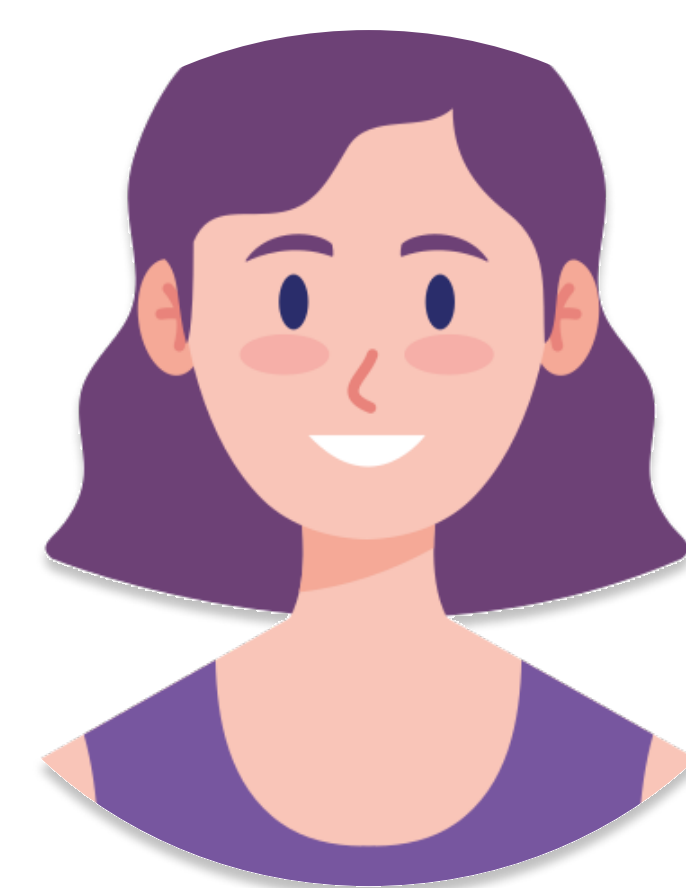


# Problem Statements and Value Propositions

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Sarah



Problem statement

Sarah is a single first-time mum who needs to keep on top of her baby's records and learn more about baby conditions because attempting motherhood on her own is overwhelming.

Value Proposition

Our app provides an easy-to-use platform that lets users organise their baby's health needs, learn about conditions and treatment, and access a supportive community of similar parents. It will affect first time mums like Sarah by easing the overwhelming journey of motherhood.

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Alex



Problem statement

Alex is a busy full-time working dad of 3 who needs to compile his kid's healthcare records in one place because it's confusing when school or camp requirements ask to view something specific.

Value Proposition

Our app provides an all-in-one platform that lets users access their children's health records in one place, easily print health reports, and schedule appointment reminders, which will affect users who are busy working parents by helping them keep on top of their child's health needs. We want to make life easier for the working parents!

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Chris



Problem statement

Chris is a dad with autism who needs a sensory-friendly app to navigate his child's health records and to set reminders with because he finds it challenging to access and manage comprehensive health information.

Value Proposition

Our app provides an accessible platform which will affect parents who have autism, disabilities, or communication difficulties by allowing them to customise the accessibility settings, setting reminders and alerts for upcoming appointments, and navigating their child's health records with a sensory-friendly app.