Parents often miss early signs of developmental delays or feel unable to encourage their child’s developmental progress.

BabySteps — a tool that help parents track these milestones — needs a redesign to better align with its brand and purpose and to connect with parents and donors.

For Parents

Parents create a profile for each child.

Parents track milestones with a timeline and receive activity suggestions to encourage development.

Parents interact via online forum to receive community support.

For Donors

Donors interact with an easily-accessible website and simple Sprout demo.

Donors see transparency in allocation of funds and competence of the organization development.

Donors easily choose the amount and frequency with which to donate.

Process

Primary and secondary research

Ideation and design

Prototyping and mockups