How might we provide young parents with a more convenient and efficient platform to communicate and help each other regarding newborns?

Target Audience: - Young Parents

- Part-Time Doctors (Get paid)

Purpose: To create a community for young parents regarding newborns.

Purpose (Business): Innovative start as not many competitors

Potential Competitors: KiasuParents SingaporeMotherHood

(In Singapore) MummySG YoungParents

Source of profit :

Through selling products, commission, and donations (Maybe only after a long-run)

Account creation (Sign-up)

1. Required details for doctors
   1. Name
   2. Age
   3. Certification
   4. Skype details
   5. Experience
2. Required details for Customers
   1. Name
   2. Age
   3. Skype details (Optional)

Online Doctor (Must have Skype details)

1. For difficult questions
   1. Generous Volunteers (Reward Points)
   2. Part-Time Doctors (Pay a fee of $\_ per 30 mins or less)
      1. Singapore Certified Doctors
         1. Neighbourhood clinics
         2. Hospital doctors
      2. Overseas Doctors (Timezone)
2. For simple questions

(Free Community Help/ Helpers get Reward Points)

* 1. Online Users (Public can share their opinions and solutions to different problems faced by others)

1. Allow choice of voice or chat-box (Skype platform)

Community Service

1. Reward System
   1. Rating System (Likes/Helpful)
   2. Redeemable items

(Products from Sponsors/ from the store)

1. Community Forum
   1. Creates a community
   2. Viewing the comments
   3. Helping each other through comments
      1. Must be signed in
   4. Create threads (Like Reddit)
      1. Question
      2. Ideas
2. Users
   1. Public (Special Icon for reaching a certain milestone)
      1. Singaporeans (Mainly)
      2. Overseas
   2. Doctors (Special Icon)
      1. Singaporeans
      2. Overseas

Buying Products

1. Buying The Product (Shopping Cart)
   1. Using Reward System (Accumulated over time)
      1. For voluntary work
   2. Buy desired products with real money
      1. Must be signed in
   3. Overseas Purchase
      1. Indicate country
      2. Zip code
      3. Address
   4. Singapore Purchase
      1. Address
2. Before Confirming Payment
   1. Shipping (For the purpose of an E-Business)
      1. Date
      2. Time
      3. Option for special request
   2. Payment Type
      1. Credit Card (For the purpose of an E-Business)
3. After Confirming Payment
   1. Actual Shipping
      1. By external vendor (Discuss)
      2. Signature requirement upon collection
      3. Feedback Online Purchase experience (Optional)

Main Feature (Standout)

* Online Doctor
  1. Certified
  2. Singaporean
  3. Overseas (24/7)
  4. Video Call (Using Skype)
  5. Message (Using Skype)
* Community
  1. Forum Threads
  2. Announcements
  3. Live Time (24/7)

Additional Features

* Store (Discuss Products)
  1. Sell basic baby necessities (Diapers, Baby food, Baby oil)
  2. Sell doctor-recommended toys for the baby
  3. Credit Card payment
* Shipping
  1. External Vendor (Discuss)
  2. Shipment during holidays charge holidays (Discuss)
* Most services 24/7
* Customer Support for enquiries regarding Website or services

(Working hours, no choice cuz is in Singapore)

* Limited Multilingual (English/Chinese, Online Doctor [Selectable]) (Discuss)
* Reward System
  1. Rating System (Likes/Helpful)
  2. Redeemable items (Products from Sponsors/ from store)

(Just some food for thought, completely optional)

Notes to consider (If any pls add on) (Good to know for presentation):

1. Activeness during holidays

(Probably only shipping, online doctors have different time-zone

so some are one day ahead/before and also part-time)

1. Sustainable?
2. Potentials
3. How are we counting our number of features?
4. Realistically Manageable?

(Both as a business and when coding)

1. Cost of products (Vs. Cost of production)
2. Cost of Online Doctors (Rise in price during high demand?)
3. What exactly are our problems?
4. What problems have we dealt with?
5. Are there any more possible features that can be added?

(For coding, and also for presentation if they ask for possible

improvements over the long-run)

1. How exactly do we (Pretend) start-up?
2. Sponsors

(I don’t think we can get sponsors [Maybe only 1] at the very

start of start-up, only over the long-run)

1. Can we get investors?

(Actually can we even get any since we are somewhat

community service?)

1. Competitors (Close to)? Barrier Of Entry?
2. Do we want gathering events? (Long-run, customer loyalty)
3. Do we have Ads on our website (Revenue from it)?
4. Do we provide MCs?

