## 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?

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.

### Design Recommendations

#### 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

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