

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.

Thank you for the opportunity to review this paper which describes the development of an online initiative to support pregnant women's mental health. This development has the potential to be expanded to other countries where there is readily available access to the internet.

Overall the paper does not meet the requirements for a scientific paper. It is more like a business case review. The paper requires a thorough review of English grammar for the introduction section. The content of each paragraph is acceptable, I have suggested changes to a few words but there are many more paragraphs that need rewriting. There also needs to be more references to back up the statements.

Title

Product development of 'a' digital platform – missing 'a' to make it grammatically correct.

Abstract

The abstract reflects the contents of the paper but requires changes to the English grammar. The word attack should be changed to influence or affect '...and lead to...'. A 'lack of knowledge relating to' or 'a lack of health literacy'

Introduction

Para 2. This says covid 19 effects the general public, then also the pregnant women. Pregnant women are the general public. Should it say including pregnant women. There are a lot of statements in the second paragraph but no references.

Para 3. I do not understand the 1st sentence. 1.1 There is no information about the interviews, how many, who conducted them, how was this ethically approved. Was this part of the same study or written up in another paper? If it is written up elsewhere this needs to be referenced.

Product concept

2.1 This paragraph is very clear on the English grammar is near perfect – could this person review the rest of the paper.

2.1, para 4. Should this be to '...aid access to experts...' not '...ease access...' I am confused by the 3 elements and 3 steps in 2.1. you mention the third element but not the first and second in the text. The last step and third element appear

in the same paragraph. Could you just remove the steps. Dr alexander Osterwalder needs referencing.

Strategic Analysis

Para 2 the proven assumption – if this is a proven assumption it needs referencing. The paragraph is very bold with its statement and may needs toning down. ‘... we will most certainly never go wrong...’ I am sure lots could go wrong. May be think about rephrasing this sentence to suggest that listening to the customers will improve its content and usability.

I do not feel qualified to assess the business case sections of the manuscript.