



Momday

Project Plan Package

Project Charter + Project Schedule + Analytics & Promotion Plan

CONTACT

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Project Charter

Name of Project: Senior Project - Momday

Team Lead: Myungki Lee

Date: April 14th, 2020

Project Description

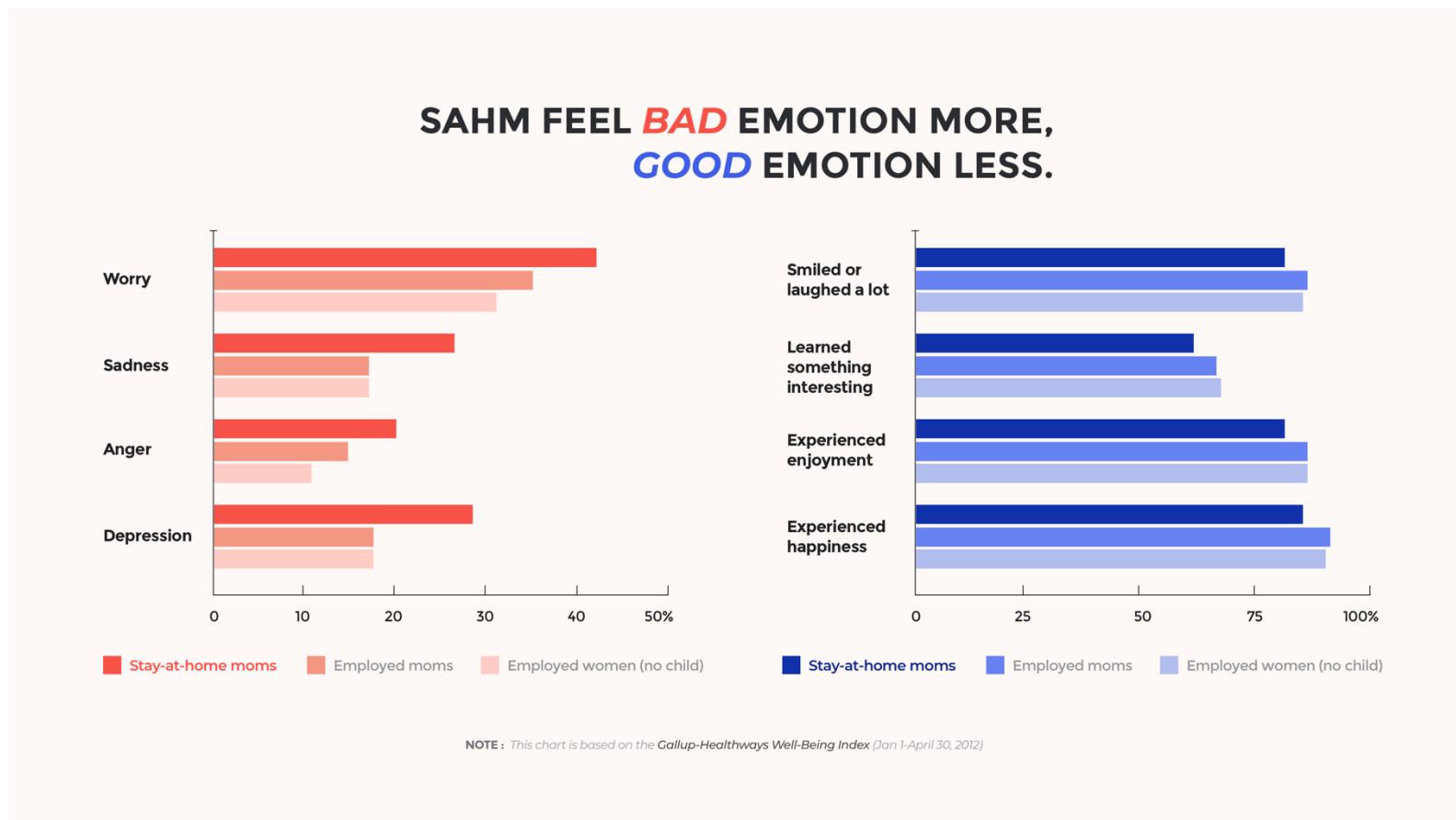
“**Momday**” is the iOS productivity rewards app for Stay-At-Home Moms, which is their support system for making them realize how valuable themselves are and creating their self-care time every 48 working hours. It provides (a.)**task management tool** that creates daily routines to save SAHM’s mental energy and stress, (b.)**the visualized statistics** of their real labor value, and (c.)**rewards** to them every 48 working hours so that the users can have their me-time regularly without any guilt.

Problem and business reason for developing the project

SAHMs are not recognized for their contributions to the silent economy, and this contributes to not only declining self-esteem and motivation but also discouraging the need for their work-life balance in family and society. It is because the social notion that parenting and housework are not economic labor makes their labors undervalued and prevents their lives from being protected from society and family.

- **Stay-at-home mom are more depressed than those who work outside.**

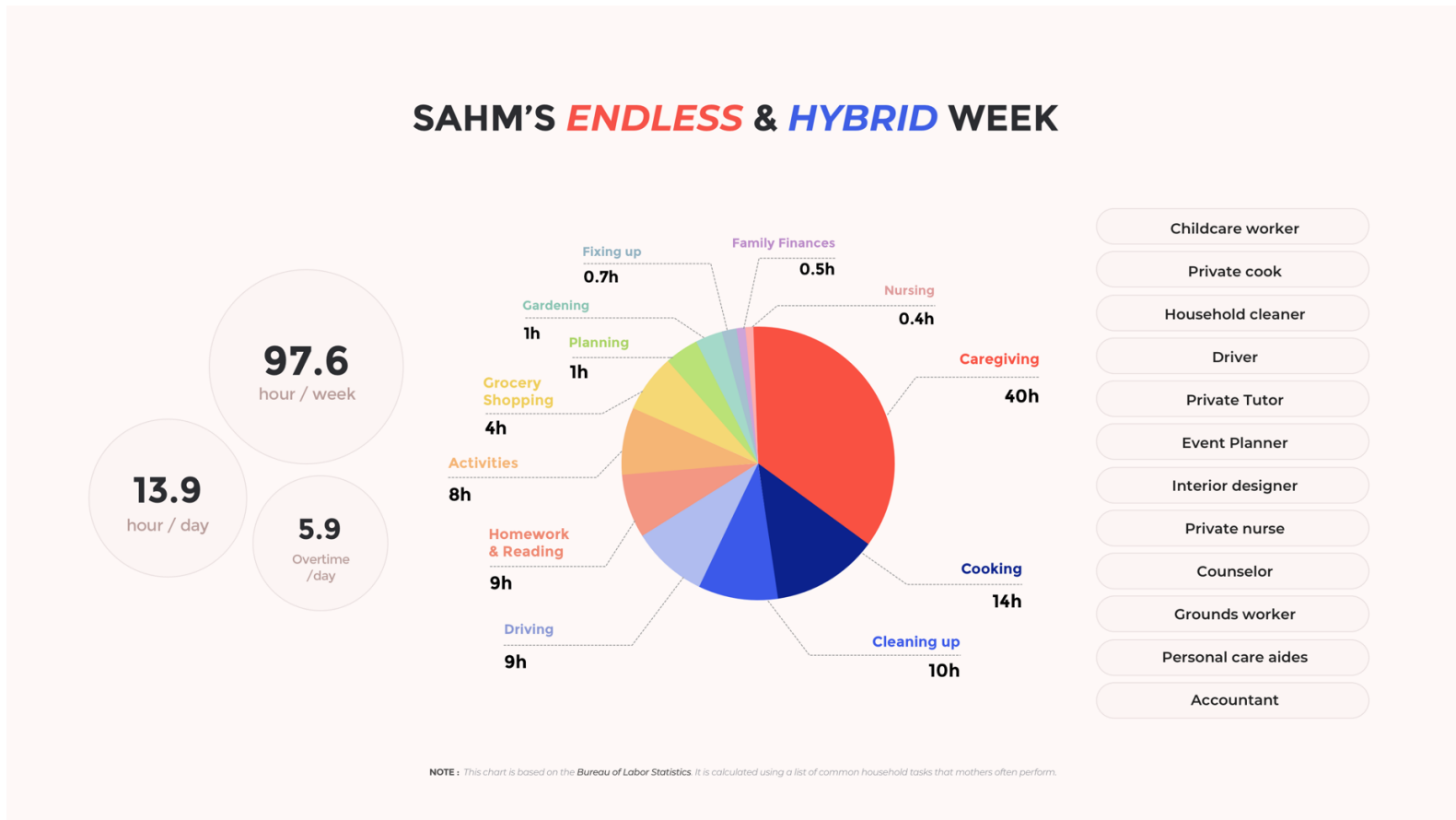
According to the Gallup survey, SAHMs are more depressed and experiencing negative emotions than those who work outside. As you know, housework is unpaid and invisible work, and it leads to a lack of appreciation and a missing sense of accomplishment. Emotional struggles from that are likely contributing to their lower life ratings.



- “Stay-at-home moms” are defined as women who are not currently employed and have a child younger than 18 at home.
- Stay-at-home moms at all income levels are worse off than employed moms in terms of sadness, anger, and depression, though they are the same as other women in most other aspects of emotional well-being. Also, they are less likely to say they smiled or laughed a lot, learned something interesting, and experienced enjoyment and happiness.

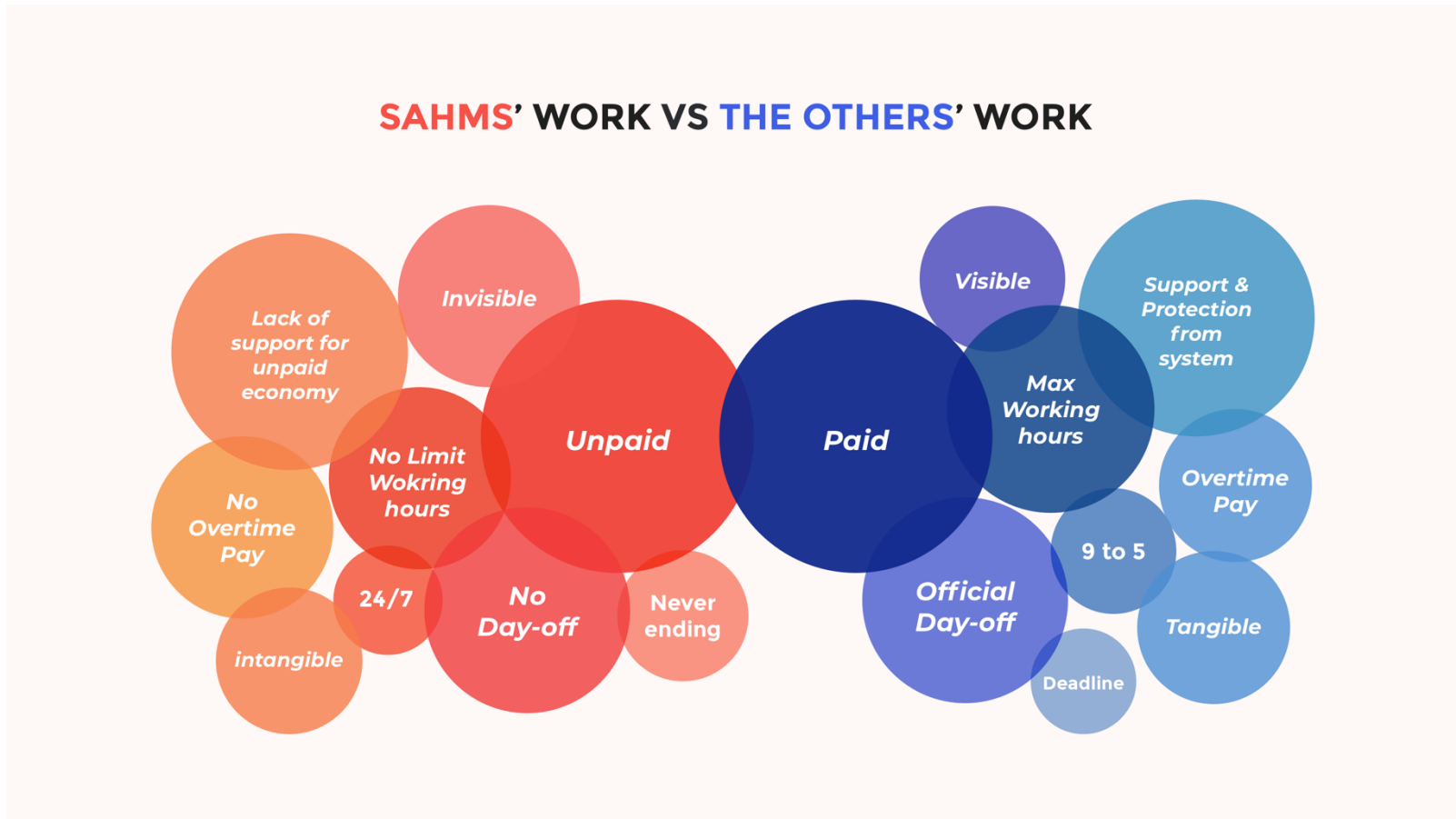
- **But, do you know that their invisible labor value is over \$96,000?**

Unpaid labor is estimated at 26% of GDP in the United States 2018. A SAHM earns \$96,000 per year and work over 90 hours per week.



- Legally, the limit of the working hour is eight a day and max 48 hours a week. However, ironically, a SAHM is not included in this legal protection list because of the reason why their labor is invisible and unpaid, even if they work over 90 hours a week.
- SAHMs can't get any clue what they were doing all day even if they had been so busy day with those hybrid roles.

- **Who cares work-life balance for SAHMs?**



- The problems that are derived because SAHMs' labor is not priced economically are **lack of social support, no official day-off, endless work, and no compensation.**

- There is a consensus that workers need to limit working hours in order to balance their lives, and society legally protects them. But, SAHMs do not have such a consensus. “Daily rest: the 11-hour rule” also does not apply to SAHMs. Society doesn’t care about their balance of life.

Proposed Solution and objectives

By showing their invisible labor visually, we would like to encourage users to recognize how valuable they are, keep them informed of their self-care time every 48 working hours, and have their me-time with the free reward without any guilt.

1. Task Management

Many experts strongly suggested that as a way to reduce the mental energy and increase the productivity of busy moms, it is strongly helpful to create a routine for housework and parenting. Based on this idea, we provide SAHMs with a task management tool to help them make large and small routines for the morning, afternoon, and evening. Then, they just need to check their daily schedule on this platform and mark what they completed.

2. Housework Calculator – Statistics

We track a user’s working hours and calculate their value with the housework calculator. This result value is provided as objective data so that their me-time can be aware of and acceptable by their family and themselves as well.

3. Rewards

When the user’s working hours are tracked and filled with 48 hours, three reward coupons are provided to the user. They choose one of them to use within a week. The Rewards given to stay-at-home moms are not for their baby or family, but for themselves. The purpose of the reward is to support their me-time. As the users get the reward which is unpredictable until they fill up 48 working hours, the brain becomes excited and releases dopamine in the mesolimbic pathway, which creates higher motivation and makes them chase after a reward. Also, it generates a sense of accomplishment that is often missing in their real-life tasks.

4. Advice & Tips

Based on their interests which were selected by the user on the onboarding page, we provide personalized advice to help users’ work-life balance in real life and update personalized tips depending on the age of their baby, which can lead to getting users involved in the service. Also, this may prove to the user that we constantly support them and are actively working to provide new and helpful content to the user.

Launch Goals

- Gain and retain a customer satisfaction score over 8 of 10 while improving user experience by December 2021
- Expand the service target from Toronto to all over Canada, by having 10,000 users by December 2022
- Have more than 80 active partnerships that offer various rewards by December 2021

3 KPI & Metrics

KPI	Metrics 1	Metrics 2	Metrics 3
Brand awareness	# of app download	# of exposure on social media platforms	# of visit on our microsite
Customer experience	App store review rate	Retention Rate	Net promoter score
User engagement	Daily Active Users	Average screens per visit	Average length per visit

Scope and Deliverables

- Research Finding Report
- Content / Analytics / Promotion Plan
- Market & Competitor Analysis
- Style Guide
- Full UX wireframes
- Prototype
- Full source of code
- System Development Document
- Full Functional Specification
- Maintenance Manual
- Support Document
- Performance Reports

Team & RACI Matrix

We would require the following team members for each phase :

Phase/Participants	CEO	Project Manager	Business Analyst	UI/UX Designer	iOS Developer	Backend Developer	QA Engineer
Initiation & Research	C	R	A	A	I	I	I
Definition	C	R	I	A	I	I	I
Design	I	A	I	R	I	I	I
Development	I	A	I	C	R	A	A
Testing	I	A	I	I	C	C	R
Launch & Maintenance	I	R	I	C	A	A	I

Milestones Chart & Contingency Plans

- a. Milestones Chart [*See **Project Schedule**]
- b. Contingency Plans [*See **Risk Assessment**]

Key approvals

- Approval of the project charter
- Approval of hiring individual Positions
- Approval of the project plan document
- Approval of visual identity
- Approval of the final design
- Approval of the final product
- Approval of closing the project

Project Schedule

Project Phases & Budget

*Budget is calculated based on industry standards as researched from LinkedIn Canada

Phase	Purpose	Task	Deliverables	Milestone	Involved	Hours	Budget		
							Fee	Cost	Total
Initiation & Research	To reach agreements on project deliverables and understand market & users	<ul style="list-style-type: none"> - User Research - User Interview - Competitive Analysis - Problem Definition 	<ul style="list-style-type: none"> - Project Charter - Research Findings Report - Content/Analytics Plan - Promotion Plan - Market & Competitor analysis 	<ul style="list-style-type: none"> - Project Schedule Approval - Project Scope Approval - Kickoff Meeting - Concept Proposal 	CEO PM UI/UX Business Analyst	120 (3weeks)	\$11,550 (\$96.25*120h)	Hardware & services: \$2,000 Professional services: \$5,000 Other material resources: \$1,000	\$19,550
Definition	To define product definition and solution, and identify detailed requirements	<ul style="list-style-type: none"> - Personas - Product Definition - User Journey Map - IA Structure (Site map) 	<ul style="list-style-type: none"> - Statement of work - Functional Requirements Document - IA Document 	<ul style="list-style-type: none"> - Project Requirement Review 	CEO PM UI/UX	80 (2weeks)	\$8,400 (\$105*80h)	Hardware & services: \$2,000 Research expenses: \$3,000 Other material resources: \$1,500	\$14,900
Design	To translate the detailed requirements that are defined on the previous phase into visual outputs	<ul style="list-style-type: none"> - Paper Prototype - User Testing 1 - Visual Identity - Wireframe / Prototype - User Testing 2 - Technical specification 	<ul style="list-style-type: none"> - User Testing evaluation - Style Guide - Full UX wireframes - Prototype 	<ul style="list-style-type: none"> - Visual Identity Approval - Final Design Approval 	PM UI/UX	200 (5weeks)	\$15,500 (\$77.5*200h)	Hardware & services: \$5,000 Research expenses: \$5,000 Other material resources: \$1,500	\$27,000
Development	To build a final product by creating individual components and integrating with them	<ul style="list-style-type: none"> - Content Development - APP Development - Testing & QA Feedback 	<ul style="list-style-type: none"> - Full source of code - System Development Document - Full functional specification - Maintenance Manual 	<ul style="list-style-type: none"> - Completion of code integration and submitted for approval to proceed 	PM UI/UX iOS Developer Back-end QA engineer	480 (12weeks)	\$35,520 (\$74*480h)	Hardware & services: \$7,500 Testing expenses: \$5,000 Other material resources: \$2,500	\$50,520
Testing	To check that the system and application is working properly and to be ready to launch	<ul style="list-style-type: none"> - Functional Testing - Usability Testing - Performance Testing - iOS versions Testing - User Acceptance Test - Beta Launch 	<ul style="list-style-type: none"> - Testing Report - Support Document 	<ul style="list-style-type: none"> - User Acceptance Test Completion - Go Live 	PM iOS Developer Back-end QA engineer	200 (5weeks)	\$15,250 (\$76.25*200h)	Hardware & services: \$3,000 Research expenses: \$5,000 Professional services: \$10,000 Other material resources: \$1,500	\$34,750
Launch & Maintenance	To ensure the information system is fully functional and performs optimally	<ul style="list-style-type: none"> - Upload to the Appstore - Gather user feedback and insight from analytics - Address bugs and issues - Release Updates 	<ul style="list-style-type: none"> - Performance Reports - User Satisfaction Review 	<ul style="list-style-type: none"> - Approval of closing the project 	PM UX/UI iOS Developer Back-end	80 (2weeks)	\$6,060 (\$75.75*80h)	Hardware & services: \$2,000 Other material resources: \$1,500	\$9,560

Gross Total	\$248,560
Contingency 10%	\$24,856
Final Total	\$273,416

Pessimistic, Likely, Optimistic Timeline

Phase	Initiation & Research			Definition		Design					Development											Testing					Launch & Main.			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	
Optimistic	Light Blue			Dark Blue		Yellow					Dark Blue											Yellow					Dark Blue		White	
Likely	Light Blue			Dark Blue		Light Blue					Dark Blue											Light Blue					Dark Blue		White	
Pessimistic	Light Blue			Red		Light Blue					Dark Blue											Red					Dark Blue		White	

Risk assessment (in development & implementation phases)

Situation	Risk	Chance	Impact	M/A/AC	Contingency Plan
A person who created a prototype plans and analyze usability test	Evaluation result can be biased, and we can't get valid feedback	H	H	A	We will hire a mid-career Usability Specialist for 3 weeks. The specialist will implement planning and testing, and deliver the evaluation of the usability test.
There are number of bugs during User Acceptance Testing	Too much time consuming for continuing bug fixes	M	H	M	We will identify the priorities of the scope: must have > should have > nice to have. Try to complete "must have" first, and fix as much of "should have", if we don't have enough time until deadline.
Any employee can't handle with certain data security issues	Damage of credibility from users	L	H	M	We will hire additional expertise who can handle this situation.
Unexpected bugs and issues after launch	It can need major changes	L	H	M	We should prepare app development budget that we allow resource for these occurrences.
Delay in earlier project phases jeopardizes ability to meet fixed development deadline	Due to the tight development period, a lot of issues can occur during testing phase. Then we should launch before testing is complete	M	H	A	Testing will be carried out simultaneously in the development stage. So, it prevents launching before testing is complete.

QA Overview

- The objectives of QA are
 - Ensure the application testing conforms to functional and non-functional requirements
 - Ensure the testing meets the quality specifications defined by the client
 - Bugs and any issues are identified and fixed before launch

- Responsibilities are taken by
 - QA Engineer
 - Project Manager

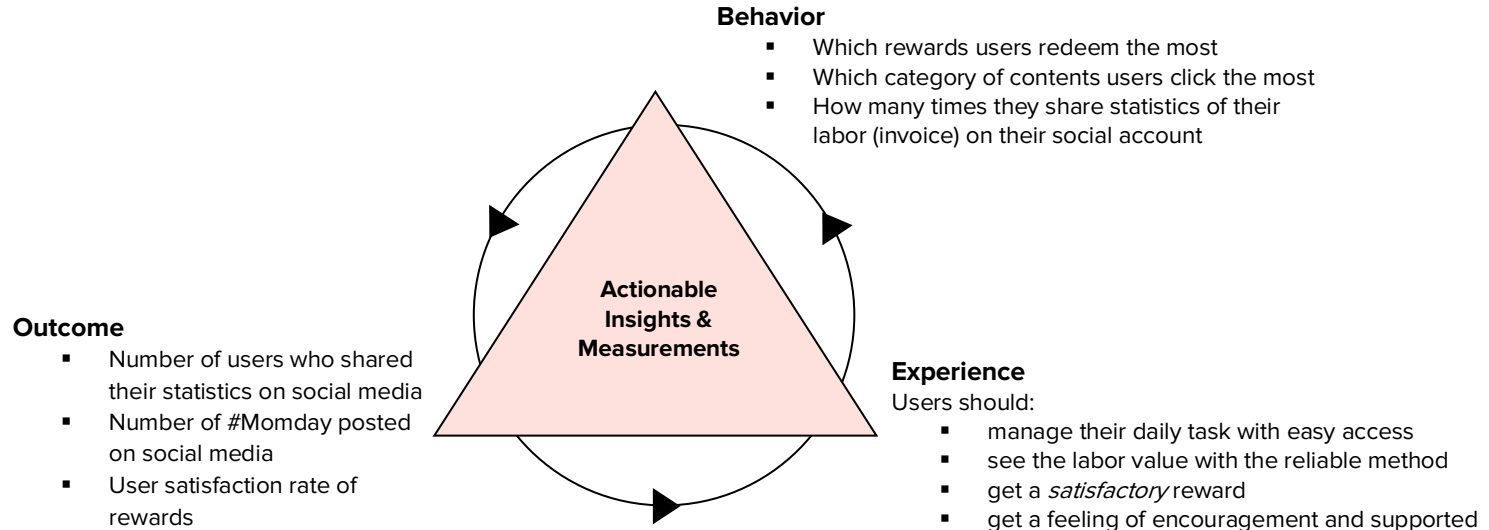
- The criteria for test completeness are
 - 100% test coverage
 - All open bugs are fixed or will be fixed in next release

- Potential 5 Risks & Test Plan

Risk	Test Plan	The purpose of the test
Poor UI/UX of the guideline on how to use the app makes users confused and left	Usability Testing	It's aimed to make sure that users can quickly understand what the app does and access its main functions.
	User Interface Testing	It's aimed to ensure UI is intuitive and convenience for users to use the app at ease.
Content mistakes such as spelling and grammar make damage credibility from users	Documentation Testing	It's aimed to analyze completeness and inconsistency by checking grammar, spelling, punctuation, illogical or clumsy prose and make the content errorless.
Inconsistent behavior and system responses directly damage user experience	Functional Testing	It's aimed to check whether the app performs the expected functions which are defined in the requirements and to examine the operability of the app. (installing and running the app, reward's redeem functionalities, constant user feedback testing)
The app's compatibility on some devices and versions is failed	Compatibility Testing	It's aimed to ensure optimal application performance on different devices and version of iOS.
User's personal information is stolen by hacker, and users lose faith in our company	Security Testing	It's aimed to ensure that user data (logins, passwords, email address, task statistics) are protected from network attacks.

Analytics & Promotion Plan

Trinity Strategy



- **Behavior - Why are people going to your platform?**

The reason why users come to this application is to **(a.)manage tasks** of a bunch of housework clearly and easily, **(b.)see their own value** of their invisible labor they have never seen before, **(c.)share their value** with others who don't recognize their contribution properly, and **(c.)get exclusive offer** as a reward about 48 working hours.

- **Outcome - What are the desired outcomes?**

The experience we provide allows individuals and families to aware of the correct labor value of her life and gives them time to take care of herself. Through the result of statistics and rewards, we want them to believe that they're taking part in something bigger than themselves. Ultimately, we desire to make SAHMs satisfy with this experience, and share it on their social platform to encourage other SAHMs. Not only for herself, she has a chance to be willing to raise her voice for SAHMs like her. Human beings have a need to connect and influence others.

It can make more inflows of users. As the number of users expands, more organizations and brands will want to invest our application, which will lead to offering more personalized and exceptional rewards for SAHMs.

- **Experience - What do they want when they arrive?**

According to our survey, people agreed that the concept that the platform tracks, calculates, and shows a visual result of the invisible works would be encouraging and motivating themselves. But, they added how long they would use is all depending on what rewards they can have. It should be beneficial and practical rewards. They also wanted to share this result with others and get some management tips from the app as well. By seeing objective and reliable data that can prove the value of their invisible labor, they will feel more accomplished and encouraged. They will also get personalized advice & rewards. It ultimately leads to the image that this platform is their support system to create their self-care time. Overall, the app gives users a:

- Feeling supported
- Feeling of accomplishment
- Feeling of encouragement
- Pleasure in investing time to care herself
- Pleasure in getting good rewards like exclusive offers

Promotions Plan

The channels we utilize for traffic sources to our app are a landing page, blog, and Instagram.

- **Microsite (Landing page)**

We create a microsite to support and promote Momday. This is important for branding and awareness, and also for search and discoverability. Google's App Indexing API uses content within the app and the app's web page in its search results algorithm. Key components for the app's landing page will include:

- App's name and icon
- Badge and name of the store where our app can be downloaded
- Screenshots and a promotional video
- Contact and support information
- Links to our social media accounts
- Testimonials and user reviews

- **Momday's Blog**

Our own blog is a place to express our brand's identity, while also updating articles that help to create me-time for SAHMs. The contents are categorized by News, Unpaid Labor, Self-care, and Task Management. We will create articles using the below keywords and key phrases and attach the backlink of our landing page and app store.

- **Instagram Account**

Target user of the service is around 25 to 39 ages SAHMs. Instagram is the main social media platform used by 63% of our target audience. It is also good platform for delivering brand images to users in a concise image and bringing them into the landing page and our app store. In the profile page, we will create a place to upload an inspired quote and invoice of a Stay-at-home mom, which is provided by Momday's housework calculator, along with relevant tags. "Share your invoice as well with #Momday" It will encourage other Stay-at-home moms and even people who are not a SAHM to rethink about it, and lead to landing page. This also can be an opportunity to deliver our identity and image of brand to users and introduce "Momday".

SEO Outline

By delivering messages that acknowledge and empathize with SAHMs' daily values that no one talks about, they will be engaged in this platform as their support system to rest and give a boost to their lives as a SAHM.

The below keywords and key phrases are exposed to **our landing page, blogs, social media**. Through the landing page, we will lead users into an app store through the button to download. In the article of the blog, we will use those keywords and key phrases as the meta description in the first 160 characters of our content for SEO. And through active content consumption by a social media platform, it ultimately can bring users who are in other sites into our landing page.

1. Key words & Key phrases

We're planning to use those keywords and key phrases for SEO, content creation and marketing. Those keywords are displayed on our landing page, blogs, social media as a hashtag and the title of the page/actual title, using the meta description in the first 160 characters of our content.

Keyword

Key word	Why & How
Household management	It is a keyword closely related to SAHMs's daily lives, which is quite an attractive keyword for them, considering that most of the apps for housewives are household chores management tools.
Housework app	One of the main features of Momday is a task management for housework for SAHMs. Especially young mothers are interested in managing household chores through the mobile application.
Household Chores	It is a general keyword, but it is one of the keywords that represent our app, and it is a keyword that target audiences can search.
Rewards app	For homemakers, the theme "reward" is always an eye-catching keyword.
Women's unpaid labor	It is an essential keyword that expresses the identity of our brand and a keyword that is directly linked to the lives of the target audience, which can stimulate user curiosity. Also, by talking this nonsense situation in which the social protection that guarantees work-life balance like max working hours for workers doesn't apply to homemakers at all, it could motivate users to use the app and share actively their experience with other SAHMs and people who don't know about it.

Key phrase

Key phrase	Why & How
10 Must-Have App for mom	The phrase "Must-Have" raises the curiosity by drawing people's attention and proving a limited number "10". We can introduce our app under this title of an article.
Self-care for mom	As interest in self-care is increasing these days, this keyword search frequency is high, and the concept of our app includes this.
Invoice of housework (Wages for housework)	It is a phrase that breaks common sense and is a unique one that will appeal not only to target users but also to general users. It is also the content keyword that will be featured in our Instagram account.
Support system for new moms	One of the keywords that can express our app's identity is "Support system" which allows us to introduce our app to new moms aged 25-30.
Top 10 iPhone Apps for stay-at-home moms	Since our app is an iOS native application, a direct key phrase that targets the SAHMs of an iPhone user is better. Introducing apps for mom, but limiting them to iPhone users, can make them feel more special.

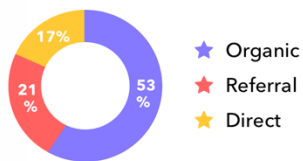
Analytics Dashboard

Overview

2021. 1.21 - 2020. 2.28



HOW PEOPLE FIND YOUR WEBSITE?



UNIQUE VISITORS

1,842

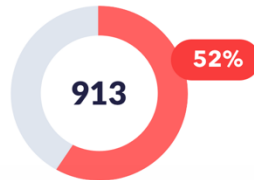
CONVERSION RATE

952

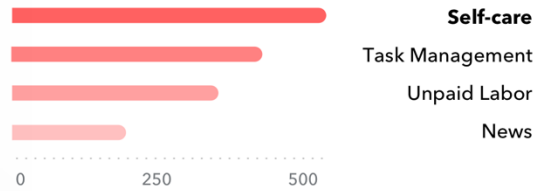
TOP KEYWORDS

Rewards app	95
Housework app	43
SAHM app	15
Household management	13
Household Chores	9

WEBSITE TRAFFIC FROM BLOG



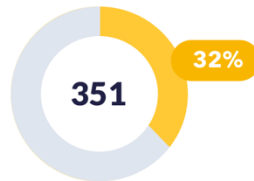
MOST POPULAR CATEGORY



TOP PHASES

10 Must-Have App for mom	95
Self-care for mom	43
Support system for new mom	15
Top 10 iPhone Apps for mom	13
Women's unpaid labor	9

WEBSITE TRAFFIC FROM INSTAGRAM



INSTAGRAM VISITS

843

CONVERSION RATE

169

MOST SOCIALLY SHARED CONTENT

instagram.com/p/B-zUZVijnEN/	95
instagram.com/p/Y-Z8mOljU-b/	43
instagram.com/p/B-zUZVijnEN/	15
instagram.com/p/Y-Z8mOljU-b/	13
instagram.com/p/B-zUZVijnEN/	9

Conclusion

SAHMs's work, which is unpaid and invisible, is crucial to the everyday functioning of all households and also the society, but household activity tends to be disregarded and taken for granted by most. And SAHMs who contribute most of the work aren't appreciated for their effort and time. It's time to change this mindset.

Lack of statistics on unpaid work hampers policymakers. They fail to be aware of unpaid work and don't take action to cut back on it and redistribute it. If you are not visible as a worker, then you are not visible within the distribution of advantages. Lack of recognition leads to a lack of statistics, which leads to a lack of support. In [Sweden](#), both parents are entitled to 480 days of paid parental leave. For 390 of these days, parents are paid nearly 80 percent of their normal wage. The Swedish government also provides parents a further monthly child allowance.

I hope Momday project will be the first step for raising awareness about the value of unpaid domestic work by giving it a price tag and time. It's not an enormous thing, but it might be a place to begin that family and society are considering the substantial right of SAHMs as much as the one who works outside.