Juneau

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Overview

Executive Summary

Problem Setting

Becoming a parent is a period of intense identity change and inner reflection. This transition can be wonderful but can also be fraught with anxiety. Even before a child in brought into the world, there's a lot to learn. While dads are not experiencing the same physical challenges that moms are, having a child is a major life-changing event that can bring stress and uncertainty to both parents.

The old adage "It takes a village [to raise a child]" rings true today. While the moms we interviewed in our primary research were quick to point to their group of girlfriends and family as a resource and source of support, men were far less inclined to. One dad told us, "I guess my wife does peer talk with other new moms...She'll talk to them about the experience of going through such things." Research has indicated that when dealing with stress, men are reluctant to reach out for help due to fear and the social stigma against men showing weakness or vulnerability.

While there is seemingly an endless number of online platforms for new moms to share information and discuss motherhood, there's not much out there for dads. Juneau hopes to change that.

What Juneau Does

At its core, Juneau allows both expectant and new fathers engage in community discussion about fatherhood. Forums allow for topics ranging from the practical (what should I pack in my hospital overnight bag for the birth?) to the more abstract (how do I be a good dad?).

Juneau meets users where they are. Whether a user wants to directly message another user, or wishes to post an anonymous discussion, Juneau has several ways for users to participate.

It's our hope that Juneau will help dads through their journey while also normalizing asking for help and talking about questions and concerns big and small.

System Overview

Sitemap

User Flows

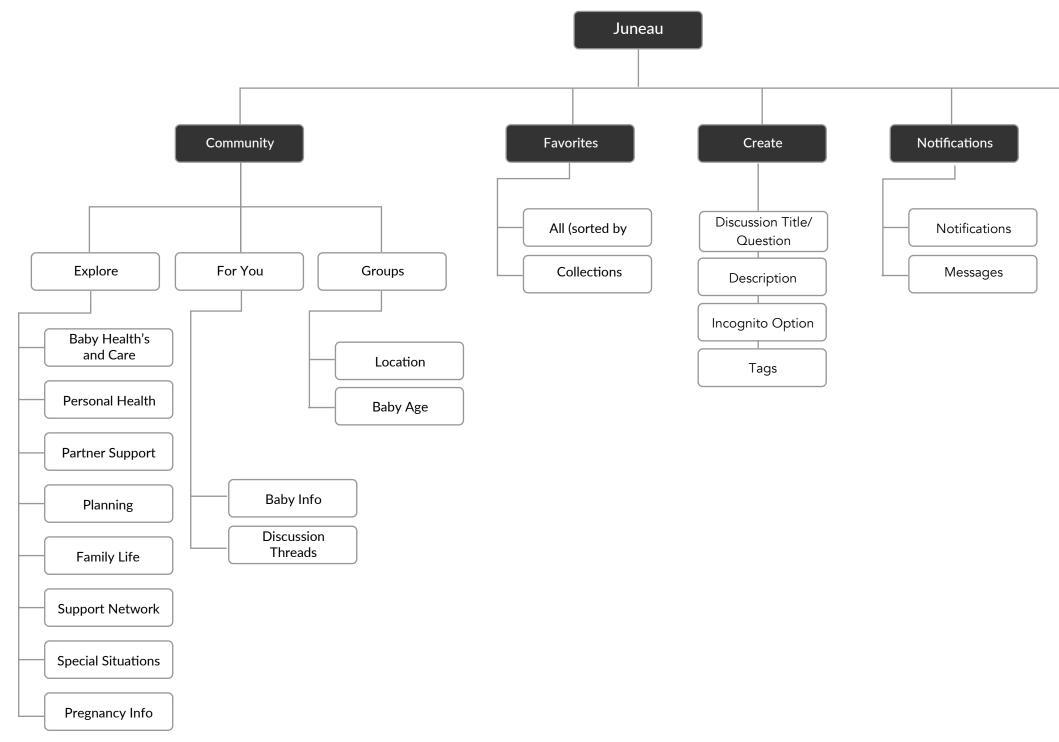
Keypath Scenarios

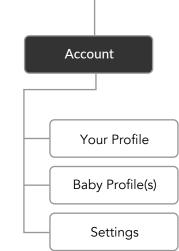
Annotated Screens

SYSTEM OVERVIEW

Sitemap

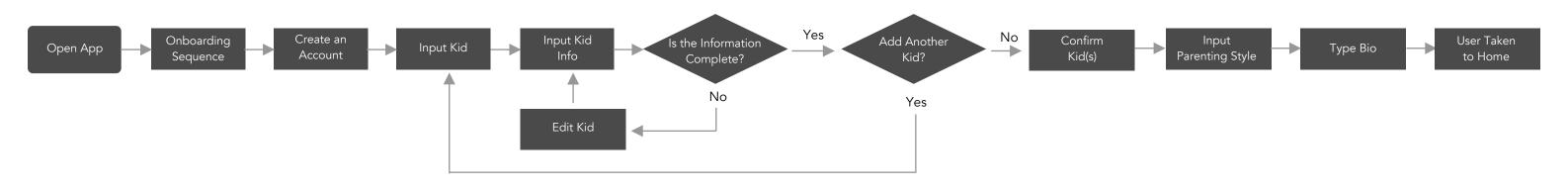
The diagram is a representation of the information architechture of Juneau. A majority of the interactions will occur in the "Community", "Create" and "Notifications" tabs.



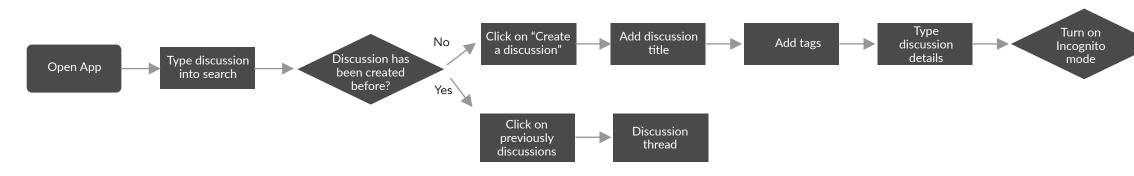


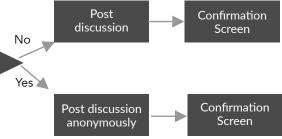
SYSTEM OVERVIEW User Flows

Onboarding



Create a Discussion





SYSTEM OVERVIEW User Flows

Save a Discussion



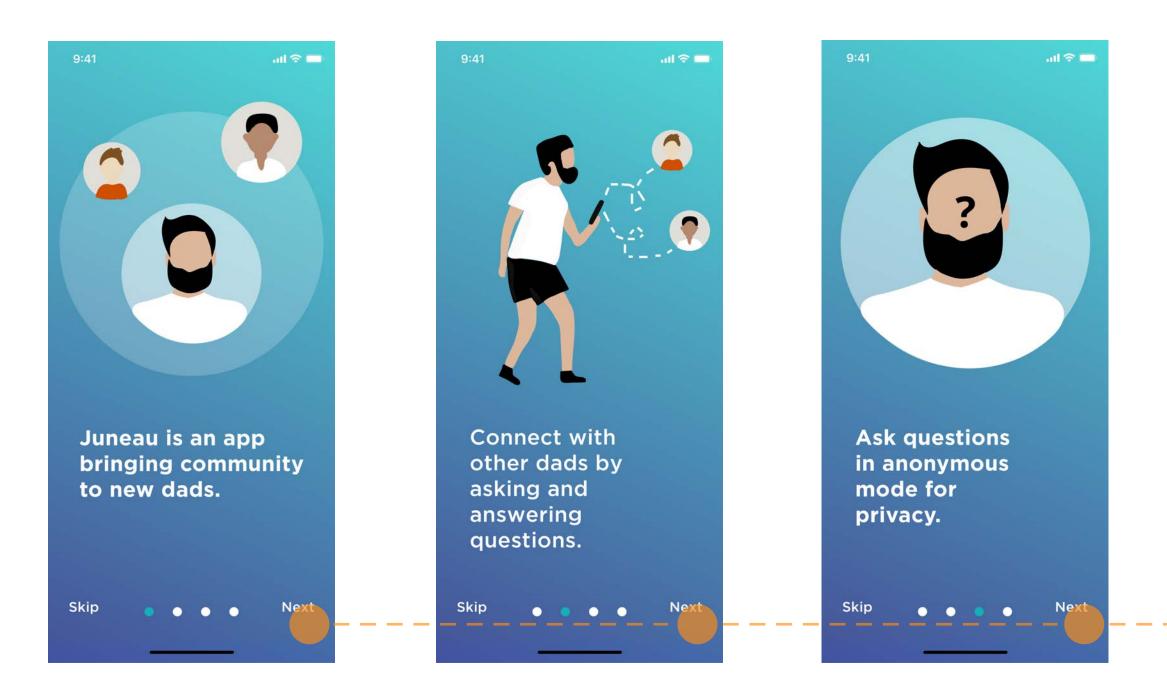
Explore & Filter Threads



Favorites tab

Discussion thread page

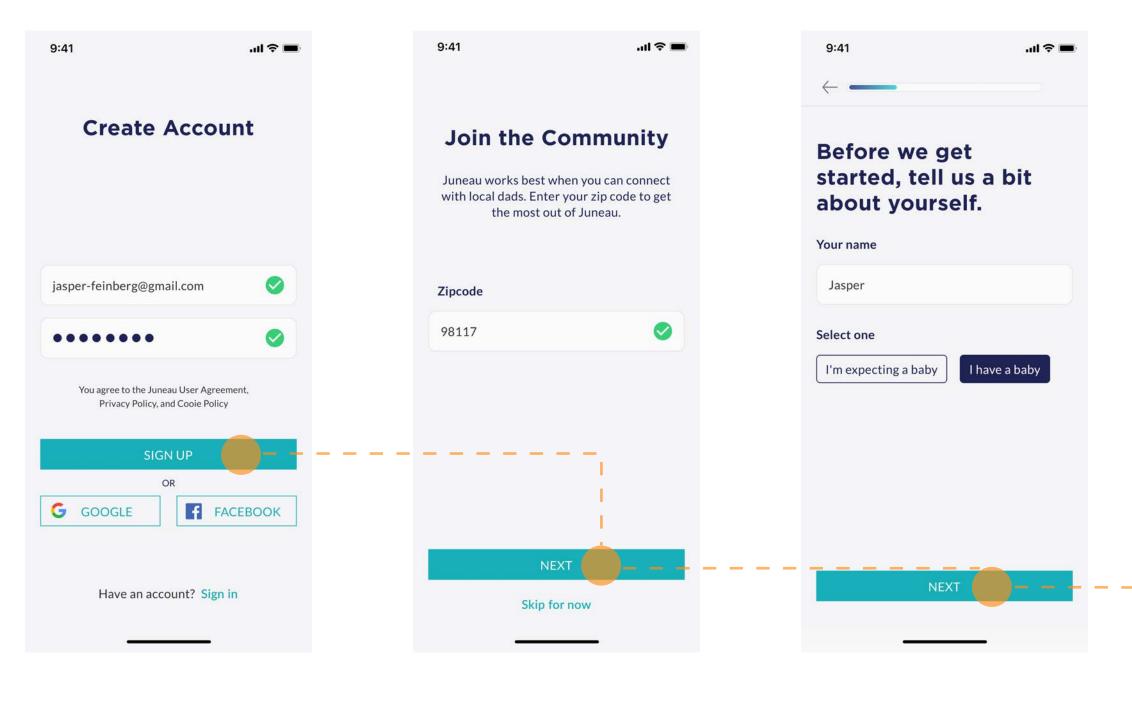
Onboarding



From the spash screen, the user is guided through screens that briefly describe the purpose and main features of the app.

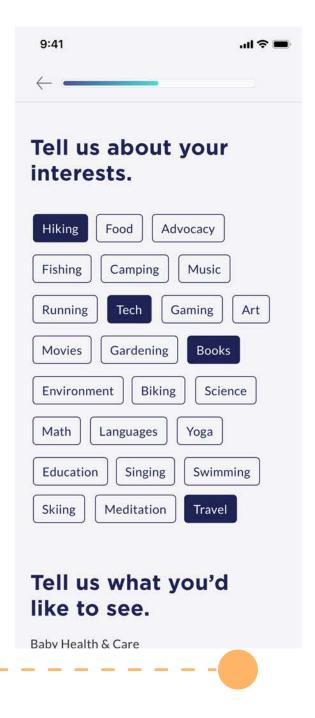


Onboarding



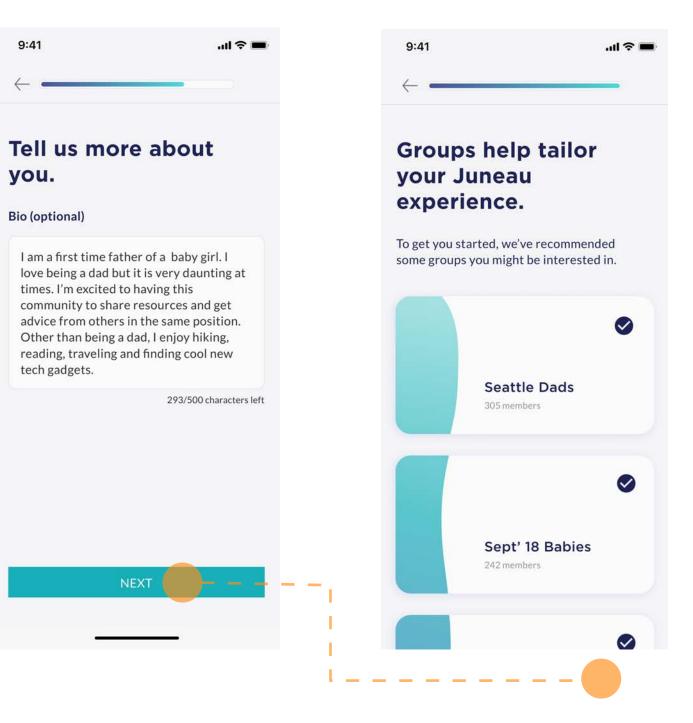
The user is then prompted to create an account.

As the user begins the sign up process, the app asks for a zipcode. The user is also prompted to input their name and their baby information.



To personalize what is populated on their feed, users input information about their interests.

Onboarding



Users then write a bio for other dads to learn more about them.

For further personalization, users see a list of groups to join based on their information .

Create a Discussion

9:41 🤉 🗖	9:41	.ul 🗢 🗖	9:41	 (),
Community Q	Cancel		Cancel	
Explore For You Groups	Create a discus Jasper Feinberg		Create a discussion	
	Discussion title	-	Discussion title	
	Add a brief summary	of your discussion	Depression & struggling to c parenthood	ope with
At two months old, baby's	L	250/250 characters ieit	20 My journey with postpartum o	01/250 characters left
probably realizing the joys of interaction and started to cut back a bit on snoozing so much during the day, staying up to			first-time dad 30 comments	
"socialize." Now Read more			My wife is going through a tou postpartum depression and I o to help 27 comments	
Community Favorites Create Notification Account		reate Notification Account	What are the symptoms of pos depression? 8 comments	stpartum •

To start a new discussion, users tap on the "create" tab in the navigation bar. Users can begin typing in their question or discussion title.

As they begin typing, a list of questions populate to show what has already been asked. The user may proceed with their question.

Post anonymously? ①
Tags
Baby's age
1st trimester 2nd trimester
3rd trimester 0-1 month
2-6 months 6-12 months
12-18 months 18 months +
Category
Baby Health & Care Personal Health
Partner Support Planning
Family Life Support Network
Special Situations Pregnancy Info
NEXT
At Image: Community Image: Create Image: Create Image: Create Community Favorites Create Motification Account

Once the question or title has been created, users may select their tags including thier baby's age and the category thier discussion fits in.

Create a Discussion

9:41	ııl ≎ ■
Cancel	
Create a discussion	
Subcategory	
Adding subcategories will help of find your discussion.	others easily
Postpartum depression S	leep
Work-life balance Fitness	;
Mental Health	
POST	
11 A A	* 2
Community Favorites Create Not	ification Account

Users can then select the subcategory based on their selected category.

Save a Discussion

Replies (5)	9:41	■ \$ In.	9:41	ا ن ا
 t will depend a lot on your company. If beople at work already know about you and your partner's pregnancy then you can wait a tew weeks and inform your manager, then HR. For what it's worth I was pretty worried about what people would think about me taking leave, but everyone was super supportive and I worked with my manager to the up loose ends before I left. Enjoy it, it goes by so fast! Victor Sutton 2 days ago terplies 	PLANNING When should I tell my j paternity leave? Has anyone else talked department about it? I' office to use it and wan them enough leave and expect or how much no Gabriel Moreira Tags	I to their HR I'm the first male in my of to make sure I give I am not sure what to otice to give. 3 days ago	paternity leave? Has anyone else talk department about it office to use it and w them enough leave a expect or how much Gabriel Moreira Tags	? I'm the first male in my vant to make sure I give and am not sure what to
You mentioned that you're the first dad-to- be to take advantage of this policy but if new noms have taken it, the process should be exactly the same. My advice is that if they let you split the leave (say, take 2 weeks off right at the birth, and then every Friday off until he days runs out, I'd go that route. It ended aving my wife and I a lot of money in nanny ees and it was nice to ease back into work.	2nd trimester Pater Finance Image: A state of the stat	discussion	2nd trimester Pa Finance + Character Pa Reply to join the second seco	ne discussion
Remunity Favorites Create Notification Account		B Ar Account	Community Favorites	Create Notification Account

As users read a discussion post, they can endorse a comment

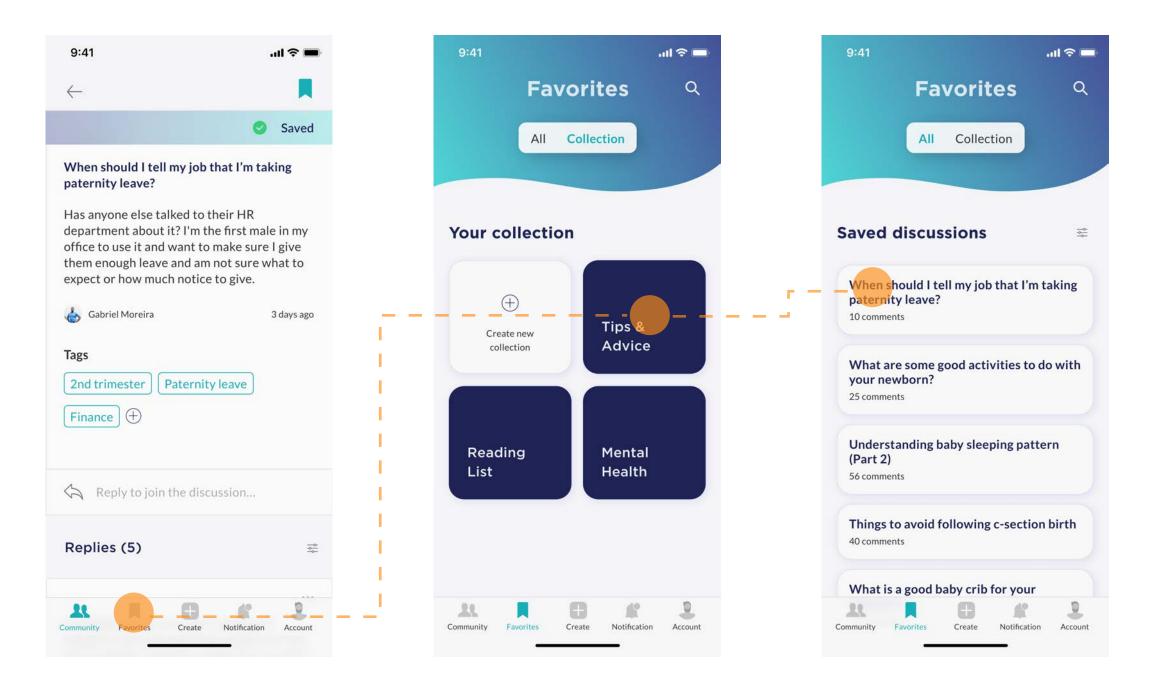
Users may also save a discussion post to refer to later

The user is then prompted to select a collection to save the discussion to

9:41	e se
\leftarrow	
	Select collection
Create new collection	-Tips & Advice
of Gabriel Moreira	3 days ago
Tags 2nd trimester Finance	Paternity leave
🖒 Reply to join	the discussion
Replies (5)	

The user then selects the collection or creates a new collection

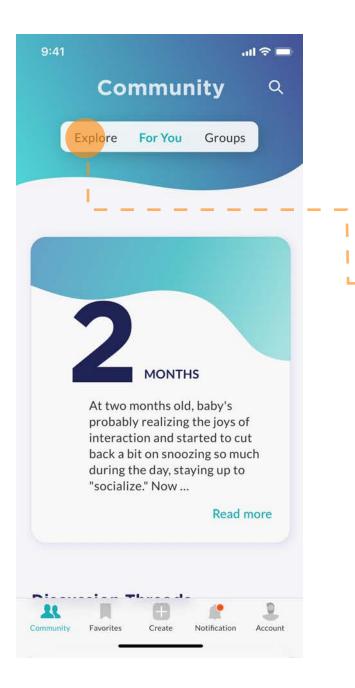
Save a Discussion



To refer back to the saved post, the user can select the favorites tab

In the favorites tab, the collection can be selected where the discussion will be found Click on the discussion title to view the full discussion post.

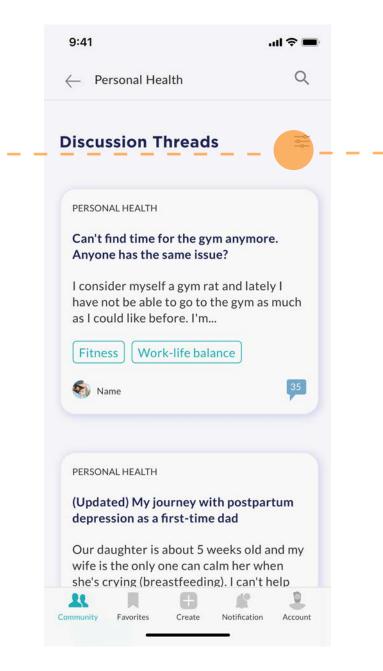
Explore



In the "community" tab, the user can toggle over to explore to view categories



The user can then select the category that they would like to read more about



Once the discussion threads related to the selected category are populated, the user can futher filter

9:41	atl 🗢 🔳
Personal Health	Q
Discussion Threads	
Subcategory	×
Postpartum depression S	leep
Work-life balance Fitness	
Mental health	
she's crying (breastfeeding). I can	rt help
Community Favorites Create Notificati	on Account

To further fulter, users can select a subcategory

For You

3

Each page on the community tab includes a search feature at the top right corner, allowing users to easily search for information in the discussions

Users are able to toggle over of the groups tab to see a list of the groups they have joined. Toggling to the explore tab will direct them to various categories where discussions are organized.

The first item on the page is related to the user's baby age. It gives information about the baby's milestones at that age. When the user taps on "read more", they are redirected to the full version of the information page.



1 Community

Favorites

Community

Groups For You

..ll 🌣 🗖

Q

MONTHS

At two months old, baby's probably realizing the joys of interaction and started to cut back a bit on snoozing so much during the day, staying up to

Read more

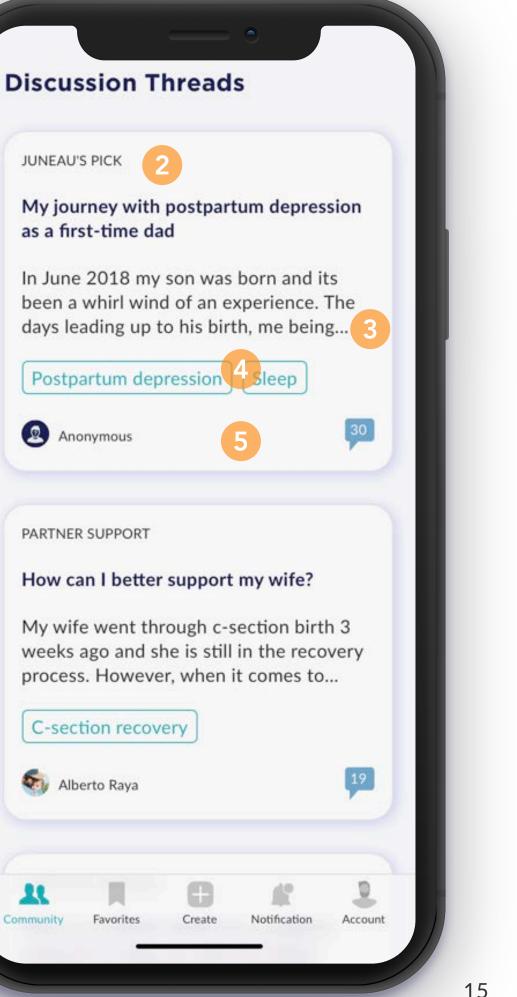
Create

2 Account

For You

- As the user scrolls down on the community homepage, they are able to see current discussion threads.
- Each discussion thread shows the category in the top left corner and the discussion title.
- Below the title shows a description of the 3 discussion thread. For longer descriptions, only the first 3 lines will appear. Users can click on the thread for a more detailed view.
- Each thread will also have tags selected by the user 4 to give readers more infromation about what the thread is about.
- Each thread will also show the number of 5 comments and the person who posted the discussion.





For You

1	

Farther down on the community homepage is a section reminding users to answer questions.



3

Each card shows a different question as well as the user's/asker's avatar and name. The questions generated here pertain to questions asked by dads going through stages the user has alredy been through

To see other cards, the user is able to swipe over.



Below the questions are more discussion posts.

Help others

Looks like you have gone through the pregnancy stage, give some advice and share your experience with others

2

😻 Jarrett Cawsey



Baby diaper rash

Favorites

Community



Would my insurance rates go up following the birth of my baby?

As a

non

for

3

2

Account

Create

Notification



Groups

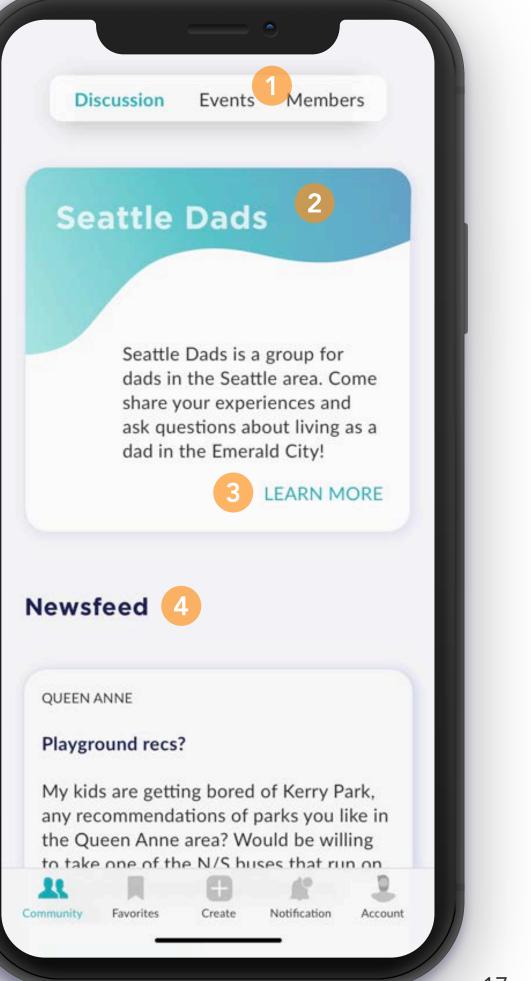
1	

Within a group page, users can toggle over to see events related to the gorup and all group members.

- A card appears below the toggle menu showing the name of the group as well as a short description of the group.
- 3 Users may click on "learn more" for more detailed information.



Each group page will also have a newsfeed of discussions that group members have posted



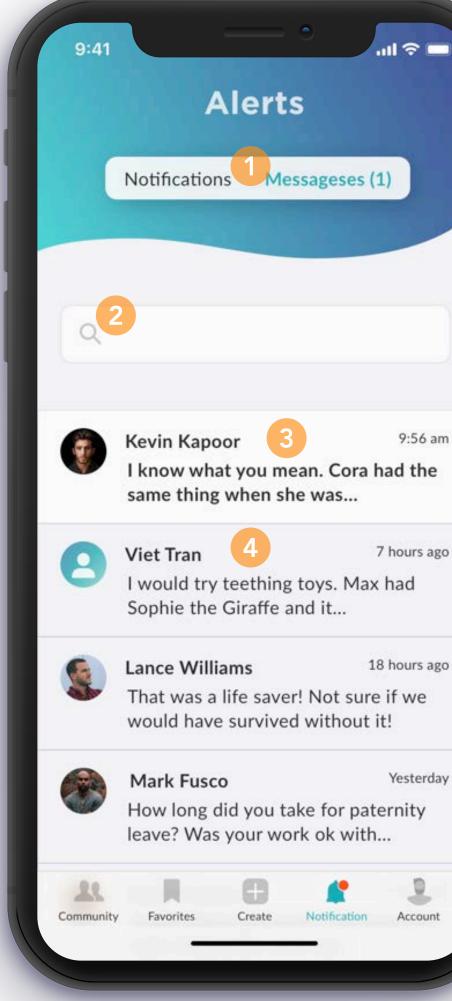
Alerts

- The alerts page contains a toggle menu that allows users to switch between notifications related to discussion posts and direct messages. The toggle menu shows the number of unread items.
- In the messages tab, is a search bar where users are able to quick search their messages.
- Unread messages will appear with a white background and bolded text.
- 4

2

3

Read messages will appear with a grey background and unbolded text.



9:56 am

7 hours ago

Discussion



Users are able to save discussion posts for future reference by selecting the save icon.



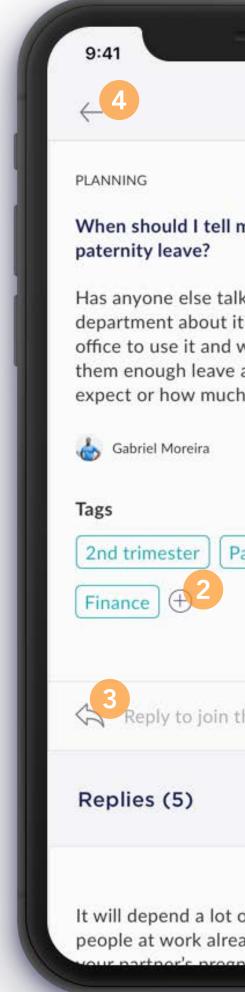
Users also add more relevant tags to a discussion post.



A text box below the post allows users to type a response to the post.



Exit the post by clicking the back button



Inv job that I'm taking Red to their HR I'm the first male in my want to make sure I give and am not sure what to a notice to give. Baternity leave		
ed to their HR ? I'm the first male in my vant to make sure I give and am not sure what to notice to give. 3 days ago		
ed to their HR ? I'm the first male in my vant to make sure I give and am not sure what to notice to give. 3 days ago		
P I'm the first male in my vant to make sure I give and am not sure what to notice to give. 3 days ago	y job that I'm taking	
	? I'm the first male in my vant to make sure I give and am not sure what to	
ternity leave	3 days ago	
	aternity leave	
ne discussion	ne discussion	
on your company. If dy know about you and apoy then you can wait	dy know about you and	

Discussion

- Users are able to filter replies by selecting the filter icon where they can filter the comments by number of replies and number of endorsements.
- 2
- Users are able to reply to another user's reply to a discussion post.
- 3

If users find a particular user's comment to be useful, they are able to endorse the comment.

Replies (5)

It will depend a lot on your company. If people at work already know about you and your partner's pregnancy then you can wait a few weeks and inform your manager, then HR. For what it's worth I was pretty worried about what people would think about me taking leave, but everyone was super supportive and I worked with my manager to tie up loose ends before I left. Enjoy it, it goes by so fast!

Victor Sutton

5 replies

You mentioned that you're the first dad-tobe to take advantage of this policy but if new moms have taken it, the process should be exactly the same. My advice is that if they let you split the leave (say, take 2 weeks off right at the birth, and then every Friday off until the days runs out, I'd go that route. It ended saving my wife and I a lot of money in nanny fees and it was nice to ease back into work.



1 reply

2 days ago

...

2 days ago

(1) 3

Favorites

When the user toggles over to the "All" tab, they
are able to see all saved discussion posts. The
"Collection" tab shows them organized discussion
posts.

Users can search their saved content for a specific post using the search bar.

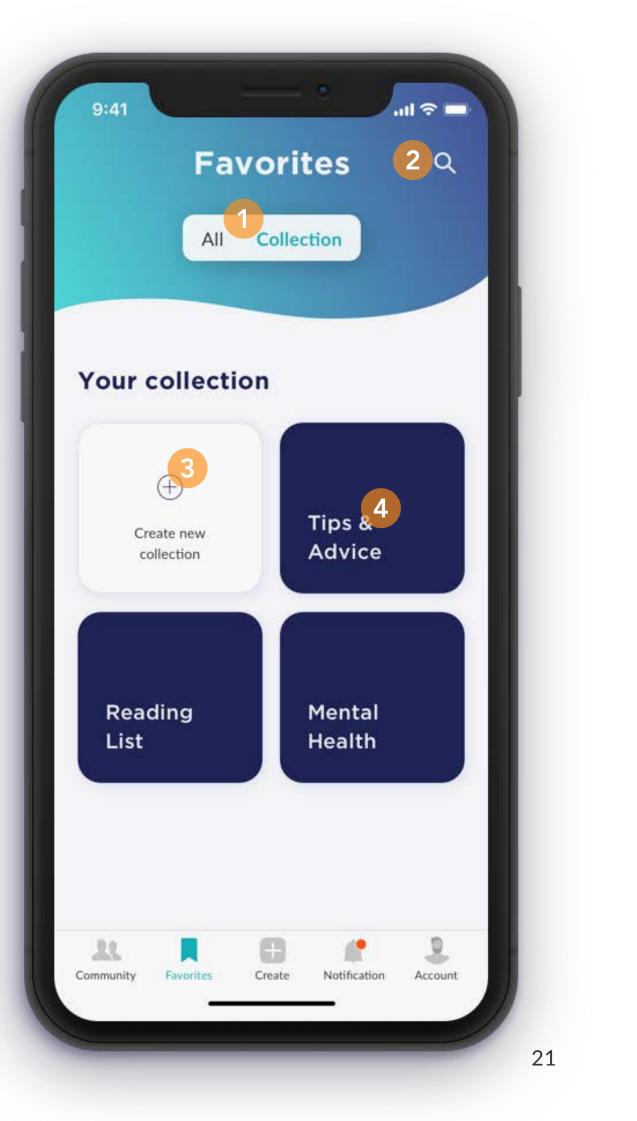
3

2

New collections can be created as needed.



Selecting a collection will show users all discussion posts they have saved to this collection.



Visual System

Moodboard	Illustration
Color Palette	Call-to-Action
Typography	Form Fields
Text Color	Navigation
Iconography	Content
Input Fields	Redlines

UI Element

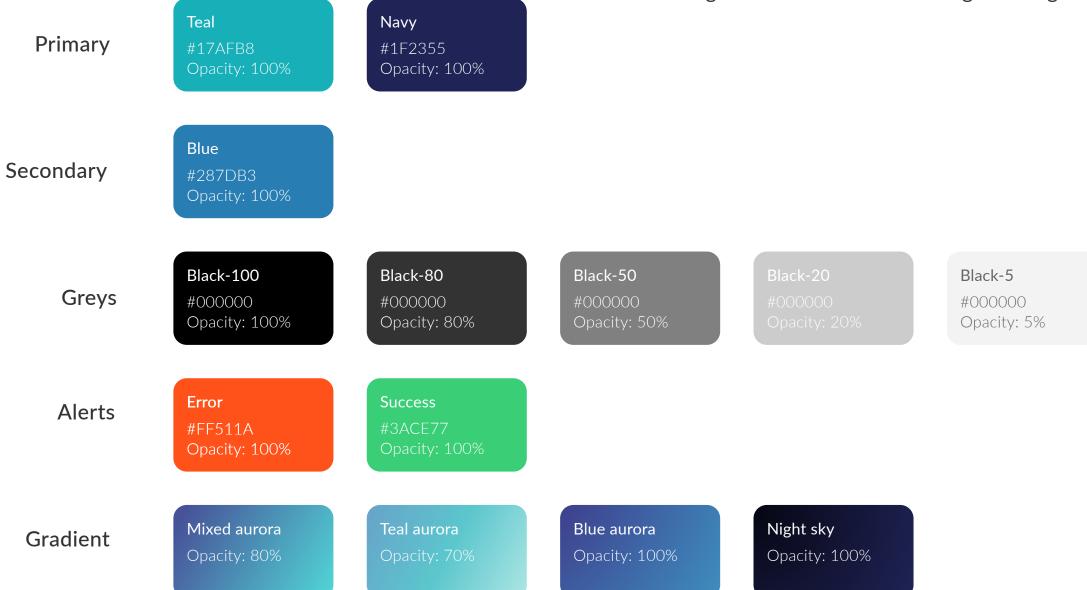
VISUAL SYSTEM Moodboard

Juneau's design principles are hinted at in its mood board: a clean modern style, but a style that's inclusive to all types of dads; soft gradient waves that hint at the northern lights and a streamlined visual identity that keeps the focus on the content.



Since the app will be used by males, we wanted to design to that, but not in a contrived way. Our color palette consisting of a navy blue, a teal, and an azure blue is simple and used sparingly in an attempt to keep the focus on the app's content.

Our gradients were inspired by the aurora borealis. We wanted the soft gradients to feel welcoming and bright.



VISUAL SYSTEM Color Palette

White

#FFFFFF Opacity: 100%

Typography

Hero

Typeface: Gotham Bold Font weight: Regular Font size: 37 Line height: 41 Chatacter: 0.**45**

Heading 1

Typeface: Gotham Bold Font weight: Regular Font size: 28 Line height: 34 Chatacter: 0.**34**

Heading 2

Typeface: Gotham Bold Font weight: Regular Font size: 21 Line height: 27 Chatacter: 0.**25**

Heading 3

Typeface: Gotham Medium Font weight: Regular Font size: 18 Line height: 25 Chatacter: 0.**22**

Headline

Typeface: Lato Font weight: Bold Font size: 16 Line height: 21 Chatacter: 0.**3**

Body

Typeface: Lato Font weight: Regular Font size: 16 Line height: 21 Chatacter: 0.**3**

Link

Typeface: Lato Font weight: Semibold Font size: 16 Line height: 12 Chatacter: 0.19

Nav Label

Typeface: Lato Font weight: Regular Font size: 10 Line height: 12 Chatacter: 0.12

Caption

Typeface: Lato Font weight: Regular Font size: 12 Line height: 18 Chatacter: 0.14

Tag

Typeface: Lato Font weight: Medium Font size: 12 Line height: 18 Chatacter: 0.14

Help text

Typeface: Lato Font weight: Regular Font size: 16 Line height: 21 Chatacter: 0.3

Our first font is Lato, a sleek sanserif which complements our modern but approachable tone. To maintain this clean but welcoming feel, we chose Gotham for our headings.

VISUAL SYSTEM Text Color

On Light

Hero Heading 1 Heading 2 Heading 3 Heading 3 Title Body Link Caption Tag Nav Label Help text Hero Heading 1 Heading 2

Heading 3

Title Body Link Caption Tag Nav Label

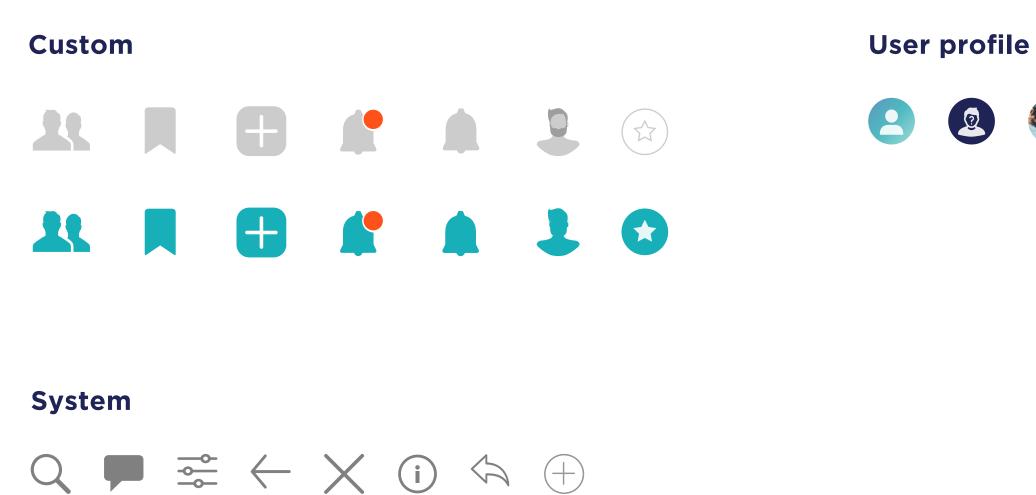
Help text

Hero Heading 1 Heading 2 Heading 3 Heading 3 Itile Body Link Caption Tag Nav Label Help text

On Dark

Hero Heading 1 Heading 2 Heading 3 Heading 3 Title Body Link Caption Tag Nav Label Help text

Iconography





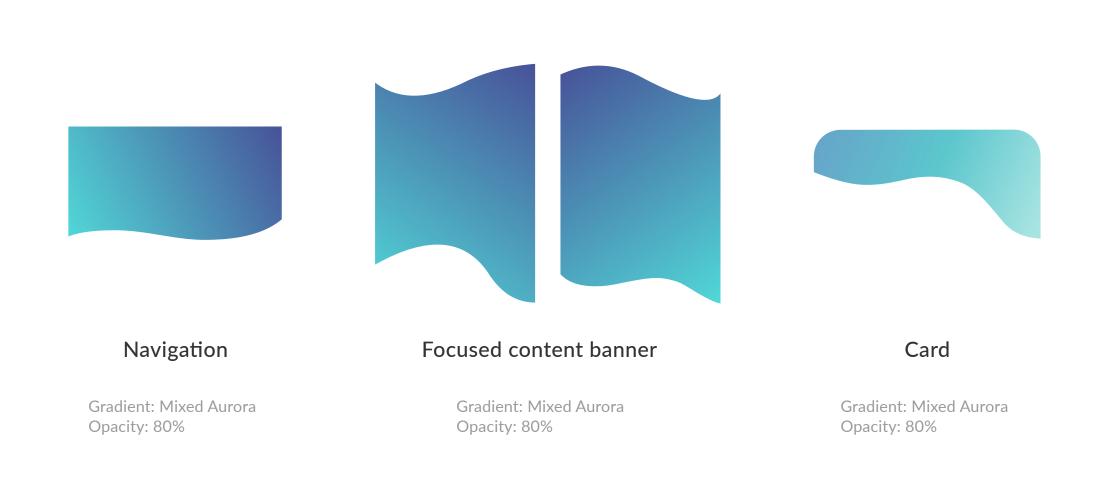
Input Fields

On/off switch Chips Check box Subcategory \bigcirc Subcategory \checkmark



VISUAL SYSTEM UI Element

The navigation and background banner for focused content have a wave-like shape with our gradients that give the screens energy and again hint at the form of the northern lights.



Modal

Gradient: Mixed Aurora Opacity: 30%

Blur:

- Background blur 20%
- Saturation 20%

We used custom illustrations for each of our explore categories as well as the onboarding screens. We wanted the illustrations to convey openness and vulnerability with the use of soft edges and curved elements.

Onboarding





We used custom illustrations for each of our explore categories as well as the onboarding screens. We wanted the illustrations to convey openness and vulnerability with the use of soft edges and curved elements.





Partner Support

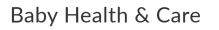


Family Life



Support Network







Special Situations



Planning

Pregnancy Info



Personal Health



Call-to-Action Button





States

DEFAULT

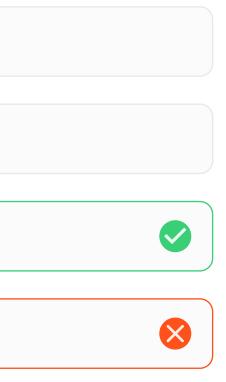
PRESSED



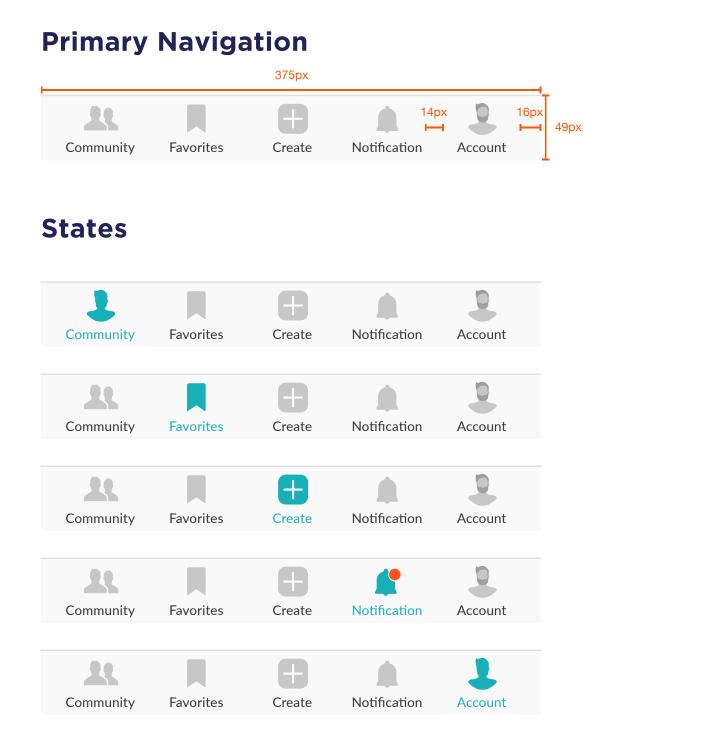
VISUAL SYSTEM Form fields

ConstructionStates335px16px16pxThis is text input
16px53pxDefaultSuccess input14px
14px16pxSuccess input16pxSuccess input16px

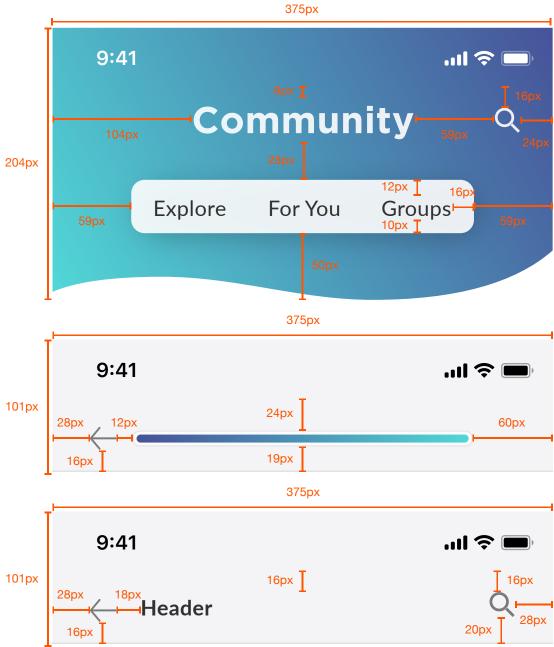
Error input



VISUAL SYSTEM Navigation

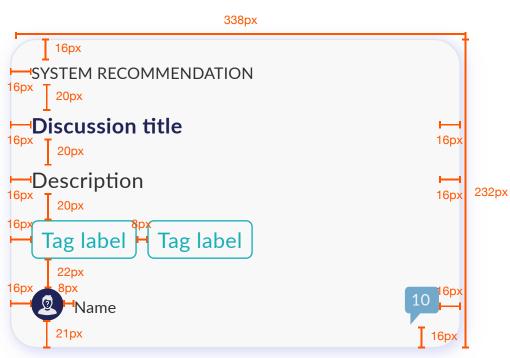


Secondary Navigation

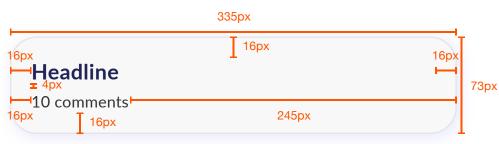


Content

Discussion card - full view



Discussion card - compact view





My journey with postpartum depression as a first-time dad

In June 2018 my son was born and its been a whirl wind of an experience. The days leading up to his birth, me being...

Postpartum depression



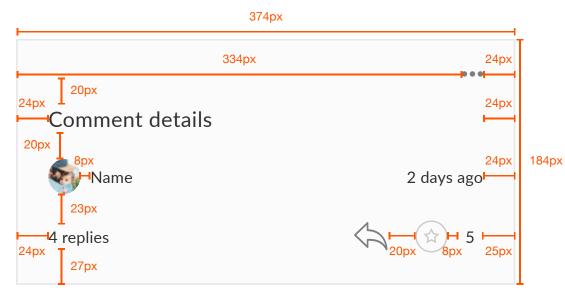
When should I tell my job that I'm taking paternity leave?

10 comments



Content

Comment thread



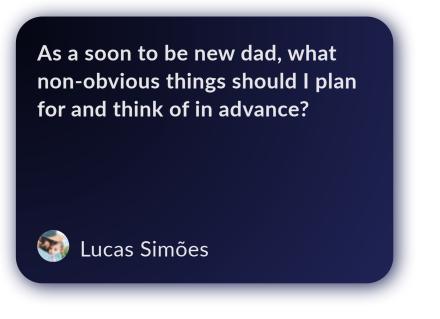
Wow, so great that your company has that. I used to live in Europe and paternity leave was common (maybe required?) and moving back to the US was quite a shock.

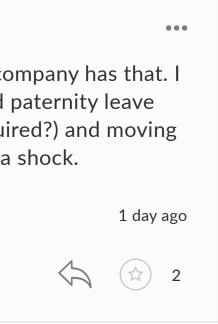
3	Luke Johnson

4 replies

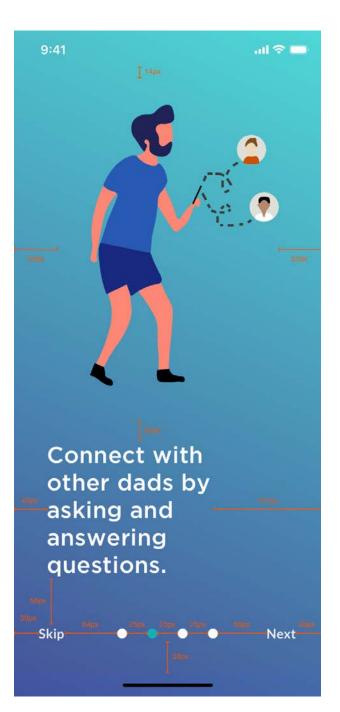
Discussion card - banner view



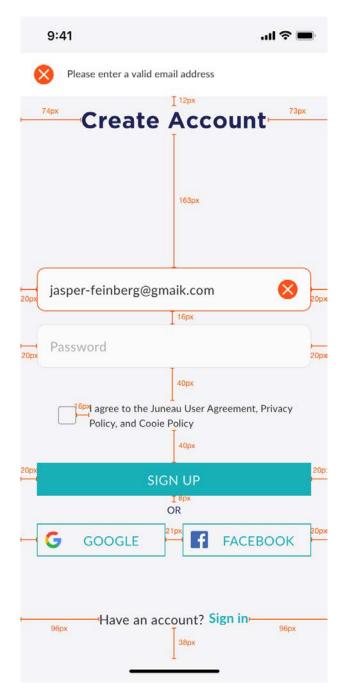




VISUAL SYSTEM Redlines



Onboarding



9:41 al 🗢 🗖 Community Q Explore For You Groups 50px MONTHS At two months old, baby's probably realizing the joys of interaction and started to cut back a bit on snoozing so much during the day, staying up to "socialize." Now ... **Read more** 50px

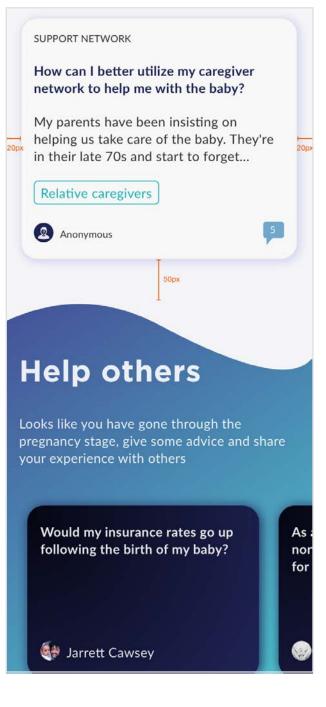
146px

Discussion Threads

JUNEAU'S PICK

28px

For You



VISUAL SYSTEM Redlines

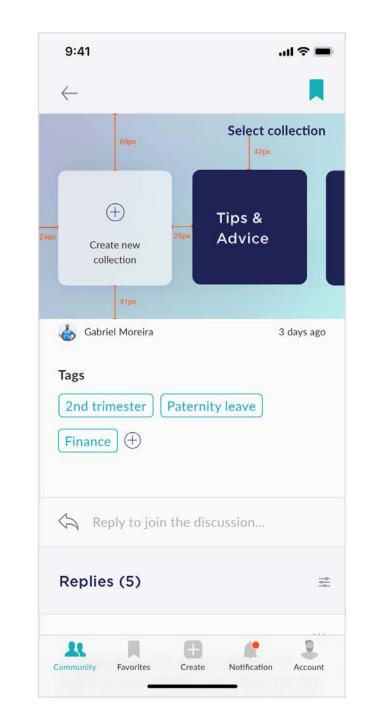
Create a discussion

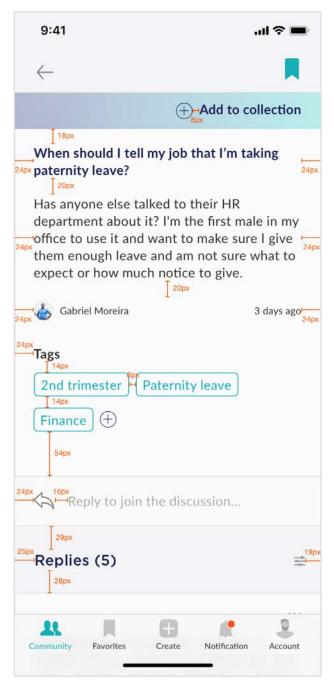




advice. Thanks!

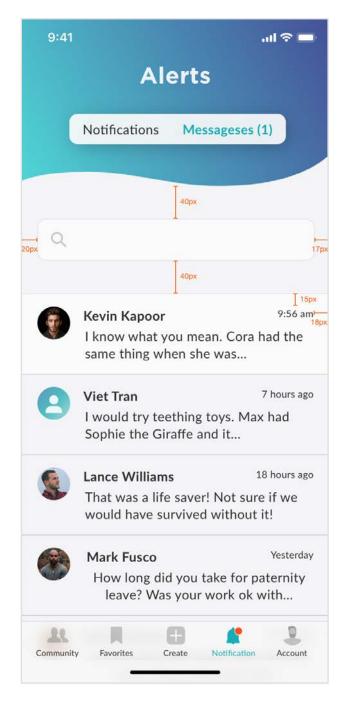
Add to collection

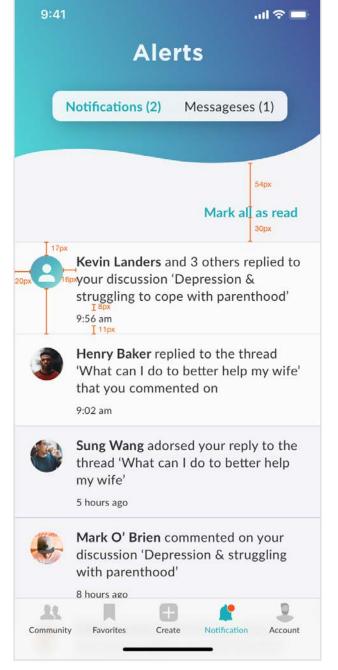




VISUAL SYSTEM Redines

Alerts





Favorites

