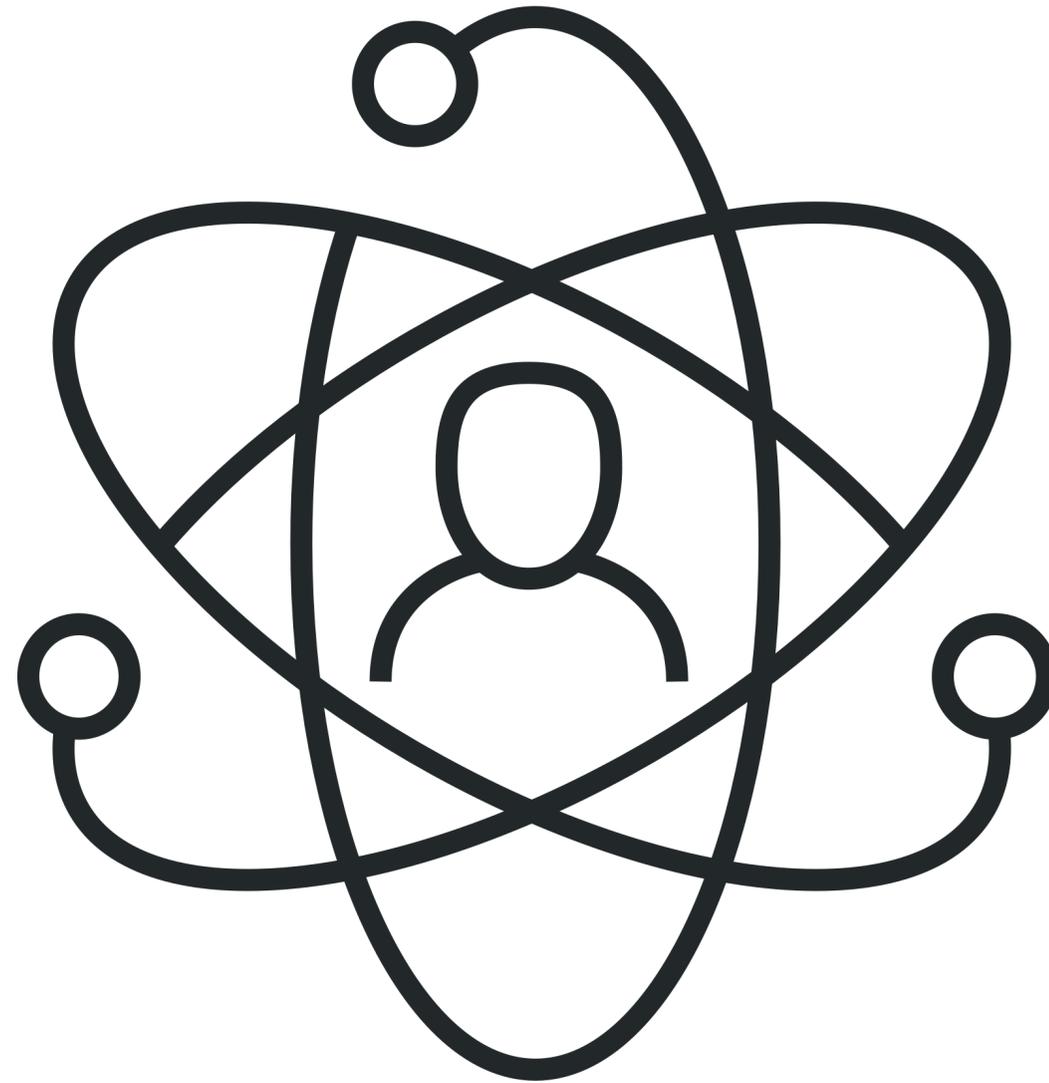


PROCESS

User driven process



User-dialogue



Co-creation





Kick-off

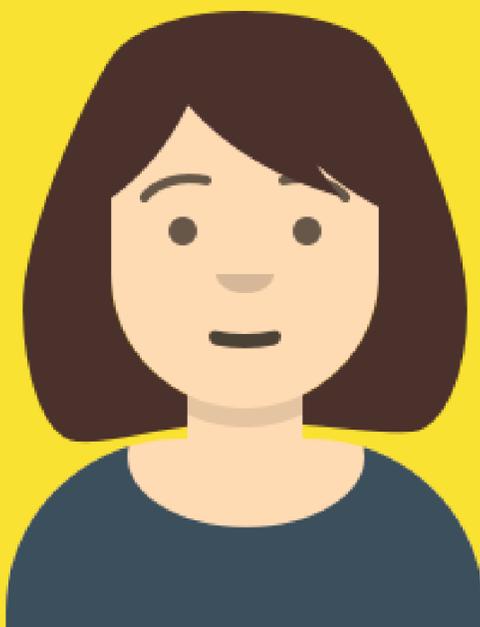
User-
interviews

Design
sprint
workshop

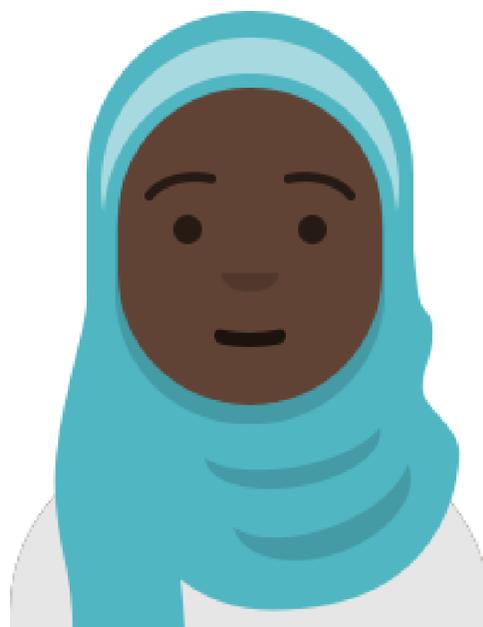
Design
sprint
workshop

Prototyping

Health professionals



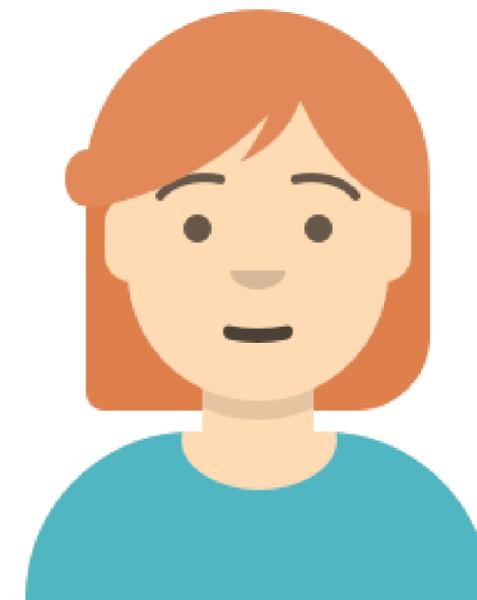
Minorities



First-time parents



Young parents



Lifestyle



Fathers



Baby formula parents



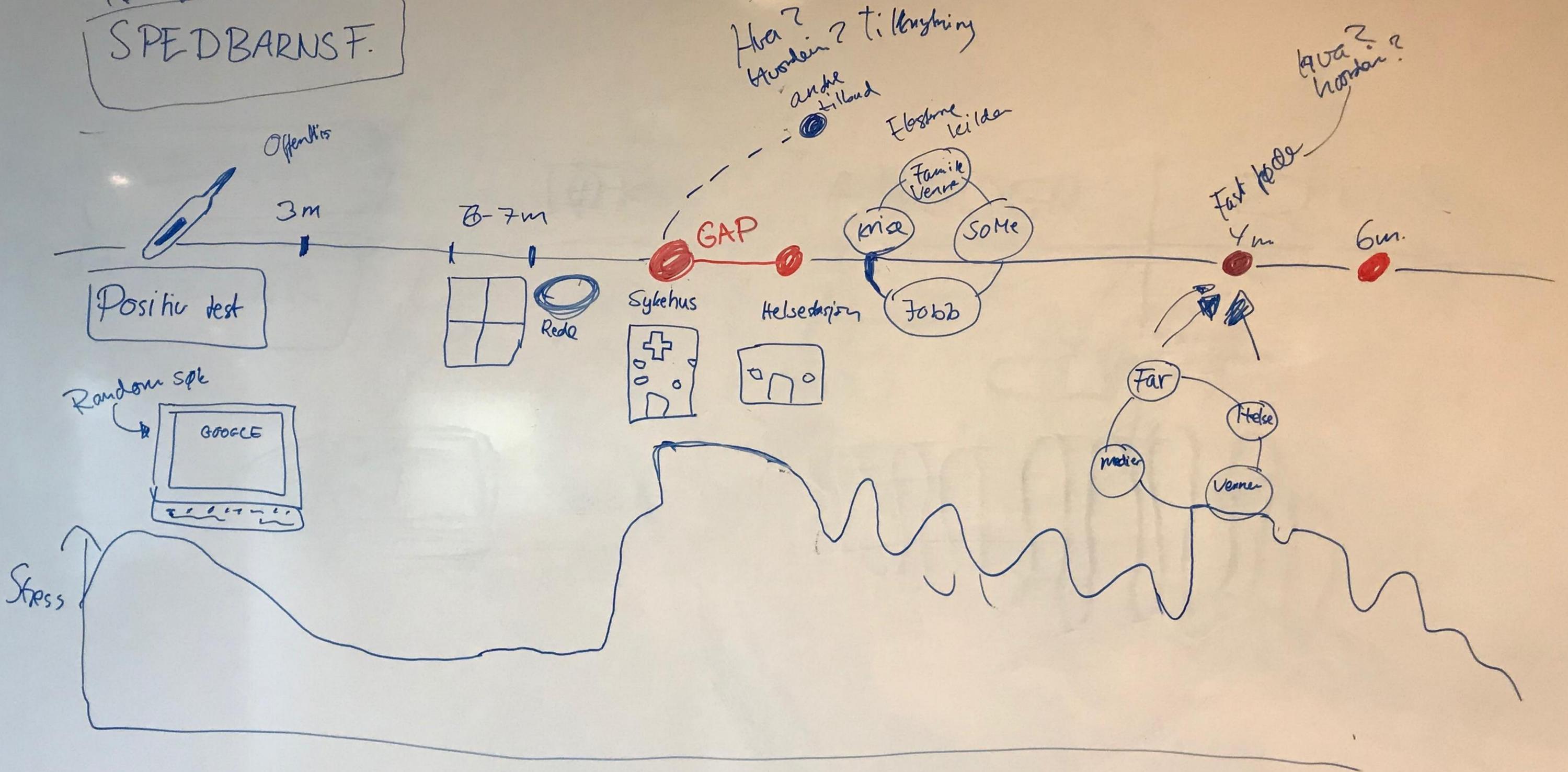
Country-side

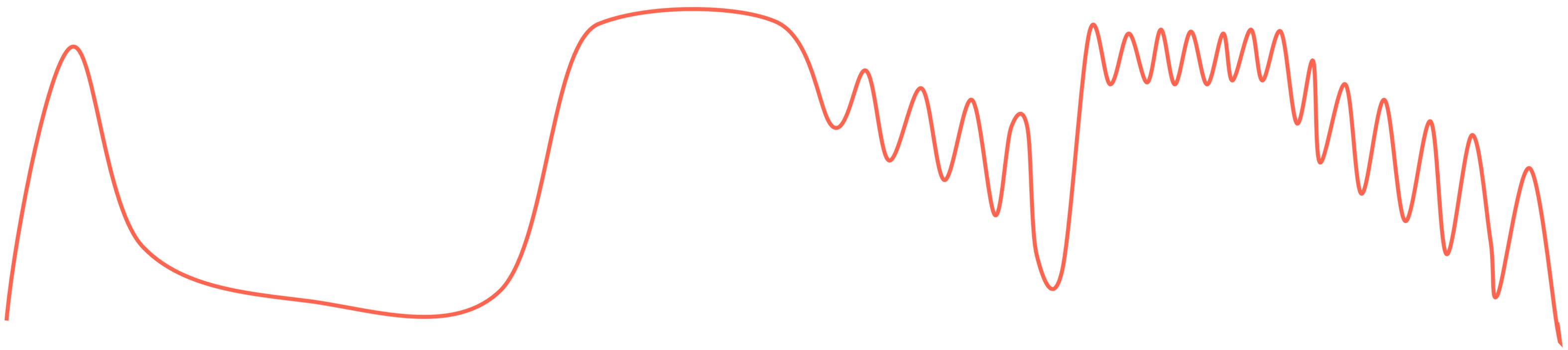


INSIGHTS

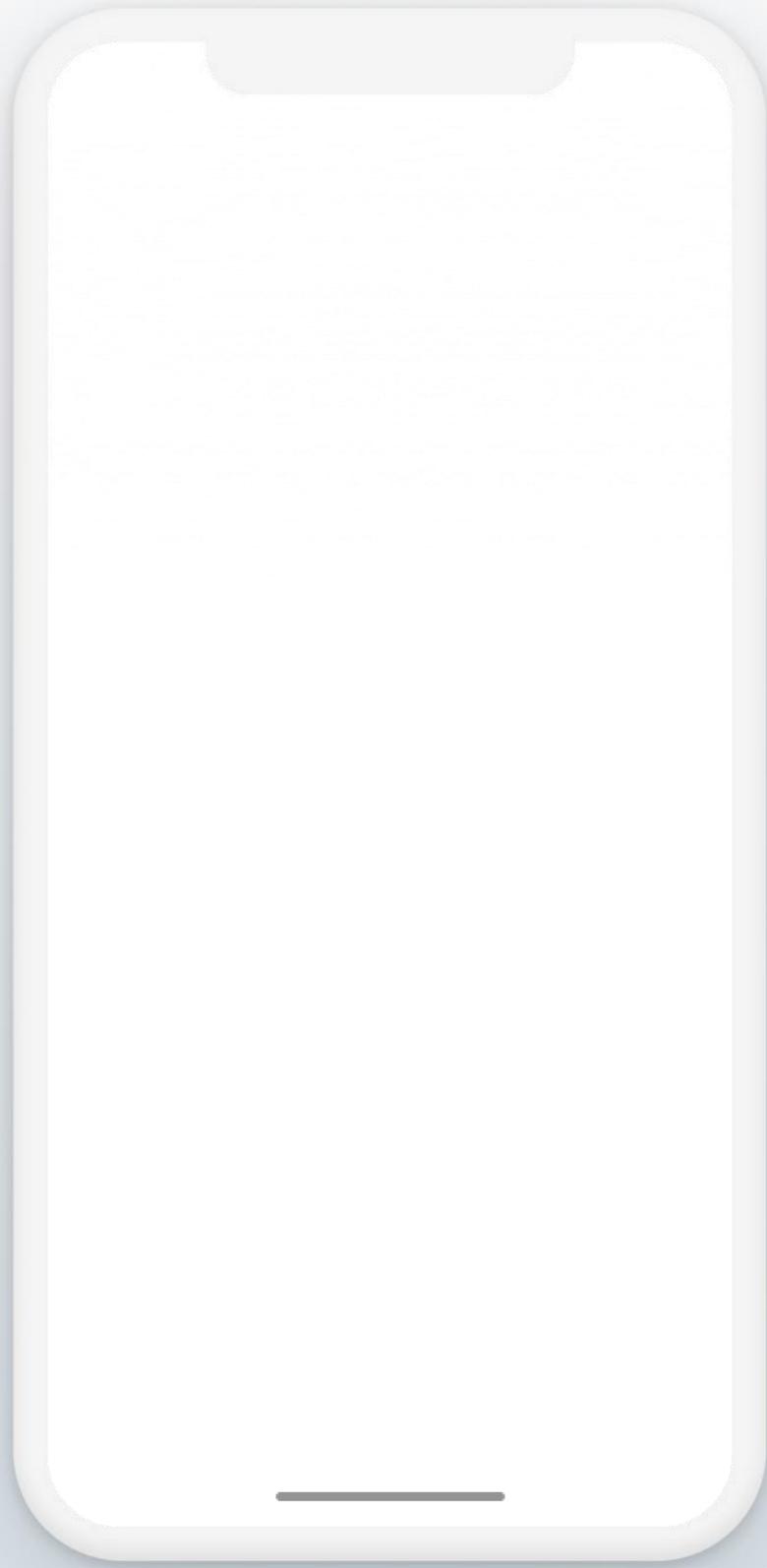
BRUKERREISE

Førstegangsstøtende
SPEDBARNSTF.





CONCEPT SOLUTION



Are you planning to breastfeed?

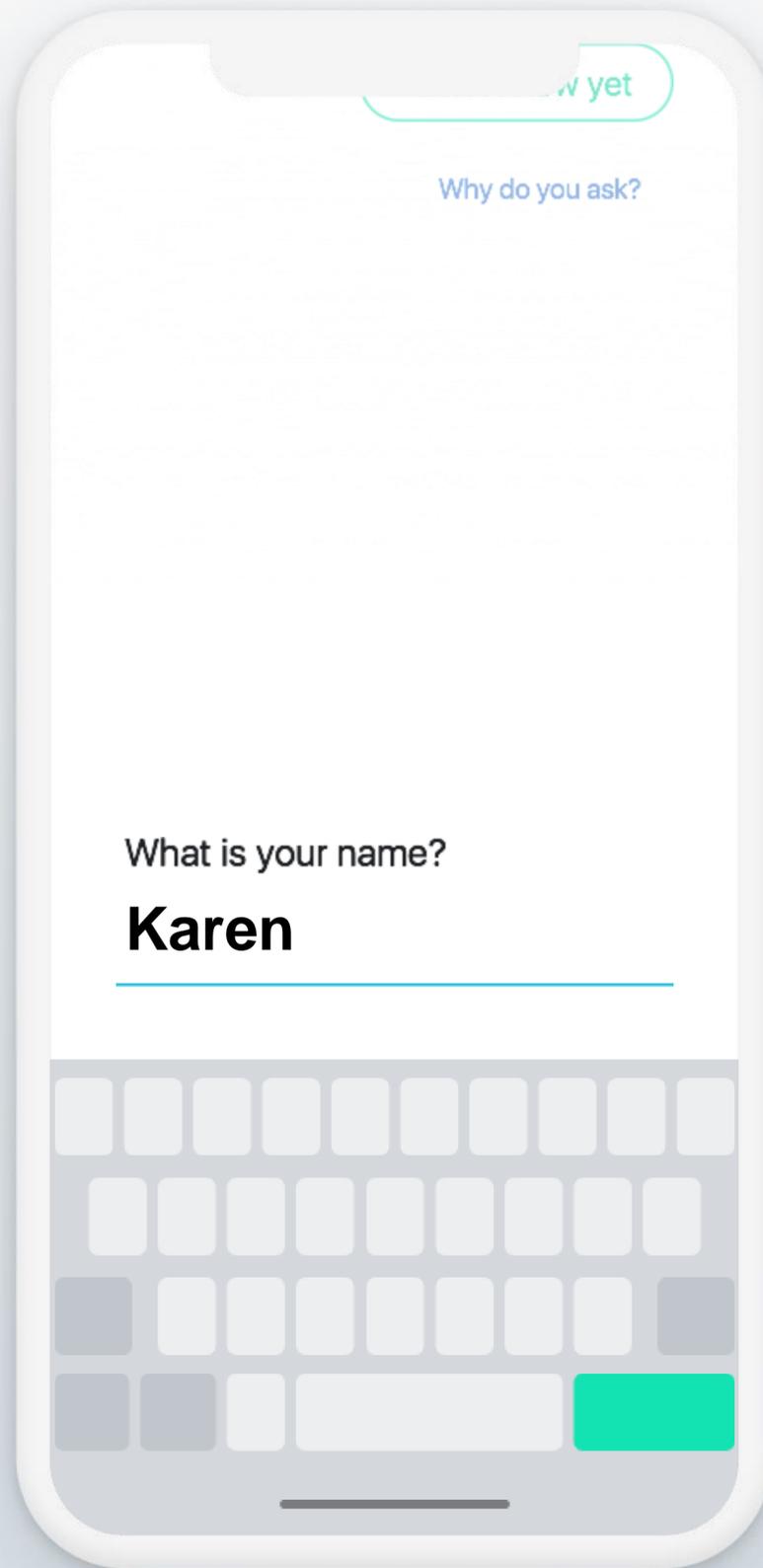
Yes, I will breastfeed

Yes, but I am not sure if I can

No

I don't know yet

Why do you ask?



No

I don't know yet

Why do we ask this of you?

Nice to meet you **Karen!**
Are you a woman or a man?

I am a woman

I am a man

Why do you ask?

What do you want to ask about?

Do you need immediate help?

5 days old

Frequently asked questions

How much does a baby sleep?



How many often should a baby breastfeed?



Is yellow skin dangerous?



Why doesn't the baby smile?



Facts



Questions



Menu

Yellow skin

Do you need immediate help?

5 days old

Common diseases



What is jaundice?



After birth



Breastmilk



Facts



Questions



Menu



Helsedirektoratet

Det er trygt og bra for spedbarnet å få kun morsmelk de første seks månedene, med tilskudd av D-vitamin.

DEL

VIDEO

NORSK

Da kan morsmelkerstatning gis i tillegg til morsmelken de første fire månedene.

is actually a group of 8 different vitamins



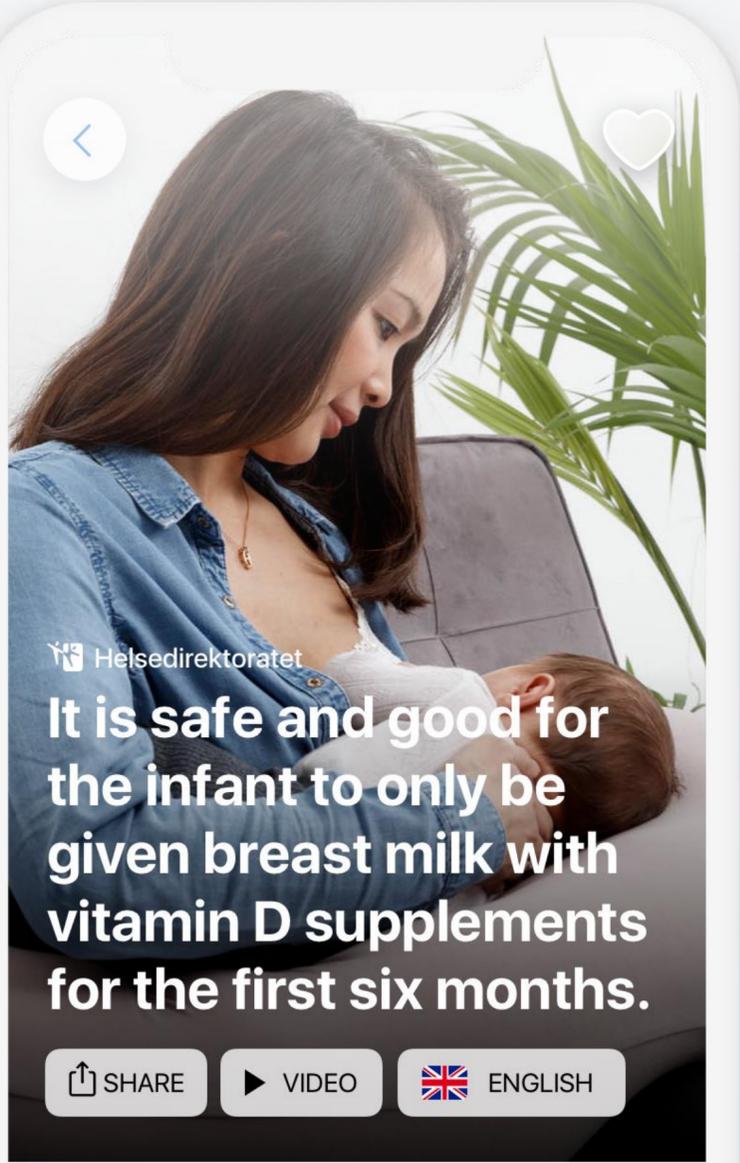
Kunnskap



Spørsmål



Meny



 Helsedirektoratet

It is safe and good for the infant to only be given breast milk with vitamin D supplements for the first six months.

 SHARE  VIDEO  ENGLISH

Infant formula can then be given in addition to breast milk during the first four months.

is actually a group of 8 different vitamins



 Helsedirektoratet

Det er trygt og bra for spedbarnet å få kun morsmelk de første seks månedene, med tilskudd av D-vitamin.

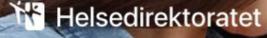
 DEL  VIDEO  NORSK

Da kan morsmelkerstatning gis i tillegg til morsmelken de første fire månedene.

is actually a group of 8 different vitamins



 Helsedirektoratet

Karmienie wyłącznie mlekiem matki wraz z suplementacją witaminy D przez pierwsze sześć miesięcy życia jest dla niemowlaka dobre i bezpieczne

 DZIELIĆ  VIDEO  POLSKI

W takiej sytuacji przez pierwsze cztery miesiące można podawać mleko modyfikowane jako dodatek do mleka matki. is actually a group of 8



Helsedirektoratet

Noen barn trenger mer mat enn morsmelk.

- DEL
- VIDEO
- NORSK

Da kan morsmelkerstatning gis i tillegg til morsmelken de første fire månedene.

is actually a group of 8 different vitamins

- Kunnskap
- Spørsmål
- Meny



Helsedirektoratet

Some children need more food than just breast milk.

SHARE

VIDEO



ENGLISH

Infant formula can then be given in addition to breast milk during the first four months.

is actually a group of 8 different vitamins



Facts



Questions



Menu



Helsedirektoratet

Noen barn trenger mer mat enn morsmelk.

DEL

VIDEO



NORSK

Da kan morsmelkerstatning gis i tillegg til morsmelken de første fire månedene.

is actually a group of 8 different vitamins



Kunnskap



Spørsmål



Meny



Helsedirektoratet

Niektóre dzieci potrzebują więcej jedzenia niż tylko mleko matki.

DZIELIĆ

VIDEO



POLSKI

W takiej sytuacji przez pierwsze cztery miesiące można podawać mleko modyfikowane jako dodatek do mleka matki.

is actually a group of 8



Facty



Pytania



Menu