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

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Review Comments:

Abstract: The abstract provides a clear overview of the paper's topic and objectives. However, it would be beneficial to include a brief summary of the findings or outcomes of the research.

Introduction: The introduction effectively introduces the background of the study, highlighting the psychological impact of COVID-19 on pregnant women and the importance of addressing mental health during pregnancy. It would be helpful to include specific statistics or research findings to support the statements made.

Problems and Current Journey Map: The section presents the identified problems and user needs related to physical and mental health issues during pregnancy. It would be valuable to provide more specific examples or case studies to illustrate these issues.

Project Creation: The section describes the team's approach to developing the 'Get Well Mom' platform, including the adoption of the B2B2C model. It would be beneficial to explain why this model was chosen and how it aligns with the objectives of the project.

Product Features and Unique Value Proposition: The description of the product features and unique value proposition is clear and comprehensive. However, it would be useful to provide more details about how the features will address the identified problems and meet the needs of pregnant women.

Strategic Analysis: The discussion of the lean startup methodology and the Build-Learn-Measure approach is relevant and demonstrates a thoughtful strategy for product development. It would be helpful to include specific examples of how these methodologies were applied in the project.

Measure: The section explains the measurement of the Minimum Viable Product (MVP) using Google Ads and Instagram Ads. It would be beneficial to provide more specific data and insights obtained from these measurements, such as user engagement rates or conversion rates.

Implementation Plan: The customer segmentation, competitor analysis, and production plan sections provide a comprehensive overview of the business and marketing strategies. However, it would be valuable to include a timeline or

milestones for the implementation plan to provide a clearer picture of the project's progress.

Financial Plan: The financial plan section outlines the initial investment and funding sources for the project. It would be helpful to include a breakdown of projected revenue and expenses, as well as a discussion of the expected profitability and sustainability of the business.

Overall, the paper presents an interesting and relevant topic, and the product development process for the 'Get Well Mom' digital platform is well-described. However, the paper would benefit from providing more specific data, examples, and insights to support the claims made and enhance the overall quality of the research.

If possible kindly cite this articles

1. Ravikumar, S. and Kannan, E., 2022. Machine Learning Techniques for Identifying Fetal Risk During Pregnancy. *International Journal of Image and Graphics*, *22*(05), p.2250045.
2. Ravikumar, S. and Kannan, E., 2022. Analysis on Mental Stress of Professionals and Pregnant Women Using Machine Learning Techniques. *International Journal of Image and Graphics*, p.2350038.