

O-1 design

Solo Product Designer

iOS/Android

Nov 2024-Mar 2025

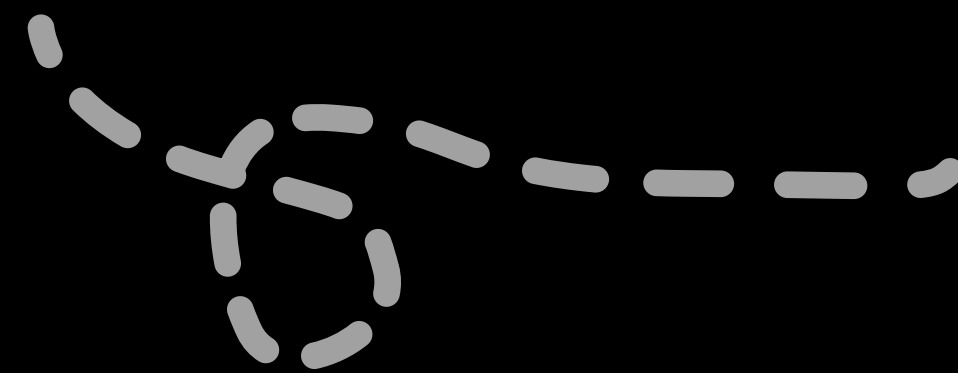
Designing a new search and discovery experience for the MissPoppins mobile app helping parents *find* and confidently *connect* with the right practitioner.

Company Context

MissPoppins is a two-sided marketplace connecting new and expecting parents with licensed practitioners, offering on-demand, evidence-based guidance when parents need it most.



“As a new mom with no support, I have so many questions. I wish I could get trusted advice from someone who could actually answer them...”



“I want to use my certification and knowledge to guide new or expecting parents who are looking for reliable and quick support..”

The team, product, my role

Leadership

Nicky Rishi

CEO, Forbes 2024 AAPI Leader

Utkarsh Mehrotra

Head of Engineering

Gopi Kanani

Head of Operations & Growth

Tech & Product

4 Full-Stack Developers

Engineering Team

Neha Goswami

Solo Product Designer

Product ecosystem

MissPoppins App– Parent facing mobile experience

MissPoppins Website– Discovery & trust building for new users

Practitioner dashboard– For practitioners only (internal)

I owned design thinking, research synthesis, and all design artifacts end-to-end. I partnered closely with the Product Manager, who co-owned data analysis and participant recruitment and joined interviews with me. We made framing and prioritization decisions together.

The Problem

MissPoppins was seeing low user engagement and high drop-off rates across the app experience, but the cause was unclear.

Impact on users

Parents were arriving with a real need but leaving without connecting with a practitioner, booking a session, or completing a purchase.

Impact on the business

The core conversion funnel was broken. Users were browsing but not acting, which directly threatened revenue and the platform's value to practitioners.

Data Analysis

We needed evidence on where exactly the experience was losing people.

In collaboration with the Product Manager, we analyzed Mixpanel data to investigate user behavior across the full app journey.



Key Findings

~54% drop-off at package viewing

A critical loss of intent at the most important conversion point.

Minimal payment completions

The checkout funnel had fewer successful conversions.

Minimal chat engagement

The platform's primary connection mechanism was going largely unused.

Our instinct was to move fast. My product partner was anchored in our release timeline. I was anchored in the research findings.

We had different perspectives on scope, but a *shared goal*. We aligned on an investigation first, then designing with evidence.

Designing without understanding our users first would mean rebuilding the same frustrations into a new coat of paint.

Forming Hypotheses

**Data tells you where.
Assumptions tell you
what to look for.**

Before conducting interviews, we documented our assumptions from the data so we could enter conversations with specific hypotheses to validate or challenge rather than open-ended curiosity.

Assumptions to test

~54% drop-off at package viewing

Maybe parents don't have enough information to confidently choose a package

Minimal payment completions

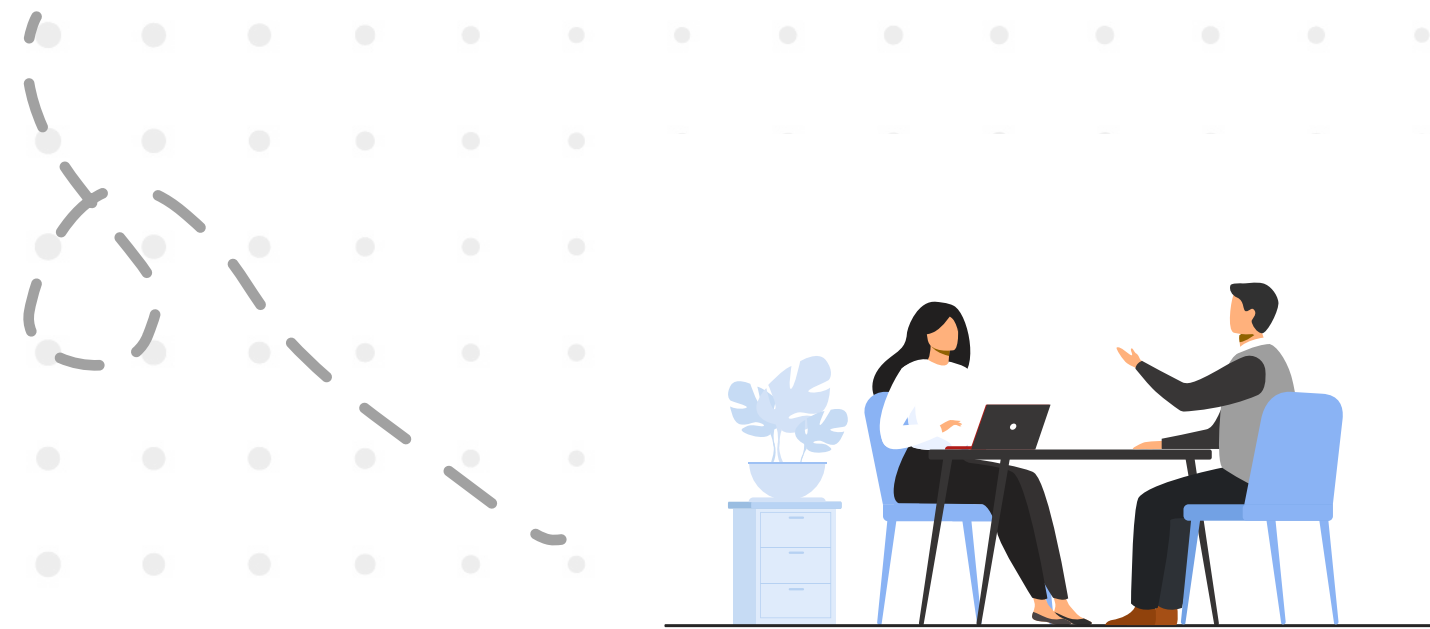
Maybe the checkout experience has too much friction or lacks trust signals

Minimal chat engagement

Maybe parents don't understand the difference between chat options or don't trust the feature

Research

What barriers are preventing parents from connecting with the right practitioner on the MissPoppins app?



User Interviews

15 moderated 1:1 interviews with parents across four life stages: planning, pregnancy, newborn, and toddler.

To uncover the human story behind the data, I partnered with the Product Manager to talk to our users.

"There are so many options but I have no idea which one is right for me or where to even begin..."

Parent in pregnancy stage / App user






Research

Interviews gave us individual perspectives. The journey map gave us the full picture.

I mapped the complete parent experience, anchored on our most representative user, to identify where the emotional arc broke down and where the biggest opportunities lived. The pain points held across all life stages in our research.

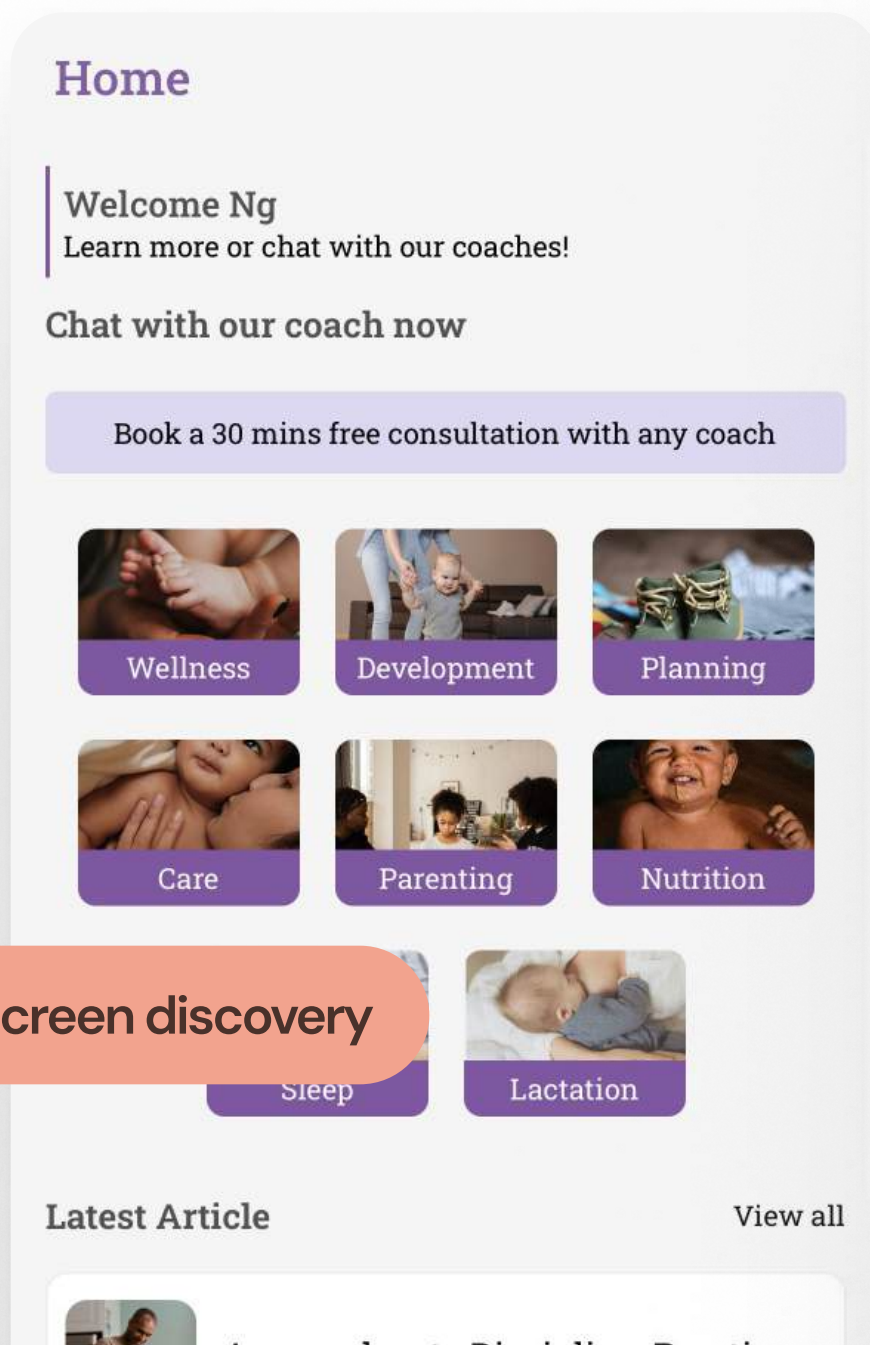
CUSTOMER EXPERIENCE MAP: MISS POPPINS APP

Scenario: Jessica, a new mom of 1, and a full-time marketing director is looking for immediate guidance and coaching as a parent from a trusted/licensed coach. Anchor persona: working parent of a young child. Pain points validated across all life stages.

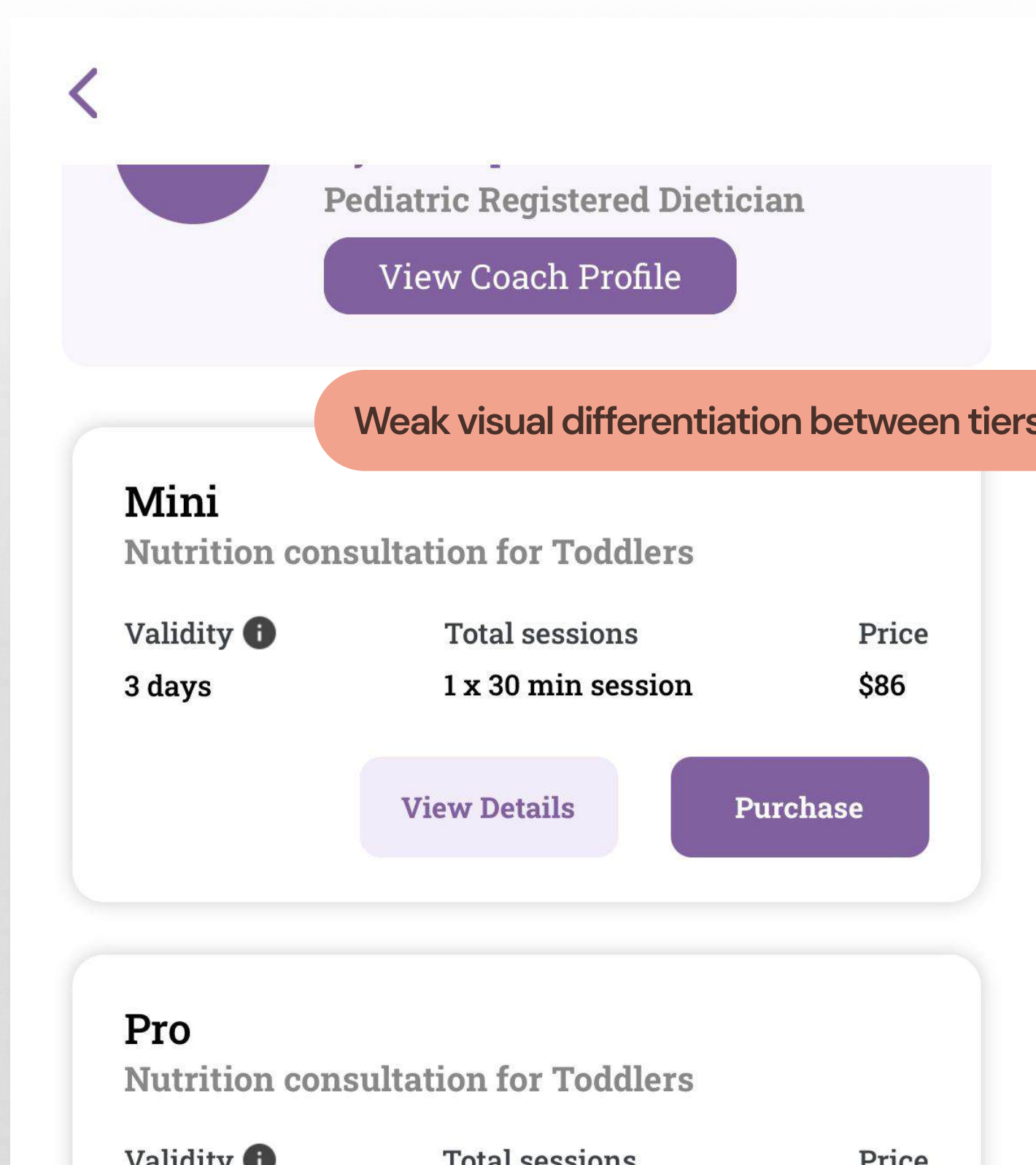
STAGES	Create a new account ▶	Select a Coach ▶	Book a free session ▶	Purchase a package ▶	Talk with coach ▶
STEPS	<ol style="list-style-type: none"> Go through onboarding process Sign up and enter details Enter the app Home page 	<ol style="list-style-type: none"> Select a category from the home page. Choose a subcategory Schedule a free consultation with coach or purchase a package. Live chat with coach View coach profile. 	<ol style="list-style-type: none"> Clicks on 'schedule appointment' Choose a time slot and books a session. Views booked session chats with coach Video call with coach for session. 	<ol style="list-style-type: none"> selects a package from the 3 options. proceeds with payment by adding card details. enters discount code / fsa/hsa details. Completes purchase 	<ol style="list-style-type: none"> Chats with coach Attends a video call with coach. sends a coach msg even if they are offline.
THINKING	"Seems like a new app concept for parents like me. I wonder what I can do with the app once I sign in."	"How many free consultations do I get? What are the differences between different packages? Do I get any discounts as a new user? Is the coach reliable? Will they be able to guide me on my problems? Which coaches are available rn?"	"Is my session successfully booked? Where can I view my session details? Can I reschedule or cancel it anytime? How many free sessions do I have left? Can I msg the coach after booking a session?"	"Is the package refundable? Can I cancel it anytime? do I get a discount as a new user? can I claim the purchase or receive a tax credit/benefit from my employer? has the payment gone through? where can I see my package details?"	"how much time do I get per session with a coach? how do I know when a video call is going to start? can I send photos/files/videos to my coach? is the info confidential?"
DOING	<ol style="list-style-type: none"> Enter details (full name, age, email, password, etc.) 	<ol style="list-style-type: none"> Clicks on either live chat/schedule consultation/view package. View coach reviews/availabilities / qualifications. Goes through the description of different packages. 	<ol style="list-style-type: none"> Search for session details. Tries to chat with coach Search for session confirmation and coach details. Tries to cancel/reschedule session. 	<ol style="list-style-type: none"> Adds a discount code and card details, completes purchase. Looks for package details and a confirmation. tries to reimburse the package purchase. 	<ol style="list-style-type: none"> Chats with coach sends media/files downloads media/files video call with coach completes a session.
PAIN POINTS	<ol style="list-style-type: none"> Unsure of what features the app provides. Lost on how to use the app, needs guidance on main functionalities) 	<ol style="list-style-type: none"> Confused between 'Live chat' and 'Start chat'. Trust issues on coach's credibility. Confused on the best package for their needs. Too many steps to reach a coach. 	<ol style="list-style-type: none"> Unable to reschedule/cancel appt. Needs session confirmation. 	<ol style="list-style-type: none"> Unsure of reimbursement or insurance coverage. Needs package purchase confirmation. 	<ol style="list-style-type: none"> needs to know when a video call is about to start. view media sent by coach within the chat window it self. needs to know when a coach will be available again if offline.
FEELING	 Overwhelmed	 Confused	 Relieved.	 Hopeful	 confused
OPPORTUNITIES	<ol style="list-style-type: none"> Highlight the three key features of the app and how it benefits the user. Design and language should be warm, welcoming and engaging. A few questions to personalize the user experience. A quick spotlight step-by- 	<ol style="list-style-type: none"> Give a clear distinction between live chat and start chat. Reduce no. of steps between home and choosing coach. Increase trust towards coaches. Help users select the package thats best for 	<ol style="list-style-type: none"> easy access to booked session details. Notify users on session confirmation and remind a user 10 mins before their upcoming session. Confirmation from coach via chat. Option to cancel/reschedule if needed. 	<ol style="list-style-type: none"> notification via sms/email on package purchase success. easy access to purchased package details. Discount coupon code through email with all details. Info on reimbursement/medical insurance 	<ol style="list-style-type: none"> notification/reminder before a video call session. Allow viewing media within the chat itself. Automated msgs for when a coach is online/offline.

Research

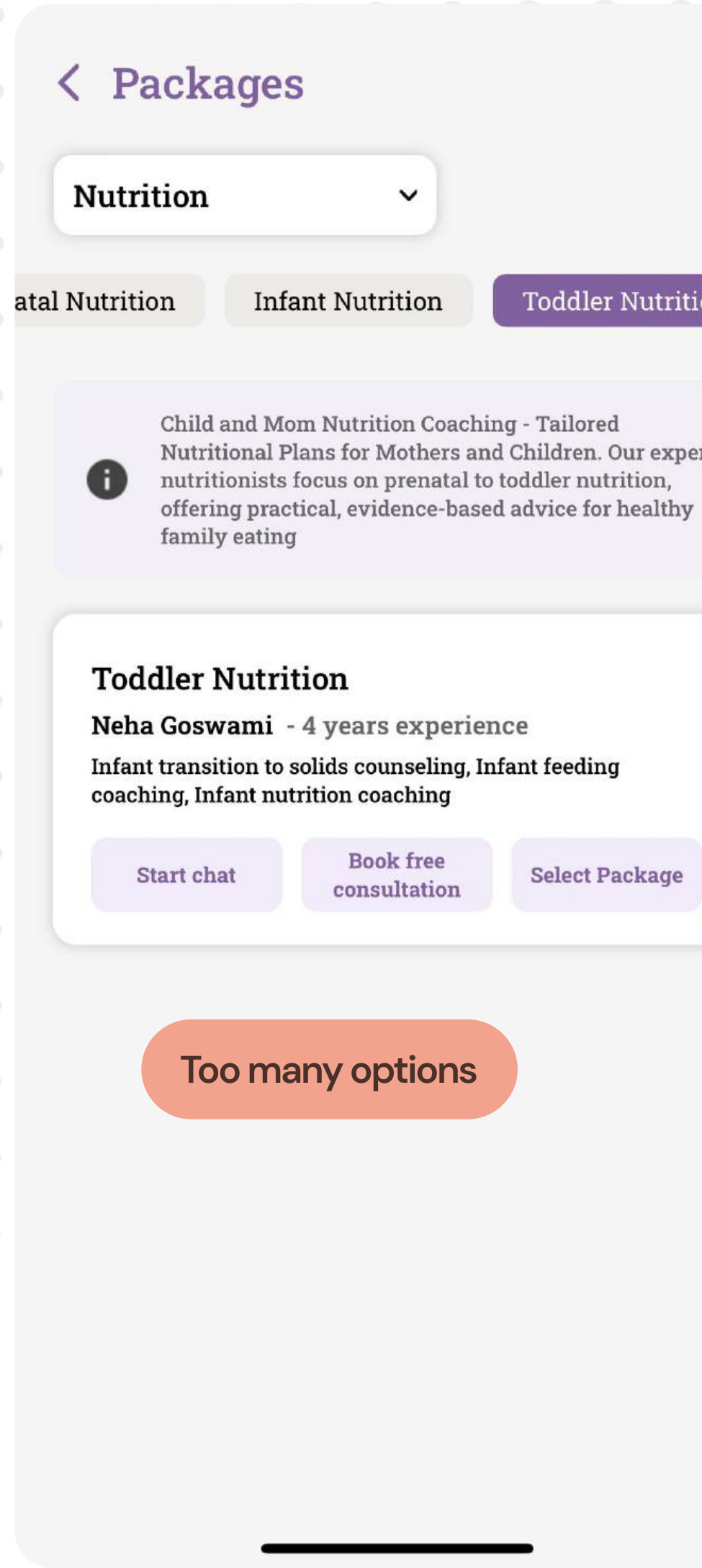
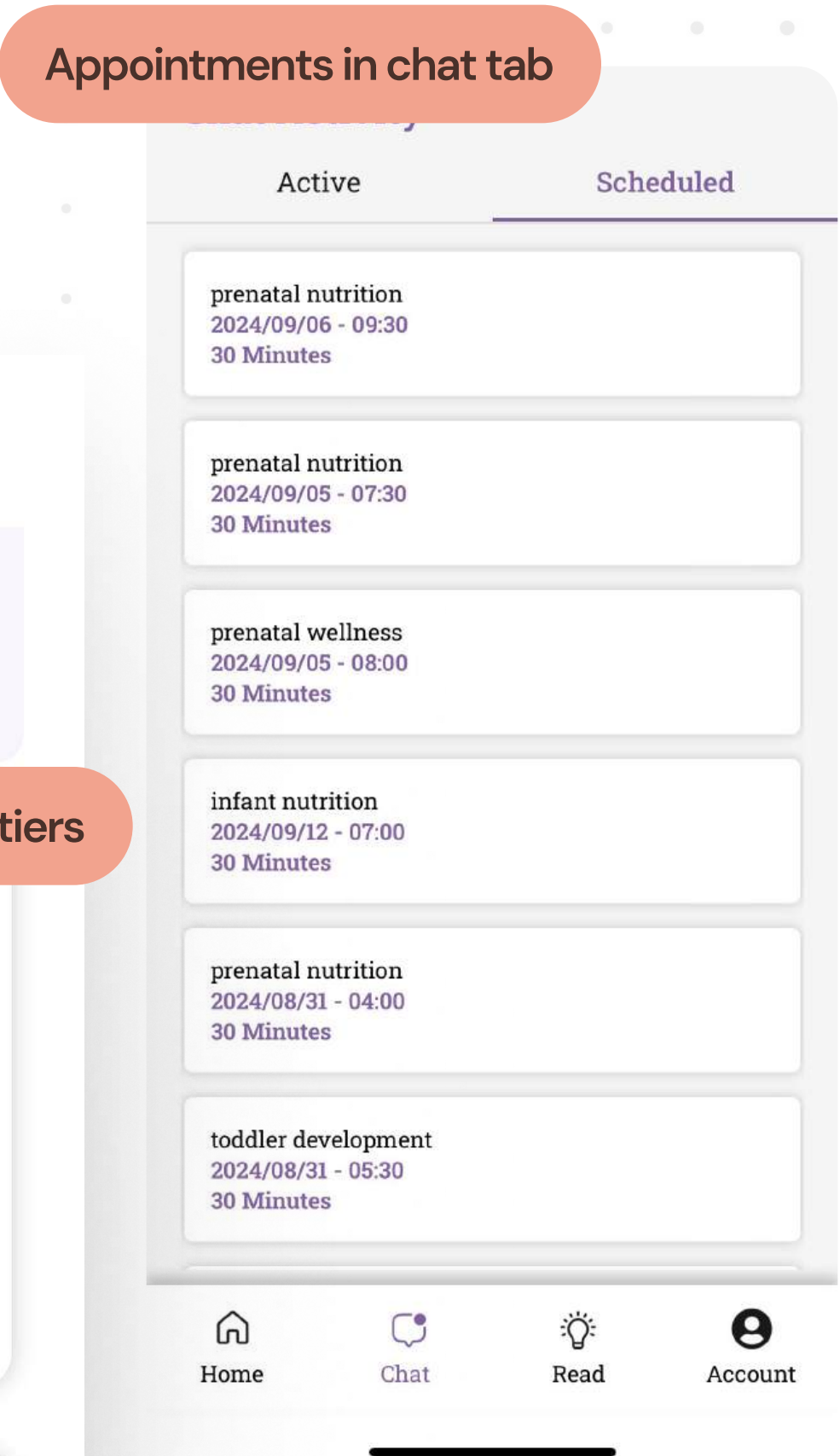
Alongside the interviews, I audited the existing app experience to connect what users told us with what the interface was actually doing.



one size fits all home screen discovery



Weak visual differentiation between tiers



Findings

Research pointed to one conclusion: parents couldn't confidently find, evaluate, and connect with the right practitioner.

FIND

Overwhelming discoverability

Parents felt lost navigating the app, unsure where to start or how to find the right support.

Too many steps to connect

Parents felt frustrated by how long it took to reach a coach from the home screen.

EVALUATE

Trust gap with coaches

Parents felt uncertain committing to a coach they knew nothing about.

Package confusion

Parents couldn't differentiate between options or understand what they were committing to.

CONNECT

Hard to find booked sessions

Parents felt disoriented after booking, unable to locate their upcoming appointments.

Missed communications

Parents felt out of the loop, regularly missing important updates and reminders.

North star vision

How might we design an **experience** that helps overwhelmed parents quickly **find, evaluate, and confidently connect** with the right practitioner on the MissPoppins app?

Design opportunities

Practitioner discoverability

Coach credibility

Booking friction

Package clarity

Session management

Communication reliability

How we'd *measure* success, and what the design needed to deliver.

Design Goals

Clear flows

Visible trust signals

Fewer steps to a coach

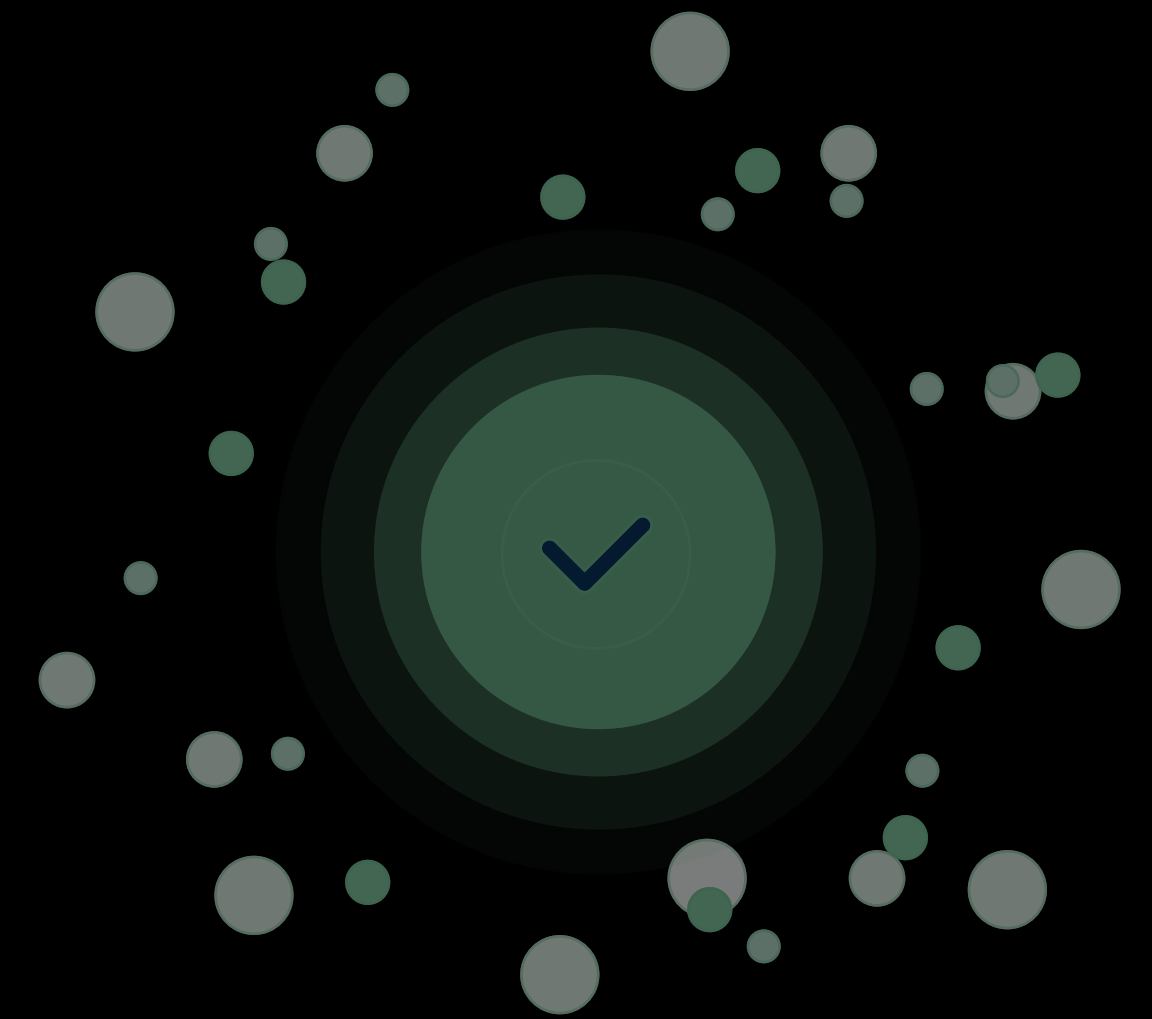
Easy to decide

Success Metrics

Increase user engagement rate

Reduce drop-off at package viewing

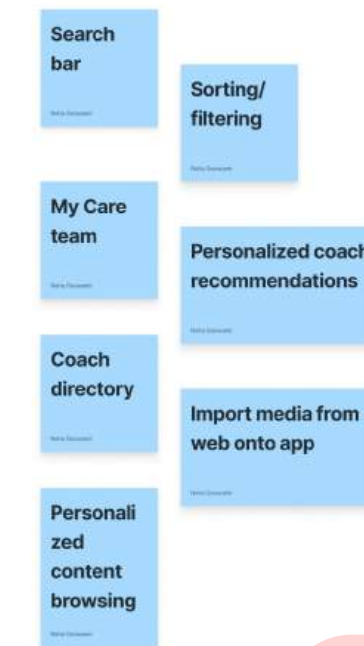
Increase booking completions



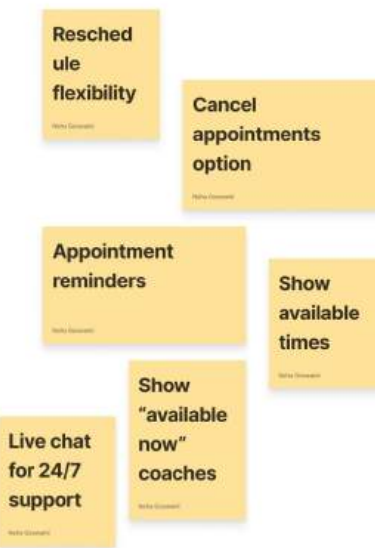
Collaborative brainstorming

I brought the PM and Engineering into a co-design session to generate ideas against each problem area, so the solution had shared ownership from the start.

Discoverability



Booking flows



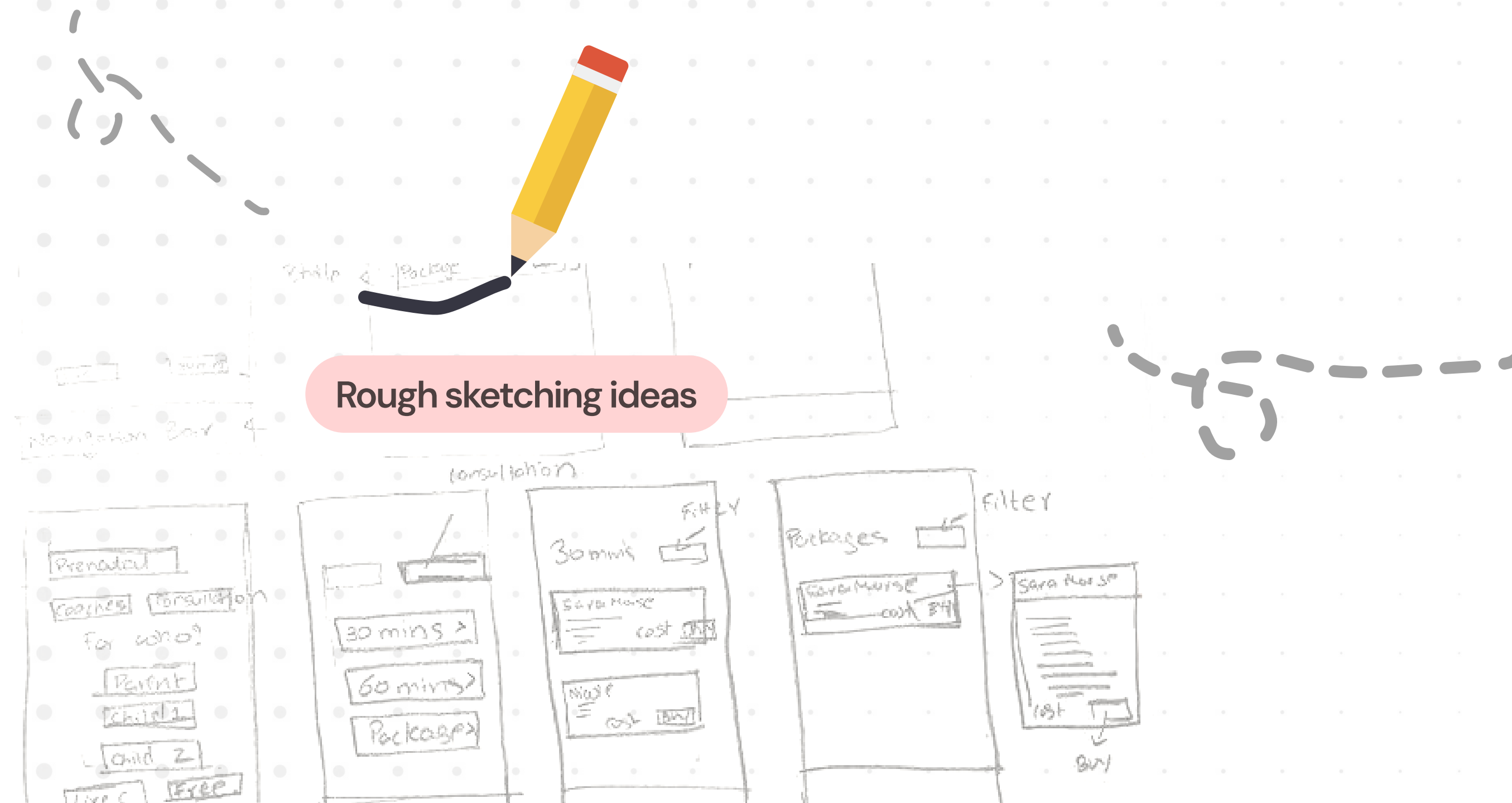
Notifications



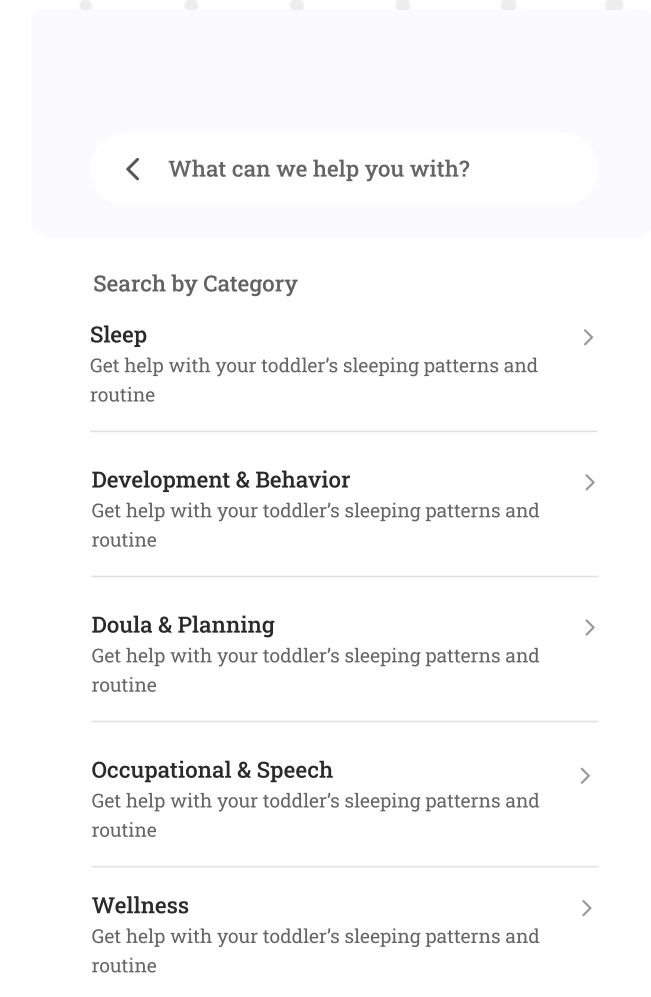
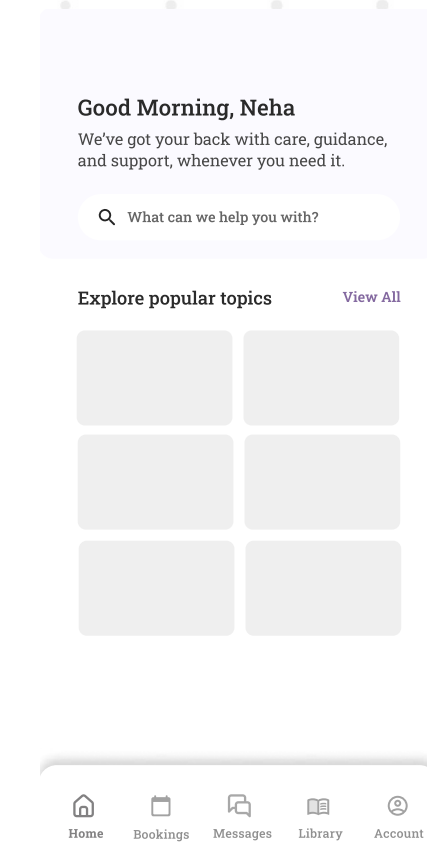
Packages



Prioritization based on research and technical feasibility



Low-fidelity wireframing



Two directions, explored in parallel (mid-fidelity)

Two directions. Both valid. The question was which one would *serve* our users better.

After an early feedback session, both paths were confirmed technically feasible. Neither path was wrong. We needed users to tell us which felt better.

Good Morning, Sara

We're here to help you on your parenting journey.

Book your free 30-min consultation with our top coaches



Dr. Sara Morse
Sleep Coaching Expert



Dr. Nicole Morales
Nutrition Expert

Don't miss these upcoming events



Virtual Webinar by Sara Morse
Fundamentals to sleep success class

🕒 09:00 - 09:30 AM

📍 Online

A- Dedicated explore tab

Explore

Book a session with one of our top rated coaches or find resources to support your parenting journey.

🔍 What can we help you with?

All Categories



Lactation



Sleep



Nutrition



Care



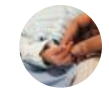
Planning



Development



Wellness



Parenting

Category-first. Helps parents who aren't sure what they need by guiding them through options.

B- Search from Home

Good Morning, Sara

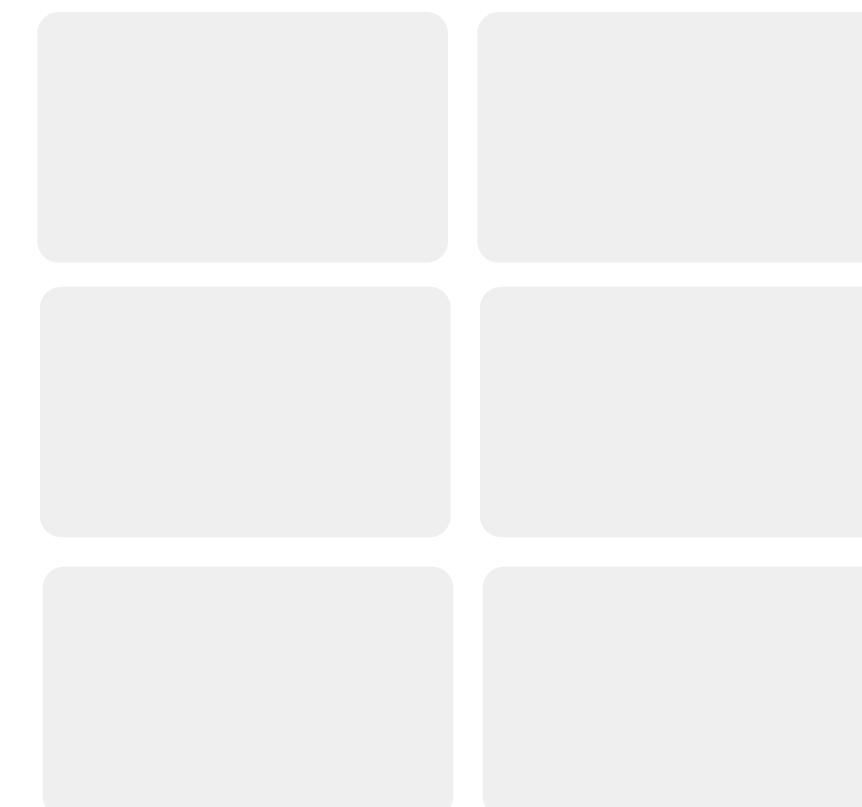
We've got your back with care, guidance, and support, whenever you need it.

🔍 What can we help you with?

Intent-first. Meets parents who know what they're looking for immediately.

Explore popular topics

[View All](#)



A/B testing

The only way to choose between two valid paths was to watch real users navigate them.

Conducted moderated usability testing with 14 participants from our original research pool, giving each tasks across both designs.

What we learned

Intent-driven searching

Participants immediately typed specific keywords, "postpartum depression," "toddler nutrition" without needing to browse categories first.

Familiar interaction pattern

The home screen search bar was discovered and used instinctively. Participants didn't hesitate, they knew exactly what to do.

Explore tab created friction

Several participants missed the Explore tab entirely or hesitated before finding it, adding unnecessary cognitive load.

The evidence pointed clearly to ***Path B (Search from home)***

With the designs locked, I prepared specs for engineering and validated the experience against accessibility standards before handoff.

Specs for Engineering

- Redlines
- Spacing/Padding tokens
- Text/Color tokens
- Interaction states
- Edge cases
- Error states
- Material design equivalents
- tap targets

Accessibility check with engineering

- WCAG 2.1 AA compliance
- Color contrast (4.5:1 body, 3:1 UI)
- Semantic headings + landmarks
- Touch target sizes

Onboarding



Hi Sara,
Welcome to MissPoppins.

To get started, help us understand more about where you are on your parenting journey by answering a few questions.

Get Started



Which of the following best describes you? *

I am

- Currently a parent or caregiver
- Preparing to be a parent or caregiver
- A first-time parent

Next



Please enter the following details for each child.

Child 1

Enter name *

Date of Birth *

Original Due date *

Infant Birth Weight (lbs)

Health issues at birth

Medications

Gender * Male Female

+ Add child

Next



What are your main concerns for seeking parenting support? Select all that apply.

- Lactation
- Sleep
- Nutrition
- Parenting
- Care
- Planning
- Development
- Wellness

Other, please specify

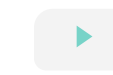
Next



We'd like to personalize your journey. What type of content do you prefer?



Articles



Videos

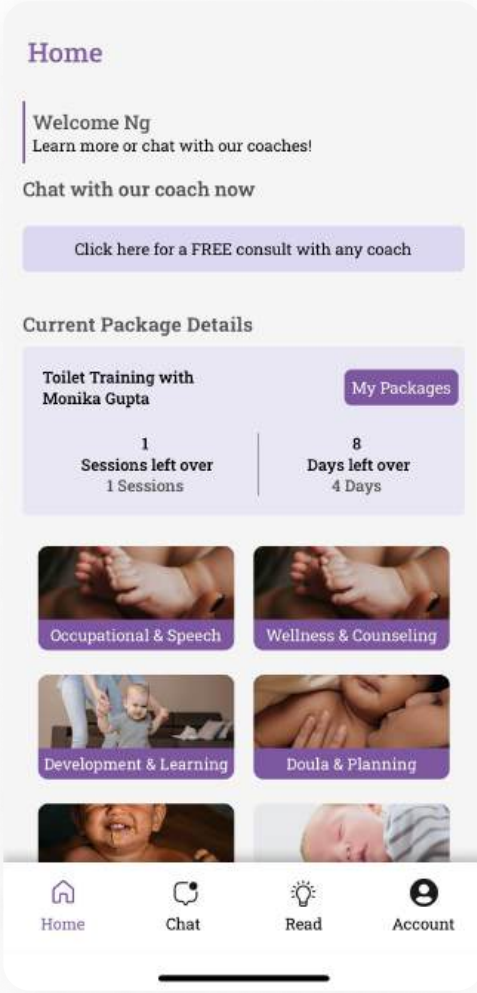


Podcasts



Webinars

Finish









New user view

Good Morning, Sara
You've got support, every step of the way.







🔍 What can we help you with?

Your first consultation with any coach is free! 



Browse Popular Categories [View All](#)

-  Occupational & Speech
-  Development & Behavior
-  Wellness & Counseling
-  Doula & Planning
-  Lactation & Nutrition
-  Sleep



Browse Popular Categories [View All](#)

-  Occupational & Speech
-  Development & Behavior
-  Wellness & Counseling
-  Doula & Planning
-  Lactation & Nutrition
-  Sleep

Today's recommendations for you

- **Introducing Solid Foods** 25 min read
Dr. Nicole Morales
- **Road to Independent**
Dr. Cerina Butler

Don't miss these upcoming events

- **Virtual Webinar by Sara Morse**
Fundamentals to sleep success class
🕒 09:00 - 09:30 AM
📍 Online 



Existing user view

Good Morning, Sara
You've got support, every step of the way.


🔍 What can we help you with?

Your first consultation with any coach is free! 

Active Packages [View All](#)

- 1 session left**
**Prenatal Lactation**
Sara Morse
[Book Session](#)
- 1 session left**
**Toddler Nutrition**
Cerina Butler
[Book Session](#)

Browse Popular Categories [View All](#)

-  Occupational & Speech
- [Home](#) [Bookings](#) [Messages](#) [Library](#) [Account](#)

Search by Category

< Search for a category or coach name

Search by Category

Sleep

Get help with your child's sleeping patterns and routine >

Development & Behavior

Get help with your child's sleeping development and behavior patterns. >

Doula & Planning

Connect with a doula to get pregnancy or postpartum support. >

Occupational & Speech

Get help with your toddler's speech patterns and development. >

Wellness

Connect with a specialist to understand more about pregnancy wellness and care. >

Occupational & Speech

Get help with your toddler's sleeping patterns and routine >

Wellness

Get help with your toddler's sleeping patterns and routine >

Search by coach name

< Sara

Search by Coach name

Sara Morse ✓ Verified by MissPoppins >
Pediatric Sleep Consultant

Sara G ✓ Verified by MissPoppins >
Toddler Nutrition Consultant

Sara M ✓ Verified by MissPoppins >
Occupational & Speech Consultant

Recent Searches

< Search for a category or coach name

Recent Searches

- 🕒 Sara Morse
- 🕒 Toddler Sleep
- 🕒 Sara Morse
- 🕒 Toddler Sleep

Search by Category

Sleep >
Get help with your toddler's sleeping patterns and routine

Development & Behavior >
Get help with your toddler's sleeping patterns and routine

Doula & Planning >
Get help with your toddler's sleeping patterns and routine

Occupational & Speech >
Get help with your toddler's sleeping patterns and routine

Wellness >


< Sleep

Coaches Packages


Toddler Sleep Infant Sleep

5 Results

🕒 Available Now

 **Sara Morse** ● Online
Pediatric Sleep Consultant
✓ Verified by MissPoppins

Book a free consult Message Sara

 **Valentina G** ● Online
Toddler sleep specialist
✓ Verified by MissPoppins

Book a free consult Message Sara

Rating/Feedback from parents



Infant Sleep Coaching- Elite | Sara Morse

How was your experience?

Your feedback helps us improve and guide other parents to the best packages for their needs.

How satisfied are you with the overall experience of the package ?

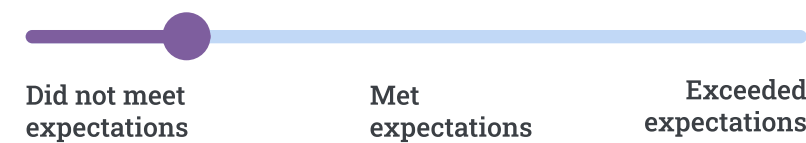


What was the main reason you chose this package? (Select all that apply)

Price/Value Package Features Positive reviews

Recommendation from friends/family Other

How well did the package meet your expectations?



Submit Feedback

Reviews on coach profile



Ratings & Reviews

Overall Rating

4.8



(Based on 10 reviews)

Coach communication skills

4.9 ★★★★★

Coach Professionalism

4.8 ★★★★★

Coach helpfulness

4.7 ★★★★★

Reviews

All

Session Reviews

Package Reviews

Show me

Most relevant

Newest

Highest Rated

Lowest Rated

Vedant T

11/20/2024
1 day ago

Packages bought: Infant Nutrition, Toddler Nutrition

4.8 ★★★★★

Communication: 5/5 | Professionalism: 4/5 | Helpfulness: 5/5

The coach was super friendly and is quite skilled in her domain. I had a lot of questions with feeding my toddler and Cerina's guidance really helped me in my journey and...

[View More](#)

Breastfeeding Counselor specializing in newborn, infant & toddler support

[View Coach Profile](#)

Mini

Focus on one key area- Self Care, Identity Shift, or Transitioning back to work- in this streamlined session designed to support your specific needs.

Validity	Total sessions	Price
1 day	1 x 30 min session	\$31

[View Details](#)

[Purchase](#)

Package clarity

Checkout guidance



Using Your FSA Card

You can use your FSA card for eligible expenses on our services. Coverage depends on your FSA provider and plan. If direct payment isn't available, pay with another card and contact your FSA provider to submit a receipt for reimbursement.

[Got it](#)

< Booking Details



We accept FSA Cards!

We accept FSA cards for eligible expenses on our services.

[Learn More](#)

Fourth Quarter Connections and Postpartum Support Session, Mini



Sara Morse

Experience : 25 years

Pediatric Sleep Consultant

Validity

14 days

Total Session

1

Chat Activity

Active Scheduled


- prenatal nutrition
2024/09/06 - 09:30
30 Minutes
- prenatal nutrition
2024/09/05 - 07:30
30 Minutes
- prenatal wellness
2024/09/05 - 08:00
30 Minutes
- infant nutrition
2024/09/12 - 07:00
30 Minutes
- prenatal nutrition
2024/08/31 - 04:00
30 Minutes
- toddler development
2024/08/31 - 05:30
30 Minutes

Home Chat Read Account

Appointment management

Your Bookings

Appointments Packages



You have no appointments scheduled today.

Home Bookings Messages Library Account

Your Bookings

Appointments Packages

Free consultation

Sara Morse
Fourth Quarter Connections and Postpartum Support Session
07/29/2024- 9:00 AM

Reschedule Session Cancel Session

Paid consultation: 1x30 min

Sara Morse
Fourth Quarter Connections and Postpartum Support Session: Mini
07/29/2024- 2:00 PM

Reschedule Session Cancel Session

Home Bookings Messages Library Account

Your Bookings

Appointments Packages

Free consultation

Sara Morse
Fourth Quarter Connections and Postpartum Support Session
07/29/2024- 9:00 AM

You're within the 12-hour reschedule window

Appointments can't be rescheduled less than 12 hours in advance. If you'd still like to reschedule, please contact your coach directly. They can help you reschedule your appointment.

[Message Sara](#)

Reschedule Session Cancel Session

Home Bookings Messages Library Account

Impact & Success Metrics

Tracked through Mixpanel across the first three months post-launch. User feedback reflected improved clarity in finding coaches and confidence in booking decisions.

Drop-off at package viewing

Reduced by ~18%

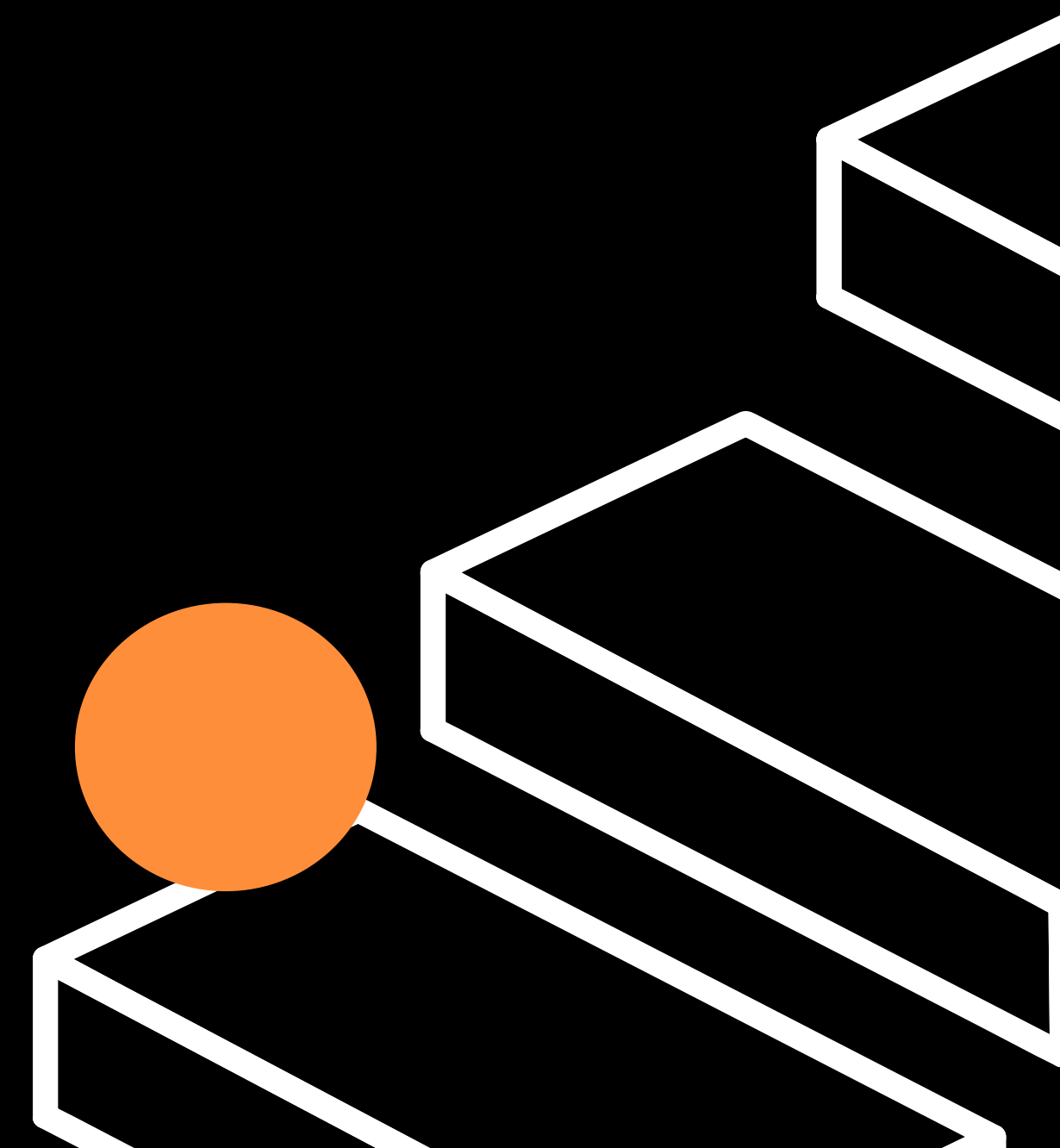
Parents arrived at packages oriented, informed, and ready to evaluate.

Booking completions

Increased by ~30%

More parents completed the full booking flow, from finding a coach to confirming a session.

Chat engagement also recovered from its near-zero baseline as more parents made it through the funnel and into conversations with coaches.



Key learnings & outcomes

Three lessons that changed how I approach design.

Key learnings

Advocacy is part of design

Pausing for research saved us from designing solutions for the wrong problem.

Accessibility belongs upstream

If I were to approach this project today, I'd weave accessibility into the audit phase, not just design.

Think in systems

The biggest unlock on this project was seeing the problems as connected, not isolated. Re building the system is what made this work.