

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 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

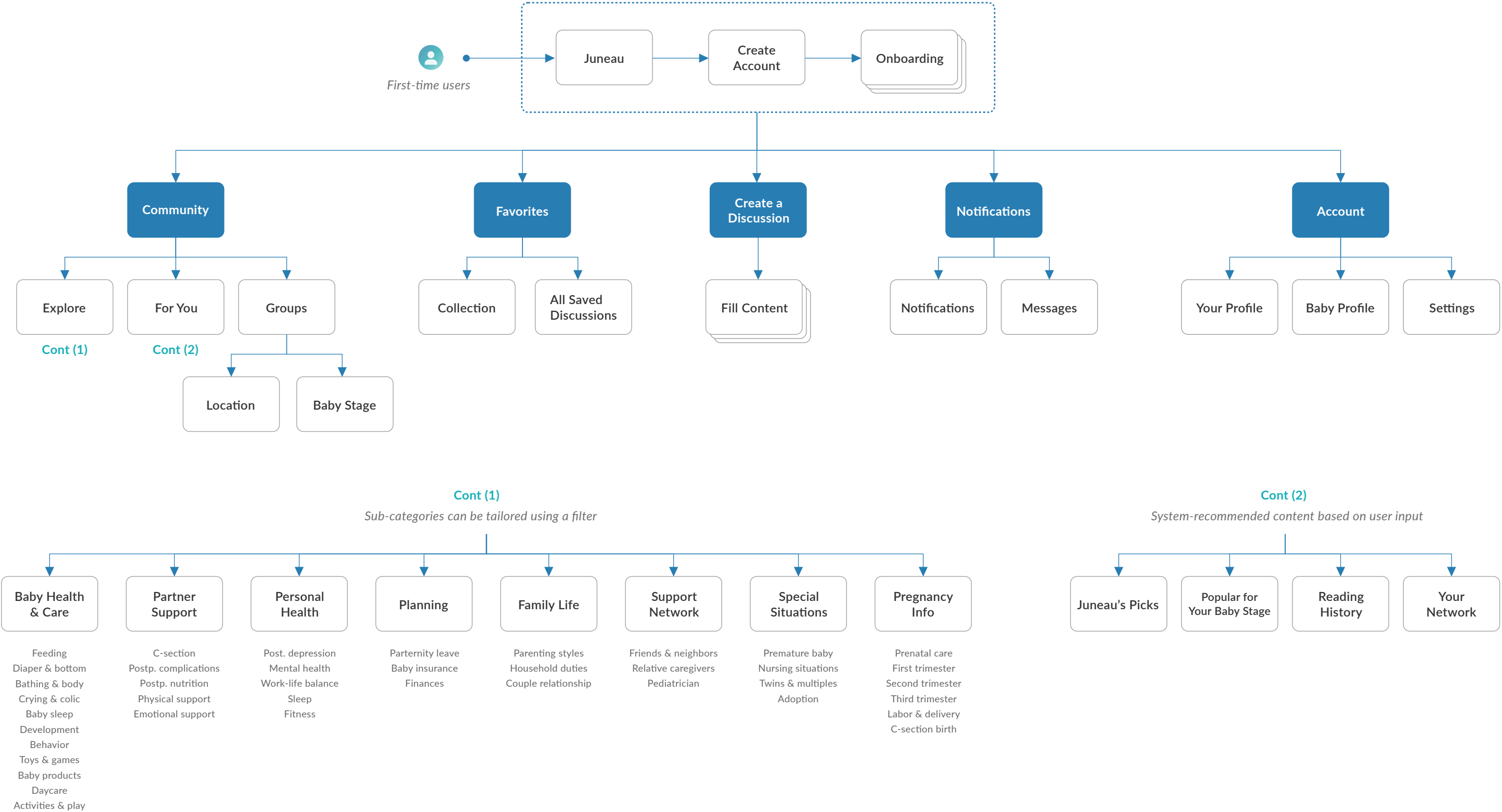
Sitemap

User Flows

Keypath Scenarios

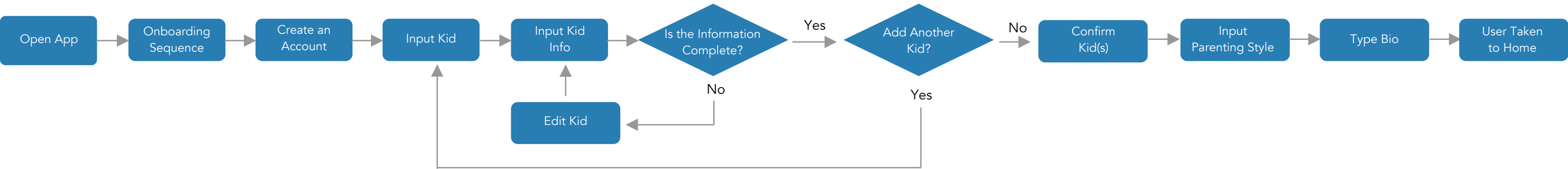
Annotated Screens

Sitemap

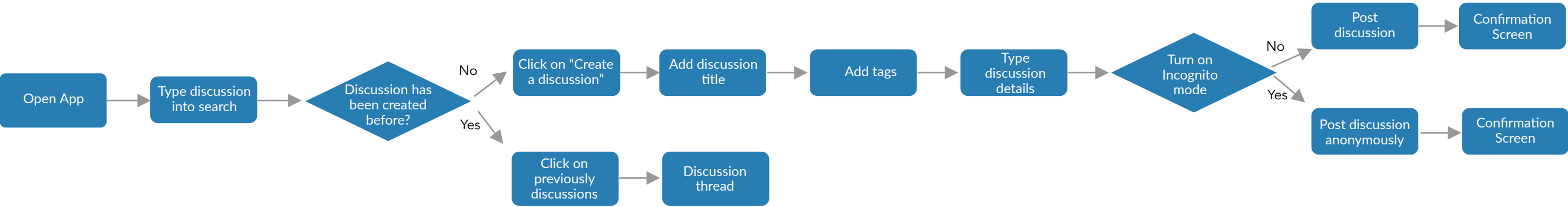


User Flows

Onboarding

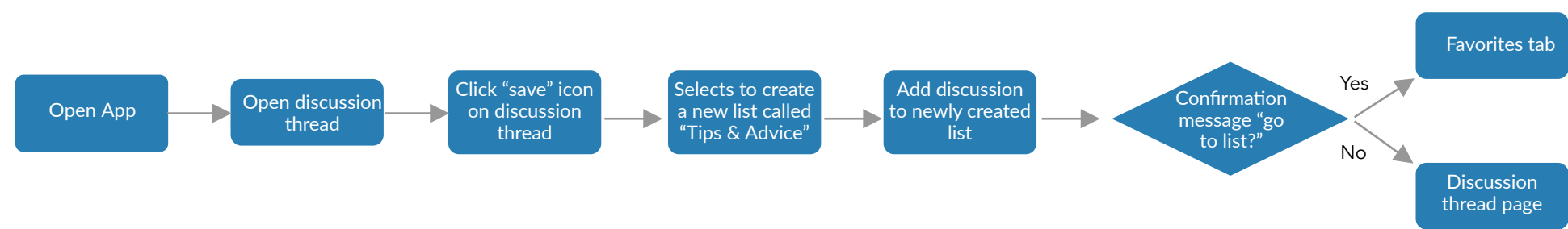


Create a Discussion

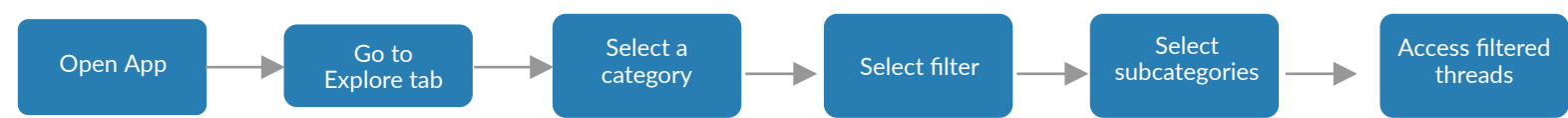


User Flows

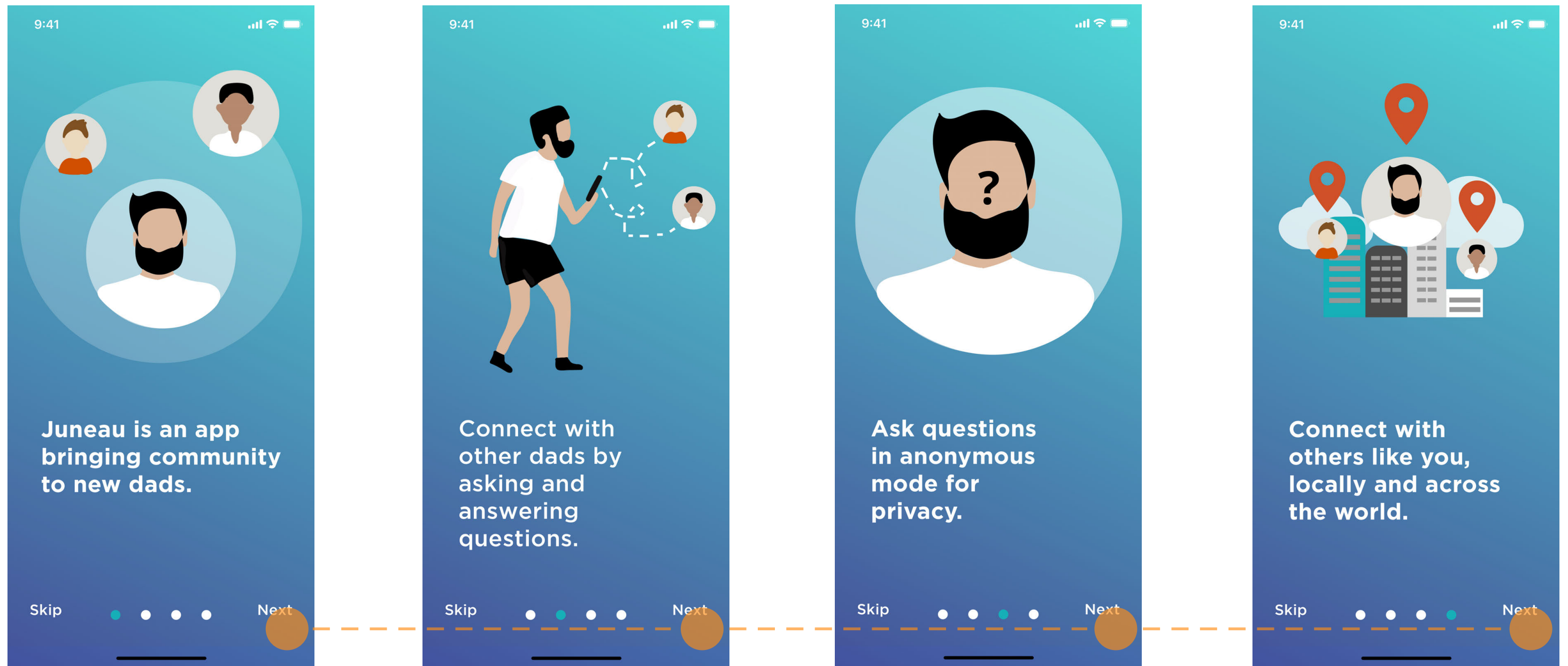
Save a Discussion



Explore & Filter Threads

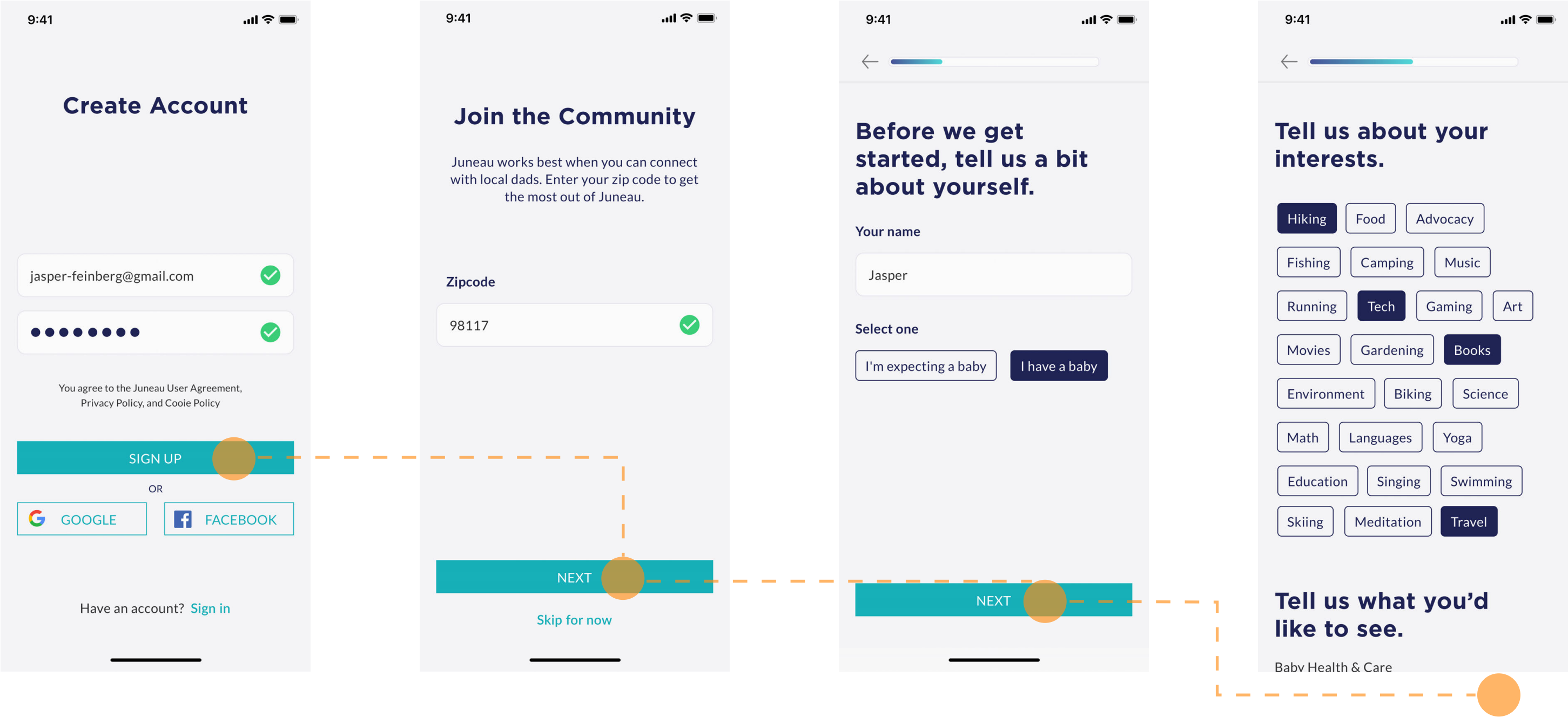


Onboarding



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

Onboarding



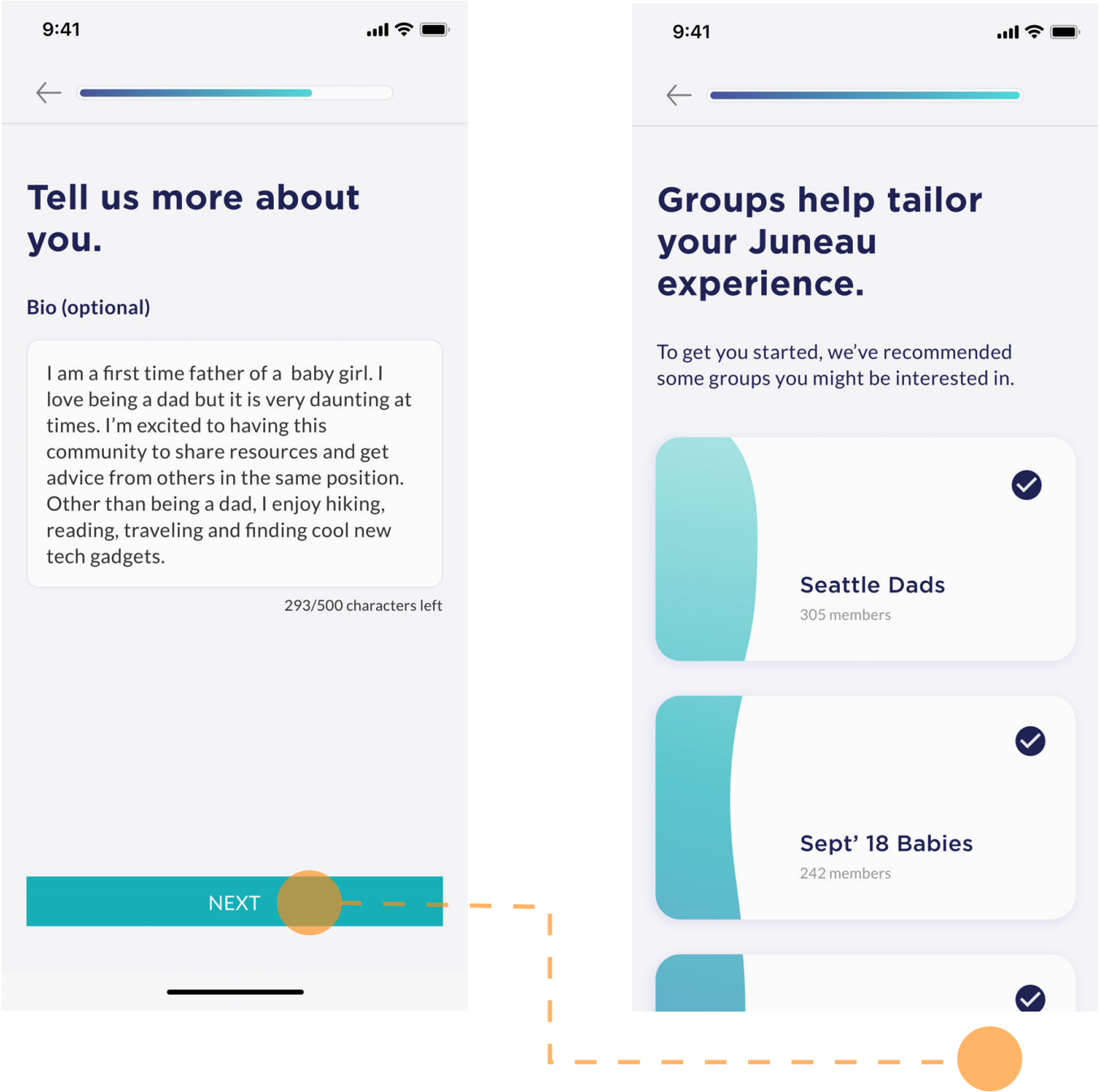
The user is then prompted to create an account.

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.

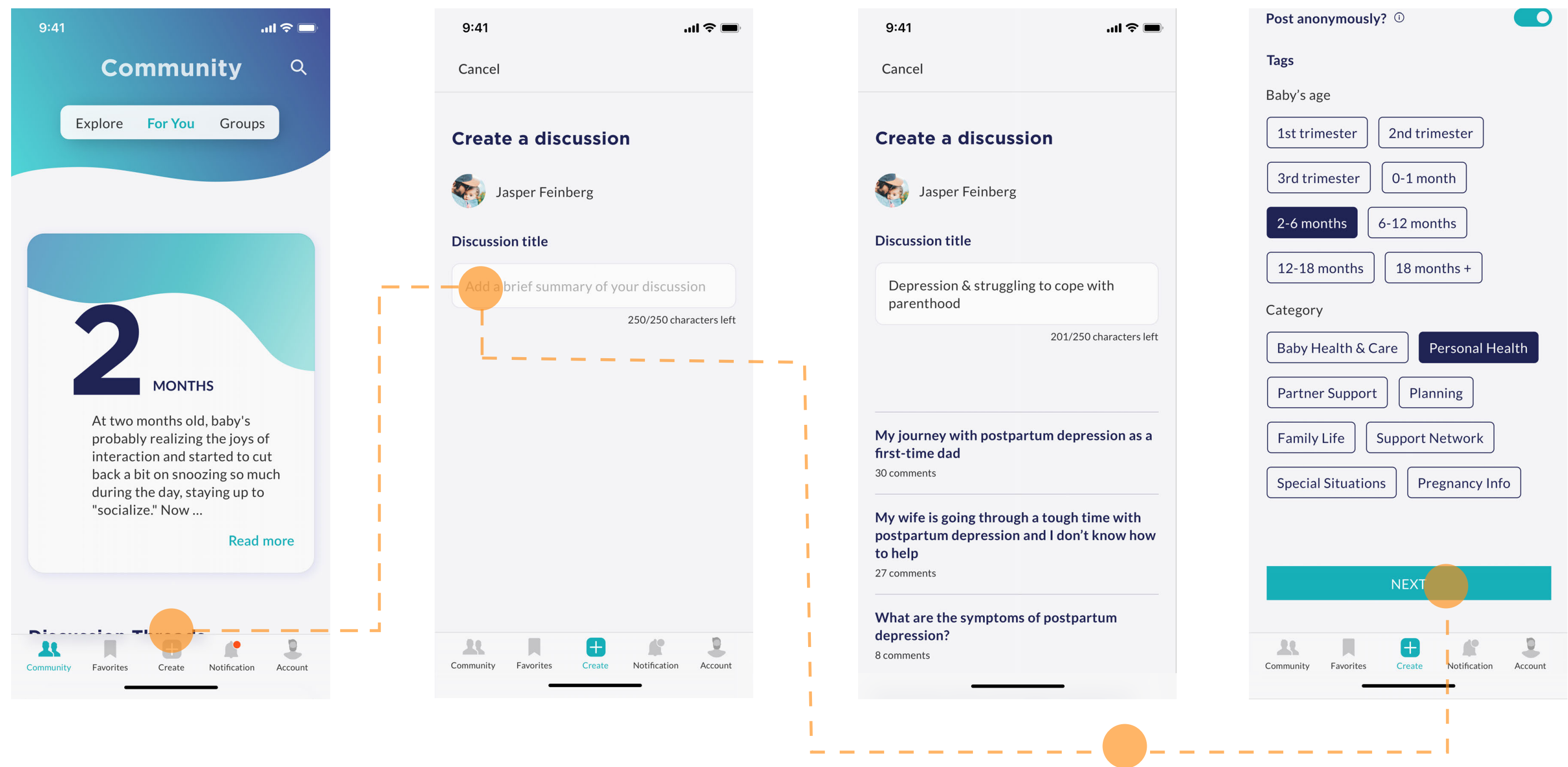
Onboarding



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



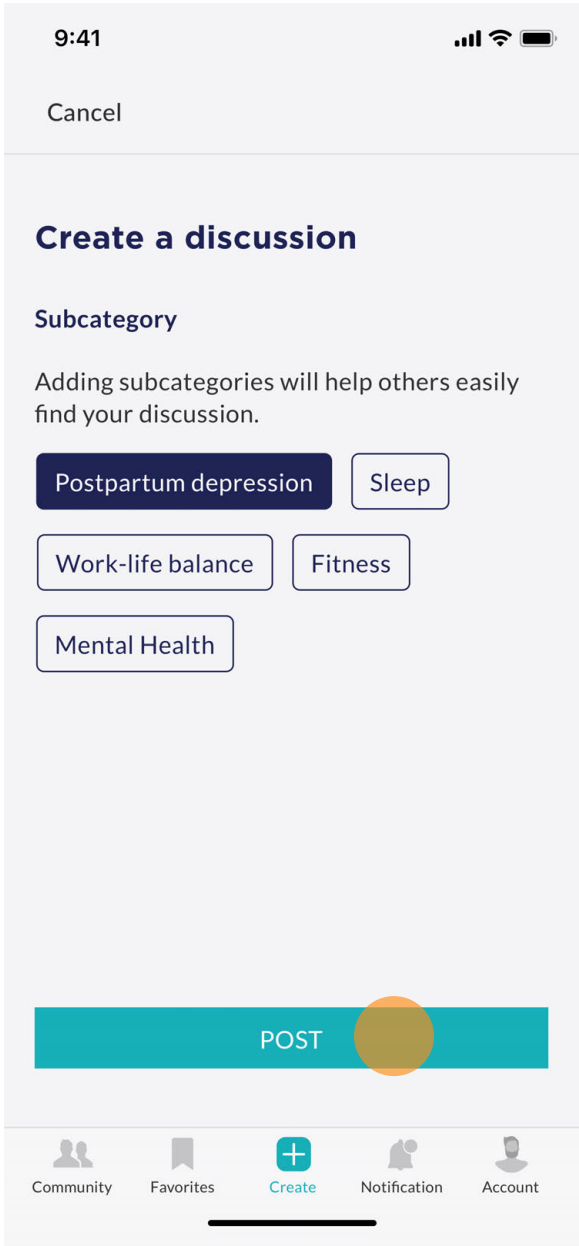
To start a new discussion, users tap on the “create” tab in the navigation bar.

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.

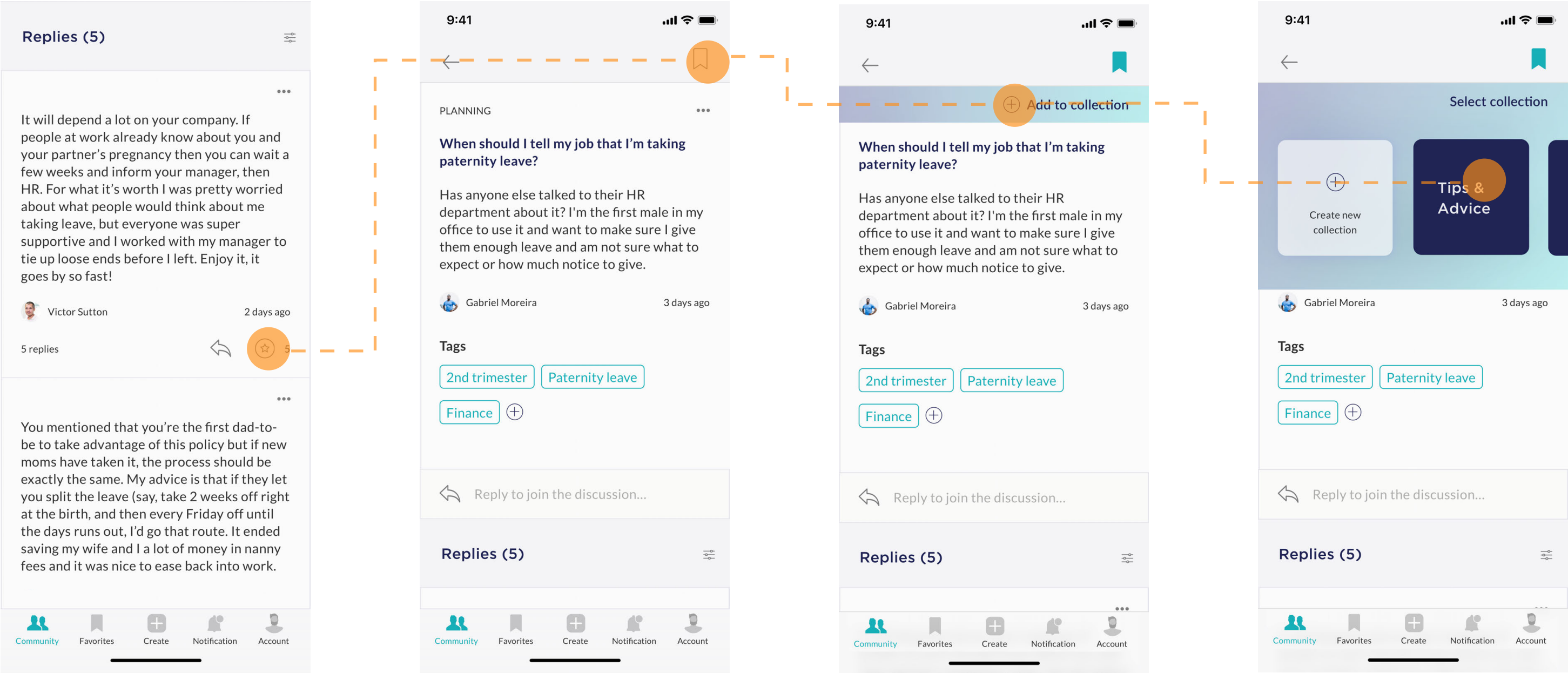
Once the question or title has been created, users may select their tags including thier baby’s age and the category thier discussion fits in.

Create a Discussion



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

Save a Discussion



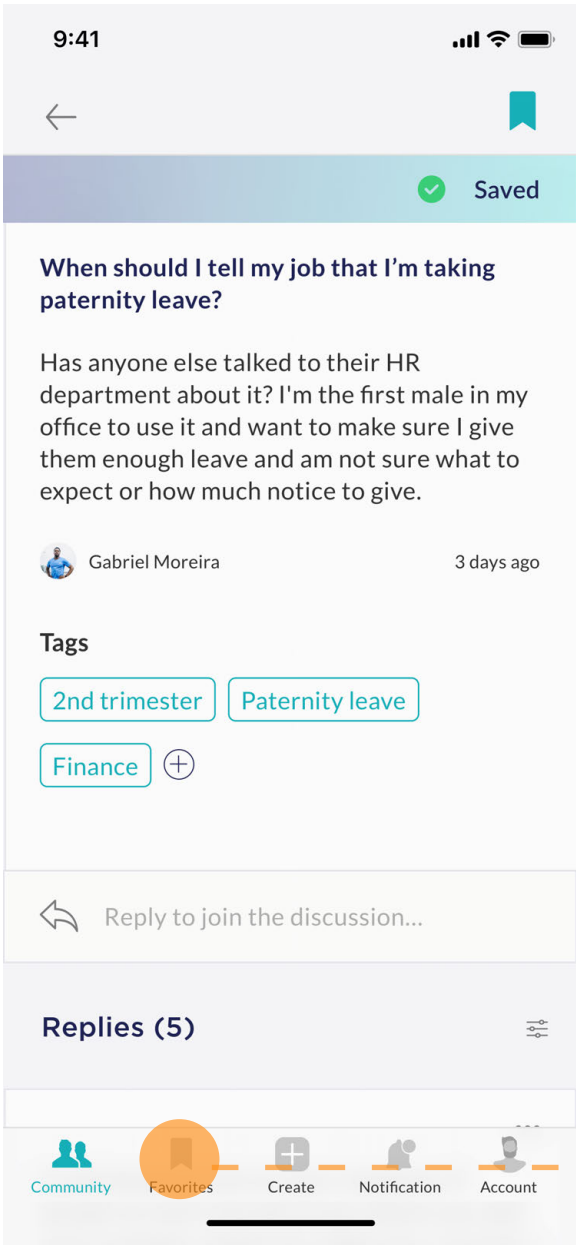
As users read a discussion post, they can endorse a comment

Users may also save a discussion post to refer to later

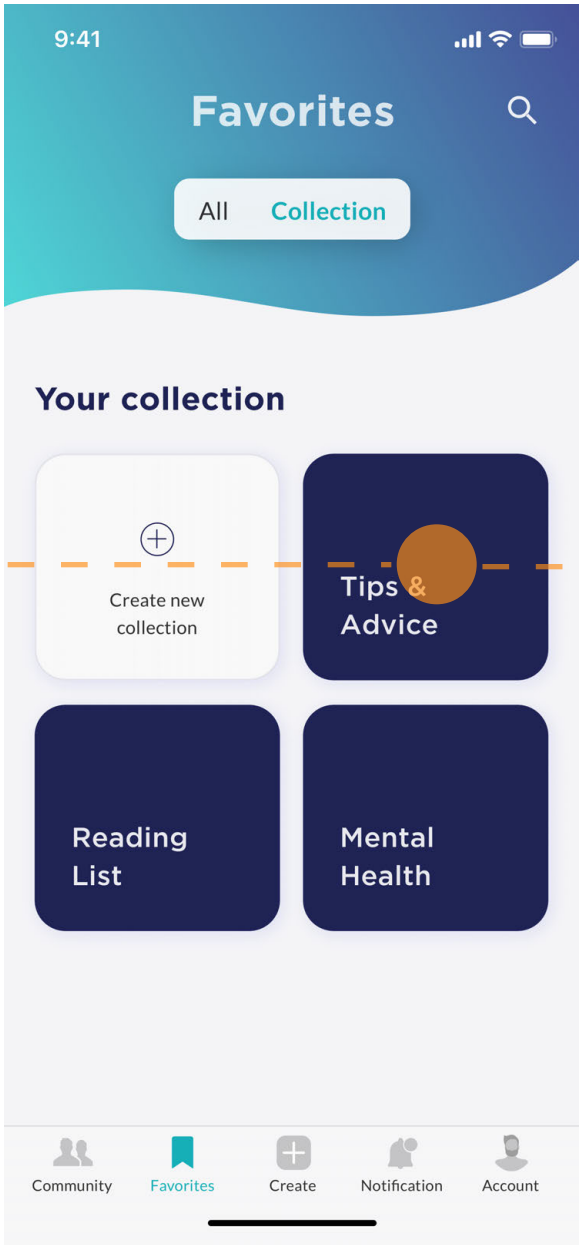
The user is then prompted to select a collection to save the discussion to

The user then selects the collection or creates a new collection

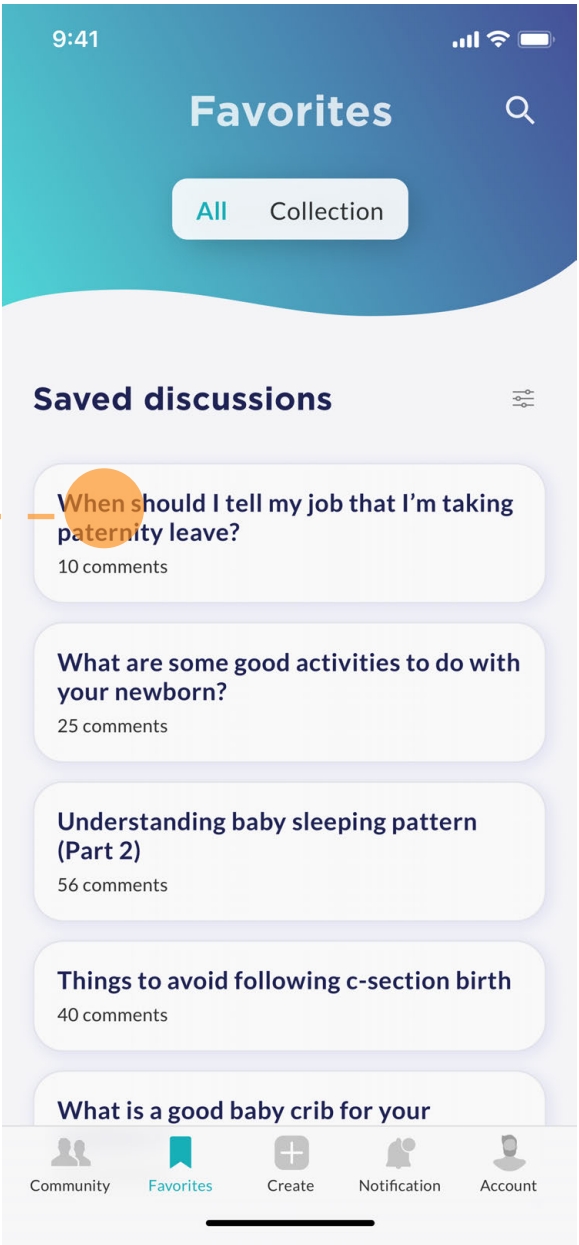
Save a Discussion



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

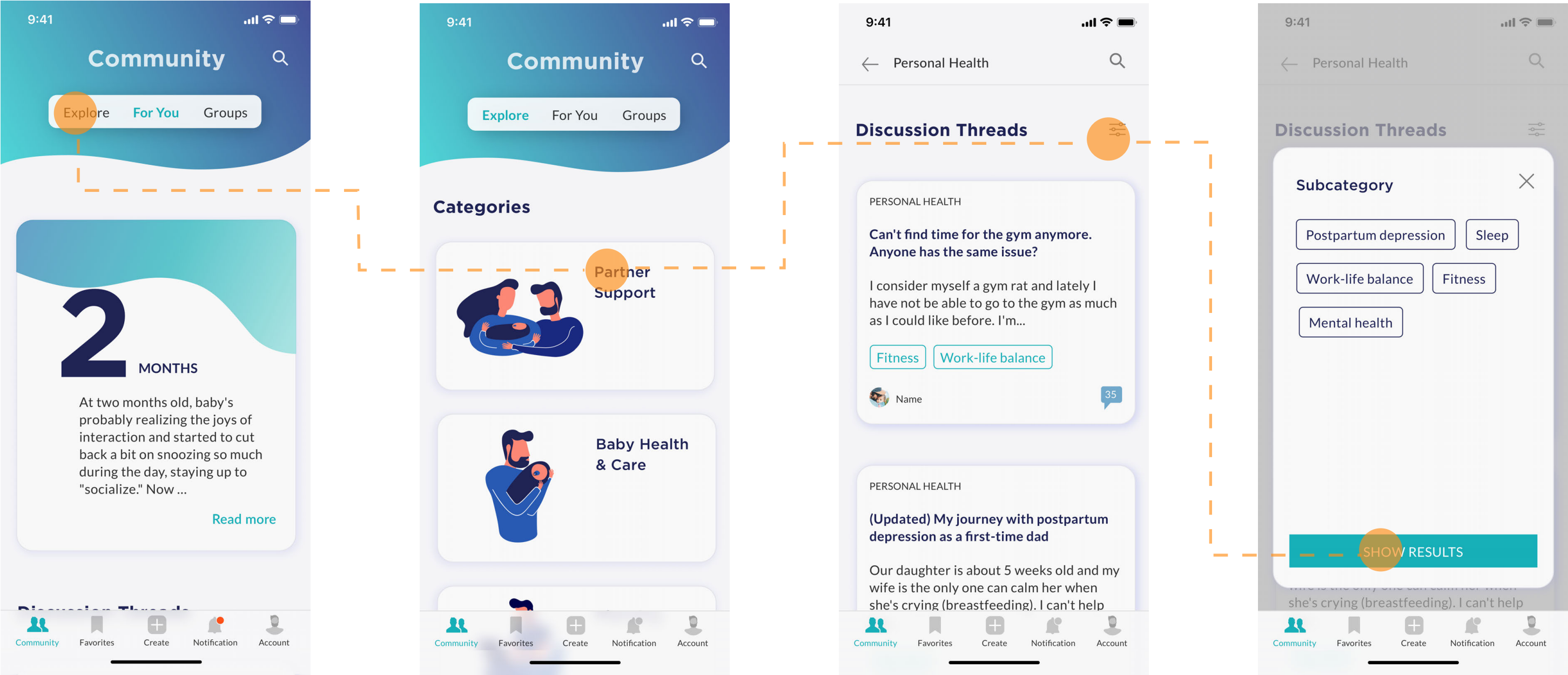


In the favorites tab, the collection can be selected where the discussion will be found



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

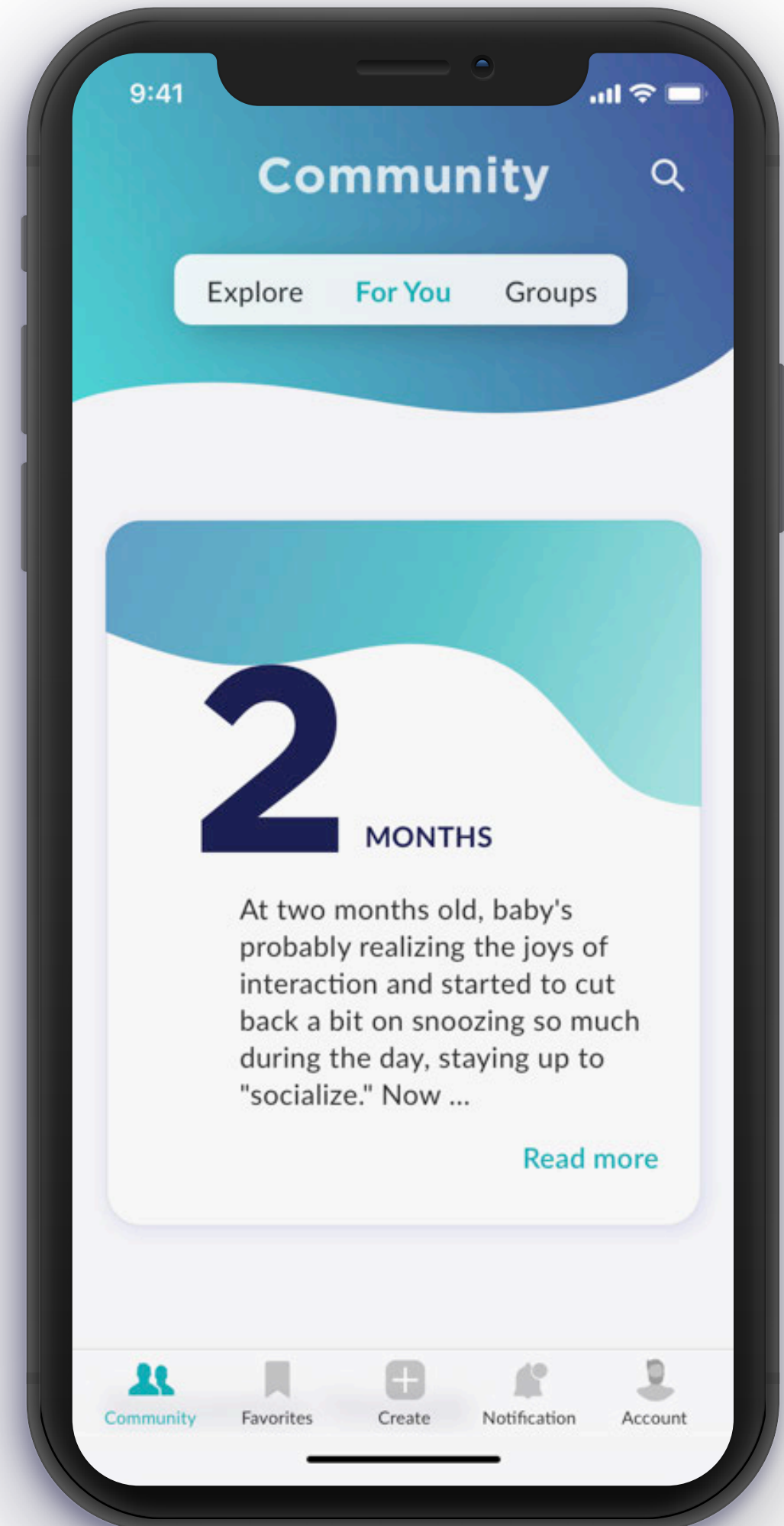
The user can then select the category that they would like to read more about

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

To further filter, users can select a subcategory

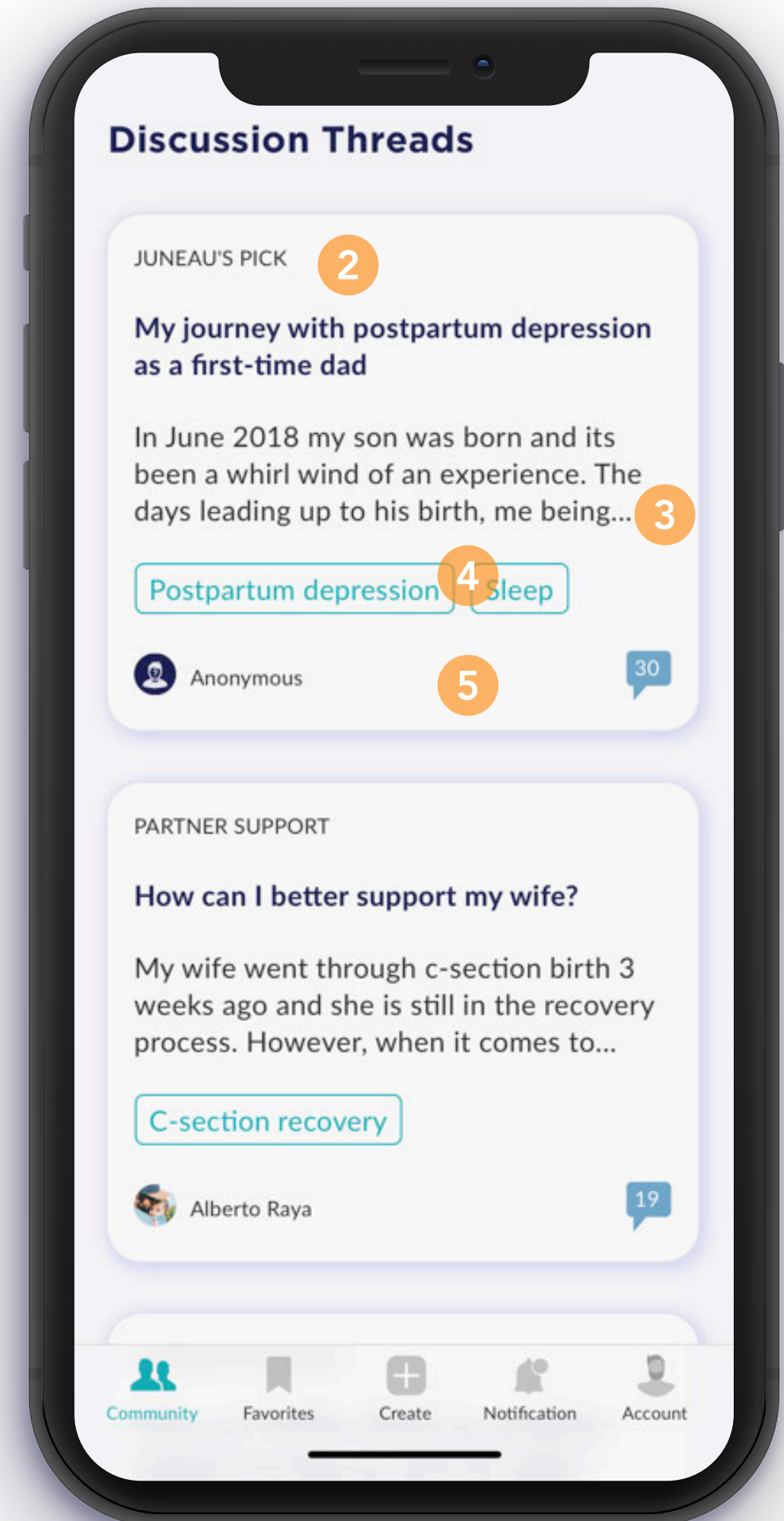
For You

- 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.



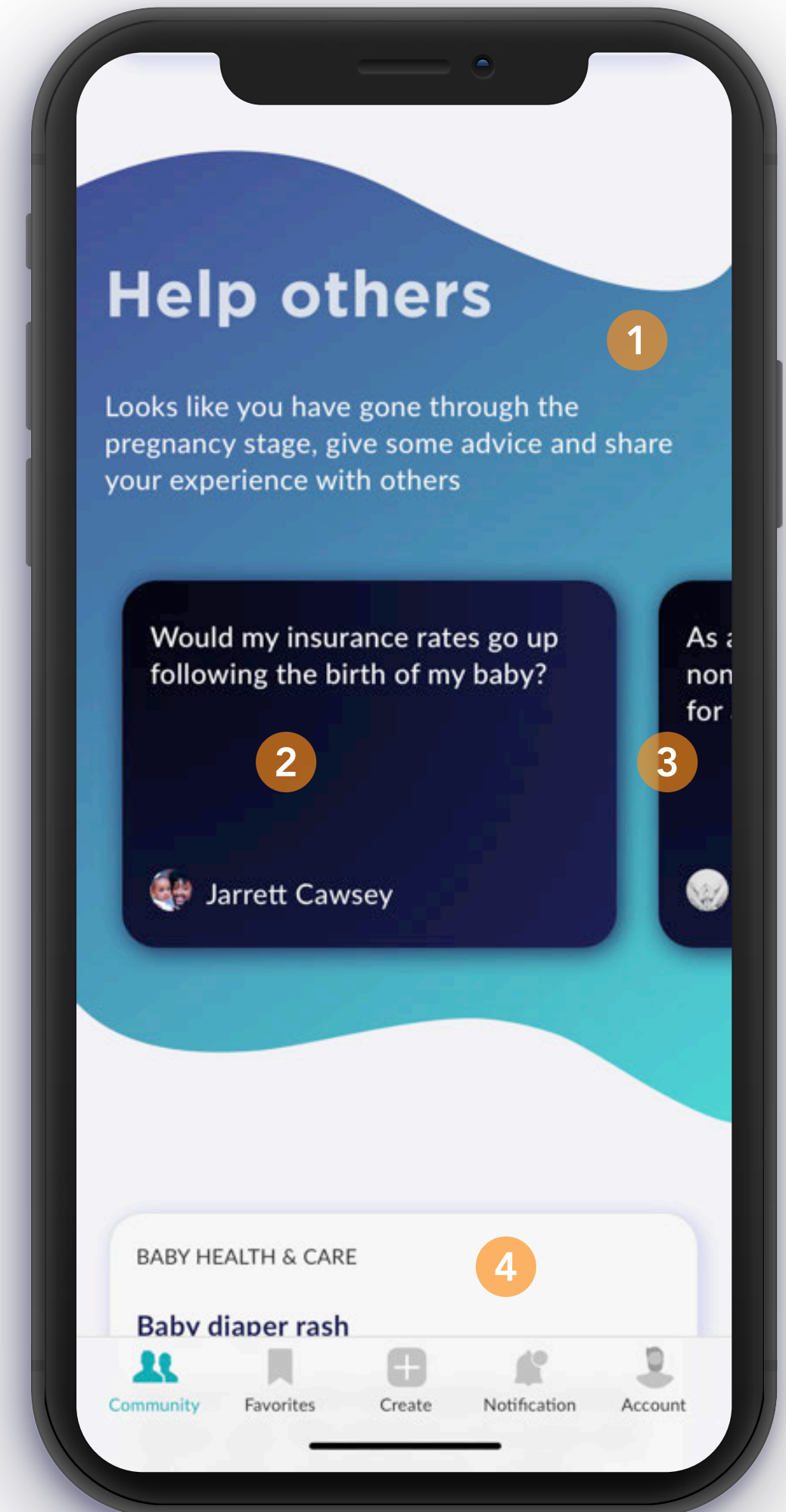
For You

- 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.



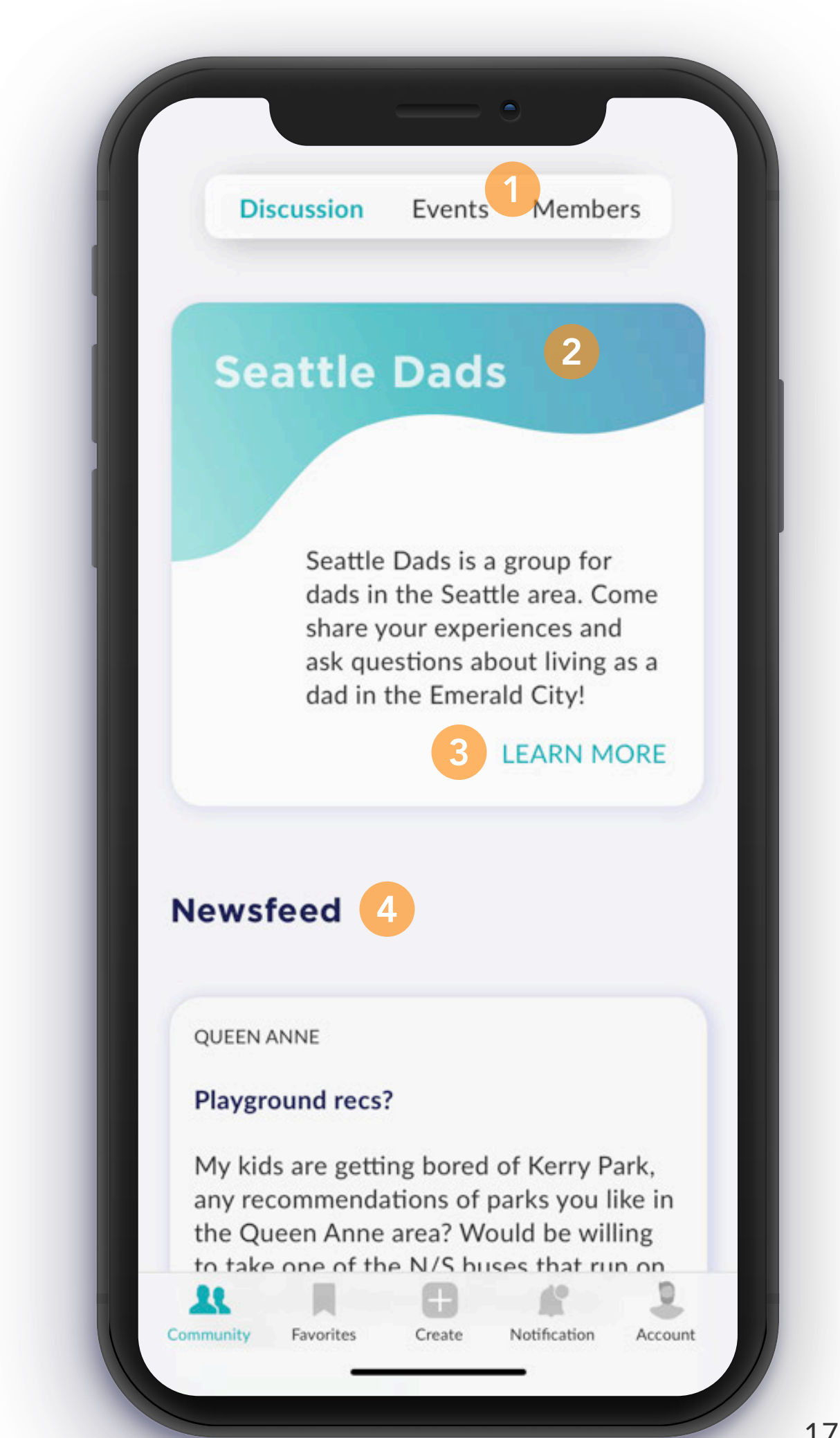
For You

- 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.



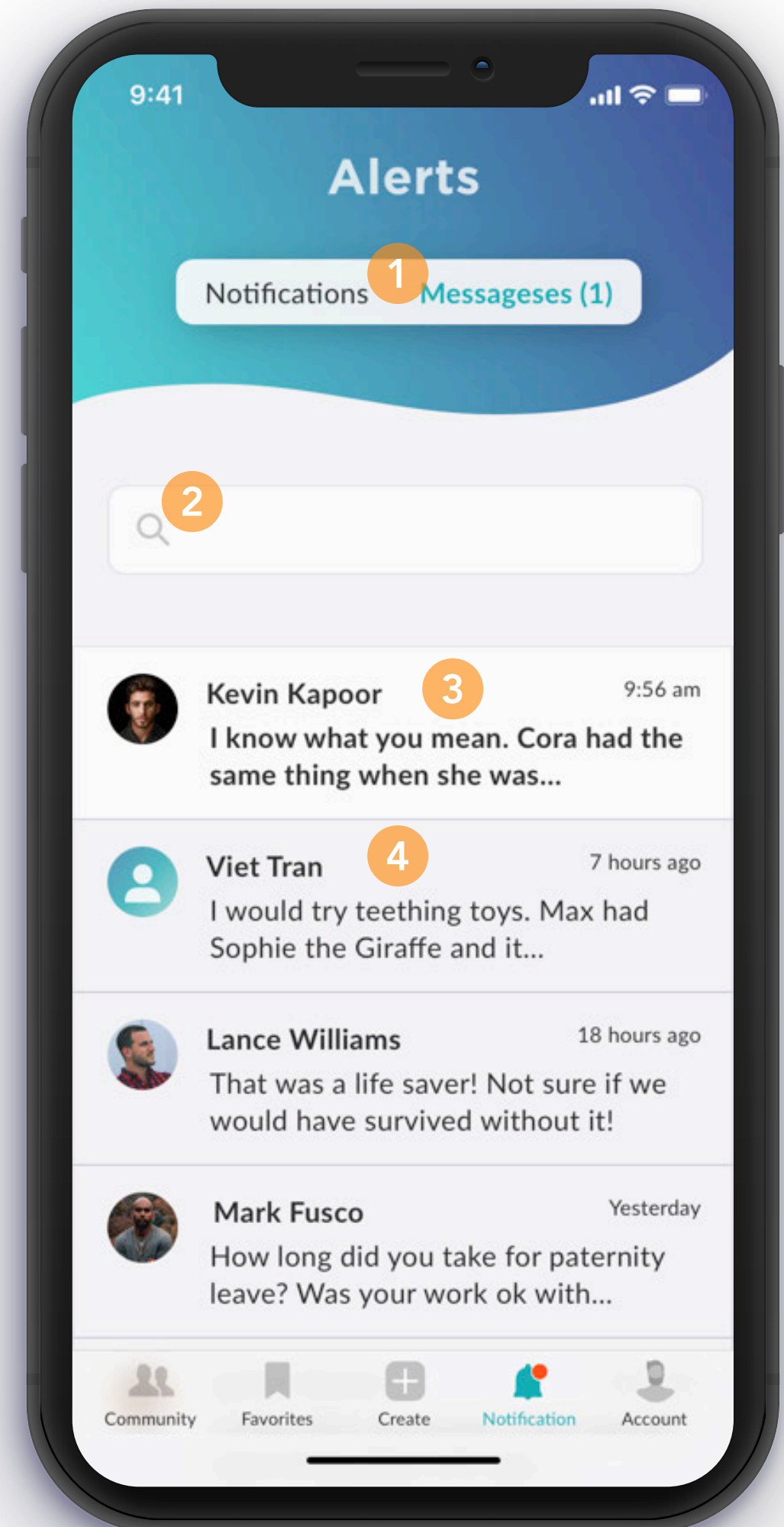
Groups

- 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



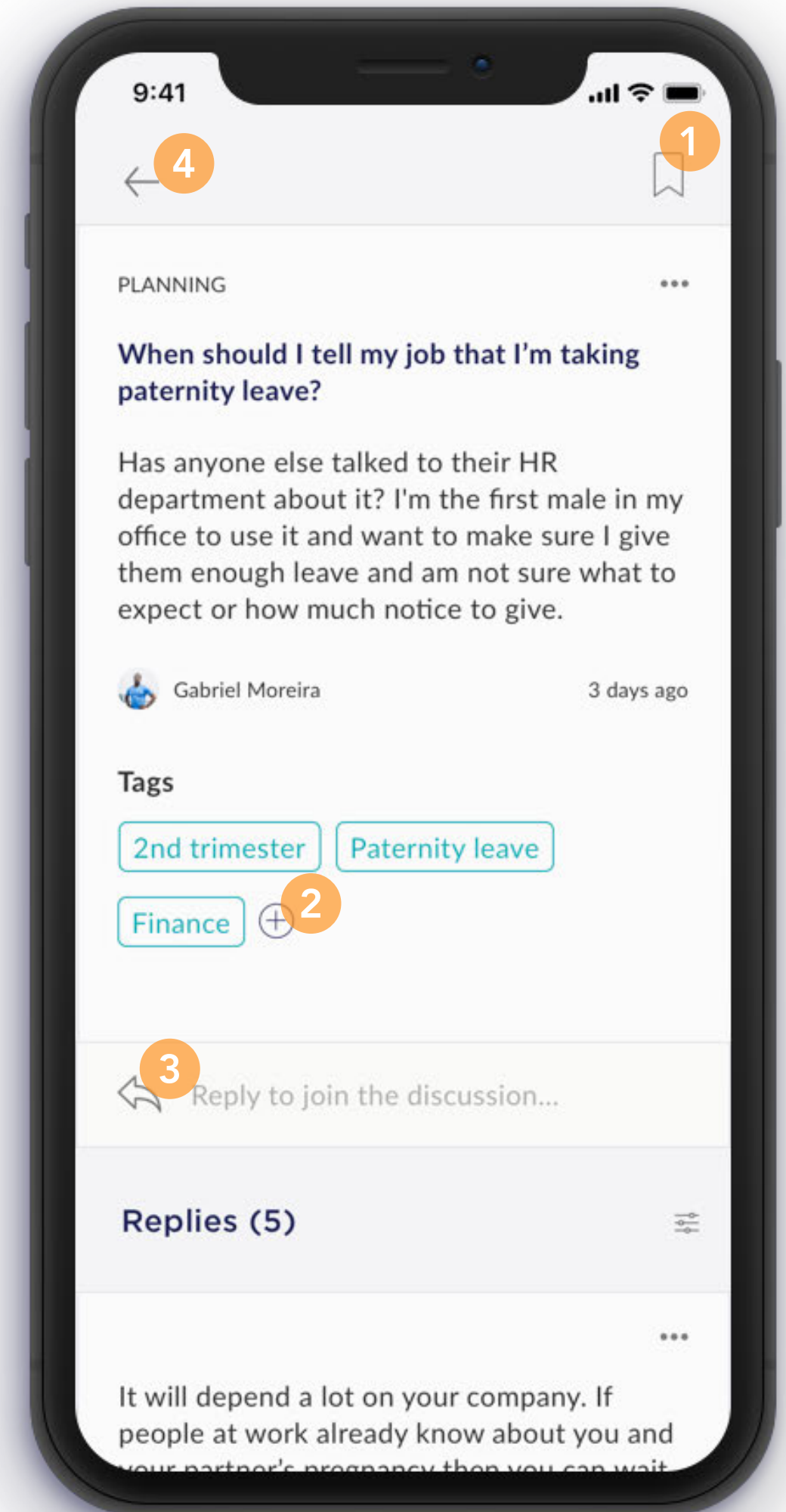
Alerts

- 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.



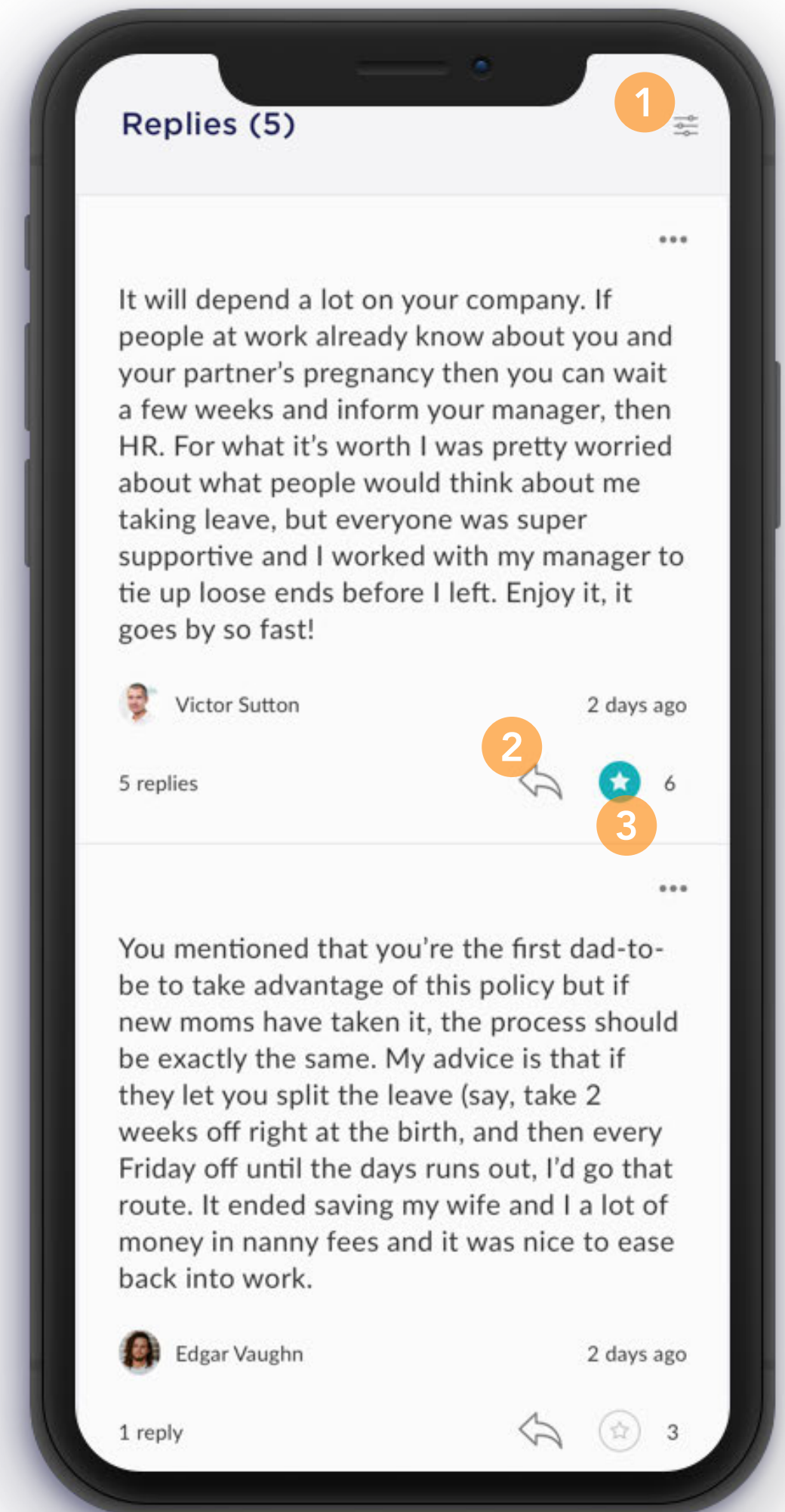
Discussion

- 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



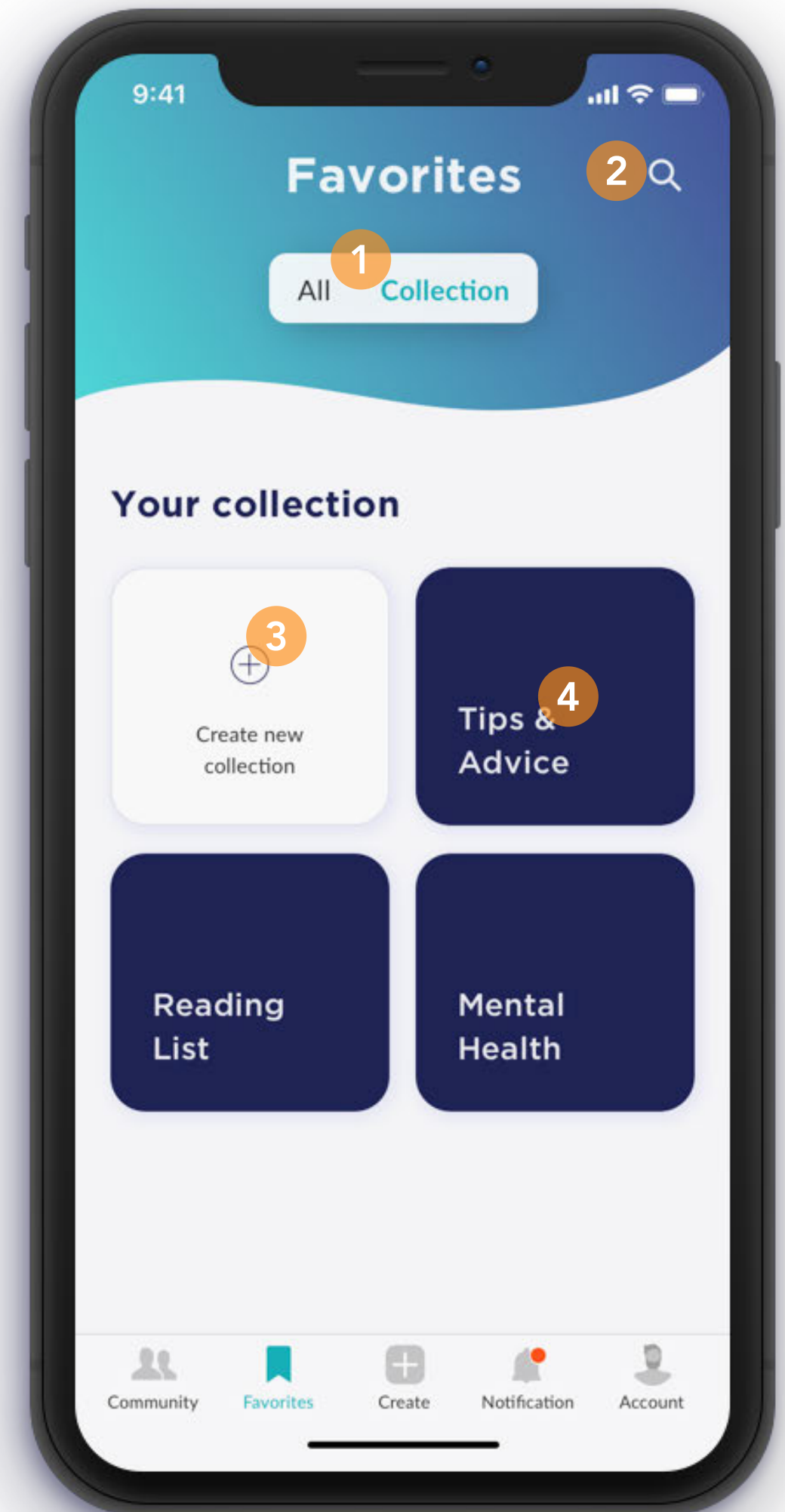
Discussion

- 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

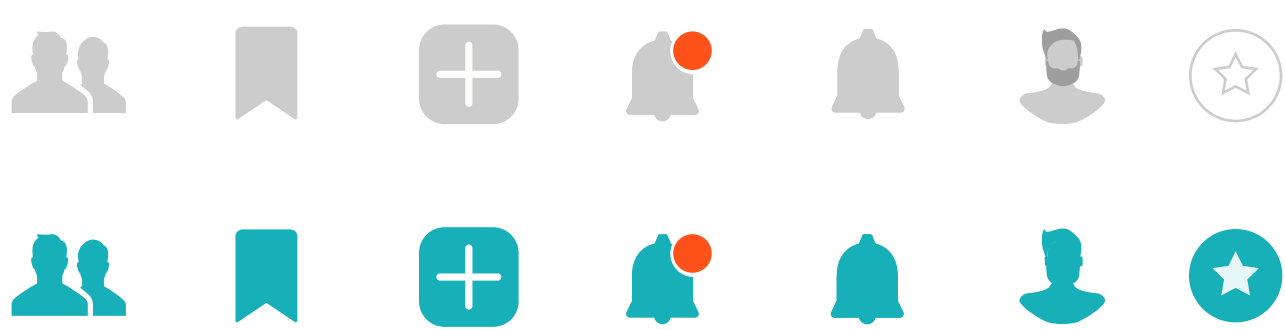
Hero
Heading 1
Heading 2
Heading 3
Title
Body
Link
Caption
Tag
Nav Label
Help text

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%

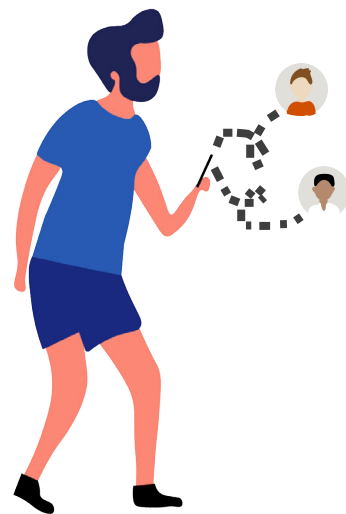
Blur:

- 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



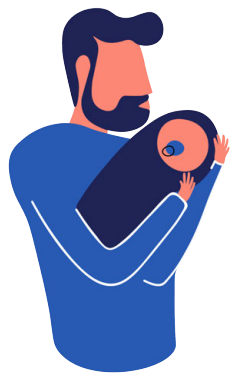
Family Life



Support Network



Personal Health



Baby Health & Care



Special Situations



Planning



Pregnancy Info

Call-to-Action Button

Construction

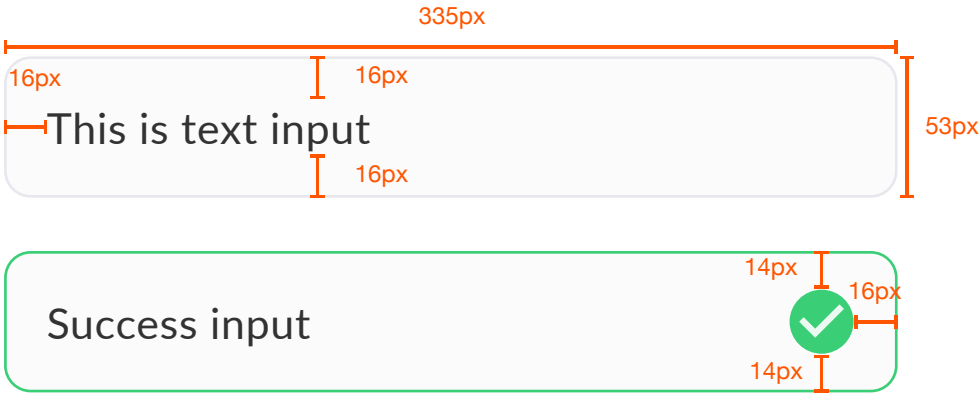


States

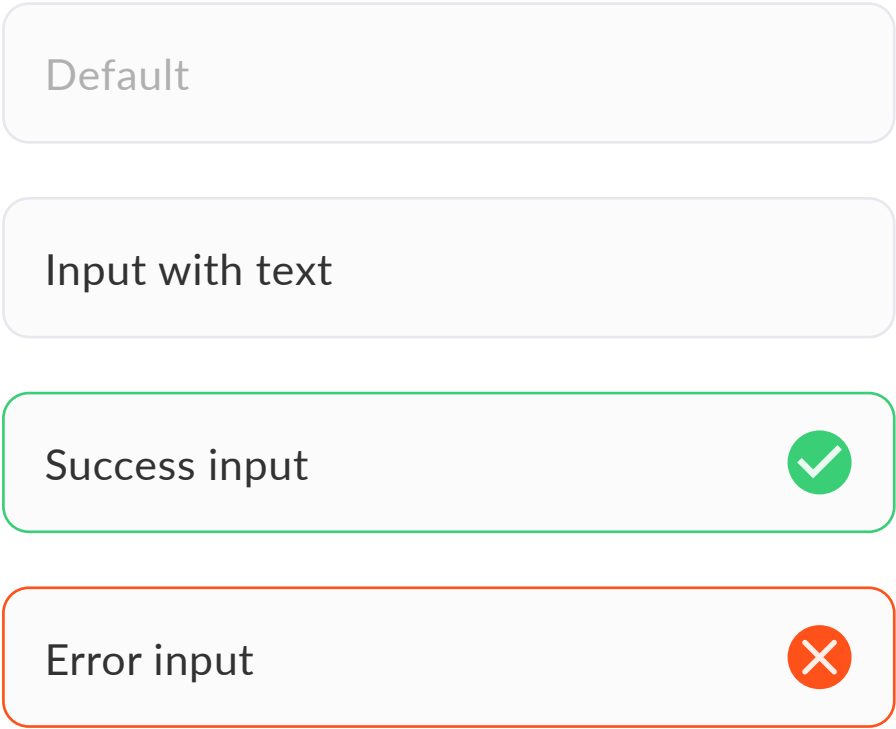


Form fields

Construction

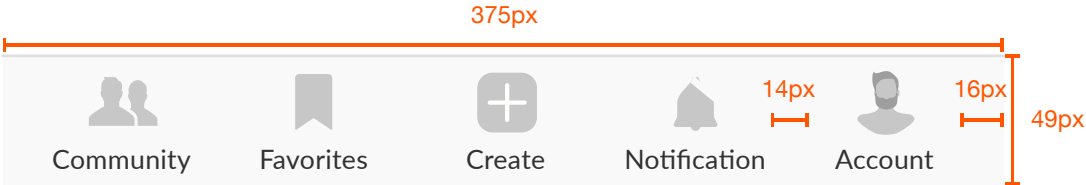


States

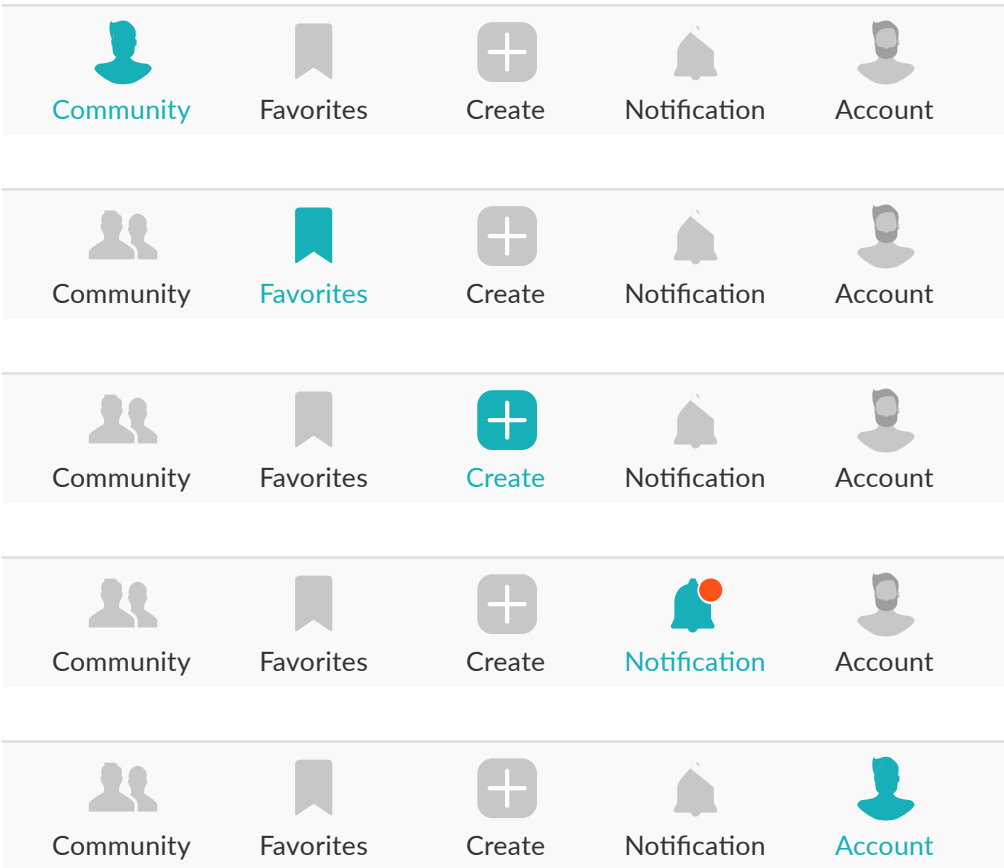


Navigation

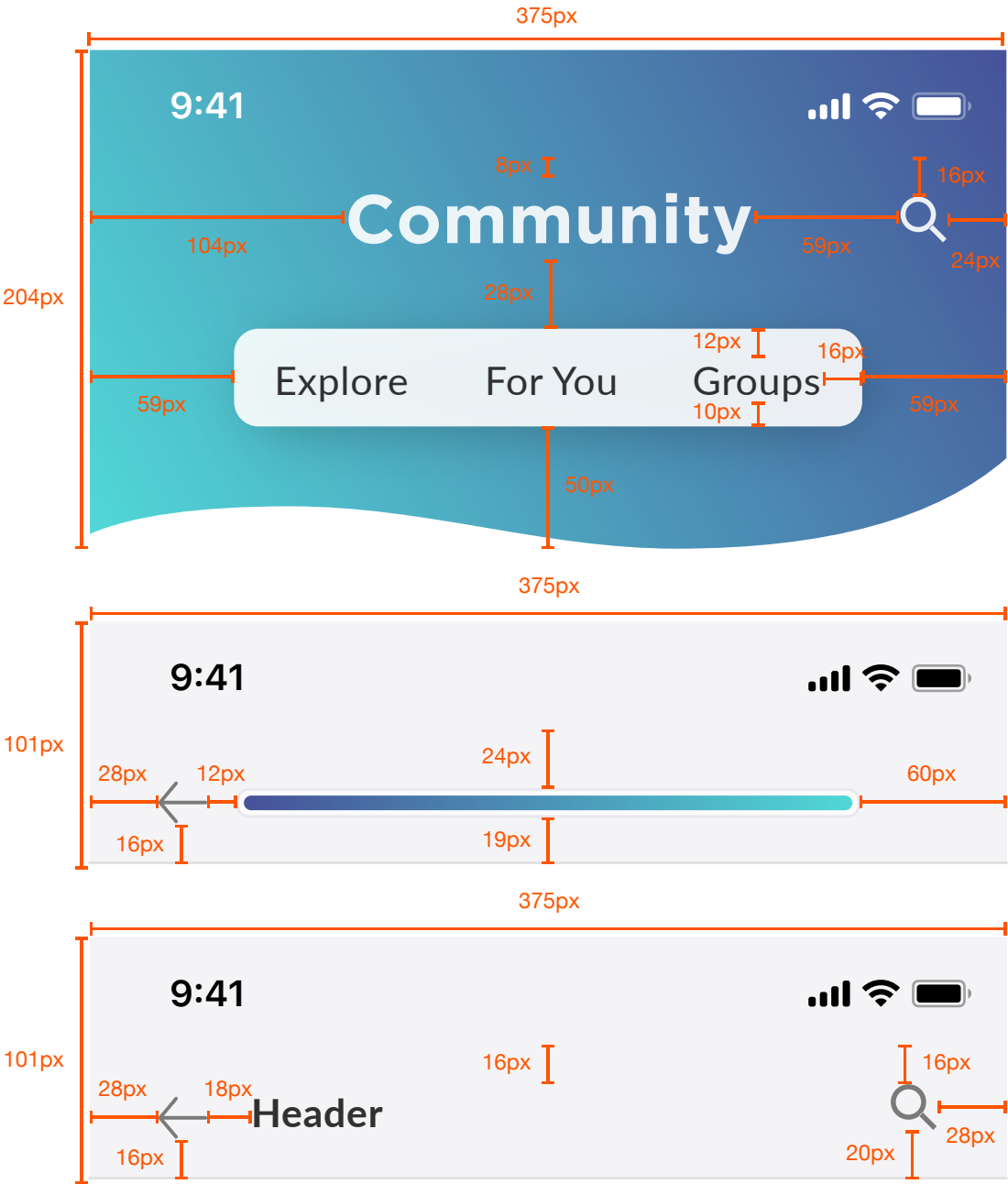
Primary Navigation



States

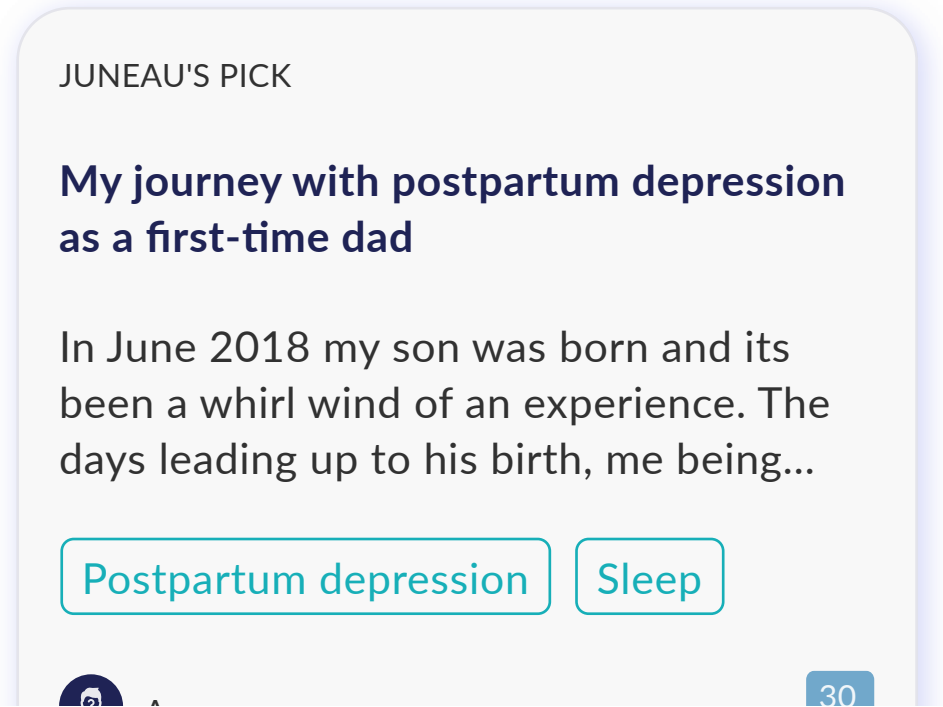
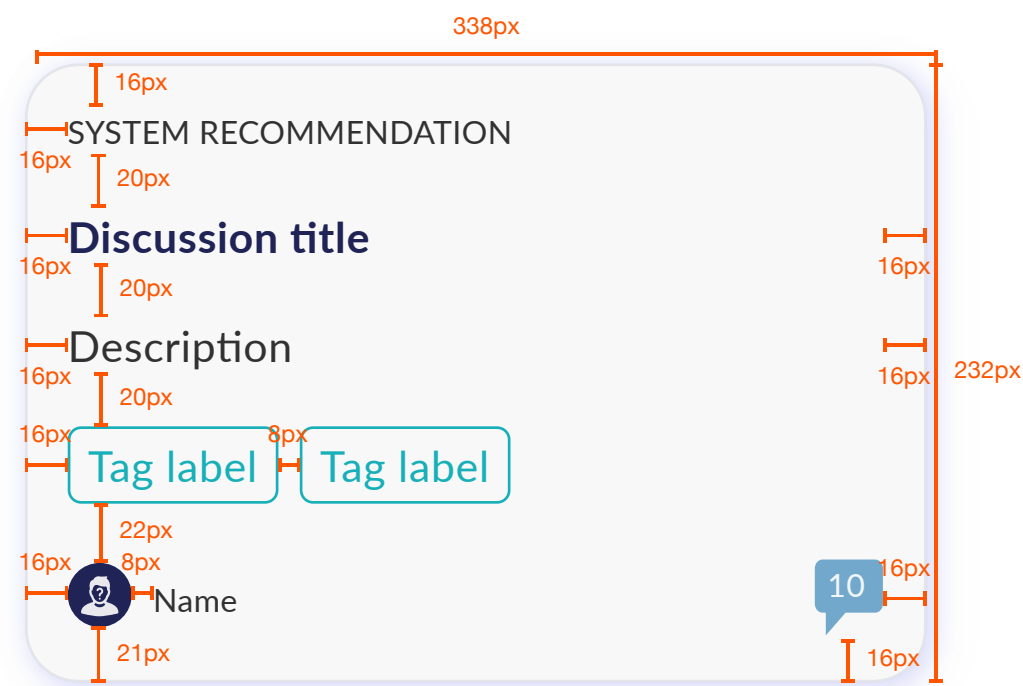


Secondary Navigation

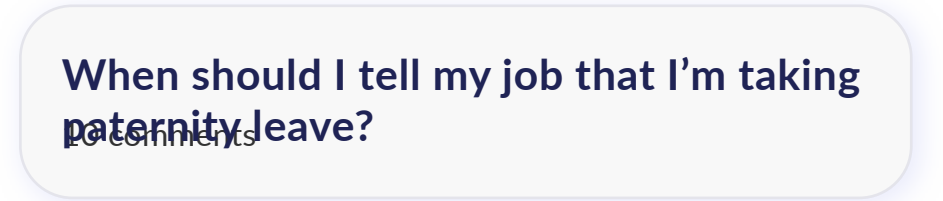
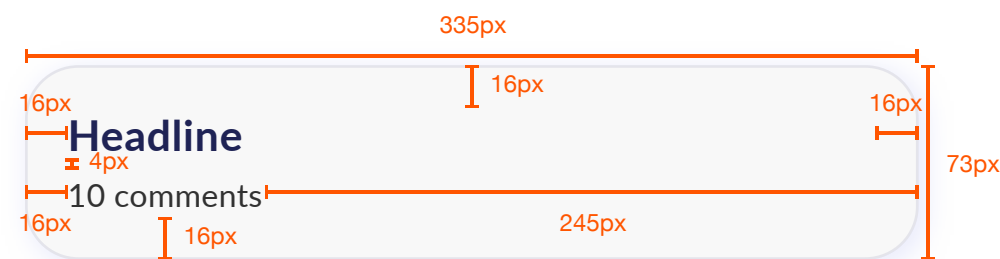


Content

Discussion card - full view



Discussion card - compact view



374px

334px

24px

20px

24px

Comment details

20px

8px

Name

23px

24px

2 days ago

184px

4 replies

24px

27px

20px

8px

5

25px

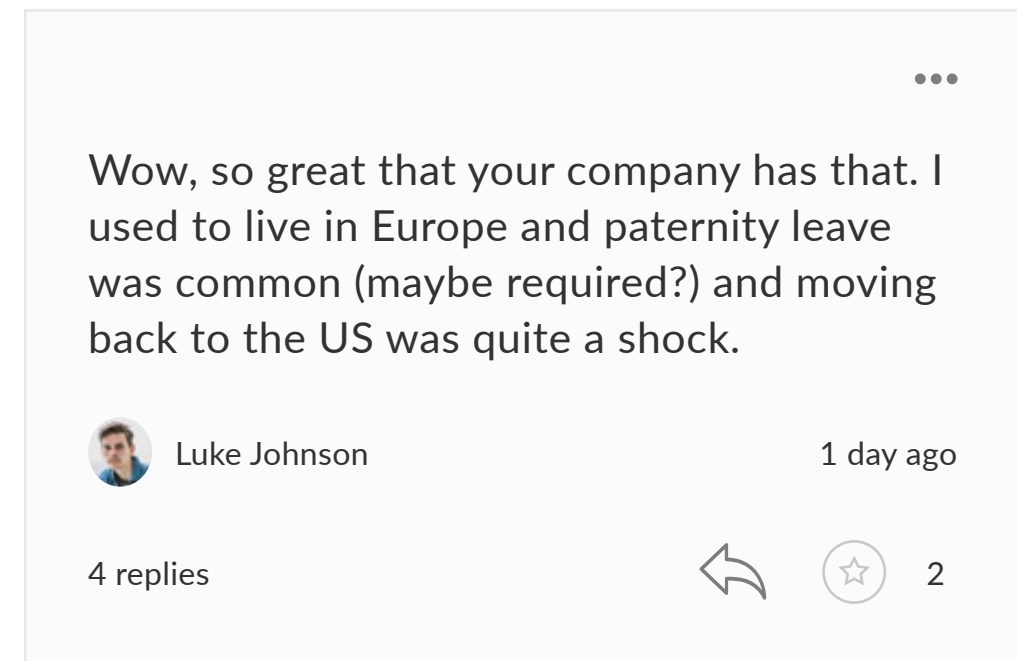
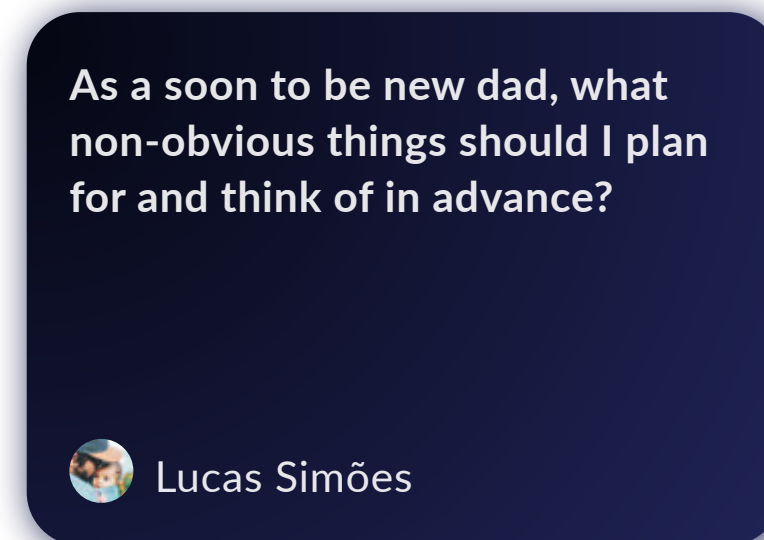


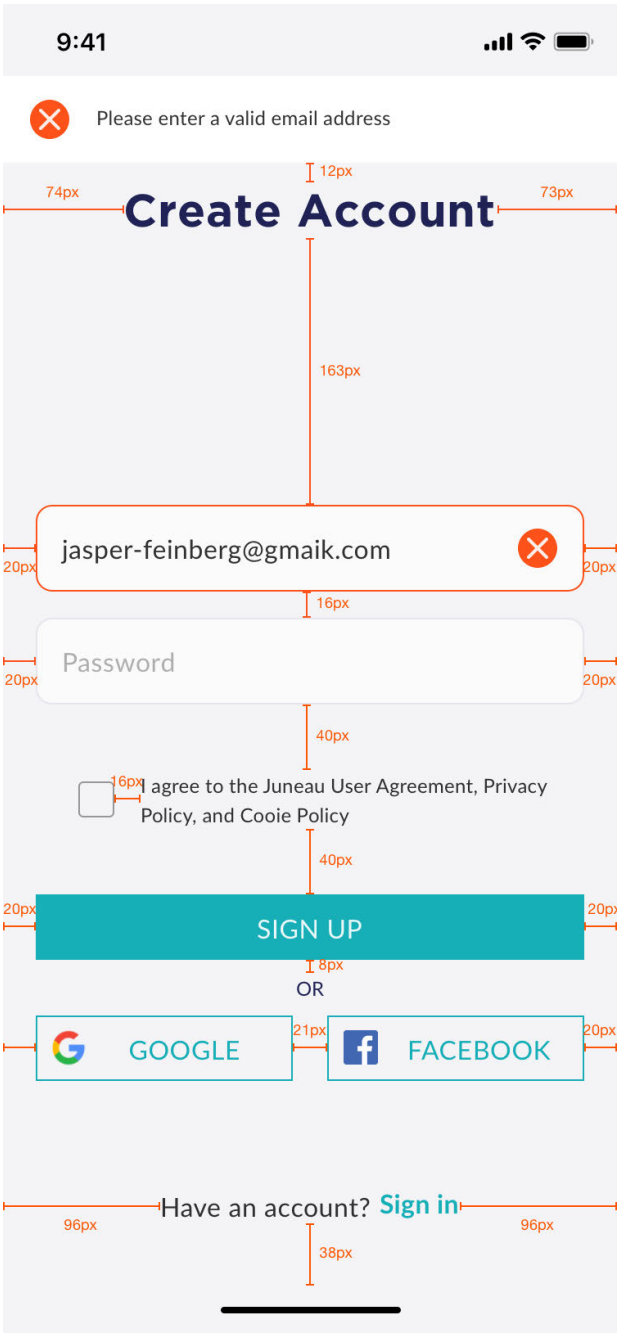
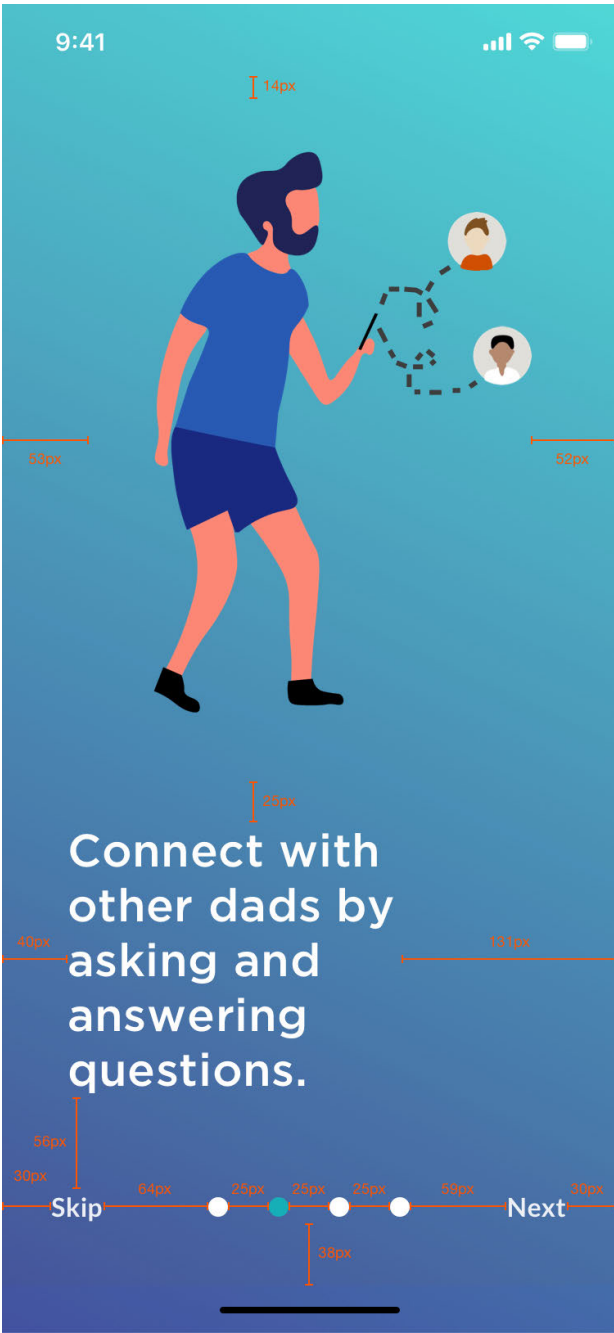
Diagram illustrating the layout and dimensions of a dark blue rounded rectangle (card) with a white headline and a circular profile picture.

- Overall Dimensions:** 283px width, 200px height.
- Headline:** 16px font size, 16px padding from the top and right edges.
- Profile Picture:** 16px diameter, 16px padding from the bottom and left edges.
- Name:** 16px font size, 8px padding from the right edge of the profile picture.

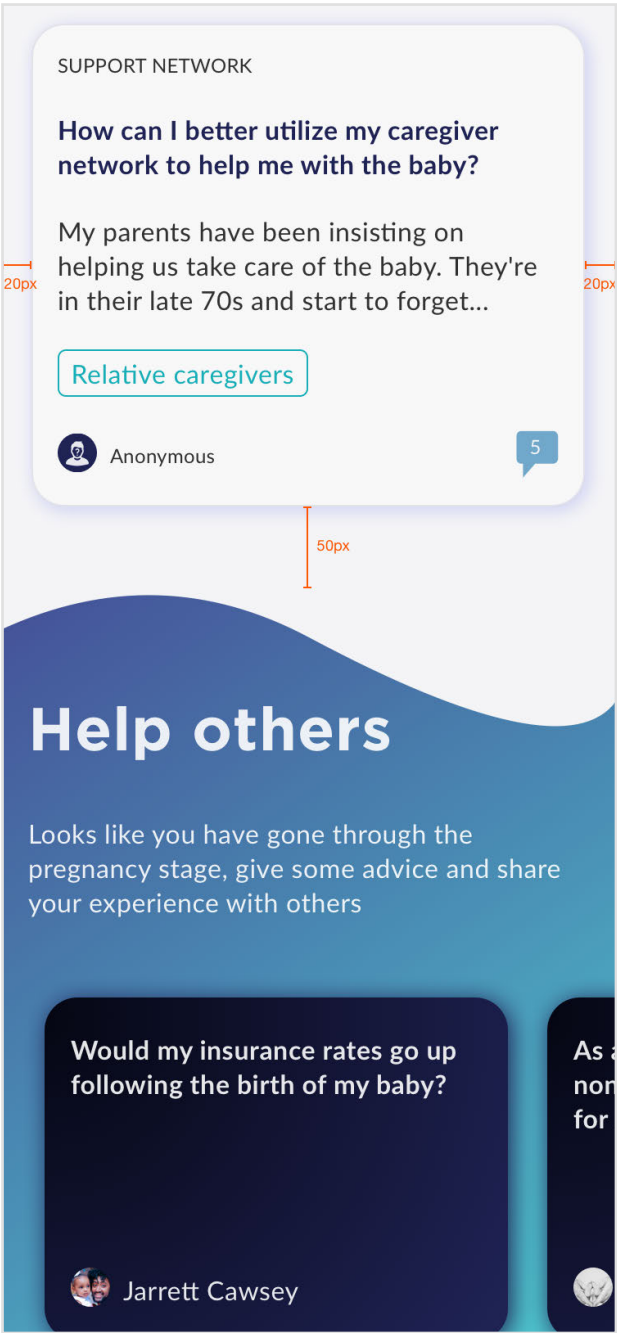


Redlines

Onboarding



For You



Redlines

Create a discussion

Post anonymously? ⓘ

Tags

Baby's age

1st trimester2nd trimester

3rd trimester0-1 month

2-6 months6-12 months

12-18 months18 months +

Category

Baby Health & CarePersonal Health

Partner SupportPlanning

Family LifeSupport Network

Special SituationsPregnancy Info

NEXT

9:41

Cancel

Create a discussion

Anonymous

Discussion title

Depression & struggling to cope with parenthood

201/250 characters left

Discussion details

In September 2018 my daughter was born and its been a whirlwind of an experience. I have a full-time job during the day that takes away 50 hours a week. I've been trying my best to work hard so I could provide everything possible for my baby. Besides work, I also try to help my wife with chores.... I just feel like there are so many things going on in my life right now and I'm not feeling motivated to do anything.

Has anyone faced this issue before? I'd very much appreciate some tips and advice. Thanks!

Add to collection

9:41

Select collection

Create new collection

Tips & Advice

Gabriel Moreira3 days ago

Tags

2nd trimesterPaternity leave

Finance

Reply to join the discussion...

Replies (5)

9:41

Add to collection

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

Has anyone else talked to their HR department about it? I'm the first male in my office to use it and want to make sure I give them enough leave and am not sure what to expect or how much notice to give.

Gabriel Moreira3 days ago

Tags

2nd trimesterPaternity leave

Finance

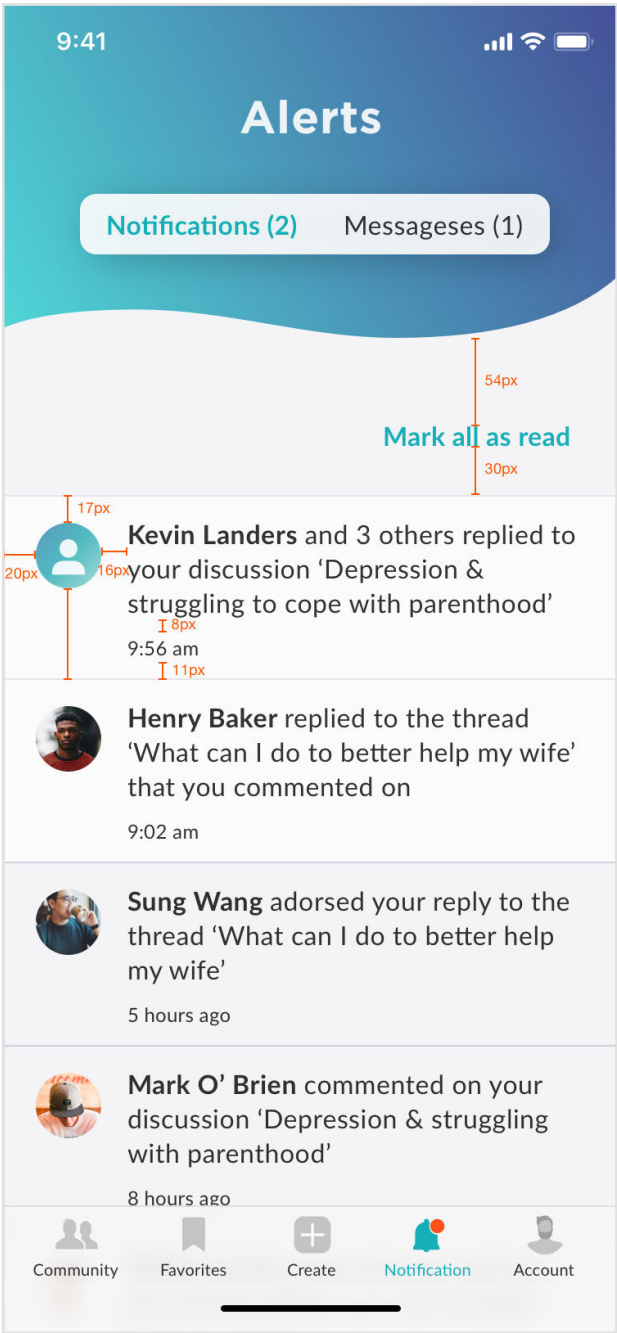
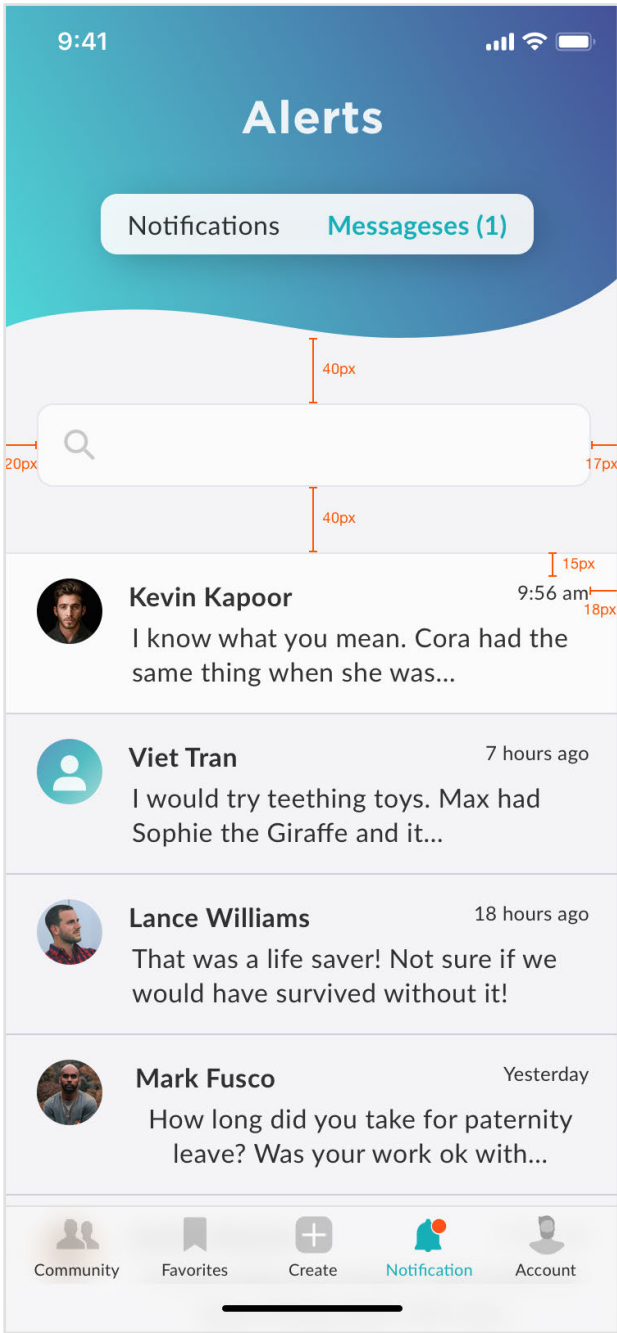
Reply to join the discussion...

Replies (5)

VISUAL SYSTEM

Redines

Alerts



Favorites

