

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

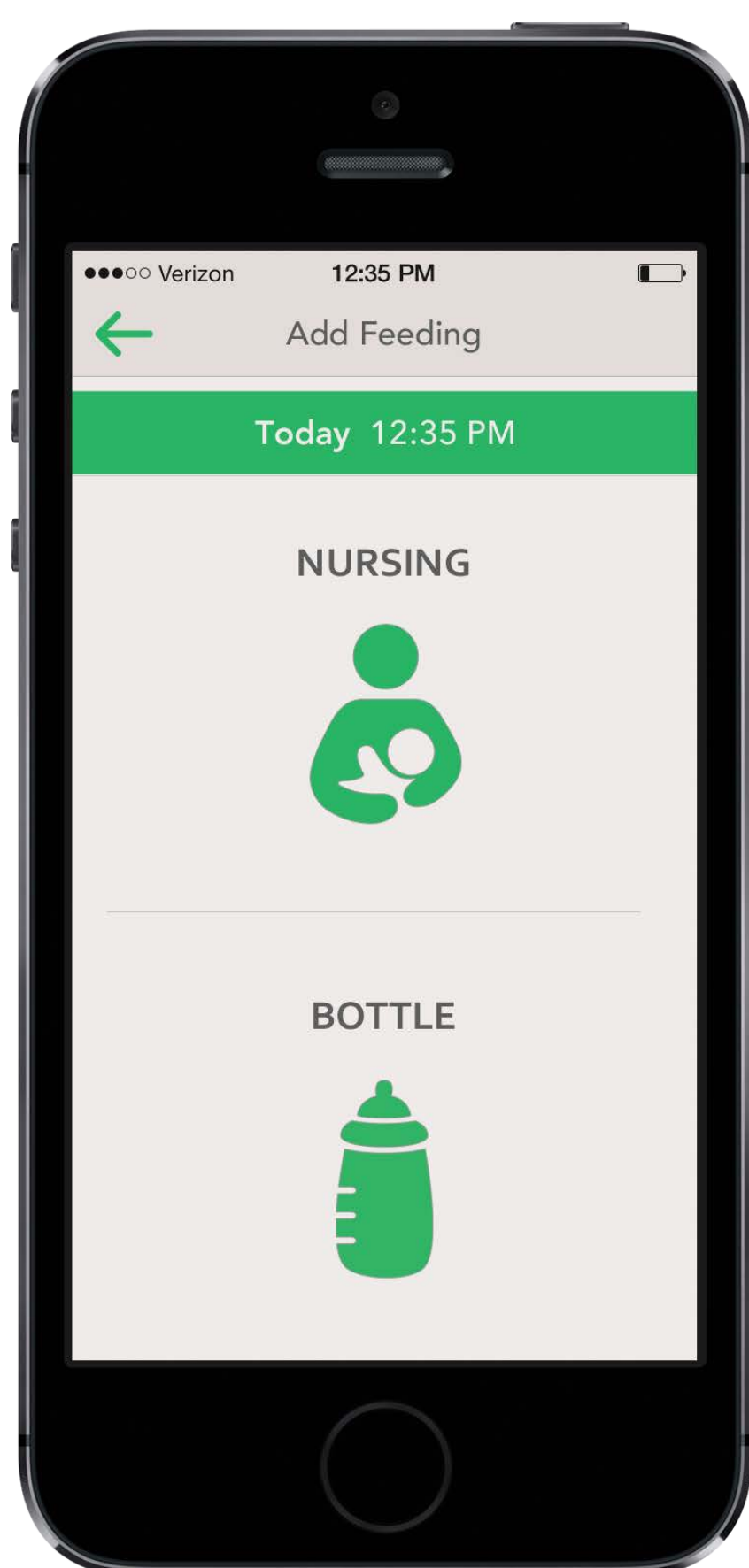
Design

Paper sketches
Team discussions
Omnigraffle wireframe

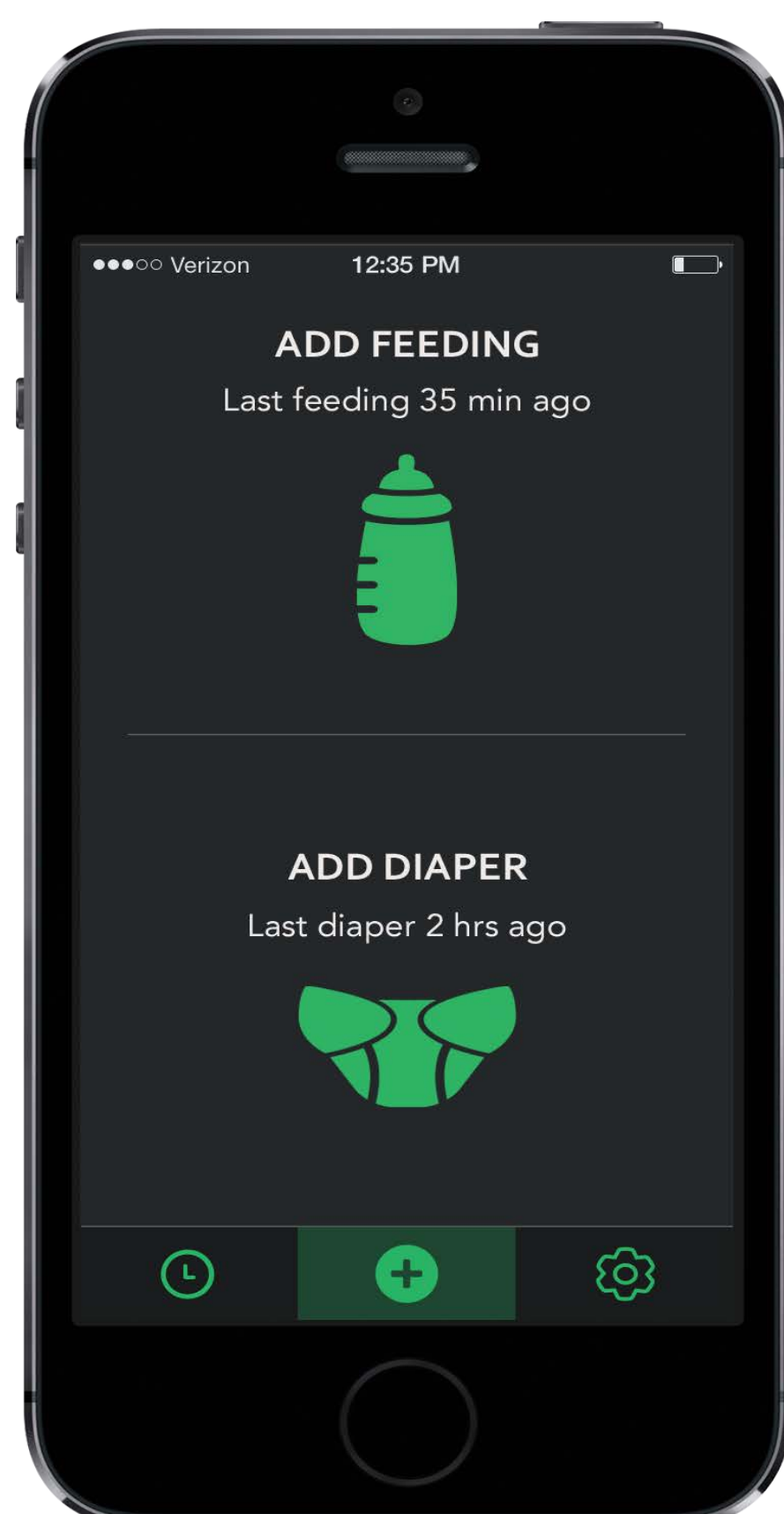
Test

Hi-Fi Flinto Prototype
Distributed testing

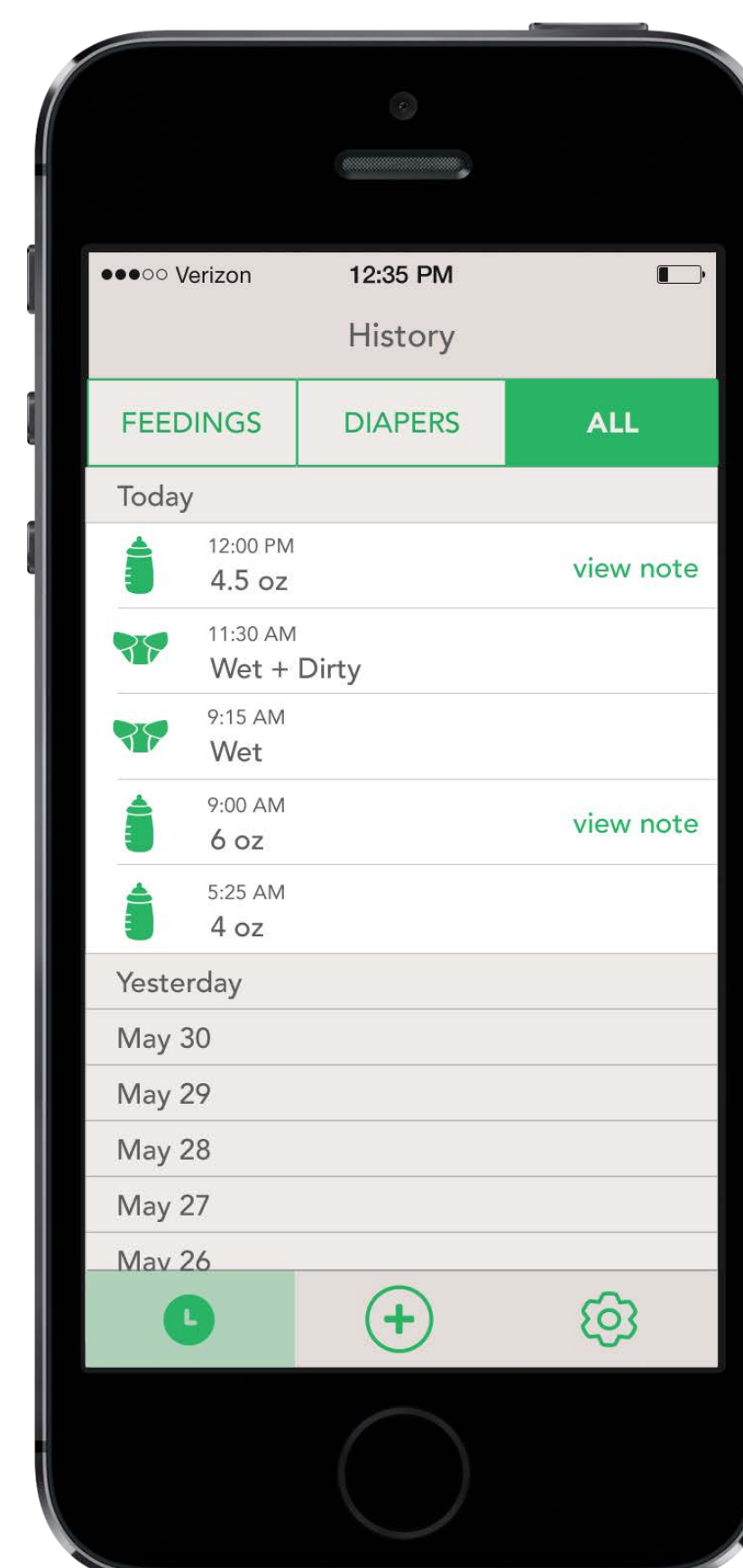
Solution



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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