

Simple Baby Tracker

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[As a new parent, I want to know if my baby is getting enough sleep and nutrition.](#)

[As a parent, I want to track my baby's/babies' development with my partner.](#)

Problem

As a new parent, I worry about my baby's health and it's difficult to know if she's okay.

- It's hard to remember all the guidelines for how much sleep, feed, and diapers she should have.
- Most of the apps on the app stores are cluttered, confusing, buggy, or have annoying ads.

Vision & Opportunity

I just want a simple, easy, and fast way to track my baby's health and know if anything might be off. I believe there's a lot of other parents who would like the same.

- [Forbes](#) estimated that the market size of the "new mom economy" stood at **\$46B** in 2019.
- Multiple apps on the app stores have been able to monetize with a subscription model to offset server fees and fund development (e.g. GlowBaby as one of top examples).

Target Use Cases & Tasks

1. As a new parent, I want to know if my baby is getting enough sleep and nutrition.
2. As a parent, I want to track my baby's/babies' development with my partner.

Proposed Solution

Offer a simple, no-frills baby tracking app. No ads. Free to use until you need server resources, which requires a low subscription fee.

Our top 3 MVP value props:

1. **Fewest taps to track sleep/feed/diapers/growth** (the vitamin)
2. **Easy access to official guidelines from authoritative health sources** (the painkiller)
3. **Get reminders to avoid forgetting important events/appointments** (the steroid)

Goals

- Make it super simple to track your baby's health and know if things are alright.
- Give new parents the best designed baby tracking app on the market, free.
- Help babies grow up healthy.

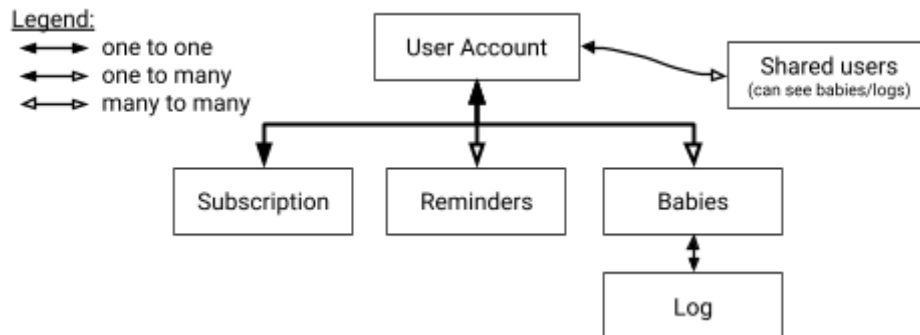
Non-goals

- Pregnancy-tracking is out of scope.
- Tracking children over 5 years of age.

Y1 Success Metrics

- >4★ rating on app store
- >1000 parents using the app
- Able to support server costs with revenue coming in

Conceptual Model



There's only a few things the user needs to keep in mind here:

- **User account:** this is your account, everything is tied to it.
- **Babies:** you can add one or more babies to your account to track stuff for.
- **Log:** each baby has a log, and when you enter in something to track, it goes on the log.

- **Reminders:** you can set reminders based on various conditions to set a device notification.
- **Subscription:** if you pay for a subscription, you can sync across devices and share with others.

Requirements

Legend

[P0] = MVP for a GA release

[P1] = Important for delightful experience

[P2] = Nice-to-have

As a new parent, I want to know if my baby is getting enough sleep and nutrition.

Tracking baby health

- **[P0]** Users can find the app on the Apple / Google app stores.
- **[P0]** Users can log a baby feed.
 - date & time
 - (optional) volume in oz/ml or time
 - (optional) breastmilk or formula or solids
- **[P0]** Users can log baby sleep.
 - start date & time
 - end date & time
- **[P0]** Users can log a baby diaper.
 - date & time
 - pee and/or poop color
 - checks for health issues (dehydration, chunks, blood, etc.)
- **[P0]** Users can log a baby growth measurement.
 - weight
 - (optional) height from top of head to heel of foot
 - (optional) head circumference
- **[P0]** Users can include a note with their logs.
 - Multi-line text.
- **[P0]** Users can update/delete their existing log entries.
- **[P0]** Team can measure engagement in user funnel and most common log types.
- **[P1]** Users can copy a previous log entry to create a new one.
- **[P1]** Users can log a custom event.
 - They can define a custom event to track on a subscription tier.
 - Can offer some common options like “tummy time”, medical issues, etc.
- **[P1]** Users can import existing tracking data from a CSV file.
- **[P2]** Users can export their tracking data to a CSV file.

User/baby preferences

- **[P0]** Users can send feedback and report bugs on the app.
- **[P0]** Users can set a name and birth date for their baby.
 - This step is optional and not required
 - Default name is "Baby"
 - Let users know our app is best used for after baby is born
- **[P0]** Users can sign up for a subscription to sync data across devices.
 - Users must sign-in to the app to create an account with us.
 - Allow syncing data to our servers so they can use multiple devices.
- **[P0]** Users can delete their account / cancel their subscription.
 - Both are the same thing, having an account == having a subscription. You can still keep the data on your local device if you don't have an account/subscription.
 - Can still see data from before, but can't use subscription-tier features afterwards.
 - Deletes all data from servers after X days unless they restart the subscription.
- **[P1]** Users can sign-in using their existing Google, Facebook, or iCloud accounts.
- **[P2]** Users can set an icon for their baby
 - Offer a few unique icons for boy/girl with different hairdos/faces

Understanding baby health

- **[P0]** Users can see guidelines for feed/sleep/diapers from official sources (CDC?).
 - Requires setting the baby birth date so we know the age.
- **[P0]** Users can see how much day sleep vs night sleep the baby is getting.
 - Depends on your account's timezone setting, defaulted to your device time zone.
- **[P1]** Users can report if information is incorrect.
- **[P1]** Users can get a prompt to change their time zone if their device time zone is different.
 - Only shows once per time zone change.
- **[P2]** Users can see their baby logs on a calendar view.
- **[P2]** Users can see trends in their baby logs.
 - Avg sleep/diapers/feeds per day for last 7 days

Stay on top of baby's health

- **[P0]** Users can get reminders for monthly milestones and doctor checkups.
 - Can be turned off.
 - Reminder for the first 12 months to celebrate and take a photo each month.
 - Reminder for upcoming doctors visits and shots for baby.
- **[P1]** Users can set reminders for feeds for newborns.
- **[P1]** Users can set reminders for diaper changes.
- **[P1]** Users can get a notification if it seems like they forgot to log a feed/diaper/nap.

As a parent, I want to track my baby's/babies' development with my partner.

Sharing responsibilities

- **[P0]** Users can share access with another user by email address.
 - If the other person hasn't created an account yet, they must sign-in to create their account.
 - The other person does NOT need to have a subscription, but the original account does.
 - Other person can only create logs and edit logs they've created.
- **[P0]** Account owner can remove access.
- **[P1]** Users can clearly see which logs were created by which user.

Tracking multiple babies

- **[P0]** Users can have multiple babies on their account.
 - When creating logs, can select which baby to log for.
 - Support deleting babies.
 - Subscription tier feature.