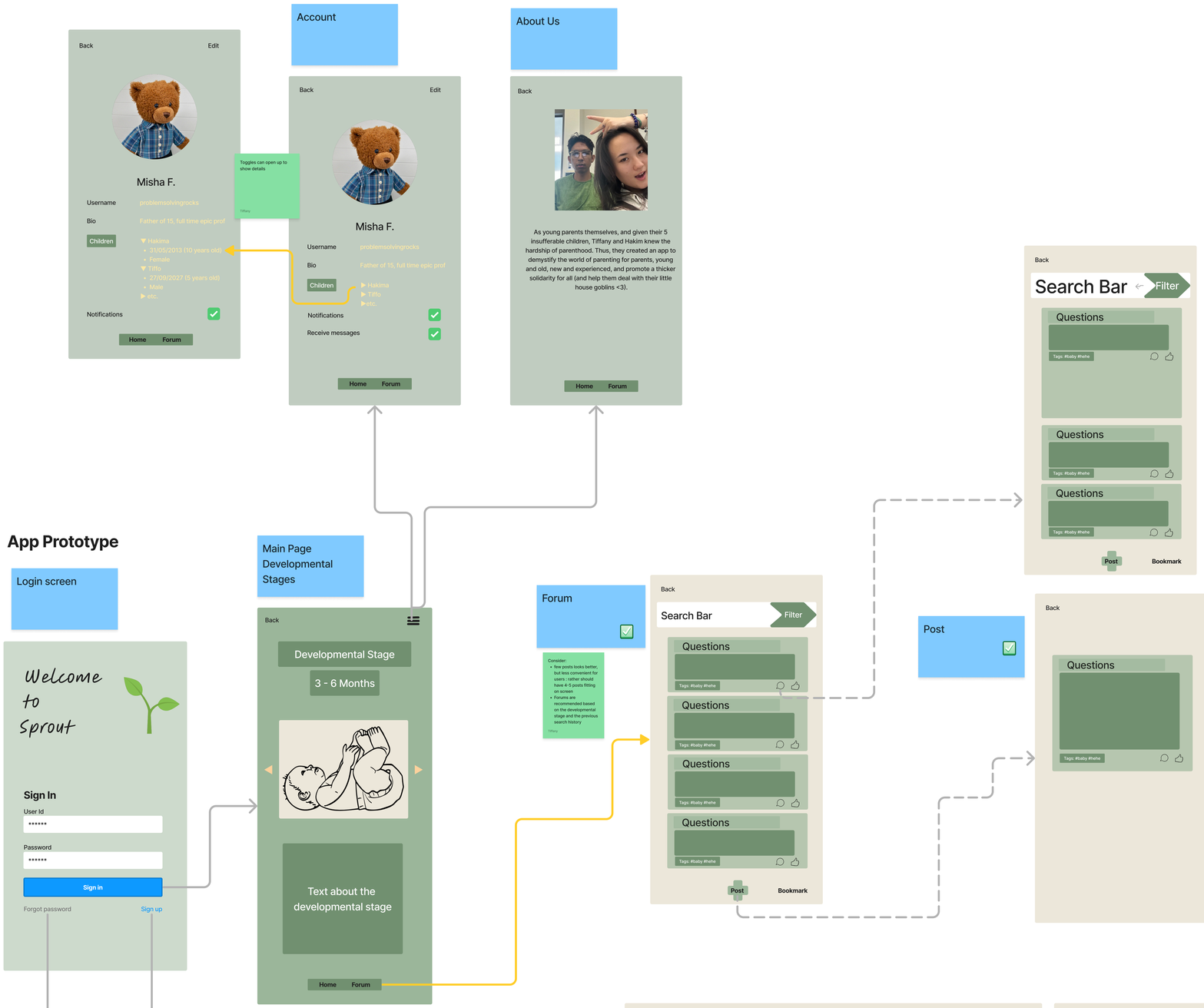
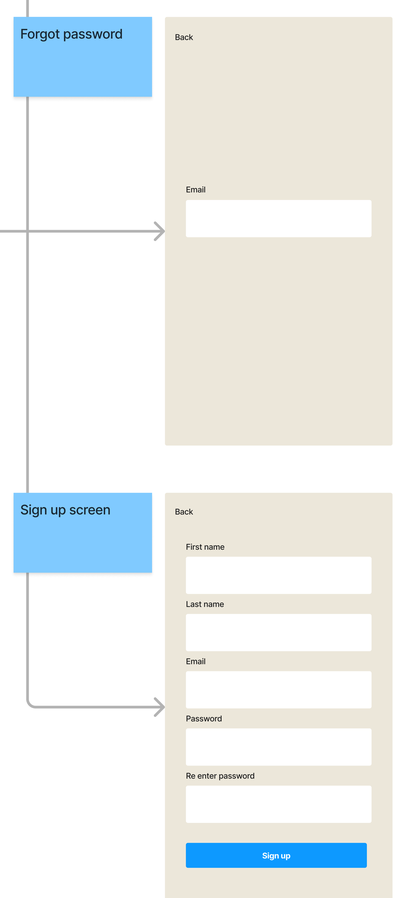
App Prototype





User persona # 1

Name: Kim P.

As a: currently 8 months pregnant (see photo on the right) and have read 100 books on raising a child - it has given me lots of great tips but I need a solution that will help me keep track of my baby's progress, I can't remember all the stages in my head.

I want: to keep track of the development stages and refresh memory especially when I am suffering from the ills of pregnancy.

So that: I can ascertain the accuracy of memory and do the best for my baby (or babies hehe)

User persona # 2

Name: Ron W.

As a: single father of 2 young children, I have been worrying about guiding my kids through their stages of life - I'm not sure that I'm teaching them the right things at the right times, especially compared to other parents and families

I want: to be able to see and interact with other parents' experiences regarding learning stages of their children.

So that: I can be a better parent. Slayyy.

User persona # 3

Name: Misha F.

As a: Full-time professor at the prestigious NUSC and part-time father of 15 children

I want: to be able to keep track of the development stages of my children

So that: they can be an absolute academic weapon.