

Phase 1 Product Scope

Preschool / Nursery Management App – Sri Lanka

Prepared for: Preschool & Nursery Stakeholders

Document type: Phase 1 Scope & Direction

Branding: Logo, brand colors, and typography to be applied

Phase 1 Objectives

Sri Lanka does not currently have a widely adopted, purpose-built digital system for preschool and nursery management. Phase 1 aims to introduce a simple, trusted application that digitizes everyday nursery operations while strengthening communication, confidence, and productivity.

This phase clearly defines value for each key stakeholder — parents, teachers, and nursery owners — ensuring the product delivers immediate, visible impact from the start.

Parent Objectives

- Build trust and confidence by giving parents a clear, structured view of their child's day
- Reduce uncertainty and anxiety through reliable, timely communication
- Strengthen the parent-school relationship using a secure, purpose-built application

Teacher Objectives

- Reduce communication stress caused by repeated parent follow-ups
- Replace informal calls and WhatsApp messages with structured in-app chat and calls
- Enable quick logging of daily activities with minimal effort
- Allow teachers to spend more time on children, not administration

Admin / Owner Objectives

- Digitize core nursery operations currently handled through paper and messaging apps
- Improve day-to-day control and visibility without increasing staff workload
- Centralize all parent communication into one controlled, professional channel

Primary Phase 1 success condition: A preschool can operate its daily activities for at least one full week using the application across parents, teachers, and administrators, without reverting to fragmented communication and paper-based workflows.

Target Users

Primary Users: Preschool / Nursery Owners, Teachers, Admin Staff

Secondary Users: Parents / Guardians

Phase 1 Value Principles

- Immediate and visible value within the first week
- Simpler than existing workflows

- Designed for everyday use

Core Feature Scope (Phase 1 MVP)

School & User Setup

Create school profiles, classes, teachers, students, and assign students to classes. Student profiles include essential details, emergency contacts, medical notes, and authorized pickup persons.

Attendance & Pickup Tracking

Teachers can mark attendance, record check-in and check-out times, and confirm pickup.

Announcements & Communication

School-to-parent announcements at school or class level with basic read status.

Daily Child Updates

Lightweight daily updates using quick taps for meals, naps, mood, with an optional short note.

Fees & Payment Visibility

Admins can set fees and mark payment status; parents can view fee status and receive reminders.

Roles & Access Control

Role	Access
Owner / Admin	Full access
Teacher	Class-level only
Parent	Own child only

Platform & Technical Requirements

Online-first application

Mobile-first experience for teachers and parents

Responsive web experience for administrators

Language support: English and Sinhala

Phase 1 Success Metrics

- $\geq 70\%$ teacher weekly active usage

- $\geq 60\%$ parent weekly active usage
- School onboarding time under 1 hour

Phase 1 Deliverables

- Validated problem statements
- Confirmed MVP feature set
- Real usage data from pilot schools
- Clear Phase 2 roadmap

Pricing & Commercial Approach (Phase 1)

The product will follow a subscription-based pricing model, aligned with the ongoing operational value it delivers to preschools. Phase 1 focuses on validating willingness to subscribe rather than optimizing pricing tiers.

Phase 2 Direction

Phase 2 will build on validated Phase 1 usage to support growing nursery needs, such as managing multiple branches and enabling parents to manage more than one child within a single account.

Summary

This document outlines a focused Phase 1 approach to introducing a dedicated preschool and nursery management application in Sri Lanka. Phase 1 prioritizes simplicity, fast adoption, and immediate value, while insights from real usage will guide responsible scaling in future phases.