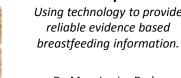


Wyni Breastfeeding App for Smartphones: Using technology to provide



DOWNLOAD FREE TRACHARGINIAN GRAPUN ANY STORE - GROOF PLAY Dr. Mary Louise Drake Debbie Silvester Best Start Conference

Best Start Conference February 17, 2016



Outline



- Project Overview
- Venturing into a New Territory
- Engaging End Users
- Working with New Partners

TRACHARGEMENT GRATUS



Overview of Project



- Project:
 - Develop Provincial Breastfeeding App (2014/15)
 - Translate App into French (2015)
- Main partner:
 - Building Blocks for Better Babies
 - University of Windsor Faculty of Nursing
 - Windsor-Essex County Health Unit

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Overview of Project



Why develop a Breastfeeding App?

- In Canada Smartphone usage has risen
- to 56% of the population (Google 2013)
 Access to reliable breastfeeding information 24/7
- Answers to common breastfeeding questions and concerns
- Tracking features
 - Common feature of less reliable Apps
 - A way to provides information to healthcare providers



New Territory



You Don't Know What You Don't Know!

- Need to engage experts right from the start
 - To establish realistic timelines
 - To establish realistic costs





New Territory



We had few timeline issues:

- Ethics approval process at University for focus groups
- Need for graphic design input early in process of building app
- Apple Account process
- Time needed for French back readers
- BFI review



New Territory



Costs

- App builders
- Promoting via social media
 - Facebook, twitter, online
- Unplanned expenses
 - "Apple" developer annual fees

APP STORE - GOOGLE PL



Engaging the End User



Don't ask for input unless you are willing to utilize it!

- Need sample of target audience to provide input:
 - Before content is developed
 - Before on the functionality of App and after to test it

TRACHARGEMENT GRATHER APP STORE - GOOG FRATE



Engaging the End User



- Finding sample of target audience:
 - We used BBBB clients
 - fit our target audience of low income, teen, and low education
 - Built on established relationship:
 - Health unit and BBBB
 - Clients and BBBB
 - Clients and Health Unit



Engaging the End User



- We used their information
 - Android /iPhone vs Web based App
 - Free to download
 - Able to use without data plan once downloaded
 - Tracking of features
 - Quiz
 - Frequently asked question topics





Working with New Partners



Communication, Communication, Communication!

- Build on existing partnerships
- Look for new partnerships
- Have regular communication
- Respect their expertise and get their input early in the process



Working with New Partners



- Existing partnerships - RRRR

 - University of Windsor Faculty of Nursing
 - Health Unit Healthy Families, Graphic Design Communications
- New partnerships

 - School of Computer Science,
 Faculty of Language, Literatures and Cultures French
 Studies
 - French school board

French teacher who had breastfed (back reader and Spokesperson) 2nd Certified translator
 Place du Portage clients



Working with New Partners



- Need for regular communication
 - To stay on target with timelines
 - To get input throughout process
- Respect their expertise
 "You don't know what you don't know"
 Seek and utilize their input

TRACHARGEMENT GRAPS APP STORE - GOOGLE PLA



Unexpected outcome



- BBBB moms' sense of self efficacy
- Developers support for breastfeeding
- End users and partners
 - "Why didn't I have this when I was breastfeeding"
- Place du Portage
 - Established an ongoing relationship





QUESTIONS?