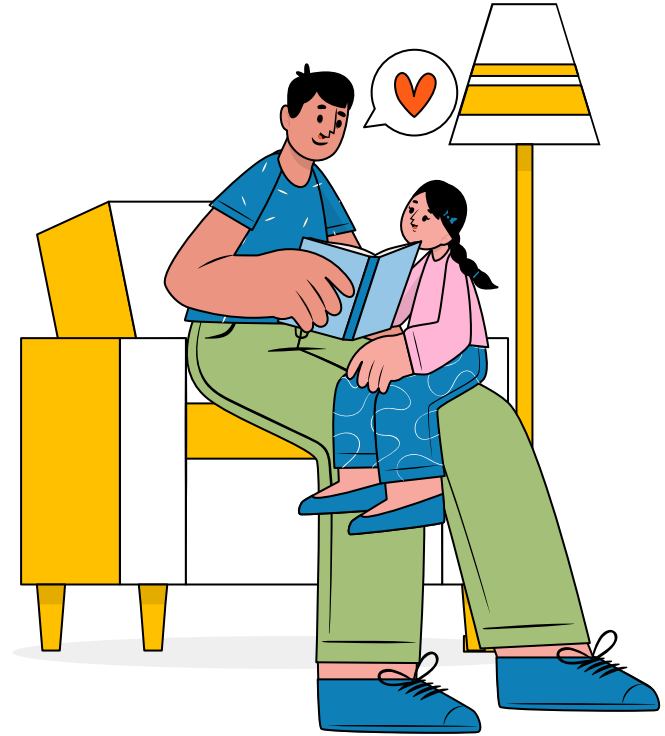


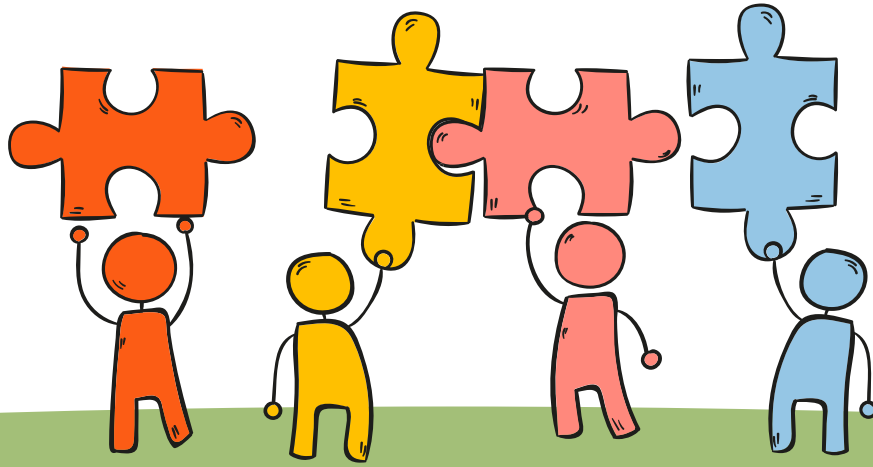
Family Matters: Healthcare Access Needs for Parents and Families

Tenzin Dolkar, Esi Donkor, Haven
Whitney, Hung Bui



Introduction

Team Members



Tenzin

Junior in Symsys major
curious about app
development &
healthtech intersection.

Haven

Senior CS major excited
to learn about more
about design!

Esi

Senior majoring in
Human Biology
interested in health and
technology

Hung

Senior majoring in CS
with an interest in
healthcare and
technology

Problem Domain: Healthcare for Families

How we chose:

Family Experiences

Our team deeply values family wellbeing because of our own personal and cultural backgrounds.

Interest in Healthcare

We have a professional interest in healthcare.

Work with children

We enjoy learning from and working with children in educational and mentorship settings



Why we chose:

Supporting Parents

Parenting is a job for which people need and deserve support.

Building Community

Children are a present and essential part of our community and deserve to be treated as such.

Strengthening Society

A society that invests in child care and well being invests in its future.

Needfinding Methodology

Participants



Cat

**Pediatric resident at
Lucille Packard working
across the board with
clinics and hospitals**

Setting: Zoom

Interviewer: Tenzin
Script: Haven



Mohammed

**Diversity, Equity, and
Inclusion (DEI) educator
& father of 2**

Setting: Living room

Interviewer: Tenzin
Script: Esi



Emma

**Early childcare educator
and professional &
mother of 2**

Setting: Nursery school

Interviewer: Haven
Script: Esi

Extreme
user

All participants were found through personal networks and connections of the researchers.

Interview Questions

Do you access any **childcare/food support**? Ex. food stamps, food closets/banks/soup kitchens, WICs

What are your **primary health concerns** regarding your children?

Who is in your **support network**?

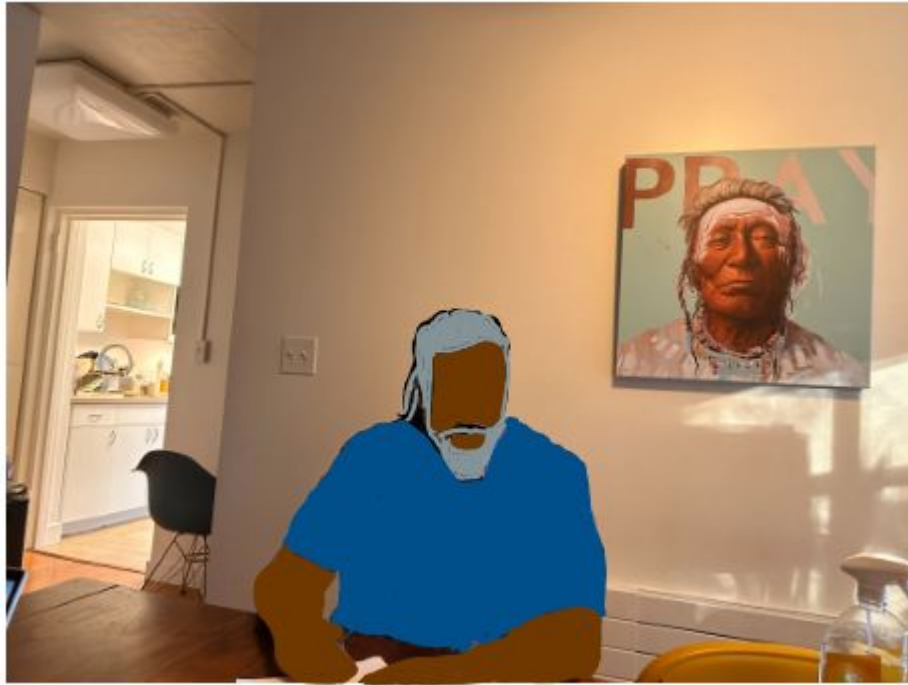
Where do you primarily **find resources** for childcare or healthcare?

Have you noticed any recurring issues/**concerns of parents with regards to health care or childcare**? Do you find these surprising?

Why/why not?

What was your **best/worst experience with (finding) childcare or healthcare**?

Results



We did not take a photo of Catherine's interview as it was over Zoom.

Pictures & setting

Cat: Key quotes and Surprises

Caregiver hunger dropped from 85% to 18% after giving 2 food vouchers and delivering to the room.

Physicians frequently answer same email questions which takes up a lot of time.

Wealthier diabetes patients had access to apps, monitors and pumps. Low-income kids don't have access to attend chronic disease camps and glucose monitor pumps

Has a patient experiencing organ rejection from an indigenous community speaking Mixteco-bajo without translators. She doesn't feel that she's doing right without knowing what to do

It took 45 mins to setup the interpreter online, no interpreter available at nights/weekends, hard to find indigenous dialect interpreters

A parent had a hard time getting to hospital & vouchers aren't as effective due to food and housing insecurity taking precedence over appointments

Mohammed: Key Quotes and Surprises

Background navigating resources

“Coming from a low-income family with a mother who enrolled me in private schools and enrichment programs showed me that those were accessible to me.”

Sensitivity

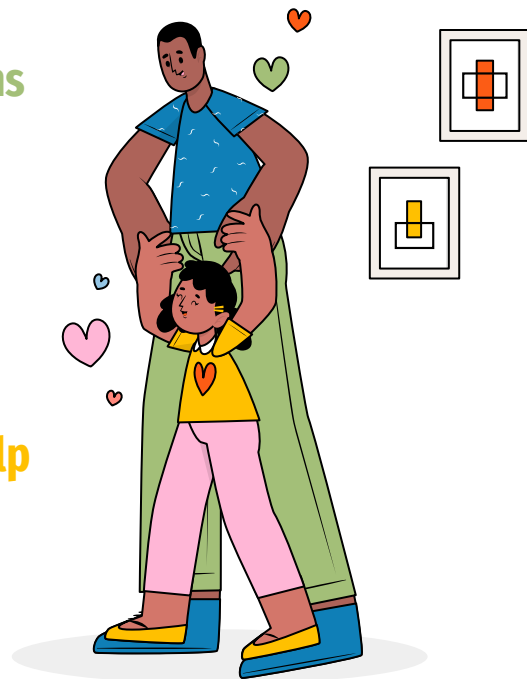
“I once took my son to a teaching hospital for a skin condition examined only to have him quickly surrounded by multiple students prodding at him.”

Cross-cultural connections

“At a school of diverse cultural and economic backgrounds, parenting became the primary social identity. We made lifelong bond with preschool parents.”

Confidence accessing help

“I’m a prideful person so I felt pretty confident. I let go of some guilt when a friend said ‘you’ve paid into social welfare systems, it’s fair for you to use them when you need to.’”



Emma: Key Quotes and Surprises

Empathy



"I really just needed more than anything someone who could come check in on me."

Expert opinions



"I tried a few childcare apps, but ... they didn't have any proof of credentials or anything."

Feeling informed



"I think you need a healthcare professional that can offer you a range of options, not just pushing one agenda."

The pandemic



"It was very isolating being a parent during the pandemic, and I began experiencing postpartum depression."

Mental health



"Feeling strong feeds into mental health, especially after your body has changed from pregnancy."

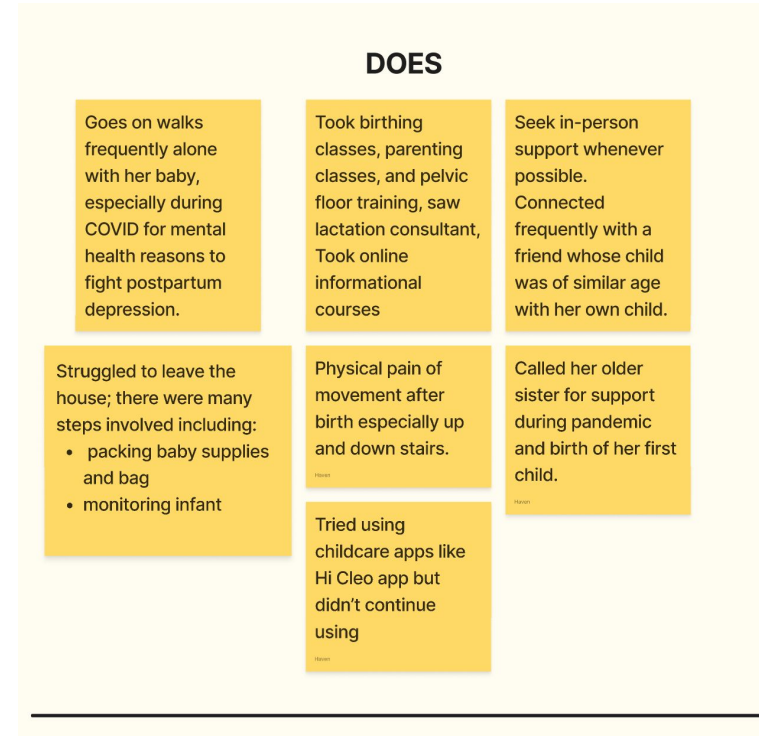
Parenting/healthcare advice



"I was the first of my friends to have a kid... so I write documents and give lots of advice on what to do."

Analysis

Empathy Map | Says & Does



Empathy Map | Thinks & Feels

Exercise and mental health is something that is really crucial to better post-partum outcomes.

It can be difficult to understand the differences in different childcare frameworks (traditional vs new research - contact napping, conflicting info from doctors vs crowdsourcing strong opinion).

It's important to make informed decisions that you can feel comfortable about with regards to your own child.

Thinks experts, hospitals, and structures inspire safety

She wishes she had a larger support network in person she could rely on during the pandemic.

THINKS

FEELS

During pregnancy:
Felt good about own experience and knowledge about childcare and development

Felt that remote support and help from sister wasn't the same as dedicated care.

Felt heard by the new pediatrician since she was open to multiple options and supported her in making independent

decision with some guidance. Her first pediatrician threw her into parenting without any guidance expecting her to know how to parent.

Felt ignored and invalidated during first experiences with OBGYN; rather than a personal, empathetic experience

Felt isolated during the pandemic without her support network or the ability to speak face-to-face with a professional

Felt her experience with her midwife and night nurses during her second pregnancy were "life-changing" and offered a feeling of security and assurance in what to do.

Needs and Insights

NEEDS

Autonomy + the resources to make an informed decision

Empathy
Feeling understood
ie
Someone who understands what each week feels like and can offer support

Family's specific needs or issues to be addressed

INSIGHTS

The best expert is someone who just experienced similar childcare stage a week ago. Sometimes someone who understands is more important than expert credentials'advice.

People often experience choice paralysis or anxiety about making the "best" decision regarding their child.

First time parents can very easily forget the details of the struggles they underwent after time has passed, meaning they often fail to offer enough empathy or relevant advice to people in their shoes.

Trustworthiness for caregivers/ specialists comes from credentials and getting connected face-to-face which was difficult through Cleo app which was through a video call.

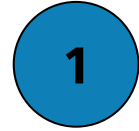
Summary

Key Learnings

Communities are vital

Guidance, empathy, and shared experience improves parent and child health.

1



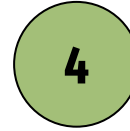
2



Resources are hard to navigate

Information on them can be difficult to find, digest, and evaluate.

4



3

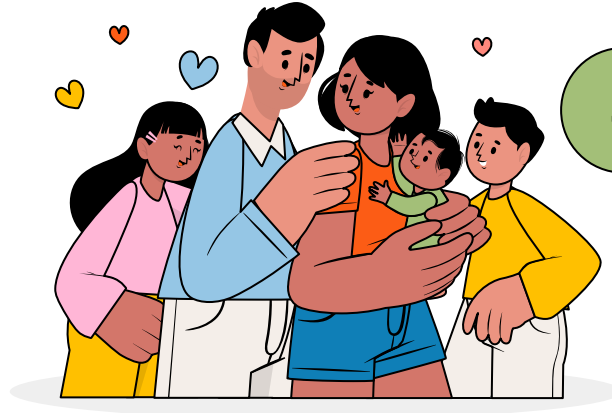


Healthcare is personal

People have happier healthcare experiences when they feel understood and connected to.

No one-size-fits-all approach

Everyone's background and experiences are different and shape their needs.



What's Next?

1st step

More interviews

We have several more interviews for next week lined up in a variety of fields.

2nd step

Understanding POVs

We plan to identify the “game changing” elements of each person’s experience.

3rd step

Ideation

We will narrow our focus and brainstorm potential solution spaces from what we’ve learned.

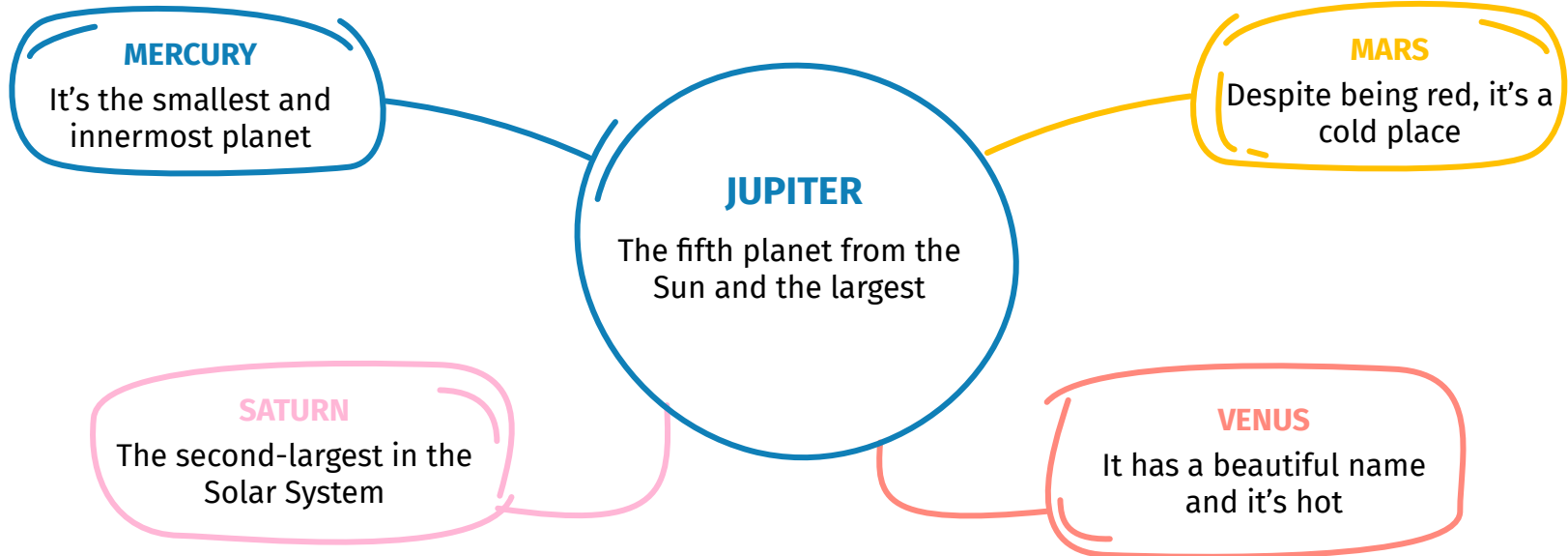


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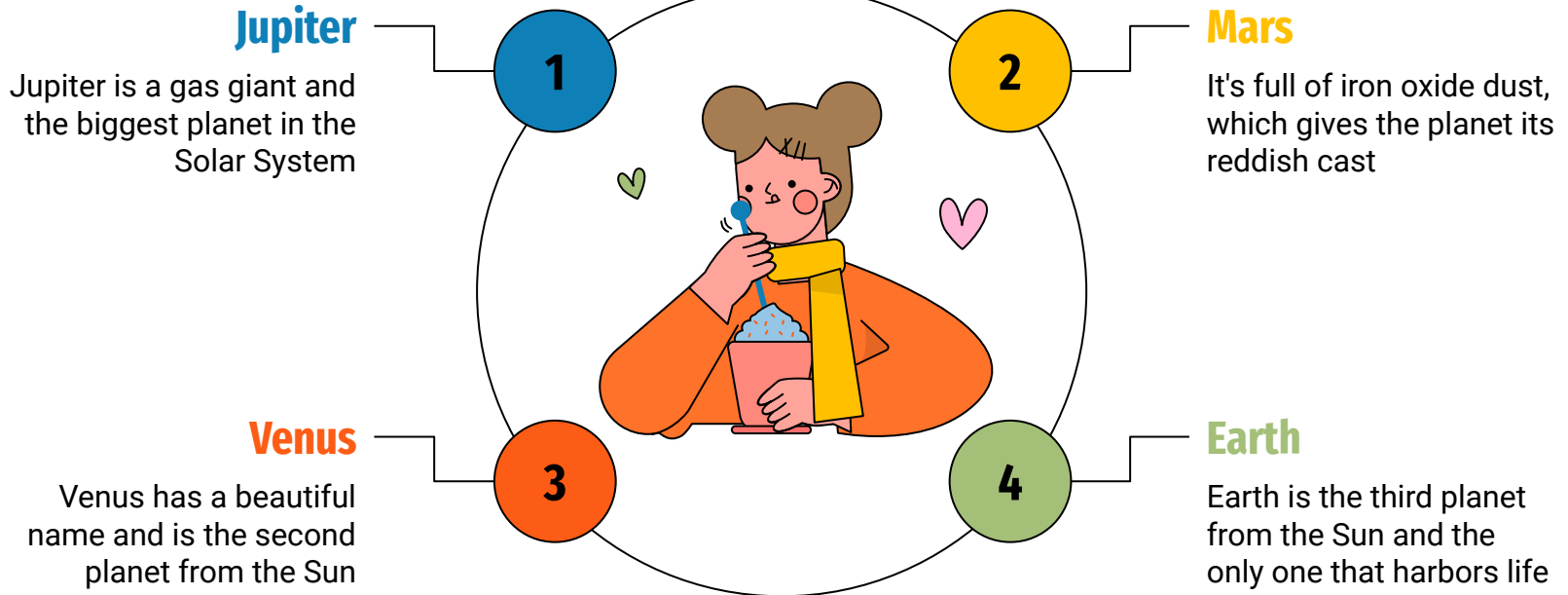
Tenzin Dolkar, Esi Donkor, Haven
Whitney, Hung Bui



Brainstorming Infographics



Positive parenting infographics



Positive parenting infographics

Awareness of assistance programs and empowerment

1

“Coming from a low-income family with a mother who found enrichment programs showed me those things were accessible to me.”



MerCURY

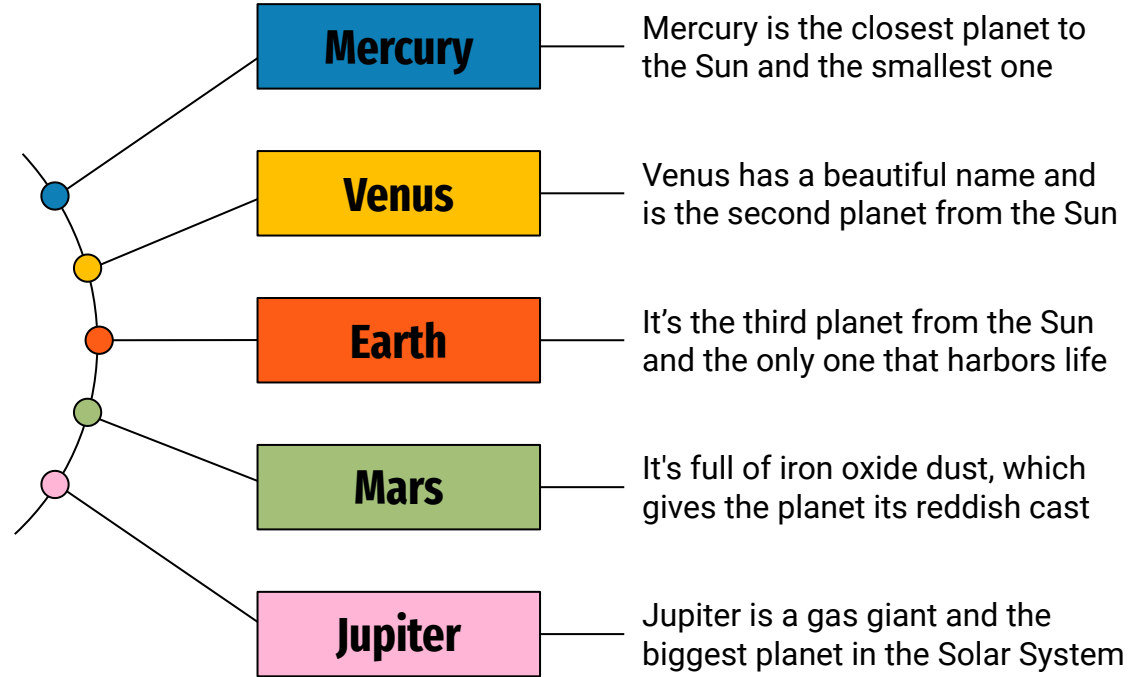
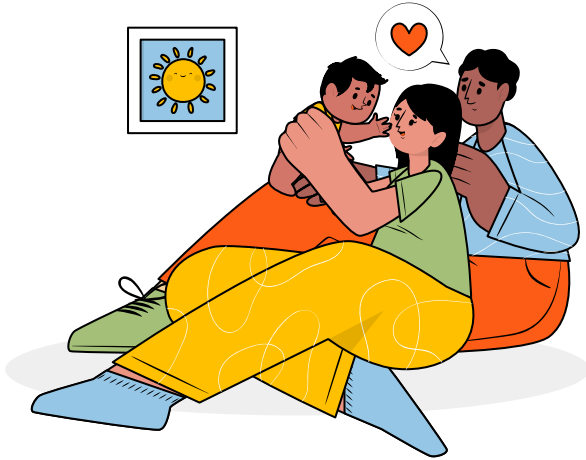
It's a gas giant and the biggest planet in the Solar System

2

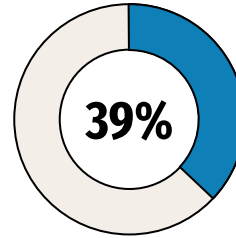
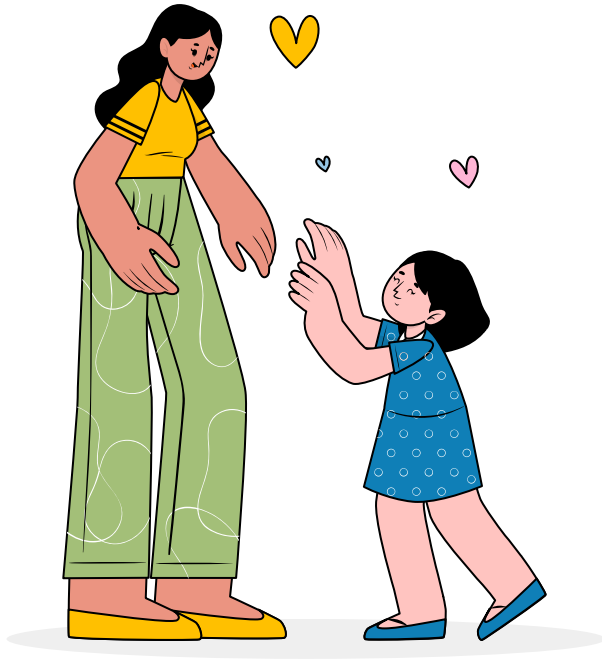
MerCURY

It's a gas giant and the biggest planet in the Solar System

Positive parenting infographics

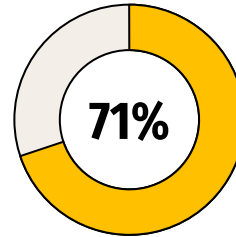


Positive parenting infographics



Earth

Earth is the third planet from the Sun and the only one that harbors life in the Solar System



Venus

Venus has a beautiful name, but the temperatures are extremely high there!

Positive parenting infographics

Venus



60%

It's terribly hot and its atmosphere is extremely poisonous

Mars



40%

It's full of iron oxide dust, which gives the planet its reddish cast

Jupiter



80%

Jupiter is the fourth-brightest object in the night sky



Positive parenting infographics



Mercury

It's the closest planet to the Sun and the smallest in the Solar System



Jupiter

Jupiter is a gas giant and the biggest planet in the Solar System



Venus

Venus has a beautiful name and is the second planet from the Sun



Earth

Earth is the third planet from the Sun and the only one that harbors life

Positive parenting infographics

Sun

The Sun is the star at the center of the Solar System



Jupiter

It's a gas giant and the biggest planet of them all



Mercury

It's the closest planet to the Sun and the smallest



Earth

The Earth is the only planet that harbors life



Venus

Venus is the second planet from the Sun

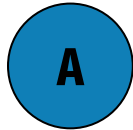


Positive parenting infographics



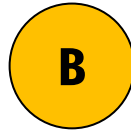
Ceres

Ceres is located in the main asteroid belt



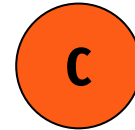
Jupiter

It's the biggest planet in the Solar System



Saturn

Saturn is a gas giant and has several rings



Positive parenting infographics



Sun

It's the star at the center of the Solar System



Ceres

Ceres is located in the main asteroid belt



Jupiter

It's the biggest planet in the Solar System



Mars

Despite being red, Mars is actually a cold place

Positive parenting infographics



A

Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System

B

Earth

It's the third planet from the Sun and the only one that harbors life

C

Mars

It's full of iron oxide dust, which gives the planet its reddish cast

Positive parenting infographics



1st step

Mercury

It's the closest planet to the Sun and the smallest one

2nd step

Venus

It has a beautiful name and is the second planet from the Sun

3rd step

Mars

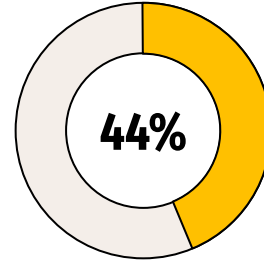
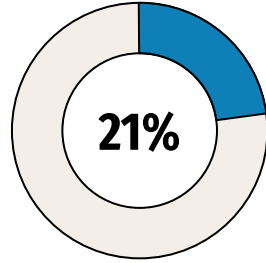
It's full of iron oxide dust, which gives the planet its reddish cast

Positive parenting infographics



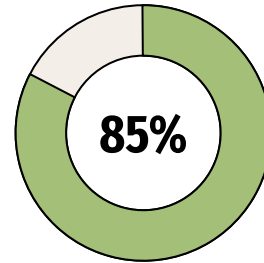
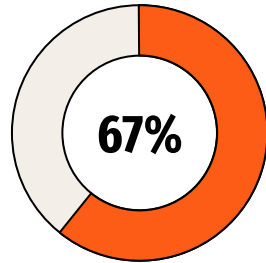
Mercury

It's the closest planet to the Sun and the smallest one



Mars

Despite being red, Mars is actually a cold place



Earth

It's the only one that harbors life in the Solar System



Sun

The Sun is the star at the center of the Solar System

Positive parenting infographics

Jupiter

It was named after the Roman god of the skies and lightning

Venus

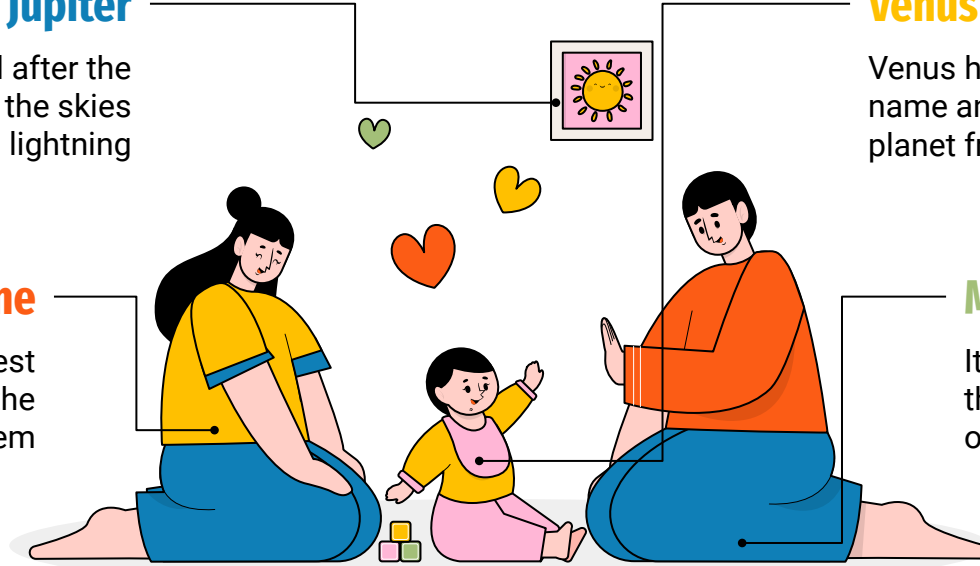
Venus has a beautiful name and is the second planet from the Sun

Neptune

It's the fourth-largest object by diameter in the Solar System

Mercury

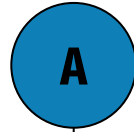
It's the closest planet to the Sun and the smallest one in the Solar System



Positive parenting infographics

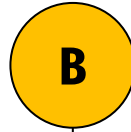
Key points to positive parenting success			
01	02	03	04
Effective parenting	Consistent parenting	Active parenting	Attentive parenting
Mercury is the closest planet to the Sun and the smallest one in the Solar System	It's terribly hot, even hotter than Mercury, and its atmosphere is extremely poisonous	Earth is the third planet from the Sun and the only one that harbors life in the Solar System	Saturn is a gas giant and has several rings. It's composed mostly of hydrogen and helium

Positive parenting infographics



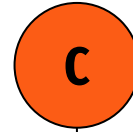
Pluto

Pluto is now considered a dwarf planet



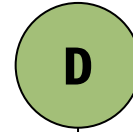
Ceres

Ceres is located in the main asteroid belt



Neptune

Neptune is the farthest planet from the Sun

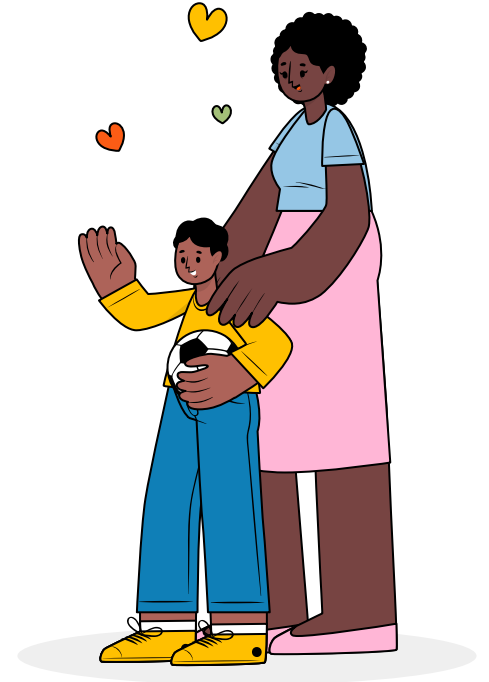
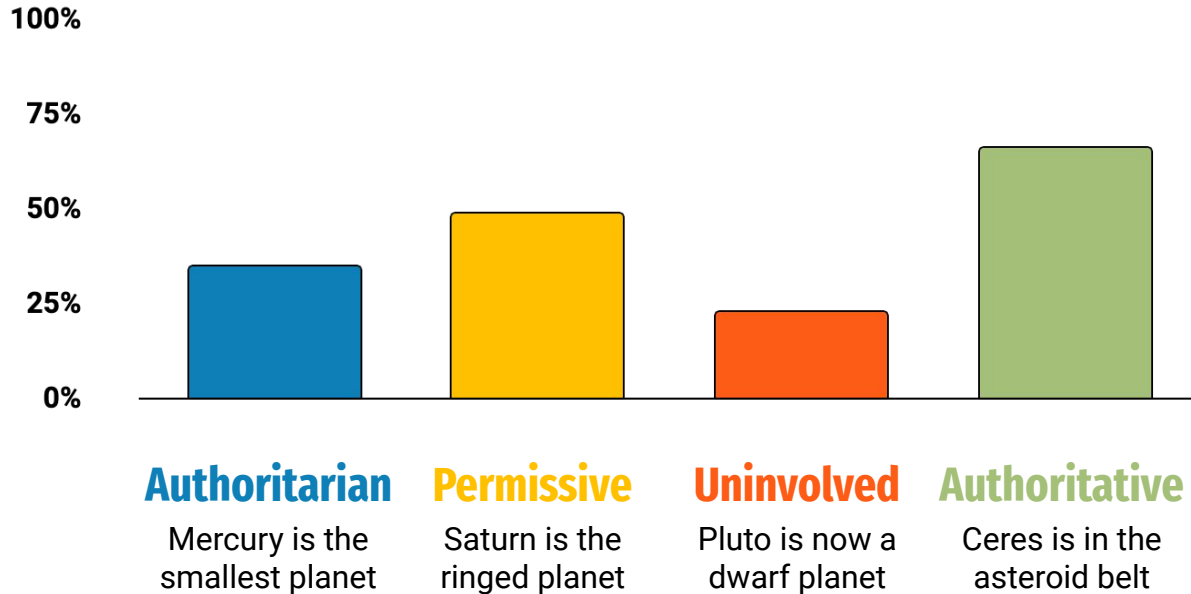


Venus

Venus is the second planet from the Sun

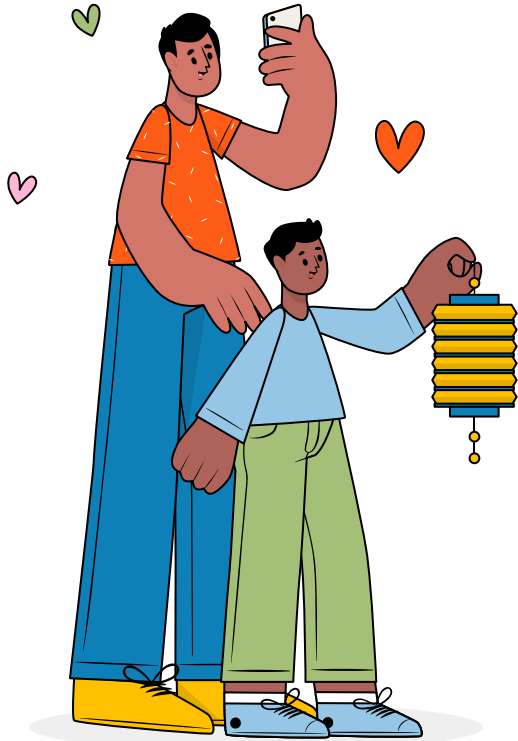


Positive parenting infographics



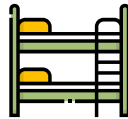
Follow the link in the graph to modify its data and then paste the new one here. For more info, [click here](#)

Positive parenting infographics



Mercury

Mercury is the closest planet to the Sun



Venus

Venus is the second planet from the Sun



Mars

Despite being red, Mars is a cold place



Jupiter

It's the biggest planet in the Solar System



Sun

It's the closest star to planet Earth



Neptune

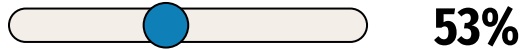
It's the farthest planet from the Sun

Positive parenting infographics



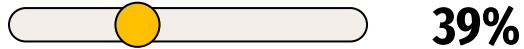
Ceres

Ceres is located in the main asteroid belt



Sun

It's the closest star to planet Earth

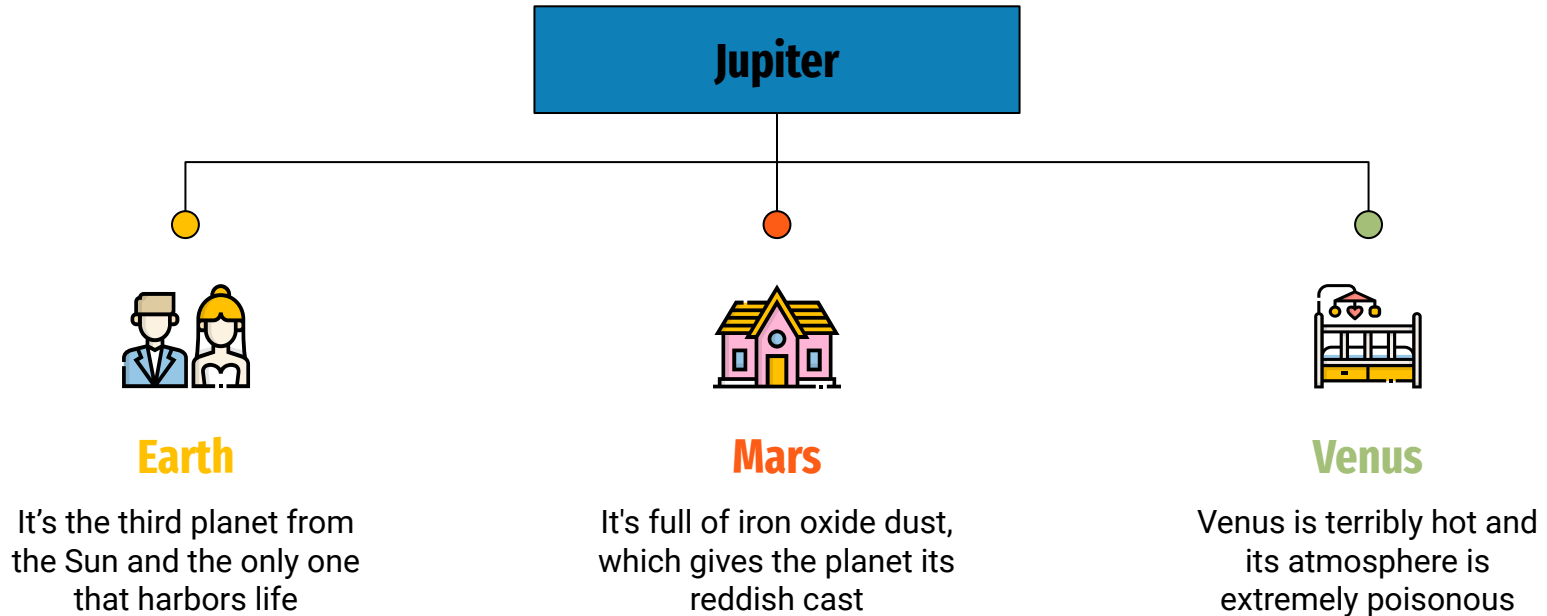


Saturn

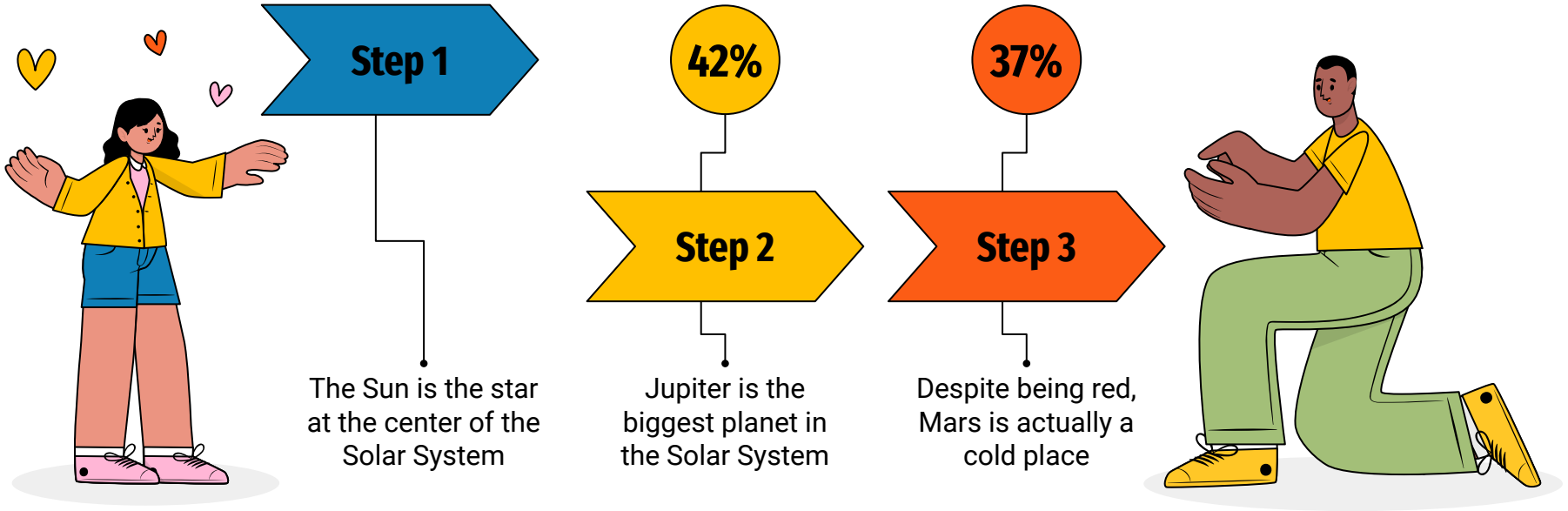
Saturn is a gas giant and has several rings



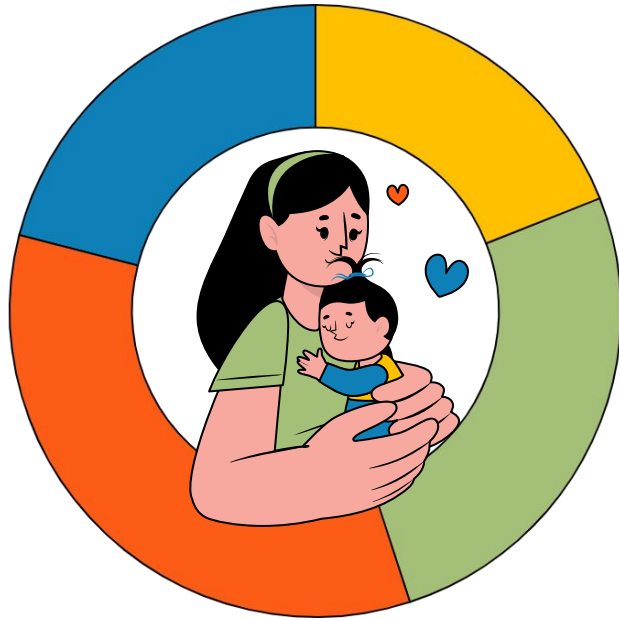
Positive parenting infographics



Positive parenting infographics



Positive parenting infographics



Venus

Venus has a beautiful name and is the second planet from the Sun

32%

Mercury

Mercury is the closest planet to the Sun and the smallest one

23%

Mars

It's full of iron oxide dust, which gives the planet its reddish cast

25%

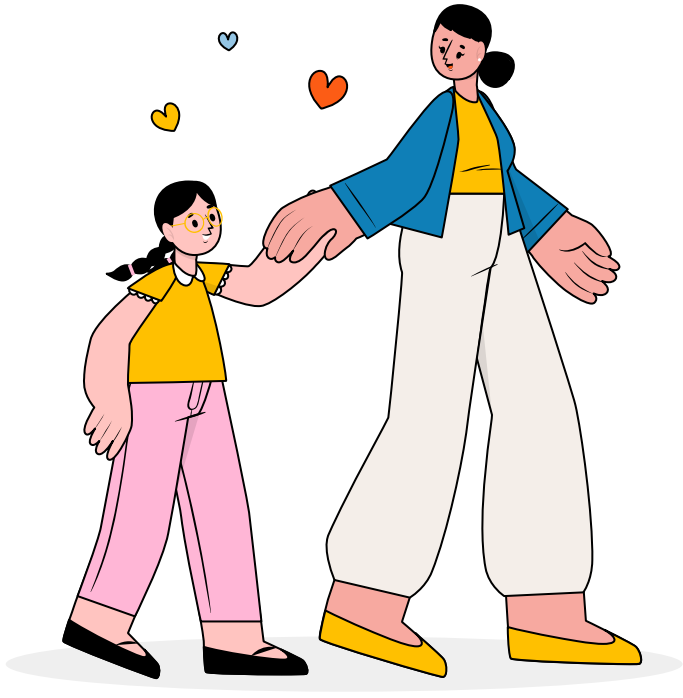
Jupiter

Jupiter is a gas giant and the biggest planet in the Solar System

20%

Follow the link in the graph to modify its data and then paste the new one here. For more info, [click here](#)

Positive parenting infographics



Mercury

It's the closest planet to the Sun and the smallest one

Jupiter

It's a gas giant and the biggest planet in the Solar System

Neptune

Neptune is the farthest planet from the Sun



Sun

The Sun is the star at the center of the Solar System

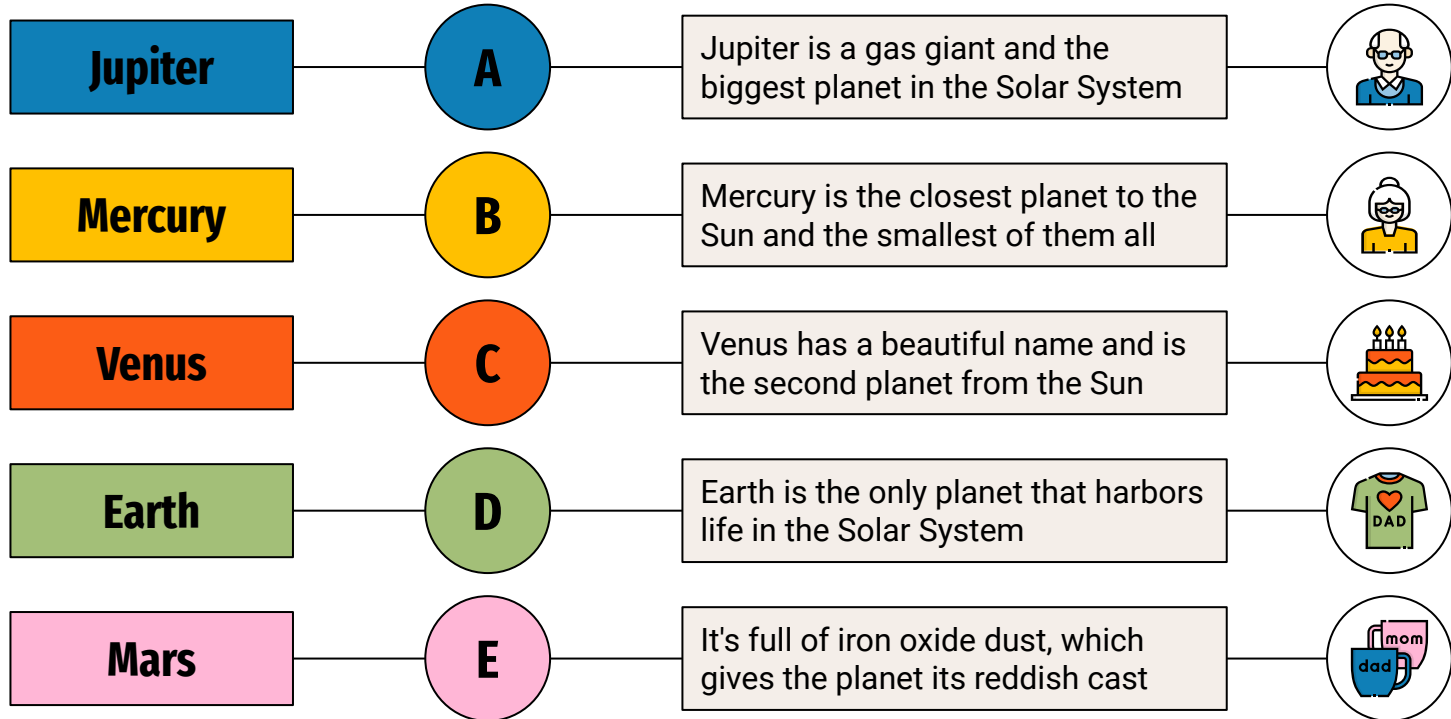
Ceres

Ceres is located in the main asteroid belt

Venus

It has a beautiful name and is the second planet from the Sun

Positive parenting infographics



Key Quotes and Surprises

Mars

Despite being red, Mars is actually a cold place

1,897

Earth

It's the only one that harbors life in the Solar System

4,186

3,763

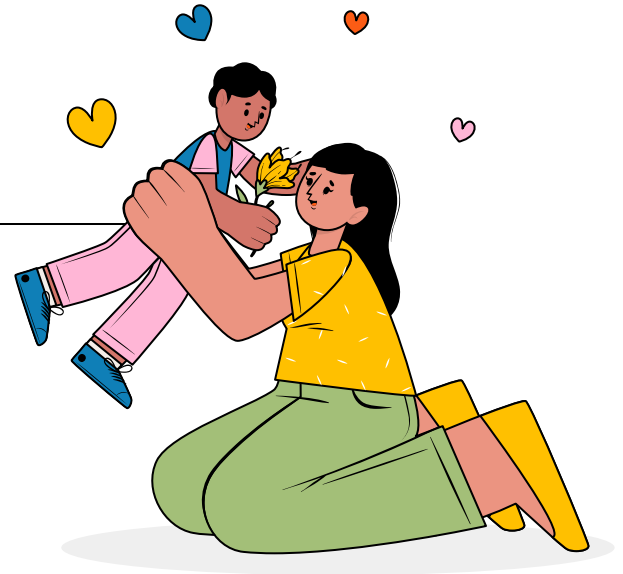
Venus

Venus is the second planet from the Sun

7,647

Jupiter

Jupiter is the biggest planet in the Solar System



Positive parenting infographics

5 Steps to Positive Parenting	Step 1	Create a safe, interesting environment
		Neptune is the fourth-largest planet by diameter in the Solar System
	Step 2	Have a positive learning environment
		Jupiter is a gas giant and the fourth-brightest object in the night sky
	Step 3	Use assertive discipline
		Saturn is composed mostly of hydrogen and also helium
	Step 4	Have realistic expectations
		Mercury is the closest planet to the Sun and the smallest of them all
	Step 5	Take care of yourself as a parent
		Venus has a beautiful name and is the second planet from the Sun



Parents icon pack



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- **Change the color** by clicking on the paint bucket.
- Then **resize** the element by clicking and dragging one of the square-shaped points of its bounding box (the cursor should look like a double-headed arrow). Remember to hold Shift while dragging to keep the proportions.
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Problem Domain: Healthcare for Families



Family Experiences

Despite being red, Mars is actually a cold place



Work with children

Earth is the third planet from the Sun



Interest in Healthcare

Venus is the second planet from the Sun



Community

It's the star at the center of the Solar System



Parenting

Ceres is located in the main asteroid belt



Society

Saturn is a gas giant and has several rings

