TOUCH IOT WITH SAP LEONARDO

Author:
Steve DiDuca
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As a new mother, there is a challenge and need to track food consumption for a newborn baby. Finding the time to record this information is not as easy as one would assume – there is a lot happening and tracking this information can often be an afterthought. However, this information can be imperative to provide to doctors to aid in various decisions regarding a newborn’s eating habits and abilities. This is also imperative for peace of mind for the young mother. When the mother returns to work, the onus is then on someone else to track this information. While the other person, be it father, grandmother, daycare provider, may have a desire to track this information, the accuracy is often lost as the mother is more in-tune with the newborn’s needs and habits.

The solution is to connect various devices that can track this information. The Baby Brezza (link) automatically measures and pours formula into a bottle. A sensor could be added to a bottle (maybe a sleeve that the bottle fits into or a new-age bottle with the sensor built in). This could also be extended to containers that are used to feed the baby with baby food. Finally adding sensors to a Diaper Genie (link) with a simple button to select pee, poop, or both could allow the mother to track diaper changing needs / habits. Connecting these devices could allow for the automatic capture of when the baby ate, how much she ate, the rate of consumption, and when her diaper was changed.

This information could provide peace of mind for the mother, but also could be used by the doctor to help make decisions like if the baby has issues eating (I know a newborn that required surgery as they were tongue tied and physically had trouble eating). The rate of consumption could be used by the mother to determine the ideal time to switch between bottle nipples to allow a faster flow.

NOTE: I am a new father. I am speaking from my recent experiences. My wife gets anxious when my mother and/or mother-in-law say “the baby had, I think 4 ounces of formula around 4pm...no wait 5pm...no wait, I think it was 4pm; it might have been closer to 5 ounces.” When we first visited the pediatrician, she asked for this type of information (eating amount, time, how long it takes, how often needing diaper changed, etc.; thankfully we had been tracking a lot of this information on paper.
Florence
Mom

“I am always worried about my daughter eating enough when I am not able to take care of her.”

About
• 37, married, has 4-month-old baby.
• Being the primary caretaker, I want to ensure my daughter has some sort of routine for eating.
• I want to better understand her eating habits so I can better communicate any concerns to the doctor.

Responsibilities
• Pumping breast milk
• Mixing baby formula
• Feeding baby
• Changing diapers
• Communicating with the pediatrician

Main Goals
• Provide the best possible routine for my daughter
• Ensure she is eating enough throughout the day

Needs
• I need to know when my baby eats and how much.
• I need to know when my baby had a diaper change and how it correlates to her eating habits.
• I need some comfort in knowing when my baby ate when she is not with me.

Pain Points
• I get anxious when I do not know when my baby ate when someone else is caring for her.
• It is hard work keeping track of when my baby ate / needed a diaper change with everything else going on when taking care of her.
Persona 2

Betty
Grandma

“I am never good at keeping track of the exact timing of when the baby ate / needed a diaper change.”

About
• 67, has a newborn granddaughter.
• Being the secondary caretaker, I want to ensure my granddaughter has some sort of routine for eating, but it is hard for me to keep track of exact timing.
• I want to be able to provide my daughter-in-law with all the information she wants to be able to track her daughter’s habits.

Responsibilities
• Feeding baby
• Changing diapers
• Communicating daily activities to Mom.

Main Goals
• Provide the best possible routine for my granddaughter
• Ensure she is eating enough throughout the day. Provide this information to my daughter-in-law

Needs
• I need to be able to easily track the baby’s eating time and how much she ate.
• At times, I may need a reminder to feed the baby if I get distracted.
• I need to be able to track when the baby needed her diaper changed.

Pain Points
• I have a hard time keeping track of everything because I am busy enough just taking care of the baby. I am a little more out of practice than my daughter-in-law. Even still, when I was raising kids, we did not have / want to track this information in this detail.
Persona 3

John
Pediatrician

“In order to give sound advice, I need as much information I can get, like how much a baby is eating, when, rate of consumption, etc.”

About

- 45, practicing medicine for 15 years

Responsibilities
- Provide medical care for the baby
- Reassure new parents of success with the baby
- Provide advice on eating habits

Main Goals
- Provide the best possible advice for the new parents
- Ensure the baby is eating enough based on her weight, height, etc.
- If necessary, recommend various remedies to issues of concern

Needs
- I need as much information as possible to be able to provide sound medical advice.

Pain Points
- Not knowing how much a baby is eating, I cannot provide sound medical advice.
- If the baby is not eating enough, then I may need to recommend surgery. Having all the information before making this recommendation is imperative.
Point of View

As a new mother

I need a way to keep track of my daughters eating habits, rate of consumption, and when she needs her diaper changed

so that I can rest assured she is getting into a routine that will help her as she continues to grow.
# User Experience Journey

## User Experience Journey Template – empty

<table>
<thead>
<tr>
<th>ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use a breast pump to provide breast milk for the baby</td>
</tr>
<tr>
<td>• Mix baby formula</td>
</tr>
<tr>
<td>• Feed the baby</td>
</tr>
<tr>
<td>• Change the diaper</td>
</tr>
<tr>
<td>• When grandma gets here, I need her to track all of this information.</td>
</tr>
<tr>
<td>• When we get to the doctor, I need to be able to provide all this information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MINDSET</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I need to keep track of how much I pumped.</td>
</tr>
<tr>
<td>• I need to keep track of how much she ate and how long it took.</td>
</tr>
<tr>
<td>• If she does not finish the bottle, I need to keep this in mind.</td>
</tr>
<tr>
<td>• I need to keep track of what time I changed the diaper and whether it had pee, poop, or both.</td>
</tr>
<tr>
<td>• It is hard enough for me to take care of the baby, let alone keep track of every minute we do something.</td>
</tr>
<tr>
<td>• I hope I have accurate information. If not, is the doctor going to advise me incorrectly?</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FEELING</th>
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<tbody>
<tr>
<td>😊</td>
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<table>
<thead>
<tr>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Baby Brezza</td>
</tr>
<tr>
<td>• Baby bottles</td>
</tr>
<tr>
<td>• Baby bottle</td>
</tr>
<tr>
<td>• Diaper Genie</td>
</tr>
<tr>
<td>• Baby bottle</td>
</tr>
<tr>
<td>• Baby Brezza</td>
</tr>
<tr>
<td>• Diaper Genie</td>
</tr>
<tr>
<td>• Tracking information</td>
</tr>
</tbody>
</table>
Prototype

Prototype screens for an IoT application to solve your PoV

Link to Prototype

https://standard.build.me/prototype-editors/api/public/v1/snapshots/af3288dede1b51d70e195d3a/artifacts/latest/index.html#/launch_page