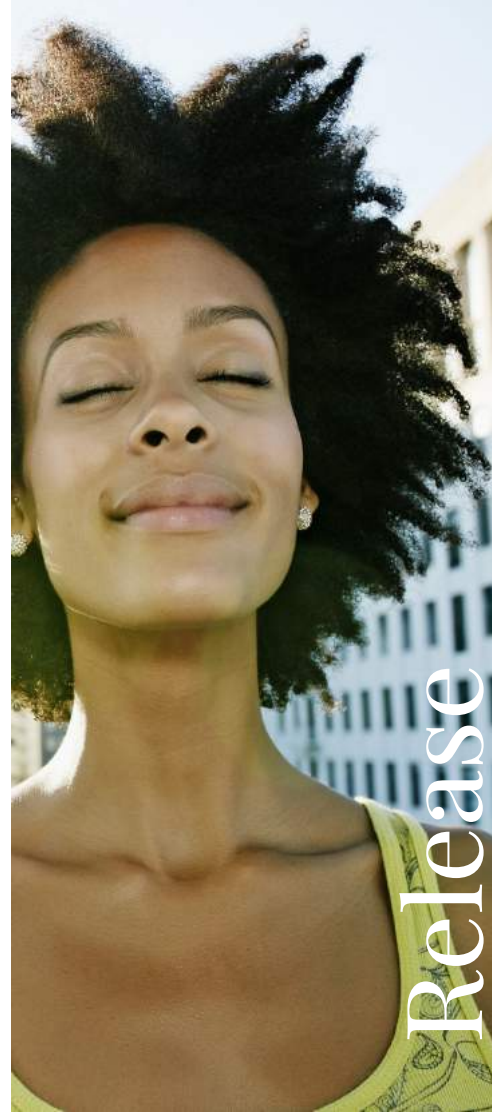


INTERACTION VISION



DESIGN GOAL

“Soothing an on call midwife before work stress gets in the way of a good night’s rest.”

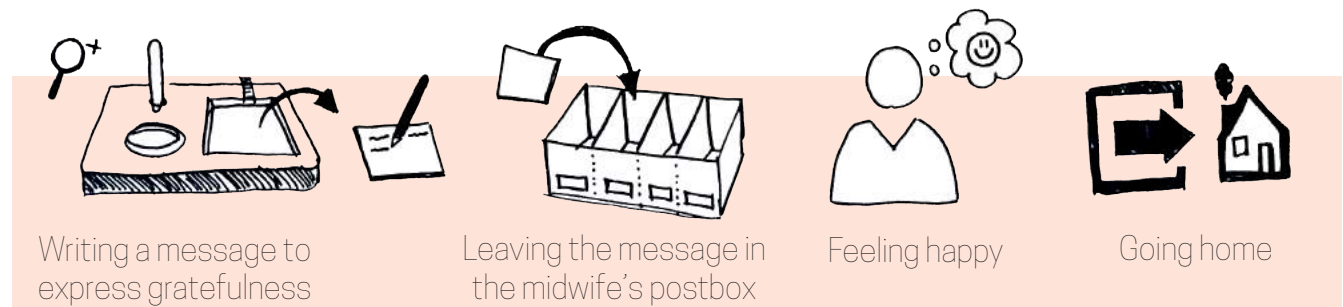
MAIN FINDINGS

- **Physical activity** to clear her mind: little effort and time
- **Balance** should be found between **external** and **internal** factors
- **Second stakeholder** introduced to provide reassurance / soothement
- Most effective: during/after **sleeping ritual**

THE CONCEPT



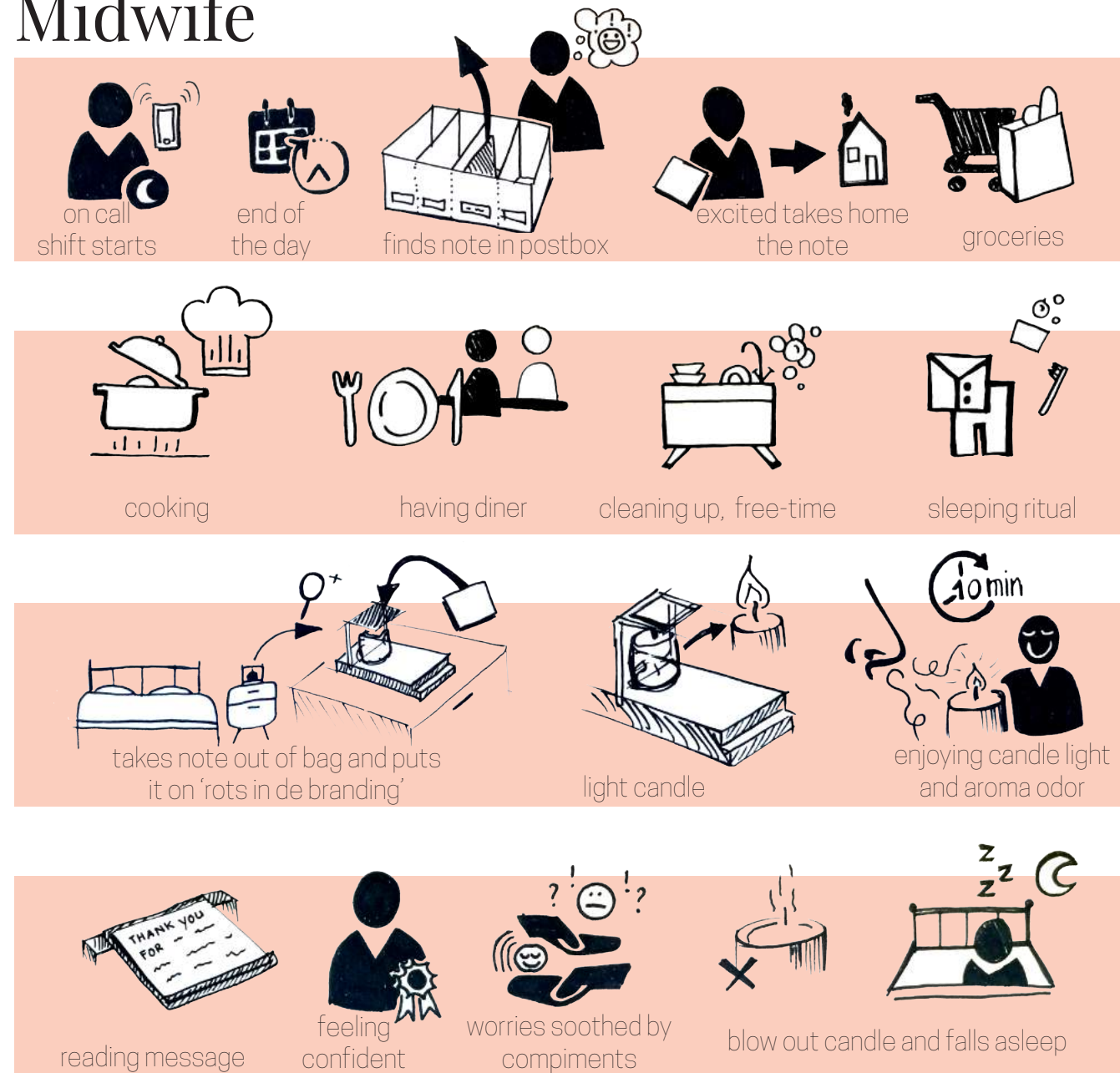
Expectant Mother



THE CONCEPT



Midwife



THE ANALYSIS



Questionnaire 'Rots in de branding'

	strongly disagree					strongly agree	why? door wat?
soothing geruststellend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
distracting afleidend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
worried bezorgd zijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
stressful gestresst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
in control in controle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
frustrating frustrerend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
releasing opluchtend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
refreshing verfrissend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
taken care of verzorgend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
uncomfortable oncomfortabel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
create ambience sfeermakend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Fun vermakend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

THE RESULTS

Midwives:

- Soothing (4/6) vs. Distracting (2,6/6)
- Release (3/6)
- In control (5/6)
- Taken care of (4/6)
- Undesired feelings (1/6)
- Fun (5/6)

Mothers:

- No effort at all, would do it with love
- Only mothers with positive experience midwife
- Best results: writing after major events (echoes, birth)

QUESTIONS? |

