

LatchMaster: An iPhone Game to Simulate Breastfeeding

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Game Mechanics

We chose to develop on the iOS platform because of the mobility and power that smartphones provide as well as the growing number of users, especially among lower income families. This game can be used with the iPhone, iPod touch, or iPad.

The game begins with the baby facing up, and the breast covered (Figure 1). To begin the game, players are instructed to tickle the baby's mouth. Players may also select the "i" at the bottom of the screen to reach an information screen illustrating how to play the game.

Next the game begins and the breast is uncovered (Figure 2). Players are directed to hold the iPhone face-up. Once this is achieved, players must tilt the phone towards their body. The animation responds, and the baby rotates to a profile view and its mouth opens (Figure 3). Users may now tilt the phone left and right to properly position the mouth with the nipple. The baby's mouth remains half open most of the time, but occasionally opens wide. When this occurs the player should direct the baby towards the nipple. Once the mouth touches the nipple, the latch is evaluated based on the mouth's alignment with the nipple and the openness of the mouth. Players can receive either an excellent, good, or bad latch (Figure 4, 5).

Players can then retry as many times as they would like. After a bad latch, the baby opens its mouth wide more often, to make game play easier. If the player gets an excellent latch, the baby's wide-open mouth occurs less often, and for shorter intervals.

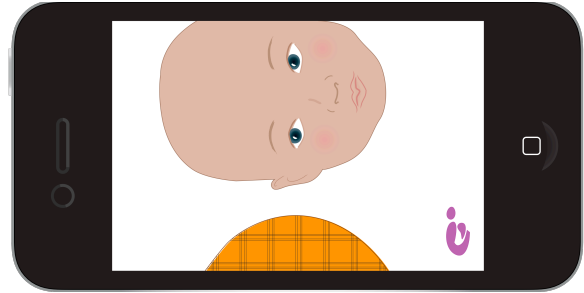


Figure 1: Start screen. Tickle the baby's mouth to begin

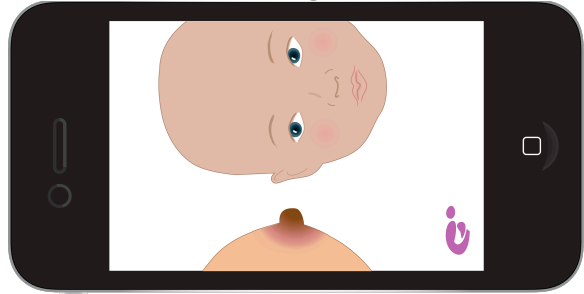


Figure 2: Start of game. Tilt the phone to rotate the baby.

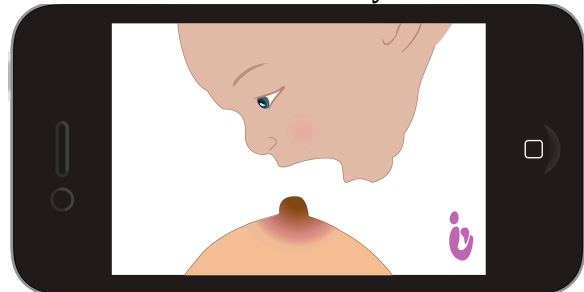


Figure 3: Baby with a wide open mouth being directed towards nipple

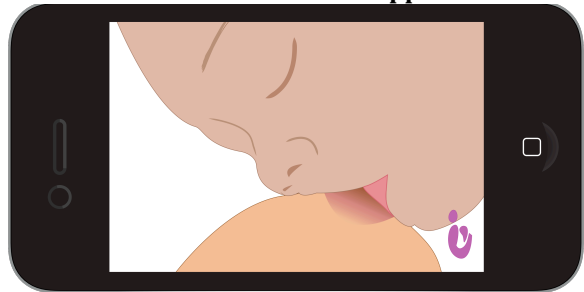


Figure 4: Good Latch

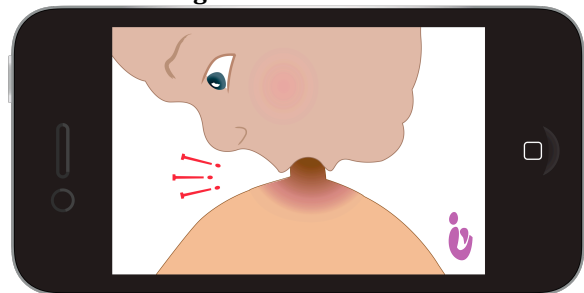


Figure 5: Bad Latch