

“We all know that caring for trauma affected children is tough, so the opportunity to make a life-changing difference for caregivers and children is immense and challenging.”

The combination of the quality of information available, the maturing of AI technology and the willingness of experts in different areas to partner has made the goal of finding a solution that can be scaled feel possible. As a sponsor of the team, we have been working to learn about the jobs to be done for the ultimate target, the caregiver, and the team’s hypothesis for a solution leveraging lean innovation principles, testing a minimum viable prototype’s (MVP- not fully finished but good enough to test key assumptions) so that we don’t get ahead of ourselves and burn valuable resources.

**Kathy Fish, Former Chief Research, Development and Innovation Officer, P&G**

**It's exciting to see the first experiment with the MVP be so well received.**

Even with the high level of experience of the individuals participating in the pilot, the benefits were appealing at the concept stage and more compelling after use. The conversational tone, empathy shown, encouragement given, openness, lack of judgement and ability to remember previous conversations and build further was viewed as both helpful and practical. This was demonstrated in the star ratings (4.5 is excellent) and the intent to recommend to others. Yes, there are improvements needed – but most of those are reducing friction in the usage experience, which would be consistent with starting with an MVP. And, while there are real opportunities to further strengthen, leveraging this learning we will know better where to focus. And finally, we need to learn how to drive trial and adoption among the ultimate target, the caregiver, leveraging the jobs to be done work and the trust they put in trauma care professionals.

**My congratulations to the team on an outstanding start.”**

**Kathy Fish, Former Chief Research, Development and Innovation Officer, P&G**