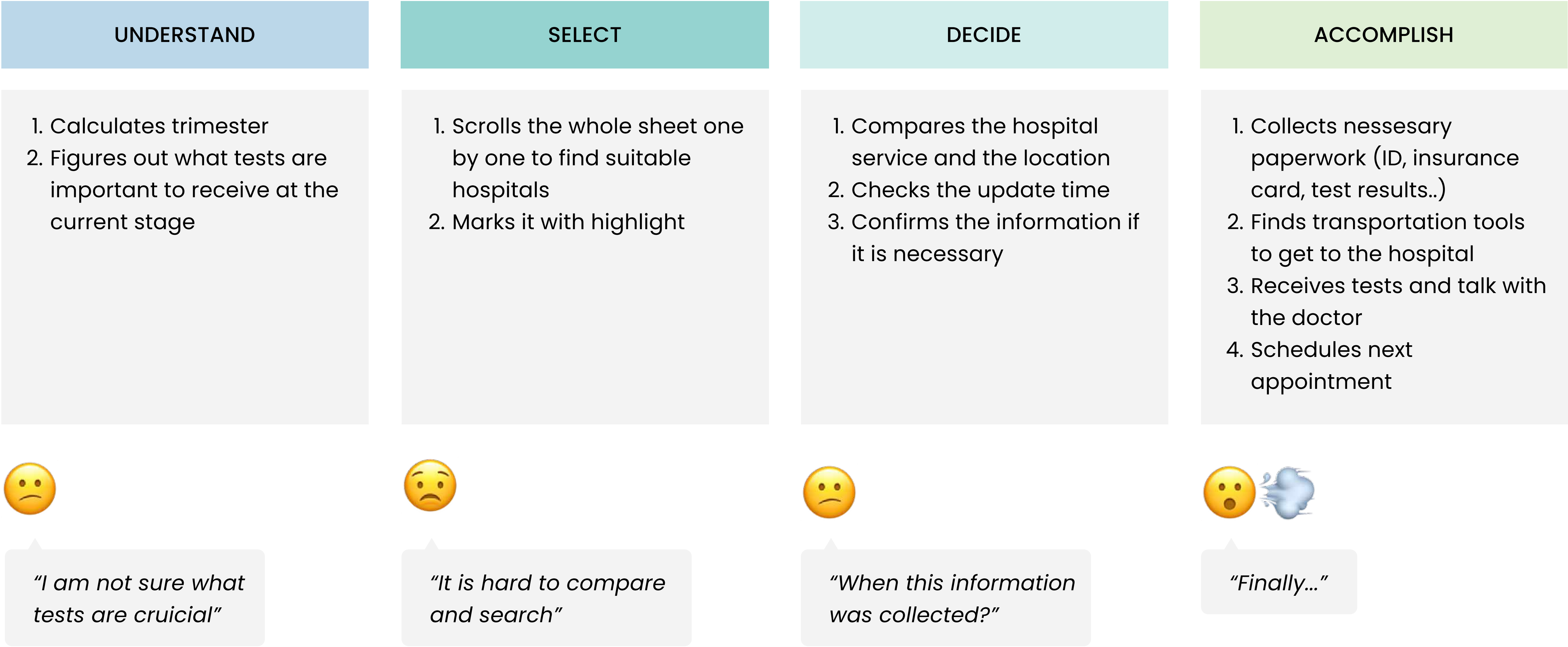


Yi Zhang

Scenerio: Yi is a first time pregant mother in her 27. Ms. Zhang is at the early trimester after the pandemic outbreak in Wuhan. Her family doesn't own a private vehicle so she mostly relies on public transportation.

Goals

- 1. Received nessesary prenatal tests
- 2. Less exposure risk to the virus
- 3. Less mental burden



Opportunity

- Needs better user experience regarding the current pain points, and remains low cost for users to use and share
- Needs nessesary prenatal knowledge, especially advices during COVID to help them make better decisions

Internal Ownership

- Dev team: Builds a mobile webapp
- Content team: Creates professional prenatal content and cute illustrations to help them understand their situation
- Utility team: Provides hotline to serve pregnant mothers with free transportation tools

not only

HWM Question Iteration

✓
HWM help pregnant moms find
suitable hospitals to ~~do their~~ tests?

but also help them learn about
prenatal tests, on mobile?

User flow

UNDERSTAND

Provide trimester figures to help them locate their stages

Describe the tests and give advice on the alternatives

Provide acknowledgement of medical professionals

SELECT

Filters to select locations

Filters to select services

Search bar for hospital name

DECIDE

All services information regarding the specific hospital

Additional information about this hospital

Update time

Multiple contact numbers

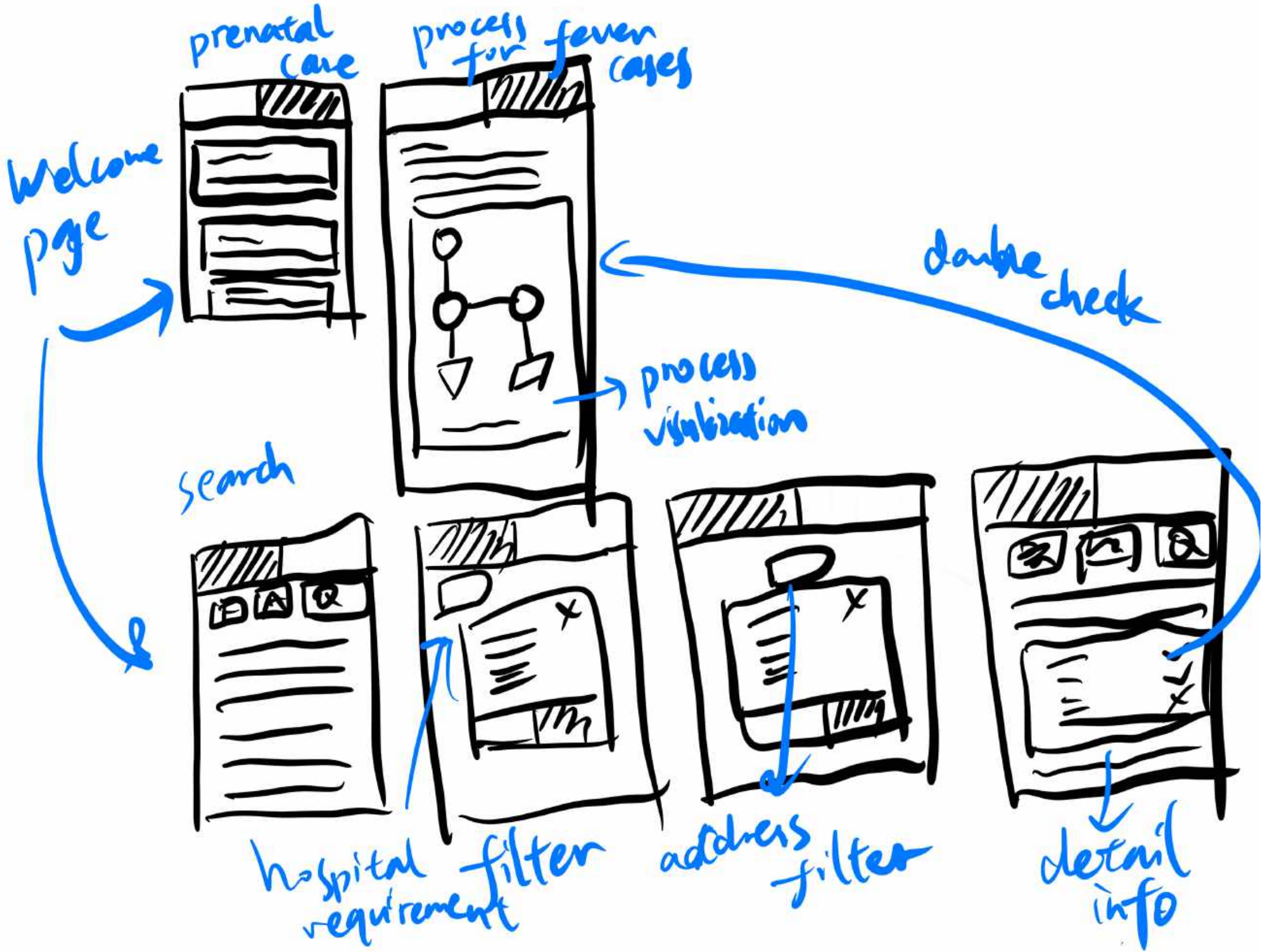
Address

ACCOMPLISH

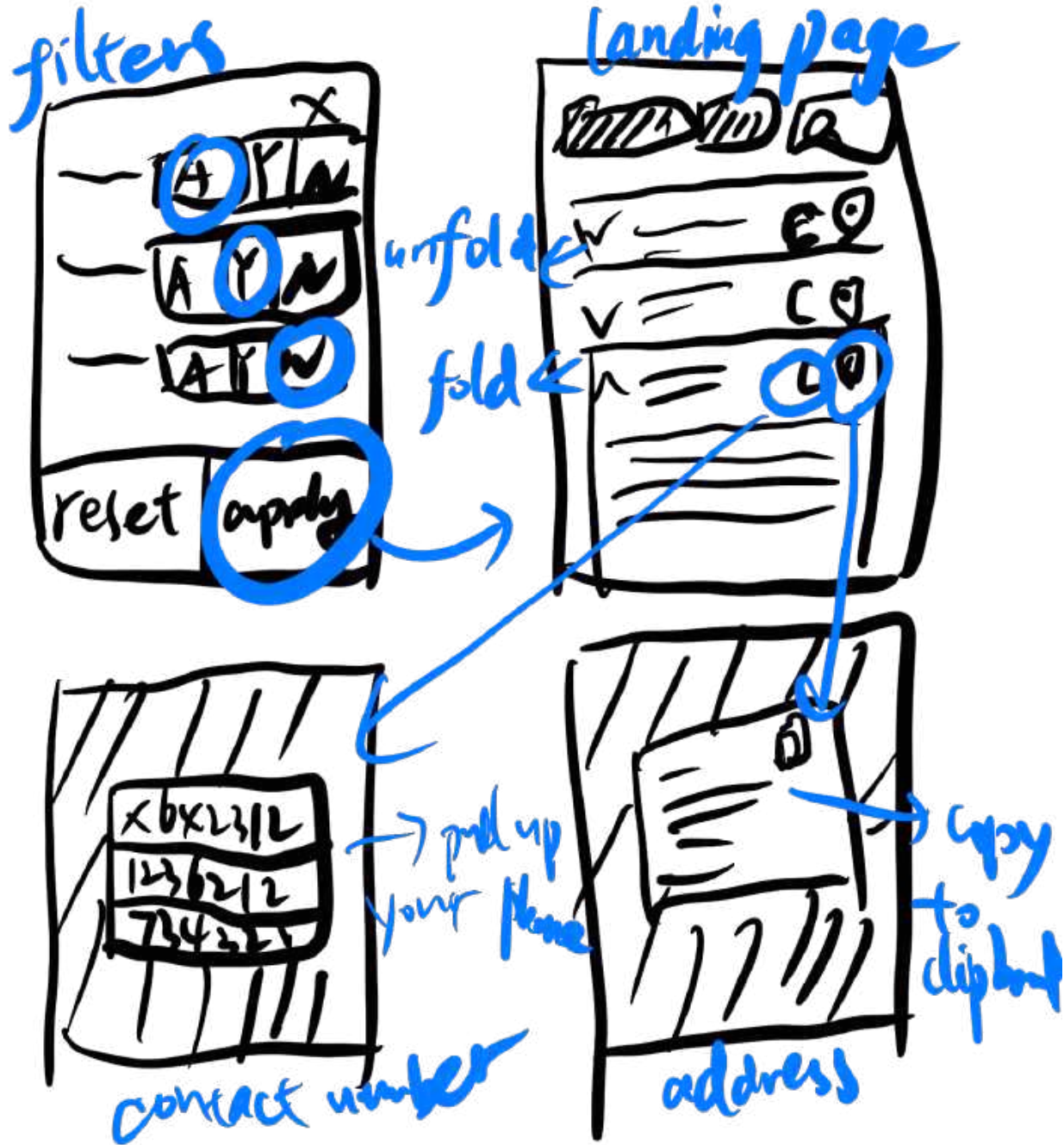
Report an issue

Share via different apps

Main Flow



Key Feature



Three design principles

The design principles actually came from some “heated” design discussion with sophie during the lo-fi sketches. We went back and created these principles together to help us unite our goals.



Easy to use

The tool should be easy to learn and browse without an effort.



Trustworthy

We want our users to trust our information and help us to improve it.



Just enough information

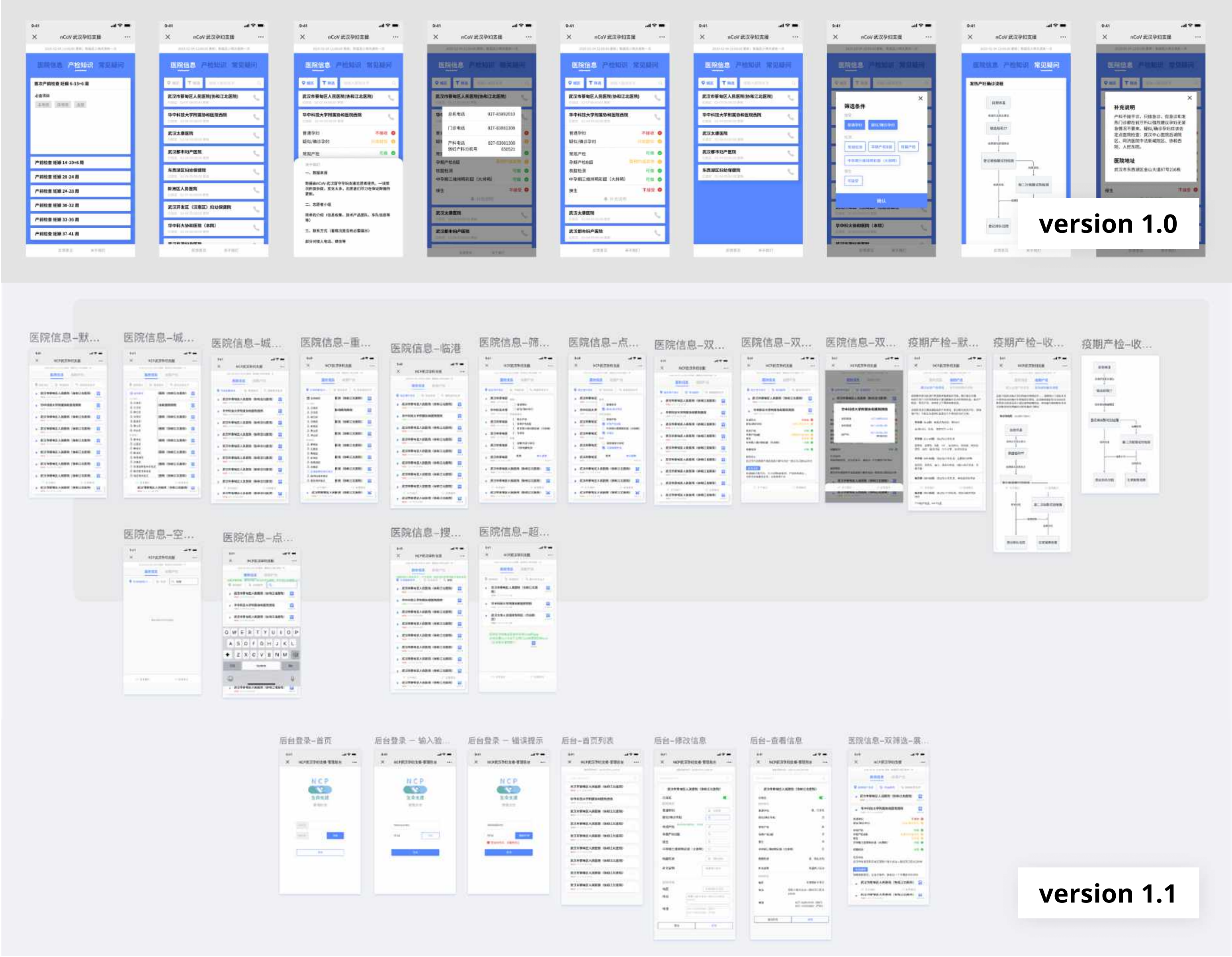
We don't want to overload our users with too much information.

User Testing

Build Version 1.0, and 1.1 fast

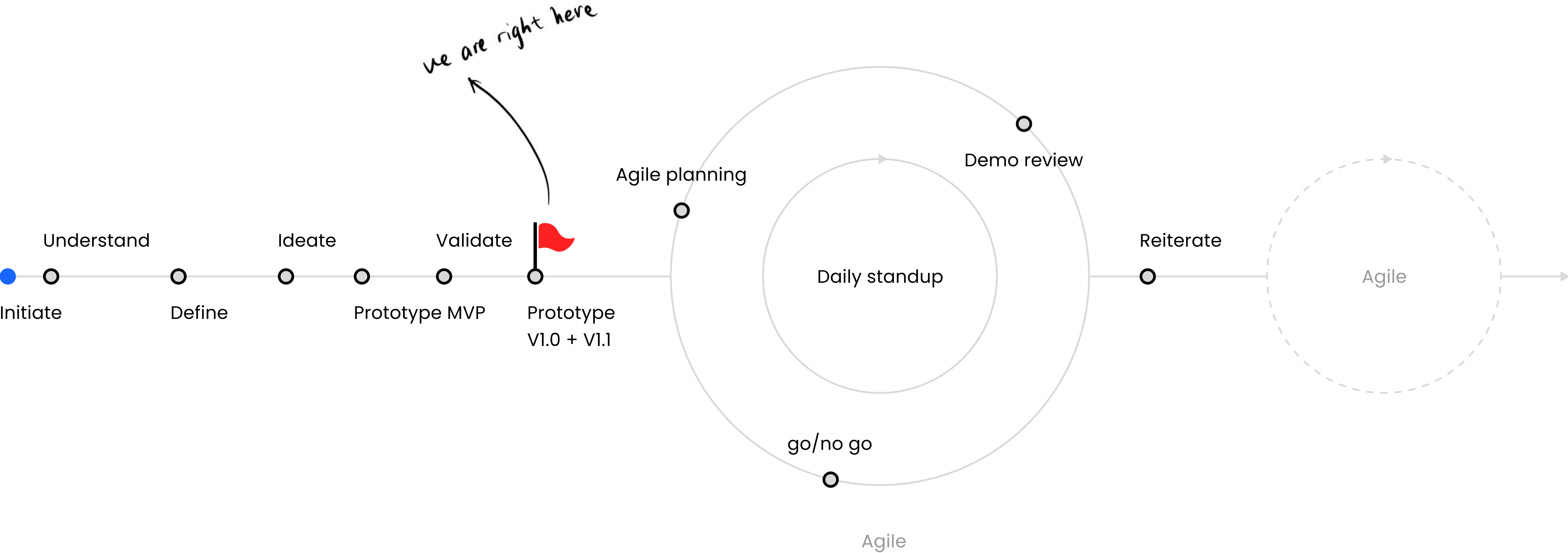
To save more time for agile development and provide more context for our stakeholders, we jumped from lo-fi prototype to hi-fi prototype.

We created V1.0 and received quick feedback from the PM and decided to use a cleaner UI pattern and lighter fonts (but still very readable).



Eat our own dog food

After accomplished the V1.0 design sprint, we joined the agile dev team to review, refine, and reiterate our design.



Key Iteration

How to filter the hospital info?

We started with a 3 options toggle-switch but found it too complex for users to understand and required extra steps.

Service Type

Non-Covid Patient

AllYesNo

Acid Testing

AllYesNo

Suspected/Confirmed Patient

AllYesNo

Regular Checkups

AllYesNo

Ultrasonography

AllYesNo

Non-invasive Prenatal Testing

AllYesNo

Amniocentesis

AllYesNo

Delivery

AllYesNo

Reset

Done



Service Type

Covid-19

☐ Non-Covid Patient

☐ Acid Testing

☒ Suspected/Confirmed Patient

Prenatal Service

☐ Regular Checkups

☒ Ultrasonography

☒ Non-invasive Prenatal Testing

☐ Amniocentesis

☐ Delivery

Reset

Done



Service Type

Reset

Covid-19

Non-Covid Patient

Acid Testing

Suspected/Confirmed Patient

Prenatal Service

Regular Checkups

Ultrasonography

Non-invasive Prenatal Testing

Amniocentesis

Delivery

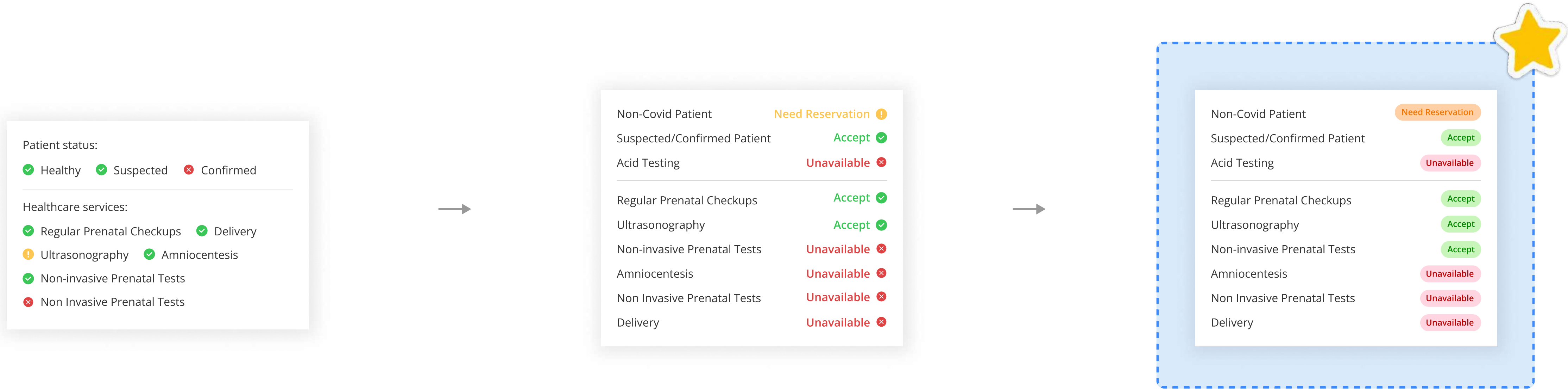
Show Results

Star

Key Iteration

How to visualize the hospital info?

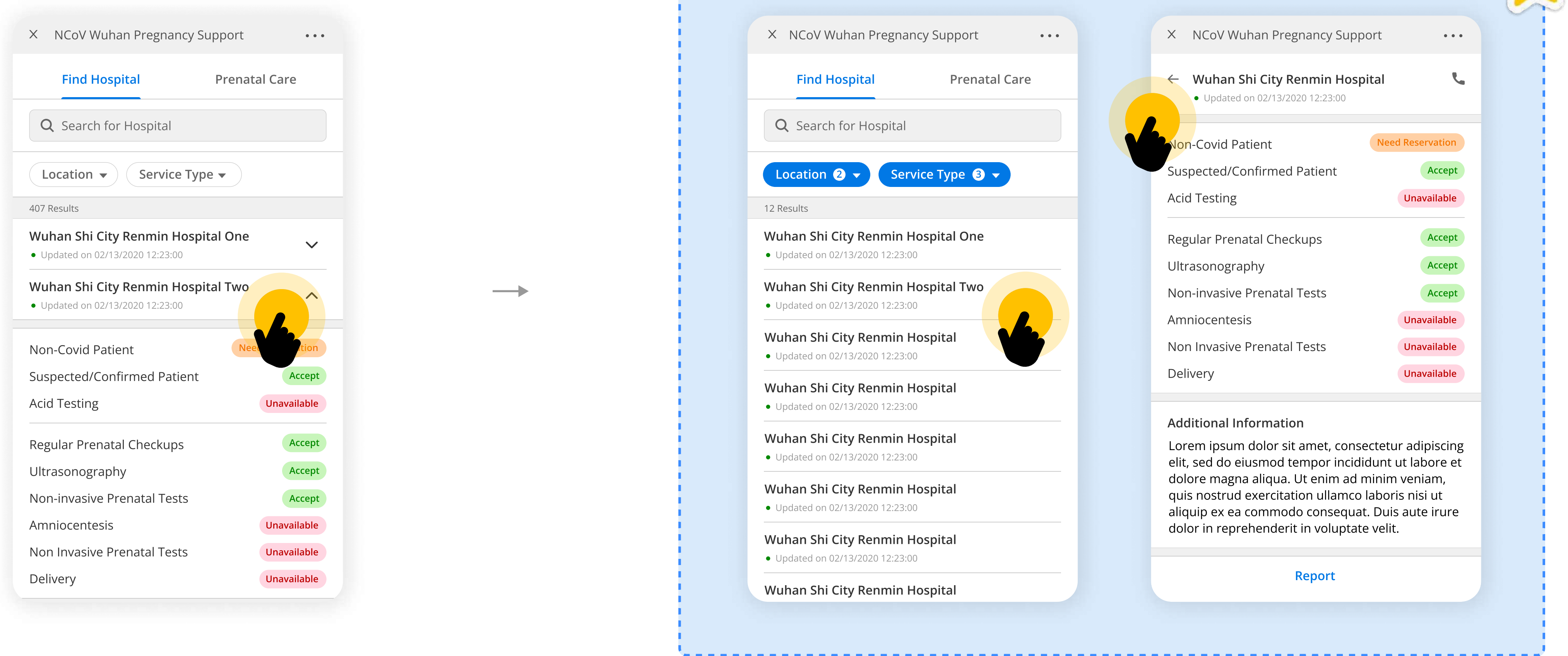
We managed to find a balance bettween
readability and a clean style



Key Iteration

How to view the landing page?

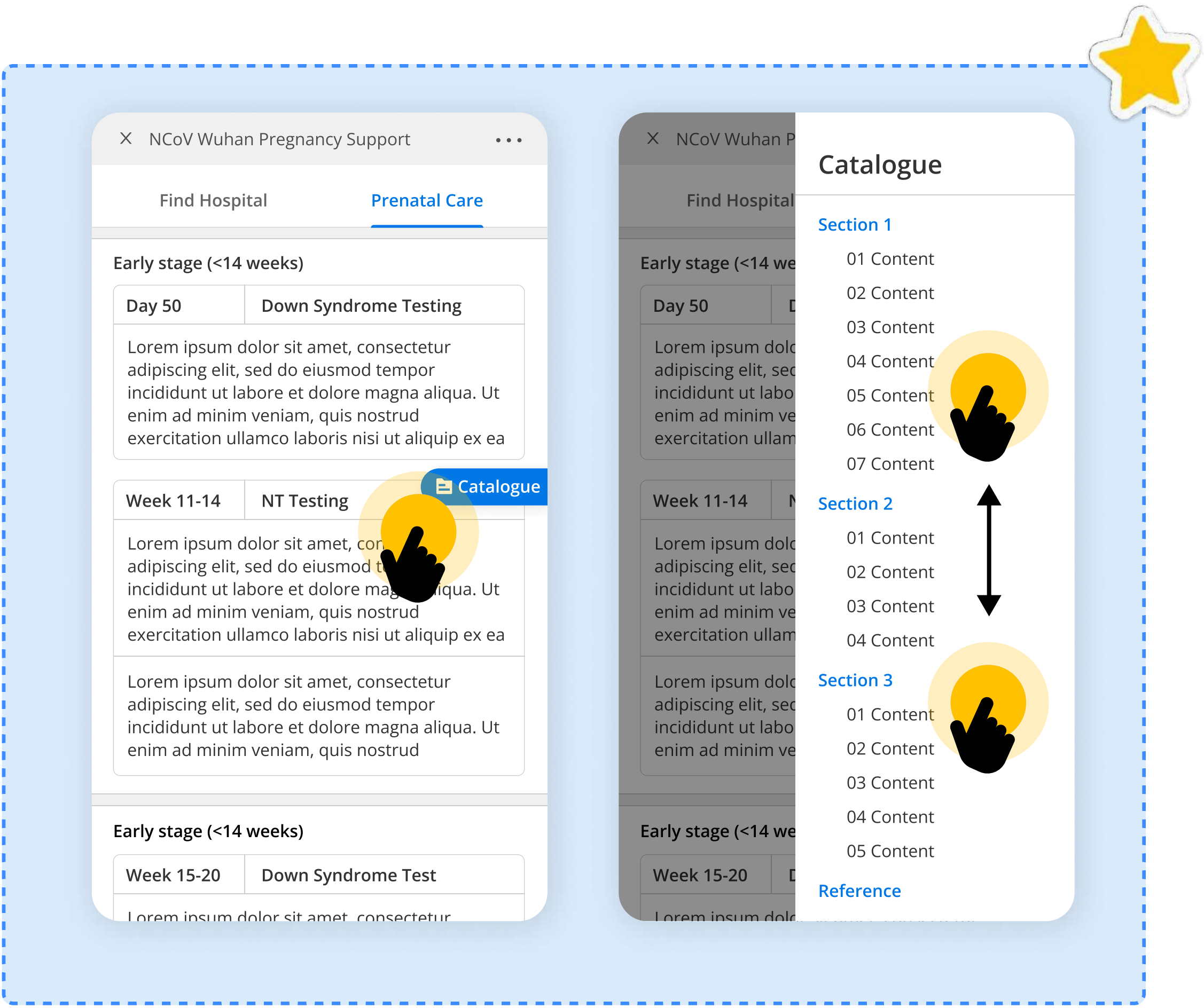
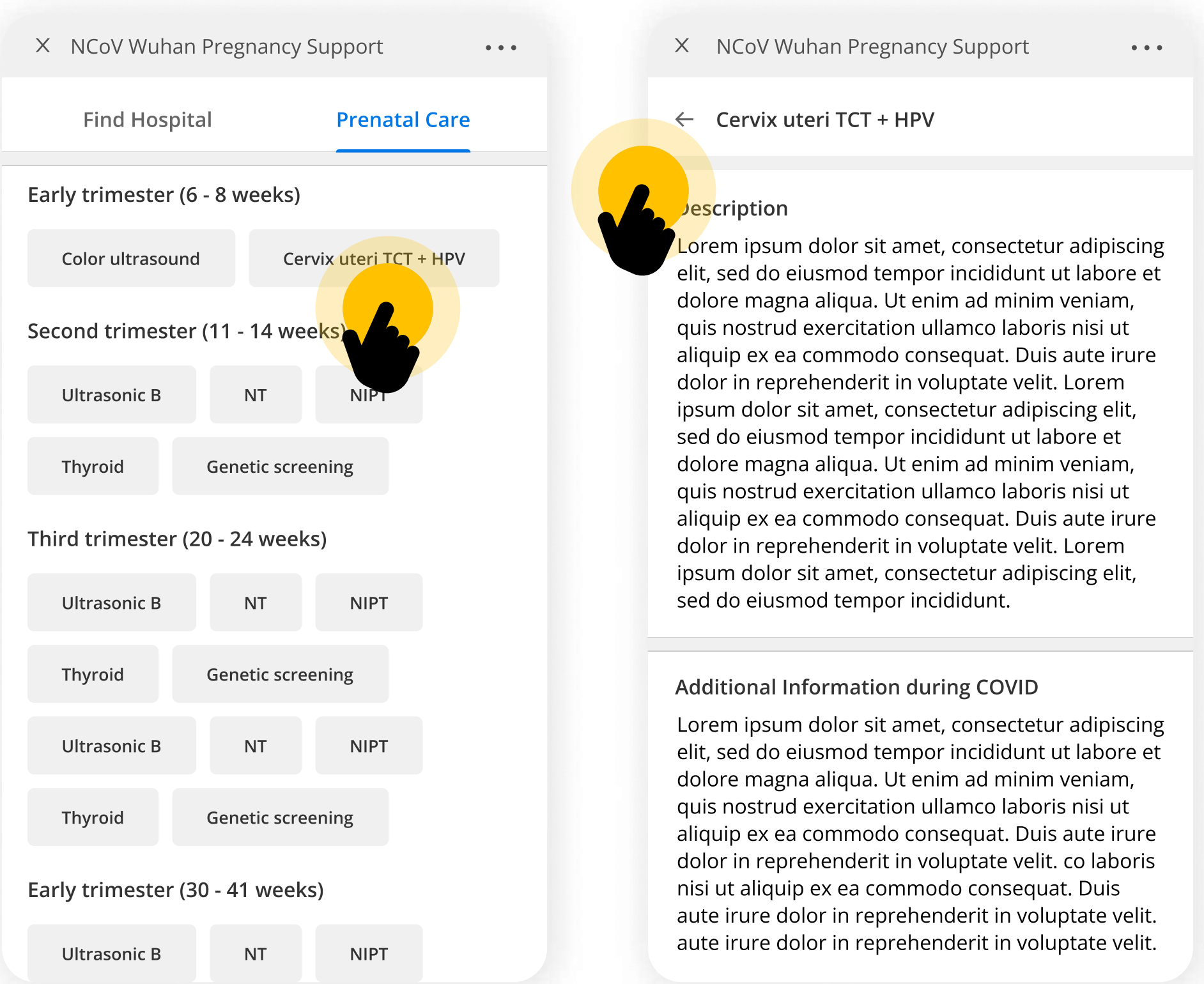
Using a separte page is easier for users to find information and share it with others though it sacrifices the instant visit.



Key Iteration

How can our users quickly find what they want?

Using a seperate page is not friendly for users who are not familiar with the terms.



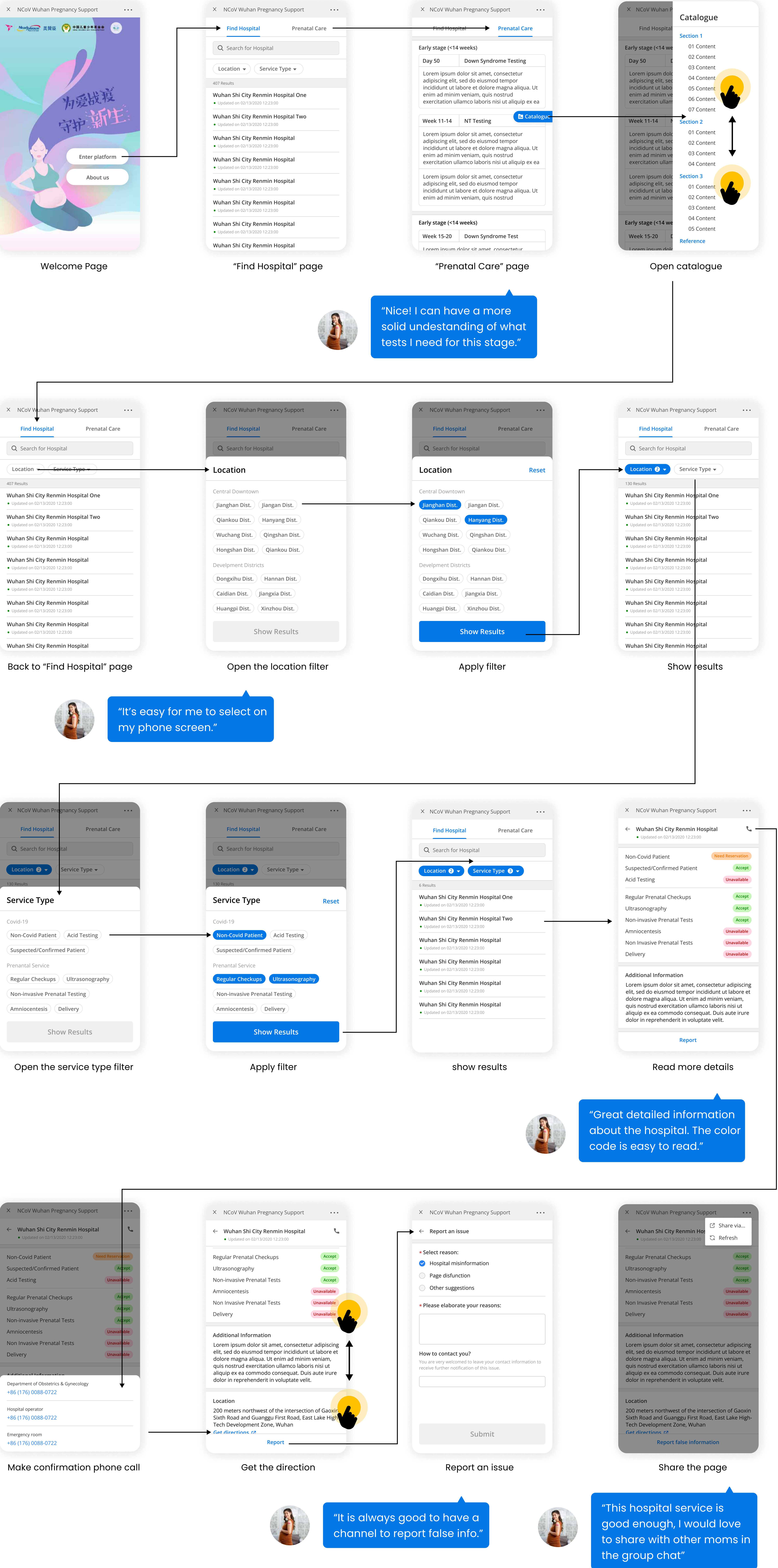
Final Deliverables

Let's quickly walkthrough the V1.2 webapp with the story of Yi Zhang.



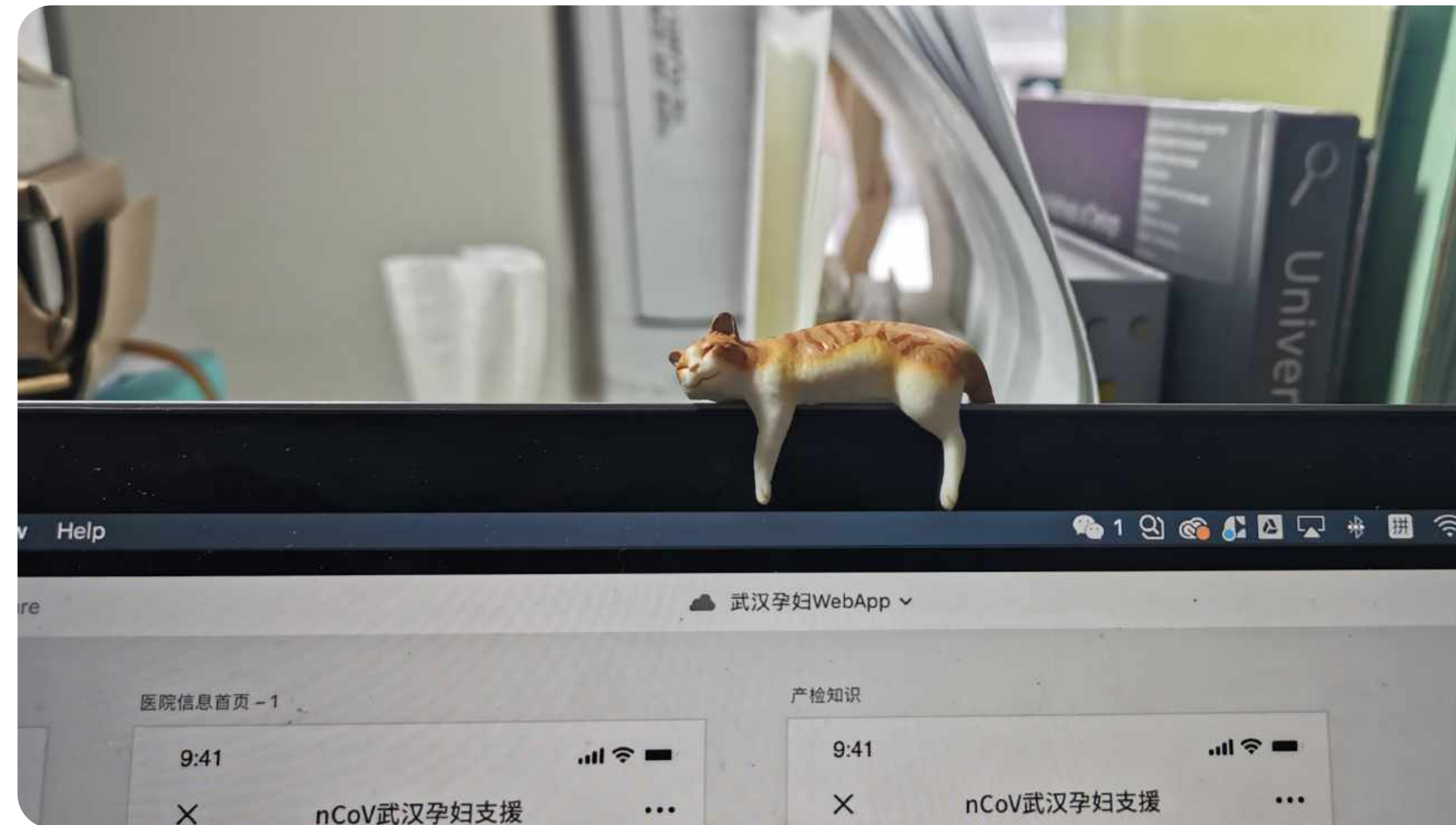
Yi Zhang

Scenerio: Yi is a first time pregant mother in her 27. Ms. Zhang is at the early trimester after the pandemic outbreak in Wuhan. Her family doesn't own a private vehicle so she mostly relies on public transportation.



If I had more time...

- Design the UI of admin portal as well
- Do more rounds of testings with mothers to gain feedback
- Make a well-prepared design system that is accessible for other NGOs, so that they can take advantages from it
- Better adhere to WCAG standards



Dramtically changing environment requires more creativity

- Learn from the primary principles, think out of the box.
- Move fast, tolerant imperfection, and embrace complexity.
- Stand close with users and stakeholders, unify their goals.



Thank You!

Q&A