

Informal Proposal

The concept statement:

Who is this for? This app is will be the next installment for BioWink GmbH, the creators of the Clue Period Tracker: Period & Ovulation Tracker.

Purpose of project? This application will be designed for desktop, tablet, and phone use. It is strictly an app, however, and it will not include a desktop website, but a app for the desktop. There may be a brief introductory website later down the line, but this will not include any functionality aside from downloading the app itself.

Why do this project? What is the benefit to the client? The clients previous app is targeted towards a younger audience to prevent pregnancy, but after a certain age, these same women who use the app may be in the market to have a child. The Pregnancy Tracker will reach out to this clientele and allow the company to stay with the individual through every stage of their life.

What is the scope of the project? (what is to be covered; what are the major content areas?) The applications goal will be to monitor changes throughout the woman's pregnancy. It will have daily questions regarding cravings, pain, mood, and general strange occurrences. During the final three months of pregnancy, the app's design will change slightly, featuring a large button on the home page entitled "My Water Broke"; this will send an email, or text (depending on preference), to all parties the client wishes to contact. A pop up question will appear afterwards asking if an ambulance needs to be contacted or if you have a ride to your registered hospital. Finally, the app will turn into a stop watch. When the screen is tapped, the app will make note of the amount of time between contractions, until the "Delivery Room" option is clicked. After the baby is born, the app will take note of the time, place, and date, and then reset to prepare for the next child the client wishes to have.

Target Audience:

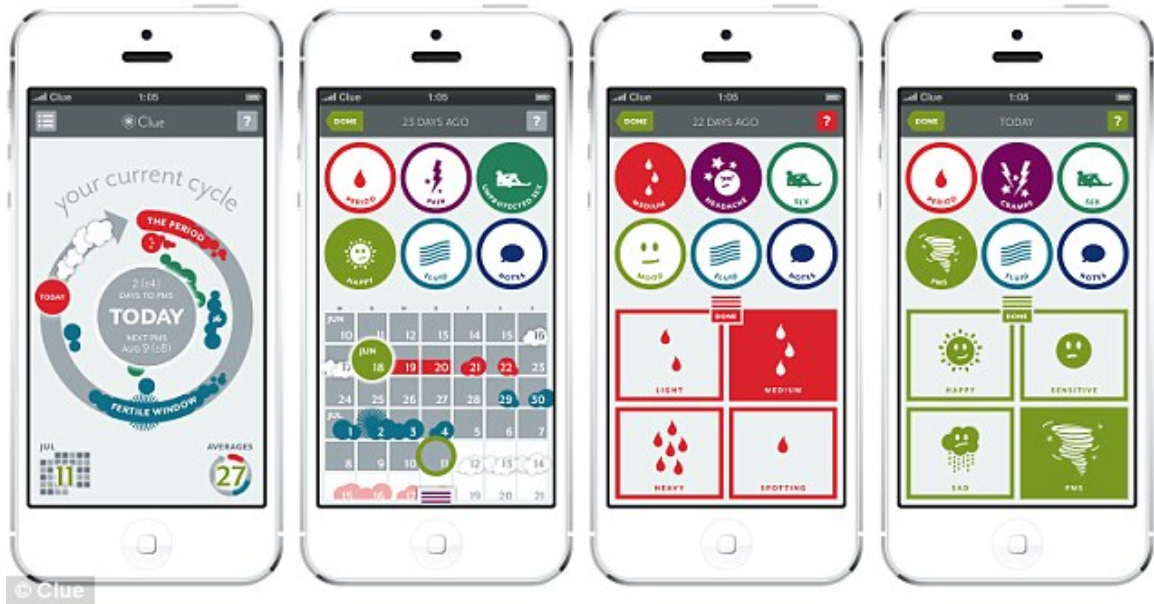
Who are they? This application targets pregnant women specifically, primarily between the ages of 25 and 32.

Why would they use this project? The women will be interested in using the app for organizing their needs and wants while they are dealing with hormone changes, mood swings, and other complications due to pregnancy. It's also beneficial for those women who feel most alone (even if they have a partner), and feel they need assistance. The app will give them the ability to contact their doctor with questions, keep track of the vitamins they need to take, water they need to consume, and exercises they should do.

What are they looking for from a project like this? Simplicity, clean design, helpful interface, calming, and organization.

Interface Design:

Describe the design and any design metaphors that will be used. The design will reflect the previous application by this company (Clue Period Tracker); The designs are simple, minimalist images, that have very few descriptors. View the images below for an example.



What is the message that you want to communicate? We want to make it clear that the application is all about them, that this pregnancy is within their control, and that regardless of how they feel, they will get through it.

What is the tone or mood that you want to set for the project? Happy, calm, simple, helpful, and clean.