

## Designing a Pregnancy Interactive Information Design for a Mobile Application

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**Abstract :** The importance of designing a pregnancy interactive information design for a mobile application is felt in order to assist pregnant women to get an easy access of highly credible pregnancy-related information on which often fail to be fulfilled, while it has been a very critical one. Thus, an observation of needs assessment for designing a pregnancy interactive information system design for a mobile application at iOS becomes current objective study. A comparative study of the top five pregnancy interactive information design available at the Apple Store conducted in order to fulfill it. Whilst, an observation of user experiences included for deeper analyzes. Moreover, a literature study conducted to support the arguments that being provided in the current study. The findings, surprisingly, also reveal the advantages of local wisdom in pregnancy that never been attached to those top five applications before.

**Keywords :** information system design, interactive design, local wisdom, pregnancy

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