Project Goals: New Feature

child life
ON CALL

Business Goals

User Goals

Technical Considerations

Designed with "Trauma Informed Care" in mind which allows the app to communicate with parents and hospital, and Child Life Specialist

New feature addresses need for assurance and community (real users with pictures and profiles in the "same boat" giving feedback and support

Informs parents and helps produce better and more positive outcomes on an on-going basis when hospital staff can't get to them or are unavailable

The user feels their questions and concerns are heard

Builds user confidence in their own ability and reduces stress

User Friendly - Allows users to find topics via search bar (as compared to PDFs currently on the site)

Increase positive sentiment, app usage as well as previous existing features as well

Trackable stats on sharing, popularity, most viewed, etc

Allows users to watch and rewatch as much as they need to learn and understand

Allows for back and forth communication with other users

Will require a moderator which is already part of the plan for the existing Community section

Allows users to share with spouse, family, caregivers

Allows users to listen (if they can't watch)

Videos, Comments and star ratings are a familiar mechanisms users are familiar with

Re-uses many existing UI components and flows and fits within prexisting structure thus keeping production costs to a minimum.

The new feature uses some pre-existing components and similar performance traits from other screens, thus makes the user adoption more seemless