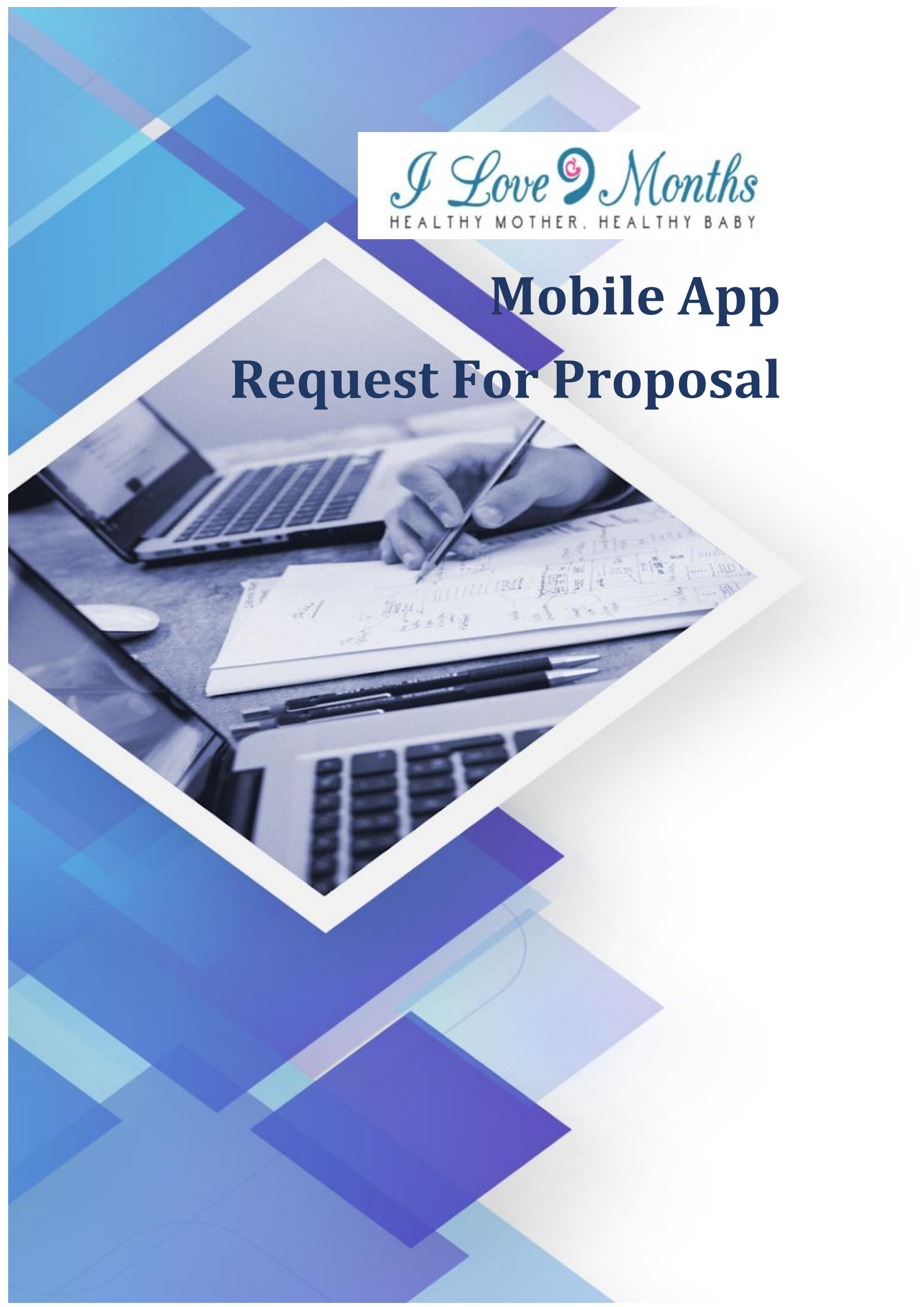


I Love 9 Months
HEALTHY MOTHER. HEALTHY BABY

Mobile App Request For Proposal



EXECUTIVE SUMMARY

I Love 9 Months (IL9M) Co-Founded by 3 Women Entrepreneurs, is an organization dedicated to maternal and infant wellness. IL9M is committed to enriching lives of mothers by eliminating modern day challenges faced by them during and after pregnancy. We support women in their journey of motherhood through our mobile app, home care services and breastfeeding pods, with the sole aim of improving maternal and infant health outcomes.

COMPANY INFORMATION

I Love 9 Months equips educates engages and empowers women to make the right choices. We deliver person centered products and services that enables choice, personalization and positive experience through the entire journey of motherhood and beyond. All our services are in line with UNICEF's "priority interventions" of 1000 days which is the critical window between conception to post pregnancy. We have a determined focus on results, and on saving and improving lives.

PROJECT DESCRIPTION

We are looking at a tone down version, with better UI an UX in native Android and IOS Of our existing app Preggo and Kuddls.

The Idea is to just have one App for Health Tracker Application for Pregnancy and Post Pregnancy and sharpen some content and add some new content.

The current App is hybrid.

PROBLEM SUMMARY

Unlike Developed countries, Health trackers are not in common use in India and developing countries. We need to make the trackers simple to use and subsequently motivate them to use regularly. This can help the mother and baby health outcomes.

PROJECT SCOPE REQUIREMENTS

Tracker to open based on requirements ..it will customize based on due date(Pregnancy) or delivery date(Post Pregnancy)

Pregnancy Trackers

- 1.Blood Pressure
- 2.Temperature
- 3.Blood Sugar
- 4.Contraction
- 5.Growth
- 6.Kick Calculator

7.Pregnancy Weight

8.Foetal Weight

Post Pregnancy – Mother

1.Blood Pressure

2.Temperature

3.Blood Sugar

4.Kegel

Baby

1.Feeding

2.Diaper

3.Sleep

4.Immunization

5.Development

6.Baby Weight

General Trackers

1.Drink it Up

2.Just Walk

3.Time Out -Activity

Common for all Trackers

History Sheet

Link some trackers as insight

Share, Edit and Modify

SOS to another number if the data is an alert data

Analytics and Dashboard

User Analytics including Google Analytics ..eg

Which trackers customers are using more

How to get user input data , to make white label reports etc