**Project Proposal**

**MumBub’s Playdate**

**Summary**

This website was created for mums and bubs to find a playdate together. As a new mum, sometimes it is hard to find other mum’s and bub’s with similar routines, especially sleeping and awake times and for a mum staying home all day only with bub can be lonely. The purpose of this website is to help mums who look for friends for baby’s playdate, as well mums to share each other’s experiences as a mum. Mums’ can search for friends, other mums based on suburb where they live, similar baby’s age, suitable availability time and days. So that, playdate can happen without change to baby’s routine, when baby is happy and content, this will affect mum emotion. Mums make a friend, babies can play together. Happy mum, happy bub!

**Asset List**

**Product Purpose**

Target Audience:

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| Mums with bubs who look for friends and playdate | Many mums wish to say hello with other mums within their local neighbourhood but struggle to find other mums with bubs who have similar routine and age for playdate, or even just for walking or have coffee together. In this website, mums can find other mums for playdate and a new friend to share similar experiences, especially for a new mum. |
| Mums with bubs who live around suburb/ area | Even though, many mums and bub at same suburb but it is hard to get to know each other because of different routines. That’s why through this website mums can find each other who match their baby’s routine. |
| A new mum | A new mum needs to share opinions regarding their baby’s. Through this website, mums can share their experiences and can have playdate without disrupting the baby’s routine. |

**Complex Components**

* Responsive, easy to navigate and simple design: the website appears responsive by accessing from desktop and smart devices.
* Matching baby’s age and routine, and suburb where mum and bub live: mums can search for another mum and bub who match their baby’s routine. So, they can catch up or arrange playdate while keeping baby’s routine in place.
* Profile with mum and or bub picture of face and self-introduction: when mums search for other mums, they could see their picture, baby’s age, gender, their free availability time and days, suburb and chat facility.