

# From KickSmart to BabyLoop: A Design Process



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# Introduction

- What is KickSmart?
  - KickSmart is a **wearable fetal movement monitor** device developed to improve wellness for pregnant mothers and their babies.





# Project Proposal

The initial proposal was to focus on **market research** and identify different **potential market** segments.



# KickSmart Mission

**“Healthy pregnancy, reduced anxiety,  
in a clinically-validated, clever way”**

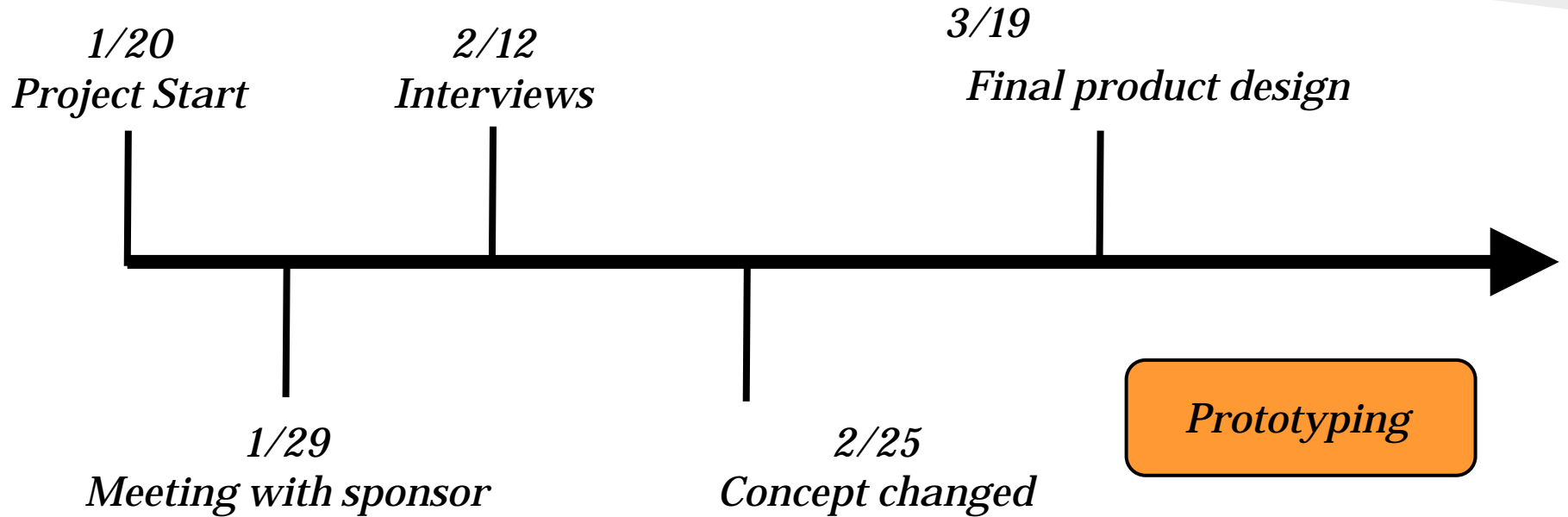
***-Jen Boland, KickSmart***

# Initial Concept

- Wearable band
- Kick counting
- Simple application
- **Medical device**
- Product evolution from findings – KickSmart to BabyLoop



# Design Timeline



# Primary Research

*From Clinician Interviews*

**Do not** want the data to be sent to them.

Movement is **only one** of the  
measurements.



# Primary Research



## *From Mother Interviews*

“Personally, **not very interested** in the product at all, due to strong fetal movements.”

- *Expecting Mother*

“I will become **too sensitive** from the data.”

- *Recent Mother*





# Primary Research

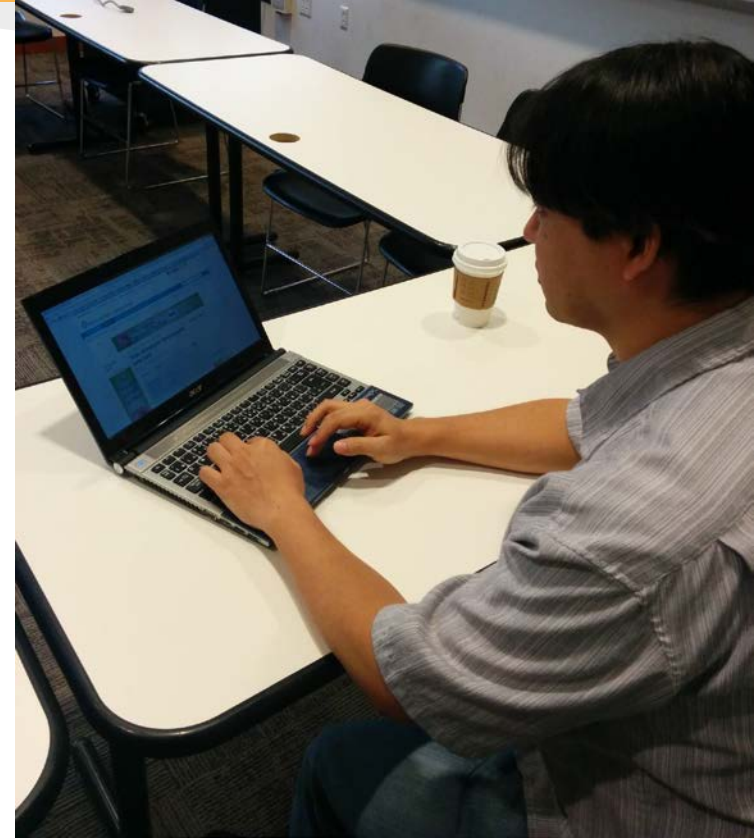
*From Mother Interviews*

**I will be happier, if I can receive  
messages from my baby.**

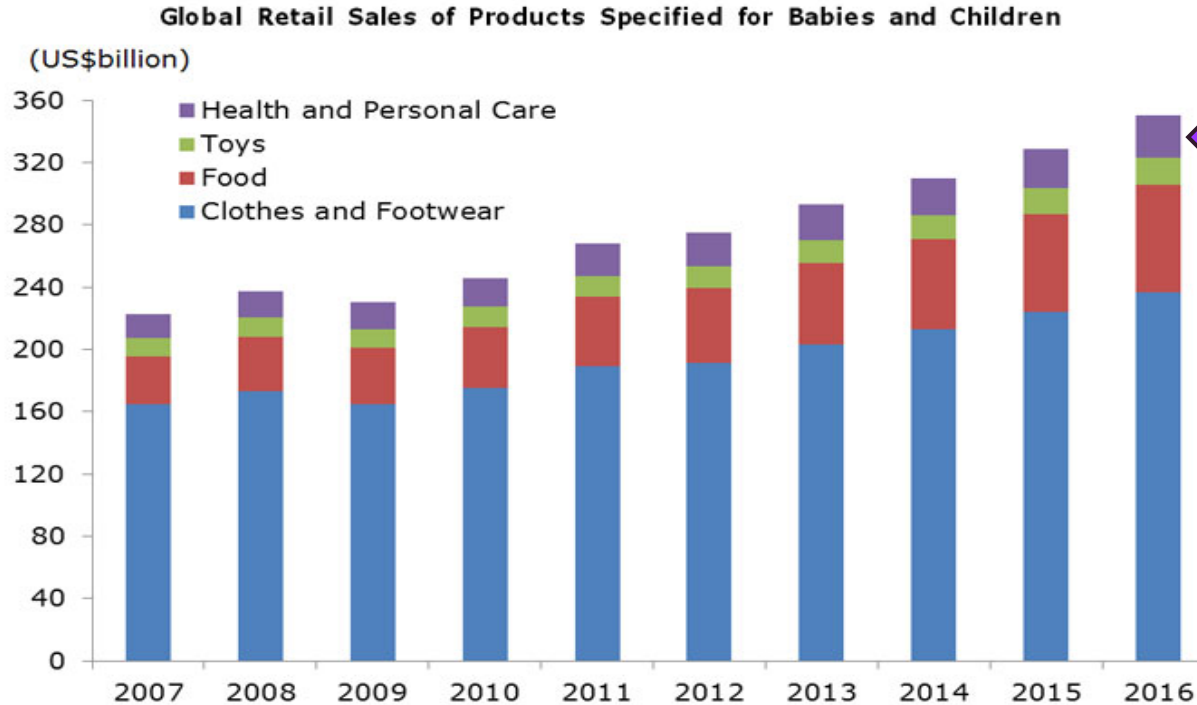
*- Recent Mother*

# Secondary Research

- **Medical validity**
- **Business case**
- **Competitive analysis**



# Market Size

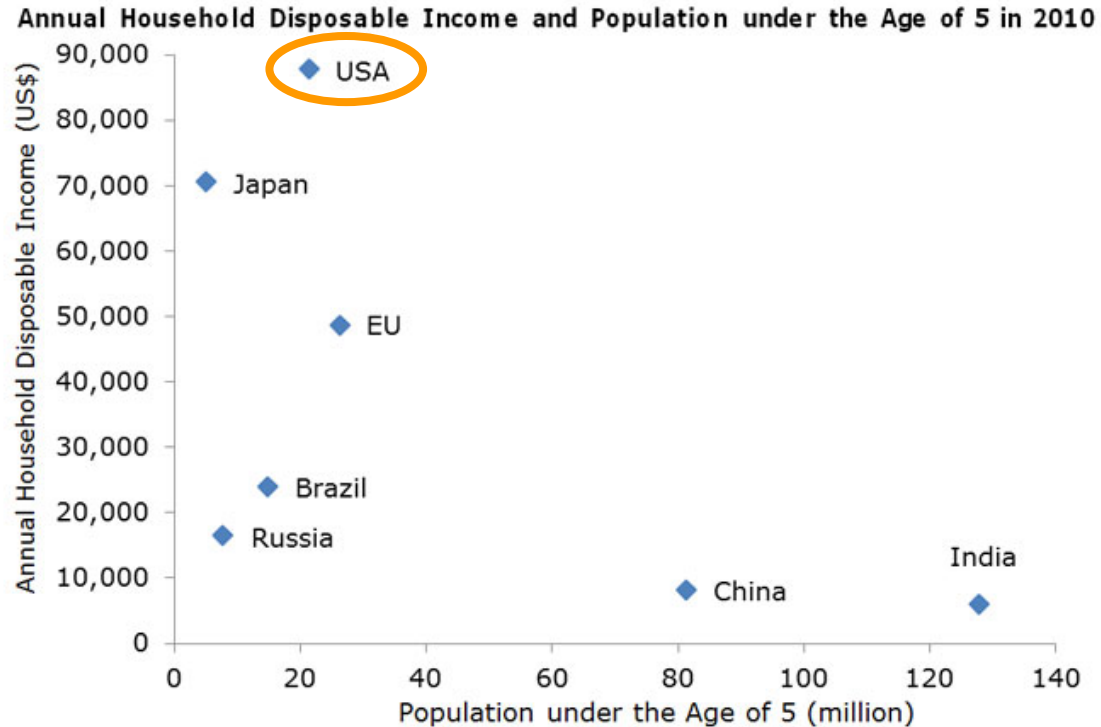


**\$30B  
Market  
3% CAGR**

Note: Estimate/forecast from 2012

Source: Euromonitor International

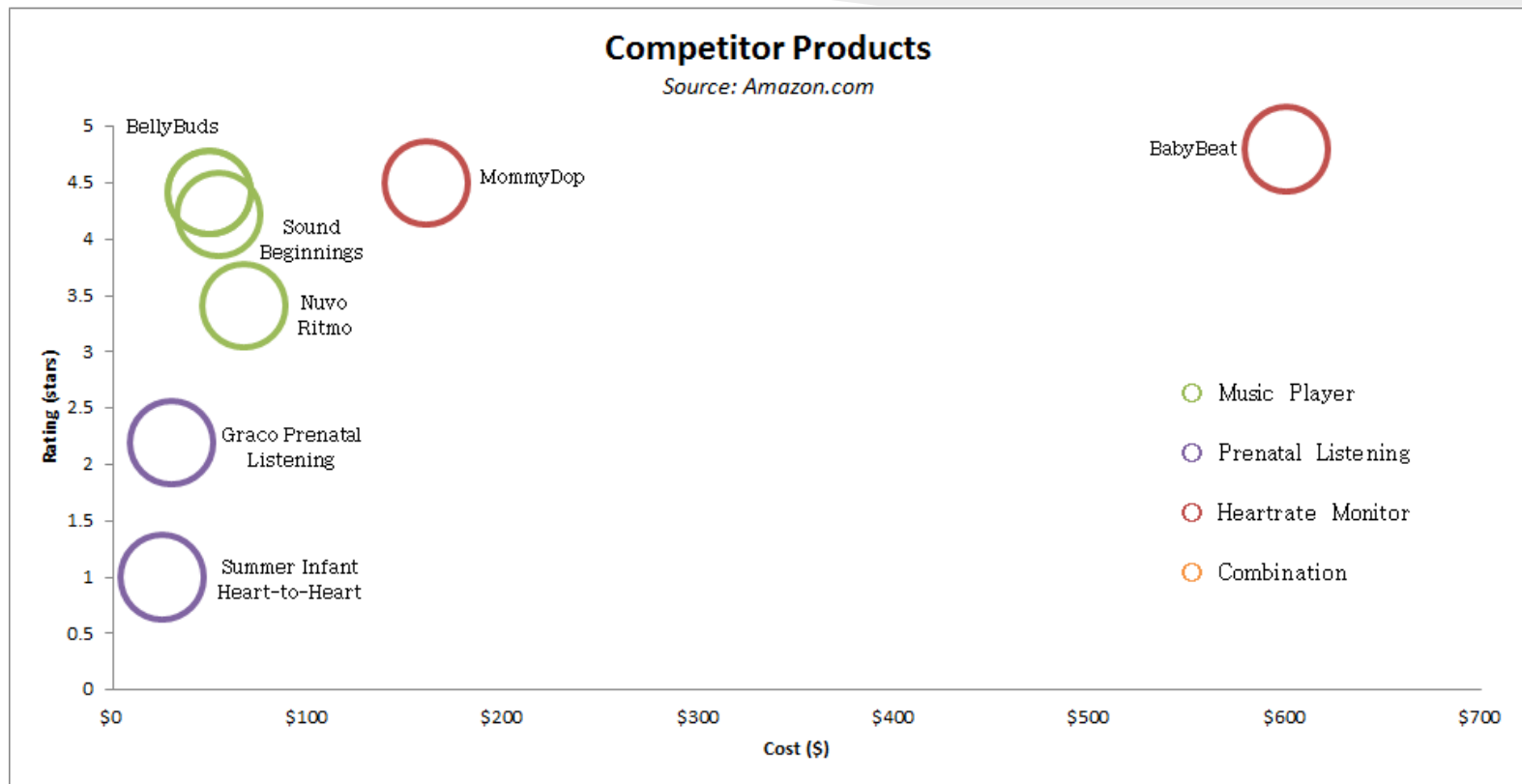
# Disposable Income



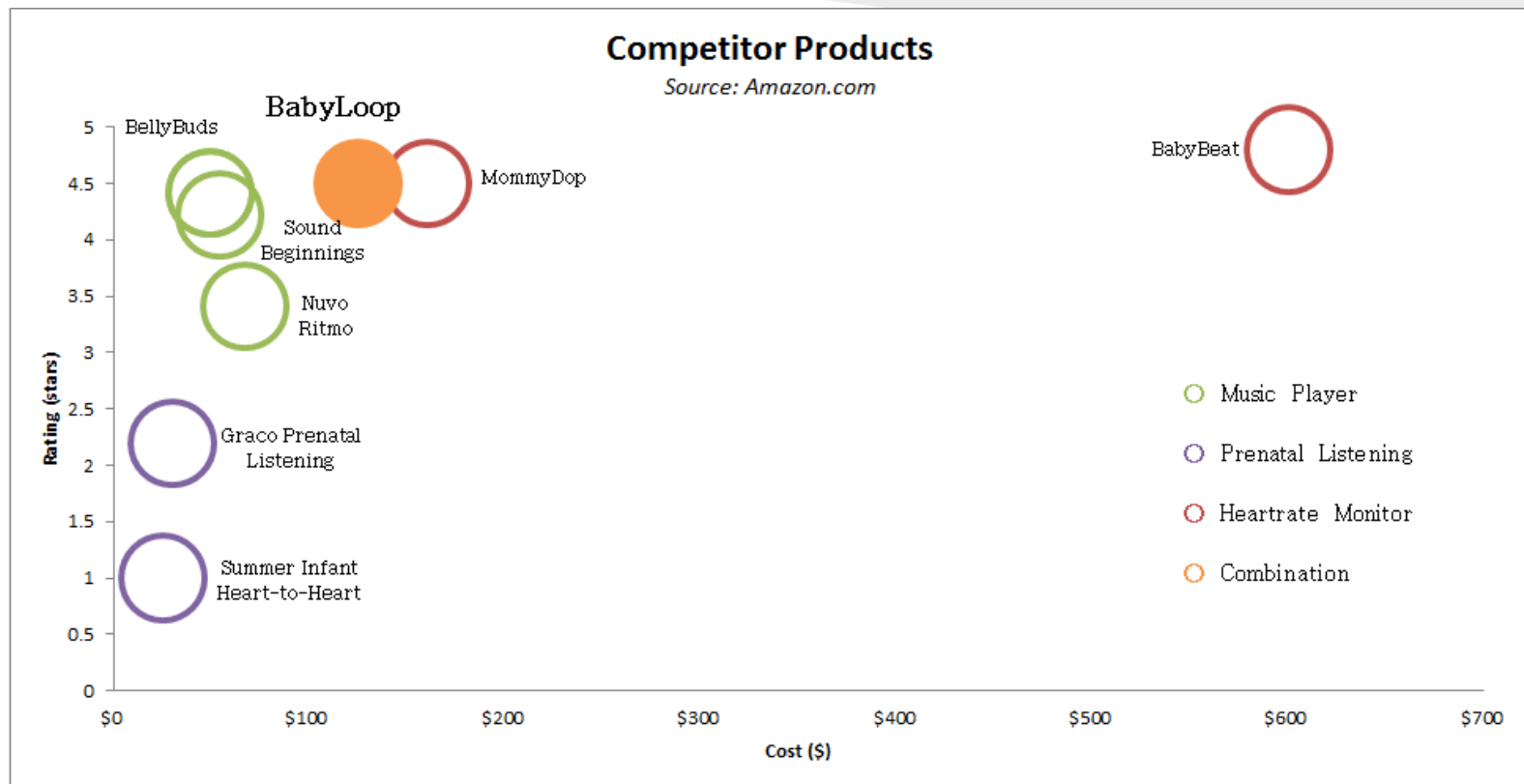
# Competition



# Competition



# Competition



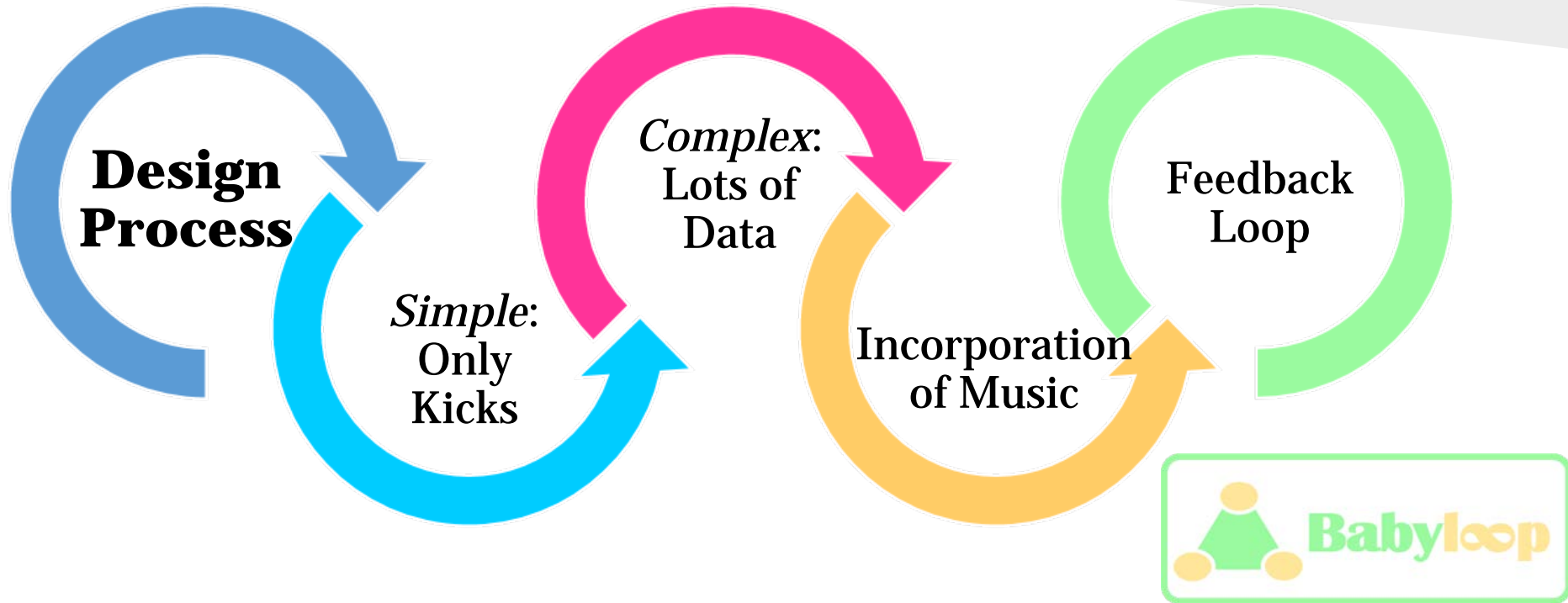


# Design Concept

- Filling **market needs** created by existing products on market
- Leverage technology, but **needs more** than just counting kicks
- Enhancing the **quality** of pregnancy



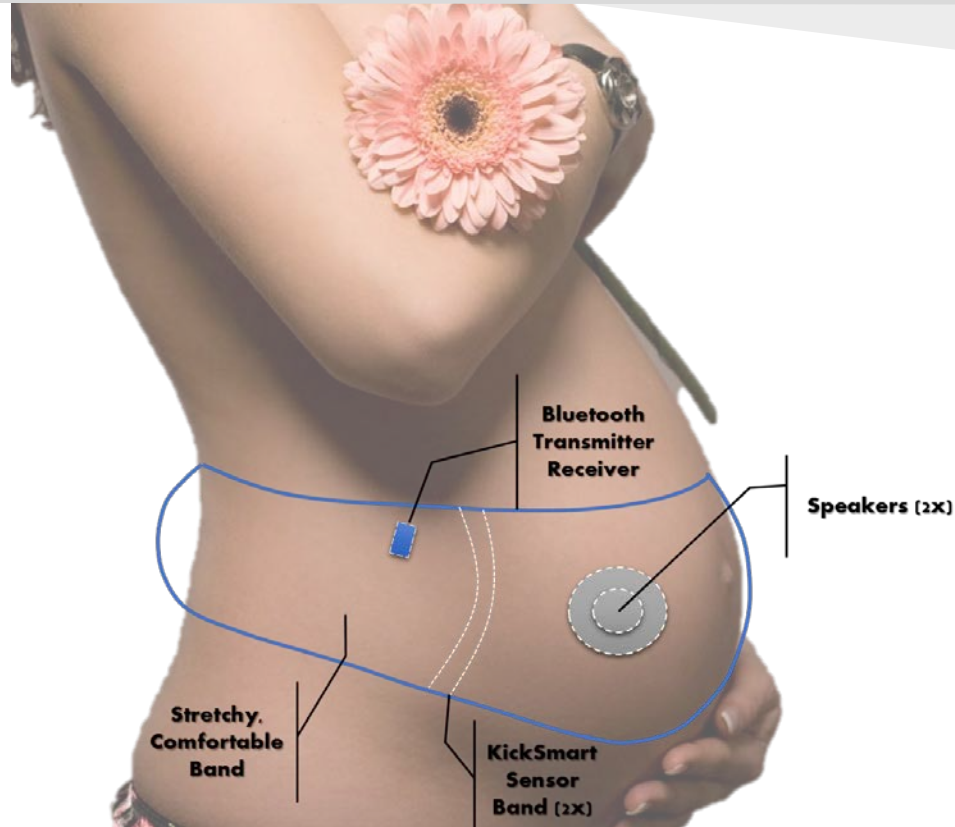
# Design Process



# Final Design: What is BabyLoop?



# Final Design: High-Tech Monitor Band



# Final Design: Features

**Decreases stress & creates an enjoyable experience**



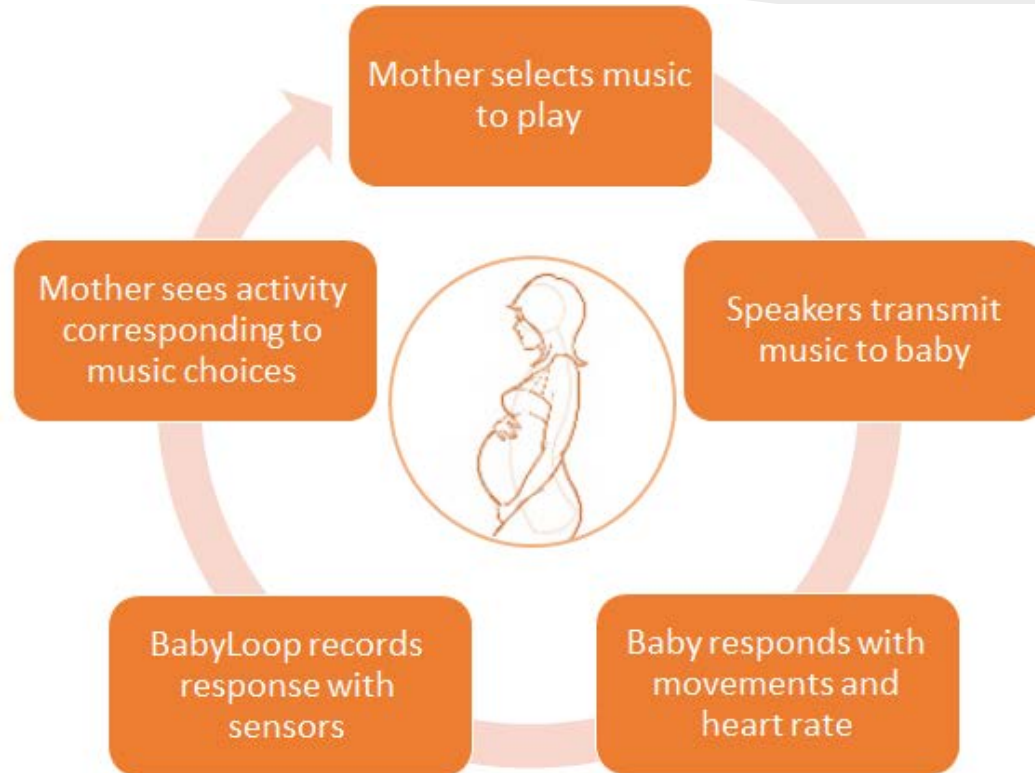
**Multiple Sensors  
with High Accuracy**

**Unique Feedback Loop**

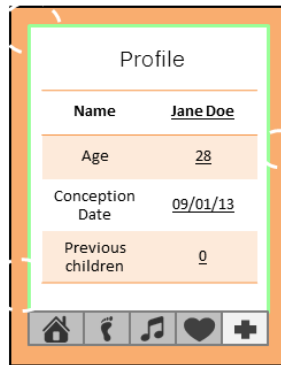
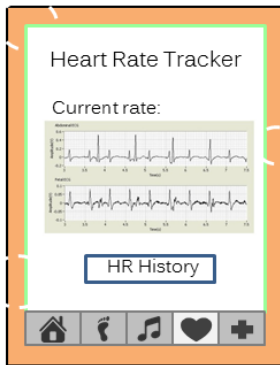
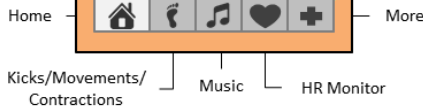
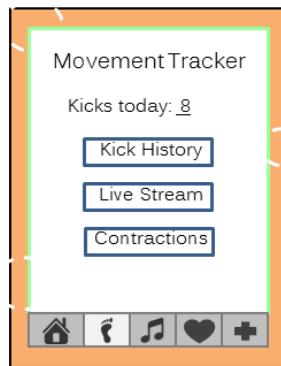
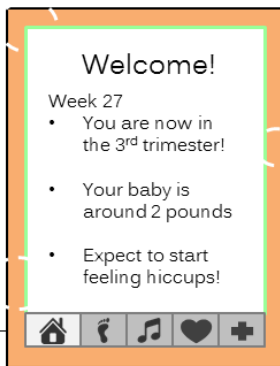


**Comprehensive  
App**

# Feedback Loop

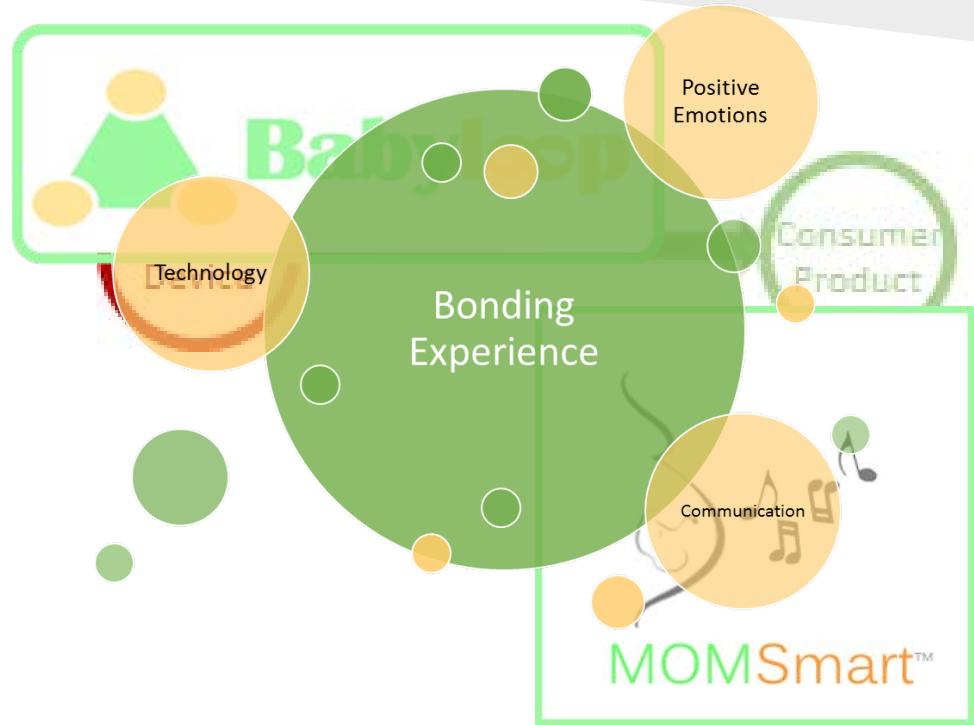


# Application Wireframe



# Conclusions

- Concept Change
- Rebranding
- Significance





*Glimpse of the future...*