

Postnatal Care Guide

Capstone 10 · HealthTech · Talodabi Academy

1 · Project overview

You are designing **first weeks at home** after hospital discharge: short daily check-in and clear danger signs. Calm tone beats a clinical hospital portal.

Deliverable	Full mobile MVP in Figma (not code)
Platform	Mobile app · Android-first · portrait
Screens	11 screens + 1 unhappy path (12 frames)
Features	3 core features
Bottom navigation	Bottom navigation with 4 items: Home · Check-In · Warnings · Help
Prototype	4 linked flows

Build order: Auth (screens 1–4) → nav tabs (5–8) → core flow (9–11) → unhappy path → link prototypes.

2 · Problem & primary user

Nigeria has one of the highest newborn mortality rates in the world. Most mothers are discharged within 24 hours of birth and receive no follow-up. They get conflicting advice from family, traditional birth attendants, and social media. Simple warning signs like infection, poor feeding, or dangerous fever go unnoticed until it is too late. If you cite mortality context, **UNICEF** or **WHO** summaries are fine. Do not invent numbers.

Primary user

"Blessing, a 26-year-old first-time mother in Anambra who was sent home one day after delivery and has no idea whether her baby's weight, feeding schedule, or crying patterns are normal."

Geographic scope: National-level

3 · Goals

User goal: Track her baby's daily health and know immediately if something is wrong.

Business goal: Partner with hospitals to offer postnatal digital follow-up as a service and connect mothers to midwives.

Success: In a quick test, a mother completes **daily check-in**, finds **warning signs**, and understands the **high fever** alert flow.

4 · Market context

QUESTION	ANSWER
Who pays	Blessing will not pay much. Hospitals, PHCs, or NGO maternal programs are realistic payers (assumption).
Why not WhatsApp	Mothers get conflicting advice on WhatsApp from aunties and churches. App gives one daily checklist and fever alert pattern, not chat opinions.
Design focus	Focus first 14 days home : 3-field check-in, danger signs, calm tone. Do not build full telemedicine.

Competitors to check:

- **Babymigo** (pregnancy through early parenting; app + SMS)
- **mDoc and other telehealth apps** (broader consults)
- **Family WhatsApp + chemist** (default after discharge)

5 · Validate before you design

Interview 3–5 people who match your primary user. Update this brief if interviews contradict it. Do not start hi-fi until you complete the confirmation below.

FIELD	YOUR ANSWER
Validated user (name, age, city)	
Problem in one sentence	
One interview quote	
Success metric for your test	
Primary colour and tone	
One competitor you checked	

Interview prompts

- "Walk me through the last time this happened."
- "What did you use instead? WhatsApp, paper, or nothing?"
- "What would make you trust this on a cheap Android phone?"
- "What would stop you from using this every week?"

6 · Features & scope

v1 · three features

1. Daily baby health check-in: weight, feeding sessions, and sleep duration
2. Warning signs checklist with colour-coded risk levels and clear next steps
3. Chat with a midwife for questions and reassurance

Out of scope

- Full pregnancy tracking or delivery booking
- Prescriptions or insurance
- 24/7 human chat unless you label it as assumption

7 · Screens

Design every row in wireframe, high-fidelity UI, and prototype (where the flow applies).

#	LAYER	SCREEN	WHAT TO SHOW
1	Auth	Splash Screen	Soft, warm app logo. Calm colour palette, no clinical feel.
2	Auth	Onboarding (2 screens)	Screen 1: 'Your baby needs you. We'll help you know they're okay.' Screen 2: Enter baby's name and date of birth.
3	Auth	Sign Up Screen	Mother's name, phone number, and PIN. Ask for baby's name and birthdate here.
4	Auth	Sign In Screen	Phone number and PIN.
5	App shell	Home (tab)	Baby's name and age in weeks. Today's check-in status (Done / Not Done). Latest health summary at a glance.
6	App shell	Check-In (tab)	Simple form: weight, number of feeds today, hours of sleep. Three inputs only. Large friendly buttons.
7	App shell	Warnings (tab)	A checklist of common danger signs (fever, no feeding, yellow skin). Each item links to a plain-English explanation and what to do.
8	App shell	Help (tab)	Simple chat interface. Show midwife name and photo. Allow mother to type a question and receive a response.
9	Core flow	Daily check-in · Saved	Weight, feeds, sleep logged for baby. Show bottom nav on post-sign-in screens.
10	Core flow	Warning detail	One danger sign explained with what to do. Show bottom nav on post-sign-in screens.

11	Core flow	Midwife message sent	Question submitted in Help tab chat. Show bottom nav on post-sign-in screens.
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Layers: Auth = 1–4 · App shell = 5–8 · Core flow = 9–11

8 · Prototype flows

Link these in Figma. Examiners should click through without your voice-over.

Flow 1 · App entry

Splash → Onboarding → Sign Up or Sign In → first main tab

Flow 2 · Core task (all three features)

Sign In → Check-In tab → Daily check-in → Warnings tab → Help tab message

Core flow screens: Daily check-in · Saved · Warning detail · Midwife message sent

Flow 3 · Navigation

Link every nav tab so examiners can tap each bottom nav item. Tabs: Bottom navigation with 4 items: Home · Check-In · Warnings · Help

Flow 4 · Unhappy path

Trigger the unhappy path edge case and link to that screen.

9 · Unhappy path

Design this as its own screen state (frame 12):

Mother logs a temperature above 38°C. Immediately show a full-screen red alert: 'High Fever Detected. Take your baby to the nearest hospital now.' Include a 'Find Hospital' button.

Link in **Flow 4**.

10 · Design system

RULE	DETAIL
Colour	You choose. Keep it simple and readable.

Type	You choose. Keep body text easy to read on a phone.
Tone	Design for your user, not for a tech audience.

Reuse on every screen:

- Primary button (active and disabled states)
- Input field (empty, filled, and error states)
- Card or list item used across the app
- Navigation bar with correct labels and icons
- Empty state: what the screen looks like with no data

11 · Submit & defense

Deliverables

#	DELIVERABLE	WHAT GOOD LOOKS LIKE
1	Wireframes	Every screen in this brief, plus the unhappy path. Layout and labels clear.
2	High-fidelity UI	Same frames polished. You choose colour and type. Bottom nav on every post-sign-in screen.
3	Prototype	Four linked flows (entry, core task, navigation, unhappy path). Examiners can use the app without your voice-over.
4	AI prototype	Figma Make: at least 2 screens. Share link.
5	Case study (1 page)	Problem · User · Who pays · Competitors · Solution · One design decision
6	Presentation (6–8 slides)	Name · Problem · User · Solution · Key screens · Flow demo · One decision

Before you present

- ☐ Every screen designed in wireframe and hi-fi
- ☐ Unhappy path screen designed and linked in the prototype
- ☐ Four prototype flows linked end to end
- ☐ At least one empty state on a list tab
- ☐ Shared components reused: button, input, card or row, bottom nav
- ☐ Case study names who pays and one competitor you checked
- ☐ You can explain one design decision in critique (why, not what)
- ☐ Completed 5 user interviews or 1 usability test
- ☐ Checked at least one competitor listed under Market context

