

## My Baby's Day App

### Purpose

This purpose of this two minute video is to highlight the real time updates between parents and caregivers. This video will give different scenarios where the My Baby's Day App will benefit parents and caregivers. This video will also show the target audience how easy it is to get started in the app.

### Target Audience

The target audience for this video includes parents (husband and wife), caregivers (such as babysitters, grandparents, daycare owners).

### Goal

The goal of this video is to show parents and caregivers that there is an easier way to track their baby's schedule and activities. This video should provide valuable information so people in the target audience download the app to start saving time and streamline their baby's day.

## Script

Parents, now you can organize your baby's schedule and communicate in real time with, your spouse, babysitters, grandparents, and other caregivers. [Slide 2]

With My Baby's Day App, you will save time keeping track of your baby's activities. [Slide 3]

No more writing down instructions for caregivers. [Slide 4]

Set up your baby's profile one time in the app and instantly share it with sitters, nannies, grandparents and daycare centers. Everyone receives real time updates about your baby's schedule. You, your spouse, and your caregivers will see the same activities about your baby. [Slide 5]

Get real time tracking of your baby's feedings. Track how much your baby eats and get notified if a feeding is overdue. Track diaper changes and how often your baby pees or poops. Keep up with nap time and track how long and how often your baby sleeps. See a daily report of your baby's activities. Your spouse and caregivers will see reports in real time. You'll have more time to spend doing the things you enjoy. [Slide 6]

It's easy to get started. Download the app from the Apple App store. Search for My Baby's Day. [Slide 7]

Select your view. Tap Sign Up to create an account. [Slide 8]

Customize your account and upload your baby's picture if you like. Once your account is set up, start adding your baby's feeding and diaper instructions. [Slide 9]

Go to the Setup page and Select Feedings. Select the milk type, feeding duration, milk amount, and if your child takes baby food. Tap Save and Continue. [Slide 10]

Next, you can set up your baby's diapers. Add the types of diapers your baby wears and the diaper size. Tap Save and Continue. [Slide 11]

Once your baby is set up, tap View Profile to see your babies information. You can edit this profile at any time. [Slide 12]

It's easy to connect to your caregivers. Once your caregivers download the app, Tap Link a Caregiver from the Profile page. You'll be given a Caregiver Link code. Tap share to send the code to your caregivers. They will enter this code in their app and now you both are connected and will receive real time updates. It's that easy. [Slide 13]

Caregivers, this app is for you too! My Baby's Day app gives you an easier way to communicate with parents. Save time, reduce paper clutter, and send real time updates to parents. No need to write down or remember the schedule of babies in your care. Send information instantly to parents' mobile devices. Do you care for more than one baby? You can keep track of multiple babies, saving you even more time. [Slide 14]

Keep track of diaper changes and feedings and instantly notify parents when diapers supplies get low. You can also let parents know when their baby needs more milk.[Slide 15]

Never miss a feeding for the babies in your care. Get notified with it is time for a feeding or if a feeding is overdue. [Slide 16]

Track sleep and let parents know how often and how long their baby sleeps. [Slide 17]

Parents can see instant activity from their mobile devices. No more writing down daily reports. My Baby's Day App provides a daily report for parents to instantly know about their baby's day. Share and print reports right from the app. [Slide 18]

Get started today. Download the My Baby's Day App from the Apple App Store and start streamlining and organizing your baby's day! [Slide 19]

## **Outline**

### **I. Introduce the App**

- A. Benefits for Parents
- B. Scenario that applies to parents
  - 1. Show both parents receiving the updates.
  - 2. Full time nanny sending updates.
  - 3. Friday night, Date night caregiver sees updates from nanny and then continues to send updates to parents.
  - 4. Going on vacation for the weekend, Grandparent sending updates
- C. Everyone can see updates from the baby once linked.
- D. Benefits for Caregivers
  - 1. Manage multiple babies
  - 2. Communicate with Spouse and Caregiver
  - 3. Never Miss a Feeding
  - 4. Notify parents when supplies are low
  - 5. Track Sleep
  - 6. Send Instant daily reports. Save time, reduce paper clutter, real time updates.

### **II. How to Get Started**

- A. Setup
  - 1. Feedings
  - 2. Diapers
- B. View Profile
- C. Connect with caregivers so they get the information in real time.
- D. Download the app today on the iOS app store.
  - 1. Show website, support email, instagram.