

The Mindful Parenting Program

Employing Human-Centered Design Thinking for Sustainable Development Impact through the UNDP's Young Leaders Programme (YLP6)

Presented by:
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Role:
Social
innovator

Date Presented:
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Agenda

Tip: Use links to go to a different page inside your presentation.

How: Highlight text, click on the link symbol on the toolbar, and select the page in your presentation you want to connect.

- The Purpose of the Program
- My Product
- The Problem
- The Persona
- The Proposed Solution
- The User Journey Map

- The User Flow
- The Wireframe
- Competitor Analysis
- Results

The Purpose of the Program

Offered by the United Nations Development Program (UNDP) and facilitated by INJAZ, the program aimed to provide comprehensive leadership development to young individuals.

I received expert training on various topics, including social impact, research techniques, prototyping, design-thinking, and human-centered design. By applying design-thinking principles and human-centered design methodologies to real-world projects, I developed a strong foundation in UX research. I learned to understand user needs, empathize with them, and iteratively create and test solutions, enabling me to identify problems and opportunities for improvement in different user experiences.

The program also fostered my entrepreneurial skills through ideation workshops and entrepreneurship seminars. I learnt to generate innovative ideas and sustainable business models. Overall, the program equipped me with the tools necessary to create positive social impact and advance as leaders in their respective industries.

My product: The Mindful Parenting Program

Project Synopsis

I created "The Mindful Parenting Program," a prototype solution that integrates current technologies and services to support the development of healthy familial contexts fostering secure parent-child relationships. This project aims to address some of the major issues Arab States face.

My role

I oversaw the project's planning, requirements collecting, strategy, wireframing, and content management as the Social Innovator. User research, concept brainstorming, coordinating the aims of the product with key stakeholders, incorporating feedback from experts into concept iterations, UX analysis (flows and personas), design (curriculum design and branding), and low-fidelity prototyping (basic flow and interactions) were among my tasks.

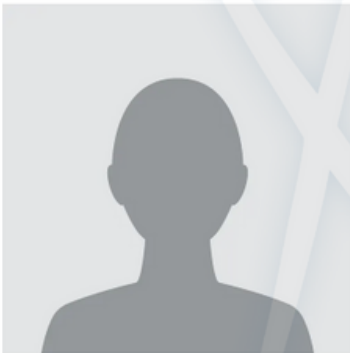
The Problem

The problem addressed:

- The project specifically addressed the issues of educating couples before to marriage in order to combat overpopulation, child abuse, and advance gender equality on a nationwide scale. The population of people with special needs requires special care and attention, and it's crucial to make sure their parents have the relevant training and experience.
- A smaller project focusing on the needs of the Lebanese community, especially those with special needs, was required before beginning a larger initiative. As a result, a parenting program aimed at parents of students with special needs was started first, and then it was expanded to include the broader public.

The Persona

Sara



"A baby will make love stronger,
home happier, and the future worth
living for."

Age: **35**
Work: **Banker**
Family: **Married**
Location: **Lebanon**
Character: **Family-oriented**

Personality



Family-oriented Responsible Committed

Empathetic

Goals

- Prepare for the arrival of a child.
- Understand the emotions and needs of their partner and child, and respond to them appropriately.
- Demonstrate their love and commitment to their child and family.

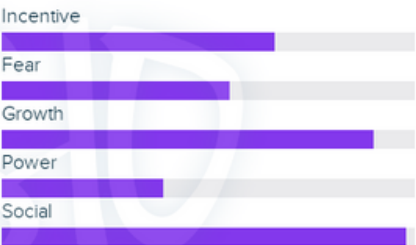
Frustrations

- Financial stress pertinent to adjusting the budget and making sacrifices to provide for the child.
- Modifying lifestyle: such as adjusting work schedules, finding child care, and giving up certain activities or hobbies.
- Facing emotional challenges: parents-to-be may experience anxiety, stress, and mood swings.

Sara

Sara is a soon-to-be mother who is excited and anxious about the arrival of her first child. Although she is thrilled at the prospect of becoming a parent, she feels overwhelmed and uncertain about what lies ahead. She has read books and attended parenting classes, but still feels like she doesn't know what she's getting herself into. Sara is determined to be a good mother and provide for her family, but worries that she may not be up to the task. Despite her fears, she is committed to doing her best and learning as she goes, with the support of her partner and loved ones.

Motivation



Mira



"Despite her anxious mind, Mira's
heart is full of love and determination
as she strives to provide the best
care for her autistic child."

Age: **38**
Work: **Teacher**
Family: **Married**
Location: **Lebanon**
Character: **Determined**

Personality



Worried Responsible Self-critical

Cautious

Goals

- Seek the necessary help to provide the care her child needs.
- Improve her understanding of autism and the best strategies for supporting her child's development.
- Create a strong support system of family, friends, and professionals who can assist her in caring for her child.

Frustrations

- Financial stress pertinent to adjusting the budget and making sacrifices to provide for the child.
- Modifying lifestyle: such as adjusting work schedules, finding child care, and giving up certain activities or hobbies.
- Facing emotional challenges: parents-to-be may experience anxiety, stress, and mood swings.

Mira

Mira is a mother of an autistic child, but unfortunately, she is currently facing personal difficulties that are making it challenging for her to provide the care her child needs. Despite her love and dedication to her child, she is struggling to cope with the demands of parenting an autistic child. Mira understands the importance of providing her child with the necessary support and resources, but is currently unable to do so. She is seeking help and support to overcome her personal challenges and become the best parent she can be for her child.

Motivation



Proposed solution

01

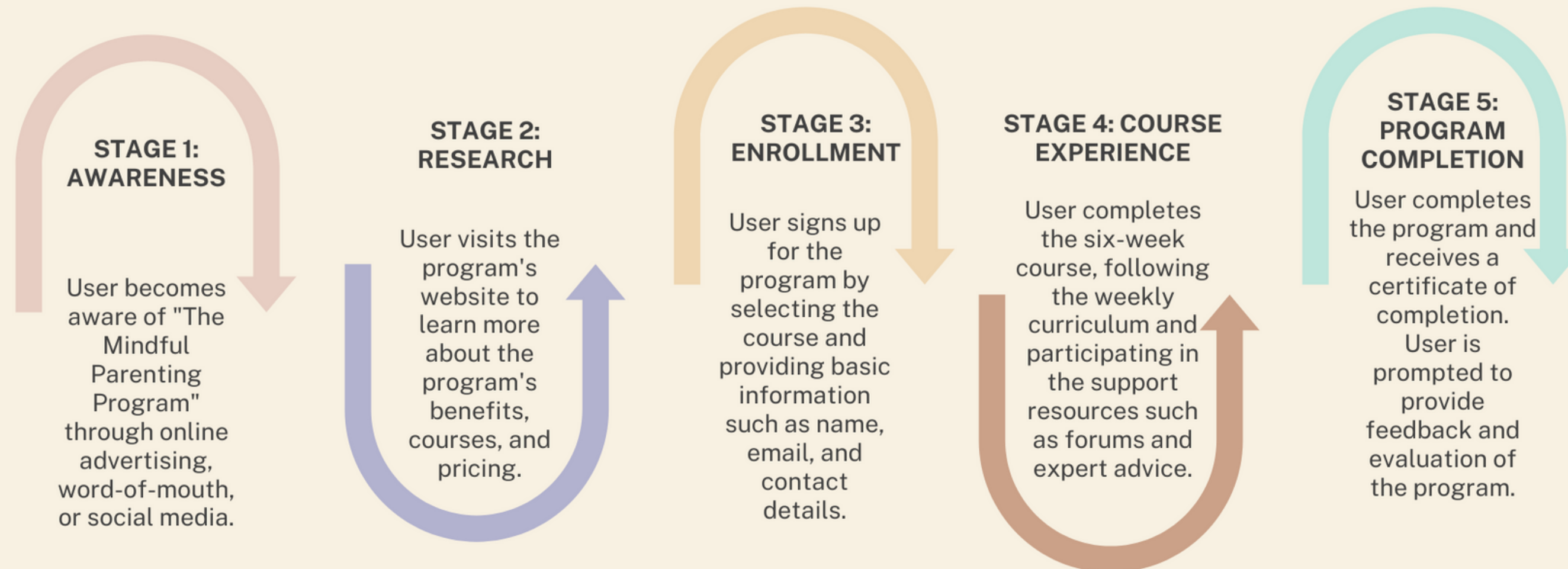
Through "The Mindful Parenting Program," I concentrated on fostering positive parental traits in order to ensure better parenting techniques. The program consisted of two six-week sessions that use mindfulness parenting techniques and evidence-based strategies. The program employed two strategies: the first is preventative, while the second is interventional.

02

User research, UX analysis, design, and low-fidelity prototyping were the features that addressed the goals. I was able to create a prototype solution that especially addressed the demands of parents of special needs children by applying human-centered design thinking.

The User Journey Map

User Journey Map - The Mindful Parenting Program

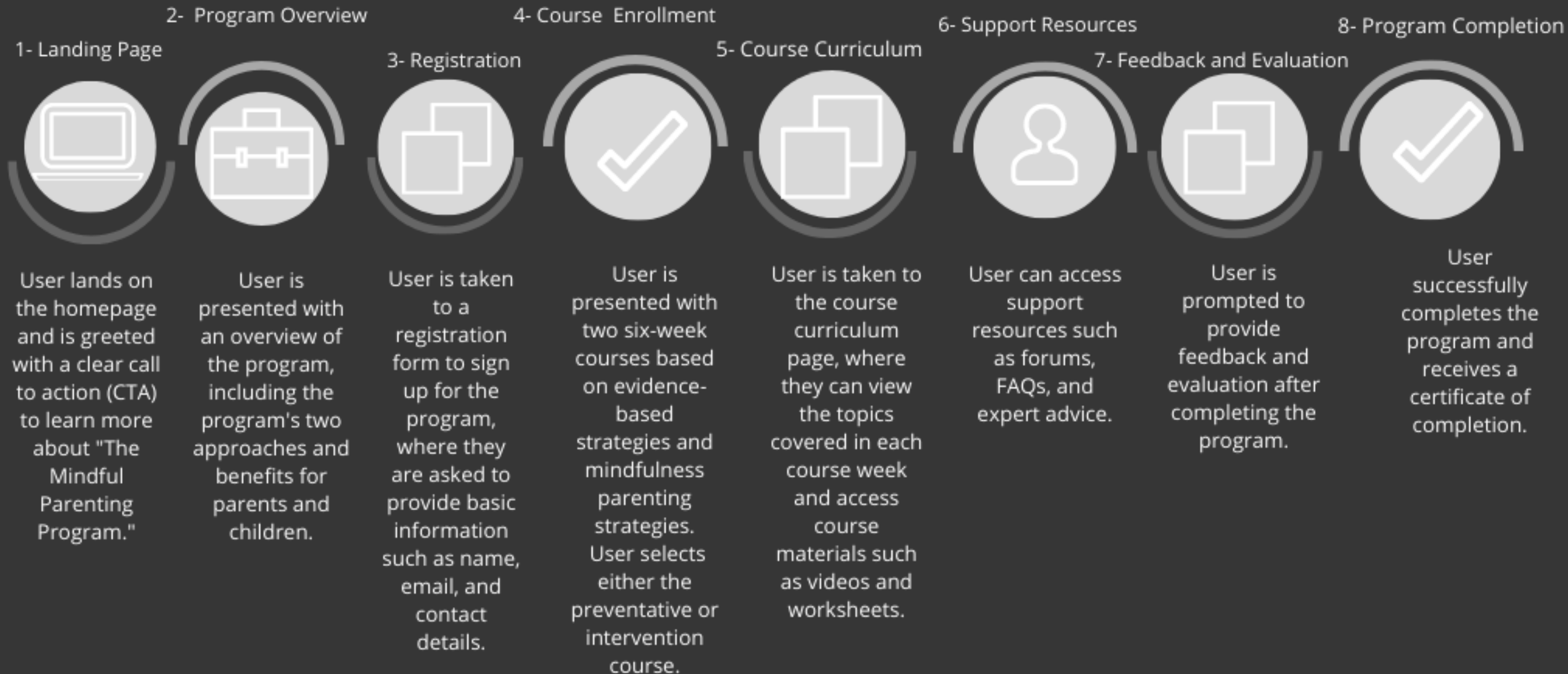


The User Flow

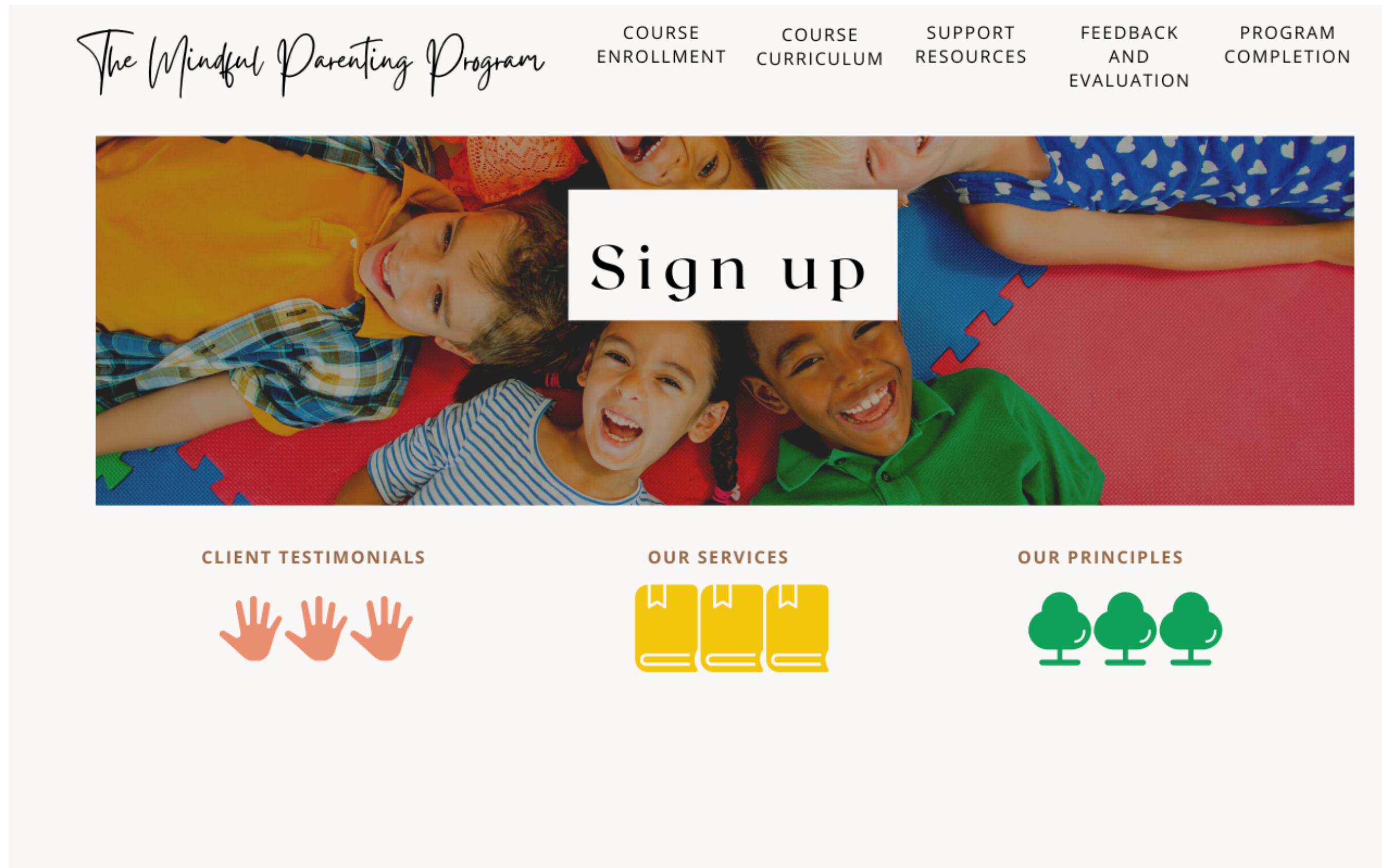
UNDP-YLP

The Mindful Parenting Program

User Flow



The Wireframe



Competitor Analysis

The market research showed 3 competitors that lacked the introduction of a "course" initiative.

THE MARKET!



mindful_being_counselling

Follow



97 posts 1,876 followers 450 following

Rana Tayara, PhD

*Early intervention and family support

*Trauma therapist

*Online & F2F counselling

*All live IGs can be found in my IGTV.

linktr.ee/PurpleRainEC



joyful_parenting_

Follow



224 posts 4,848 followers 888 following

Dana Saab

👤 Parenting Consulting

👤 Certified Positive Parenting Educator

👤 Early childhood Specialist

💻 DM for Online Consultation

👤 Parenting Course

linktr.ee/joyful_parenting_



parenting_with_zee

Follow



214 posts 1,780 followers 2,364 following

Zee

👤 Wife ❤️ Mom of 2

💻 Certified Life&Parenting Coach-Online consultation/ DM 4 inquiry

📖 BA in Education

👤 Supporting baby charity @bitbootbabies

Followed by [neuropediadubai](#), [mahaghazale](#), and [childs.mind](#)

Results

Findings:

Stakeholder comments and field testing were used to gauge the project's success indicators.

Ideas were tested and validated as a result of the input, enabling quick iterations.

According to market research, the special needs population was not taken into account, nor did the solutions supplied offer a preventative strategy.

Conclusion:

The project's concept was highly feasible, but it required to begin on a smaller scale and concentrate on only one of the suggested answers rather than both at once. The project's next phases include improving the prototype solution and expanding its use to the wider public.