DESIGNING OPPORTUNITIES FOR PREGNANT WOMEN AND NEW MOTHERS TO REDUCE STRESS

WHY?

STRESS during pregnancy can have extensive effects on the fetus. 1 in 7

Parental mood or anxiety disorder

- Cries and doesn’t feel the happiness
- Can’t understand why this is happening
- Feels irritated or angry
- Feels anxious most of the time
- Doesn’t feel bonded to her baby
- Feels guilty the way she is handling new motherhood

GOALS:

- Understand the experiences of pregnant women and new mothers when dealing with stress.
- How they manage difficult emotions.
- What method of design is useful for reducing stress with pregnant women and new mothers.

APPROACH:

1. Using Microsoft band 2 to detect stress
2. Using Experience Sampling Method
   a research procedure for studying what people do, feel, and think during their daily lives, it consists in asking individuals to provide systematic self-reports at random occasions during the waking hours of a normal week.
3. Conducting semi structured interviews

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