Child Development Tracker Application

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 an email/password combination or any social logins.
   b. Upload the child's picture.
2. Adding a child profile:
   a. This also acts as an onboarding journey for the user.
   b. Capture essential information on the toddler using a multi-step form experience.
   c. Upload the child's picture.
   d. Get information about the data privacy policies.

e. The user should then be able to add "growth milestones", which are essentially a timeline of updates around the user's key properties.
3. Child milestone journey:
   a. The user should be able to select a milestone for their child and add information around it. The information around each milestone will be a combination of form fields that may be unique to each milestone. Forms may be multi step
   b. The users should be able to update milestones.
   c. The users should be able to see all the completed milestones of their child.
   d. The users should be able to see the upcoming milestones for their child.
   e. Each milestone may come with helper text and guides.
   f. Milestone timelines and completion levels may be dynamically affected by some other user properties and conditions.
4. Dashboard:
   a. The user would get highlights or summaries as the top result on their home screen and then followed by a list of completed and upcoming milestones.
5. Communication:
   a. Only welcome email for v1.
6. Complimentary product journey

a. At designated points in the app, the user should be recommended products related to the milestone.

b. Users should then be able to click and purchase said product at a third party website/application.

7. Misc:

a. Basic settings page to check notifications, read TnC and delete accounts.

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.
  - Interpretation of the text information added by users to identify any conditions (illnesses, developmental challenges, etc) that would affect the milestone completion scores/deadlines.
  - Interpretation of some milestone data.
  - 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
- **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.
- More communication like:
    - Emails on upcoming milestones.
    - Newsletters.
    - Push notifications.
- AI powered voice support/guides.
- 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

'

Studio Frontier

neha@studiofrontier.com

+91 9167611650