



MAS Pregnant Usability Topline

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1. Research and Sample Details
2. Planning Pregnancy
3. The Timeline
4. Conclusions and Recommendations

Research details (Option 2)

Objectives

- To explore how the 'Baby Money Timeline' worked using basic tasks
- And probe any difficulties
- To gauge opinion on the look and feel of the tool

Sample and methodology

- 6 x 45 minute depth interviews
- Observed and recorded with Morae software

Fieldwork

- London
- 9th and 10th of December

Sample details

All respondents

- Had no other children
- SEG C2D

4 x pregnant women

- 2 less than 5 months pregnant
- 2 more than 5 months

2 x recent mums

- Both with babies under 1

Equal mix of 'savvy' and 'less savvy' internet users

Savvy to agree with "Using the computer is easy for me, I feel confident using the internet to do a variety of things"

Less savvy to agree with "I don't always feel confident using computers, I sometimes struggle, especially with the internet"



Pregnancy and Planning

Multiple sources of information for research

Mums and mums-to-be were using various sources of information before and after the birth. Most notably:

Medical professionals

- Health visitors
- Midwives
- GPs

Friends and family

- People in their network who have been there and done it
- Those with experience they can hand down / pass on

Google and the internet

- Used for asking specific questions relating to the changes they were experiencing
- And what to expect going forward

Some had bought pregnancy books (normally highly rated on Amazon)

- Or subscribed to magazines (Bounty etc.)

At least one was using apps

- Everyday updates, size of baby, development etc.

Financial planning was necessary but varied

Everyone appreciated the need to consider the financial impact of having a baby

- Recognised as something that was inherently 'expensive'
- And often off-set by saving before the baby arrived

Sense that getting everything that was needed for the baby's arrival was a long and drawn out process

- Start buying early and often
- Which helps to spread the cost

For some, it was just a case of appreciating what was needed and buying it as and when

- Picking things up in drips and drabs
- No real sense of structure to purchases
- An 'everything will get sorted in the end' sort of attitude

Others were planning in a more conventional and structured sense

- Allowing for big one off purchases
- And having a clearer sense of what to buy when
- One respondent even had a 'baby chart' on the fridge which was constantly being added to and updated

Less clear about financial benefits available

Sense that some financial benefits during pregnancy were common knowledge

- Maternity leave etc.

Employers seemed to be a key source of this financial information

- Providing them with details of what they could apply for and when

But they were aware that their employers wouldn't tell them everything

- And no one was relying on their employer solely

Personal support networks were also a key

- Sense that those who had been through it recently had valuable advice
- That meant they hopefully wouldn't miss out on anything

Whilst they weren't necessarily aware of the ins and outs of financial benefits, it was very top of mind

So the tool was definitely appreciated

Pregnant women are always looking for information and advice

- And really value any kind of support

They felt that this tool was about helping them make sure they got what they were entitled to

- And as such was a great idea
- And genuinely helpful

It was going to help them maximise their financial benefits

- And make sure they didn't miss out on anything

But would also be really useful because the rules changed regularly

- New things were always being implemented
- And current schemes changed or stopped
- This would be a really good way of keeping abreast of **current** financial policy

Conclusions

The timeline idea is clearly a good one

- A great opportunity for mums to make sure they're getting all they're entitled to
- And practical because all that information is consolidated
- And genuinely useful

Real sense that pregnant mums are aware of the rules and regulations changing on a regular basis

- And finding it difficult to keep up
- Something that gives the tool real value to them

The content felt useful, relevant and important

- Well laid out, informative, a friendly tone of voice

