Abstract

CREATIVE PROJECT: Using Design Thinking to Explore Maternal Mortality

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DEGREE: Master of Arts

COLLEGE: Communication Information and Media

DATE: May 2019

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This creative project uses design thinking to explore the maternal mortality knowledge in Indiana. The goal of this study is to design a digital health resource to help Black women in Indiana understand the importance of this issue and give them the opportunity to use credible information to make the best decisions for their health. Design thinking as a method of research will be employed to understand the needs and wants of Black women in Indiana and to engage with them on a personal level. By creating an educational resource that aims to inform Black women of the difficulties and risks they may face before, during, or after pregnancy, they will have a tool tailored to their maternal needs. This study will also provide insight into how Black women best receive health information that is important to them.