**WORKSHEET – 2**

**IDEA EVALUATION WORKSHEET- Based on 5q by Prof.EdRubaesch**

Q1. WHAT’S THE PROBLEM ?

* The death of women during delivery of child is still a case to be addressed.
* The lack of awareness in rural areas , the unavailability of doctors and health counsellors , lack of education on women/mother heal , hygiene and sanitation are primary cause of such death cases.

1. IS IT REAL

Yes as per our market research we found that the problem is real and should be addressed

1. HOW BIG IS THE PROBLEM

According to a 2016 study published in The Lancet by the Guttmacher Institute and the World Health Organization, an estimated 56 million abortions took place globally each year between 2010 and 2014. These numbers make a strong case that abortion is a vital part of health care and should be easily available when needed.

1. WHEN DOES IT OCCUR

It often occurs in every pregnant woman

1. CURRENT SOLUTIONS

The current existing solutions couldnot make a promising impact because they are not focussing on time factor

Q2. WHO HAS THE PROBLEM-customer identification

* All pregnant woman who are in the nine months phase during pregnancy are our customers

Q3. WHAT’S YOUR SOLUTION

* A technological solution is an innovative app **SURAKSH-MAA** which provides timely reminders regarding healthcare, nutrition and also helps to connect to nearby hospital during emergency situations.
* WHATS YOUR UNIQUE PROPOSITION

SURAKSH MAA creates awareness regarding nutritious diet and hygiene to pregnant women.

* It also allows users to connect to nearby hospital or any PHC on one tap.
* The app provides user with an option of selecting the month of pregnancy after logging in.
* It gives information about **care and tips** to be followed during each and every month.
* It also sets schedules, **reminders** regarding intake of water and walking steps.
* The app provides “**tip of the day** “ to the user which makes it more user-friendly.

Q4. WHO IS COMPETITION

Our Competitors are other similar applications which

are build with motto of helping pregnant women.

Few of them are –

* BabyCenter
* Totally Pregnant App
* HOW ARE YOU DIFFERENT

Our app provides an **extra feature** of connecting to nearby hospitals on one tap. This is how our app is different from others.

Q5. HOW IS IT MADE POSSIBLE-

* RESOURCES/ TECHNOLOGY/

We have used android studio to make our mobile application.We have used SDK’s for text conversion.