

My Baby's Day App



Prepared by Melanie Latrelle Grandoit

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 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 and start saving time and streamlining their baby's day.

AUDIO

“Parents, now you can organize your baby’s schedule and communicate in real time with, your spouse, babysitters, grandparents, and other caregivers.”

SCREEN

My Baby’s Day App

Parents, Now You Can
Organize Your Baby’s Schedule
Communicate In **Real Time** With

- ☒ Your Spouse
- ☒ Babysitters
- ☒ Grandparents
- ☒ Other Caregivers



AUDIO

“With My Baby’s Day App, you will save time keeping track of your baby’s activities.”

SCREEN



AUDIO

“No more writing down instructions for caregivers.”

SCREEN

My Baby's Day App

No more writing
down instructions
for caregivers.



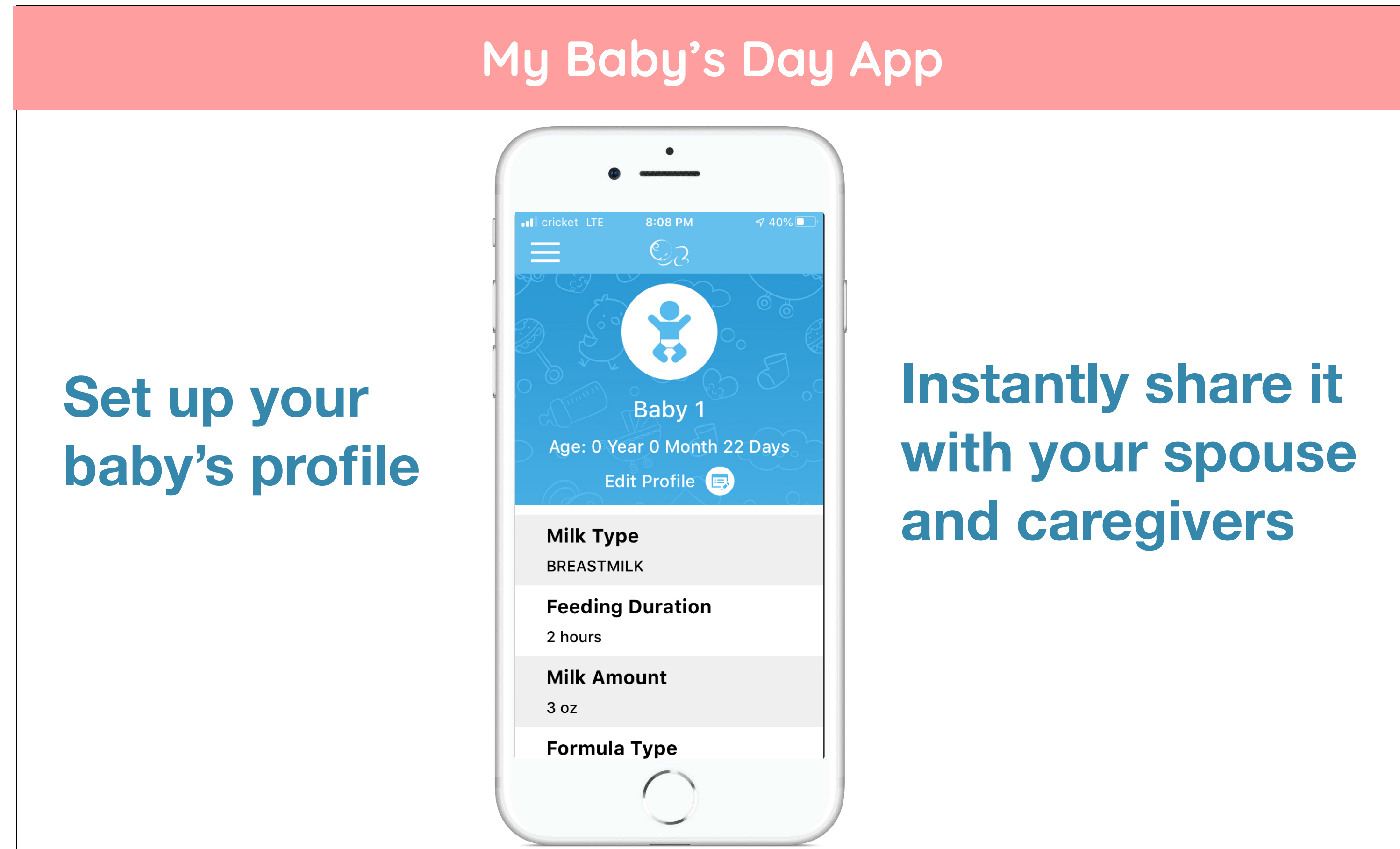
AUDIO

“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.”

(Video demo how to access the Baby Profile screen and show the baby’s activity page)

SCREEN

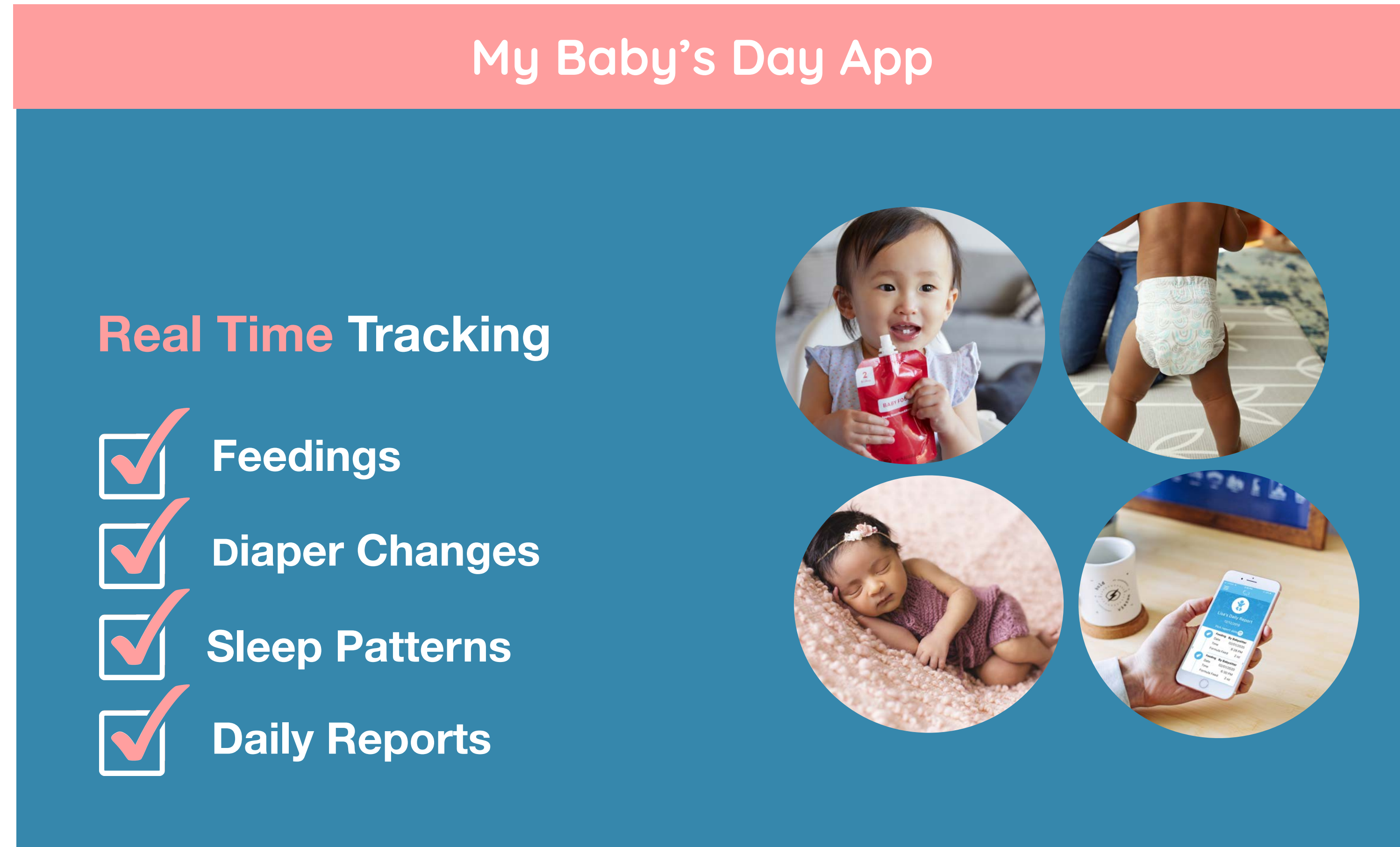


AUDIO

“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.”

SCREEN



AUDIO

“It’s easy to get started.
Download the app from
the Apple App store.
Search for My Baby’s
Day.”

(Video demo of downloading from App
Store)

SCREEN



Download
From The
App Store

Search For
My Baby’s Day

AUDIO

“Select your view.
Tap Sign Up to create an
account.”

(Video demo of selecting Parent
View and then creating a new
account.)

SCREEN

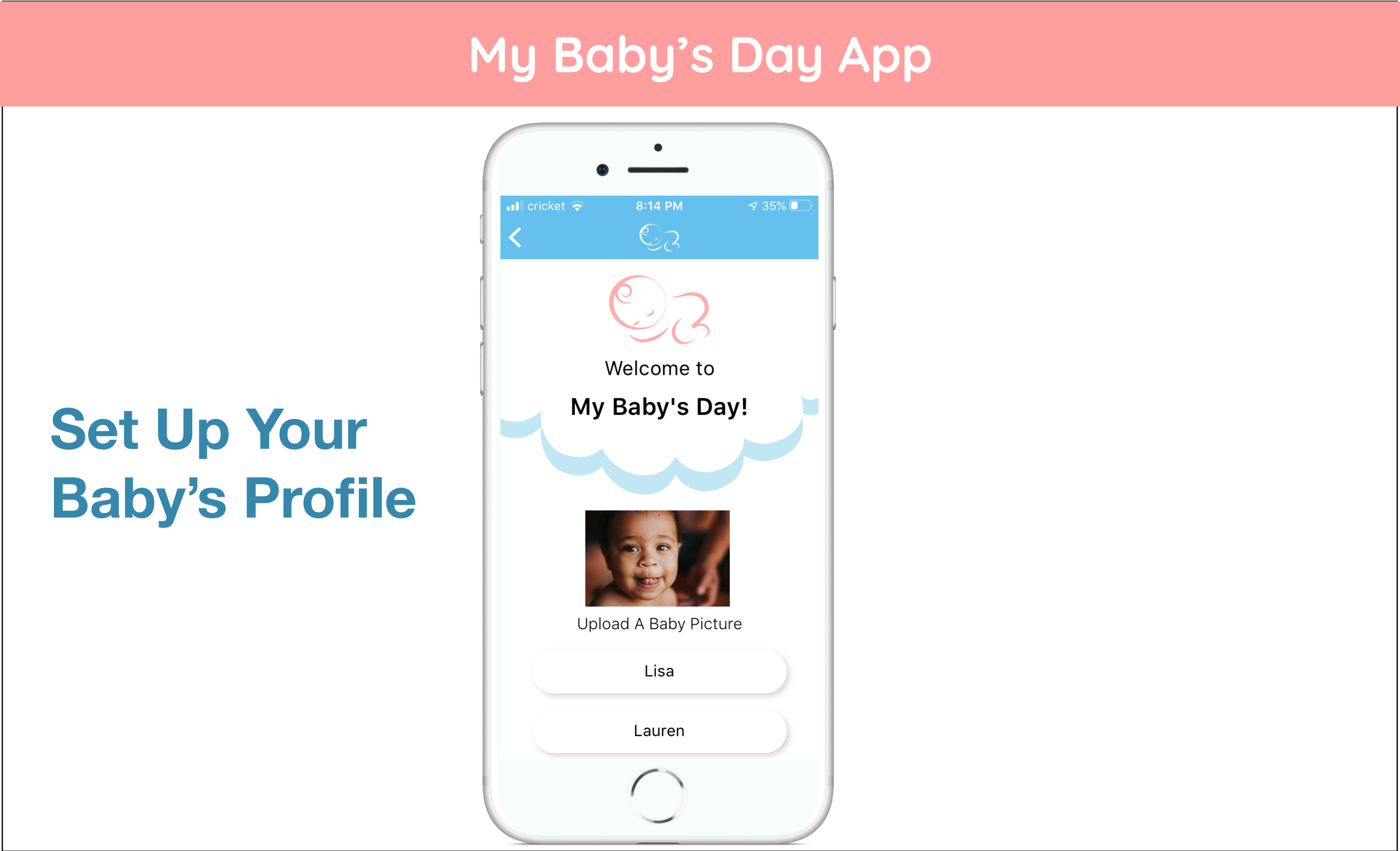


AUDIO

“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.”

(Video demo of customizing baby’s profile)

SCREEN

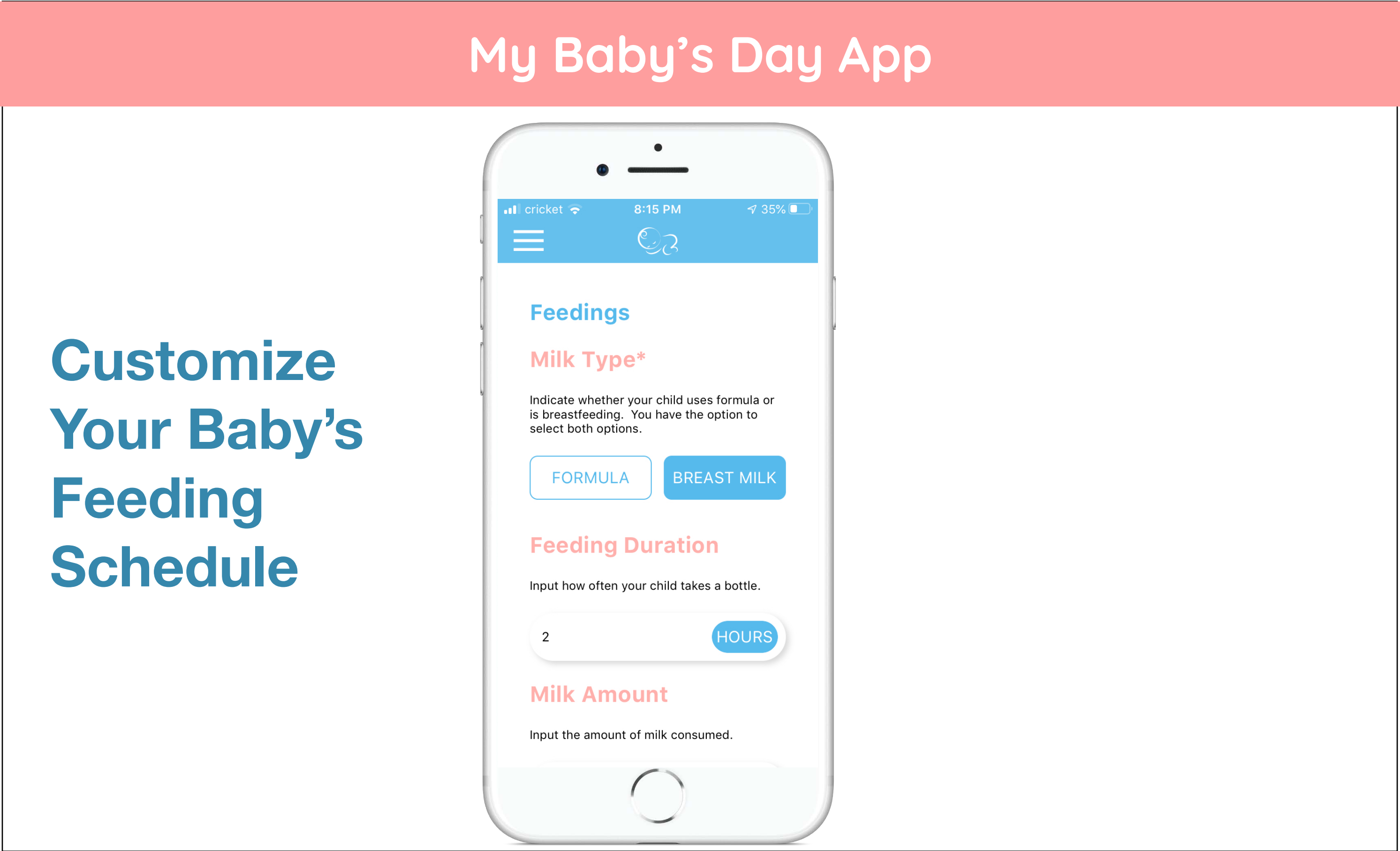


AUDIO

“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.”

(Video demo of customizing baby’s
feeding schedule)

SCREEN

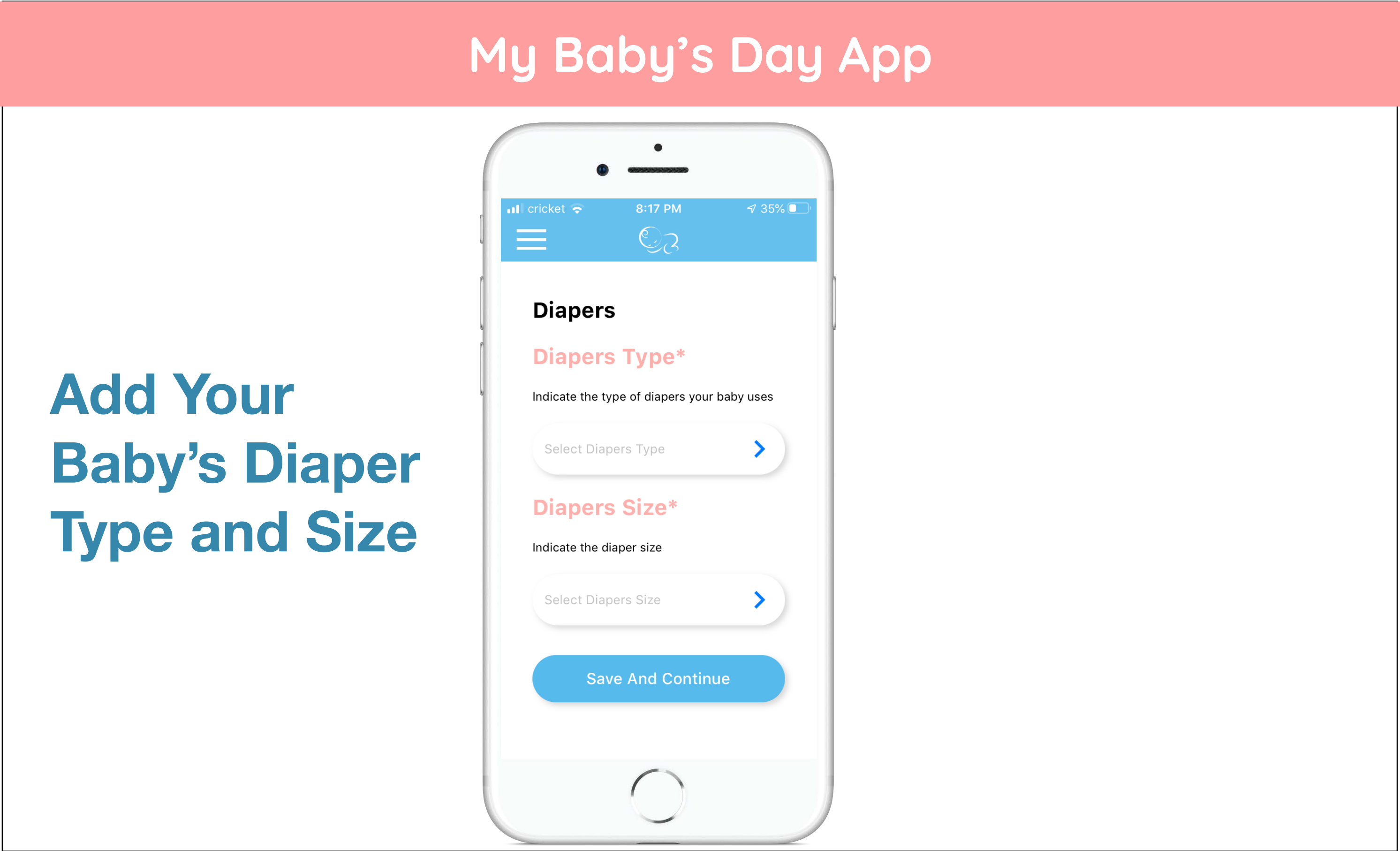


AUDIO

“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.”

(Video demo of diaper setup)

SCREEN

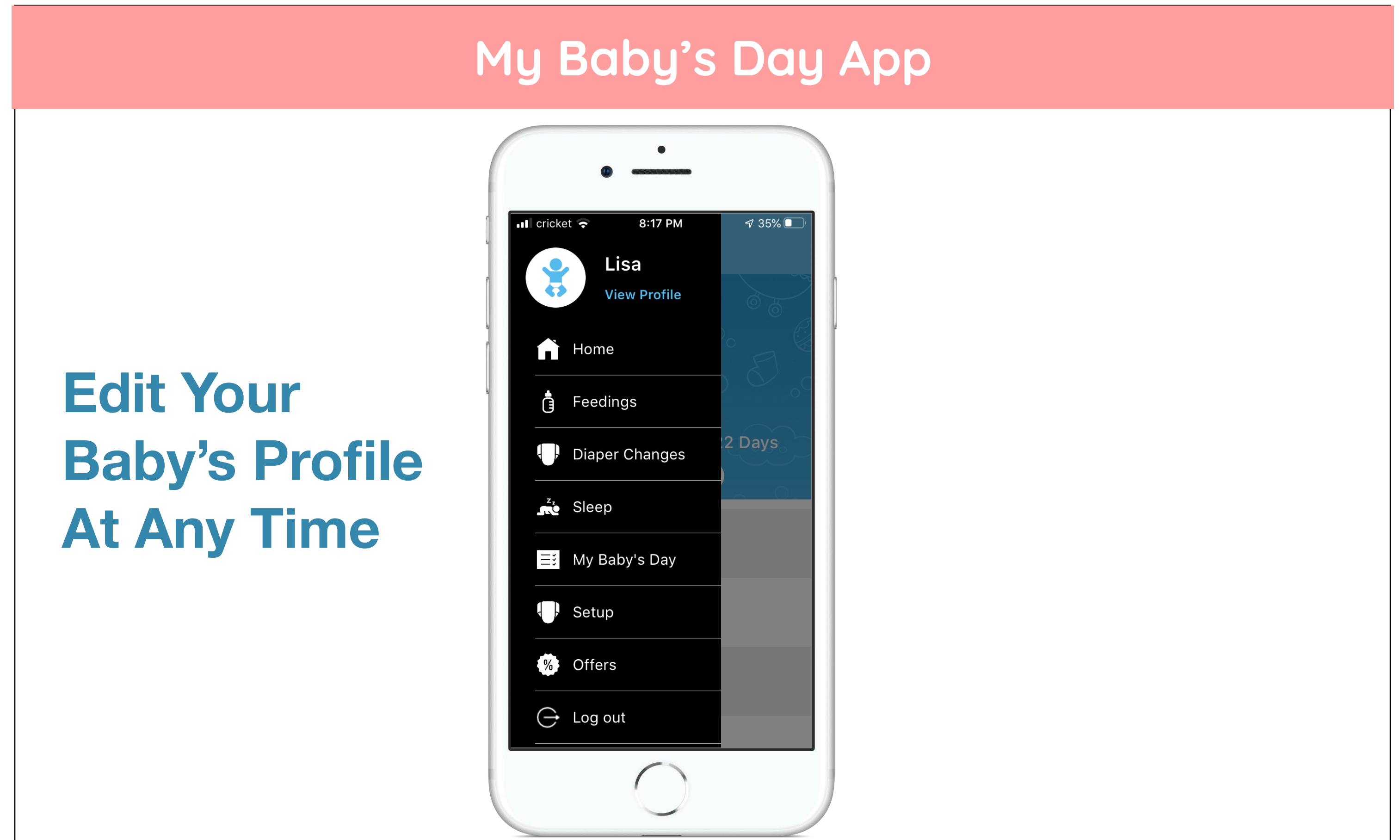


AUDIO

“Once your baby is set up, tap View Profile to see your babies information. You can edit this profile at any time.”

(Video demo viewing profile)

SCREEN

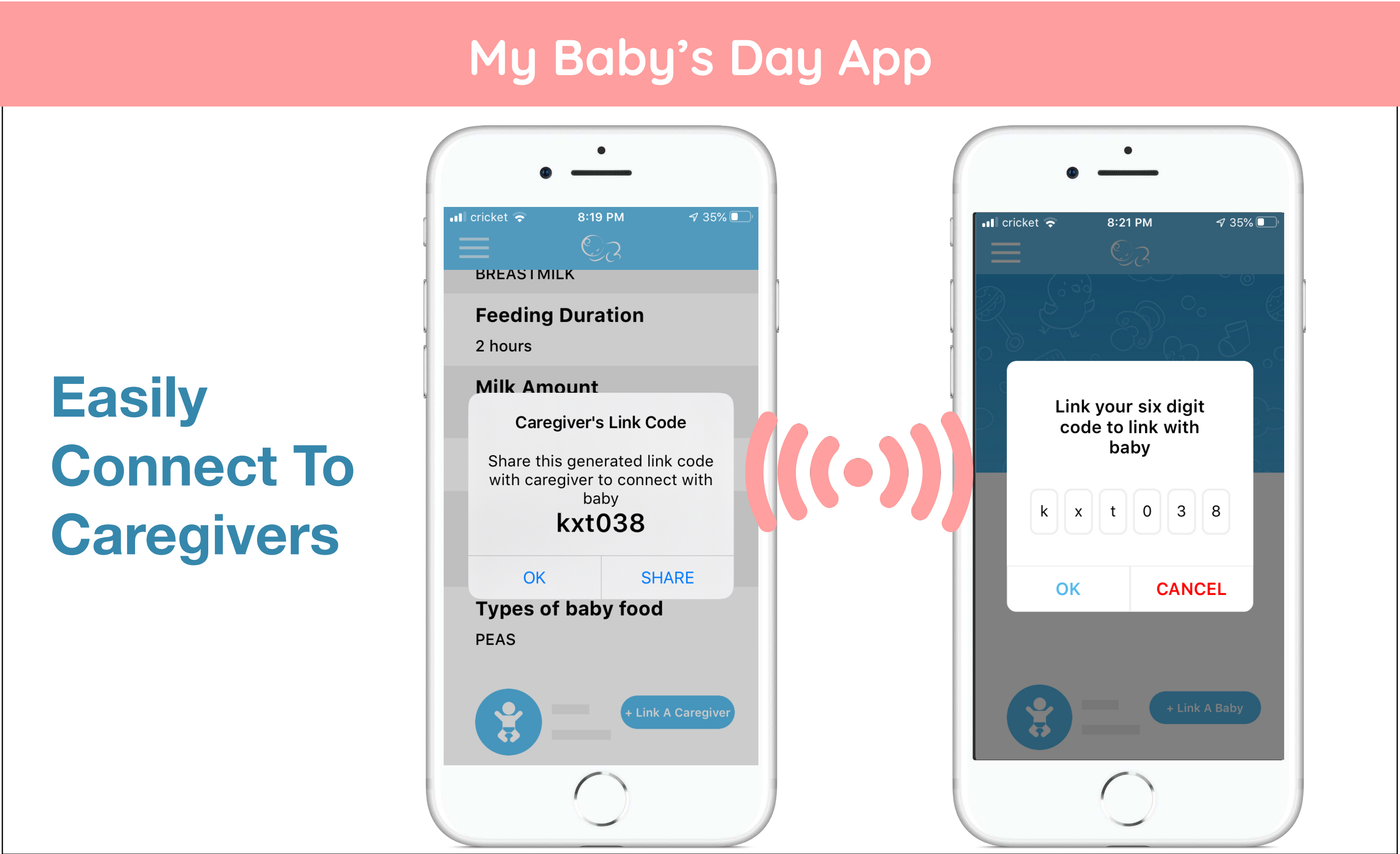


AUDIO

“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.”

(Video demo of how to link caregiver)

SCREEN



AUDIO

“Caregivers, My Baby’s Day app is for you too! Now you have 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.”

SCREEN

My Baby’s Day App

Caregivers, **Easily Communicate With Parents**

Communicate In **Real Time**

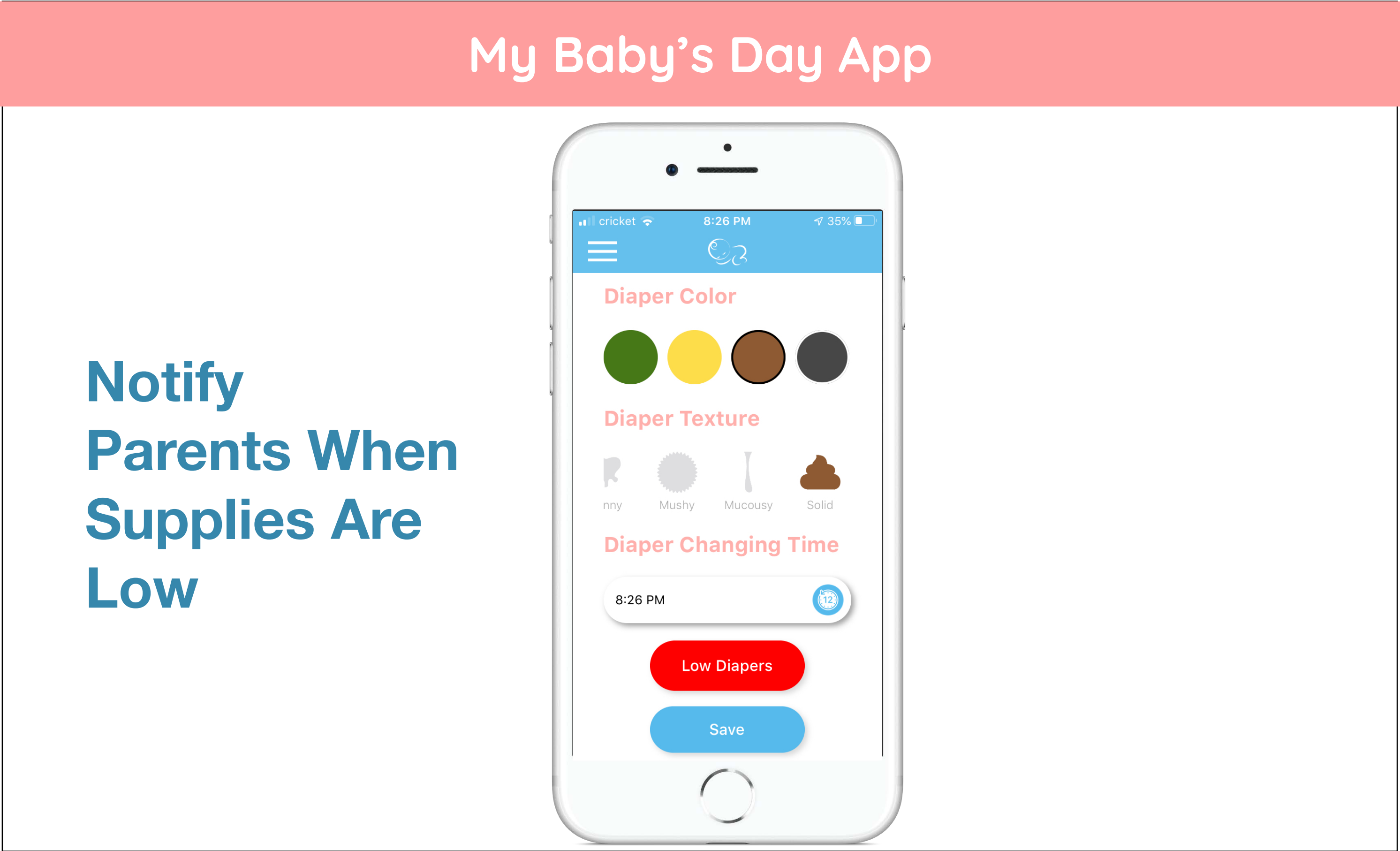
- ☒ Send Real Time Updates And Daily Reports 
- ☒ Manage Multiple Babies 
- ☒ Get Notified of Feeding Times 
- ☒ Instantly Notify Parents When Baby Needs More Supplies 
- ☒ Track Feedings, Diaper Changes, Nap Times 

AUDIO

“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.”

(Video demo of sending notification of low supplies for diapers and milk)

SCREEN



AUDIO

“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.”

(Video demo of getting notification of feeding due and overdue feeding)

SCREEN

My Baby's Day App

**Get Notified
When It's
Time For A
Feeding**



AUDIO

“Track sleep and let parents know how often and how long their baby sleeps.”

(Video demo of putting in nap times)

SCREEN



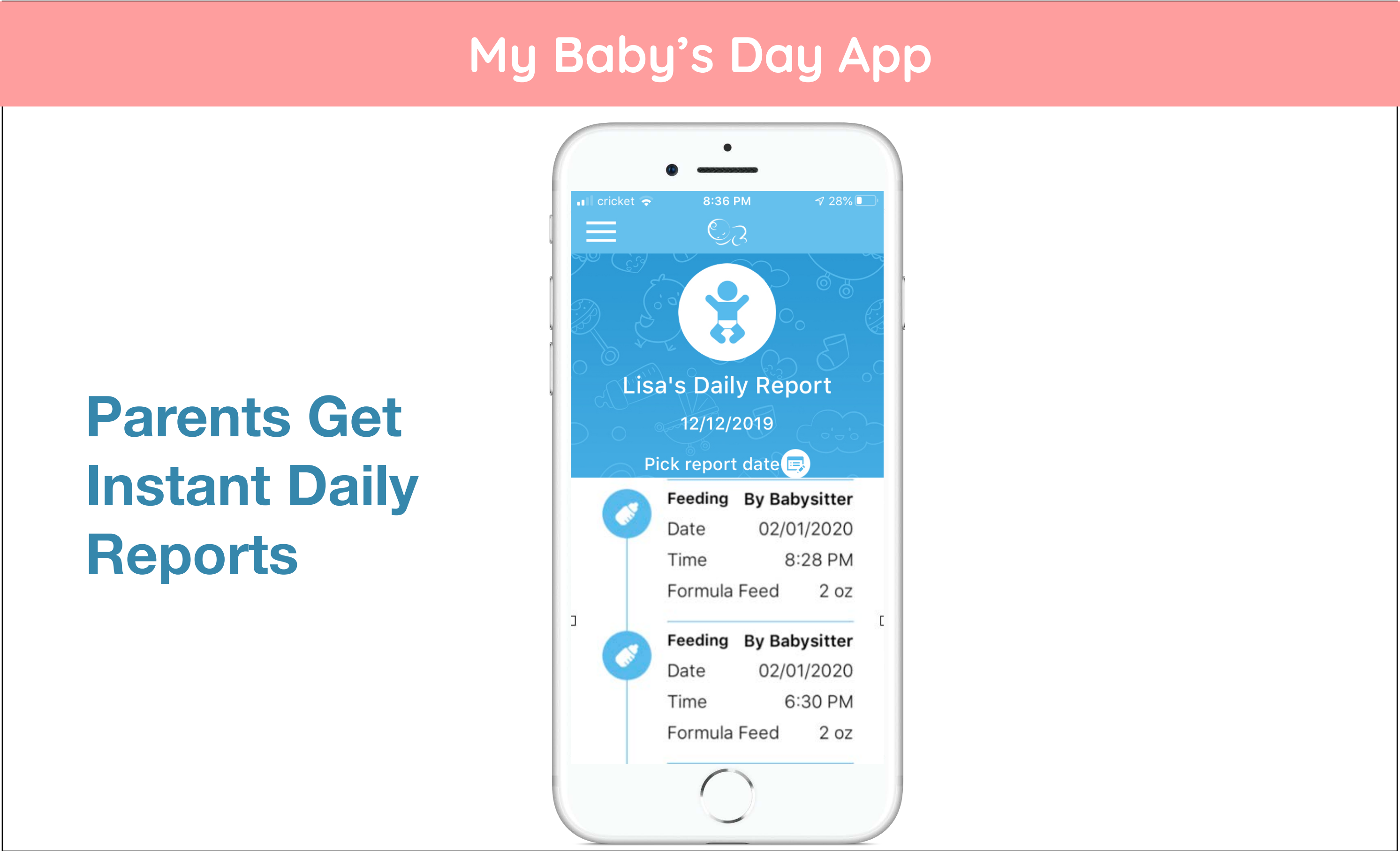
AUDIO

“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. View reports for current and previous dates. Share and print reports right from the app.”

(Video demo of daily report. Show the share and print features.)

SCREEN



AUDIO

“Get started today.
Download the My Baby’s
Day App from the Apple
App Store and start
streamlining and
organizing your baby’s
day!”

(Video demo of daily report. Show
the share and print features.)

SCREEN



Get Started Today!



**Download on the
Apple App Store**



 mybabysdayapp.com

 [@mybabysdayapp](https://www.instagram.com/mybabysdayapp)

 mybabysdayapp@gmail.com

The graphic shows a tablet and a smartphone. The tablet screen displays a colorful interface with various baby-related icons (stroller, rattle, cloud, heart, sock, etc.) and the text "my baby's day" in blue. The smartphone screen displays a "Welcome to My Baby's Day!" message, a "Upload A Baby Picture" button, and input fields for "First Name", "Last Name", "Date of Birth", and "Email Id".