

A woman with long dark hair is standing on a staircase, looking down at a smartphone in her hands. The background is slightly blurred, showing the wooden railing and steps of the staircase. The overall lighting is soft and indoor.

Value Proposition:
P2P: Connecting Parent to Parent

Problem/Solution:

We realize how important it is to have immediate access to a supportive community when facing the daily trials of parenting. That's why we wanted to create a safe space where parents can quickly find guidance and encouragement from people they know and trust.

We aimed to create the ability to:



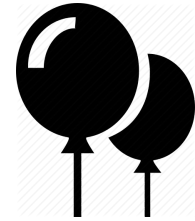
EASY

Log one's
parenting
journey honestly



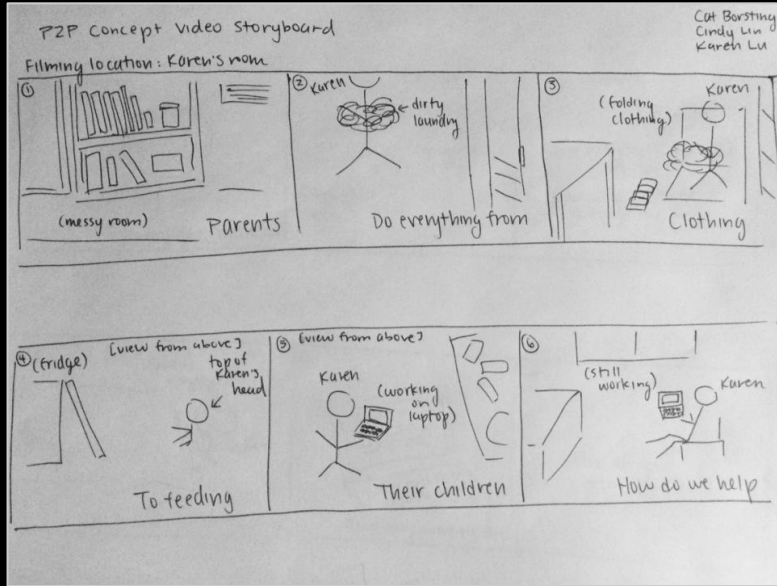
MODERATE

Share experiences
with a community of
parents in a safe,
non-judgemental
space



COMPLEX

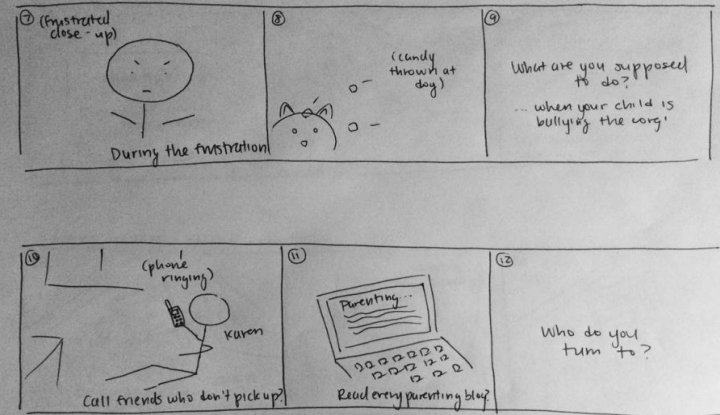
Celebrate, encourage,
and advise friends
through their
parenting adventures



(Shows daily trials of parenting)



In the beginning, we wanted to convey the isolation people can often feel while struggling to handle all their responsibilities as parents

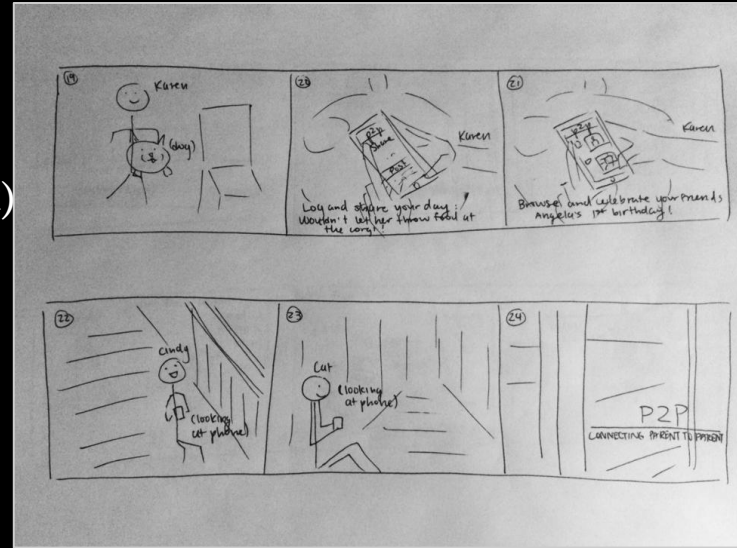
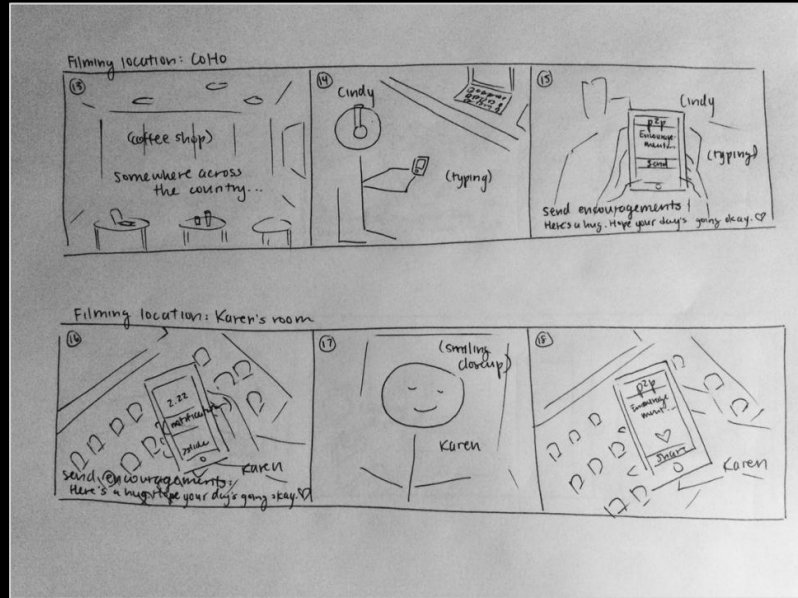


(Shows parent feeling isolated in her frustration)

(Shows people on app sharing their experiences)



(Shows friend sending encouragement to parent)



In the end, we wanted to show how our app has the potential to allow parents to share their daily frustrations and connect struggling parents to a supportive community

Link to Video: <http://youtu.be/E56-UnGhSYg>