HI Mommy Website – A Usability Study

By Routhie Ann Senoren
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Quick Poll: Who is a new mom or knows a new mom?

1. [Join Audio, Share, Invite Others]
2. [Participants (1)]
   - RA ROUTHIE ANN (Me)
   - Raise Hand: yes
   - More options: Unmute Me, Claim Host

New Mom    Know a Mom    Neither
Motivation Behind HI Mommy Website

How the idea came about...
Why create HI Mommy?
- Awareness and provide information on postpartum self-care to moms of newborns and the many ways that they can practice self-care.
Problem

● What is postpartum self-care?

● Forums = emotional and social support during transition to motherhood (Guerra-Reyes, L., Christie, V., Prabhakar, A., Harris, A., & Siek, K. (2016))
Problem (cont.)

- Why is it important to know more about postpartum self-care?
  - Prenatal education not enough to prepare them for postpartum period and “realities of self-care and infant care.” McVeigh, Moran, and Sword and Watt (as cited in Guerra-Reyes et al., 2016, para. 4)
Problem (cont.)

- Popular websites primarily focus on pregnancy info and caring for baby after birth
  - Information close to postpartum self-care is breastfeeding

- PPD or PPA may occur after giving birth
  - Peer support and physical activity can minimize the effects
Problem (cont.)

- Resources for O‘ahu moms found on separate websites

- HI Mommy will provide information on:
  - Postpartum self-care
  - Examples of practicing self-care with suggested activities in O‘ahu
  - Support groups available to them in O‘ahu
Target Audience

- O’ahu moms (new and multi-para) with babies and toddlers
  - Tech-savvy
  - Navigate Internet comfortably
  - Search info on baby care and advice
  - Time constraint
Purpose

The purpose of the usability study was to gauge the participants’ learnability (ease-of-use) of the HI Mommy website as they navigated and located information through task-based scenarios, and their perception of the website, specifically the effectiveness and participant satisfaction of the website content.
<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Usability Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1. How easy or difficult is it for a mother to locate activities on the website based on a specific interest?</td>
<td>Task 1 – Search Activity Based on Interest</td>
</tr>
<tr>
<td></td>
<td>Task 3 – Search Activities for Baby Socialization</td>
</tr>
<tr>
<td>Q2. How can a mother find information on the website for activity(ies) that would best fit her schedule?</td>
<td>Task 2 – Determine Activity Based on Allotted Time</td>
</tr>
<tr>
<td>Q3. How easy or difficult is it for a mother to find information about support groups in O’ahu?</td>
<td>Task 4 – Get Additional Information - Postpartum Self-Care</td>
</tr>
</tbody>
</table>
Design Approach
Creating HI Mommy...
Design Considerations
Design Considerations

- Straightforward content
- Simple navigation (limited items on menu bar)
- Calming yet positive colors and media
- Layout that is predictable, persists in other pages
Website Development & Progress

- Walkthrough
- Modify

Wireframe

Initial Prototype
- Walkthrough
- Modify

Usability Study (3x)
- Modify

Smoke Test
Technology

Tools used for the study...
Wireframe

What is H.I. Mommy?

H.I. Mommy offers ideas on activities for moms to do in O’ahu so that they can practice self-care. It’s important to take care of yourself so that you can be a better you for your baby, your spouse, and your friends. It may not seem like you don’t have the time and you may feel guilty taking a timeout to take care of yourself, but you need it for your emotional, mental, physical, and spiritual health. Don’t worry! You can search for activities that you can do at home or outside, and activities that you can do by yourself or with your baby. You can even search for activities based on the duration of activity.

Activities for You...

Sometimes you need a timeout so that you can recharge your batteries. It’s okay to make time for yourself. Self-care is important because it allows you to recover physically, emotionally, mentally, and spiritually (in a Zen way). Take a look at some of the suggested activities below and possible places in O’ahu that you can visit.

<table>
<thead>
<tr>
<th>Suggested Activities</th>
<th>Info and Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a long relaxing bath or shower</td>
<td>Link</td>
</tr>
<tr>
<td>Brush your teeth</td>
<td>Link</td>
</tr>
<tr>
<td>Paint your nails</td>
<td>Link</td>
</tr>
<tr>
<td>Take a nap</td>
<td>Link</td>
</tr>
</tbody>
</table>

Things to do at home

You’re thinking, “What can I do to take care of myself when I’m at home?” Here are a few suggestions.

- Get more information on the importance of practicing self-care (i.e., e-zine articles written by mommies like you and scholarly journal articles) and also resources available here on the island that you can turn to for help.

Things to do outside

Breathe in the fresh air mommies! Here are some suggestions of activities that you can do outside of the house.

<table>
<thead>
<tr>
<th>Suggested Activities</th>
<th>Info and Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get a massage or manicure</td>
<td>Link</td>
</tr>
<tr>
<td>Paint night</td>
<td>Link</td>
</tr>
<tr>
<td>Have a date night or go out with your friends</td>
<td>Link</td>
</tr>
<tr>
<td>Go bowling</td>
<td>Link</td>
</tr>
</tbody>
</table>
Prototype

Hi (Hawai‘i) Mommy: Welcome!

- is a resource site for O‘ahu moms, especially new moms.
- provides info on self-care, postpartum self-care, and maternal self-care.
- offers ideas on self-care activities for mom and also activities with keiki.
- offers resources on organizations to help mommy, keiki, and family.
Prototype (cont.)

- Pictures
  - Pixabay
  - WiX Media

- Content
  - Online Articles and Videos
  - O’ahu Resources
Walkthroughs and Usability Study

- Google Hangouts on Air
- YouTube Live
Visual Design

Look and feel of HI Mommy...
Web Design

5 Gestalt Principles

- Continuity
- Similarity
- Proximity
- Closure
- Figure & Ground

Perceived Affordance

Normal Reading Pattern

Weinschenk - Psychology of Design
HI Mommy! Welcome!

HI (Hawai’i) Mommy:
- is a resource site for O‘ahu moms, especially new moms.
- provides info on self-care, postpartum self-care, and maternal self-care.
- offers ideas on self-care activities for mom and also activities with keiki.
- offers resources on organizations to help mommies, keiki, and family.

About Self-Care
- Whether it’s taking a 10-minute break to journal or an hour to workout, you need to take some time to take care of yourself. Caring for yourself is important for you and for your baby.
- More info

Activities for Mom
- You’re due for a timeout mommy! And it’s the good kind! Even if it’s just for a moment. Find activities that you can do at home and ones that you can do outside.
- More info

Activities with Keiki
- Want to spend more time with your little bundle of joy but need to get out of the house? Look at some of the activities that will take you and baby out and about.
- More info

Finding Support
- Find info on support groups available in O‘ahu, like breastfeeding support and finding a community for new moms, especially if you’re new to the island!
- More info
About Self-Care

Whether it's taking a 10 minute break to journal or an hour to workout, you need to take some time to take care of yourself. Caring for yourself is important for you and for your baby.

Activities for Mom

You're due for a timeout mommy! And it's the good kind, even if it's just for a moment. Find activities that you can do at home and ones that you can do outside.

Activities with Keiki

Want to spend more time with your little bundle of joy but need to get out of the house? Look at some of the activities that will take you and baby out and about.

Finding Support

Find info on support groups available in O'ahu (like breastfeeding support and finding a community for new moms), especially if you're new to the island!
Activities for Mom

The suggested activities below are ones that you can do at home or outdoors. You can do these activities by yourself or you can invite your spouse/partner or maybe even your friends to join in!

There is a note for each activity that gives you an estimated time of how long each activity will take. The length of each activity can vary and will depend on you and other factors (like wait times) so plan accordingly!

Note: Click on the desired activity to view more info. Have fun!

Filter Activities by

Duration

- 1 to 2 hrs
- 2 to 3 hrs
- 3 to 4 hrs
- 4 to 5 hrs
- 5 to 6 hrs

Location

- Home
- Outside

Activities with Keiki

Spending time with baby is great way to bond with him or her, but you don’t always have to stay at home to do this. The activities below suggest fun, active ways to bond with your baby. Whether it’s a stroll around your neighborhood, getting fit with other moms, or dancing around in your living room, you’ll be sure to find something that accommodates your schedule.

*Note: Click on the desired activity to view more info. Have fun!

Filter Activities by

Duration

- 1 to 2 hrs
- 2 to 3 hrs
- 3 to 4 hrs
- 4 to 5 hrs
- 5 to 6 hrs

Location

- Home
- Outside
Finding Support

It’s okay to ask for help, especially if you are a new mom or a mom who just needs extra support. The resources and support information on this page are just a few of what’s available in Oahu. The brief descriptions for each resource gives you an idea of the support that each one can provide.

Family Hui Hawai’i:
- a great resource and provides intimate peer support group for new parents. Yes! This includes your husband, wife, or partner.
- have groups that meet in person or online
- also encourages & empowers families to meet the challenges of raising children by providing a safe and nurturing environment for them to grow, thrive, and learn from each other.

Healthy Mothers Healthy Babies provides:
- many different programs for mothers and new parents.
- helpful resources before, during, and after pregnancy.
- programs and services like
  - Piko Pals: new parent support program for babies ages 0-4.
  - MothersCare Services: e.g., trying to conceive, postpartum depression and anxiety, parenting, loss, and other support resources.

When you have that extra time... (and you will)

Three reasons:
1. Time
2. Limited Budget
3. Difficulty Accepting Help and Setting Boundaries

It is difficult to carve out time for yourself and doing so may make you feel guilty, maybe even selfish. But you need to realize that you must also take care of yourself, even if you take 15 minutes to just sit down, close your eyes, and think of nothing.

Excerpt from "7 Ways to Deal with Mom guilt"

"Guilt becomes a problem however, when you spend too much time sweating the small stuff and lose the big-picture perspective like how adorable your baby is and how it doesn’t matter if you didn’t get all the laundry folded. Unchecked guilt can even be dangerous leading to unhealthy behaviors and depression."

"What to Expect" Article
- "7 Ways to Deal with Mom Guilt"

Excerpt from "How to Deal When the Mom Guilt Comes For You"

"Mommy and daddy guilt... we’ve all experienced it. Did you ever ask yourself, ‘Am I making a big mistake?’ or ‘Am I forgetting anything important?’ How about ‘Am I being too hard on my child?’ ‘Will I regret my decisions later? ’ Yep, we’ve all been there!"

Suggestions on articles or videos for mom to view:

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Have activities that you would like to suggest to moms to help with self-care?

Let us know so that we can include it in our list!

Send An Email >

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About Self-Care

WHAT is Self-Care?
• A deliberate activity that we do in order to take care of our physical, mental, and emotional health.

WHY is Self-Care Important?
• Practicing self-care can improve our well-being and improve our health.

HOW Do I Practice Self-Care?
As a mom, the first step is to take some time for yourself and not feel guilty or selfish for doing so.

You can take a look at the suggested activities for mom on HI Mommy as a starting point towards your self-care.

Check out additional info on:
• Postpartum self-care and
• Maternal self-care on this site.

How Can HI Mommy Help Me with Self-Care?

• Provides suggested self-care activities that you can do with or without your child.
• For activities for you to do sans child, take a look at Activities for Mom.
• For activities that you can enjoy with your child, take a look at Activities with Keiki.
• There are activities that you can do at home or outdoors in O’ahu.

Take a look at the suggestions to see if any of them interests you and fit your schedule. In fact, you can already do a few of the suggested activities at home.

One last note as you explore this website: Be kind to yourself. You deserve some mommy “me” time. And lastly, don’t be afraid to ask for help.
About Self-Care

**WHAT** *is* Self-Care?
- A deliberate activity that we do in order to take care of our physical, mental, and emotional health.

**WHY** *is* Self-Care Important?
- Practicing self-care can improve our well-being and improve our health.

**HOW** *to* Practice Self-Care?

For activities for you to do sans child, take a look at [Activities for Mom](#).

For activities that you can enjoy with your child, take a look at [Activities with Keiki](#).

There are activities that you can do at home or outdoors in O‘ahu.

Take a look at the suggestions to see if any of them interests you and fit your schedule. In fact, you can already do a few of the suggested activities at home.

One last note as you explore this website: **Be kind to yourself**. You deserve some mommy “me” time. And lastly, don’t be afraid to ask for help.
Methodology

Conducting the usability study...
Implementation

Location – All sessions were virtual using Google Hangouts

Iteration 1

Iteration 2

Iteration 3
Data Collection

Before Study
- Completion of Pre and Demographic Survey
- Pre-Survey - Google Form

During Study
- Verbal feedback (interview & talk-alouds)
- Rating task difficulty & completion
- Script w/Interview Questions
- Usability Task Sheet

After Study
- Completion of Post Survey
- Nielsen’s Severity Rating Scale chart
- Post-Survey - Google Form
- Nielsen’s Severity Rating Scale
Evaluation Instruments - Surveys

**Pre and Demographic Survey** captured info on participant

- Age
- Education
- Internet use
- Expectations on motherhood
- Current self-care practices
Evaluation Instruments - Surveys

Post-Survey gathered data on:

- Ease-of-use
- Content satisfaction
- Helpfulness of website
- Recommendation to others
Evaluation Instruments – Verbal Feedback

Interview Questions

Participant feedback based only on Home page gauged initial reaction to:

- Navigation options
- Available content
- Design and layout
- Target audience

HI Mommy! Welcome!

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- Whether it’s taking a 10 minute break to jog or an hour to workout, you need to take some time to take care of yourself. Caring for yourself is important for you and for your baby.

Activities for Mom
- You’re due for a timeout, mommy! Add it’s the perfect kind, even if it’s just for a moment. Find activities that you can do at home and ones that you can do outside.

Activities with Keiki
- Want to spend more time with your little bundle of joy but need to get out of the house? Look at some of the activities that will take you and baby out and about.

Finding Support
- Find info on support groups available in Oahu like breastfeeding support and finding a community for new moms, especially if you’re new to the island.
Evaluation Instruments – Suggestions and Task Rating

Tasks for Cognitive Walkthrough and Usability Study

- Verbal feedback from think-alouds
- Obtained rating of task difficulty to gauge ease-of-use
Evaluation Instruments – Nielsen’s Severity Rating Scale

- Rates severity of problems experienced on website
- Explains necessity to fix the problem based on severity

### Nielsen’s Severity Rating Scale

Severity rating based on the following scale (Nielsen, 1995):

- 0 = I don't agree that this is a problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor problem: fixing this should be given low priority
- 3 = Major problem: important to fix, so should be given high priority
- 4 = Usability catastrophe: imperative to fix this before product can be released

<table>
<thead>
<tr>
<th>Iteration 1</th>
<th>Problem</th>
<th>Severity</th>
<th>Reason for Rating</th>
<th>Change to Make</th>
</tr>
</thead>
</table>
| 1.          | Activities found in Activities for Mom (AIM) are limited and participants were discouraged that she may not find one that she would want to partake in. | 3 | The current activities provided on the page for indoor activities focus on physical self-care and does not offer other options for mental or emotional self-care, like reading a book or journal writing. | - Add more inclusive, broad activities in Activities for Mom (AIM)  
- Add walking around neighborhood for AIM  
- Create categories for activities and place appropriate activities (new and existing) in these categories |
| 2.          | Selected “Support” from navigation menu instead of “Learn About Self-Care” | 3 | User should be aware that postpartum self-care information can be obtained on the website, not just on the external resources provided. | Change navigation label and page name to something more specific, like “Maternal Self-Care” and make sure to highlight postpartum self-care even more in the content. |
| 3.          | Description on top of | 2 | One of website uses | Revisit content as bullet points to |
Results & Discussion

The outcome of the usability study...
Demographic Information \( N=10 \)

**Age Group Range**
- 31-35: 5
- 36-40: 2
- 41-45+: 3

**Highest Degree of Education**
- Doctorate Degree: 2
- Bachelor's Degree: 1
- Master's Degree: 1

**Employment**
- Employed - Full-time: 1
- Employed - Part-time: 8
- Employed - Part-time; A student: 1

**Number of Children**
- 1: 5
- 2: 3
- More than 2: 2
Background on Participants’ Self-Care

Factors That Hinder Time for Self and Others

- No time available: 8
- Limited resources available: 6
- Budget: 4
- Unable to part with baby: 2
- Overwhelming work and study schedules: 1
- Not spending enough time with family outside of work: 1
Background on Participants’ Self-Care

N=10

Time for Self

- 50% Never
- 33% Sometimes
- 17% Often
- 0% Always

Exercise At Least 20+ Minutes a Day/Week

- 40% Never
- 33% Rarely
- 20% Sometimes
- 17% Often
- 0% Always

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Rating of Task Difficulty

Participant Rating of Tasks 1 to 3 by Iteration

- 0 (Zero Frustration)
- 1 (Little Frustration)
- 2 (Medium/High Frustration)
- 3 (Point of Failure)
Task 1 – Search Activity Based on Interest
**Task 2 – Determine Activity Based on Allotted Time**

Activities for You

1st Iteration

Things you can do at home...

- **Journal Writing (5 to 15 mins.):** Writing is one way to release your stress and feel better about yourself. It also helps you to get your ideas and feelings out, and to see how you can improve your life. If you are a new writer, start with short stories or letters to friends. The ideas below provide prompts to get you started.

- **Putting a Little Makeup On (5 to 15 mins.):** Go and find on that material that makes you feel like you can be yourself. You can also use the things you already have in your room. If you don’t have a lot of makeup, you can start with things you already have. These are suggested products that you may need to use:
  - Base: 3.5 oz. Laura Mercier Translucent Setting Powder
  - Makeup: 0.25 oz. Laura Mercier Mineral Powder

- **Take a Relaxing Bath or Shower (10 to 30 mins.):** Take a long, relaxing bath or shower. New research shows that a warm bath or shower can help you feel better. There are a few products that you may need to use:
  - Skin Care: 0.5 oz. Body Silk
  - Shower Gel: 0.25 oz. Body Silk

- **Read/Listen to a Book (15 to 30 mins.):** Reading can help you clear your mind and relax your body. If you’re too tired to read a book, why not direct your attention to something new you can listen to? Audiobooks also have the potential to give you the option to multitask.

- **At Home Mani/Pedi (20 to 30 mins.):** You may think that you won’t have the time to do a home manicure or pedicure, but you can do it yourself. Here are a few products that you may need to use:
  - Nail Polish: 0.5 oz. Sally Hansen Salon Care
  - Cuticle Oil: 0.25 oz. Sally Hansen Cuticle Oil

- **Pamper Yourself w/ a Massage or Mani/Pedi (60 to 90 mins.):** You deserve a spa day or even a spa hour. Here are some products that you can look into for your daydream:
  - Massage: 8 oz. Essie
  - Mani/Pedi: 8 oz. Essie

Things you can do outside...

- **Pamper Yourself w/ a Massage or Mani/Pedi (60 to 90 mins.):** You deserve a spa day or even a spa hour. Here are some products that you can look into for your daydream:
  - Massage: 8 oz. Essie
  - Mani/Pedi: 8 oz. Essie

Activities for Mom

2nd Iteration

The suggested activities below are based on the activities by yourself or your friend. You can include your child’s activities by yourself or you can invite your child to participate in the activities you suggest for you.

There is a note for each activity that gives you an estimated time of the activity. The length of each activity can vary and will depend on you and other factors (like wait times) so plan accordingly.

*Note: Click on the desired activity to view more info. Have fun!*

**Filter Activities by**

- **Duration**
  - 5 to 15 mins.
  - 20 to 30 mins.
  - 30 to 45 mins.
  - 50 to 60 mins.

- **Location**
  - Home
  - Outside

- **Activities**
  - **Put A Little Makeup On** (5 to 15 mins.)
  - **Pen Your Feelings** (5 to 15 mins.)
  - **Get Your Caffeine Fix!** (30 to 45 mins.)
  - **Get Your Nails Did!** (2 to 3 hrs.)
  - **Sightseeing - Be a Tourist** (2 to 3 hrs.)
  - **Sightseeing - Be a Tourist** (2 to 3 hrs.)
  - **Paint & Sip Some Wine** (2 to 3 hrs.)
  - **Get Your Caffeine Fix!** (30 to 45 mins.)
  - **Get Your Caffeine Fix!** (30 to 45 mins.)
  - **Get Your Nails Did!** (2 to 3 hrs.)
  - **Get Your Nails Did!** (2 to 3 hrs.)
Task 3 – Search Activities for Baby Socialization
Task 4: Get Additional Information – Postpartum Self-Care

Participant Rating of Task 4 by Iteration

<table>
<thead>
<tr>
<th>Iteration</th>
<th>3 (Point of Failure)</th>
<th>2 (Medium/High Frustration)</th>
<th>1 (Little Frustration)</th>
<th>0 (Zero Frustration)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iteration 1</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Iteration 2</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Iteration 3</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Navigation and Content Layout for Self-Care Pages

1st Iteration

Learn About Self-Care

Why is Postpartum Self-Care Important?
New moms and experienced moms may have felt the mental, emotional, and physical stress after giving birth. This is to be expected considering the 24/7 baby, watch, the feedings, diaper changes, and everything else in between. While taking care of your baby, you may have overlooked the importance of taking care of yourself. Postpartum self-care is not a selfish act. In fact, taking care of yourself will help you become a better mother to your baby. How? By doing little things, like brushing your teeth, taking a bath or a nap, eating a meal (snacking doesn’t count), and maybe listening to your favorite songs can reinvigorate you. Practicing self-care can make you feel refreshed.

An article on a study conducted by Barkin and Winer (2013) asked mothers what keeps them from practicing self-care, or why they don’t often practice it. Mothers in the study gave three reasons.

2nd Iteration

Maternal Self-Care

WHAT is Maternal Self-Care?
• Taking the time out of your role as a mom to care for yourself mentally, physically, and emotionally. This is especially difficult for new moms to do.

HOW is Self-Care, Postpartum Self-Care, & Maternal Self-Care Different?
• They aren’t much different from each other since all three calls for you to take care of yourself. However:
  ○ postpartum is recovery and caring for yourself right after birth, and
  ○ maternal is caring for yourself beyond the postpartum stage as a mom.

Task 4 – Get Additional Information - Postpartum Self-Care

While taking care of your kids, you may have overlooked the importance of taking care of yourself.

• For new moms, the 24/7 baby, watch, the feedings, diaper changes, and everything else in between, may have felt the mental, emotional, and physical stress after giving birth.
Navigation and Content Layout for Self-Care Pages

2nd Iteration

Maternal Self-Care

WHAT is Maternal Self-Care?
- Taking the time out of your role as a mom to care for yourself mentally, physically, and emotionally. This is especially difficult for new moms do.

HOW is Self-Care, Postpartum Self-Care, & Maternal Self-Care Different?
- They aren't much different from each other since all three calls for you to take care of yourself. However:
  - Postpartum is recovery and caring for yourself right after birth.
  - Maternal is caring for yourself beyond the postpartum stage as a mom.

WHY is Maternal Self-Care?

- For new moms, the 24/7 baby watch, the feedings, diaper changes, and everything else in between, may have felt the mental, emotional, and physical stress after giving birth.

3rd Iteration

Task 4 – Get Additional Information - Postpartum Self-Care

WHAT is Postpartum Self-Care?
- New and experienced moms who just birthed may think that the term only applies to caring for oneself in a more medical, physical way (like resting if one had a c-section), but postpartum self-care is more than just that.
- It is caring for your mental, physical, and emotional health after giving birth.

WHY is Practicing Postpartum Self-Care Important?
- Taking care of yourself after giving birth will help you become a better mother to your child. Do not feel bad or guilty about caring for yourself. Postpartum self-care is NOT a selfish act.

- New moms may feel the mental, emotional, and physical stress after giving birth, with the 24/7 baby watch, the feedings, diaper changes, and everything else in between.
- Experienced moms (those with a baby and/or more than one child), can also feel the mental, emotional, and physical drain.

- Brushing your teeth (yep, sometimes this is overlooked),
- Taking a bath,
- Taking a nap (if possible),
- Eating a meal (snacking doesn’t count, mommy!), and
- Maybe listening to your favorite songs.
Rating of Website’s Ease-of-Use and Perception

<table>
<thead>
<tr>
<th></th>
<th>Iteration 1</th>
<th>Iteration 2</th>
<th>Iteration 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Experience</td>
<td>4.67</td>
<td>4.00</td>
<td>5.00</td>
</tr>
<tr>
<td>Navigating the Website</td>
<td>3.67</td>
<td>3.33</td>
<td>4.00</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>4.00</td>
<td>4.00</td>
<td>5.00</td>
</tr>
<tr>
<td>of Available Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Helpfulness</td>
<td>4.00</td>
<td>3.67</td>
<td>5.00</td>
</tr>
<tr>
<td>as Self-Care Resource</td>
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<td>Recommend to Other Moms</td>
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</table>
“Very welcoming and easy to navigate through. It wasn't overwhelming to look at and read. Love the pictures as well!”
“Overall engaging website but could use more varied info.”

“This would be an excellent link to have in new family packets that are given out at hospitals. Or maybe a small brochure to refer new moms to the website.”
Discussion

- **Lessons Learned**
  - Filter or search feature = important
  - Allow more time between iterations for modifications

- **Improvement**
  - Include additional questions (pre-survey or interview) on postpartum self-care
    - Participant definition
    - Current self-care activity

- **Future Development**
  - Database for activities
  - Mobile friendly
Mahalo!

Any questions?

https://rsenoren.wixsite.com/hi-mommy