Thrive in 5 Baby Blog

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December 10, 2008

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Development gap due to parent's lack of information or forgetfulness.

Resource	Accessibility	Timeliness
Physician	Physicians have limited time	Visits every 1 to 6 months but little contact between.
Books and Print Pubs	Government publications free. Private resources costly.	Static. Relies on parents to reference it frequently.
Web Content	Free for those with web access, but many without internet access at home.	Static. Possibility for timed newsletter or email.

The City of Boston currently works to improve access to information through free publications and playgroups.

- Milestone calendars
- Neighborhood playgroups

Full value not seen due to continuity and timeliness.

• Often misplace/don't refer to calendar
• Parents must find time to attend play groups

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Baby Blog overcomes access and timeliness by bringing parents the right information at the right time.

Access

Cell phones/SMS
Ensures parents receive messages instantly

Timeliness

Timed Delivery
Child's age or neighborhood trigger when message sent
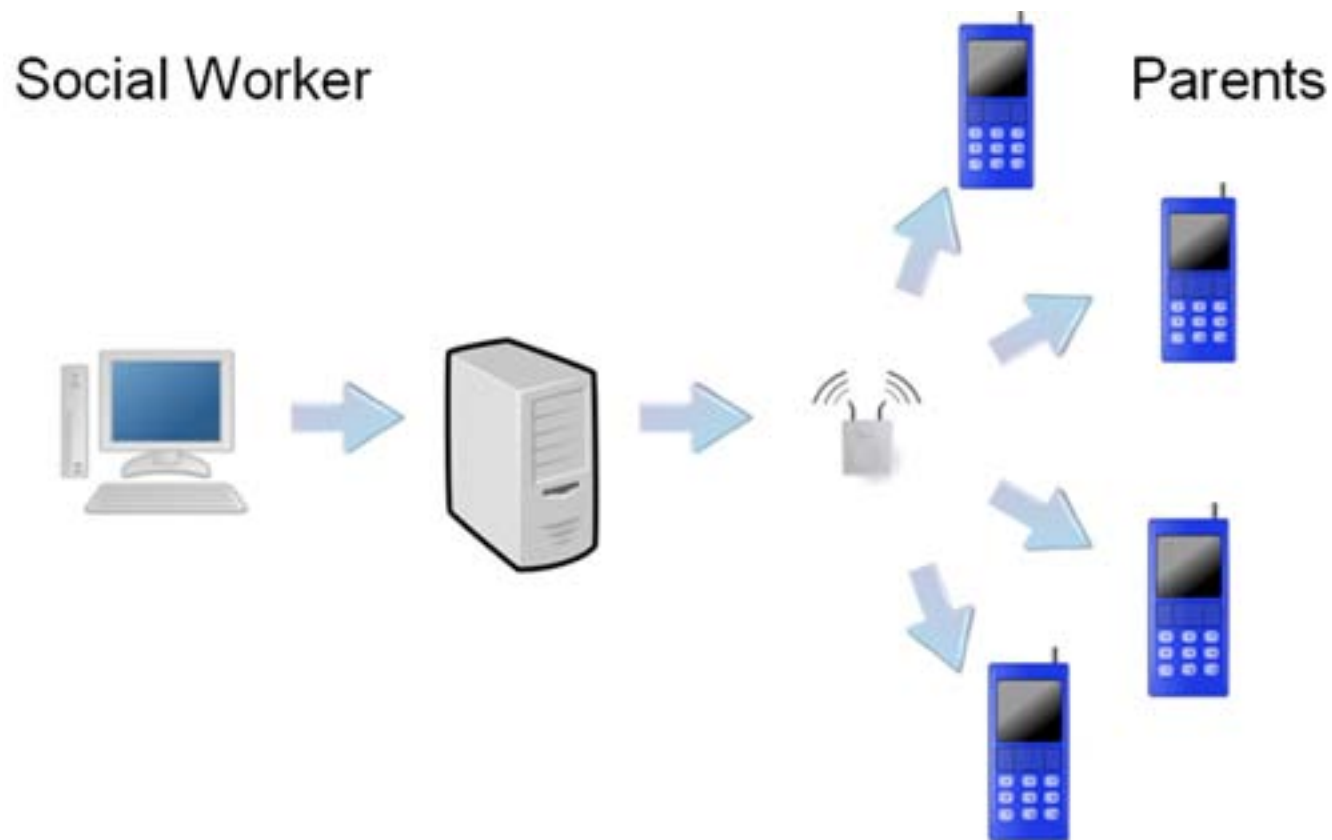
Early Words program

Countdown to Kindergarten Boston

Talk, Read, Play program

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The Baby Blog system consists of 2 current pieces and a future piece, in development.

1. Content /Db Management System

2. SMS-to-parents interface
   1. Age based messages
   2. Calendar based messages
   3. Reply by keywords

3. Parent's Baby Blog website

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System Architecture - Outgoing Messages

Social Worker

Parents

System Architecture - Incoming Messages

Social Worker   Parent

The system currently supports two use cases.

- Case 1: Updating the calendar

- Case 2: Notifying changes

Due to comparable cost, ease-of-use and flexibility, the system should be sustainable.

- Financial Sustainability
  - Cost savings through reduced printing
  - Increased return on investment
- Continuation Plan
  - City of Boston Technology Officer
  - Content managed by social workers

In future versions, we hope to increase accessibility and desire to access.

Furthering the goal of increased access, we will soon add **registration by SMS**.

The system brings resources to those seeking them.

But how can we combat apathy?

To get this information out to parents who are not seeking it, we will build a parent-facing site.

The current and future Baby Blog system will help reduce the achievement gap.

1. Increase # of informed parents in Boston

2. Increase # of local experts

3. Project is expandable to any social outreach group in Boston

4. Similar application could be used in other cities

Acknowledgements

Katie Britten, City of Boston

Theresa Lynn, City of Boston

Ann Walsh, Talk, Read, Play

Kate Weldon, Children's Hospital

Nigel Jacob, City of Boston

Krystal Beaulieu, Countdown to Kindergarten

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Fall 2008