

Juneau

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Overview

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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 is 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

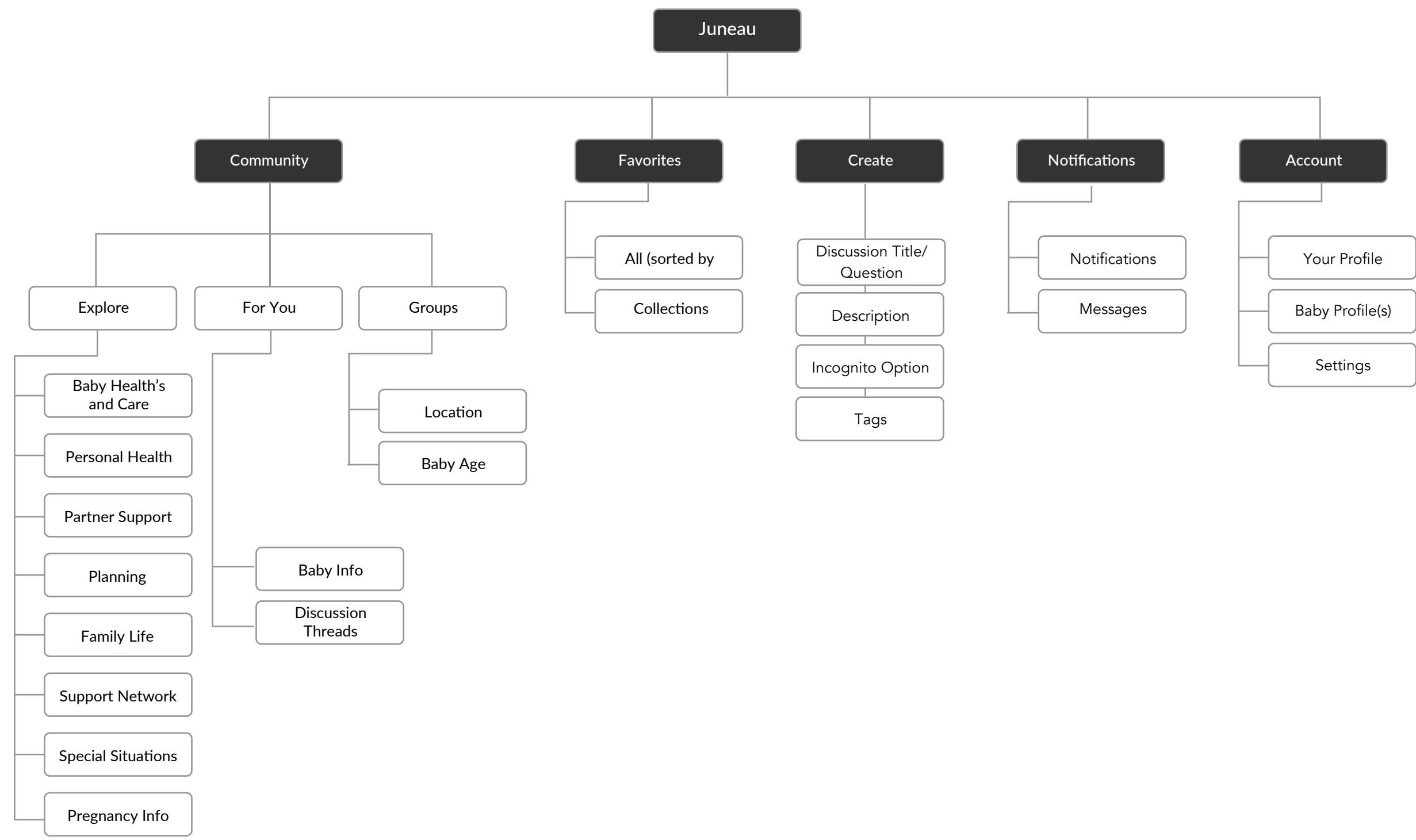
User Flows

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Annotated Screens

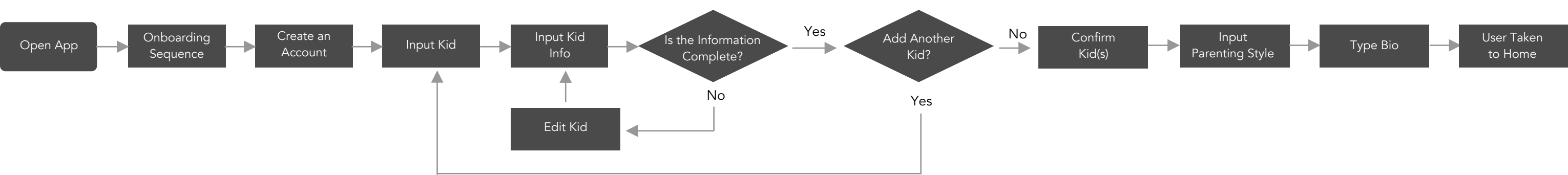
Sitemap

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.

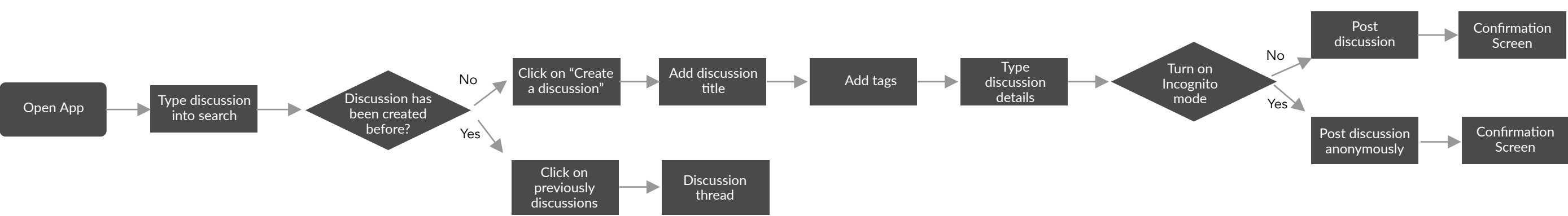


User Flows

Onboarding

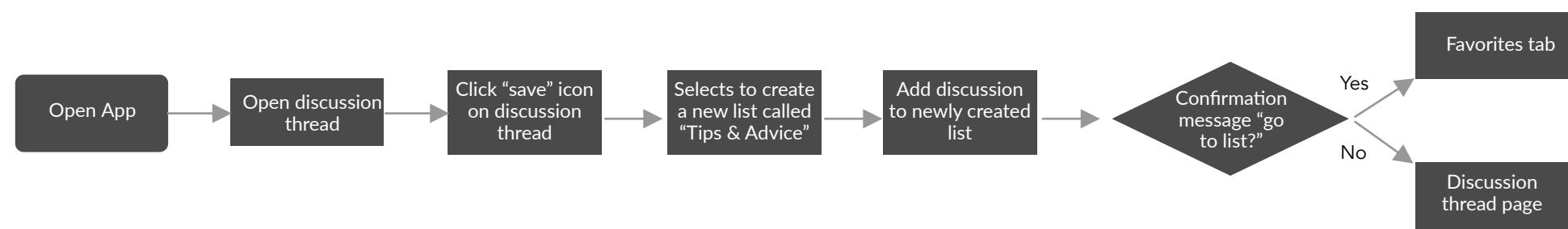


Create a Discussion

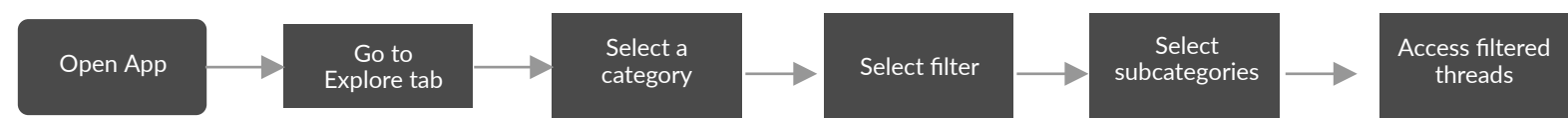


User Flows

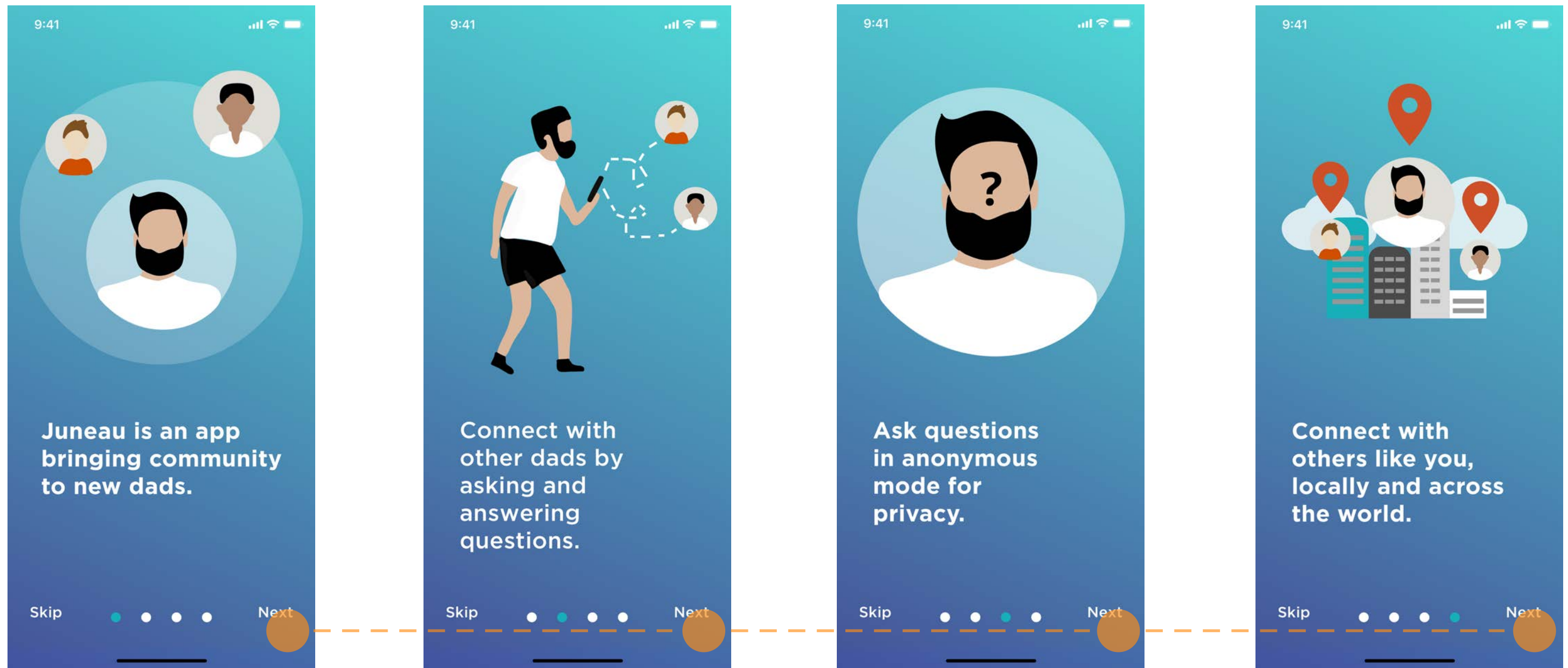
Save a Discussion



Explore & Filter Threads

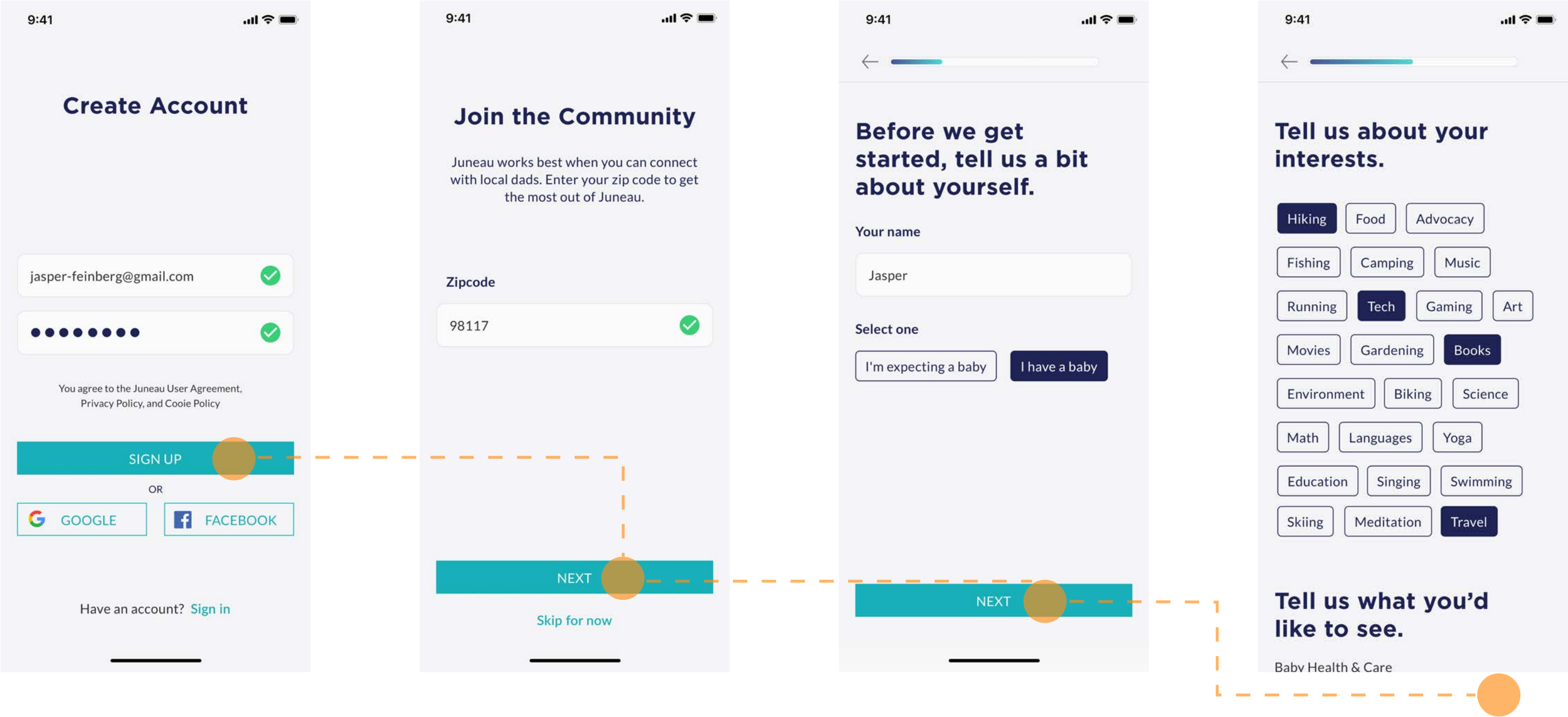


Onboarding



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

Onboarding



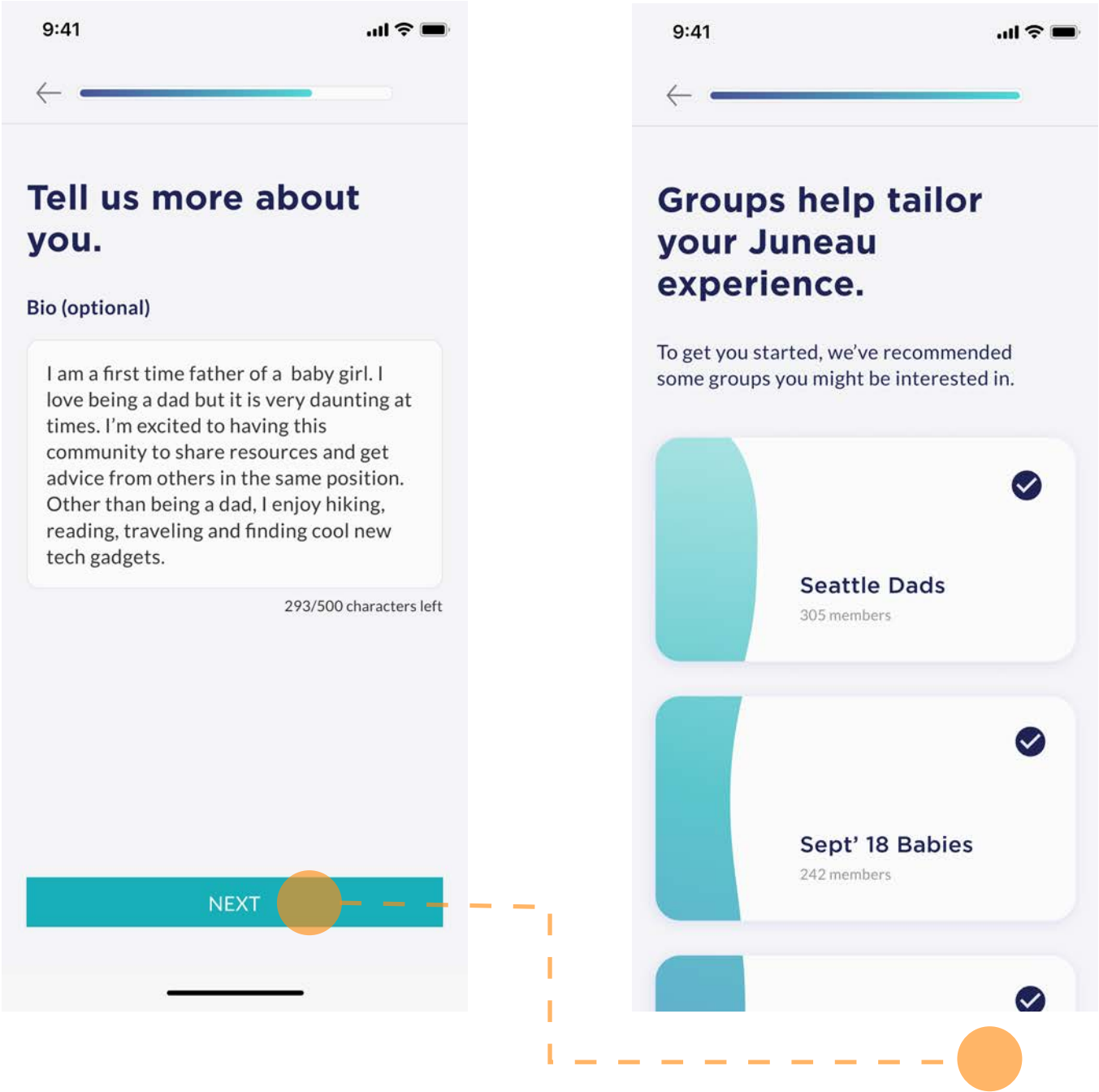
The user is then prompted to create an account.

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.

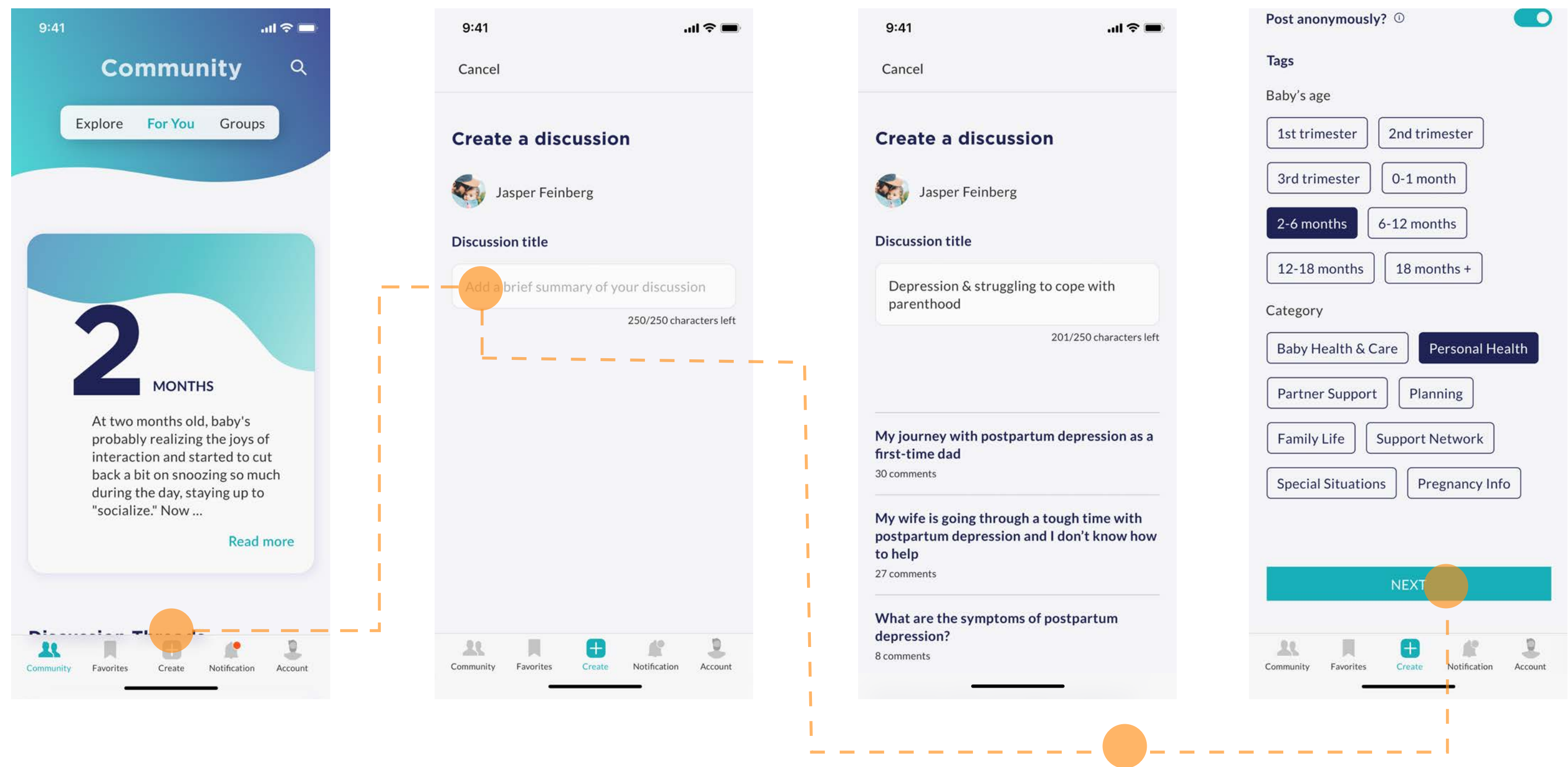
Onboarding



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



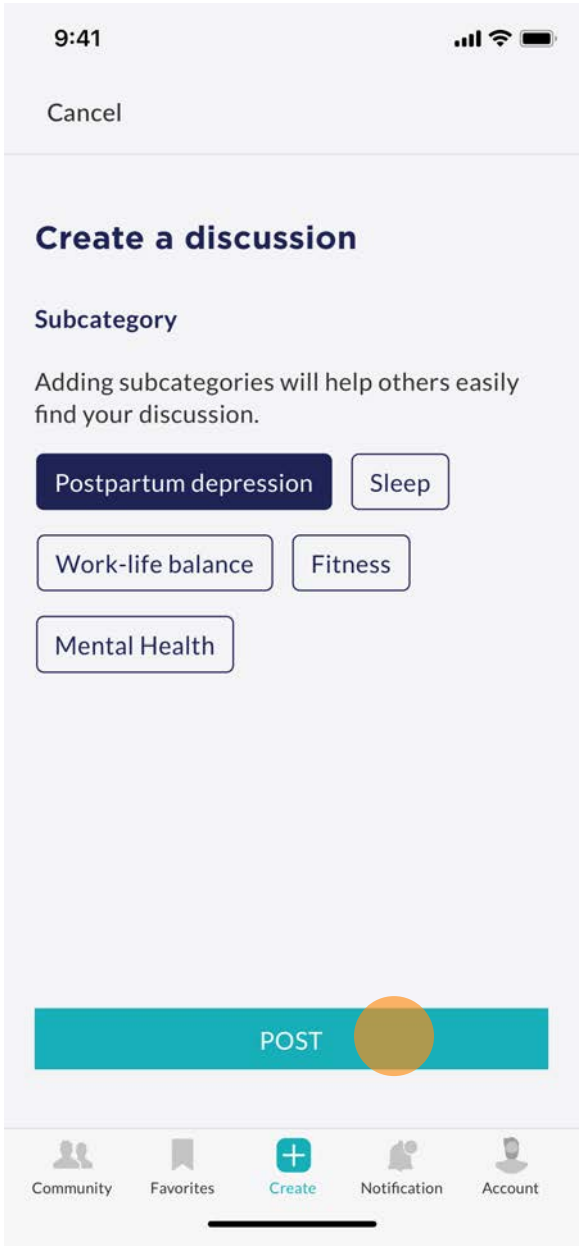
To start a new discussion, users tap on the “create” tab in the navigation bar.

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.

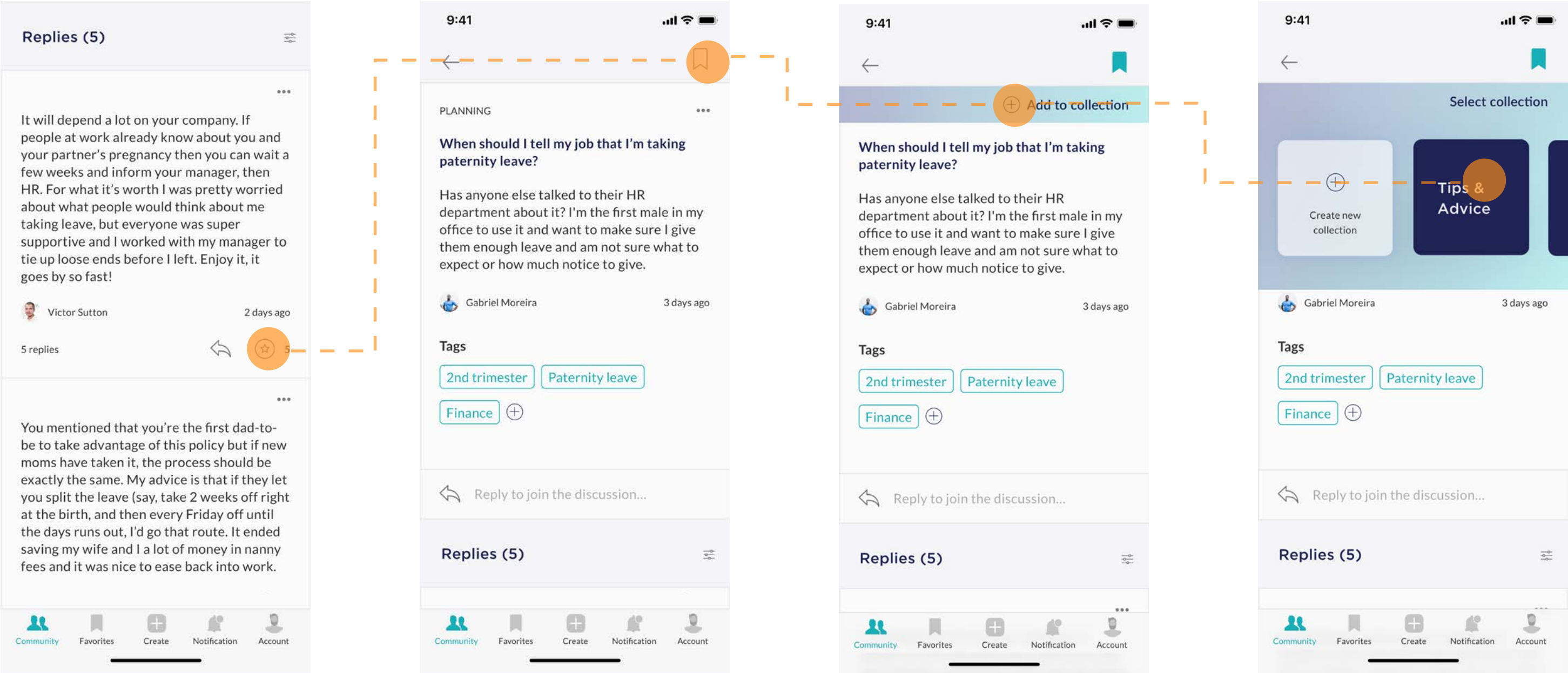
Once the question or title has been created, users may select their tags including thier baby’s age and the category thier discussion fits in.

Create a Discussion



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

Save a Discussion



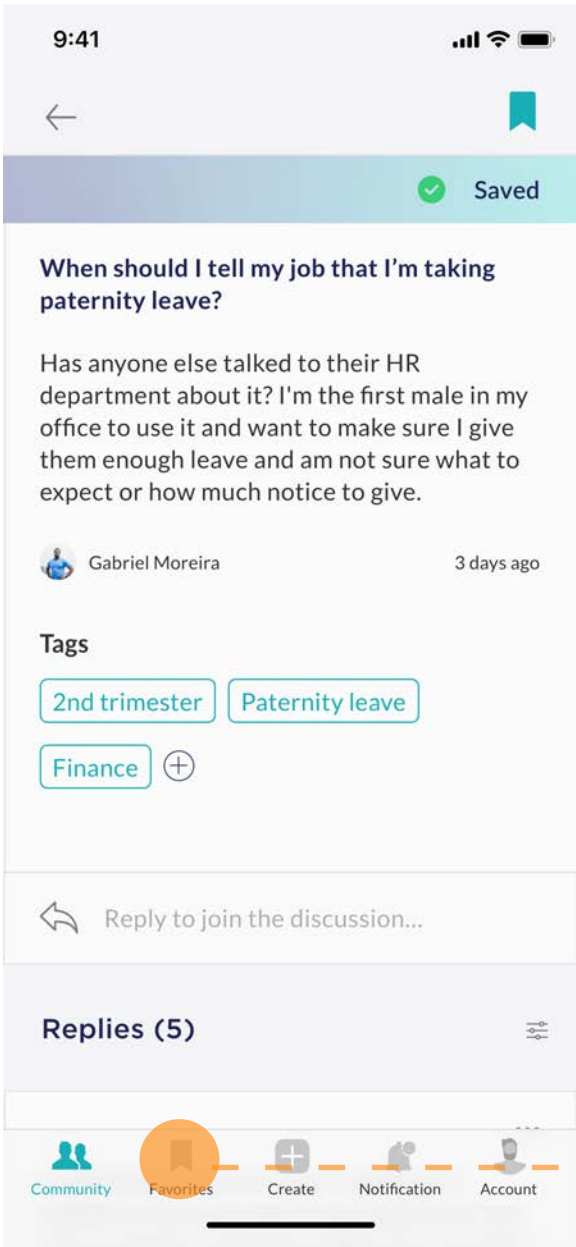
As users read a discussion post, they can endorse a comment

Users may also save a discussion post to refer to later

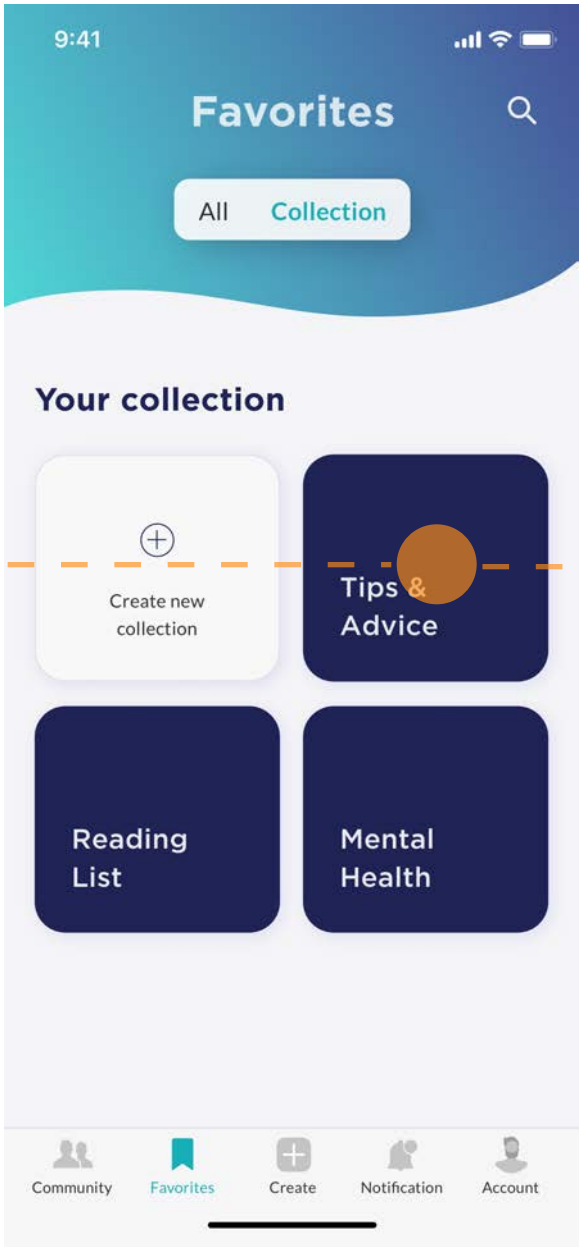
The user is then prompted to select a collection to save the discussion to

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.

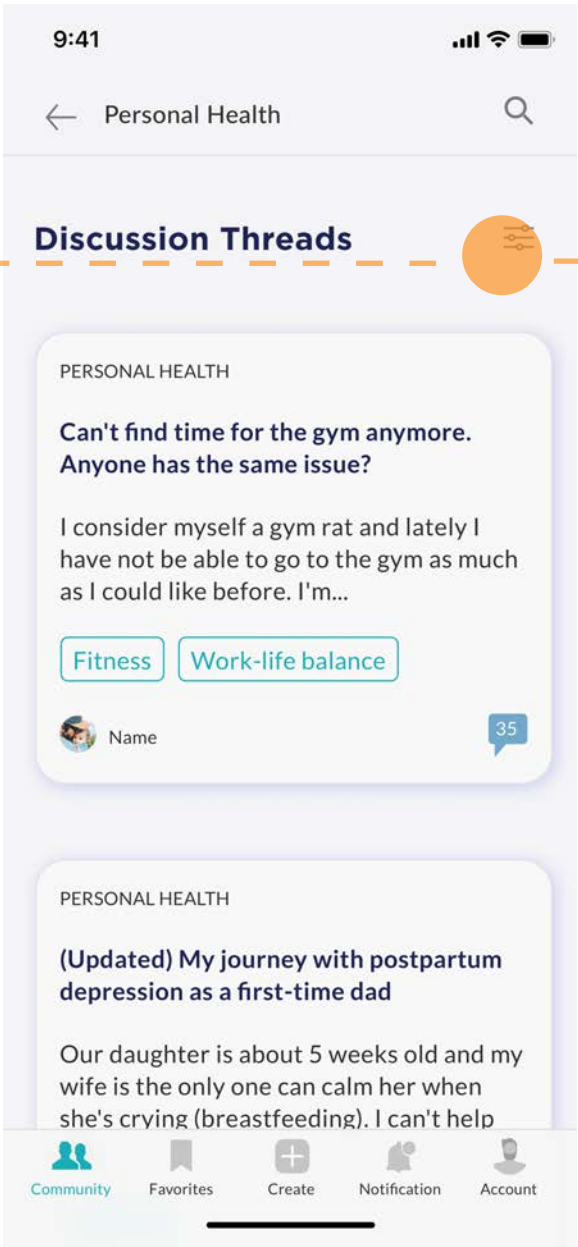
Explore



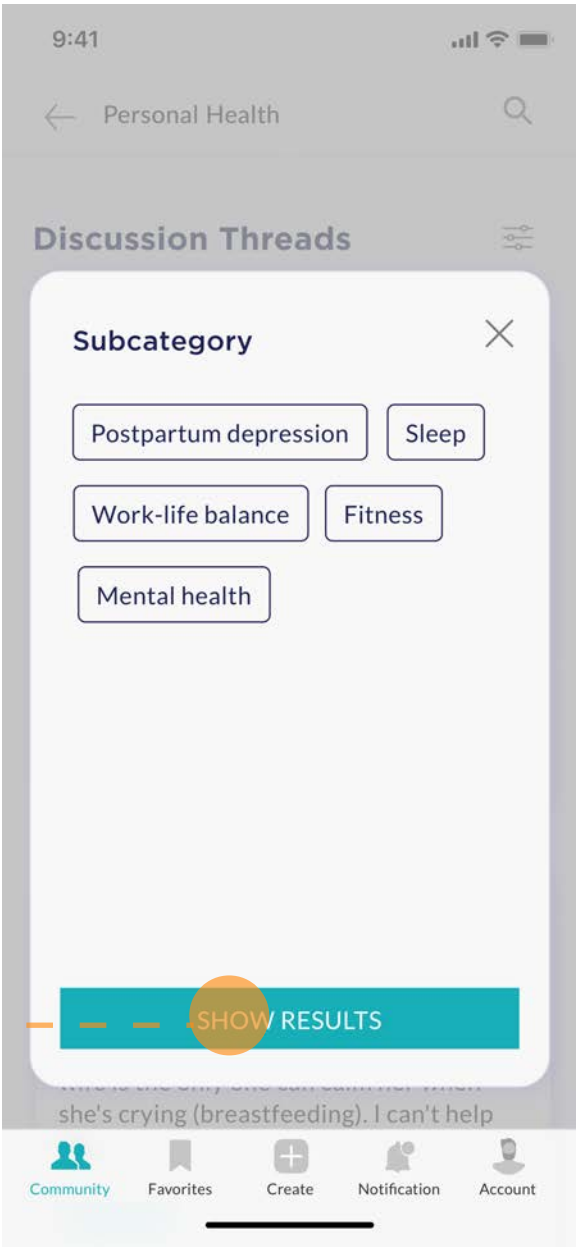
In the “community” tab, the user can toggle over to explore to view categories



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



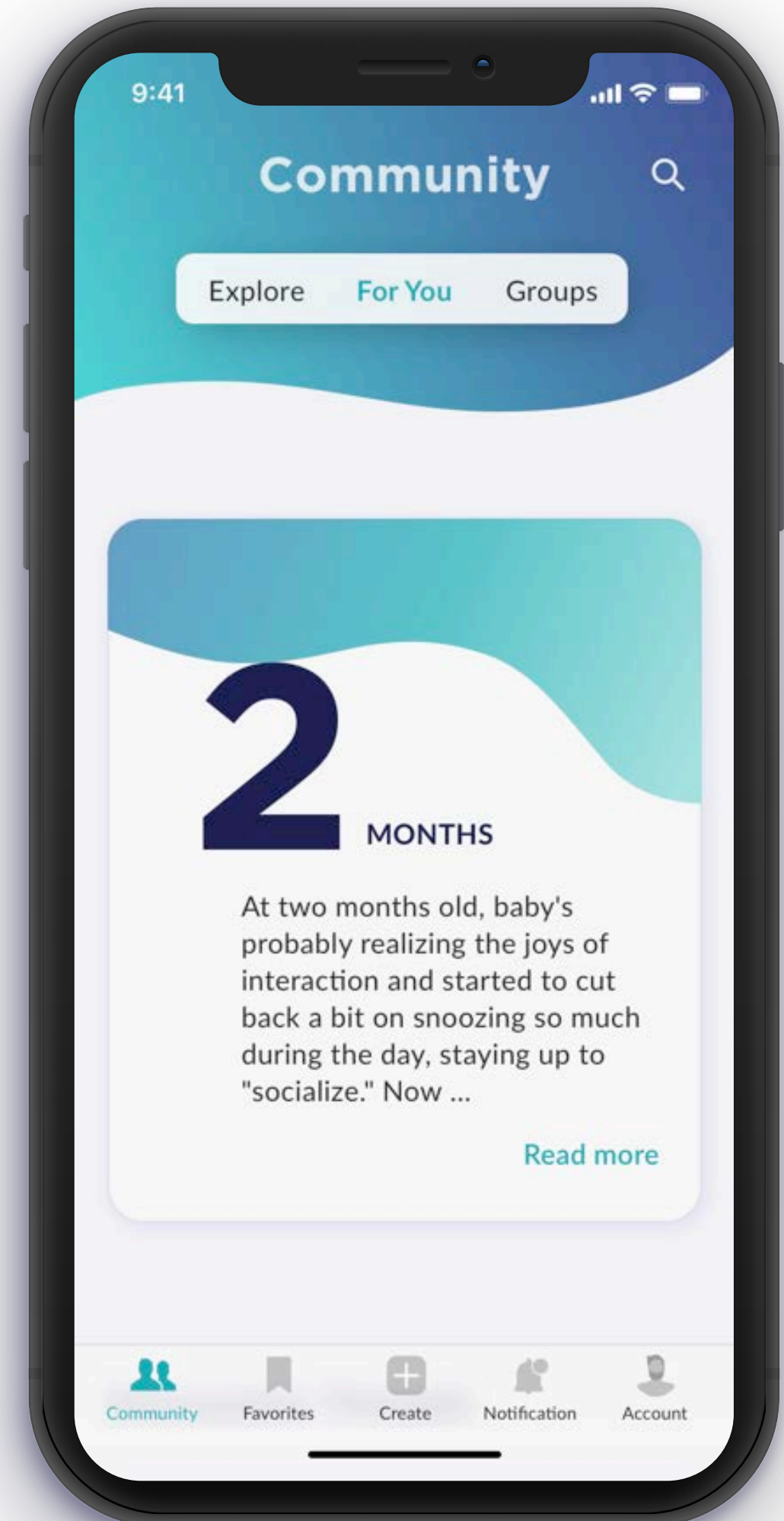
Once the discussion threads related to the selected category are populated, the user can further filter



To further filter, users can select a subcategory

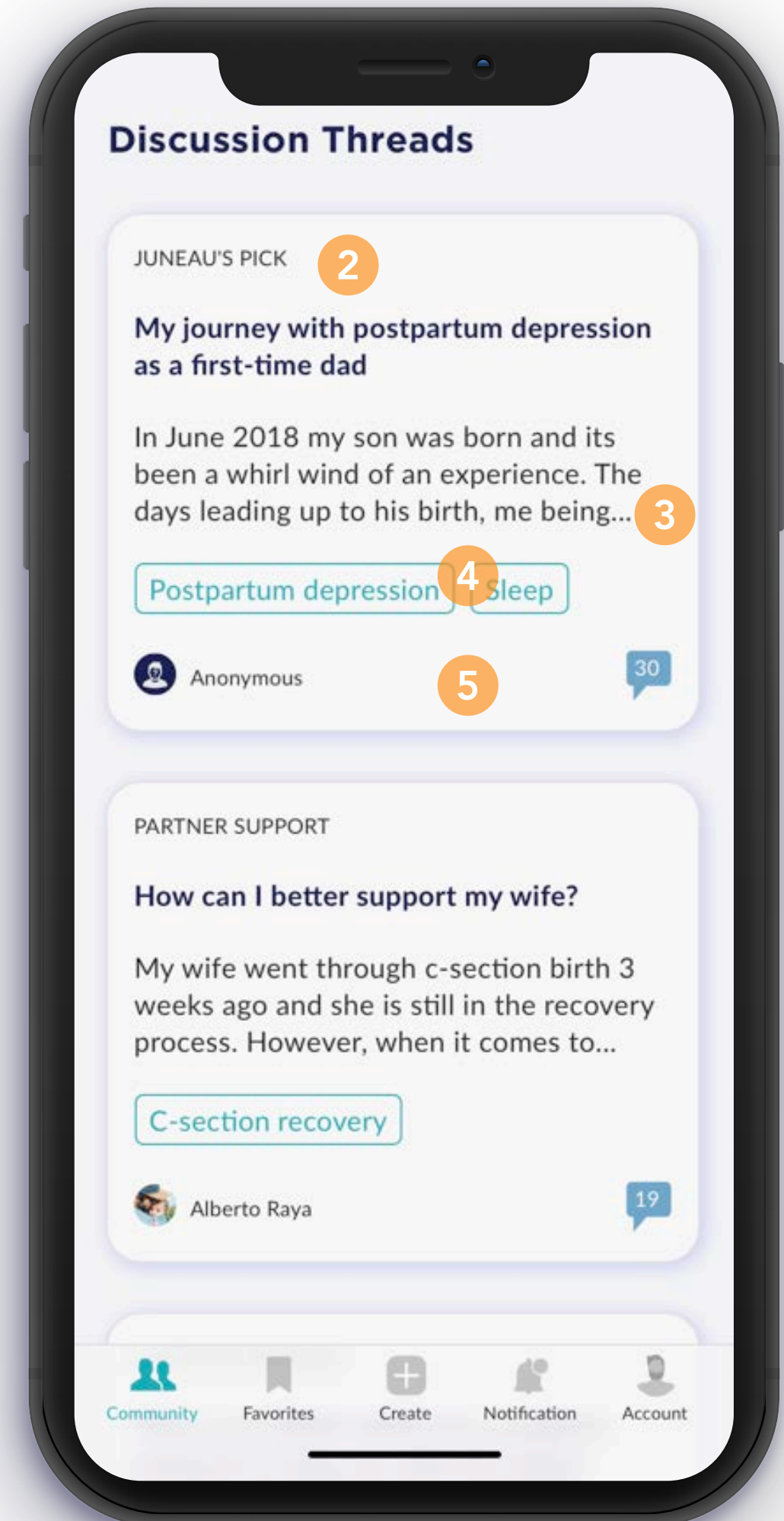
For You

- 1 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
- 2 Users are able to toggle over to 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.
- 3 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.



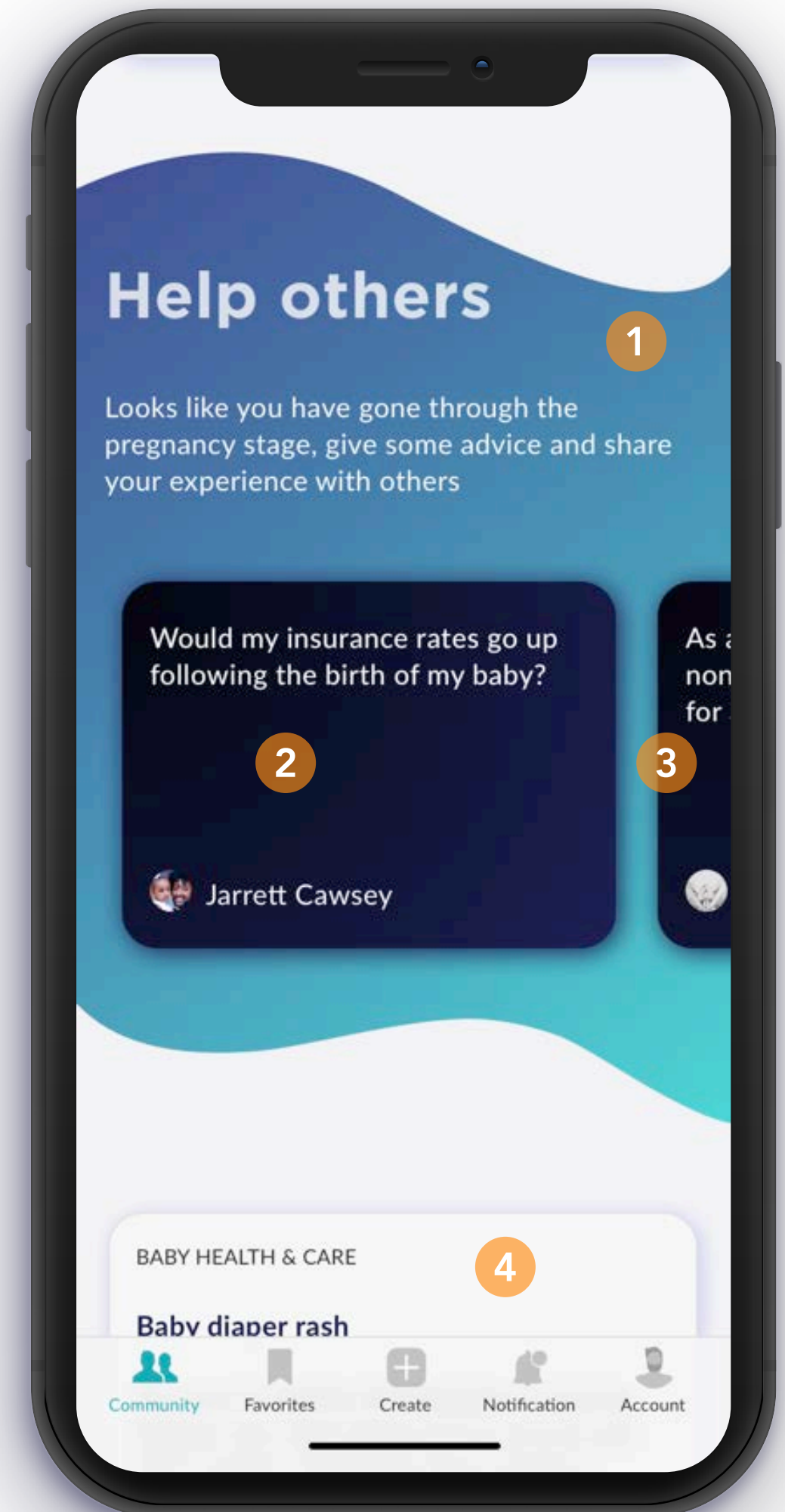
For You

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



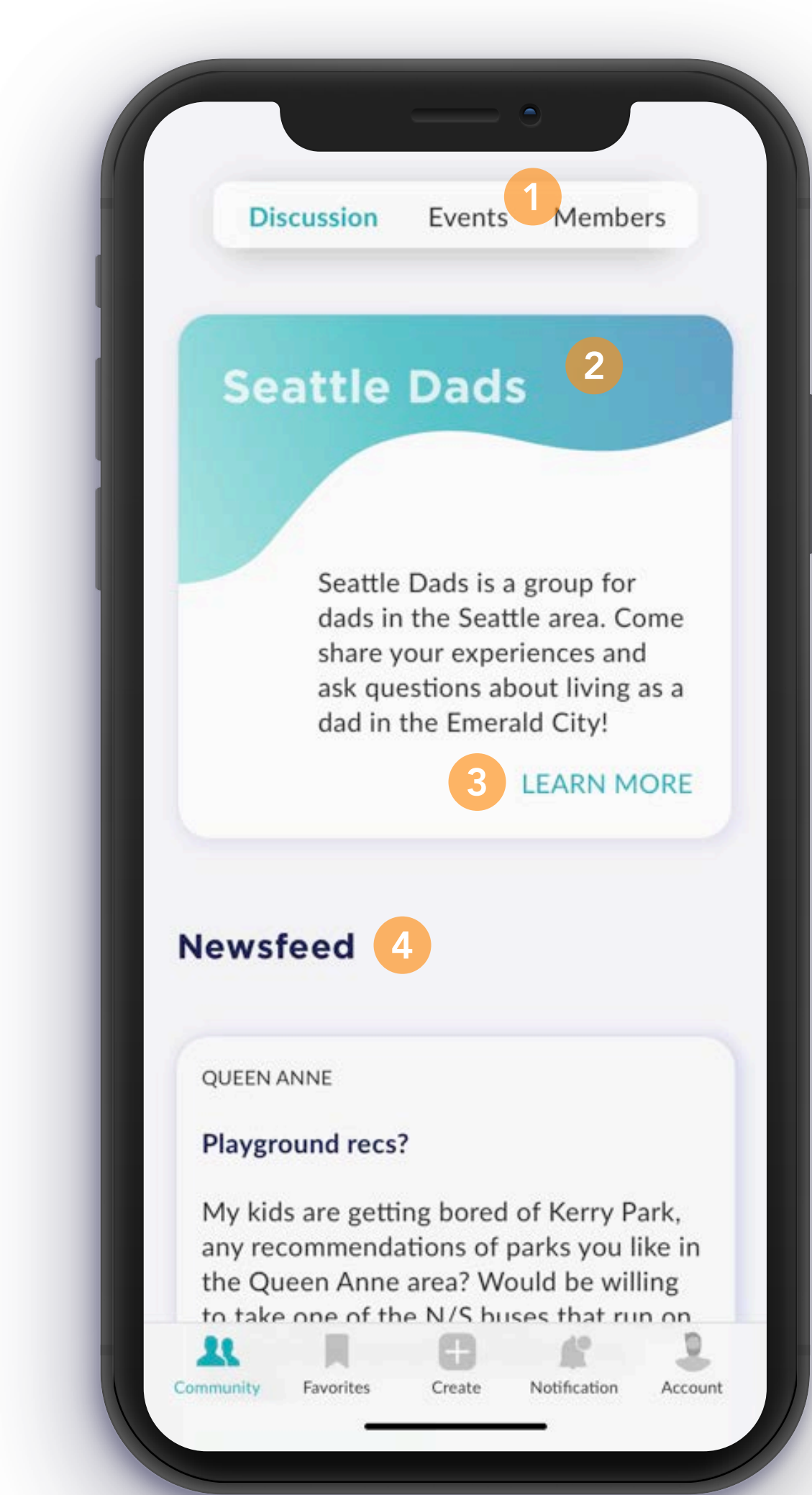
For You

- 1 Farther down on the community homepage is a section reminding users to answer questions.
- 2 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 already been through
- 3 To see other cards, the user is able to swipe over.
- 4 Below the questions are more discussion posts.



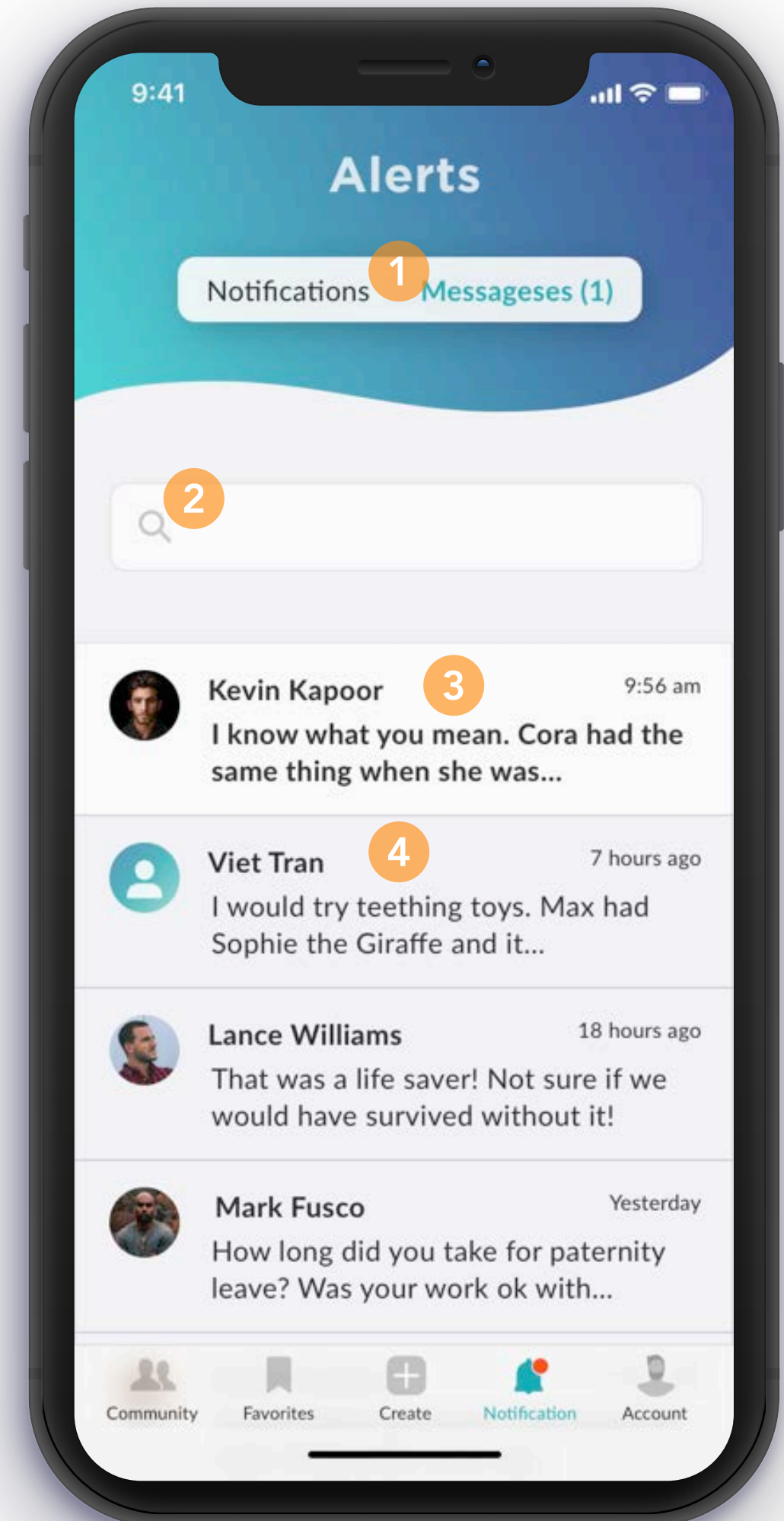
Groups

- 1 Within a group page, users can toggle over to see events related to the group and all group members.
- 2 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.
- 4 Each group page will also have a newsfeed of discussions that group members have posted



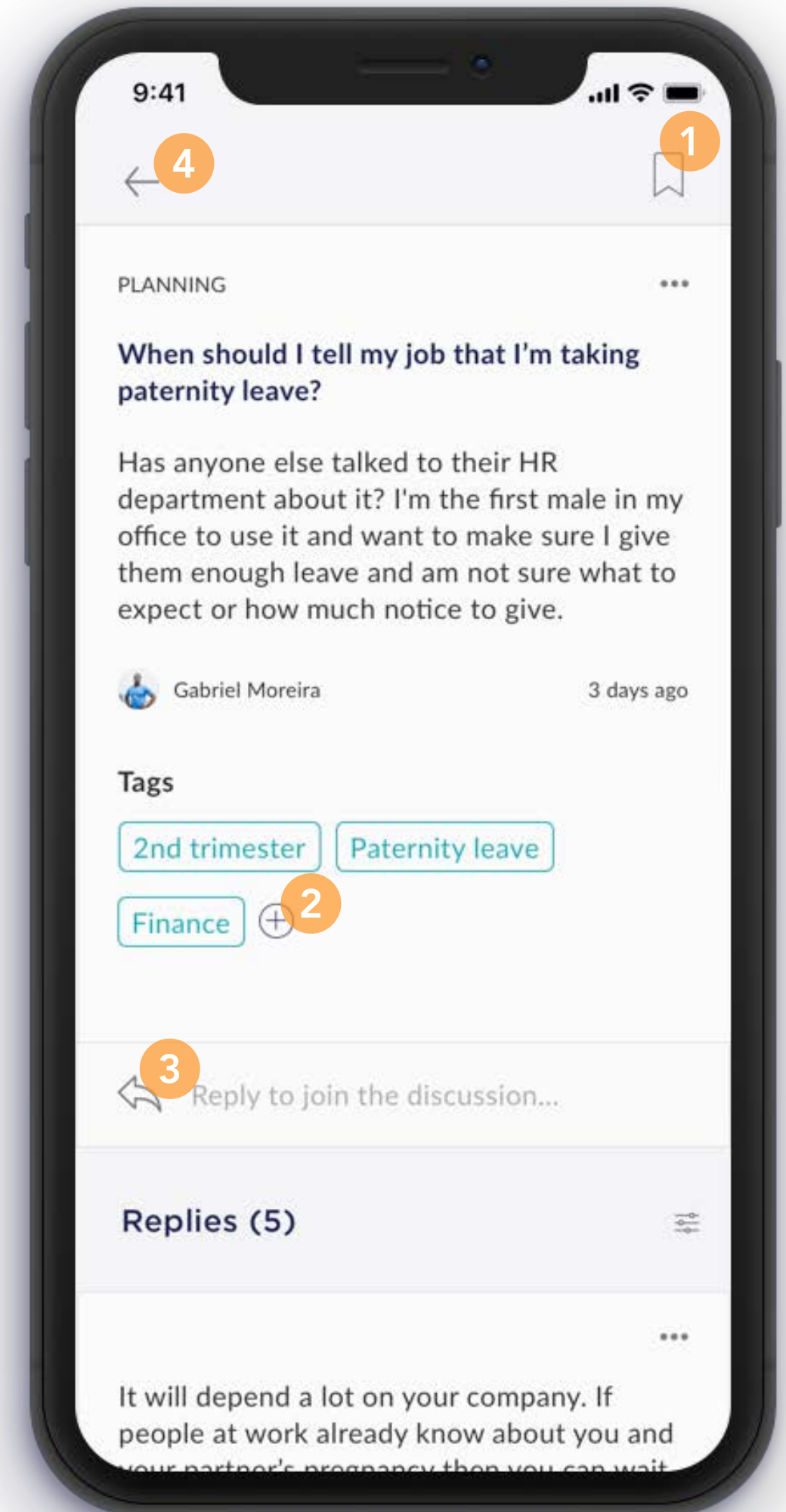
Alerts

- 1 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.
- 2 In the messages tab, is a search bar where users are able to quick search their messages.
- 3 Unread messages will appear with a white background and bolded text.
- 4 Read messages will appear with a grey background and unbolded text.



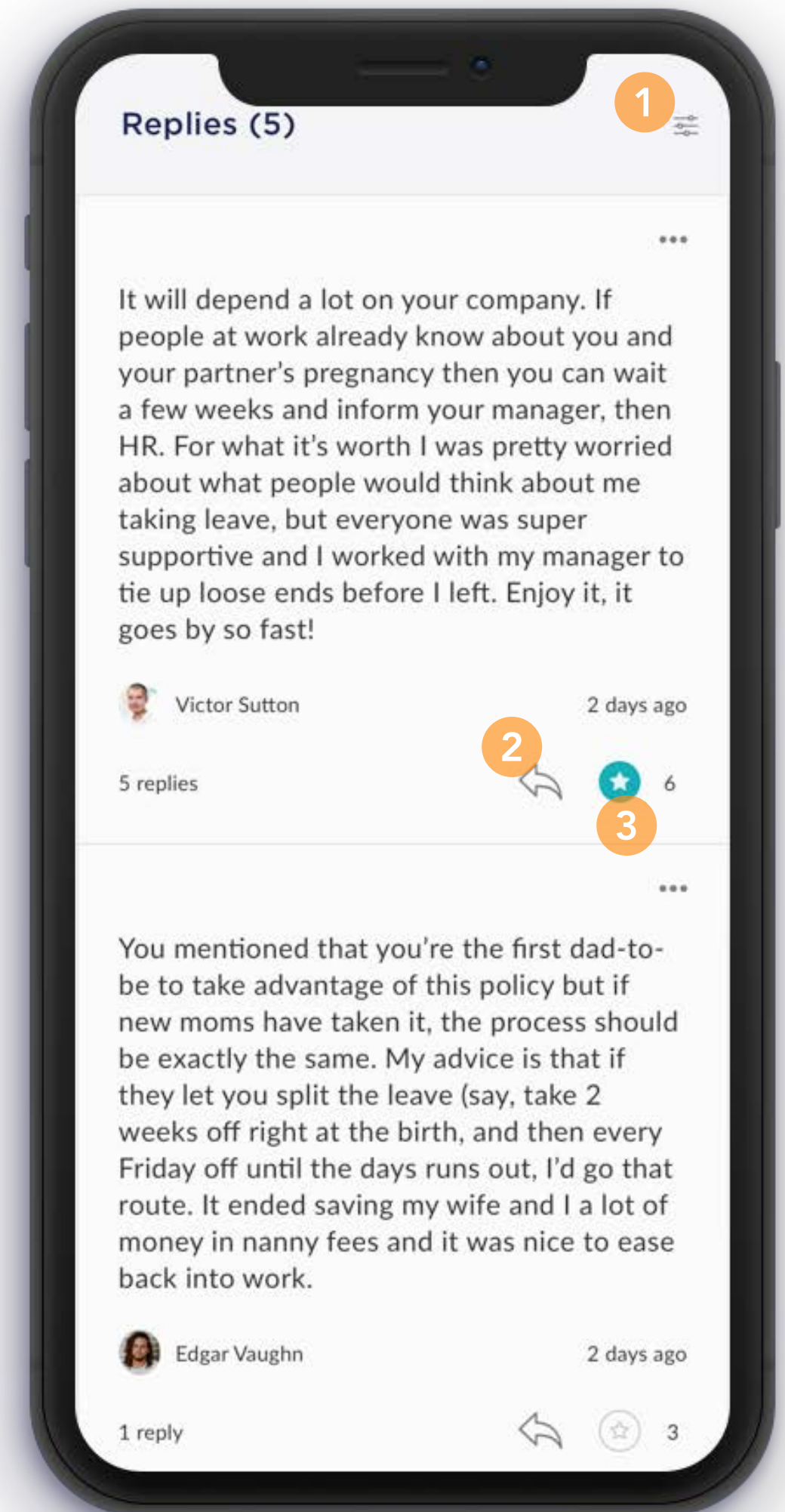
Discussion

- 1 Users are able to save discussion posts for future reference by selecting the save icon.
- 2 Users also add more relevant tags to a discussion post.
- 3 A text box below the post allows users to type a response to the post.
- 4 Exit the post by clicking the back button



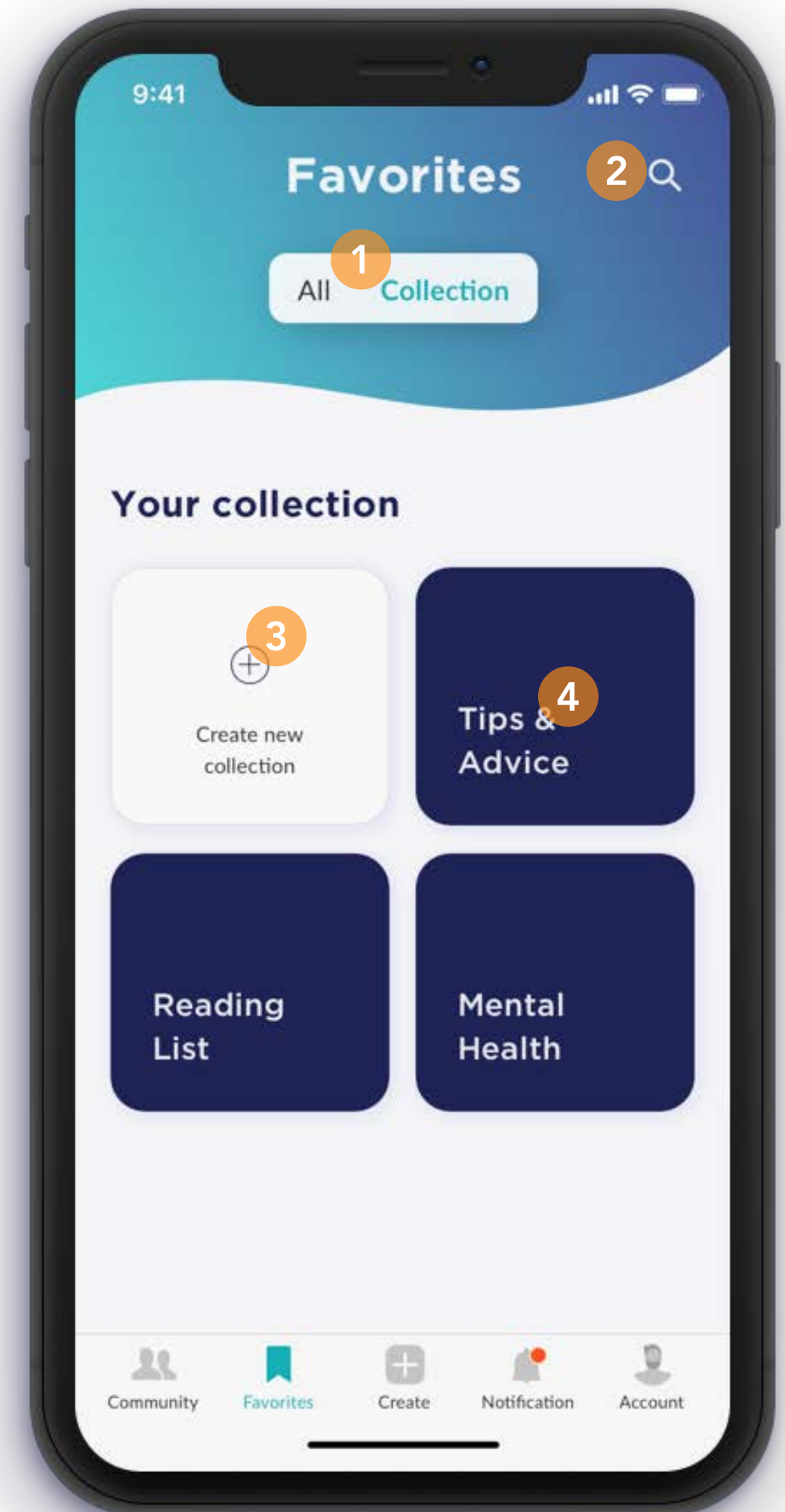
Discussion

- 1 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.



Favorites

- 1 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.
- 2 Users can search their saved content for a specific post using the search bar.
- 3 New collections can be created as needed.
- 4 Selecting a collection will show users all discussion posts they have saved to this collection.



Visual System

Moodboard

Color Palette

Typography

Text Color

Iconography

Input Fields

UI Element

Illustration

Call-to-Action

Form Fields

Navigation

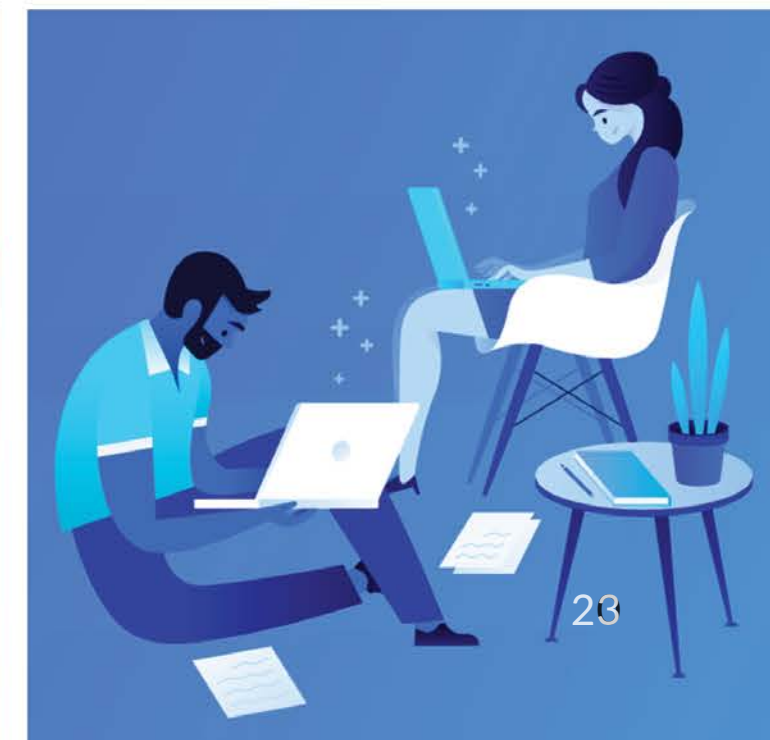
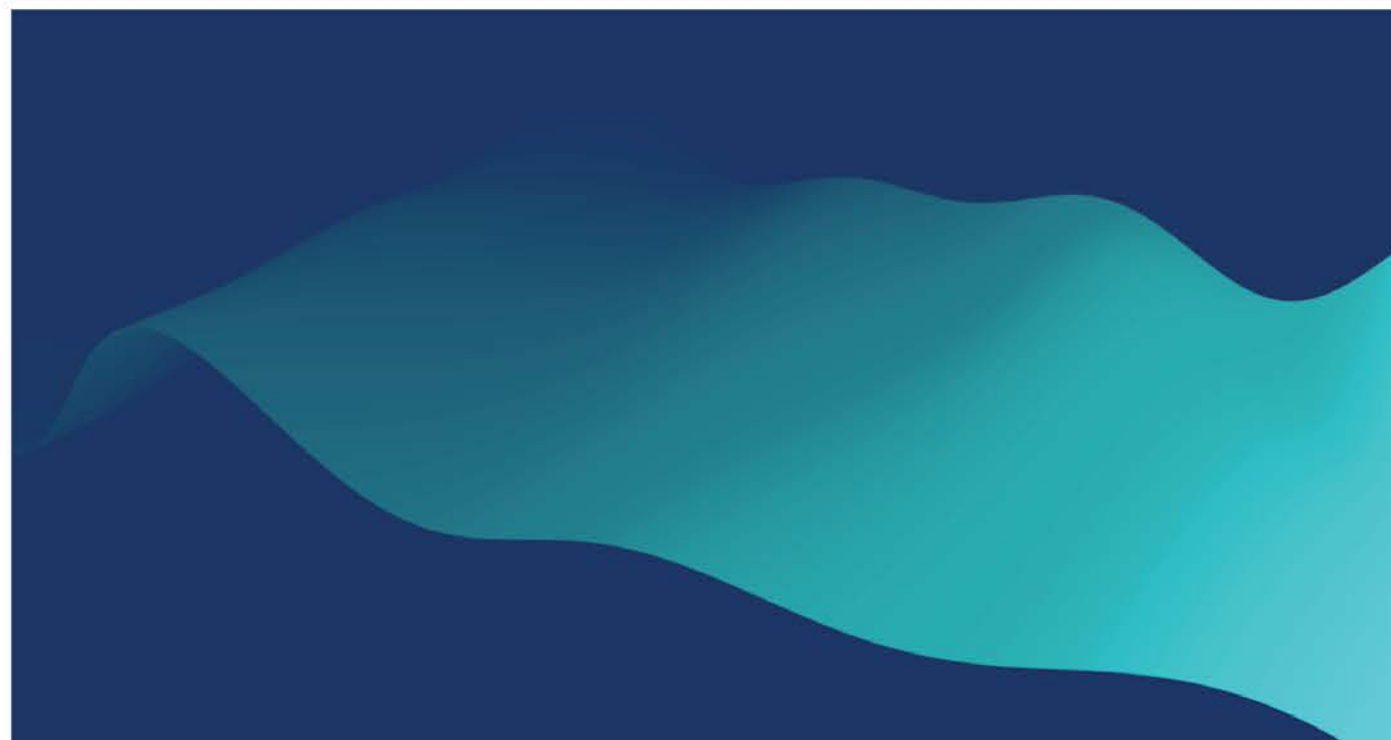
Content

Redlines

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.



Color Palette

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.

Primary	<div>Teal #17AFB8 Opacity: 100%</div>	<div>Navy #1F2355 Opacity: 100%</div>				
Secondary	<div>Blue #287DB3 Opacity: 100%</div>					
Greys	<div>Black-100 #000000 Opacity: 100%</div>	<div>Black-80 #000000 Opacity: 80%</div>	<div>Black-50 #000000 Opacity: 50%</div>	<div>Black-20 #000000 Opacity: 20%</div>	<div>Black-5 #000000 Opacity: 5%</div>	<div>White #FFFFFF Opacity: 100%</div>
Alerts	<div>Error #FF511A Opacity: 100%</div>	<div>Success #3ACE77 Opacity: 100%</div>				
Gradient	<div>Mixed aurora Opacity: 80%</div>	<div>Teal aurora Opacity: 70%</div>	<div>Blue aurora Opacity: 100%</div>	<div>Night sky Opacity: 100%</div>		

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.

Text Color

On Light

Hero
Heading 1
Heading 2
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

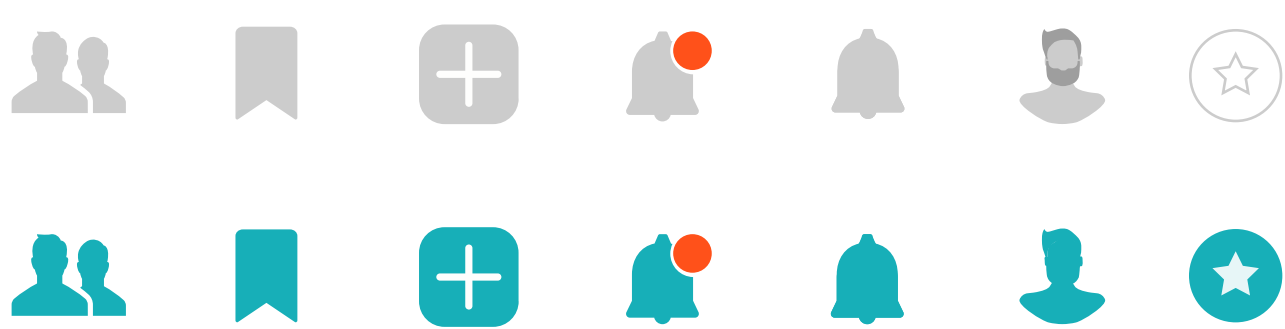
Hero
Heading 1
Heading 2
Heading 3
Title
Body
Link
Caption
Tag
Nav Label
Help text

On Dark

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

Iconography

Custom



User profile



System



Input Fields

Chips



Check box



On/off switch



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.



Navigation

Gradient: Mixed Aurora
Opacity: 80%



Focused content banner

Gradient: Mixed Aurora
Opacity: 80%



Card

Gradient: Mixed Aurora
Opacity: 80%



Modal

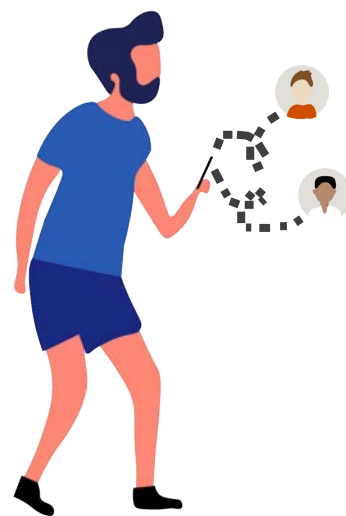
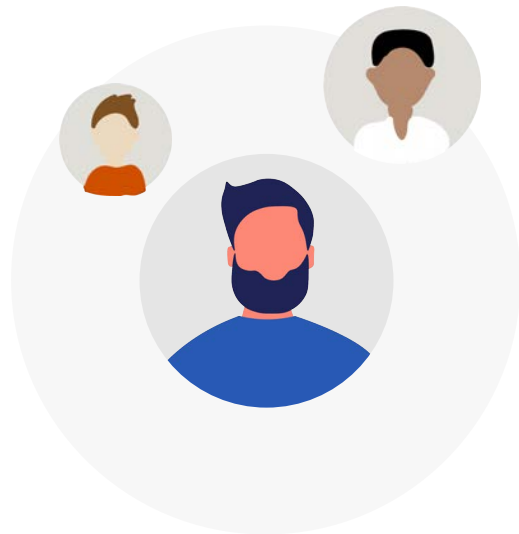
Gradient: Mixed Aurora
Opacity: 30%

Blur:
- Background blur - 20%
- Saturation - 20%

Illustration

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



Illustration

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.

Categories



Partner Support



Family Life



Support Network



Personal Health



Baby Health & Care



Special Situations



Planning



Pregnancy Info

Call-to-Action Button

Construction

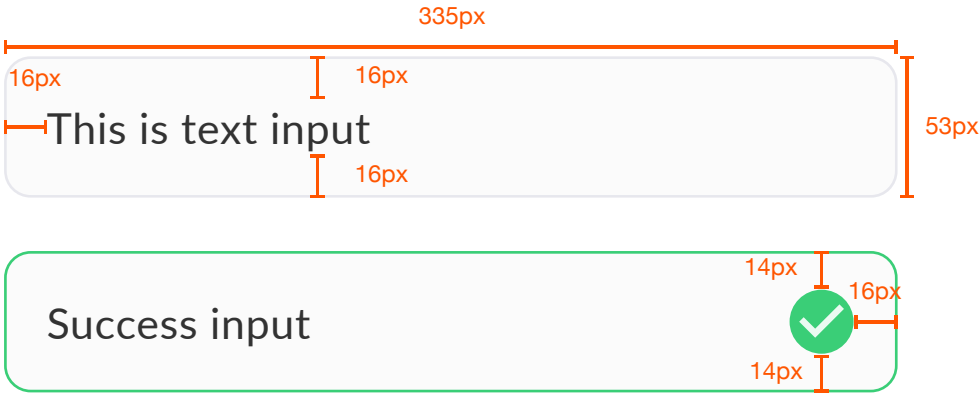


States

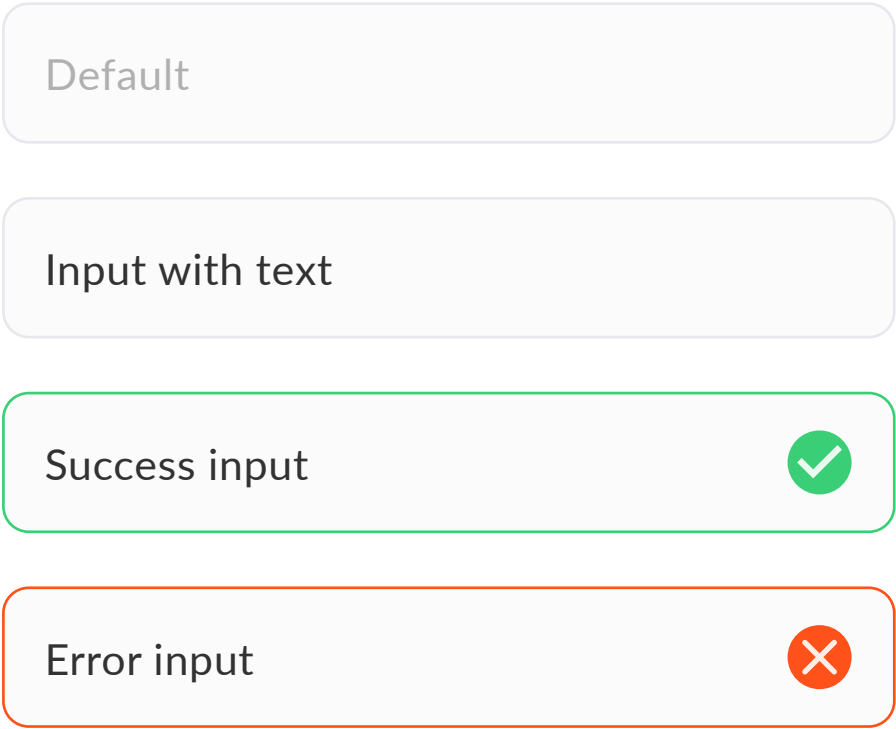


Form fields

Construction



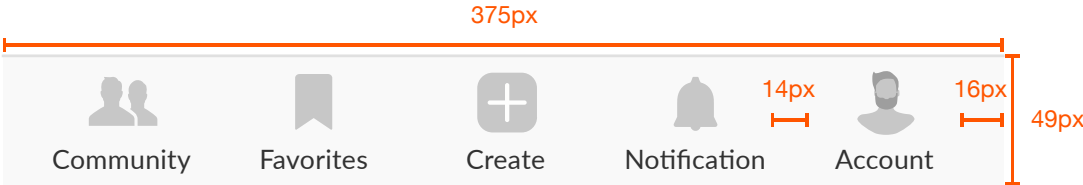
States



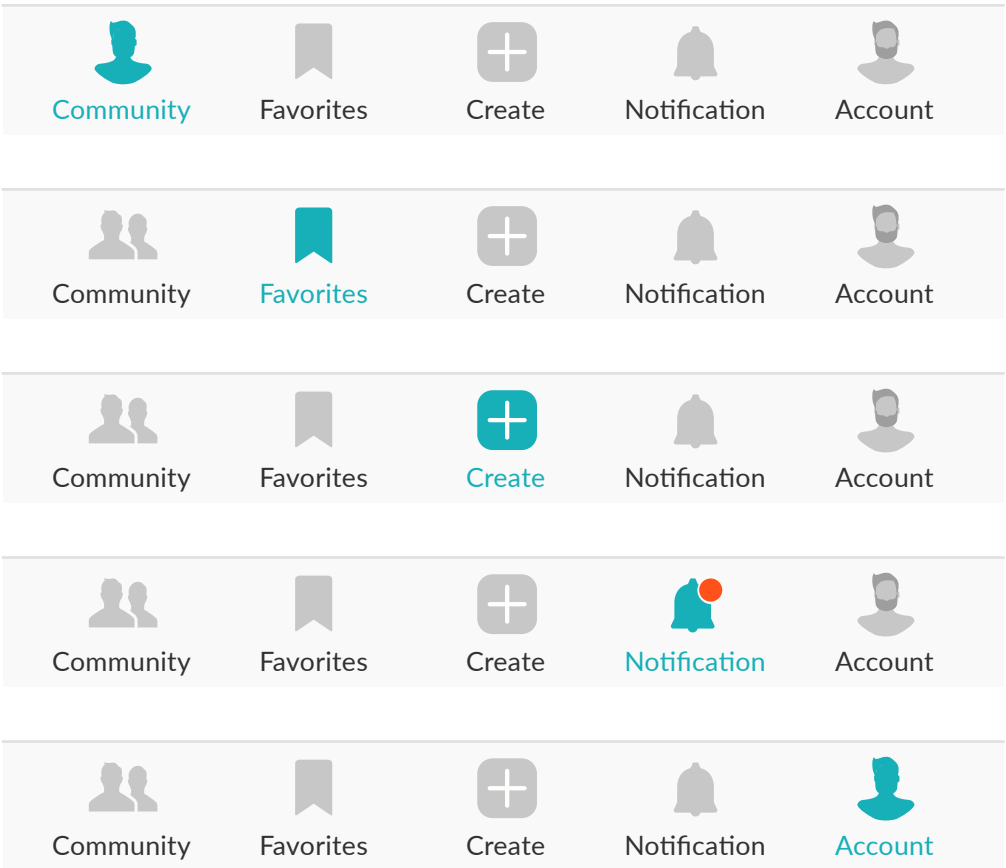
VISUAL SYSTEM

Navigation

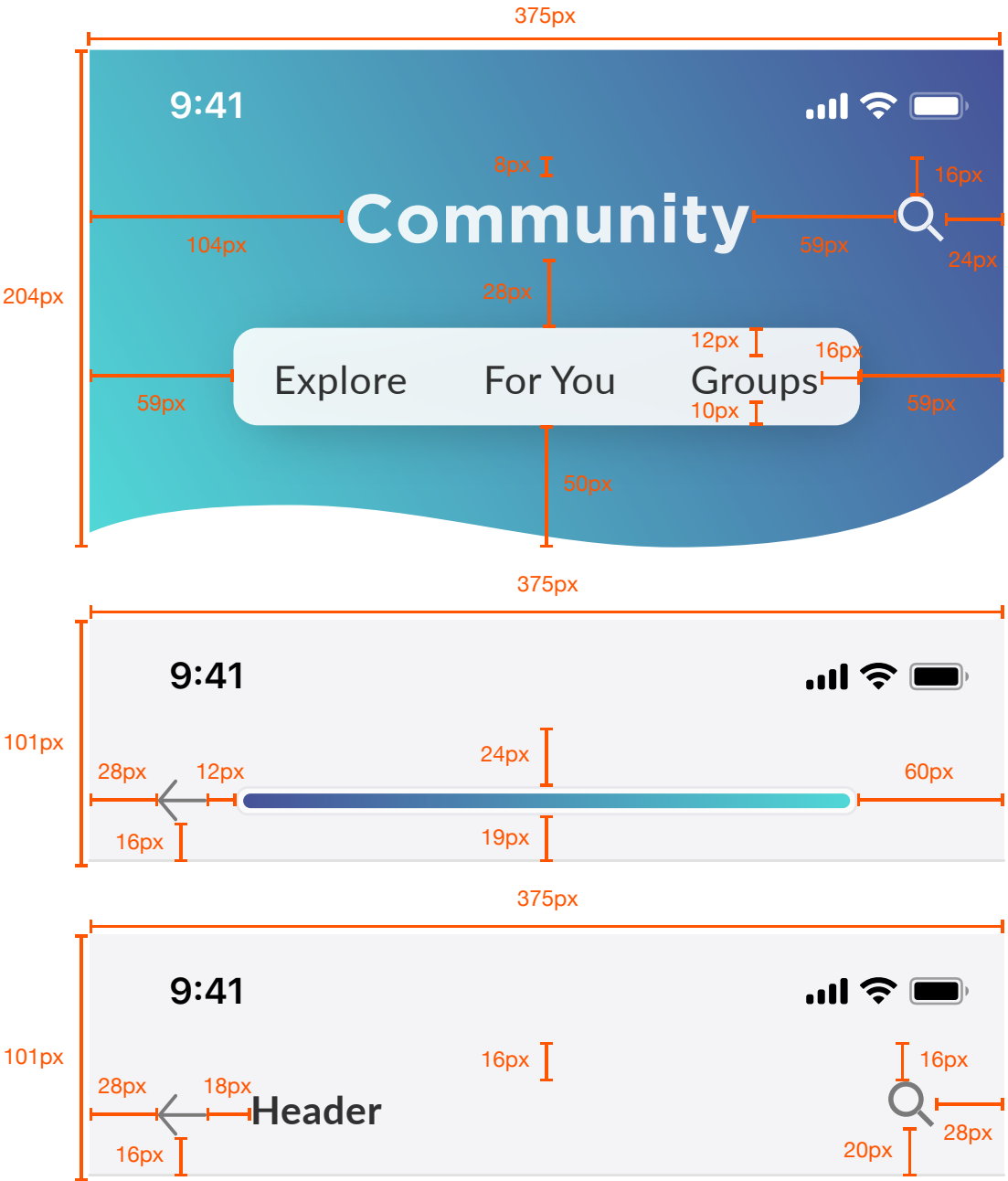
Primary Navigation



States

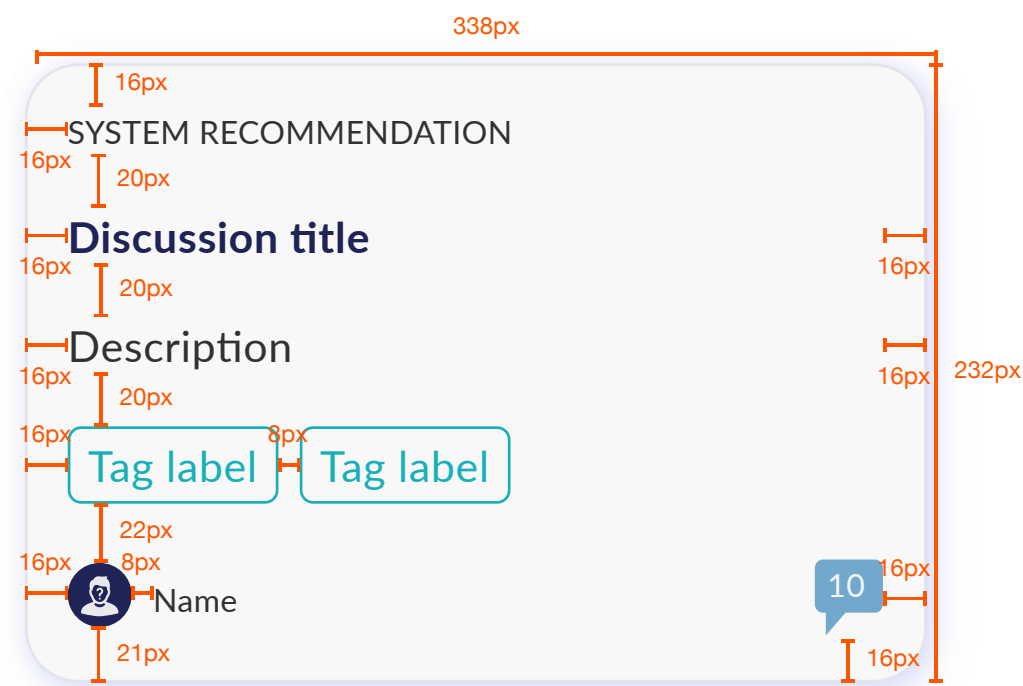


Secondary Navigation

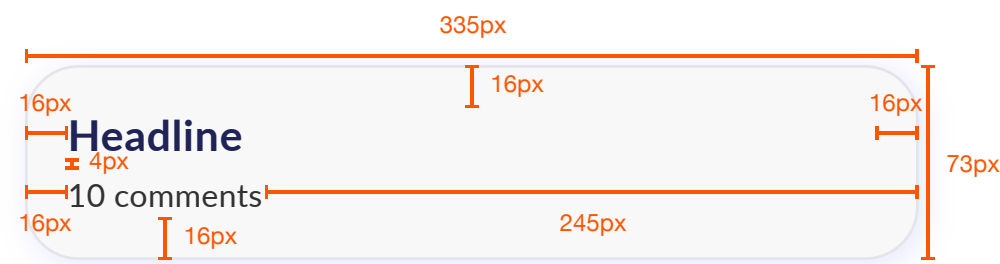


Content

Discussion card - full view

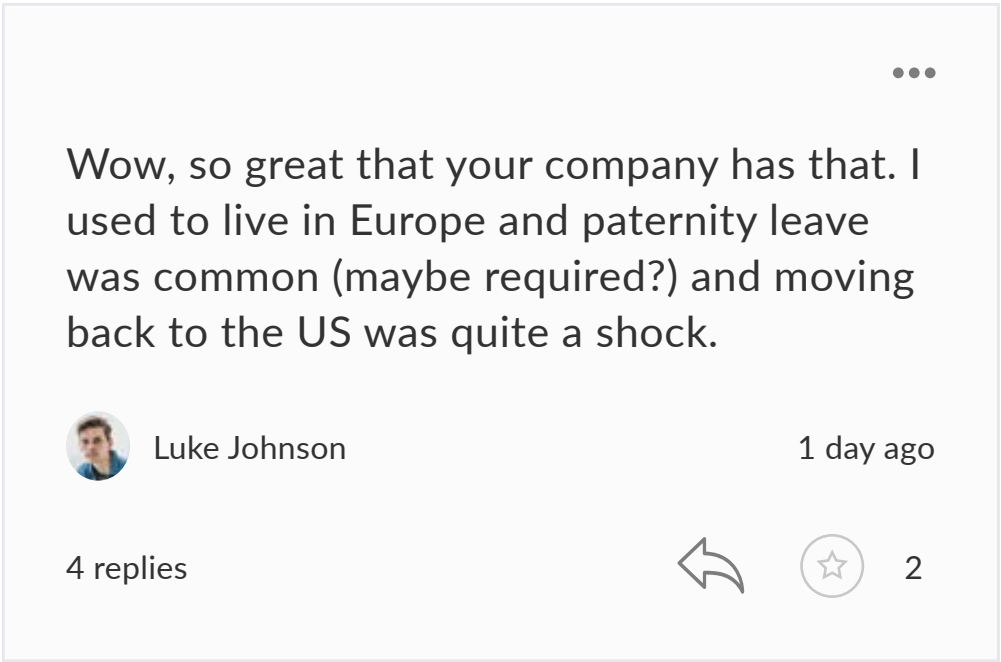
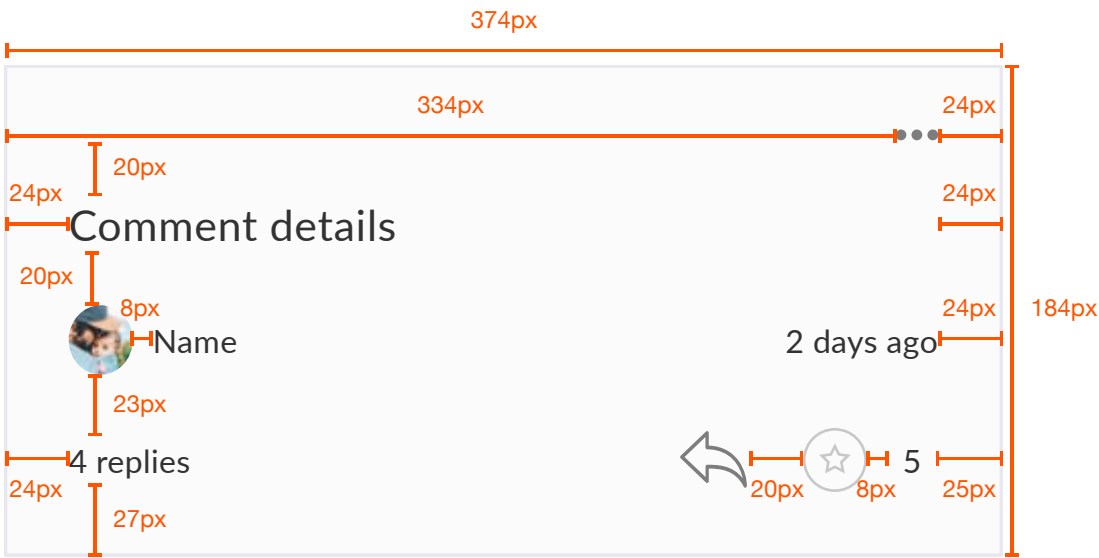


Discussion card - compact view

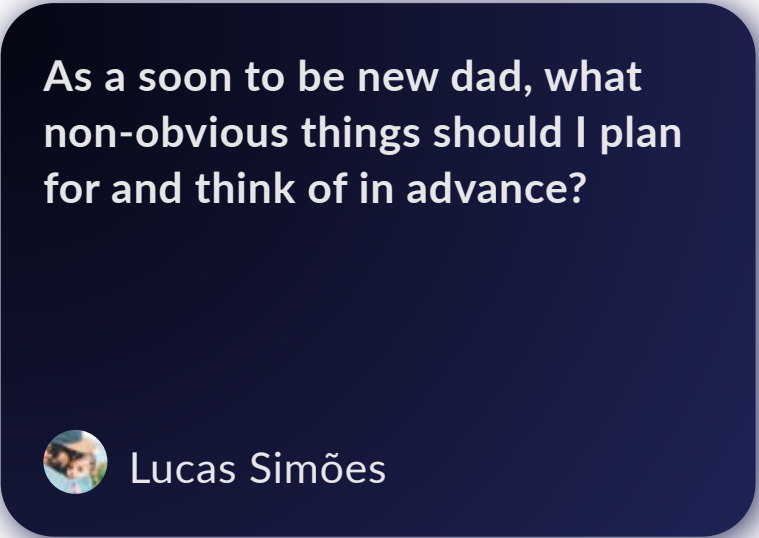
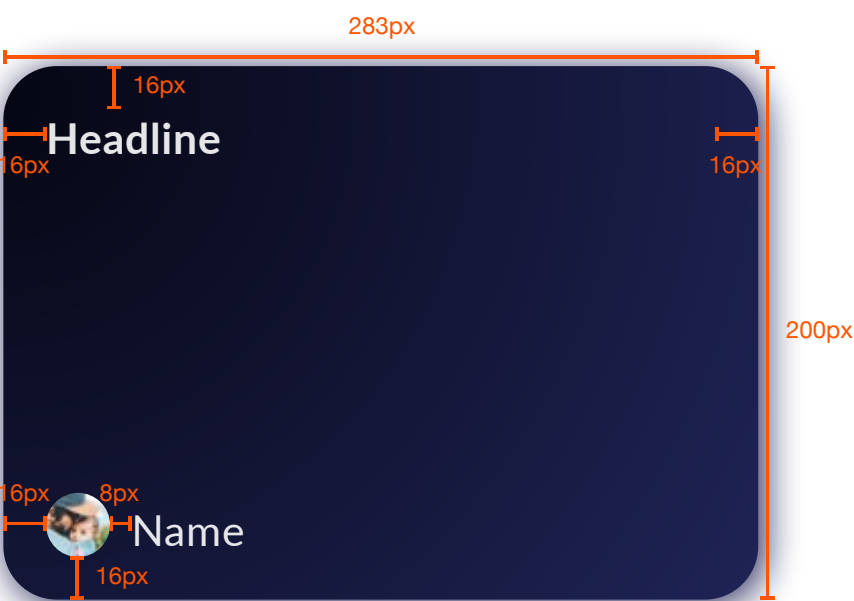


Content

Comment thread



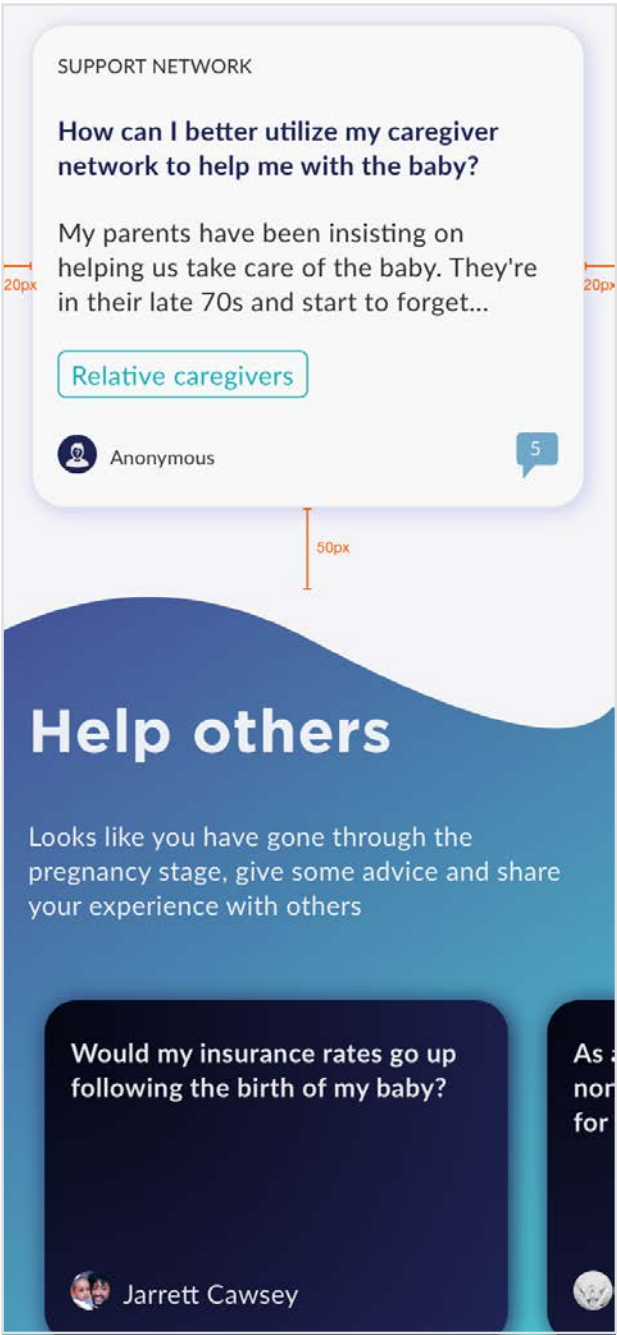
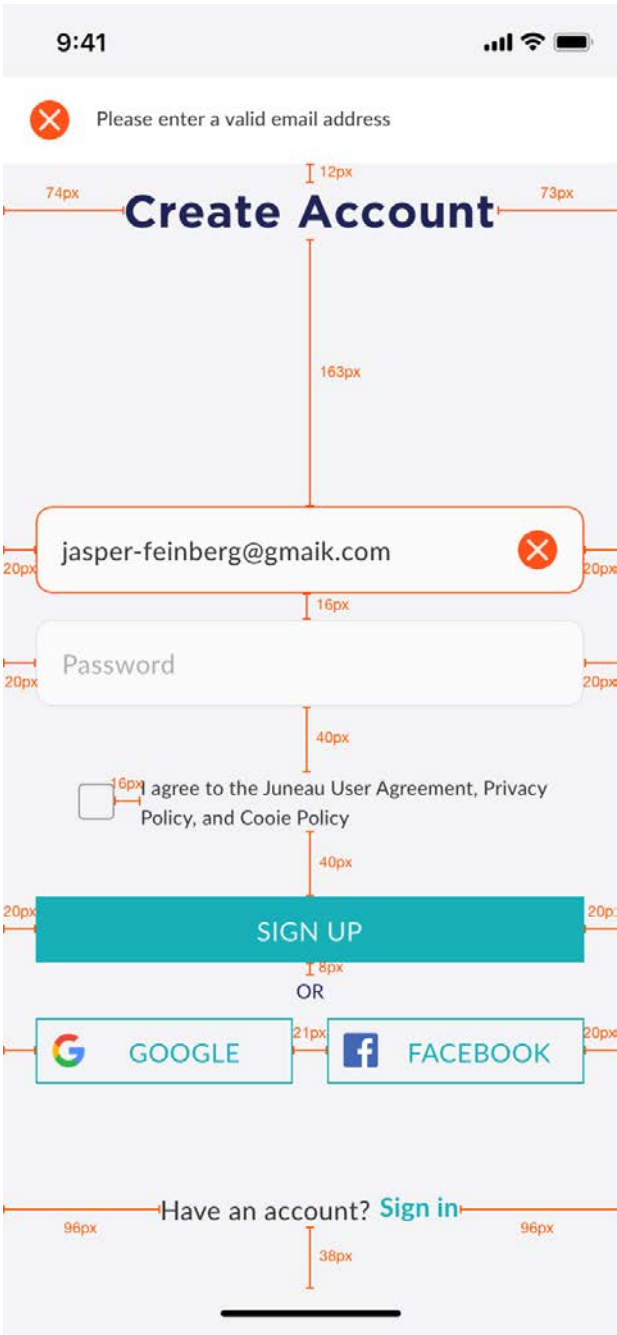
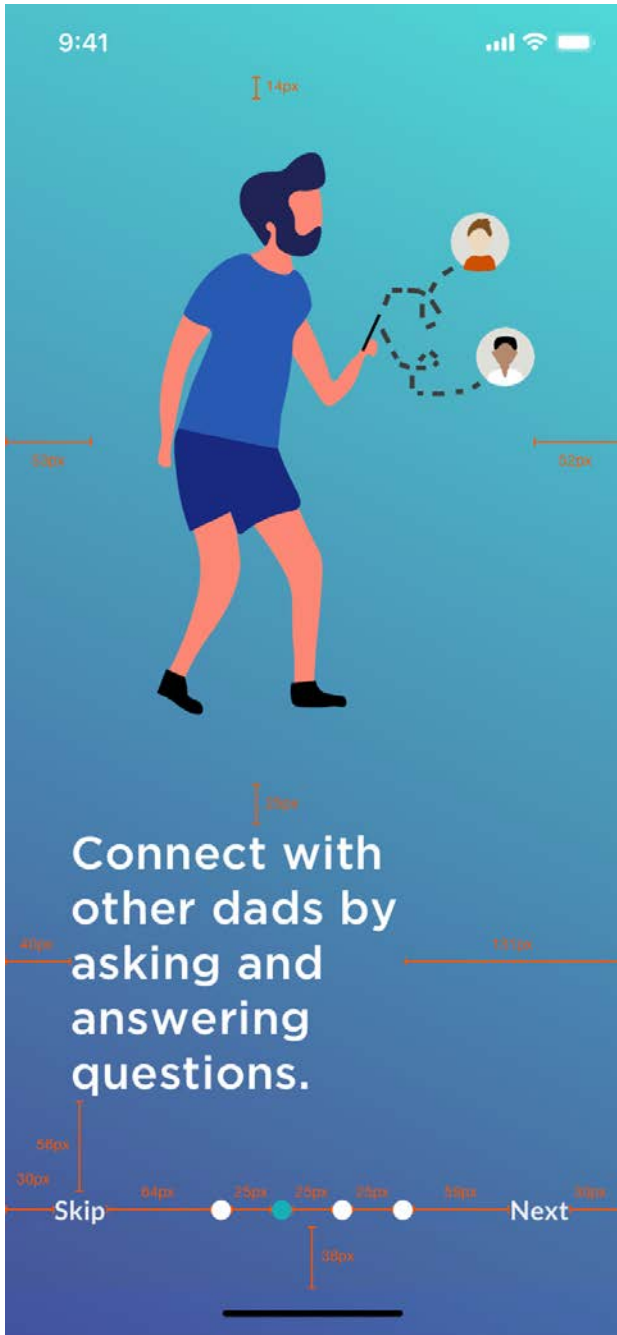
Discussion card - banner view



Redlines

Onboarding

For You

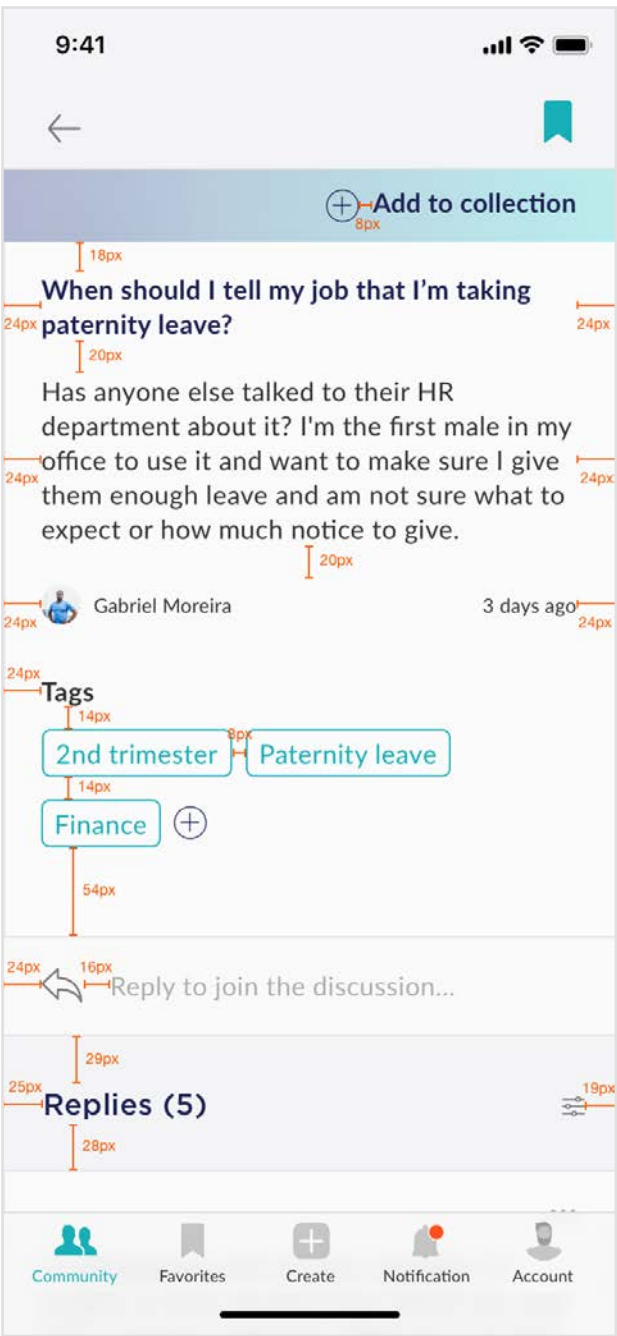
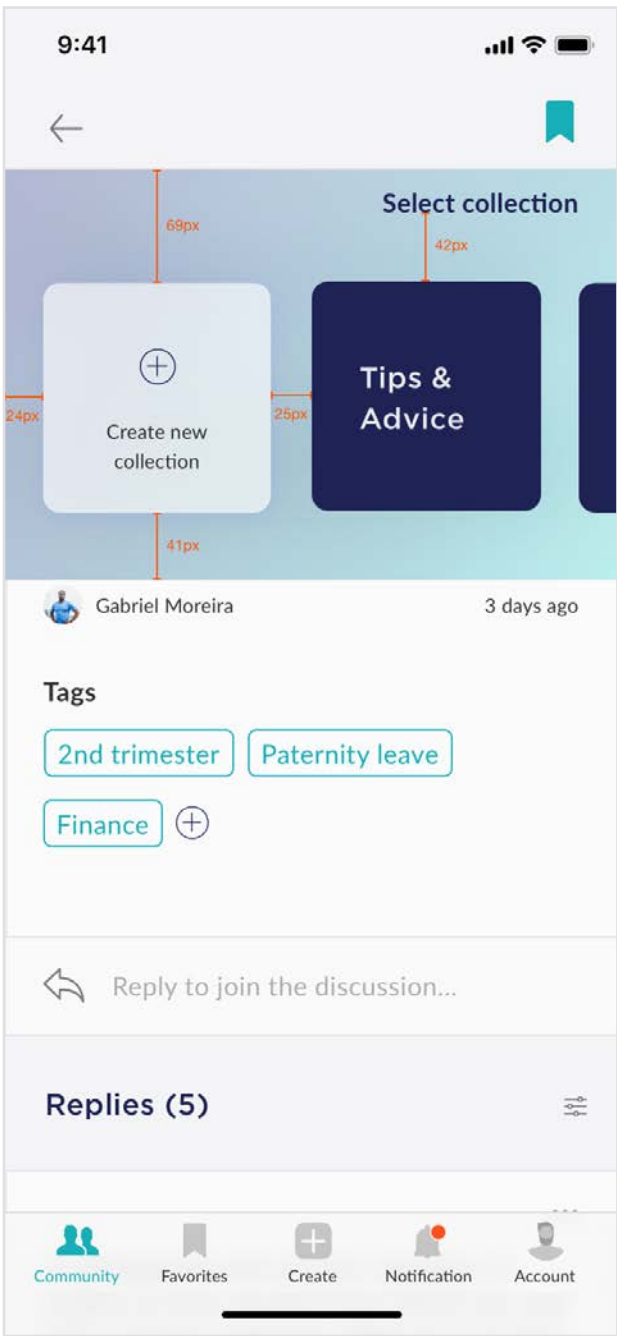


Redlines

Create a discussion

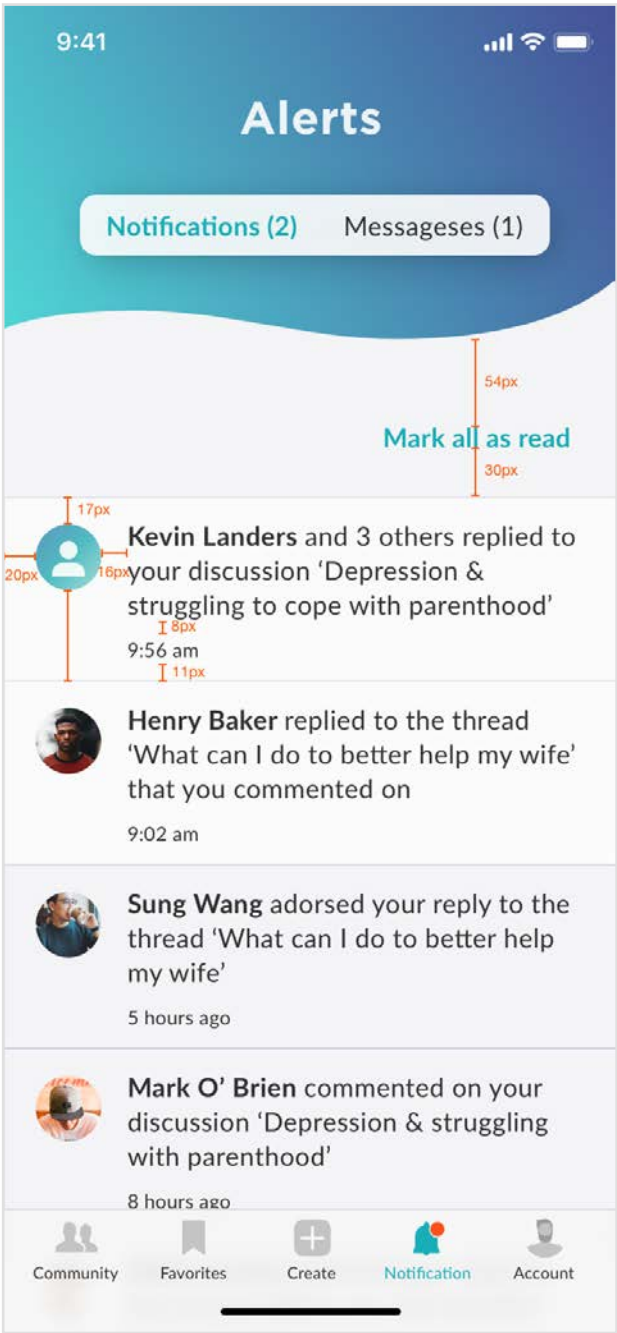
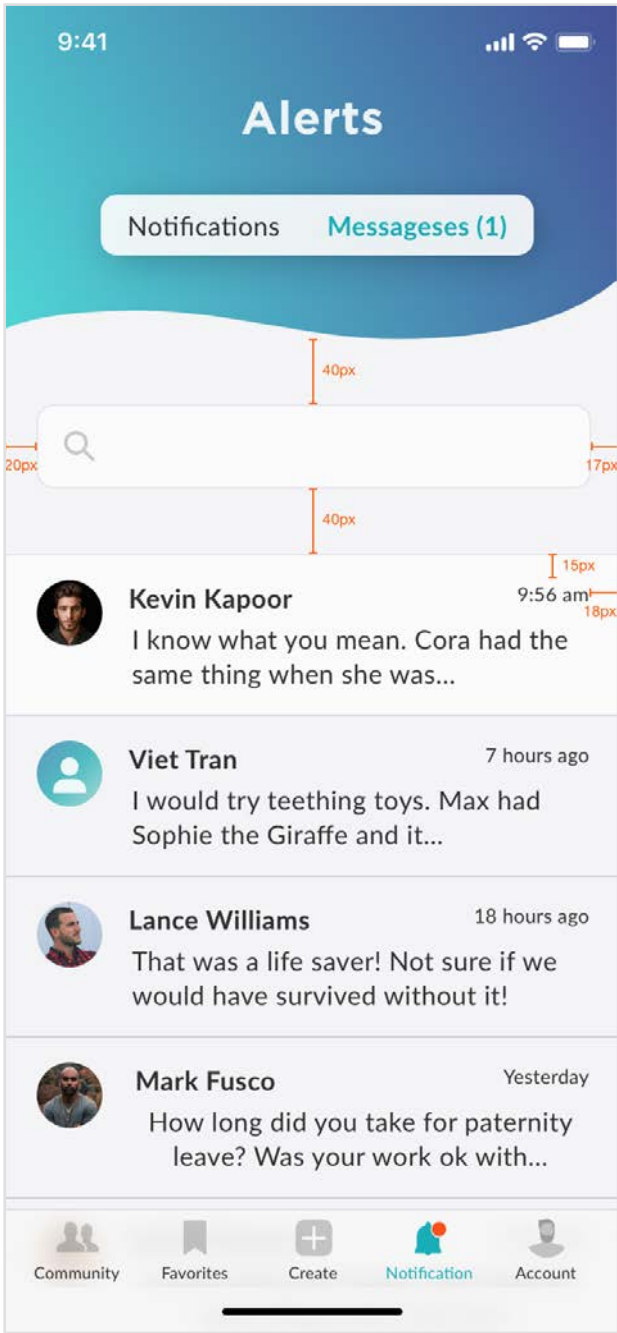


Add to collection



Redines

Alerts



Favorites

