

# Reducing stress for a new generation of parents.

Becoming a parent can be one of the most rewarding experiences in a person's life. However, being a parent can also be incredibly stressful.

Properly coping with stress is not only important for your health, it is also essential for your children's health.



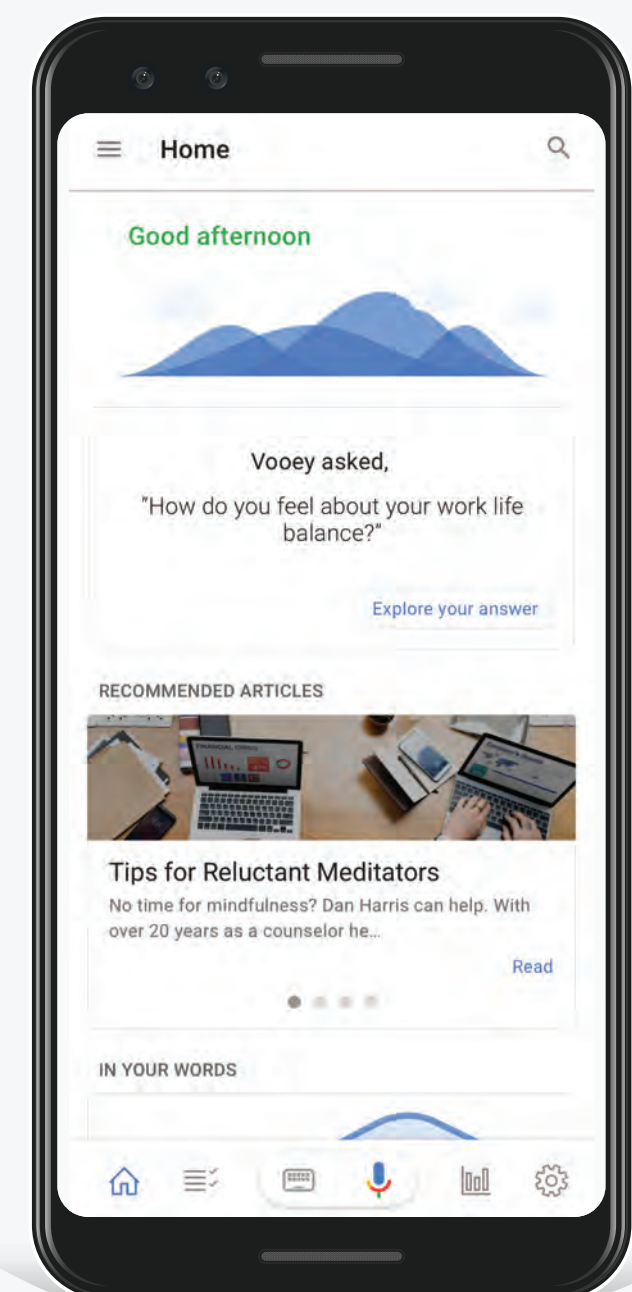
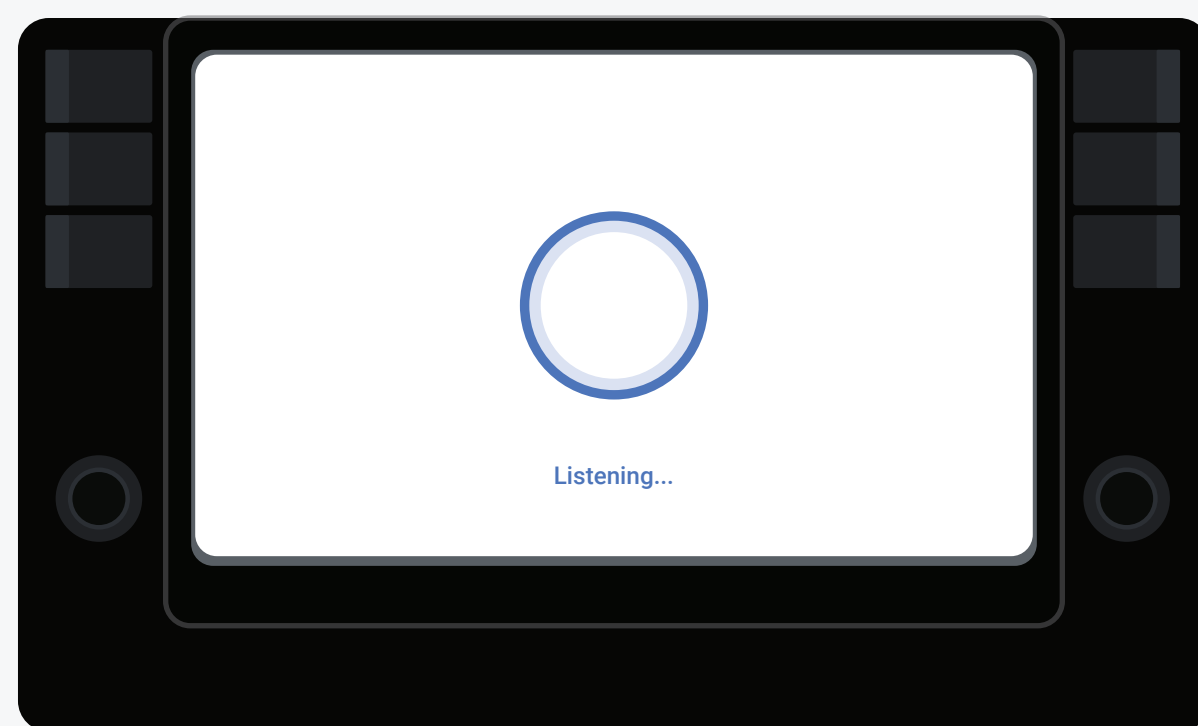
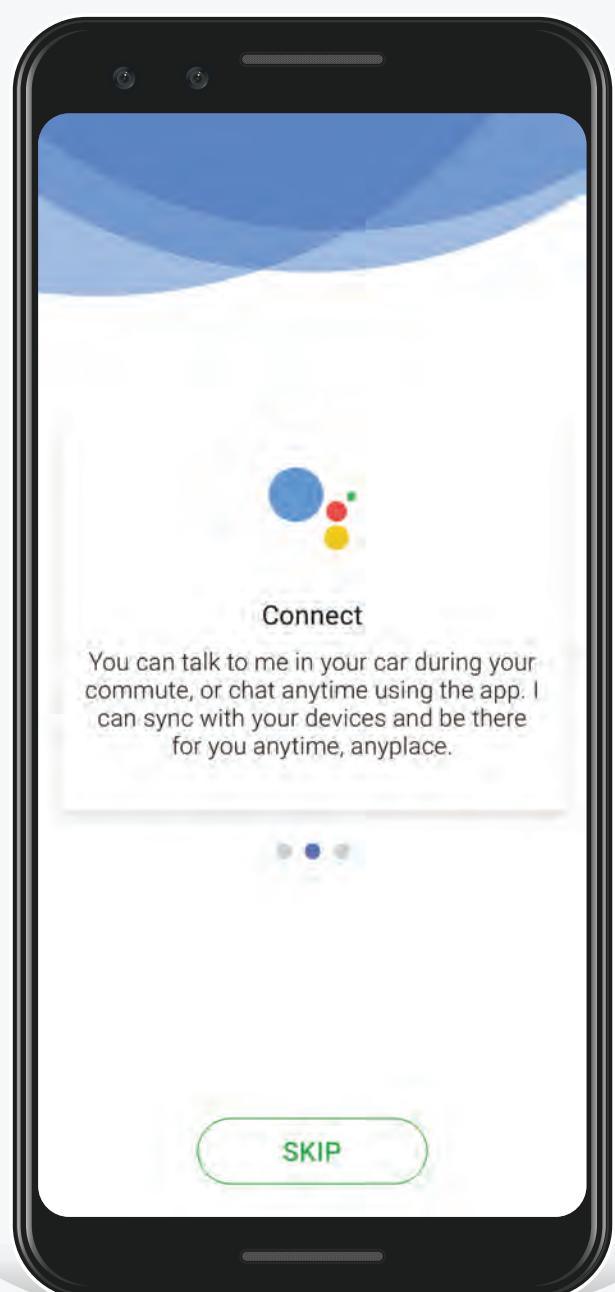
## Meet Vooney.

A voice assistant designed to help you better understand and take charge of your mental health through recommendations and insights based on patterns in your dialogue.

Integrated with your devices.

Designed for your commute.

Insight into your mental health.



### Research

*Lit. Review (4), SME Interviews (4), User Interviews (5), Quantitative Survey (24), Competitive Analysis*

**Personalized experiences over general advice**  
SME Interviews

**Hyper-organization for a sense of control**  
User Interviews

**Friends & family are important information sources**  
Quantitative Survey

### Ideation

*Design Requirements, Sketching, Brainstorming, Roleplaying, User Stories, Lo-fi Ideation*

**Addresses & attempts to reduce stress**  
Design Requirement

**Clearly articulates user feedback & leads to action**  
Design Requirement

**Doesn't use guilt as a driver of action**  
Design Requirement

### Evaluation

*Concept Test, 2 rounds of Usability Studies, 2 Prototype Iterations, Visual Design*

**Planning & recommendations solutions resonated**  
Concept Test

**Participants wanted Vooney to be proactive**  
Usability Study 1

**Participants were unclear on how to initiate voice**  
Usability Study 2