
Sparsh
Here with you Always
AI-Powered
Emotional Intelligence
Companion
Supporting expectant and new parents, together.
Emotional Support
Partner Connection
Personalised Insights
Healthier Families
10:09
Good morning
Sarah
LIVE SYNC
Sarah
Partner · 5 min ago
Tired
34%
82 bpm
Heart Rate
5.2 hrs
Sleep
Medium
Stress
Send a warm hug
Home
Insights
Watch
Profile
Sparsh
AI Insights for a Calmer You
Understand your emotions, get personalised guidance.
Mood Trends
See your emotional patterns
Guided Practices
Breathing · Mindfulness · Relaxation
Partner Connect
Stay in sync with your partner
Expert Resources
Articles · Tips · Support

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01 · OVERVIEW

What is Sparsh?

Sparsh is an AI-powered emotional companion ecosystem designed to support couples throughout pregnancy and postpartum. It addresses what most platforms ignore — emotional well-being, relationship health, and mental resilience.

The platform continuously monitors emotional states, provides personalised support, facilitates communication between partners, and activates support networks when needed.

AI Companion

Empathetic chat

Smart Wearable

Continuous insight

Couple Wellness

Relationship tools

Family Support

Network activation

02 · PROBLEM

The problem we set out to solve

> *Pregnancy and postpartum are often portrayed as joyful experiences —*
>
> **but many couples silently struggle with emotional challenges that go unseen, unheard and unsupported.**

DESIGN CHALLENGE

How might we create a proactive emotional support ecosystem that helps pregnancy and postpartum couples feel connected, supported, and emotionally understood throughout their journey?

VISION & MISSION

Our north star

VISION

To ensure that no couple feels emotionally alone during pregnancy and postpartum.

MISSION

Create a compassionate AI ecosystem that proactively supports emotional well-being, strengthens relationships, and enables early intervention when emotional distress arises.

BEHIND SPARSH

Meet the team behind Sparsh

A multidisciplinary team united by empathy — researchers, strategists and designers.



Where existing solutions stop

WHAT THEY FOCUS ON

— Baby growth tracking

— Pregnancy communities

— Medical appointments

— Nutrition

— Fitness

WHAT THEY MISS

— **Emotional health**

— **Couple communication**

— **Postpartum support**

— **Family engagement**

These gaps shape relationships, infant bonding and family dynamics.

OPPORTUNITY

The white space we are entering

An AI-powered emotional wellness ecosystem specifically designed for pregnancy and postpartum couples.

01

High Emotional Need

02

Low Market Competition

03

Emerging AI Technology

How we built understanding

SECONDARY RESEARCH

Sources

- WHO reports
- Maternal health journals
- Mental health studies
- Pregnancy forums & Reddit
- Existing pregnancy apps

Key areas

Prenatal anxiety · Postpartum depression · Partner involvement · Emotional resilience · Digital health adoption

PRIMARY RESEARCH

Participants

Pregnant women, postpartum couples and families.

Method

Interviews, observation, contextual conversations.

Key findings

- Emotional needs are largely unmet
- Fathers feel disconnected
- Couples struggle to communicate emotions
- Support is reactive, not proactive

VOICES

What we heard

> *Everyone asks about the baby, nobody asks how I'm feeling.*

MOTHERS SAID

> *My emotions change every day.*

MOTHERS SAID

> *I want to help but don't know how.*

FATHERS SAID

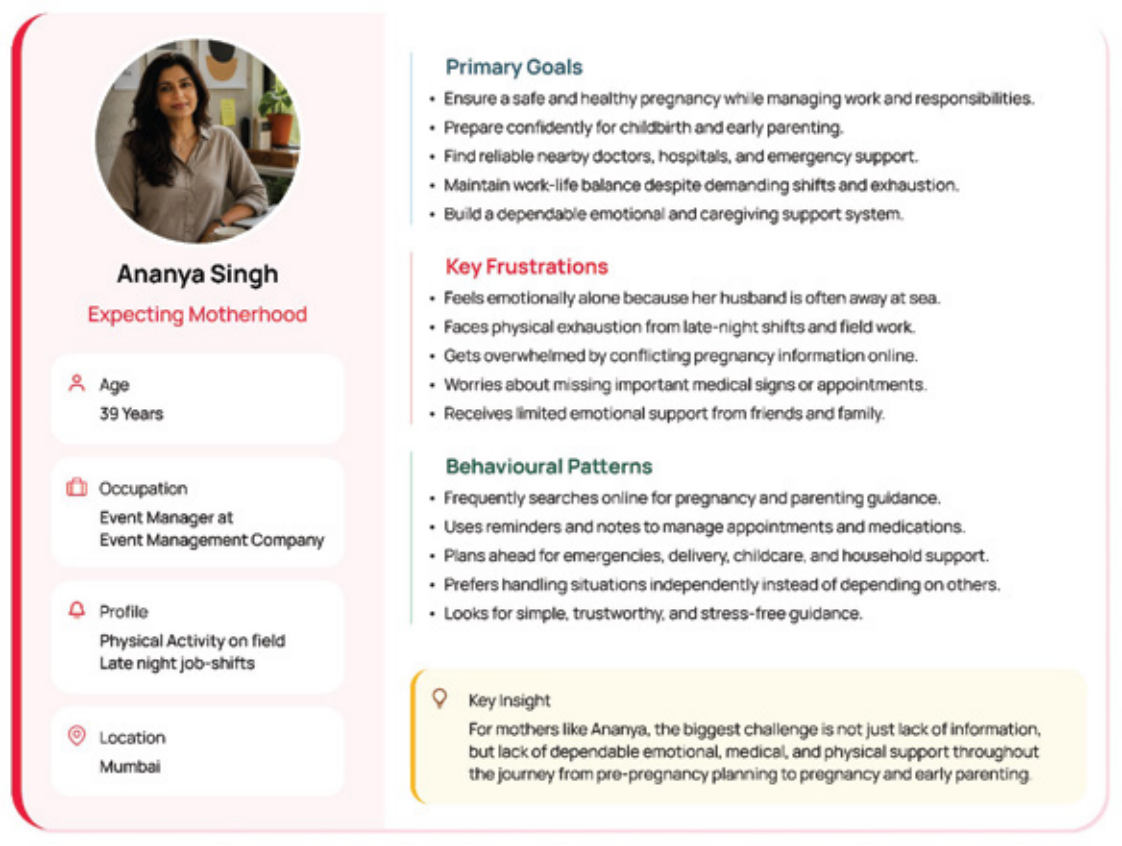
> *Most apps are built only for mothers.*

FATHERS SAID

PERSONA 01

Ananya Singh

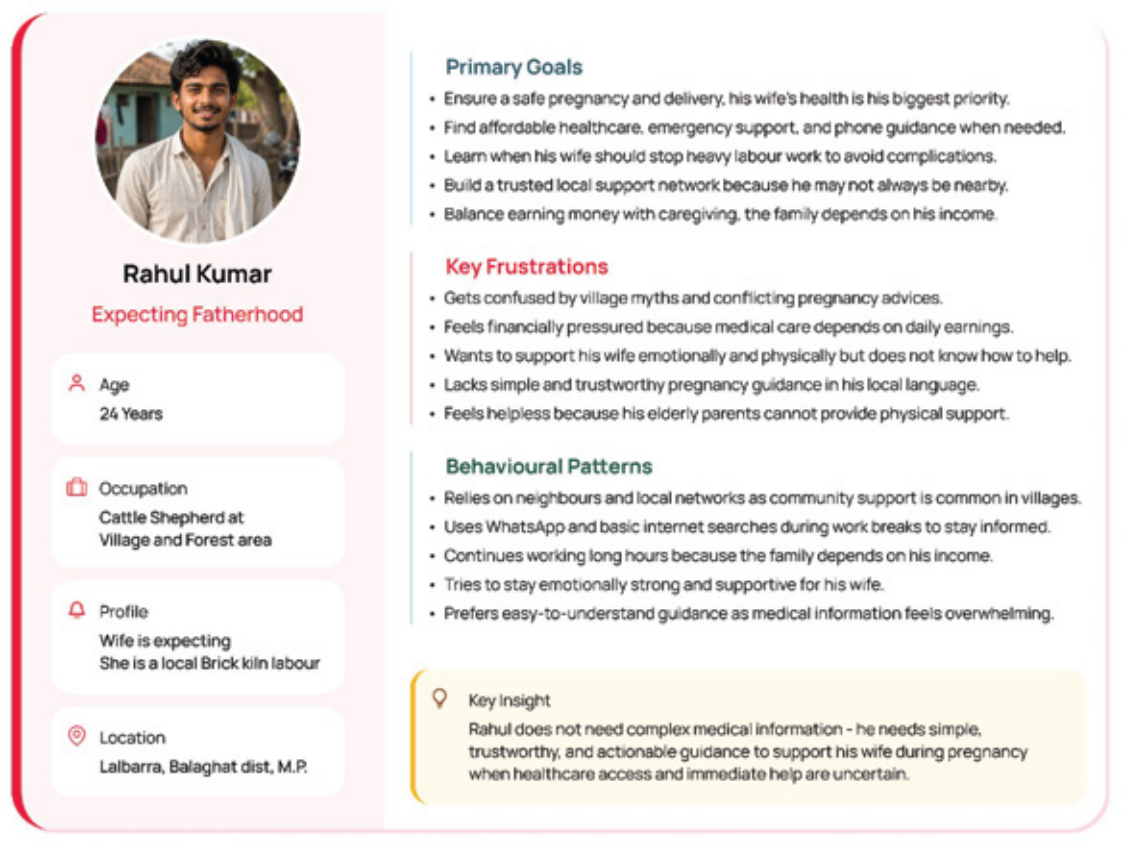
Expectant mother seeking emotional understanding



PERSONA 02

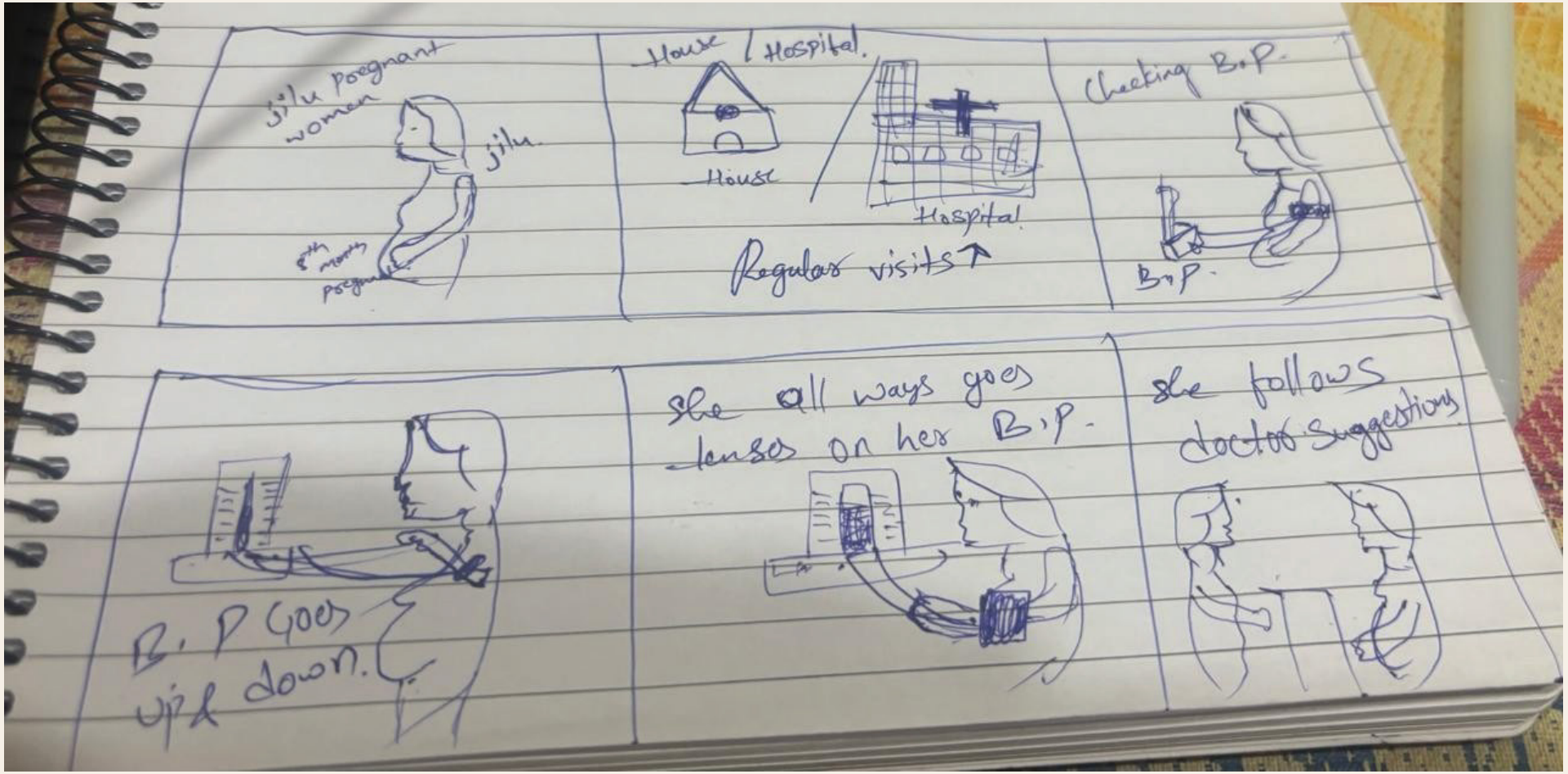
Rahul Kumar

Partner who wants to help — but doesn't know how

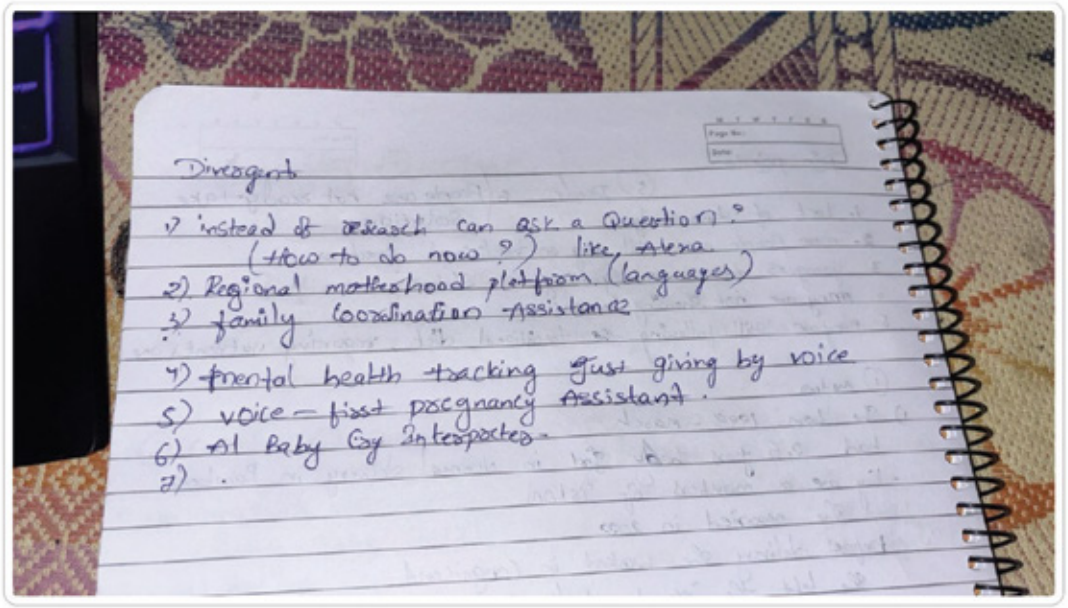


STORYBOARD

A day in their journey



From divergent to convergent



Divergent — exploring widely



Convergent — selecting carefully

FINAL CONCEPT

Integrated Emotional AI Ecosystem

Concept A

Emotional Journaling App

Concept B

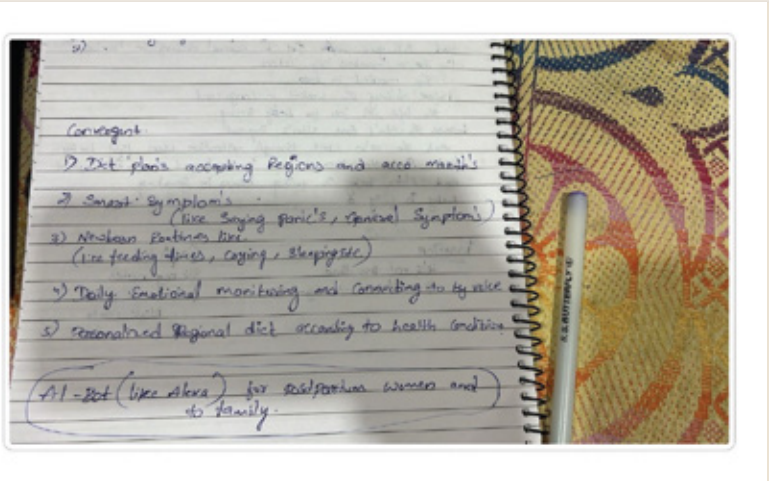
AI Chat Companion

Concept C

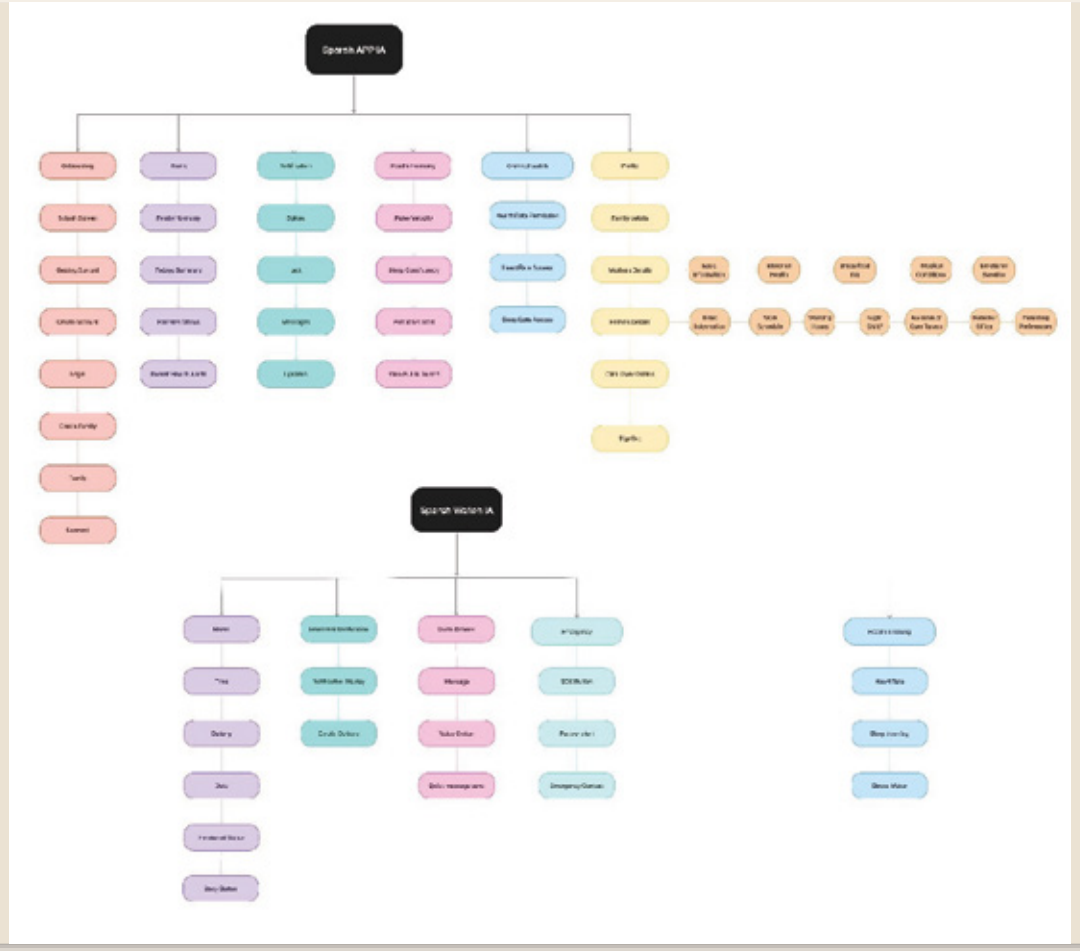
Wearable Emotional Monitoring

Concept D

Integrated Ecosystem ✓

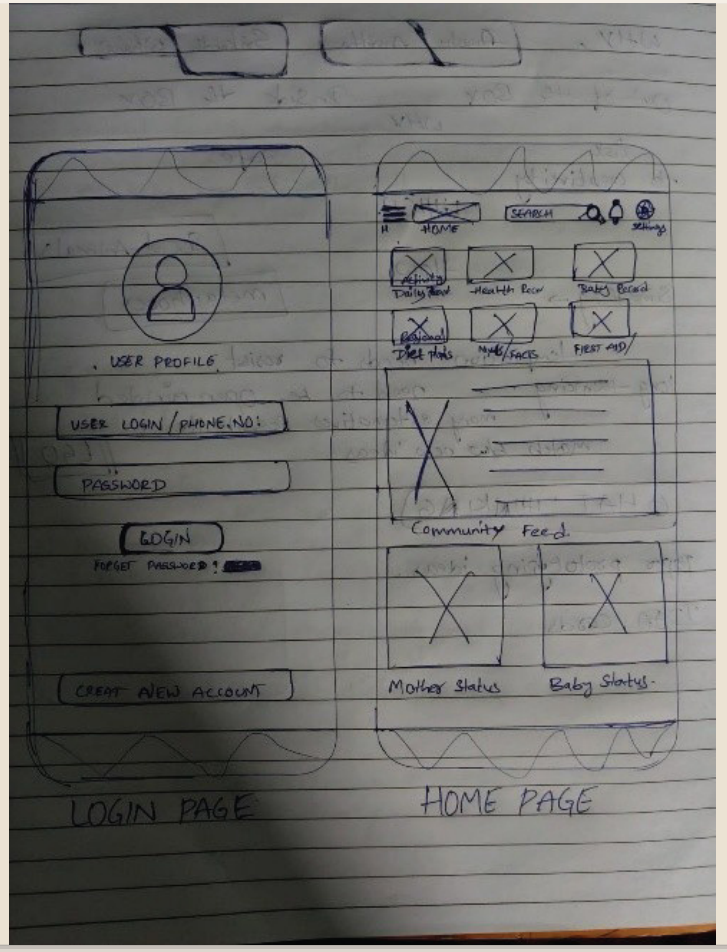


Mapping the emotional journey

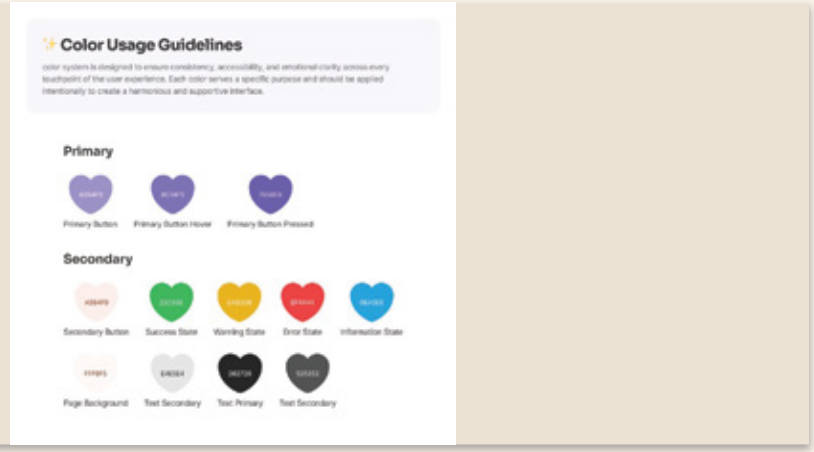


WIREFRAMES

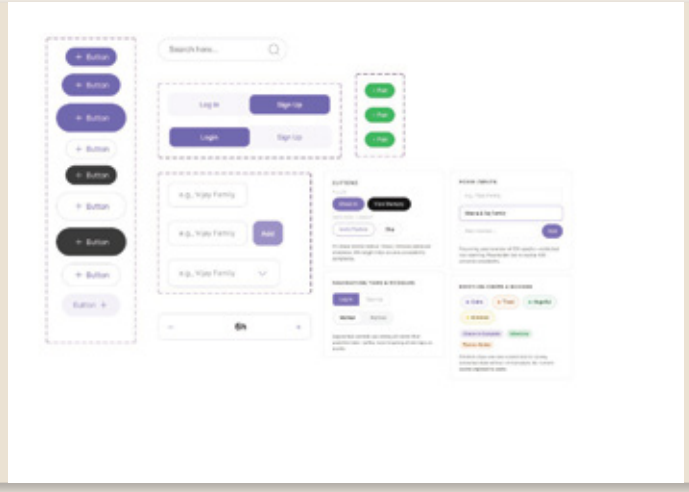
Low-fidelity exploration



Calm. Trustworthy. Warm.







Figma Links for Casestudy

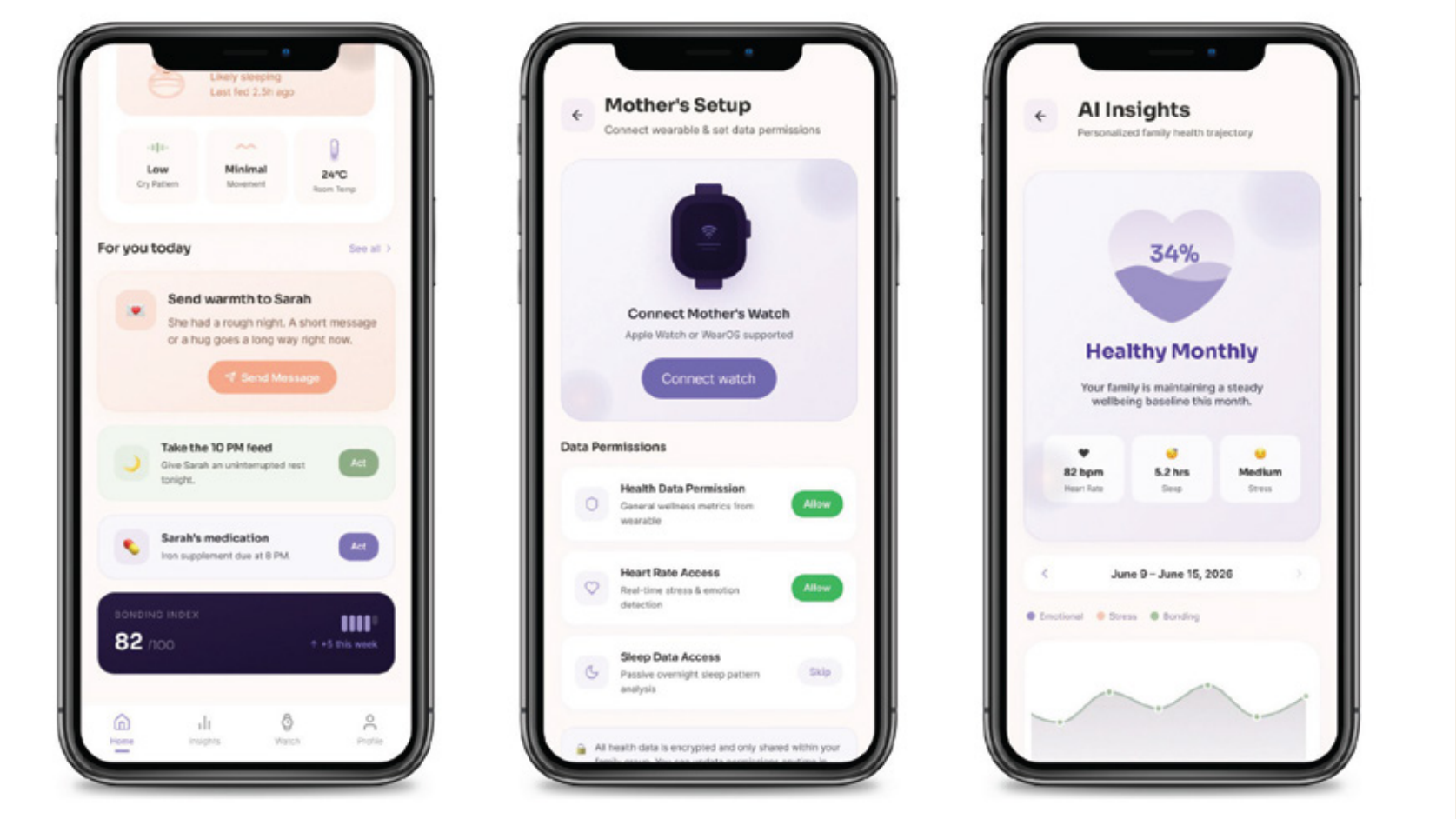
Sparsh Figma Prototype Link:

https://www.figma.com/make/HopO9PBvWOOPUI8jTg6Qh-G/SPARSH-App-UI-Design?t=jEew2byO82qqJ9wt-1

Sparsh Figjam Link:

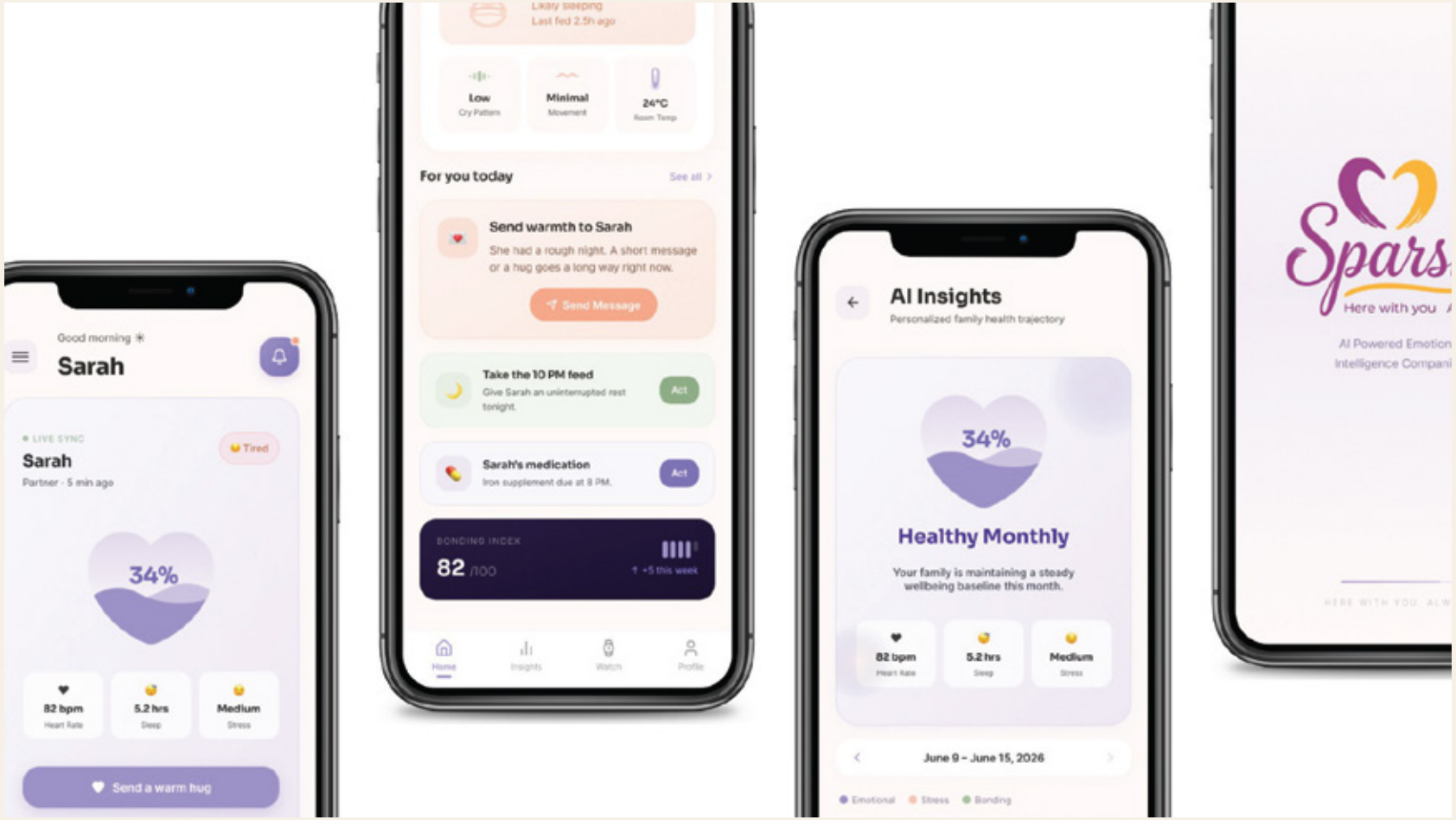
https://www.figma.com/board/N6G7cNkonX3Dih1jSNEjFY/Void-WALK-ERS?node-id=0-1&t=d1wg5XhTKiLFXVna-0

High-fidelity application



PROTOTYPE

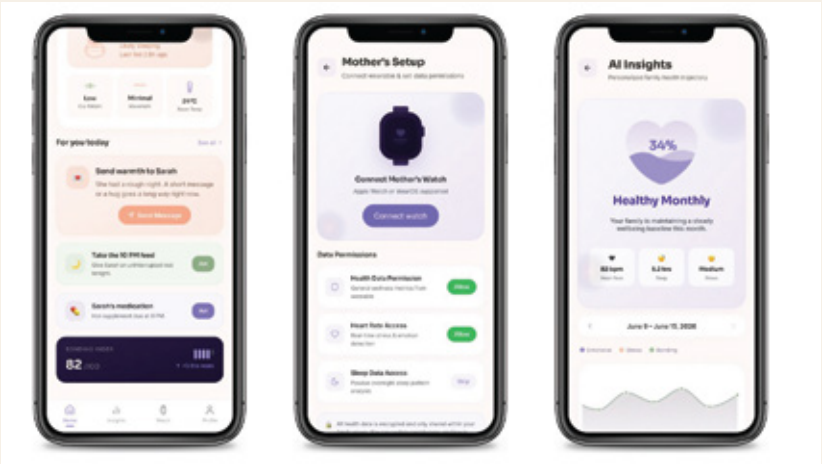
The emotional support flow



IN CONTEXT

Designed for everyday moments





WHY IT MATTERS

Sparsh meets couples where they already are — between feeds, late-night feeds and quiet check-ins — without demanding their full attention.

WEARABLE

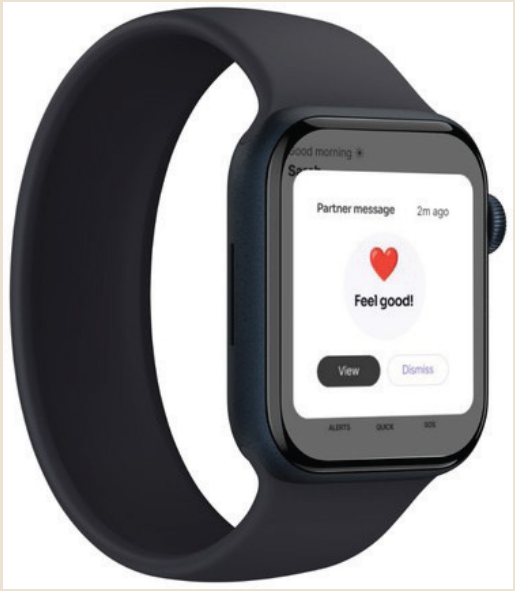
On-wrist emotional companion



Brand splash



Home face



Partner message



SOS alert

09 · TESTING

What we learned with users

10
Users tested

4
Core tasks

Moderated
Method

POSITIVE

- ✓ Felt emotionally supportive
- ✓ Easy to navigate
- ✓ AI felt empathetic

CHALLENGES & ITERATIONS

- → Too many onboarding questions — reduced & grouped
- → Couple setup was unclear — simplified flow
- → Trust needs warmer copy — refined tone

10 · OUTCOMES

Value delivered

For Mothers

Feel emotionally supported throughout the journey.

For Fathers

Become actively involved with clear ways to help.

For Families

Provide meaningful, timely support.

For Healthcare

Enable earlier emotional intervention.



Thank you.

An emotional ecosystem for the moments that matter most.