

## Challenge 5: Enhancing Maternal and Child Health



Fatima Mohammed - Maternal and Child Health

### Demographics

Age: 28

Gender: Female

Ethnicity: Middle Eastern (Jordanian)

Location: Amman, Jordan

Occupation: Stay-at-Home Mother

Family Status: Married, mother of three, expecting a fourth child

## Technical Skills and access

	Skill Level (0-10)	Access (0-10)
Preference for Digital Services	3	4
Health Apps	5	6
Health Portal (Web)	4	5
Telehealth & Video Consultation	6	4
Wearable & IoT Devices	2	3

## Biography

Fatima is a young mother of three, expecting her fourth child. She lives in an urban area of Amman, where she has access to healthcare services but is often overwhelmed by the amount of information available. Fatima is dedicated to ensuring the health and well-being of her children and herself during pregnancy. While she primarily relies on healthcare providers for information, she is open to using mobile apps to track her pregnancy and her children's health.

## Medical Conditions

- Primary Conditions:
  - Pregnancy
  - Childbirth
- Common Secondary Conditions/Comorbidities:
  - Gestational diabetes (potential risk)
  - Postpartum depression (risk factor)
  - Hypertension (possible during pregnancy)

## Behaviours when interacting with services

- Prefers in-person consultations for prenatal and paediatric care.
- Often asks questions about her health and her children's development but may feel hesitant to speak up in larger groups.
- Relies on healthcare providers for information and guidance on medications and health practices.
- May bring her children to appointments, which can make it difficult to focus on her own health concerns.

## Goals

- To have a healthy pregnancy and delivery with minimal complications.
- To ensure her children are developing properly and receiving necessary vaccinations and check-ups.
- To be well-informed about maternal and child health practices and available healthcare resources.
- To create a supportive environment for her growing family.

## Pain Points

- Difficulty navigating the healthcare system and understanding available services.
- Limited access to personalised information that addresses her specific health needs.
- Time constraints due to her responsibilities as a stay-at-home mother, making it challenging to attend appointments.
- Language barriers or cultural sensitivities may impact her comfort in seeking care.

## Key Challenges

- Fatima requires a streamlined way to ensure continuity of care throughout her pregnancy and her children's early development. A solution should facilitate ongoing communication with healthcare providers, allowing her to share updates and receive timely advice.
- Fatima often feels overwhelmed by the amount of information available. She needs a user-friendly platform that provides clear, personalised health information tailored to her specific circumstances and the developmental needs of her children.
- Fatima wants to easily track her health during pregnancy and her children's milestones, such as vaccinations and developmental check-ups. A solution that integrates this tracking would help her stay organised and proactive about her family's health.
- It is crucial for Fatima to manage any potential allergies and medication needs effectively. A comprehensive care plan should address these aspects, ensuring she receives the right information about medications during her pregnancy and for her children.
- Fatima values support from other mothers and healthcare professionals. A solution that fosters community engagement and offers access to support networks would empower her and enhance her experience in navigating maternal and child health.

## Empathy Map

### Says

- "I want to ensure my baby and children are healthy and developing well."
- "I rely on my doctor to tell me what's best during pregnancy."

- "It's hard to keep track of everything for myself and my children."
- "I'm worried about the risks during pregnancy and delivery."
- "I don't always understand the medical terms they use."

## Thinks

- "Am I doing everything right to have a healthy pregnancy?"
- "What if something goes wrong during the pregnancy or with my baby?"
- "I wish there was a simple way to manage all the information I need."
- "It would be helpful to have clear, reliable information at my fingertips."
- "I hope my children are hitting their developmental milestones on time."

## Does

- Attends regular prenatal checkups and paediatric visits for her children.
- Uses pregnancy tracking apps but sometimes finds them overwhelming.
- Relies on her healthcare provider for guidance on medications and health practices.
- Manages the household and takes care of her three children while being pregnant.
- Frequently looks up pregnancy and child health information online.

## Feels

- Overwhelmed by the amount of health information she needs to process.
- Concerned about her baby's health and her children's development.
- Anxious about potential complications during pregnancy and childbirth.
- Reassured when healthcare providers explain things clearly and offer guidance.
- Eager to be a good mother, but sometimes uncertain about the best way to manage her own health and her children's well-being.