



Momday

Functional Requirements Document

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CONTACT

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Product Description

For Stay-at-home moms, *Momday* solves the problem where their work-life balance is not taken into account from society and family for the reason why their work is unpaid & invisible.

- **The problem**

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.

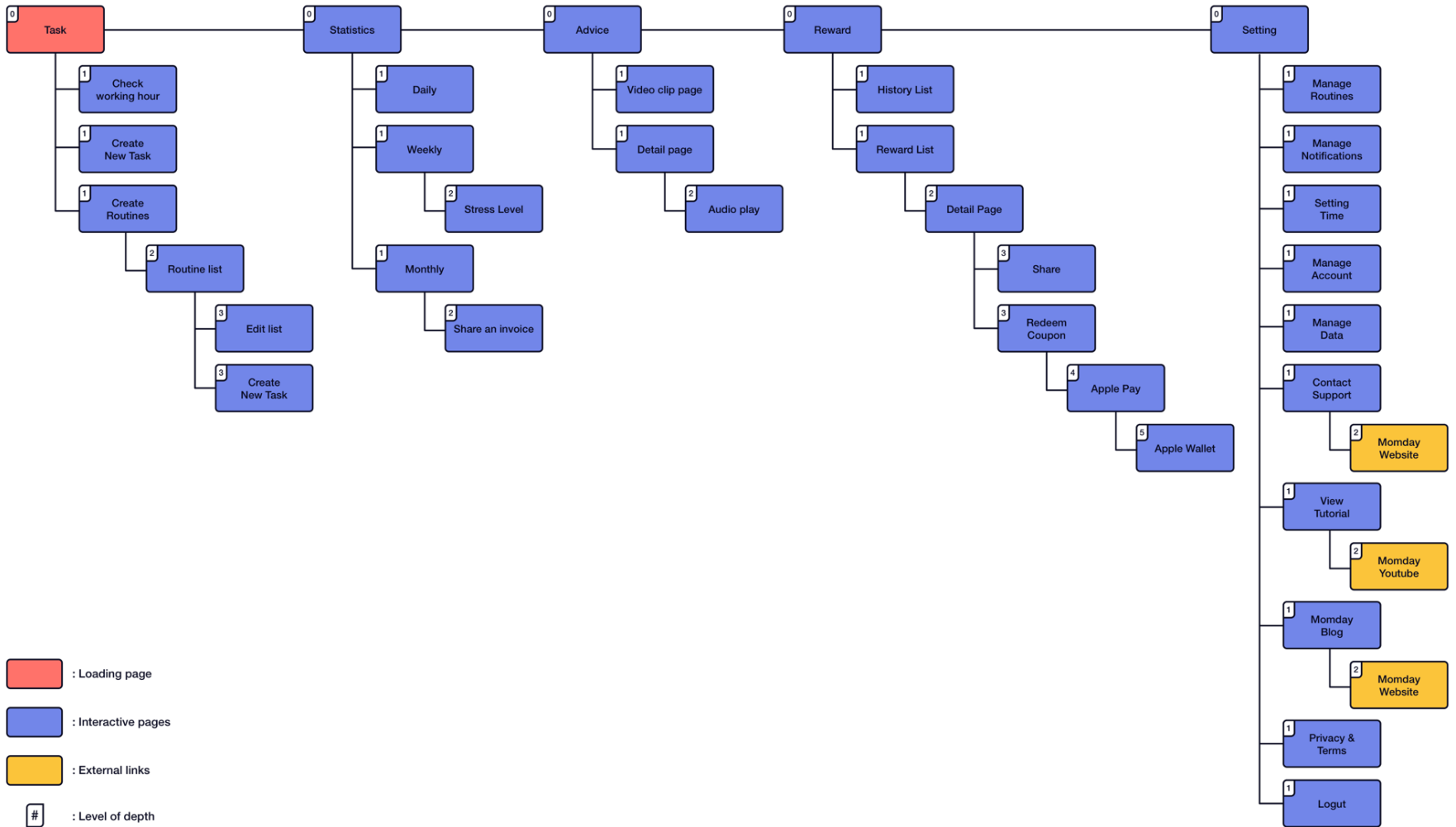
- **Product Definition**

“**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.

Major functionalities

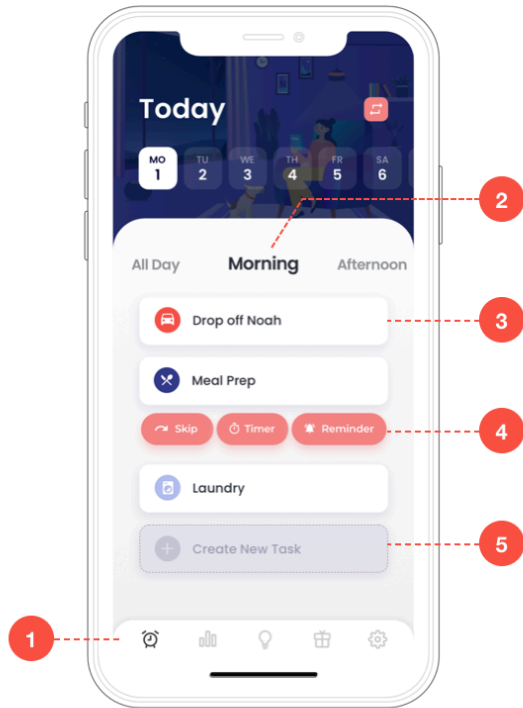
- Create task lists
- Set timed reminders
- Set a timer for each task
- Siri Shortcuts
- Analysis of the user’s task data
- Real-time interactions for calculation
- Audio reading feature
- Content integration from external sites
- Put coupons into Apple Wallet
- Auto data backup

Application Site map



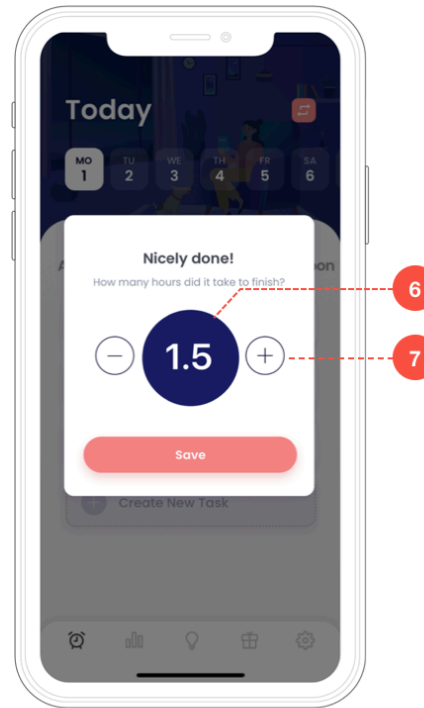
Annotated Wireframes [Task Section]

1. Task - Lists



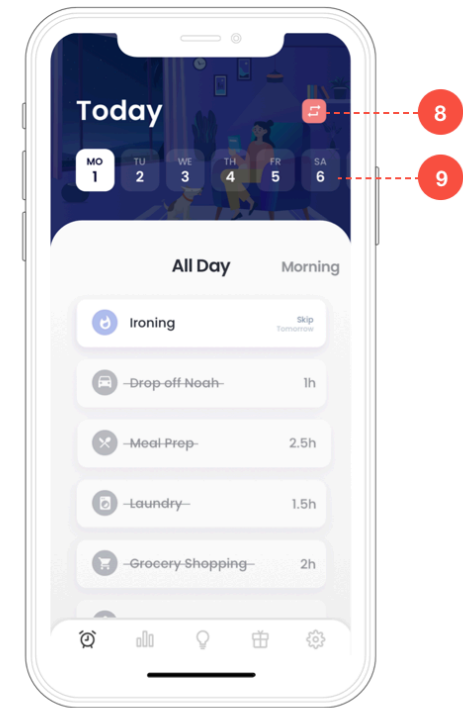
- 1 Global Navigation. It displays the five main features of the app. The user can access different section by tapping.
- 2 Segmented controller. Active status is highlighted. The user can access to the list of the upcoming and completed tasks. Tapping on any of the sections allows the user to show each task list of all day, morning, and evening.
- 3 When the task is complete, the user can swipe each task box from left to right to mark it done. The completion mark appears as shown on the no.3 screen. After that, the no.2 screen pops up.

2. Task - Record hour



- 4 The user can access three options: Skip, Timer, and Reminder, which are revealed by tapping on any of the task boxes.
- 5 The user can add any housework task that is not specified in the initial setting by tapping this button.
- 6 The number is displayed in this area depending on the user's control of the #7 controller. This is an interface that records how long the user has completed the task. This number increases by 0.5 and displayed from 0 to 24.
- 7 The number controller. The user can select how long the task has been completed by tapping this numeric controller.

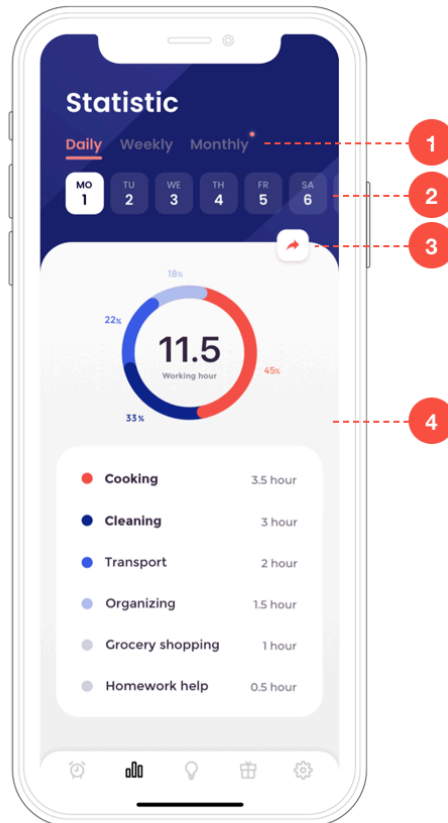
3. Task - Completed lists



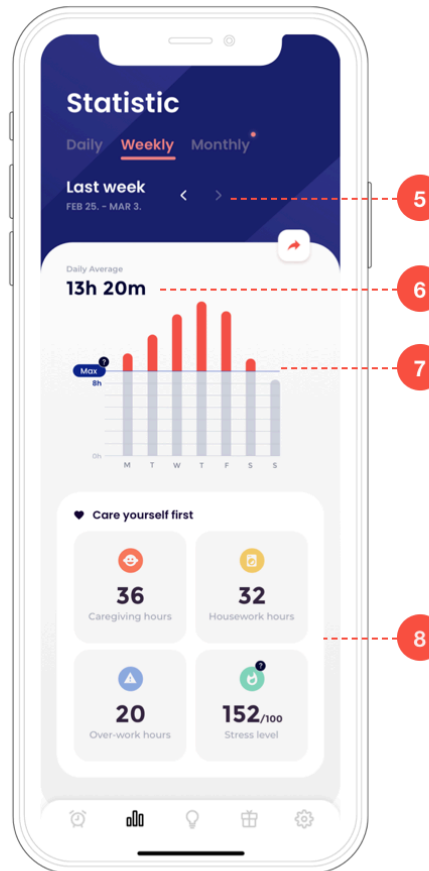
- 8 By tapping this period switch button, the user can check task lists for this week and this month, as well as today's tasks.
- 9 This area allows the user to scroll horizontally and select the day they want to check the tasks. The selected date is highlighted.

Annotated Wireframes [Statistics Section]

3. Statistics - Daily



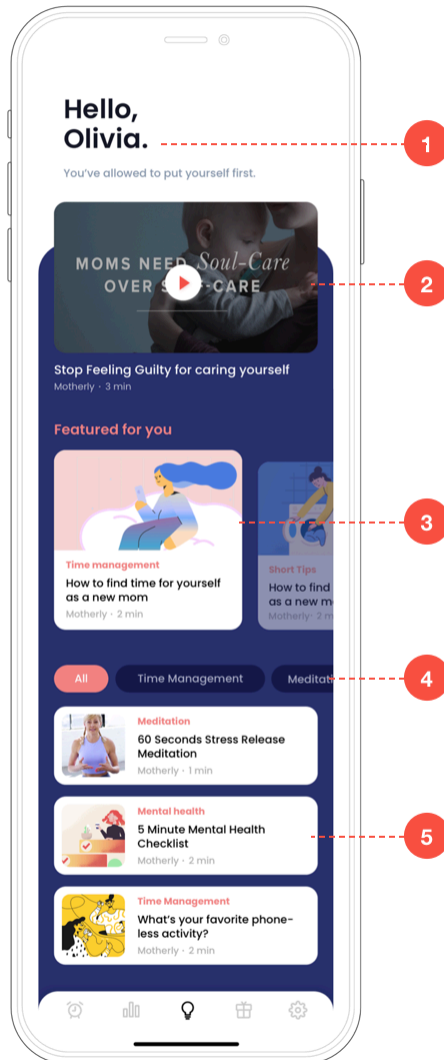
4. Statistics - Weekly



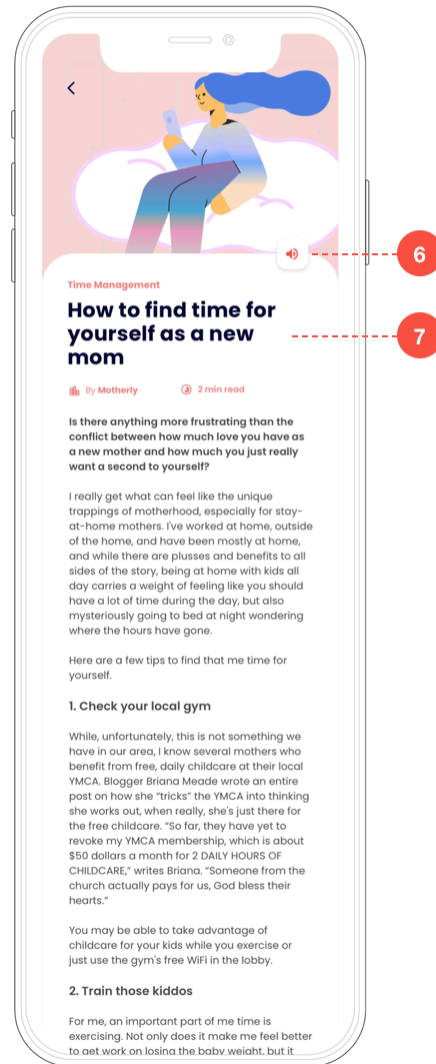
- 1 Segmented controller. Active status is highlighted. Tapping on any of the sections allows the user to show each statistics of daily, weekly, and monthly.
- 2 This area allows the user to scroll horizontally and select the day they want to check the daily statistics. The selected date is highlighted.
- 3 By tapping this button, the user can download, share, print and send their daily, weekly, and monthly statistics. Tapping this button brings up the iOS UI activity view controller.
- 4 The user can see how many tasks and hours they have done a day through the pie graph and the below description. They can also check the total working hours.
- 5 The user can view weekly statistics through this period controller. By default, statistics for the most recent week are shown.
- 6 The user can see their average number of hours they worked per day for the week.
- 7 This graph allows the user to see the progress of their daily working hours for a week. They can also check the days that exceed that legal maximum working hour of 8 hours.
- 8 The system calculates the tasks and working hours completed by the user for a week and displays them in four categories: Caregiving hours, Housework hours, Overwork hours, and Stress level.

Annotated Wireframes [Advice Section]

6. Advice & Tips - List

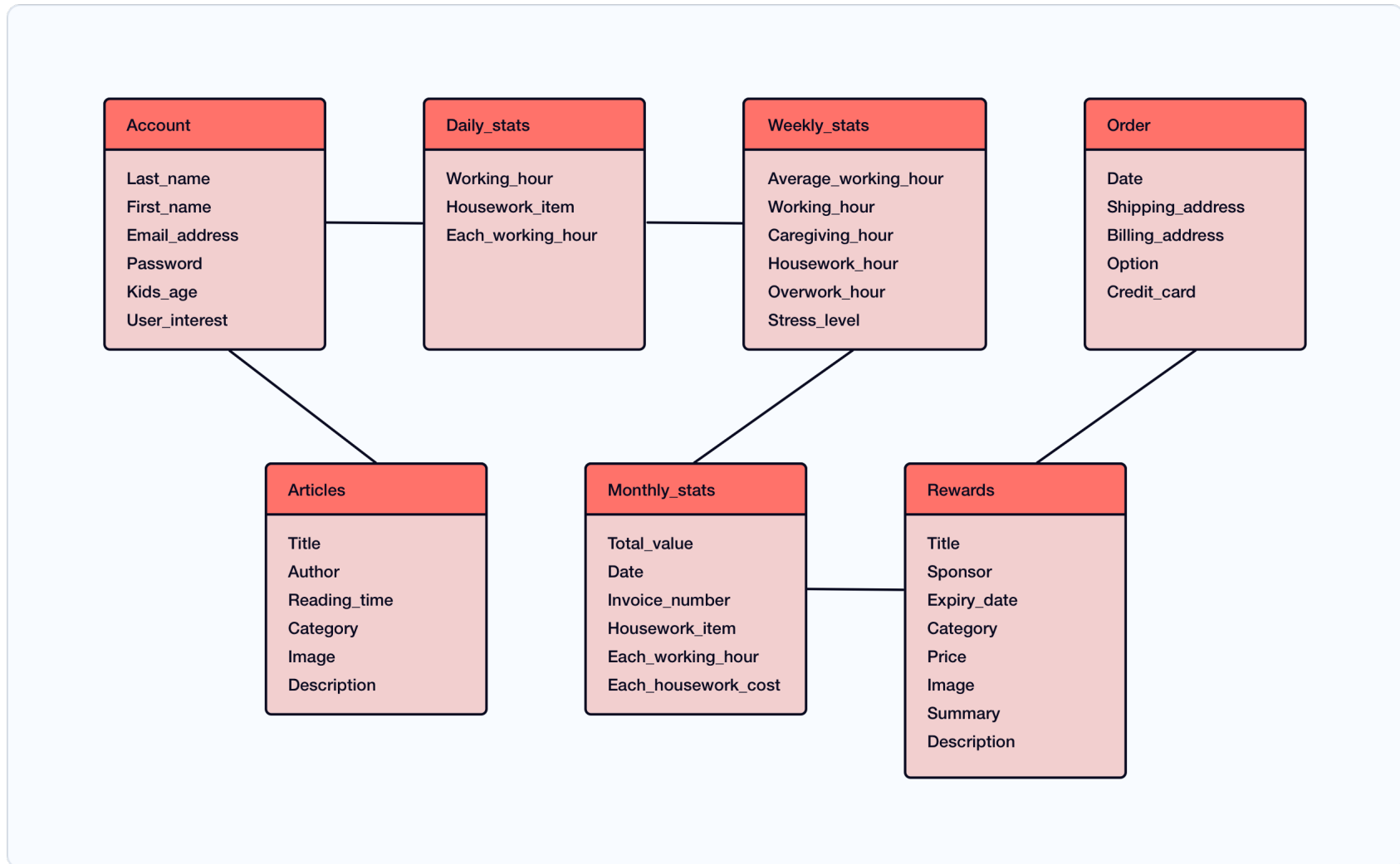


7. Advice & Tips - Detail page



- 1 The user's first name is displayed in the main title area of this Advice & Tips section.
- 2 The video content area, which is basically changed once a week. If the user watched the video within a week, it is changed to another content the next day.
- 3 The blog content area, where content is customized by the user's interests & their baby's age that they set up earlier in their registration. By default, the content changes once every 3 days, and if the user consumes the content within 3 days, it changes to another content the next day.
- 4 The topics of the user's interests. This area allows the user to scroll horizontally and select the topic they want to check. The selected topic is highlighted.
- 5 The list of the articles. It shows the representative image, category, title, author, and reading time. Tapping on any of the articles takes the user to the detail page of the content.
- 6 The audio feature, which allows the user can consume the article with this audio feature when they don't have enough time to read it.
- 7 The area of the article details. It shows the image, category, title, author, and reading time and the content.

Data model

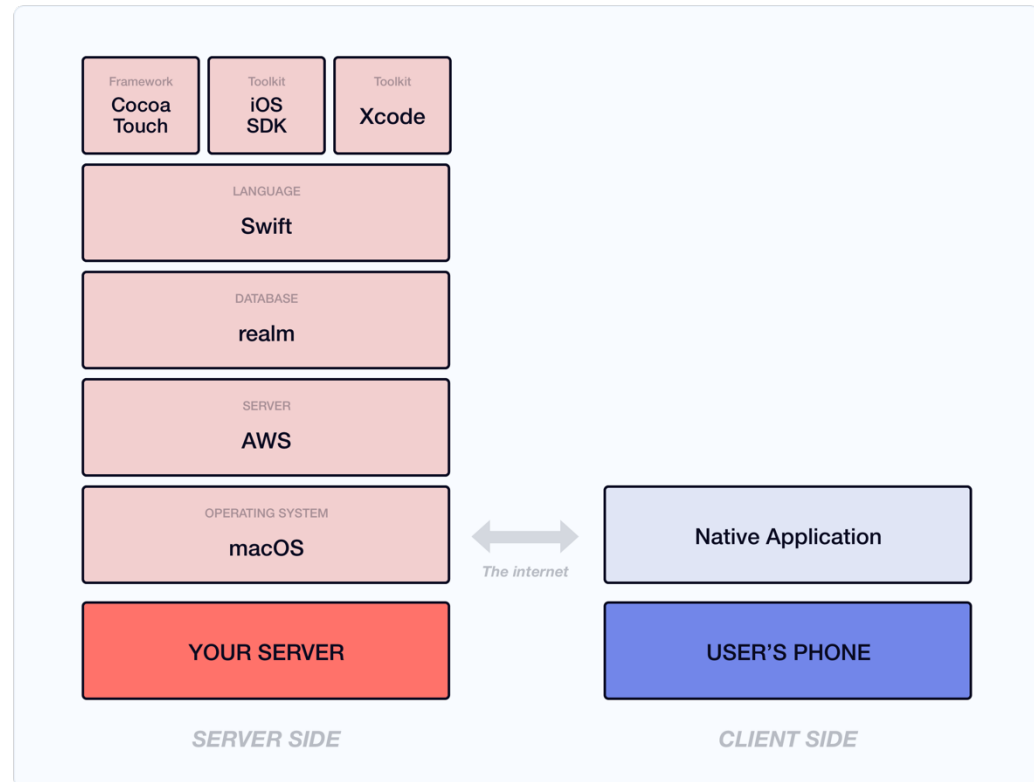


Tack Stack

- **Application Type:**

- iOS Native Application (**Mobile Only**)

- The mobile only approach to developing a native app ensures access to a fully functional version of the application on their phone at home.
 - Smartphones are always around stay-at-home moms even if they're so busy, while it is difficult for them to access the laptop for checking their task every time.
 - Given that our product is primarily concerned with issues: fast performance; real-time interactions; Siri-access; device notifications.
 - iOS has 51.37% of Canada's mobile OS market share (Jan, 2020).
 - According to the research of Flurry, the "mommy market" is more likely to use iOS than Android based on US DATA(2013).



- **Dev Team:**

- **1 Lead iOS Developer** (can build server architecture of the app)
 - Amazon Web Services
 - Realm Database
 - Swift
 - Xcode

- **1 iOS Developer**
 - Realm Database
 - Swift
 - Xcode
- **1 QA Engineer**

- **Budget**

	Hourly Cost	Duration	Total Cost
Lead iOS Developer	\$76/h	15 weeks	\$45,600
iOS Developer	\$61/h	10 weeks	\$24,400
QA Engineer	\$52/h	4 weeks	\$8,320
TOTAL			\$78,320

Risk Zone

- **Data Control & Monetization:**

The user should give information about their baby's age and her interests in order to receive customized and personalized resources and rewards on the onboarding page. Also, the data of the user's daily task list and working time is used for giving statistics and rewards to them. At this point, there may be a risk of someone maliciously exposing the user's private information. If so, it would jeopardize the user's well-being. To mitigate this risk:

- We must offer the user an opportunity to access and control their data status.
- When we collect user information, we must talk about our intention clearly and offer options. Be careful not to unilaterally collect information from the users.

- The users have the right to know what we already know about them easily and transparently. We must give people better control of their data at any given time. For example, instead of visiting multiple screens, let them control their data settings in one place. It must be visual and easy-to-find.
- If user information analysis is required, only the results of the entire user can be provided, but personal data will not be disclosed to anyone.
- We should hire IT security experts who take responsibility for monitoring the usage of data.

SDLC [Waterfall Methodology]

We plan to develop this project with Waterfall method for the following reasons:

- It is easy to measure progress since the full scope of the work is known in advance.
- It is more straightforward to plan and design since we can agree on what will be delivered early in the development lifecycle.
- It is possible for team members to be prepared with other work. For example, our QA tester can prepare test scripts from requirements documentation while coding is underway.
- It is not strongly required for a customer to fully involve in the whole process except for approvals and status meetings.
- Since all deliverables are clearly planned and designed early in the project, there is less likelihood of missing something, and it can be designed more completely and carefully.

Prototype Link:

<https://sketch.cloud/s/bWM8Z/a/G3OOAD/play>