

# sm:)ecare

Improving the post-treatment experience of parents of children with orofacial clefts

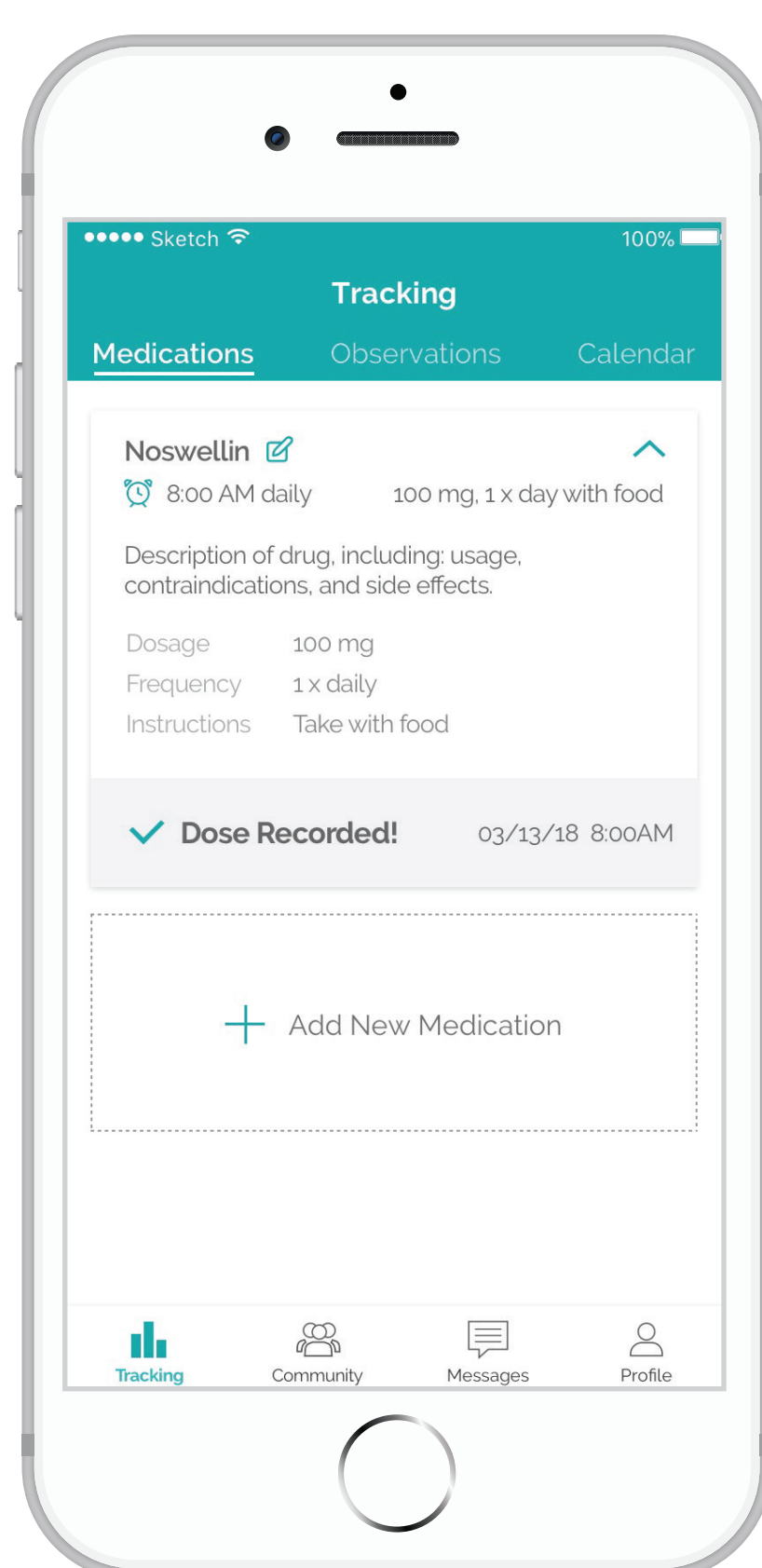


## Opportunity

Orofacial cleft treatment requires surgical and non-surgical interventions and interdisciplinary collaboration between multiple medical specialists. Prior research has been aimed at the interventions themselves, while little is known about these treatments from the parents' point of view.

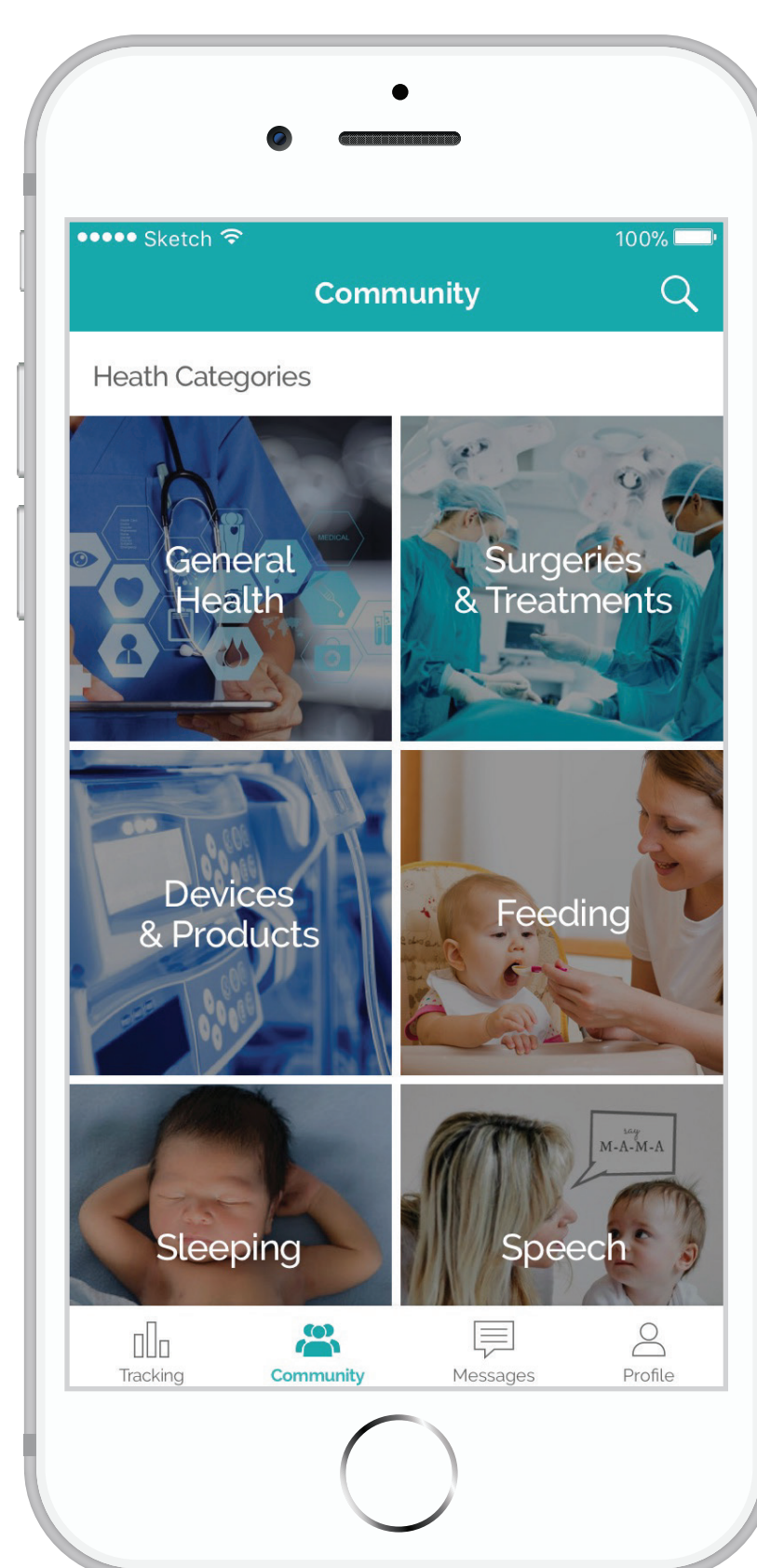
## Solution

After exploring the post-treatment experience of orofacial clefts families, we designed a mobile app aimed at helping parents and caregivers communicate with clinicians, track daily observations and medications, and connect with a supportive community.



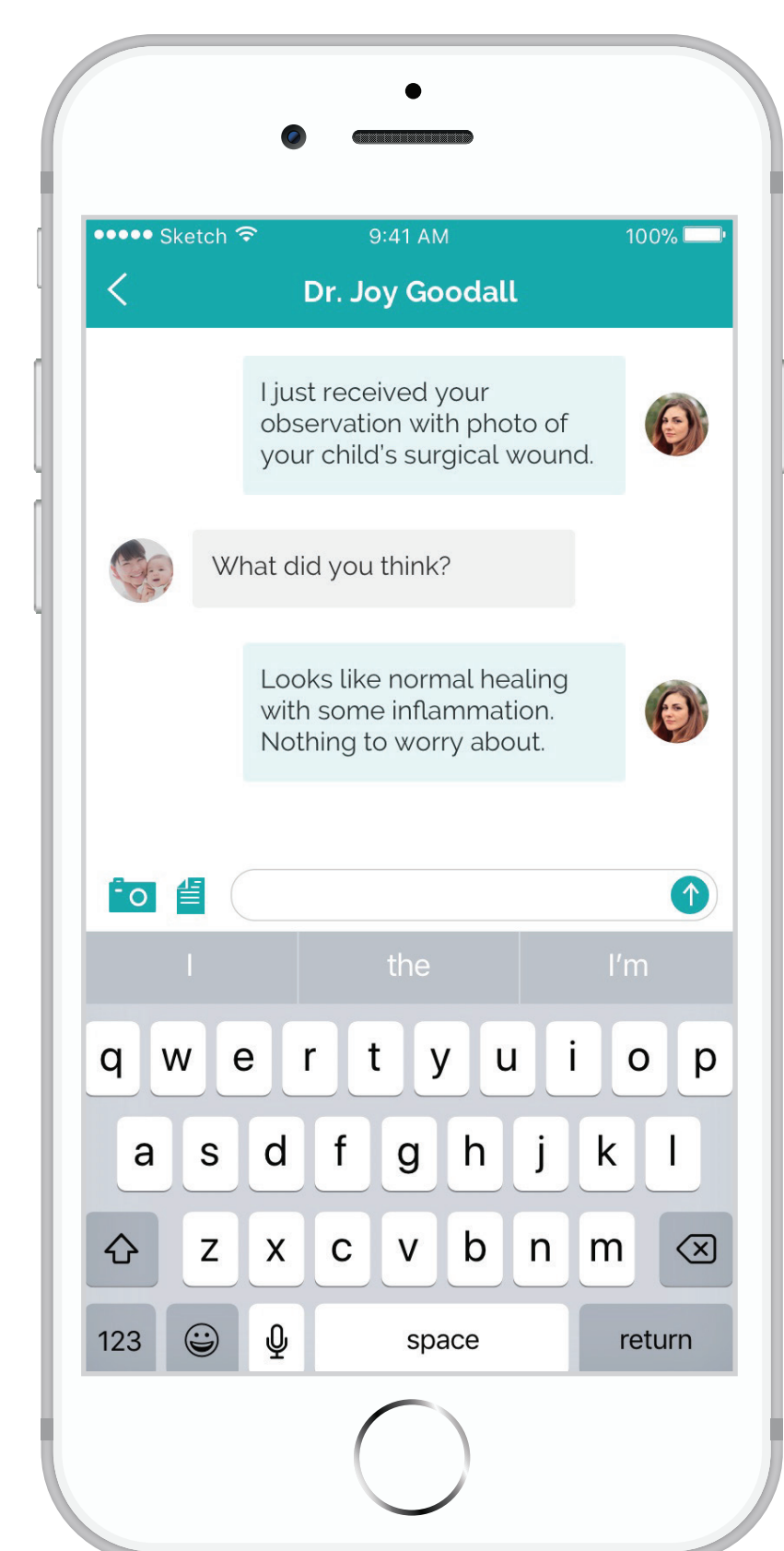
### Tracking

Manage multiple medications, set dose reminders, and log observations with text and photos



### Community

Find support and learn from other families within the orofacial cleft community



### Communication

Share observations and photos with clinicians; connect with other parents of kids with clefts

## Process highlights



### Research

Using competitive analysis, lit review, and target audience interviews, we learned that parents of children with clefts want social support and help tracking daily medications and observations.



### Ideation

We generated requirements for our design solution by brainstorming, creating user scenarios, and storyboarding. We grouped user needs and prioritized feature to arrive at a clear product architecture.



### Prototyping

We rapidly created multiple wireframes to determine the user steps needed to complete top tasks. Each version fleshed out user flows and expanded possible user paths through the prototype.



### Testing + Iteration

Through remote testing of our prototype, we identified user frustrations and made design changes to improve the usability of our solution. We explored branding options and devised a visual system.