Help expectant parents estimate childbirth delivery cost $ - $$$

I don’t know C-section is so much more expensive... I wish I could be mentally prepared for that.

1. Switch between options easily
2. Contextual annotations & tips
3. View changes instantly

I’m Pregnant!

Week 12

I’m A New Mom!

Estimating Cost

Many expectant parents gathered information of childbirth delivery cost by searching the Internet, asking friends and consulting their insurance providers.

Making Birth Plan

Many expectant parents had a rough idea of the key factors in their initial birth plans before the end of the first trimester, including hospital, type of birth, pain medications and length of stay. These four factors are also identified as important variables in estimating childbirth delivery cost by our algorithm.

Surprised!!!

Many parents did not end up with their initial birth plans and were surprised by the changes in the cost of childbirth delivery.

OUR APPROACH

Background Research
We started with background research on the process of labor and birth. Also, we looked into healthcare cost estimating tools and pregnancy-related mobile apps.

User Research
To understand how families view childbirth delivery cost and make birth plan decisions, we sent out an online survey and conducted 6 user interviews and participatory design sessions.

Design & Prototyping
Based on our research findings, we started with paper sketches and proceeded to build several versions of interactive prototypes with Axure and InVision.

Design Evaluation
We then conducted 3 usability tests with the interactive prototype and identified several potential opportunities for improvement.

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