

Understanding Pregnant and Postpartum Women's Preferences for Mental Health Apps

What We Wanted to Know

What features pregnant and postpartum women want in a mental health app.

What We Did

- Online survey (n = 159)
- Interviews (n = 29)



Key Takeaways

- Pregnant and postpartum women are interested in a mobile app designed for them.
- The app should include credible information.
- Mental health apps should be created in collaboration with women and healthcare providers.

What We Found Out

Survey Results:

- 78.5% of the women were interested in downloading mental health apps.
 - However, only 38% of them had downloaded a mental health app before.
 - Only 10.8% of the women were currently using a mental health app.
- The most popular app features were postpartum education, mood tracking, baby care guidance, and mental health education.
- The main perceived benefits of a mental health mobile app were *mood-boosting* and *ease of use*.

Interview Results:

Most women felt a pregnancy and postpartum mental health mobile app would be beneficial during this time period and emphasized a need for accurate, credible information.