

General Assembly

Moddom, the mobile app,
to help connect new dads

Problem

Most new dads find fatherhood
a big shock to the system.

What with a lack of sleep (and
lack of general baby knowhow),
it is important for men to be
able to talk openly about these
fast developing experiences.

This isn't always possible with
the busy lives we all lead as well
as when not living nearby
family and friends.

This is a case-study of the
solution to the above problem
detailing all of my UX processes.

The logo for Moddom, featuring the word "MODDOM" in a white, sans-serif font. The letter "O" in the middle is replaced by a white circle. The background of the slide is a dark, grayscale photograph of two men smiling and holding a baby together.

Brand

Why Moddom?

An explanation of the brand logo.
D is for the dads, O is for the babies
M is for the mams and the circle is
the community / network



User Research

How Might We questions

My project statements

- HMW** | Help new dads find information that could impact the life of their babies for the better?
- HMW** | Help stress and anxiety in new dads?
- HMW** | Build a starting point where like-minded dads can create rich and lasting friendships (online and offline)?

User research

Proto-persona for Luke

My assumptions about the types of people
I'm designing for (pre-user research)

Description

Luke
New father - 1st child
Mid 20s - 40
Business analyst

Behaviours

Has been married for 6 years
Lives in countryside or remote area
Is a sociable person
Likes meeting new people
Is tech savvy
Open and honest



*"There are some
many new dad
things I'm not
sure I'm doing
properly - but how
do I know?"*

Needs and goals

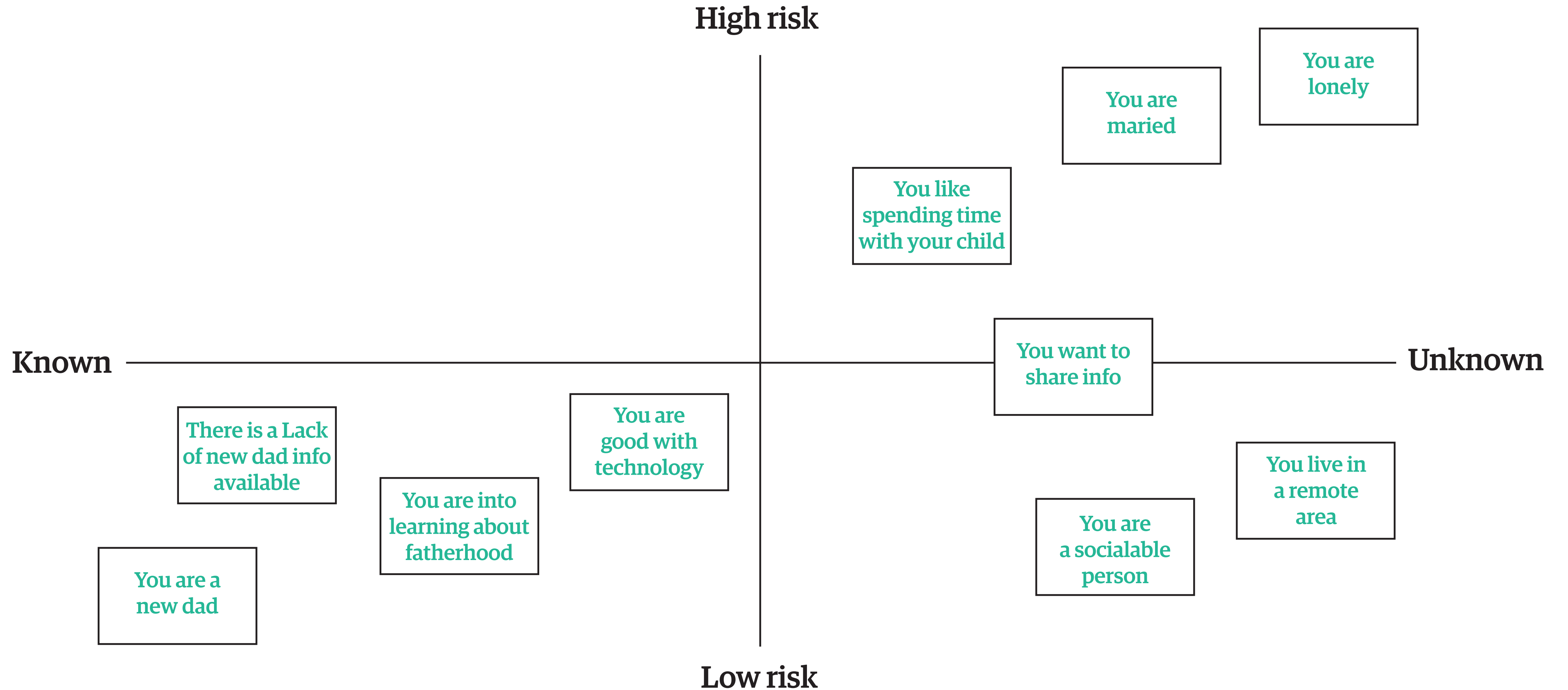
To give and receive new dad info
To be able to talk how he feels about
being a new dad
To add value to being a new dad
To help his wife with parent duties

Painpoints

Fearful of being a poor dad
Doesn't deal with lack of sleep well
Suffers from a lack of local support
Annoyed with lack of relevant
information on internet or in books

User Research

Assumption matrix



User research

Competitor analysis

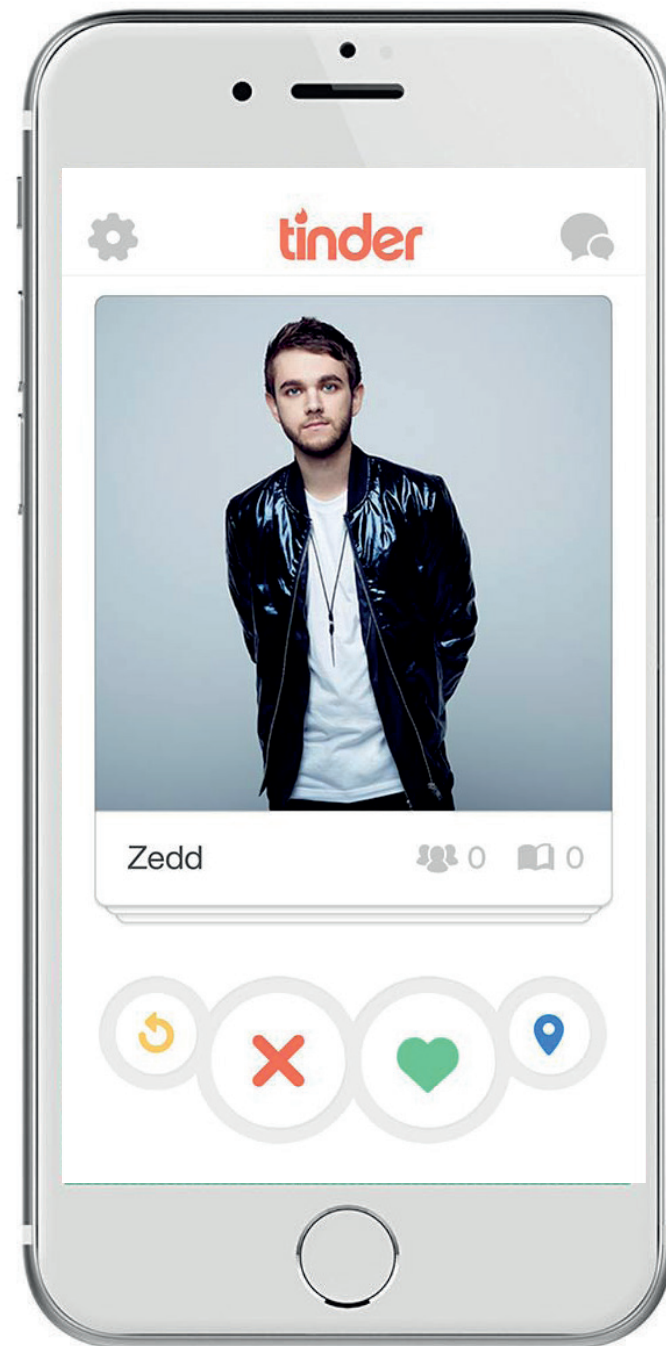
I found the good, the bad and the ugly by looking at 4 apps which offer similar features and functionality.

Key Green - positive. Red - negative

Tinder

Super popular and super easy-to-use, The dating app has great functionality and a really nice interface.

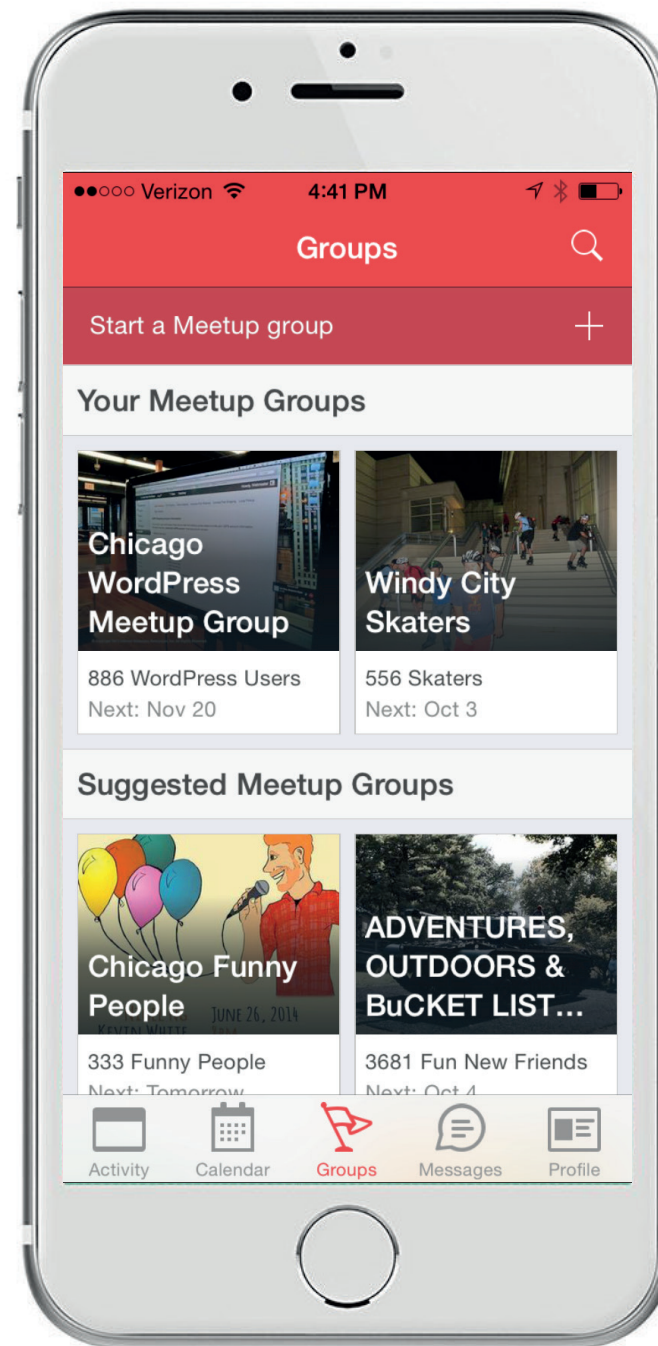
I like the way you simply swipe left or right to either let someone know you like them or want to get rid of them from your list



Meet up

Really popular and a clever way to get people to try out new activities and groups. Simple navigation and clean interface.

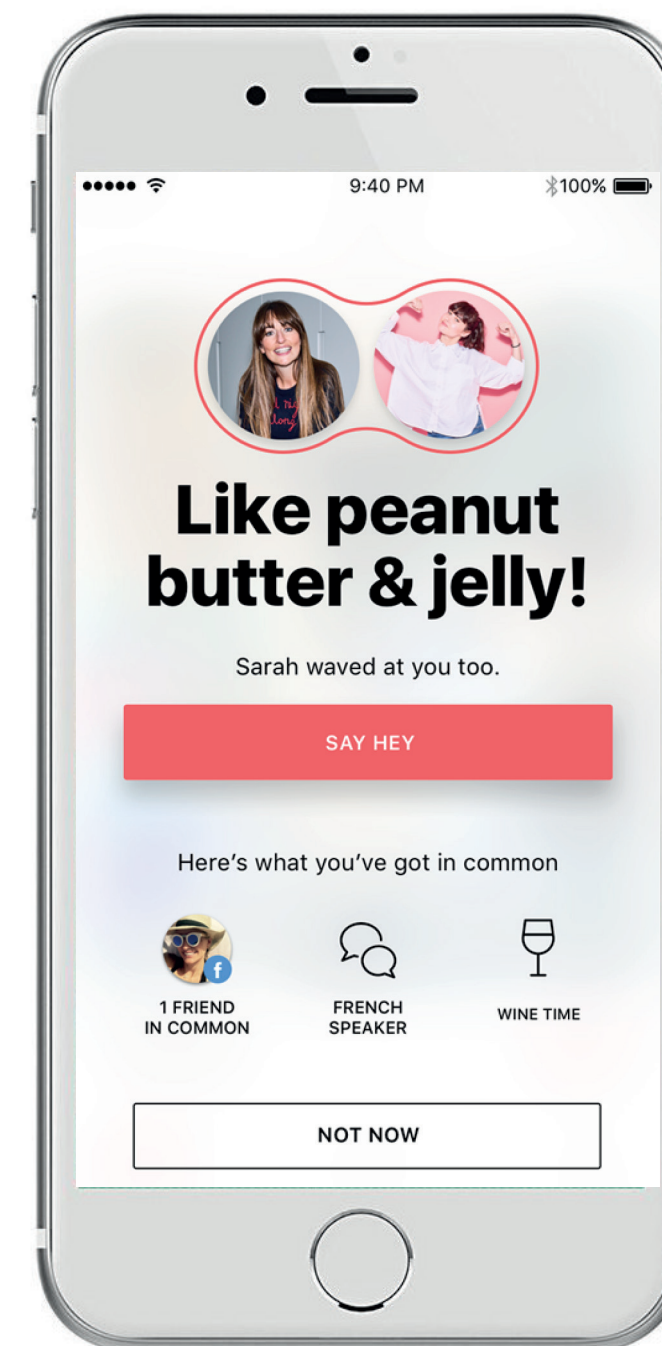
I like the simple way you can select a lot of groups early in yothe profile building process.



Peanut

Mum meeting app which offers a nice experience for mums to chat and read mum articles.

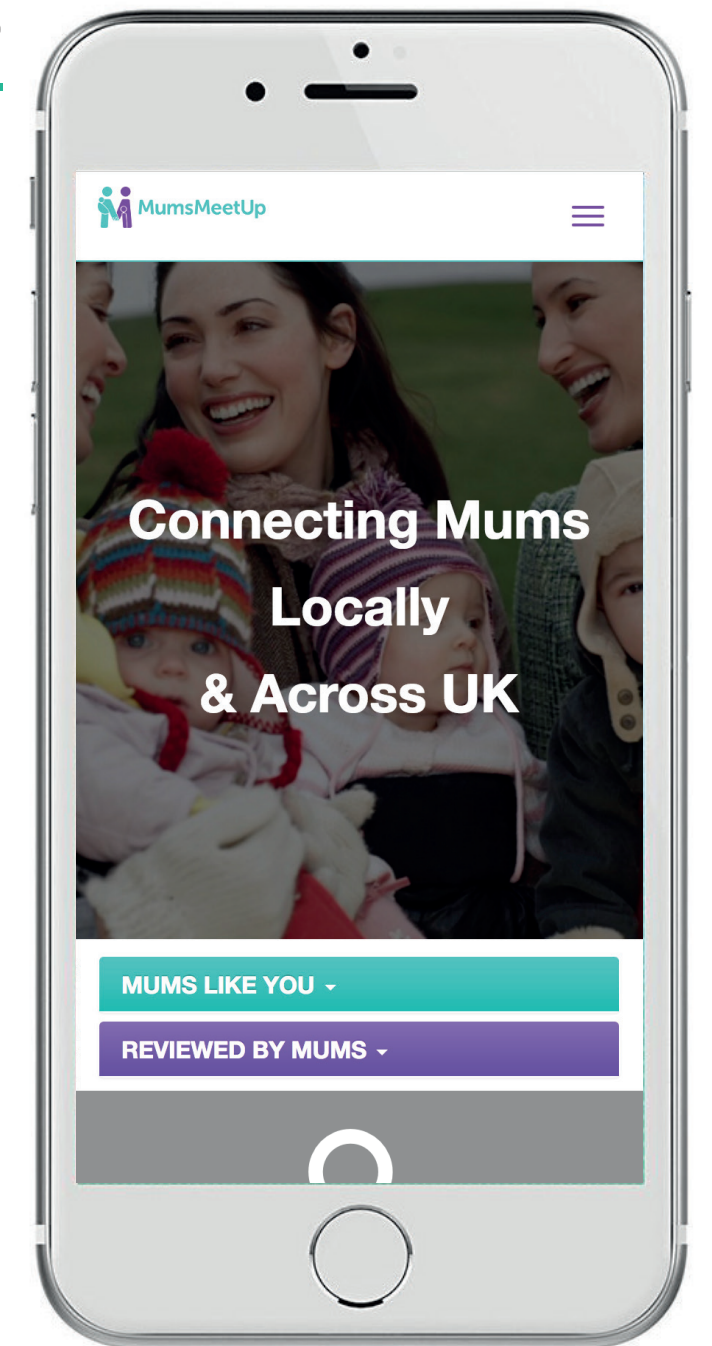
I like the simple UI.



Mums meetup

Another mum meeting app but the experience is quite clunky and the UX is pretty poor. Difficult to use.

I don't like the UI at all and it all feels very dated.



User research

Target audience interviews

How the persona iterated based on my user research interviews

4 new dads interviewed

15 mins per interview

20 interview questions

Setting the scene

1. You are a new dad - congratulations!
2. How old are you and how old is your little one?
3. What is your current job status?
4. Where do you work?

New dad experiences / feelings

5. What feelings does being a new father give you?
6. Can you tell me an example when you felt nervous and in the unknown as a parent?
7. Do you talk to anyone about your experiences as a new parent?
8. If yes, are they local?
9. If yes, how many times do you talk to them a week?
10. Would you prefer to talk to someone in person or via a digital platform?
11. Do you have a community or meet up where you discuss 'new dad' issues with anyone?
12. Would you benefit from this?

New dad / child time

13. How often do you look after your child on your own during the week?
14. What feelings does this give you?
15. How do you decide what to do in this time?
16. Are there any interesting local things or places for you and your child to visit?
17. If yes, can you give some examples?

Relationship with Technology

18. How is your relationship with tech?
19. What apps you currently using?
20. Could you imagine a product or service that would help you connect or to access vital information to help you be an awesome dad?

User research

Key findings from my interviews
with the target audience

Felt nervous, full of doubt and daunted when they first become fathers.
Felt they didn't have a support network.
Didn't use phone to call people - use social media, chat apps instead.
Is aware of male stigma in opening up and expressing feelings.
Struggled with lack of knowhow and confidence when alone with child.
Would benefit in talking to like-minded dads.
Are tech savvy.

User research

Updated persona for Luke

How the persona iterated based on my user research interviews. Iterations in green.

Description

Luke
New father - 1st child
30
Business analyst

Behaviours

Tends to just 'get on with it'.
Lives in remote area
Is a sociable person and likes meeting new people
Is tech savvy - uses a range of social apps. Likes whatsapp.
Open and honest but apprehensive about opening up emotionally about his new dad role due to male stigma
competent father



"Men as a species aren't evolving fast enough - we shouldn't be embarrassed about being open"

Needs and goals

Wants to embrace the best period of his life - parenthood
Wants support
To be a supportive to his family emotionally, financially.
Keen to learn to help with child's development add value to the family.
Likes to talk and share info.
Open to learning new activities
Wants to meet like minded fathers

Painpoints

He has fears of not being a good dad
Worries about losing his job (due to tiredness / performance at work)
Worries about lack of support
Doesn't deal with lack of sleep well

User research

A day in the life of Luke



His inexperience of fatherhood is now becoming apparent and it's making him anxious.

Wednesday

Luke have have been awake quite a lot during the night with his newborn daughter Tilly. He is really enjoying this incredibly rewarding period of his life but he finds the lack of sleep as well as the lack of like-minded support in his life quite challenging.

He lives in the suburbs and travels into London for work so doesn't have a huge amount of spare time to himself. He nearly fell asleep at his computer today. He gets home and his wife passes over his daughter as she is visiting her friend for the evening.

Tilly is having a bad time with teething and isn't in the mood to give her dad an easy ride tonight. He feels overwhelmed as his inexperience of fatherhood is now becoming apparent and it's making him anxious.

He doesn't have family close and all his mates nearby are older than him or don't have children.

User Research

Problem statement

Defining the problem that Luke is facing

Luke needs a way to connect to like-minded new dads in his area to share knowledge online or to meet up in person because of a lack of a support network in his life.

User Research

Hypothesis

What I can do to address Luke's problem

I believe that by building an app for Luke that helps him connect with like-minded new dads locally will help him achieve greater gained child knowledge, a better sense of general wellbeing, new friendships and will be a stepping stone to building a more rewarding relationship with his new daughter Tilly.

We know this to be true when he connects with a new dad and benefits from having have a chat, online or offline, about an issue he has about fatherhood.

User Research

Experience map

This map shows a strategic process of capturing and communicating Luke's interactions and touchpoints throughout a usual day. It starts badly after a poor nights sleep and is

constantly a struggle throughout the day. The introduction of the app helps with the lift in Luke's mood which peaks when he finds someone to talk to and meet up with.

Luke wants a platform that helps him connect with local new dads with an aim to chat about experiences or to meet up

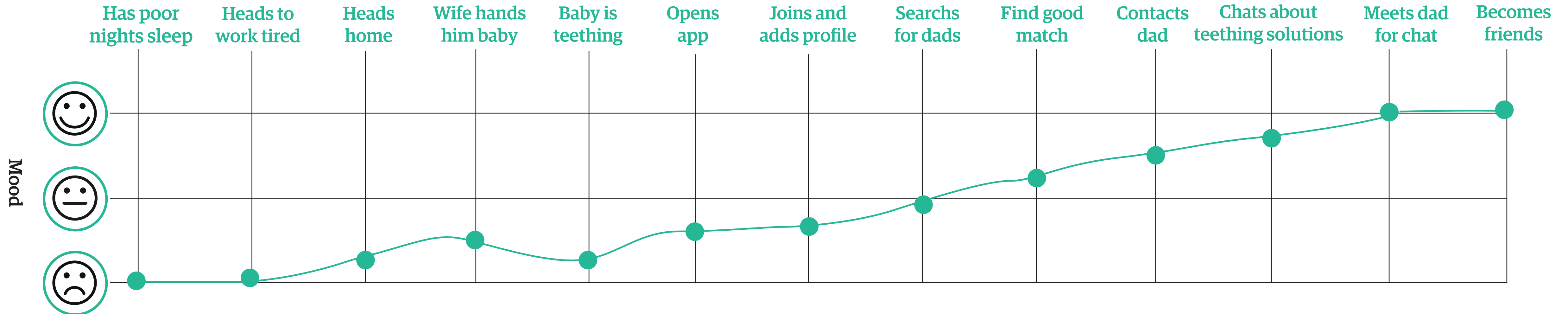
The experience storyboard



Challenging day

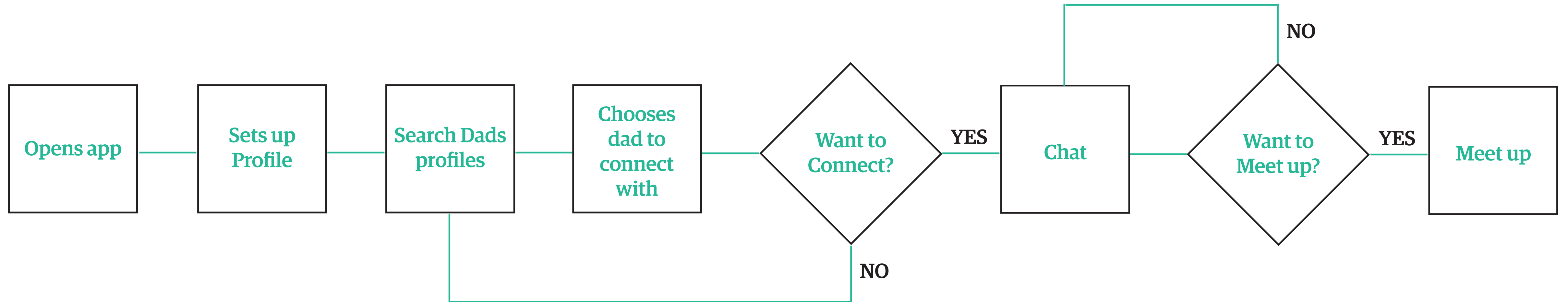
Using the app

App benefit



User flow

The happy path



Wireframes

Initial sketches



SHARE EXPERIENCE
OF MEMBER WP
(WITH OR WITHOUT)
KID.

Usability testing + iteration

Paper, lo-fidelity + mid-fidelity prototypes.

Feedback + painpoints. Part 1.

This is the development path of the child information screen - the first step of building a user profile for the app

3 usability tests were carried out

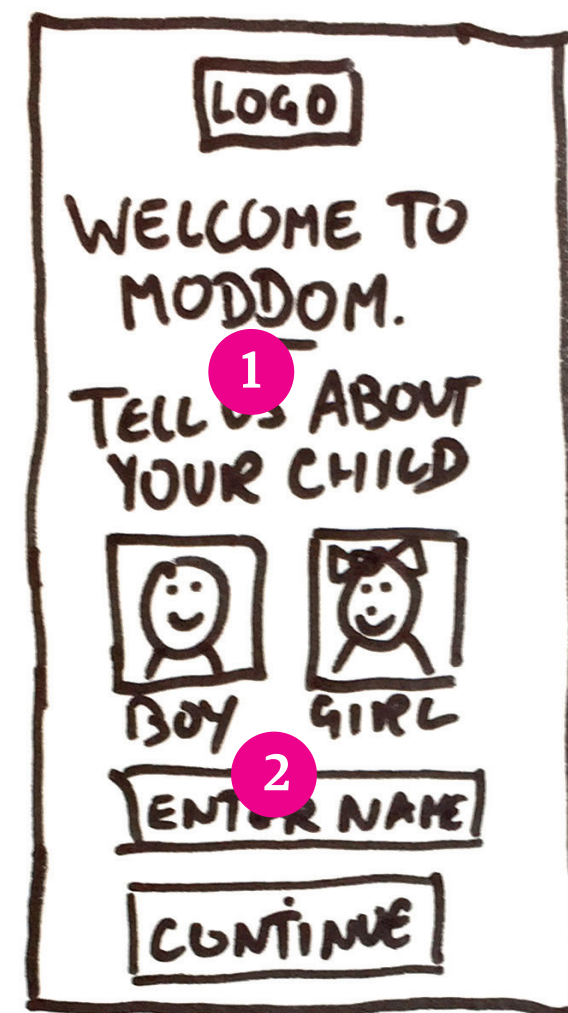
1 prototype for each stage of iteration: Paper, lo-fidelity + mid-fidelity

Prototypes for: Build profile (Select child info)

Paper (Pen & paper)

1 There is a welcome screen but then no mention that is the start of your profile buildup.

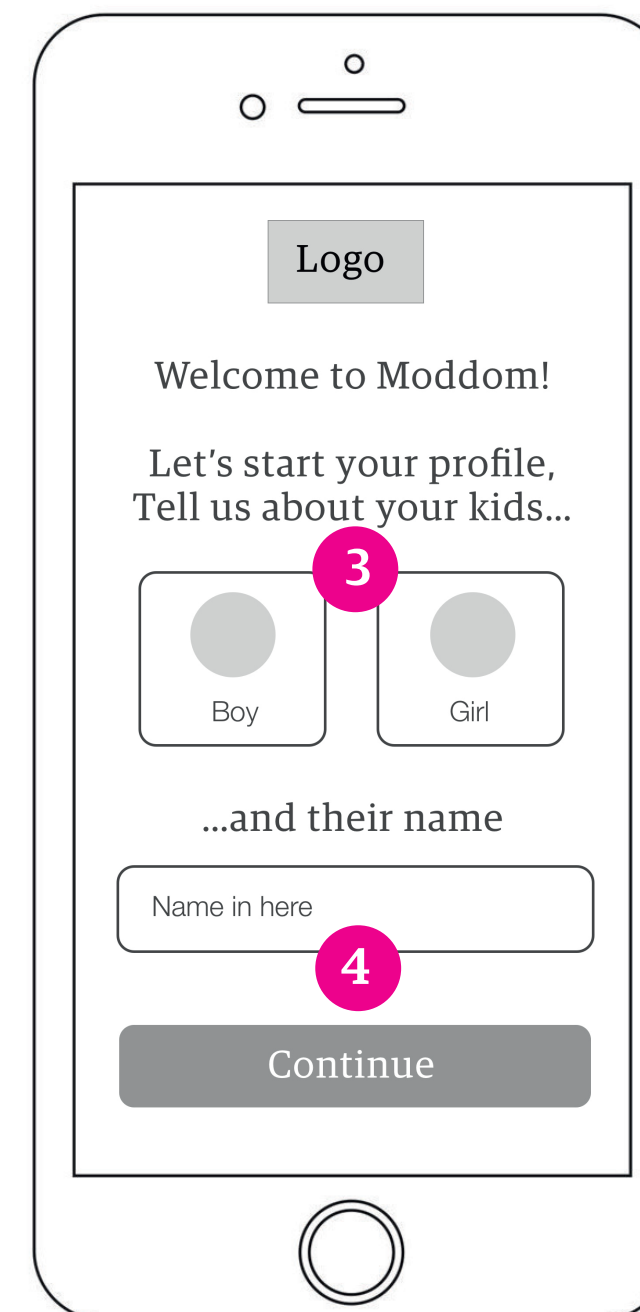
2 The enter name field would also benefit from some instruction so a title is needed.



Lo-fidelity (Sketch/Invision)

3 The next step of the test raised the point that not everyone will want to sign up to the app or make a profile, so a solution would be to add a skip button to opt out.

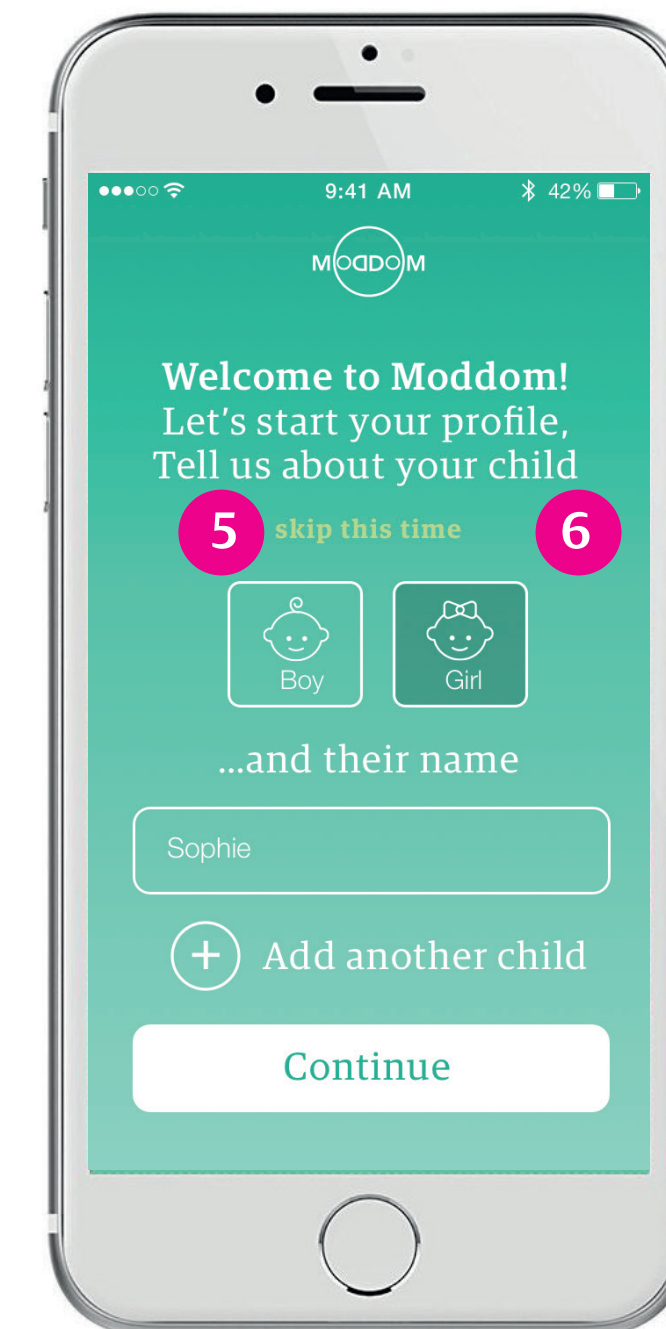
4 There is no function built in if you need to add in another child.



Mid-fidelity (Sketch/Invision)

5 I felt I had achieved a better experience by adding colour to click states and the *skip this time* CTA.

6 I improved the tonal voice of the app which was friendly, fun and relaxed.



Usability testing + iteration

Paper, lo-fidelity + mid-fidelity prototypes. Feedback + painpoints. Part 2

This is the development path of the dad characteristic category information screen - the next step in building the user profile.

Interview questions

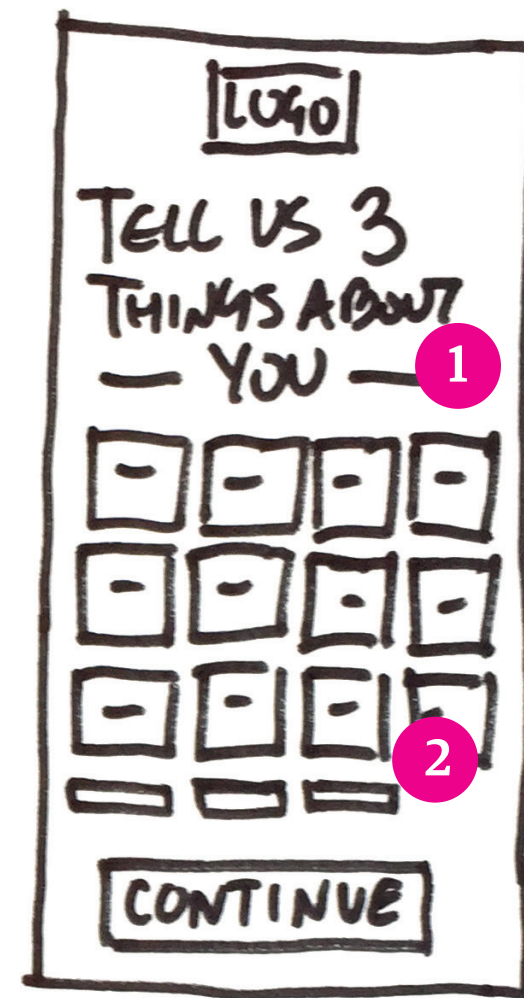
1. Choose 3 categories that would help build the users profile
2. We don't think Sam is a good person to connect with. Can you remove him from the dads list.
3. On the other hand, Kevin seems like a good guy so start a chat conversation with him.

Prototypes for: Build profile (Select dad characteristics)

Paper (Pen & paper)

1 Our paper prototype tester found the message is quite vague and needed to be more descriptive.

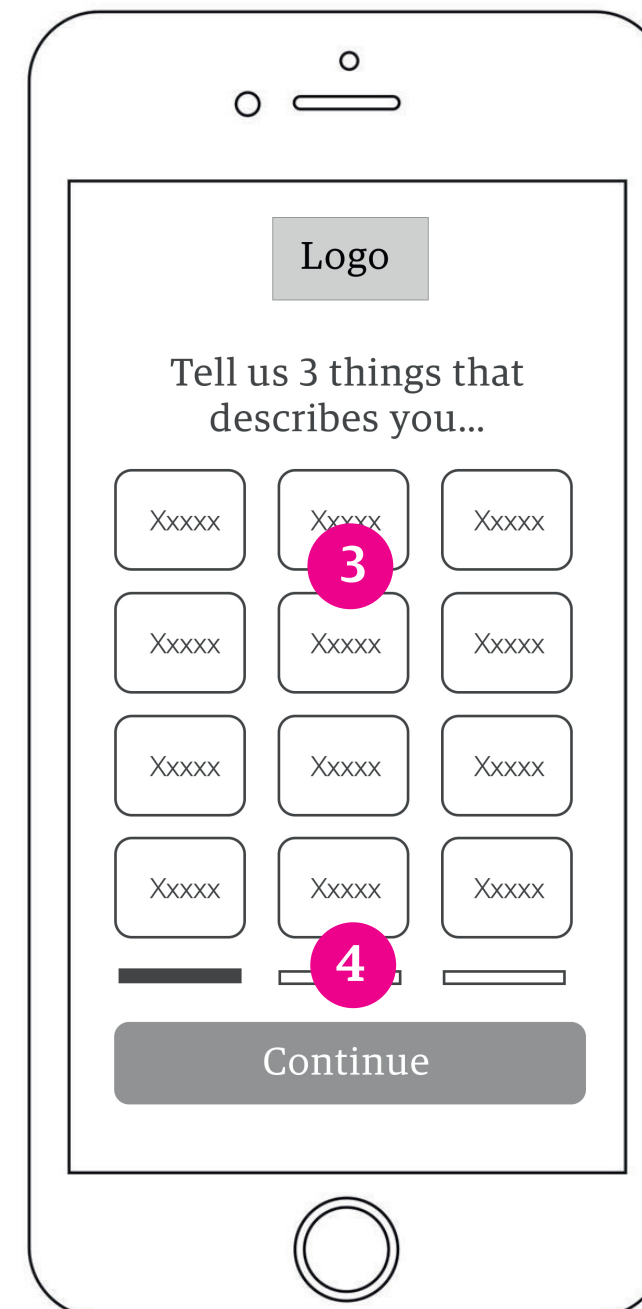
2 It's not clear how this part of the app works.



Lo-fidelity (Sketch/ Invision)

3 The issue of how to choose the 3 characteristics would work again. It's even more unclear as it contains dummy text.

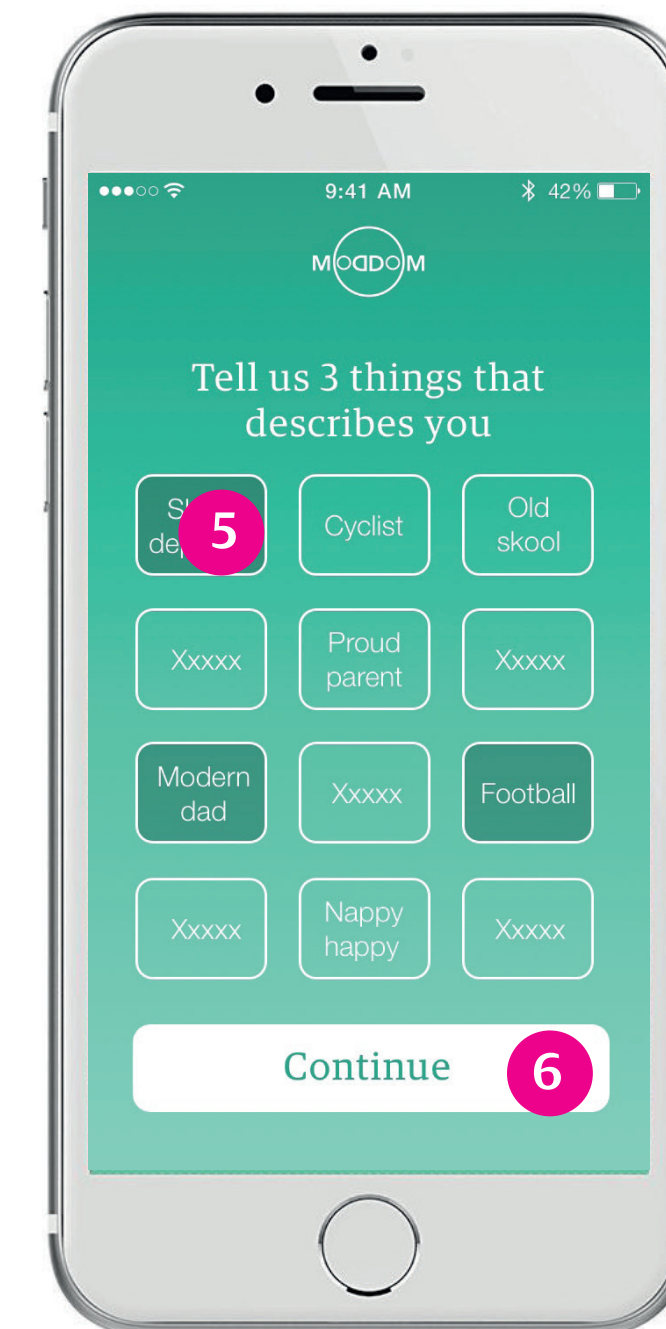
4 This feels like another progression counter but do we need to slide to the next screen on each click?



Mid-fidelity (Sketch/ Invision)

5 We felt that keeping it all on one screen felt better. (No sliding)

6 The continue button is faded out until the 3rd and final characteristic button choice has been selected. This feels like a better experience.



Usability testing + iteration

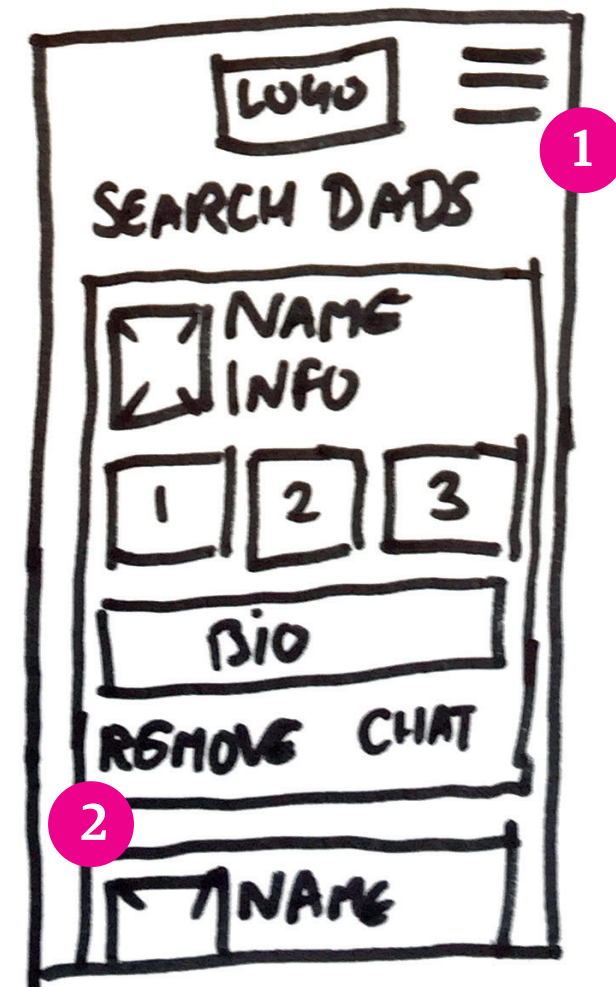
Paper, lo-fidelity + mid-fidelity prototypes.
Feedback + painpoints. Part 3.

This is the development path of the list of new dad profiles page

Protoypes for: The list of new dads profiles

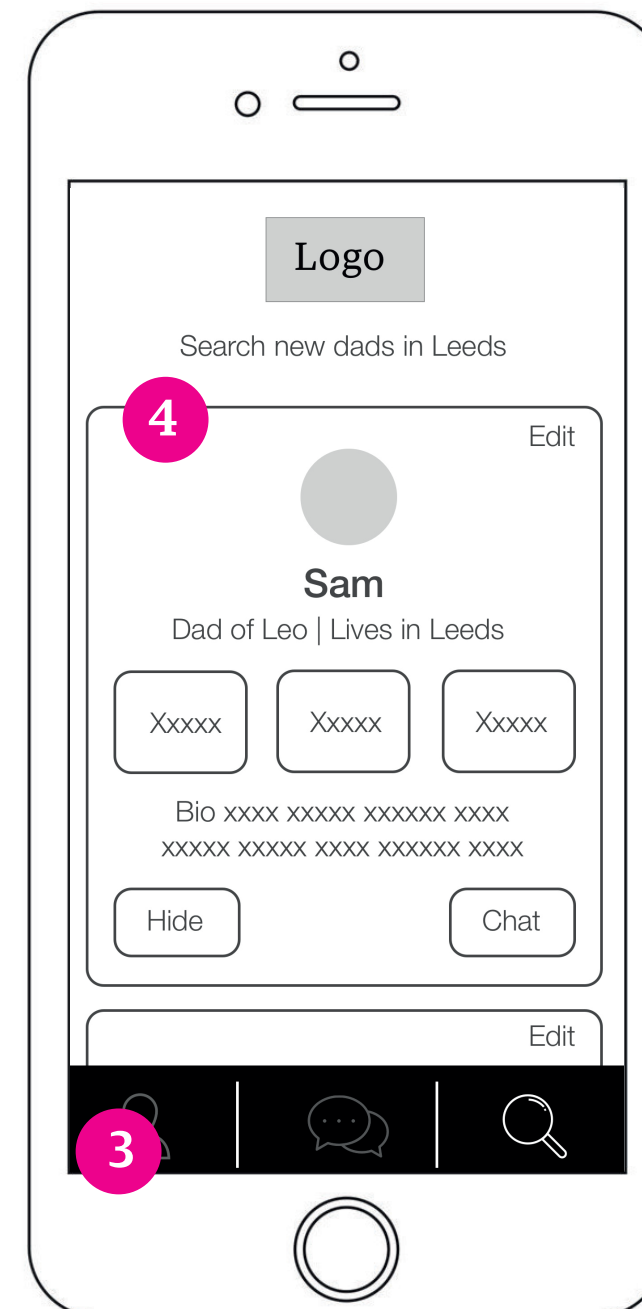
Paper (Pen & paper)

- 1 I felt that the burger menu wasn't the right navigation choice for this screen and for the app in general.
- 2 The phrase 'remove' seems a little brutal and not inkeeping with the overall feel of the app.



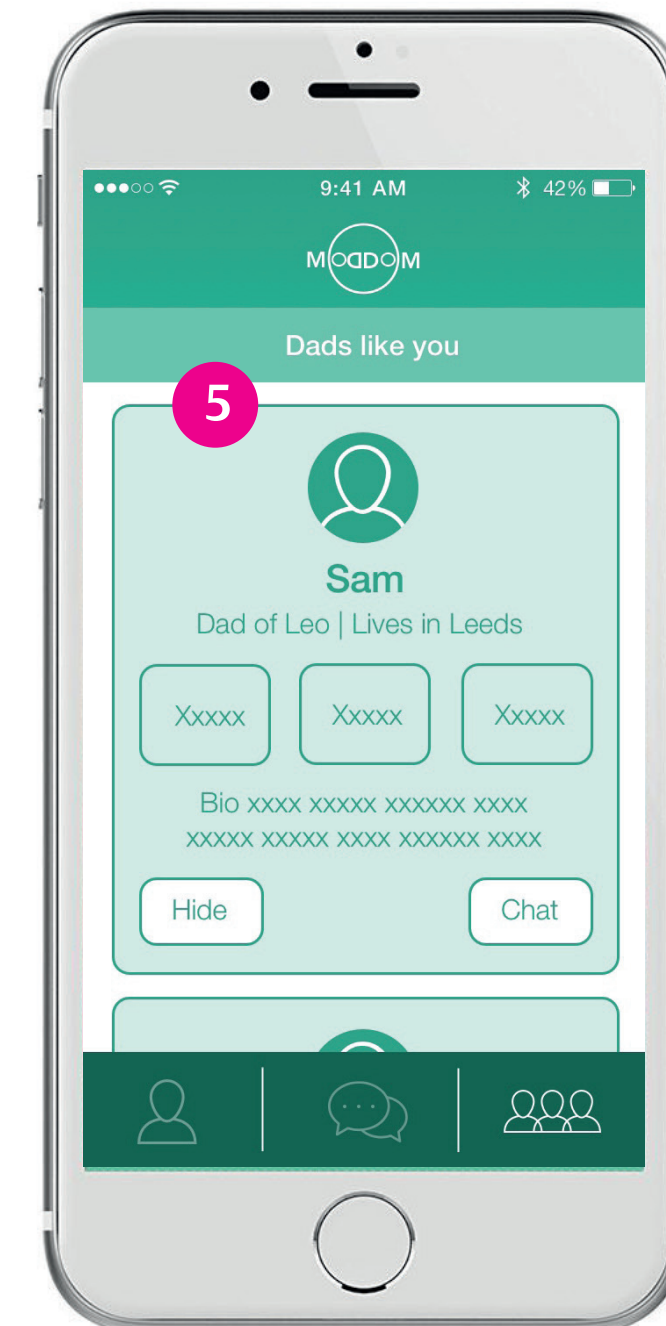
Lo-fidelity (Sketch/ Invision)

- 3 A fixed nav at the bottom of the app feels much nicer experience.
- 4 Search new dads header is confusing as it feels like there should be a search function somewhere.



Mid-fidelity (Sketch/ Invision)

- 5 I feel this now is a much cleaner and friendly user interface despite there being a lot of information in a small space.



Usability testing + iteration

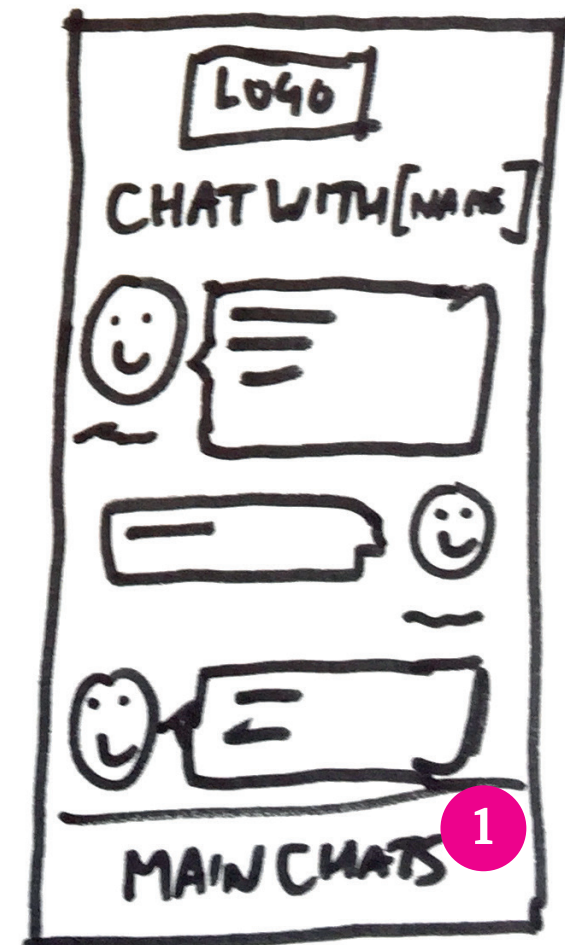
Paper, lo-fidelity + mid-fidelity prototypes.
Feedback + painpoints. Part 4

This is the development path of the chatting with a new dad screen

Protoypes for: Chatting with a new dad

Paper (Pen & paper)

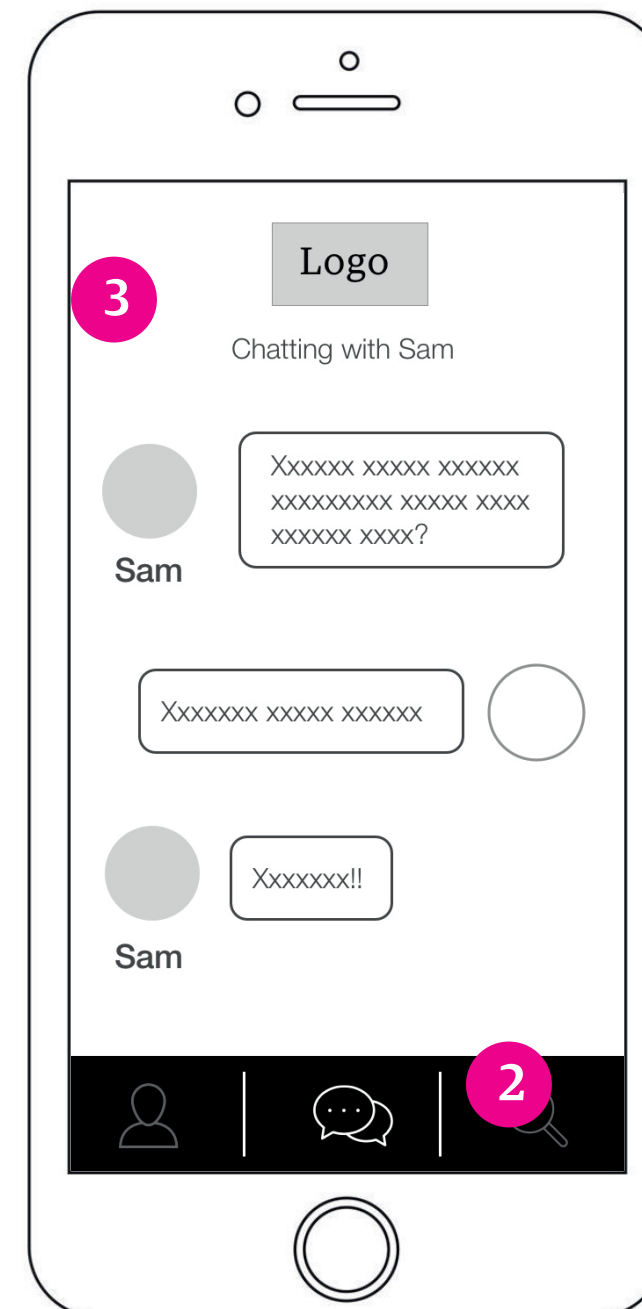
1 Our tester found the main chats button at the bottom very confusing. We needed a better way to get back to main chats as well as to our users profile page and to the list of new dads.



Lo-fidelity (Sketch/ Invision)

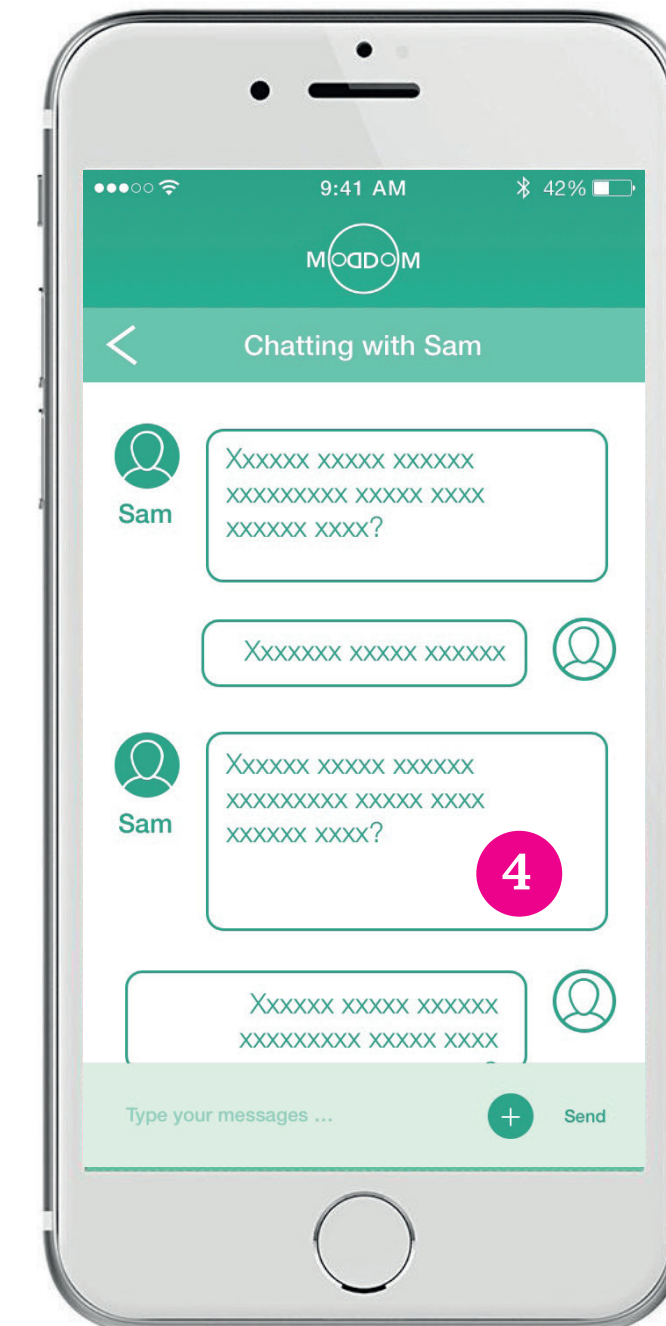
2 I have a big problem with the bottom nav as that is where we need the type box as we are a chatting environment.

3 This will have further implications as we will need a back button to go to the dads profile page.



Mid-fidelity (Sketch/ Invision)

4 I have made the whole chatting interface a bit smaller so we can receive more chat space especially when the mobile keyboard is being used.

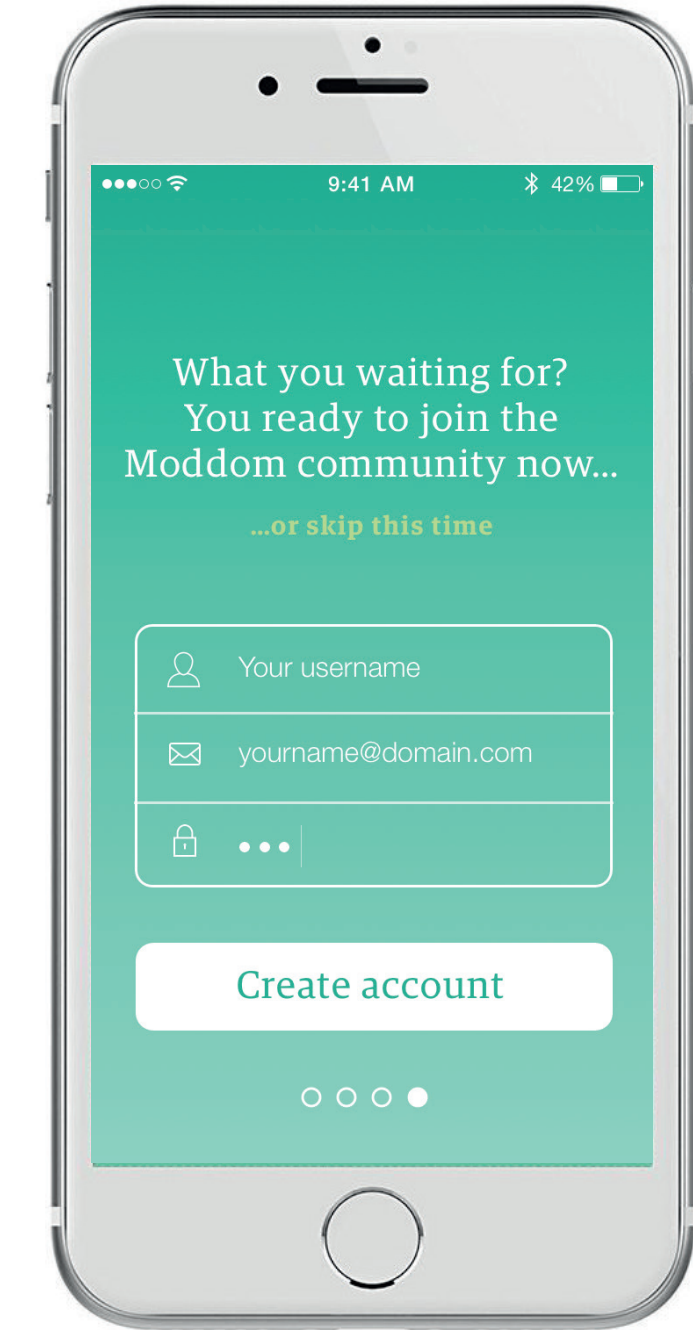
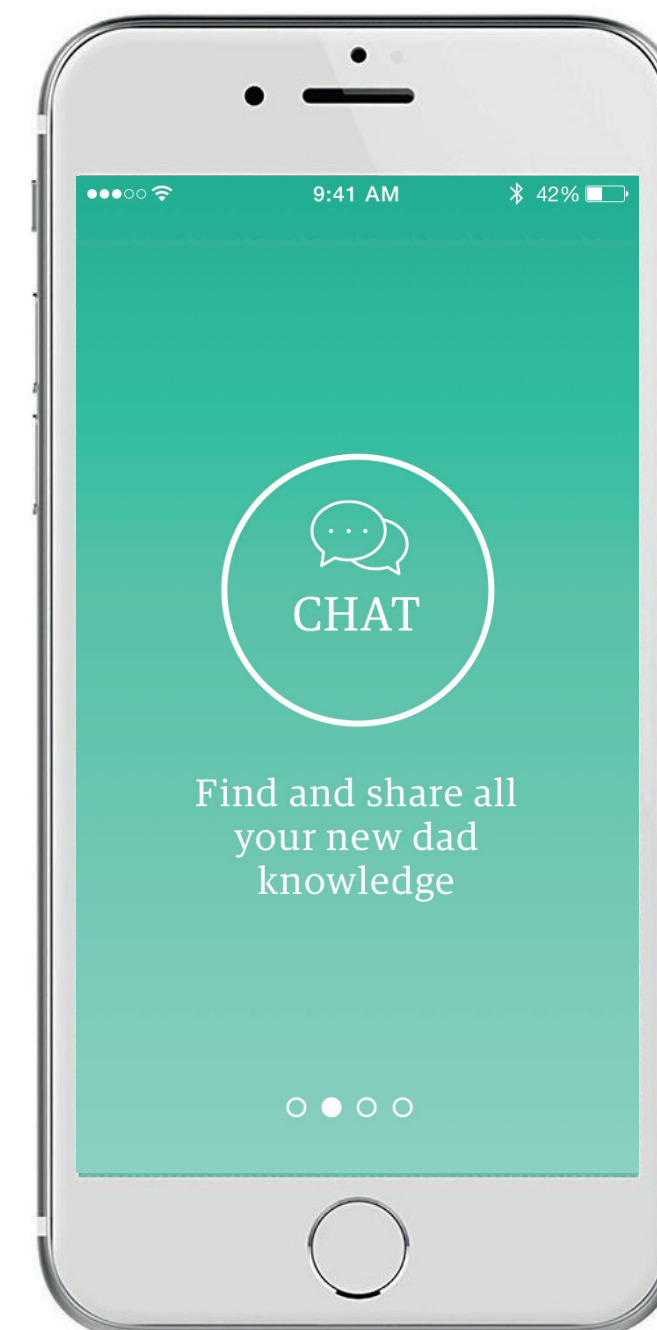
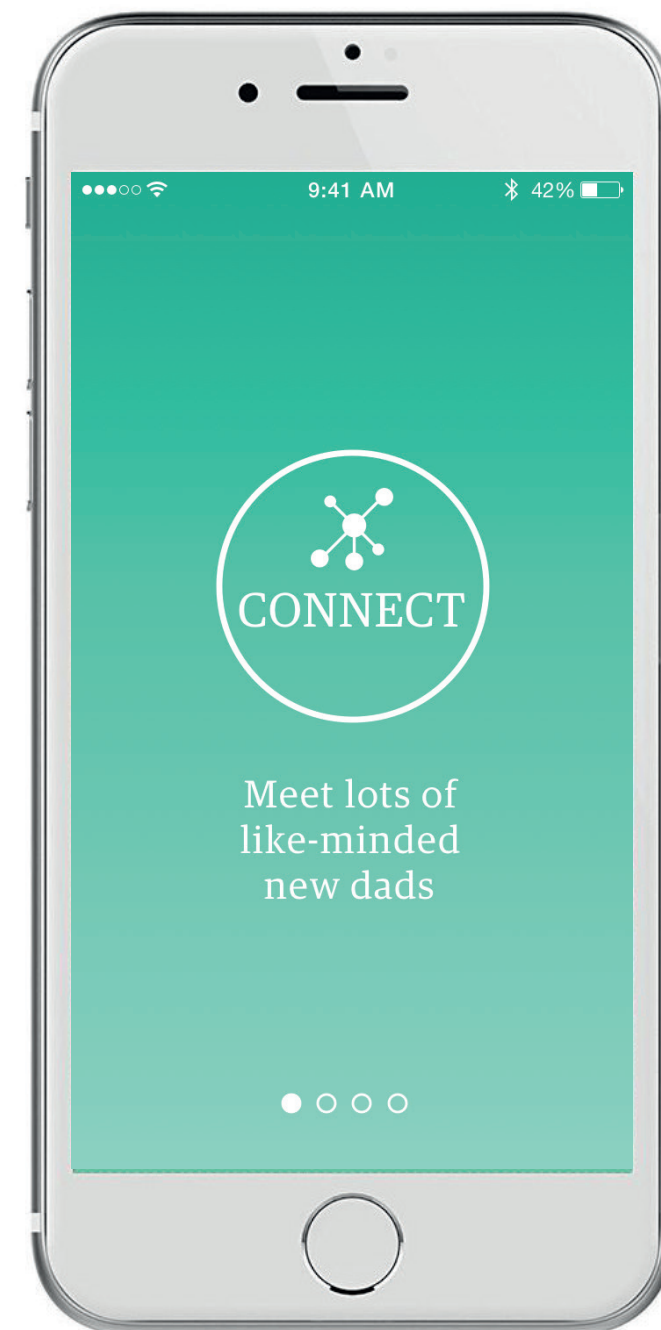


Usability testing

Mid-fidelity InVision prototype

To view this prototype, please click on the link below:

https://invis.io/SEHOS4YDKXZ#/294002746_2-Splash



Final design

The Moddom app

