

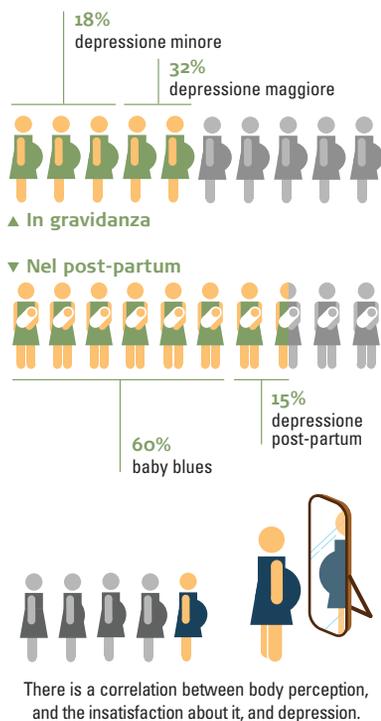
## Category: Student Work

### Project: Prevention and Restrain of Pregnancy and Post-partum's Depression.

#### What was the challenge?

The pregnancy and post-partum's depression is very common among women of all the ages, origins and social classes. The pregnancy itself is not the cause of it, but many dangerous factors triggered in this delicate moment, as: hormonal, immunological, physiological, social and cognitive factors.

Particularly, a really common problem is the transformation of the body and the perception of each woman's own body. Indeed, the purpose is to let women to peacefully and naturally live their pregnancy through a good relationship with their bodies, in order to prevent or, in case, restrain, pregnancy or post-partum's depression.



#### What was the solution?

mamamè is a device which wants to promote a realistic perception of the feminine body during and after the pregnancy, which is often obstructed by an surrealistic and idealistic picture given by the society and our culture. mamamè is different from the traditional programs, which are following a woman before or after the childbirth, because guarantees continuity involving and following the woman during all her path, without any breaks. The project is seen in a larger context, made by collaborations with the public healthcare and the doctors, whom are important in order to obtain mamamè's goals.

mamamè has got four principal functions: • **me** function, composed by "network" and "growth" sub-functions. Thanks to the network, it is possible to publish and see pictures of other women in the same pregnancy week, which is really important because allow to see the personal natural transformation also on other women, whom can be privately contacted thanks to a specific chat. "Growth" makes funny the measurement of the growing belly, thanks to an incorporated electronic meter, and with the help of a thrilling interface, the mother will be able to see the status of her baby.

• **your doctor** function, with "informations" and "contact" as sub-functions. In the first one it's possible to enter in a reliable database full of infos about the pregnancy and the post-partum. "contact" gives the possibility to maintain a direct contact with the doctor, via mail, any time.

• **agenda** function helps the meetings

and medical checks management. Furthermore, it's possible to personalize the calendar adding notes and special events as well.

• **share** function has as first goal to involve the three biggest affections of the woman, and she can decide to share, privately and easily, with them contents and appointments.

In addition to these active functions, the woman will automatically receive a daily info, a wellness or sport tip every three days and a clock alarm will ring in order to remind any appointment in agenda.

The doctor will give this little helpmate to the woman at the begin of the pregnancy. The usage of the tool and the access to the linked service is expected during all the pregnancy period until the end of the first year after the childbirth. Finally the woman will give mamamè back to her doctor, who will change for hygienic reasons the device's meter, and he will give her a book with all the infos and pictures contained in the device.

In addition to the device, the interface and the service itself, a silicone cover had been designed, which gives pleasant tactile feelings and is customizable in order to feel more private and personal mamamè and what it contains; a marketing campaign, made by flyers and posters, based on the core concept "il cambiamento è bello" (changing is beautiful), made both for the doctors but mostly for the women, receivers of mamamè.

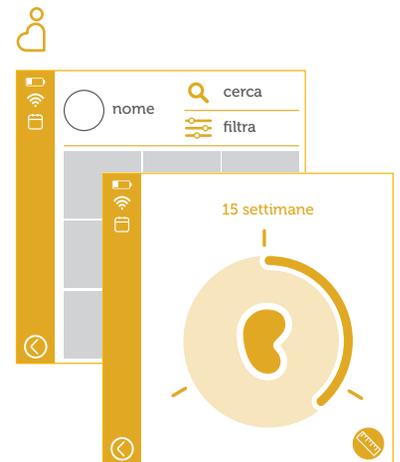
### What was the effect?

Therefore, mamamè is focused on the perception of the woman on herself and on her body; it guarantees continuity, before and after the childbirth; it uses photography as communicational tool; it creates a supportive network among pregnant women and links a woman to her affections; it conserves and gives back to her all the pregnancy's memories.

The aim of mamamè consists in giving a personalized help which drives the woman in this unique and delicate part of her life, relieving problems linked to her perception on herself, limiting the risk factors which could lead her to depression.



### mamamè



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