babytalk
An App for the NICU

An MFA Thesis by Rachel Robinson
babytalk: An App for the NICU

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Thesis submitted to the faculty of the Virginia Polytechnic Institute and State University in partial fulfillment of the requirements for the degree of

Master of Fine Arts
in
Creative Technologies

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May 1, 2015
Blacksburg, VA

Keywords: Human Centered Design, Interaction Design, User-Centric Research, Ethnographic Research
ABSTRACT

The purpose of this project is to improve parents experience in the NICU through design, technology, communication and storytelling. A series of shadowing appointments were conducted to gain empathy and a greater understanding of the environment the design would be in. Next 15 user interviews were conducted. The qualitative data was then analyzed and a needs analysis for the application was determined by identifying patterns in the qualitative data. The design then went through three phases of design, testing and iterating, before the final prototype was complete.

This study found that design, technology and storytelling could improve communication and the experience of parents in the NICU.
Website URL:
http://thesis.rrdesign.me