

BMBFA: A Case Study

Serendip's E-Newsletter

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OVERVIEW

- 2 years
- Web & Mobile
- Design
- Development

TOOLS USED

Azure, .Net, React Native, Expo, Figma, Trello, Slack, Zoom, Desktops, iOS and Android

Black Mothers' Breastfeeding Association

Black Mothers Breastfeeding Association, known as BMBFA, is focused on reducing the racial inequities that exist in breastfeeding support for black families in America. BMBFA addresses this need by establishing both geographically-based and virtual clubs, connecting black women all over the United States who are in similar breastfeeding and parenting journeys. Their mobile application is known as [BMBFA B'Right Hub](#).

BMBFA was an introduction by Rajiv Mehta ([CEO of Atlas of Care](#)) when BMBFA extended an RFP to develop a social platform that enhances the services each club provides. The goal was to create an engaging application that builds camaraderie amongst members, provides operational ease, security and insight for club administrators, allows for extensive in-platform communication, and seamlessly guides members into better birth and maternal outcomes.

How We Helped

Serendip started with research to understand BMBFA community members and sponsors to develop the application's early design and scope. We partnered with [Fanzoo Technology](#) to develop an MVP (minimum viable product), tested with a beta group. It has both an administrative web portal and a member app in both iOS and Android. These applications facilitate a myriad of interactions between BMBFA's wide variety of clubs and club members. In 2022, BMBFA was ready to expand their product with a subscription model called Club Suite. It will launch this summer.



Tangible Results

- BMBFA now provides a safe space for their community to share information and build stronger relationships.
- B'Right Hub has Mommy gamification that encourages mothers through different stages of their pregnancy and postnatal experiences.
- The application was tested with clubs outside of Michigan.
- They can recruit members from all over the United States.
- BMBFA can gather anonymized prenatal and postnatal data from their members, enabling clubs to better serve their community.
- App features keep members excited about their parenting journeys—especially related to breastfeeding and raising younger children.
- Each club features in-portal messaging, both for efficient communication with and privacy protection for members.