

Review of: "[Empirical Paper] Product Development of Digital Platform for Mental Health During Pregnancy Period: 'Get Well Mom'"

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Potential competing interests: No potential competing interests to declare.

Overall, the article is exciting and addresses a relevant topic. However, to enhance clarity and comprehensibility, consider the following suggestions:

1. Abstract:

- Begin with clearly stating the problem the study aims to address. For instance, "The COVID-19 pandemic has had significant psychological impacts on pregnant women, leading to anxiety, depression, and other mental health issues."
- Introduce the 'Get Well Mom' platform earlier in the abstract and briefly overview its features.
- Avoid using phrases like "in this issue describe" that might confuse readers. Instead, use clear, concise language.

2. Introduction:

- Include background information on pregnancy-related mental health issues, such as prevalence rates and risk factors.
- Discuss the existing digital platforms for mental health support during pregnancy, and explain how 'Get Well Mom' is unique or fills a gap in the market.

3. Methodology:

- Elaborate on the Lean Startup methodology and design thinking approach. Explain how these methods were applied during the development of 'Get Well Mom'.
- Describe the target user group and the process of gathering customer requirements.

4. Results:

- Provide detailed information on the platform's features, such as education from experts and supporting systems.
- Discuss the business analysis outcomes and financial performance of 'Get Well Mom'.
- Share any user feedback or user testing results demonstrating the platform's effectiveness in addressing mental health issues during pregnancy.

5. Marketing and Customer Acquisition:

- Outline the specific online marketing strategies employed to increase website traffic.
- Explain the customer acquisition strategies, including partnerships, collaborations, or promotional activities.

6. Conclusion:

- Summarize the key findings of the research project and the potential impact of the 'Get Well Mom' platform on pregnant women's mental health.
- Discuss the current study's limitations and opportunities for future research or development of the platform.

By addressing these suggestions, the article will provide a more comprehensive and straightforward overview of the 'Get Well Mom' digital platform and its potential to support mental health during pregnancy.