Value Propositions for mothers during prenatal and pregnancy period.

1. https://www.nichd.nih.gov/health/topics/pregnancy/conditioninfo/prenatal-care

Healthy pregnancy is considered one of the best methods to promote a healthy birth [1]. The correct procedure during this essential period includes planning for the reproductive life of the mother, vaccinations and infections, understanding the family health history, supplying necessary vitamins, controlling

Value 1: Planning for the reproductive life of the mother.

10.1111/j.1542-2011.2011.00057x

1. https://www.guttmacher.org/regions/asia/viet-nam

Contradictions in Birth Trend in Vietnam

1. The link is incorrect. The correct link is: [7] https://healthystartepic.org/wp-content/uploads/2018/03/rep\_life\_planning508.pdf.

Unintended pregnancy increases the risk of adverse birth outcomes, including low birth weight, premature birth, and small for gestational age. Unplanned pregnancy is associated with an increased risk of maternal and fetal complications, including hypertension, diabetes, and pre

Women have the ability to determine the timing for their pregnancies and the desired number of children they wish to have. A reproductive life plan would act as a valuable tool guiding them in making these decisions. This plan is to ensure that mothers are on track with their goals [4]. Additionally

1. The application is designed to assist mothers in creating a customized reproductive life plan based on their preferences and needs. Besides, the application would offer functions for tracking and monitoring their progress towards their set goals.

Value 2: Providing guidelines for vaccinations and infections during pregnancy.

1. https://www.cdc.gov/vaccines/parents/by-age/pregnancy.html

1. Mothers are advised to receive specific vaccinations at different stages of prenatal and pregnancy period.

The application provides guidance to mothers on the recommended timing for each vaccination, ensuring they have the necessary ones at the appropriate stages of pregnancy.

Value 3: Booking online medical appointments for my mother.

1. During pregnancy, you may have several appointments with your healthcare provider. These appointments are important for monitoring your health and the health of your baby.

Antenatal appointments play a vital role in enabling doctors and expectant mothers to track the development of the child and detect potential health risks that may develop. Besides, these appointments allow mothers to address their concerns about pregnancy, labor, birth, and early parenting.

The application offers online booking services for mothers. They have the flexibility to select the date, time, and preferred medical center from the list within the application for their appointments. This feature allows mothers to save time and avoid waiting, making the process more convenient for them.

Value 4: Recording medical history for the mother (prenatal records).

1. Prenatal care and maternity records are important for tracking the health of a pregnant woman and her unborn baby.

After each check-up appointment, essential information regarding the child's development is recorded, known as maternity records. It is recommended for expectant mothers to bring these documents with them to their appointments throughout the stages of pregnancy [12]. In Vietnam, paper-based maternity records

The application includes a prenatal record feature that involves all maternity records for expectant mothers. These records can be captured by scanning the paper-based maternity records or synchronizing with the data from collaborating medical centers. This helps expectant mothers avoid the risk of misplacing

Value 5: Analyzing the medical condition of the mother.

13. <https://medlineplus.  
gov/healthproblemsinpregnancy.html> Health Problems in Pregnancy

1. Try to conceive (TTC) - This is the most common term used by people trying to conceive. It means the period of time when a woman is most fertile and can get pregnant.

15. Prenatal Screening

Each pregnancy poses potential risks. These risks are influenced by the following factors: the mother's health before and during the pregnancy stage, health issues that occurred in previous pregnancies, pregnancy with multiple babies, and pregnancy after the age of 3

Approximately 1.73% of infants are born with birth defects. These defects not only impact the development of children but also have an effect on the mental health of the parents. Therefore, prenatal screening is important as it reduces the risk by identifying potential health problems. Early

Parents can schedule appointments for this testing via the application. After receiving the test results, the application can record and analyze them, use this information to personalize a pregnancy plan aligning with the specific conditions and needs of the parents.

Value 6: Providing guidance during the prenatal and pregnancy process.

1. https://www.pregnancybirthbaby.org.au/health-during-pregnancy

1. https://www.pregnancybirthbaby.org.au/healthy-diet-during-pregnancy

18. https://www.pregnancybirthbaby.org.au/exercising-during-pregnancy.

1. Pregnancy Stages and Changes: [20] https://www.betterhealth.vic.gov.au/health/healthyliving/pregnancy-stages-and-changes.

Throughout the prenatal and pregnancy journey, there are several precautions regarding diet, exercise, avoidance of certain substances, and the use of supplements for mothers-to-be.

Pregnant mothers pretend to experience weight gain during pregnancy. However, excessive weight gain can cause a higher risk of complications for both the mother and the baby. Therefore, maintaining a healthy diet is required. The diet could include external supplements providing mothers and their

Exercise is another essential need for pregnant mothers. Doing exercises in an appropriate manner would help mothers prepare for their labor [18]. The application would offer a selection of exercises tailored to each stage of pregnancy, designed to promote a healthy body while prepar

Mothers should also avoid stimulants and unhealthy habits during pregnancy [1]. The application will notify mothers by sharing relevant news and information related to the potential consequences of engaging in these activities. This feature aims to raise awareness among mothers, helping them to protect

The application also notifies mothers about the changes occurring in their bodies during pregnancy. These changes are significant and often unexpected. By informing mothers about the potential symptoms and transformations of their bodies, the application aims to provide support in strengthening their emotions and feelings.

Value 7: Prepare mental health for mothers.

1. Mothers who are depressed, anxious, or experiencing other mental health concerns during pregnancy are at a higher risk for poor pregnancy outcomes, including premature birth and low birth weight.

Depression, anxiety, and other mental health issues could lead to suicide.

Value 8: Connecting mothers together.

1. "BMC Pregnancy and Childbirth" should be "BMC Pregnancy and Childbirth" (title case)

Write something...

Value Propositions for husbands and relatives of expectant mothers.

Value 9: Connecting mothers with their husbands and relatives.

1. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8486935/

10 Healthy Practices for Expectant Mothers and Fathers to Follow Before and After Birth.

Write something...

**Value 6: Providing guidances during prenatal and pregnancy process.**

[16] <https://www.pregnancybirthbaby.org.au/health-during-pregnancy>

[17] <https://www.pregnancybirthbaby.org.au/healthy-diet-during-pregnancy>

[18] <https://www.pregnancybirthbaby.org.au/exercising-during-pregnancy>

[19] <https://www.betterhealth.vic.gov.au/health/healthyliving/pregnancy-stages-and-changes>

Throughout the prenatal and pregnancy journey, there are several precautions regarding diet, exercise, avoidance of certain substances, and the use of supplements for mothers [16].

Pregnant mothers pretend to experience weight gain during pregnancy. However, excessive weight gain can cause a higher risk of complications for both the mother and the baby. Therefore, maintaining a healthy diet is required. The diet could include external supplements providing mothers and their babies necessary vitamins, ensuring that they develop healthily. The application will utilize the recorded data collected from mothers to create a personalized diet plan or it can also assist by scanning and tracking the dietary recommendations provided by healthcare professionals. Additionally, the application would further help mothers monitor their food intake and mealtimes effectively.

Exercise is another need for pregnant mothers. Doing exercises in an appropriate way would help mothers prepare for their labour [18]. The application would offer a selection of exercises recommended for mothers, customized to each stage of pregnancy. These exercises will be designed to promote a healthy body while preparing for childbirth. By following these tailored exercise recommendations, expectant mothers can maintain their physical well-being throughout their pregnancy journey.

Mothers also need to avoid stimulants and unhealthy habits during pregnancy [1]. The application would notify mothers by sharing relevant news and information related to the potential consequences of engaging in these activities. This feature aims to gain awareness of mothers, helping them to protect the health of themselves and their baby.

The application also notifies mothers about the changes occurring in their bodies during pregnancy. These changes are significant and often unexpected. By informing mothers about the potential symptoms and transformations of their bodies, the application aims to provide support in strengthening their emotions and feelings [19].

**Value 7: Prepare mental health for mothers.**

[44] <https://www.marchofdimes.org/find-support/blog/take-care-your-mental-health-during-pregnancy#:~:text=Mothers%20who%20are%20depressed%2C%20anxious,Poor%20nutrition>

Depression, anxiety, and other mental health issues could lead

**Value 8: Connecting mothers together.**

[20] <https://bmcpregnancychildbirth.biomedcentral.com/articles/10.1186/s12884-023-06089-0>

Write smt…

**Value Propositions for husbands and relatives of expectant mothers.**

**Value 9: Connecting mothers with husbands and relatives.**

[21] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8486935/>

[22] <https://www.unicef.org/rosa/stories/10-healthy-practices-expectant-mothers-and-fathers-follow-and-after-birth>

Write smt…