DEVELOPMENT OF A BREASTFEEDING APP APPLYING COMMON CO-DESIGN PRINCIPLES AND PERSUASIVE SYSTEM DESIGN: A METHODOLOGY GUIDE BREASTFEEDING MOBILE HEALTH APPLICATIONS: AN EVALUATION STUDY

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Technology advancements, along with the growth in adoption of smartphones and mobile software applications in healthcare delivery, have brought significant transformations in nursing models of care. It has been argued that, rather than being solely passive users of health technologies, the nursing workforce need to take on more active roles in technology design. This presentation provides a systematic and detailed methodology in designing an app on breastfeeding education and support which can be transformable to other nursing care related apps. The steps included:

1. Assessment of background knowledge and evidence
2. Assessment of user needs to inform the focus of intervention
3. Assessment of user needs to inform type of technology used
4. Development of the intervention including content and framing
5. Pre-testing of intervention prototypes followed by changes based on feedback.
6. Pilot testing of the intervention in the ‘real world’ providing feedback incorporated into the final version of the intervention.