**Enhancing Maternal Health Care Through Smart Automation**

**SECTION A**

**Project Overview**

**Brand Name:** Fetus Care (subject to change)

**Industry:** HealthTech / Maternal Care

**Tagline (Optional):** Smart Care for Every Mother & Baby

**Objective:** Fetus Care is a mobile and web-based digital maternal care solution that provides AI-powered pregnancy guidance, virtual consultations, emergency support, and smart health tracking. The brand should communicate trust, care, innovation, and accessibility to pregnant women and healthcare providers.

**SECTION B**

**Target Audience**

**Primary Users:**

1. Pregnant women (ages 18-45)
2. Expecting mothers in both urban and rural areas
3. First-time mothers seeking guided pregnancy care
4. High-risk pregnancy patients needing regular monitoring

**Secondary Users:**

1. Obstetricians & Gynecologists (OB-GYNs)
2. Midwives & Healthcare Providers
3. NGOs & Public Health Organizations
4. Husbands & Family Members supporting pregnant women

**SECTION C**

**Core Features (Business)**

1. AI-Powered Pregnancy Guide – Week-by-week insights, symptom checker, and FAQs.
2. Automated Appointment Booking – Doctors and midwives can set availability, and users can book via the app.
3. 24/7 AI Chatbot for Maternal Queries – Answers pregnancy-related questions and provides emergency guidance.
4. Emergency Alert System – Auto-generates SOS messages to designated contacts and healthcare providers.
5. Virtual Consultations (Telehealth) – In-app video calls or chat with medical professionals.

**SECTION D**

**Core Features (Application)**

1. Landing Page
2. Auth Pages
3. Profile Page
4. Maternal Hub

Landing Page sections:

1. Header
2. Hero
3. Features
4. Demo
5. Testimonials
6. Conclusive CTA
7. Footer

Auth Pages sections:

1. Register Page – dual screen form and text, form made up of email & password combination
2. Login Page – Form made up of email and password combination
3. Forgot Password Page – Form asks for a code sent to email then updates the password field with new password

Profile Page Sections:

1. Upon successful registration login, user is sent to the profile page where there is a form asking to fill in details.
2. Full Name as appears on their ID
3. Date of Birth
4. NIN if they are above a certain age
5. A valid image
6. Disability status

Maternal Hub Sections:

1. This is essentially the ‘Dashboard’ of the application
2. All protected routes are within these pages
3. The layout would be a navbar and sidebar combination with the view in the body
4. The navbar would hold a logo, notifications, theme switcher and a title (of current page)
5. The sidebar holds all pages, settings, profile etc.
6. The layout of the sidebar would be logo at the top, pages after that and fixed to the bottom, profile then settings button.