

maymay

Myanmar's First Maternal Health App

February 25, 2015



maymay



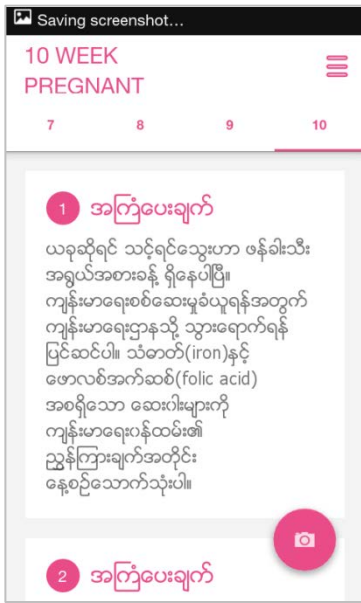
ကျန်းမာရေး သတင်းအချက်အလက်
အခမဲ့ ဝန်ဆောင်မှု

“အခမဲ့” ရယူနိုင်ပါပြီ



What's maymay?

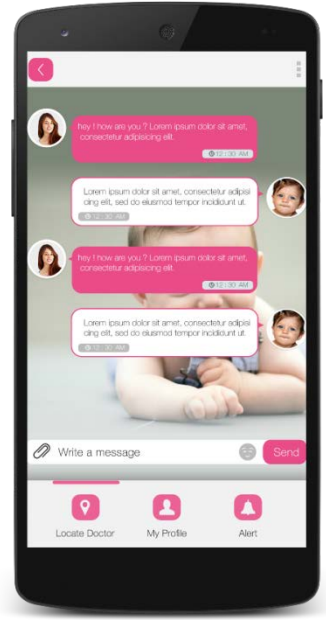
1 Receive 3 maternal and child health alerts a week.



2 Take selfies of your growing belly and share with friends.



3 Chat with other moms also using the maymay app.



Also...

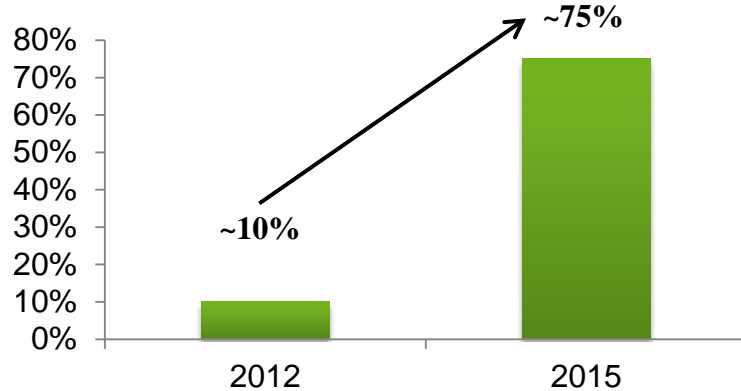
- View PSI videos and ads
- Log-in with Facebook account



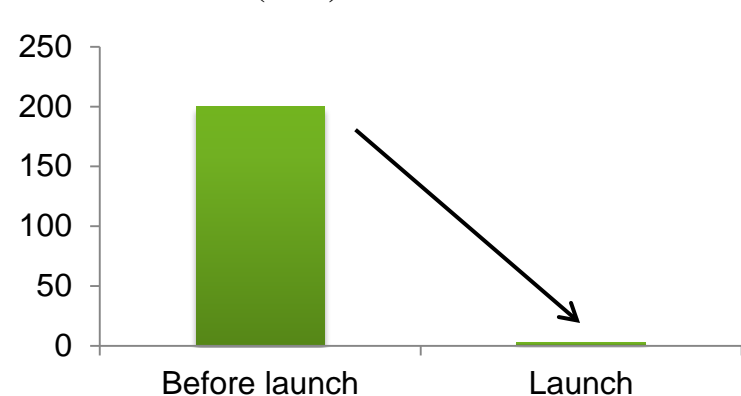
Why is maymay a mobile app (in addition to an SMS service) ?

Myanmar mobile users are expected to leap frog to data.

Myanmar mobile penetration rate



Cost of SIM card (USD)



There are benefits to a mobile app.

- Engage users more with interactive content
- Ability to track and analyze user behavior to drive greater usage
- Ease in expanding features



Partnerships made maymay possible.

Content source



Mobile Alliance for Maternal Action



USAID
FROM THE AMERICAN PEOPLE

Johnson & Johnson

UNITED NATIONS
FOUNDATION



Working team



koe koe

Supporting partners



Development started in late 2013.

	2013	2014		2015	
Product	<ul style="list-style-type: none"> •Concept development 	<ul style="list-style-type: none"> •App prototype development •Content adaptation 	<ul style="list-style-type: none"> •Prototype revisions 	<ul style="list-style-type: none"> •Further updates to app •phayphay development 	<ul style="list-style-type: none"> •Further updates to app
Partnerships	<ul style="list-style-type: none"> •Initial discussions 	<ul style="list-style-type: none"> •Partnership agreements 	<ul style="list-style-type: none"> •Seek content approval from MoH 		
Research	<ul style="list-style-type: none"> •Initial consumer insight research 	<ul style="list-style-type: none"> •Conduct user testing 			<ul style="list-style-type: none"> •Conduct further user testing. •Phone survey
Marketing and Distribution			<ul style="list-style-type: none"> •Launch in Beta •Social media promotion 	<ul style="list-style-type: none"> •Hospital promotion •phayphay launch 	<ul style="list-style-type: none"> •SUN Clinic promotion

...and lessons learned.

- Leave time for MoH approval
- Consider languages and fonts early
- Promoting the app is key
- Include user-input in the development process
- Form the right partnerships
- Factor in men when designing for women



We are measuring impact.

- App data
- Phone interview
- Focus groups



6,924 downloads

Most Read Messages

Your baby is the size of a pea. He already has tiny hands and feet and his heart is beating.

Your baby is now the size of a pear. He may have found his first toy - the umbilical cord! After the birth, keep the cord stump clean.

Eat well, so your baby will grow well. Try to eat some meat, eggs, red beans, green vegetables, and milk, yogurt, or soy beans everyday.



A recent phone survey shows maymay has health knowledge *and* business impact.

"I can know the development of my kid in my womb which is amazing."

"I changed my old habits because of the app."

"I wait for its advise weekly."

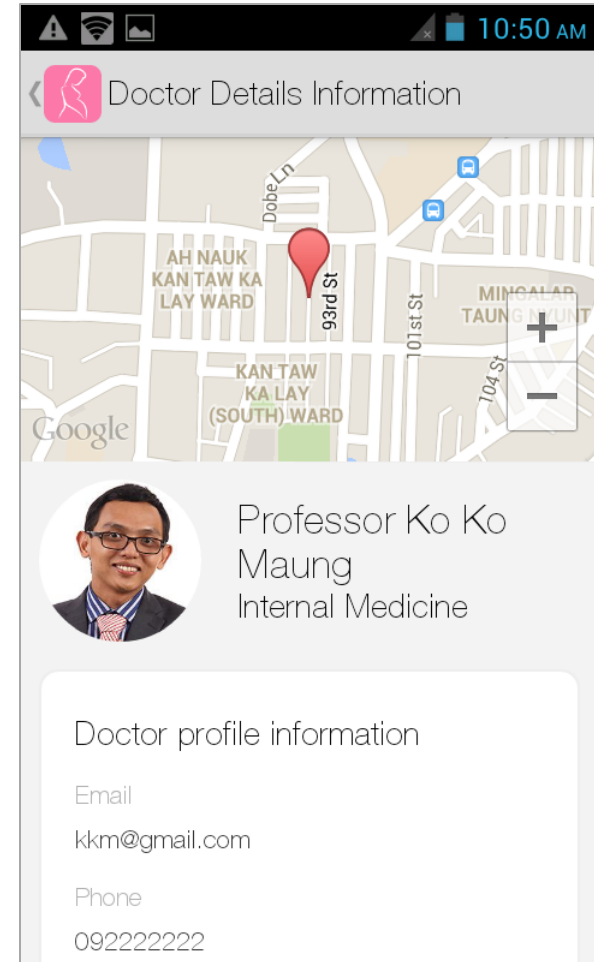
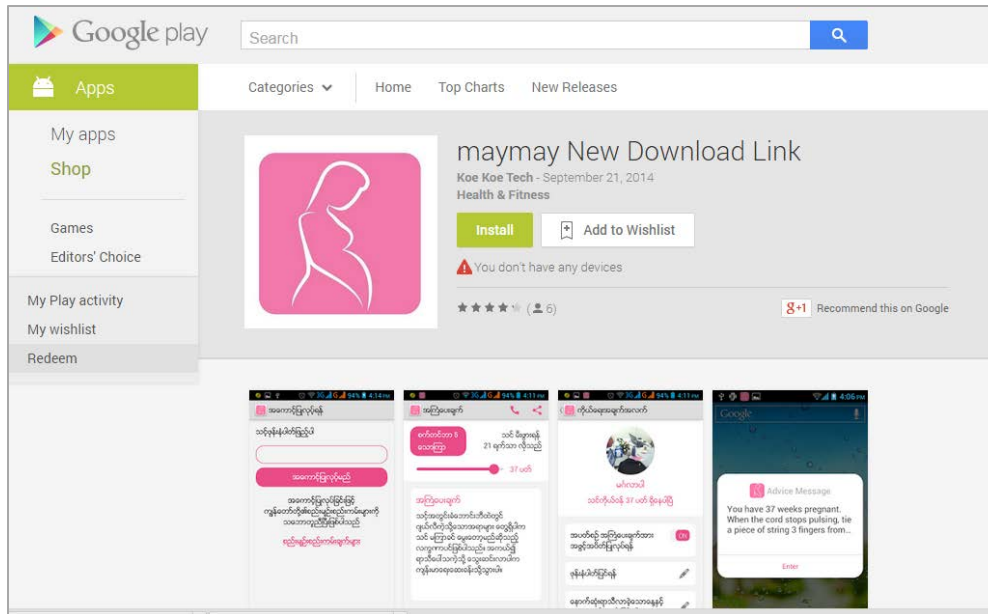
"It is really fun to use as it matches with my pregnancy period."

- maymay was reported by users as their leading source of maternal health information.
- 69% of respondents say maymay app added value to their lives.
- 88% of women and 95% of men say they've recommended the app to someone else.
- 85% of female users and 90% of male users said their perception of the Ooredoo brand has been significantly improved having used maymay.



New features will be added in 2015.

- Child health age 0-3 content.
- SMS version.
- Hotline call and text feature.
- Doctor Locator.
- Chat groups.





Thank you!

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