

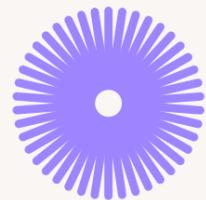


# Mamóg<sup>®</sup>

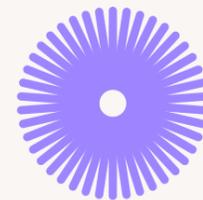
Your postpartum recovery buddy.

## Mission Statement

Mamóg is a postpartum care package funded and distributed by the HSE to new mothers. Mamóg provides the childbirth recovery support and emotional support that so many mothers feel they lack. Physical recovery support is achieved with an ultrasound cushion and AI powered companion app, that monitors and facilitates a new mother's recovery from birth, until their six week checkup. Emotional support comes through a network of volunteer mothers called Mamóg mentors, accessible on the app.



**Over 58% of mothers surveyed would have liked more support in recovering from childbirth.**



**67% would have liked more emotional support following the birth of their child.**

## Objectives

-  **To encourage new mothers to take care of themselves and prioritise their own wellbeing, not just the wellbeing of their newborn baby.**
-  **Encouraging and reminding the mother of steps she should undertake to have the best physical recovery she can.**
-  **Regulated, effective emotional support for new mothers.**
-  **Approved, trustworthy, direct answers to questions in relation to the mother's physical and mental health.**
-  **To convey the realities and difficulties of the postpartum period and give new mothers a better understanding of what is going on with their body in the postpartum period.**

## “What one thing would have made motherhood easier?”

“Postpartum care is non-existent in Ireland it seems.”

“Much more support needed within the first 6 weeks for mum and dad...there were questions I had about physical aspects.”

“I had no idea about prolapses, pelvic floor issues etc. The midwife at the prenatal classes talked about “those kind of things” in hushed tones. Not spoken about openly.”

“Help after c-section.”

“Emotional support and practical advice.”

“Knowing that the sleepless nights and days experienced in first 12 weeks after birth would eventually improve.”

“Better follow up care in the postpartum period, proper follow up with regards to maternal recovery and maternal mental health.”

“No visitors to house for 6 to 12 weeks. Having to make tea and entertain while trying to heal stitches no fun.”

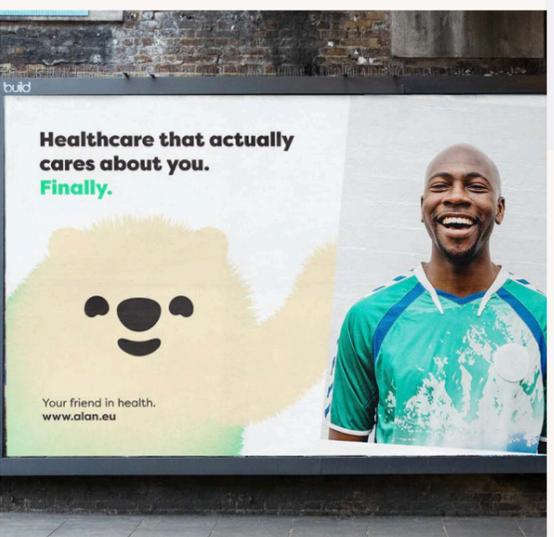
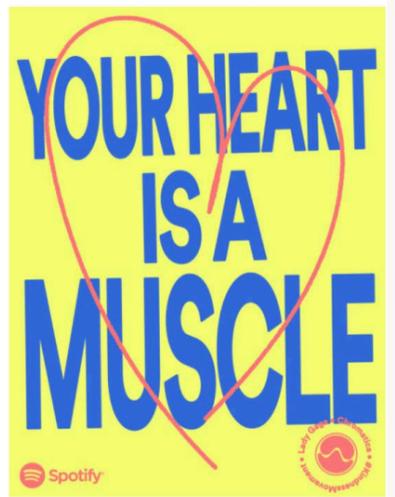
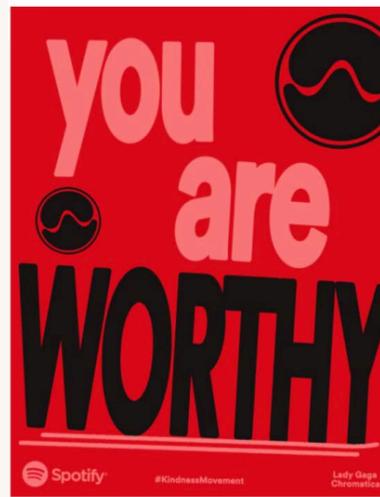
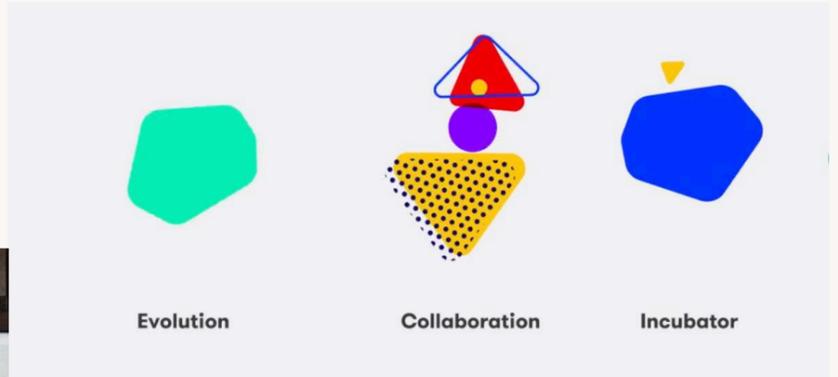
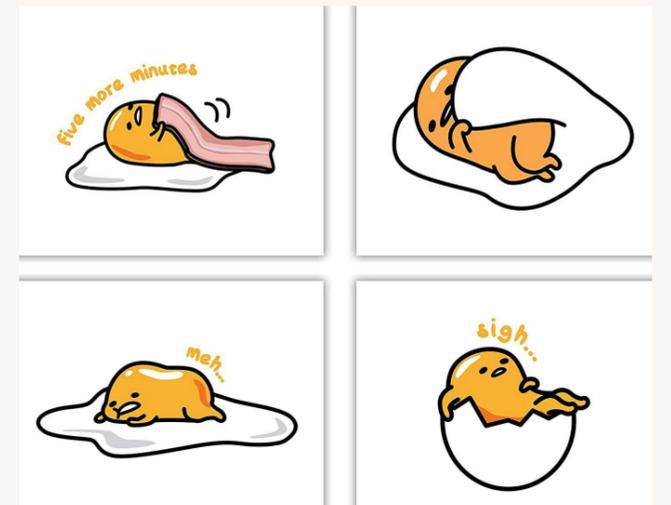
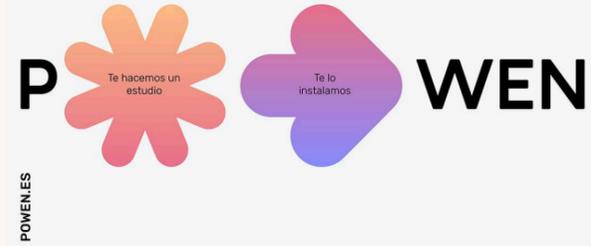
“Being more prepared for how exhausting and emotional it would be and being reassured that it will pass and it gets easier. Not to be putting pressure on myself. Nothing is perfect nor does it need to be.”

“The truth! It’s shrouded in secrecy. Someone to be honest about it. Some days you hate being a ma! Its normal.”

“Realistic depictions of the newborn days shared online and in society.”

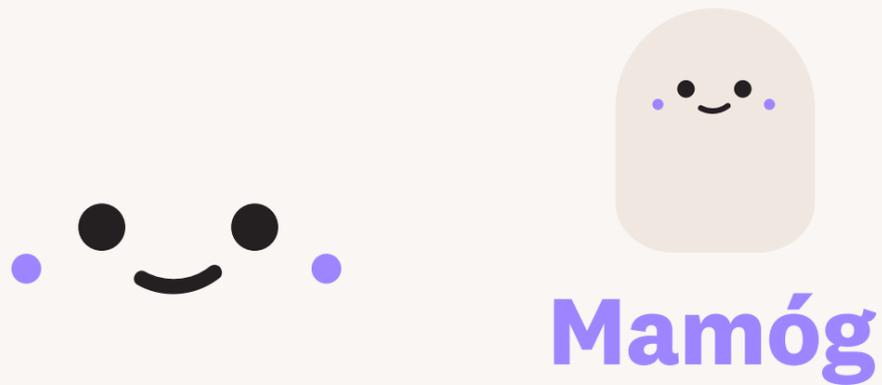
# Main Secondary Visual Sources

controlar tu energía.





## Visual Language

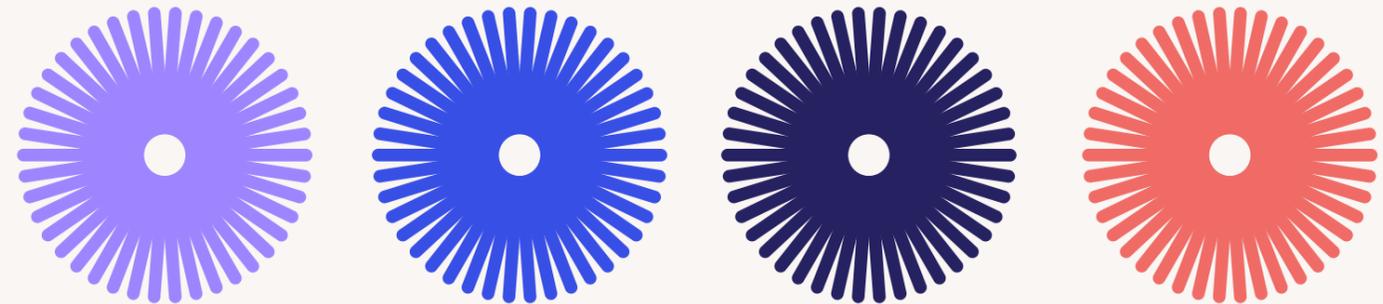


Responsive logo.

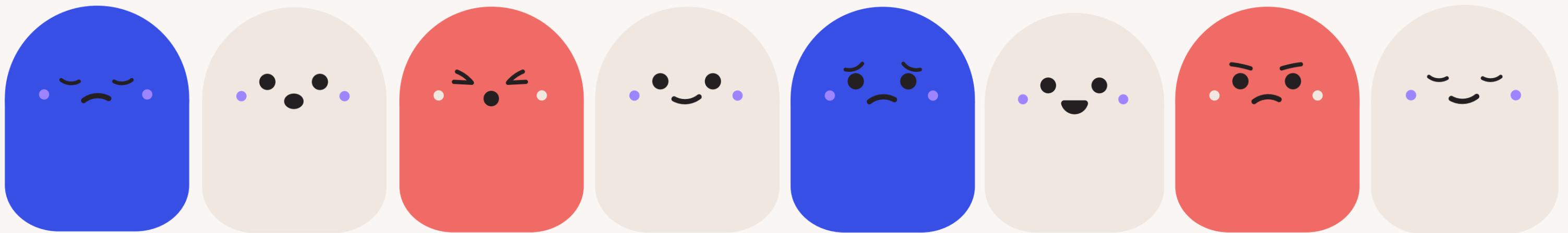
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Typeface.



Recovery wheels. 42 sections = 42 days.

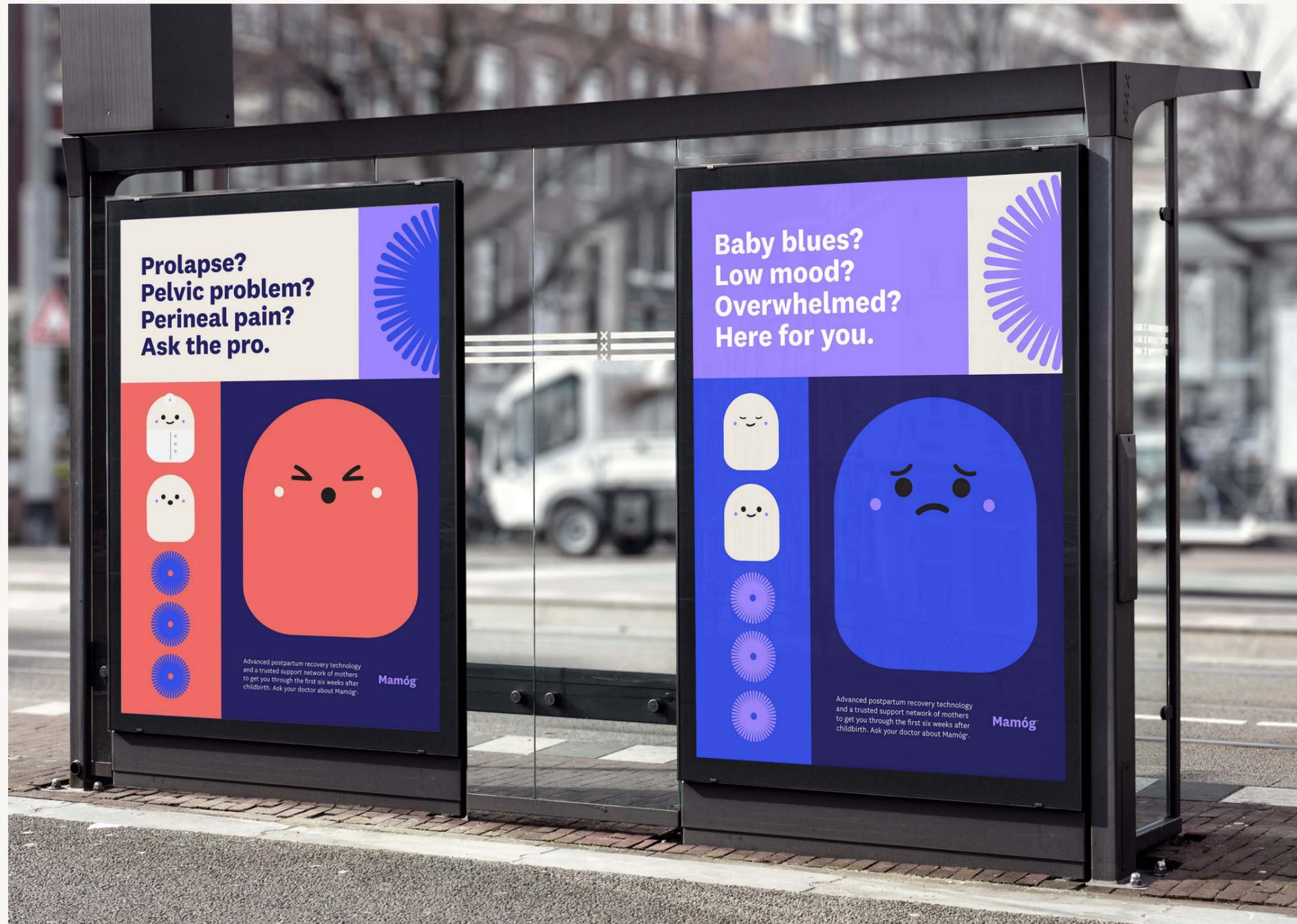


Mamóg feeling different emotions.

**Outcome: Promotional billboard across from the National Maternity Hospital, Holles Street, Dublin**



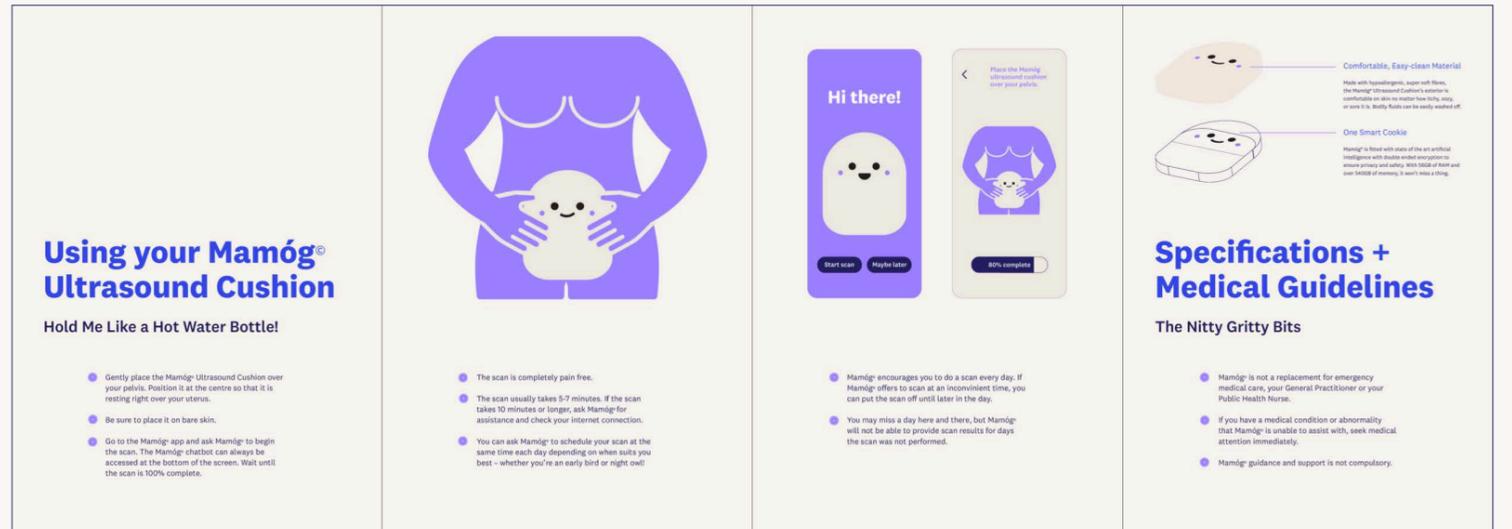
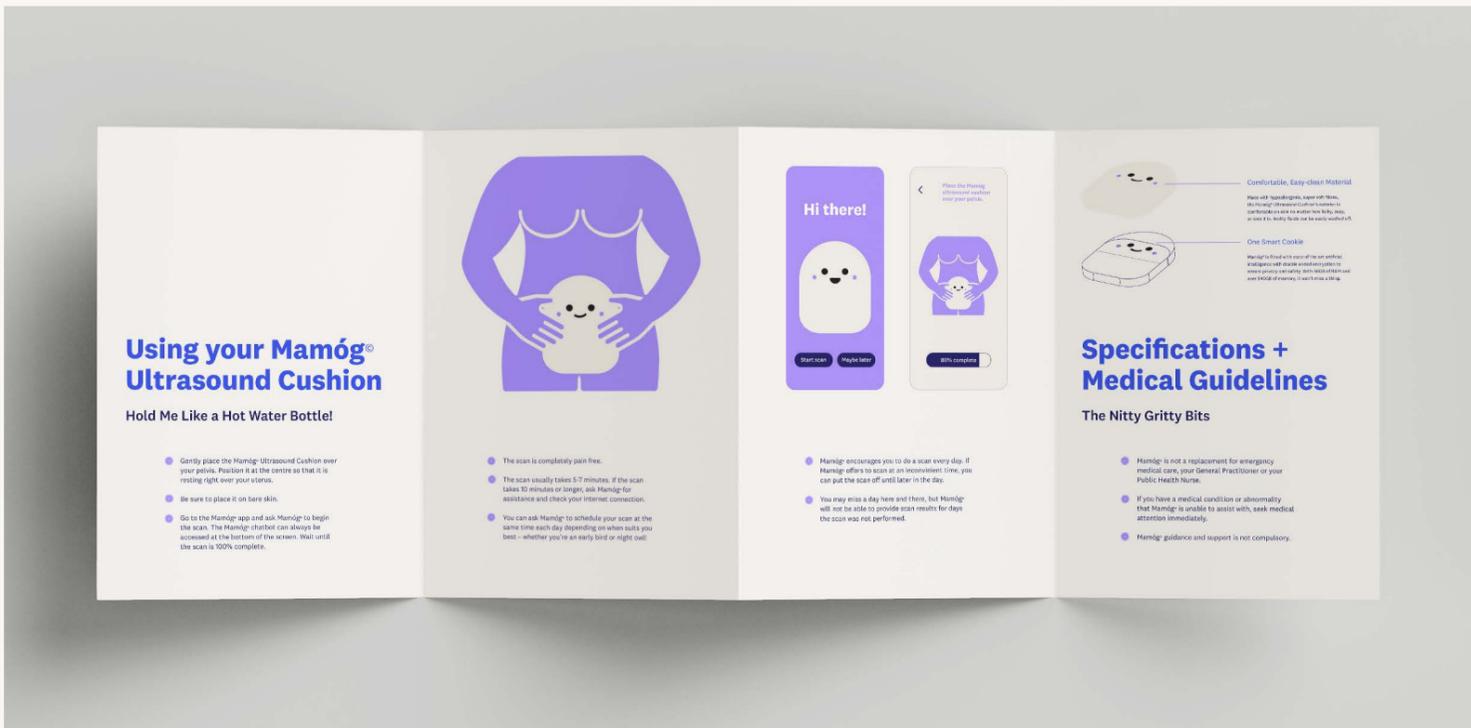
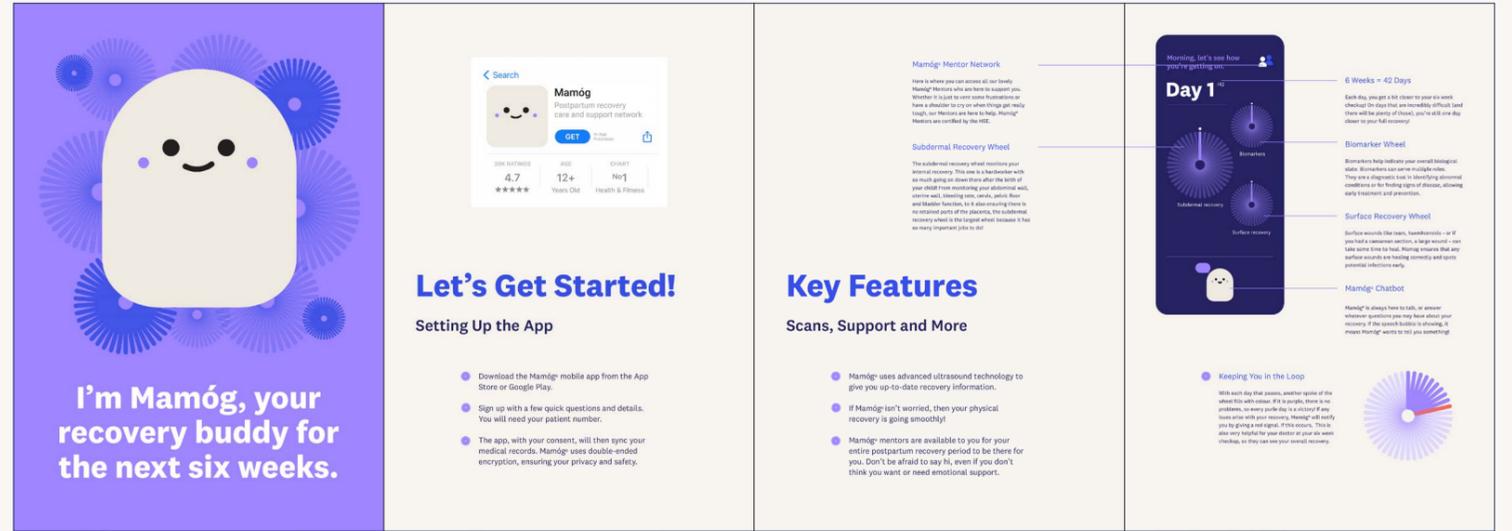
## Outcome: Promotional Posters



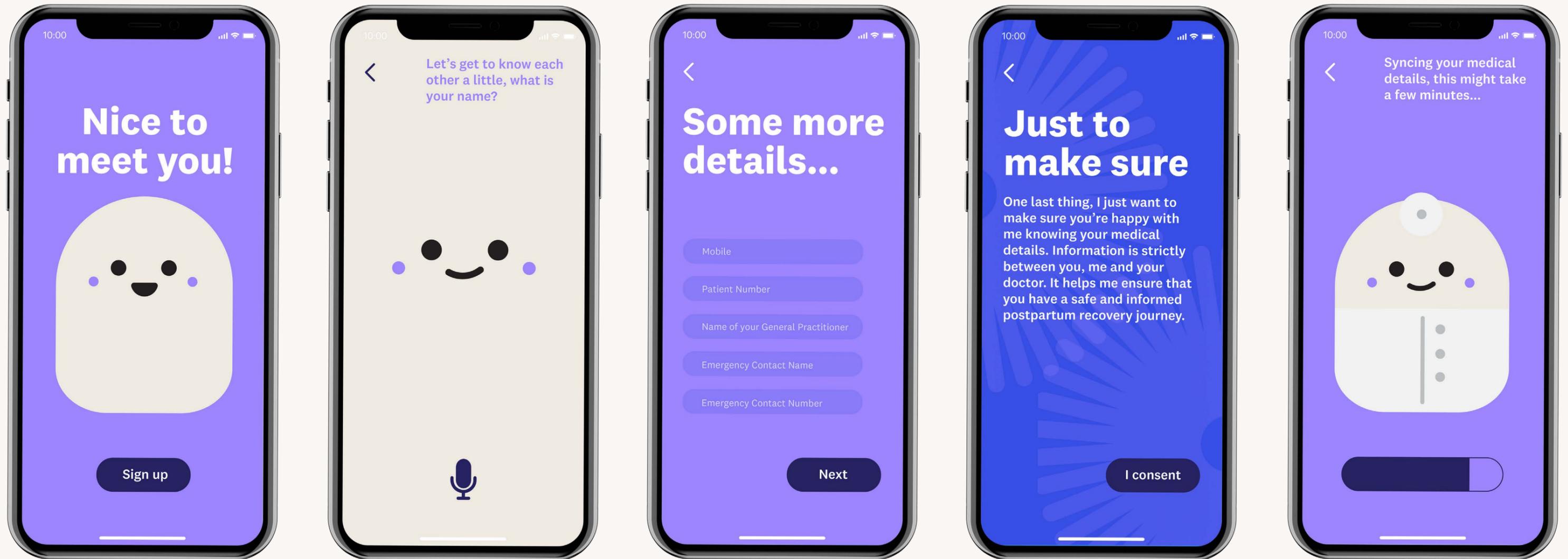
## Outcome: Packaging Containing Ultrasound Cushion and Setup Guide Booklet



# Outcome: Setup Guide Booklet



## Outcome: App Onboarding Screens



Before giving lots of details, the app asks the basic questions to familiarise the user with the chatbot and make the onboarding process easier.

Mamóg asking consent is very important not only on ethical grounds but also to build trust with the user.

## Outcome: App Welcome Screen, Scan Screen and Dashboard



Daily scanning is encouraged, but not compulsory.

Mamóg gives the user encouraging information every day to gently guide the recovery process.

## Outcome: Notifying Problem Based On Urgency



Mild concern

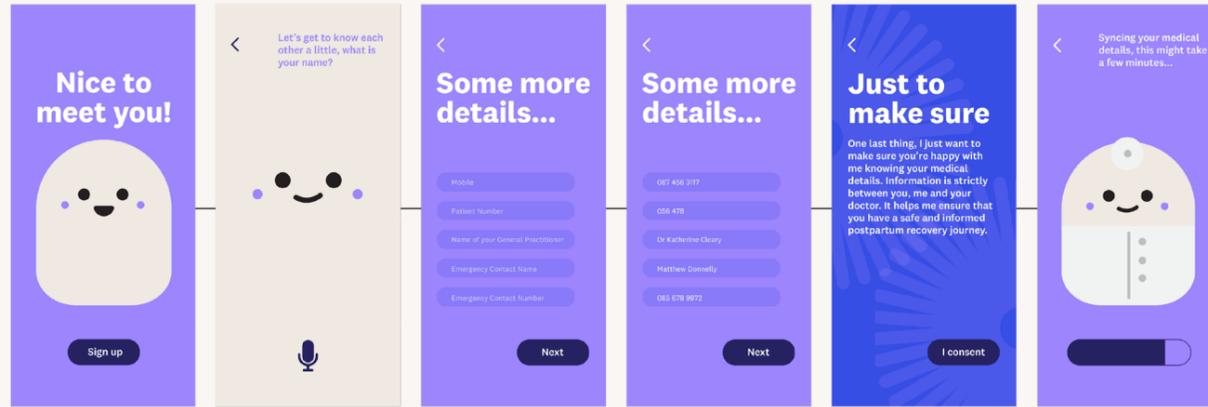
Serious concern

# Outcome: App Emotional Support Network

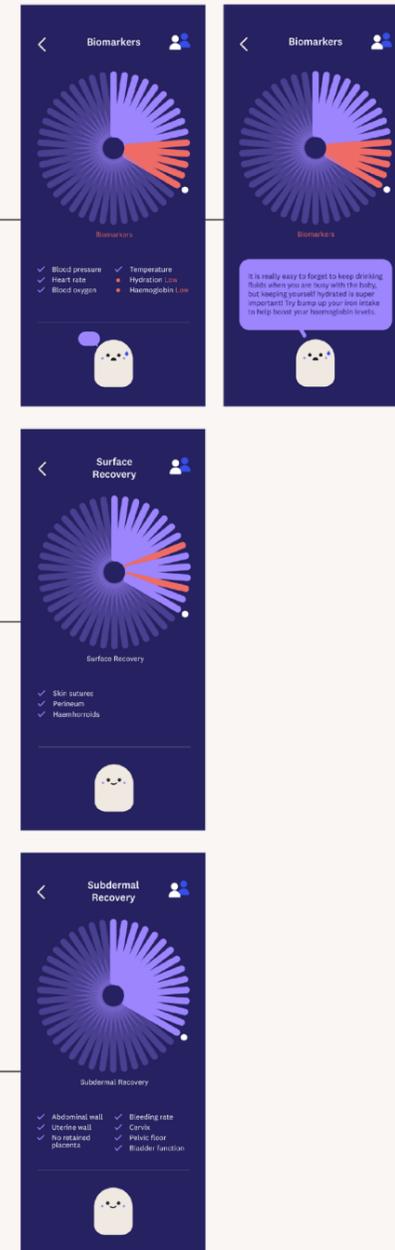


# App Sample User Journey

## Onboarding



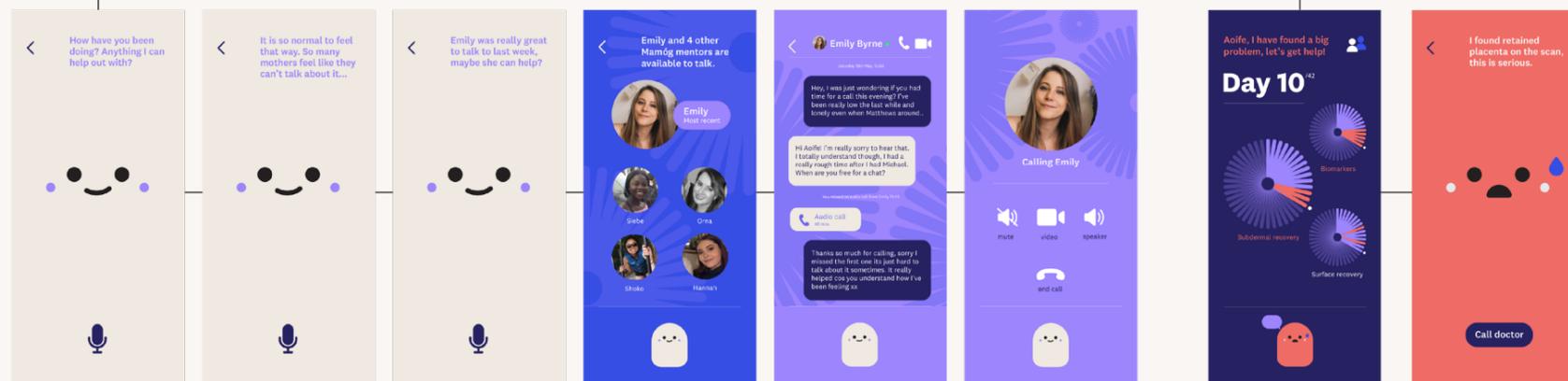
## Physical recovery scan result detail screens



## Daily scan and viewing physical recovery



## Emotional support



Emergency situation where something serious has shown on the scan, rare.

# Outcome: Exhibition Stand Design



Setup Guide booklet stand

Ultrasound cushion package

Seating for pregnant women

Screen for app walkthrough

## Outcome: Exhibition Stand Design Contextualised



## Future Projections



**Mamóg could become integrated across multiple platforms and expand to healthcare systems in different countries.**



Mamóg app on Apple Watch.

## Project Critique



**Positives:**  
Design system and message are strong and clear, tackles important issue in a very considered way.



**Negatives:**  
I would have liked to develop an informative microsite so that the target audience would have a better idea of Mamóg's capabilities before birth.

App could be developed more for a variety of different situations.

## Acknowledgements



Thanks to the wonderful 45 mothers who shared their time, knowledge and personal experiences.



Thanks to Mrs Sharon O'Neill for her help in data collection and user feedback.



Thanks to the Viscom team for their guidance.



Thanks to my mother and father for their medical insights and constant support.

