



Child Development Tracker Application v1.1

PREPARED BY
Studio Frontier

FOR
Toddl

Scope of work:

Work with the client to develop an application to track the user's children's key developmental milestones.

The application is designed to intuitively help parents of toddlers track their child's progress in a convenient way.

User Facing Mobile Application

The primary user interface will be an Android/iOS application.

The user should be able to:

1. Profile Journey:
 - a. Create an account using a Login with Google / Apple.
2. Adding a child profile:
 - a. This also acts as an onboarding journey for the user.
 - b. Capture essential information on the child and parent using a multi-step form experience.
 - c. Get information about the data privacy policies (Refers to GDPR policies - parents should know that we are compliant)
3. Child milestone journey:

- a. The user should be able view an overview of all milestones for the child. The milestones and information about the milestones will be auto-created for the child / children.
- b. The users should be able to mark milestones as achieved.
- c. Users should be able to mark milestones as unachieved.
- d. The users should be able to see all the completed milestones of their child / children.
- e. The users should be able to see the full list of milestone categories and milestones for the age range of the child / children.
- f. The users should be able to see the upcoming milestones.
- g. Each milestone will come with description text that describes the milestone.
- h. Each milestone always comes with a set of 3 guides. These guides are generated by sending medical history of child and parent to LLMs, along with other data and then getting a the guide/recommendations list.
- i. User can mark as guides as done.
- j. If a user completes the 3 guides for a milestone and has still not marked the milestone as completed, 3 new guides will be presented to the user.
- k. If there are no more recommendations (i.e if the user has completed through all of the

recommendations in the guide) then the page placeholder text should ask the user to contact their GP

- I. Milestones are ALWAYS set according to the child's actual birth date. So if the child was prematurely born then the parents will see milestones that are adjusted according to the days/weeks that the child was born.

4. Overview:

- a. The user would get highlights or and summaries as the top result on their home screen and then followed by a list of incomplete, complete, and upcoming milestones.

5. Complimentary product journey

- a. User will always be recommended products for each milestone in the app.
- b. Users should then be able to click and purchase said product at a third party website/application.

6. Misc:

- a. Basic settings page to check notifications, read TnC and delete accounts.
- b. There will be a page to update the medical history of the user and importantly of the baby. Whenever this section is updated by the user, the guides and the toys recommendations in the milestones will change.

Backend:

1. Build and deploy a robust backend system that accommodates all the above user-facing features.

AI Integration

- Plan is to integrate AI into the following features:
 - AI-powered Amazon product recommendation. This should be limited to only a few parameters and a subset of products to ensure accuracy and reduce risks.
 - Recommendation of guides for each milestone.
 - AI would be run off a private instance on AWS Bedrock, Google Vertex or Azure AI.
 - Data would be:
 - anonymized to comply with privacy laws.
 - Run on a private instance.

Backend, Tech & Architecture

- **Mobile application Framework:** React Native
- **Backend Framework:** NestJS (NodeJS + Typescript)
- **Database:** PostgreSQL
- **AI Integrations:** Gemini / Claude Sonnet / Opus (will experiment with all 3 and determine)
- **Hosting:** AWS (EC2 or ECS, S3 for file storage)
- **Monitoring:** CloudWatch or Sentry for uptime and job errors

- **Firebase**

Admin & Technical Features

- Robust server deployments with regular backups.
- Mobile publishing with a beta/test channel.
- User analytics for business to make informed decisions.
- Tech logs reporting and alerts for any failures.
- Basic admin dashboard IF required - to be discussed separately.
- Staging application and server setup.

About us

[Studio Frontier](#) is a distinguished provider of technology and design solutions, headquartered in Mumbai with a global team. Our founders boast over a decade of individual market experience, having spearheaded technology teams at prominent startups across India. Our esteemed clientele encompasses leading entities such as:

- **Upstox:** Among India's premier stock brokers.
- **Leap Finance:** A prominent figure in the realm of student finance in India.
- **Drip Capital:** A frontrunner in the domain of trade finance.
- **Clak:** Clak is a social commerce platform headquartered in London built for the creator economy.

Timeline

Design: Front-end user experience already designed and shared by the client.

Development: 5 weeks.

Backend Development: 5 weeks

Frontend Development: 4 weeks (parallel development)

Feedback: 1 week.

Publishing to Android and iOS app stores: 1 week.

Total Duration: 6-7 weeks.

Future roadmap to prioritise

- Subscription / credits system if we are trying to monetize this application.
- Daily / weekly recommended activities completion streak

Later:

- More communication like:
 - Emails on upcoming milestones.
 - Newsletters.
 - Push notifications.
- Referral links for products.

Your Investment

Design, development and project management:

INR 8,00,000

Please note:

These are estimates and we will need to discuss the scope of the project in detail before we give a formal proposal.

The above includes meetings for final project estimates and client interactions.

Additional maintenance for the project will be discussed separately.

AI cost estimate: less than 0.5 cents per query (gemini 2.5 flash). AI costs will depend on the complexity of the

agentic flow and can only be determined once we run a few tests.

Thank you

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