

Improving communication in gestational surrogacy partnerships

Problem

Prior research shows that intimacy and communication are key to parent + surrogate satisfaction in a gestational surrogacy relationship.

But due to complex legal patchworks regulating surrogacy, these relationships are often conducted over distance — across map boundaries and time zones. This can make it difficult for surrogacy partnerships to feel connected.

How might we encourage a strong personal connection in surrogacy partnerships, which are often separated by distance?

Design Recommendations

Based on our research findings, we’ve written a set of design recommendations that we believe will improve upon the current communication landscape for surrogate + intended parent partnerships. These design recommendations can apply to any technological intervention in the communication space, and are intended to broadly communicate the needs of this user group.

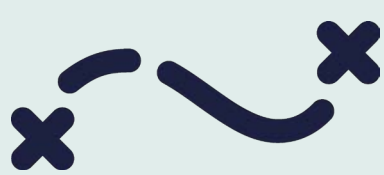
EMOTIONAL NEEDS



Preventing “othering”



Privacy



Non-linearity

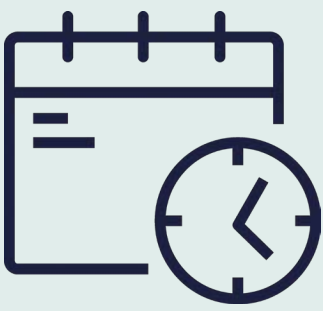


Space for grief

OPERATIONAL NEEDS



Consolidation + visibility



Collaborative productivity tools



Education options



Support for distance logistics

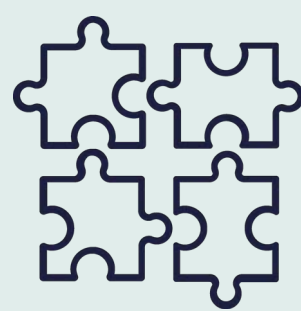


Involving extended stakeholders

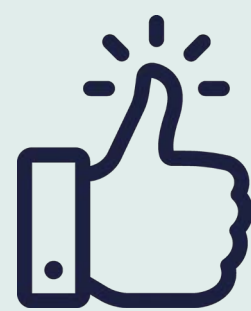
RELATIONAL NEEDS



Collective storytelling



Matching communication expectations



“Permission” to interact



Facilitation, not prescription

