

babytalk  
An App for the NICU

An MFA Thesis by Rachel Robinson

babytalk: An App for the NICU

Rachel Robinson

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Troy Abel (Chair)  
Dane Webster  
Holly Lesko  
Meaghan Dee

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## 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>