Feedings & Poops
A Simple App for Sleepy Parents

Problem

Doctors recommend tracking the digestive habits of new babies
Paper charts, the most common tracking method, are a chore
The current apps built to replace paper charts are not very good

85% of surveyed parents reported forgetting to track baby data when using paper

Design Process

"Keep it simple! Parents need simple in the first few weeks.”
- Kelvie Johnson, Pediatrician

Research
Reddit survey
Social network polling
Pediatrician discussion

Design
Paper sketches
Team discussions
Omnigraffle wireframe

Test
Hi-Fi Flinto Prototype
Distributed testing

Solution

Step-by-step guidance
Dark mode for late-night entries
Straightforward data vis

"I like this way better than any app I’ve tried before. It’s simple and clean.”
- Test participant

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