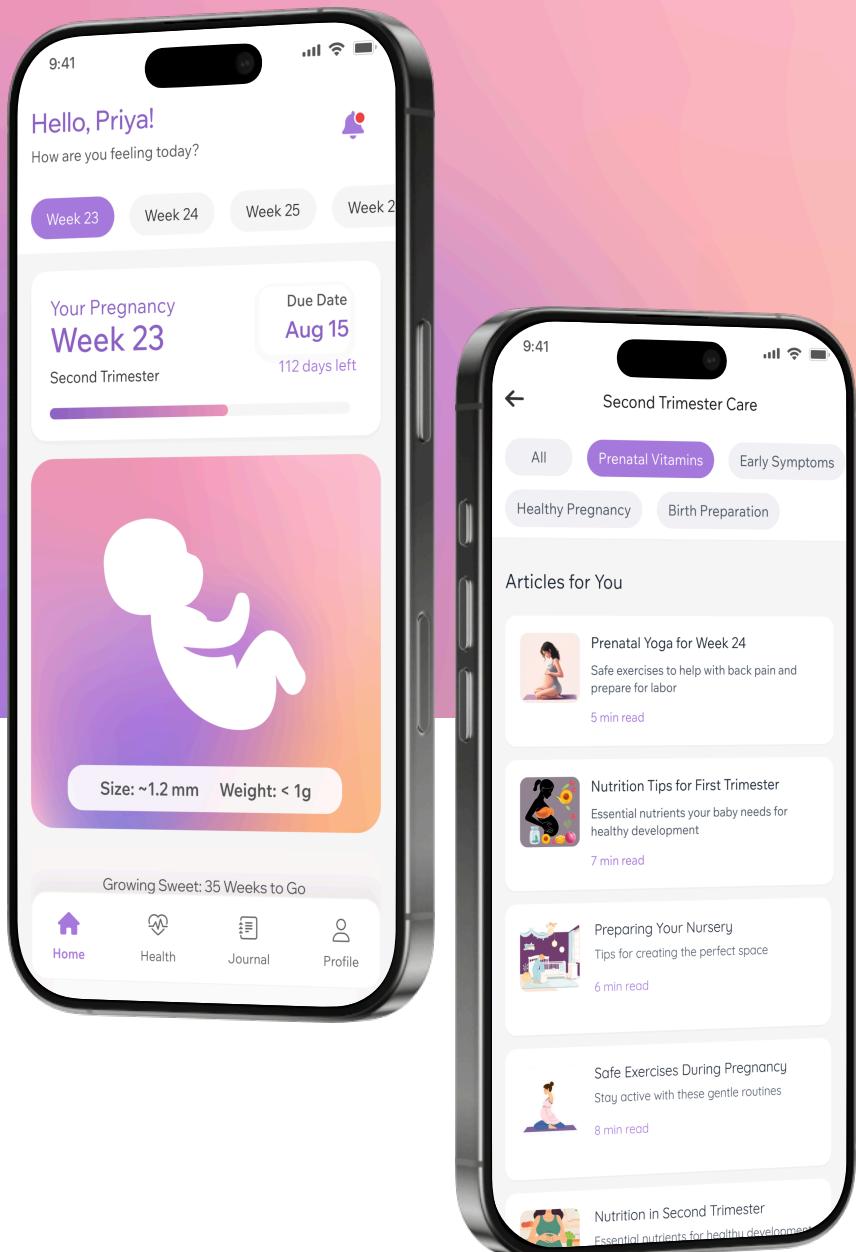


MOMents

Your Magical Journey

Pregnancy Companion

Here With You,
Every Step



Nidhi Gandhi
Priyanka Rana
Khushwant Singh
Viraj Mehta

Akshay Sharma
Davinder Kaur
Miraj Samee
Khushpreet Kaur

Table of Contents

Overview

Problem & Solution	04
Main Features	06

Project Timeline	10
------------------	----

UX Research

Competitive Analysis	13
Persona	17
User Flow	18
User Stories	20

Technical Overview	22
--------------------	----

Branding

Mood board	26
UI kit	27

Design Process

Wireframes	35
Mockups	39

Team Members	43
--------------	----

Project Overview

Overview

MoMents is a mobile app designed to support women throughout their journey from pregnancy to postpartum. It offers intuitive development visuals, smart features like fetal kick tracking, vitals monitoring, and AI-driven personalized recommendations — all in one place. With the option to invite loved ones, it helps users share and celebrate every moment of the journey.

Over 60% of expecting mothers stop using pregnancy apps within the first few days

Why?

Too much clutter: Most apps are filled with medical jargon and overwhelming information.

Emotionally disconnected: There's no space to reflect, track how you feel, or capture meaningful moments like baby kicks or ultrasounds.

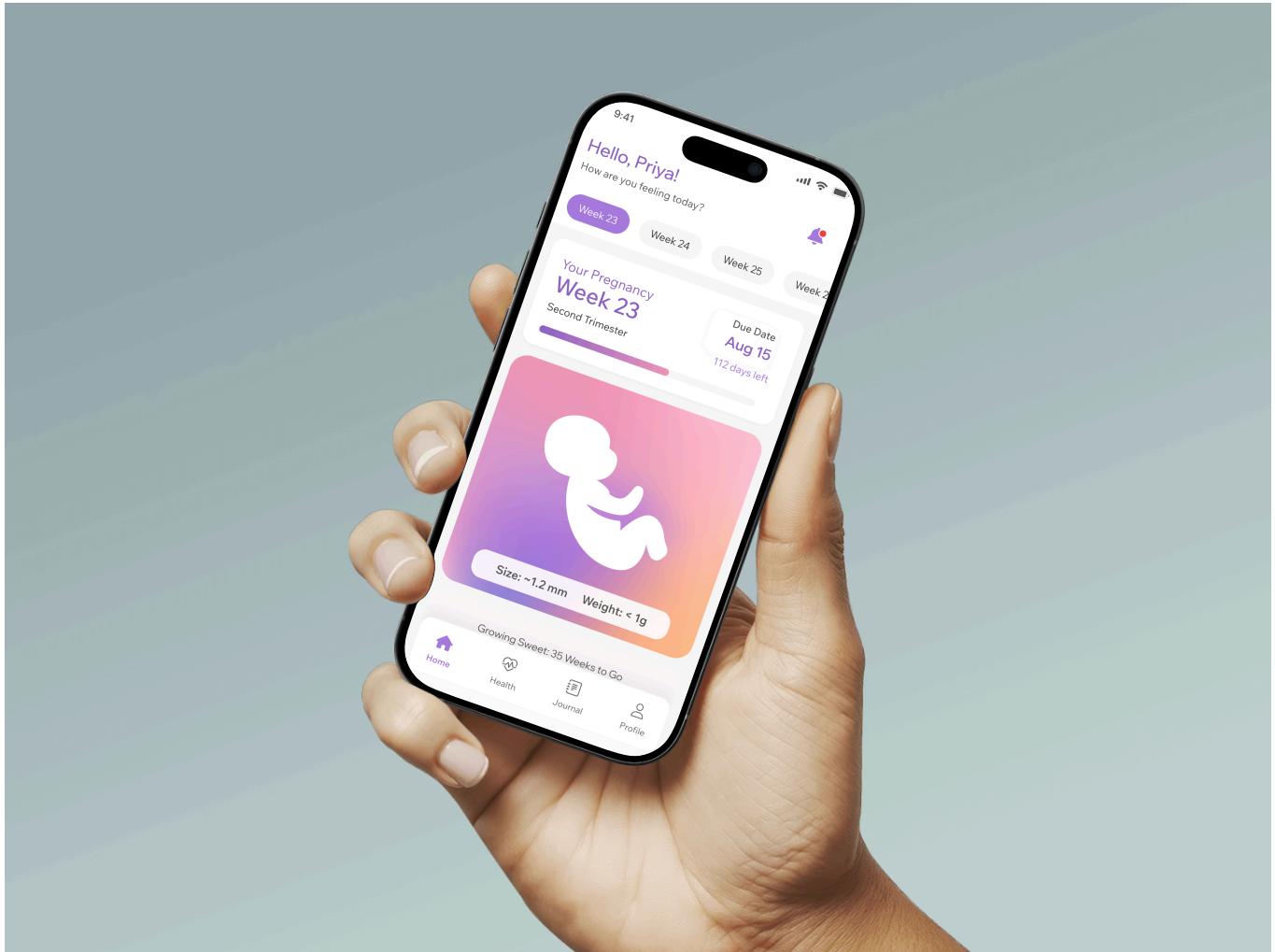
Lack of real support: For mothers going through pregnancy alone or far from family, the digital experience often feels cold and isolating.

Generic design: Most apps follow a one-size-fits-all approach that doesn't adapt to the emotional and personal needs of the user.

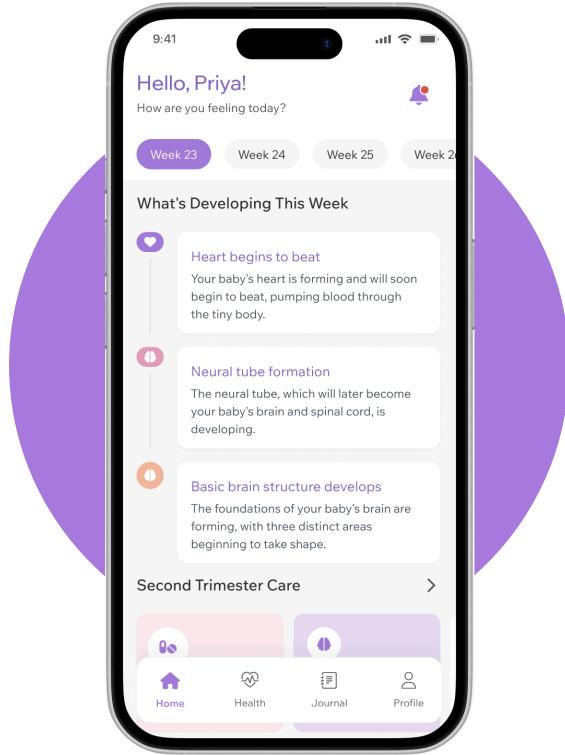
Our Solution

Simple, Supportive, and User-Friendly

Our design philosophy centers on creating a clean, minimal, and easy-to-use app that truly supports women from pregnancy to postpartum. By focusing on clarity and intuitive functionality, MoMents removes clutter and confusion so users can focus on what matters most — their health, emotions, and meaningful moments.



Main Features

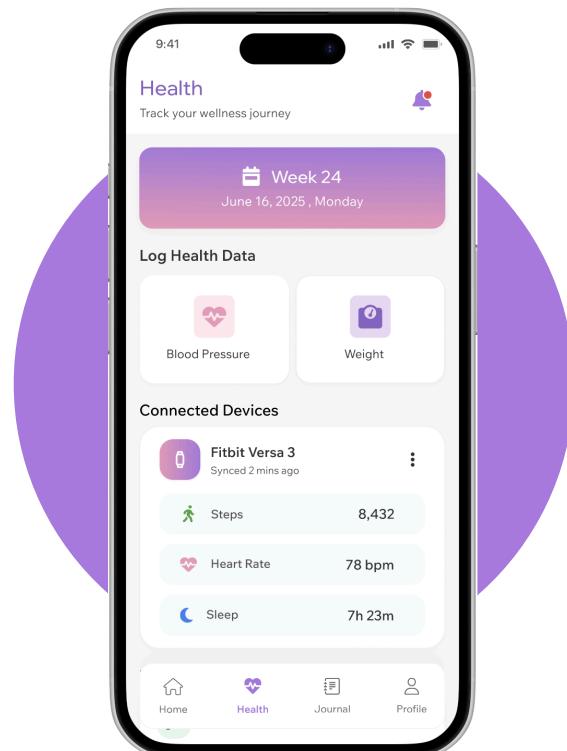


Weekly Baby Development Insights

Track baby's growth with simple, week-by-week updates on organ development, movement, and key milestones—paired with gentle visuals and helpful articles to keep the journey clear and connected.

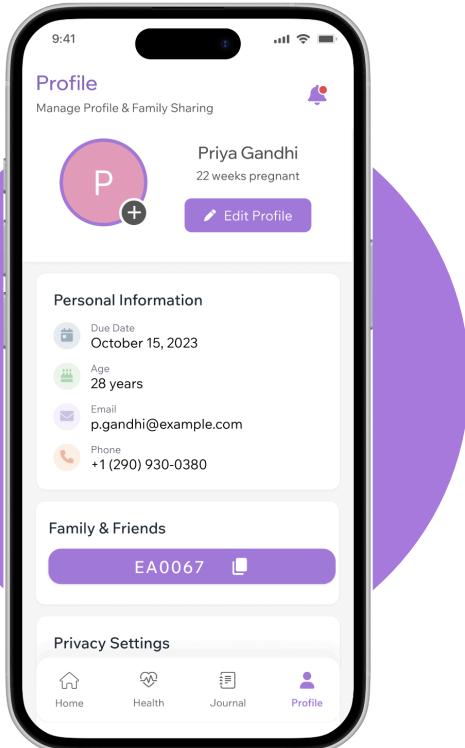
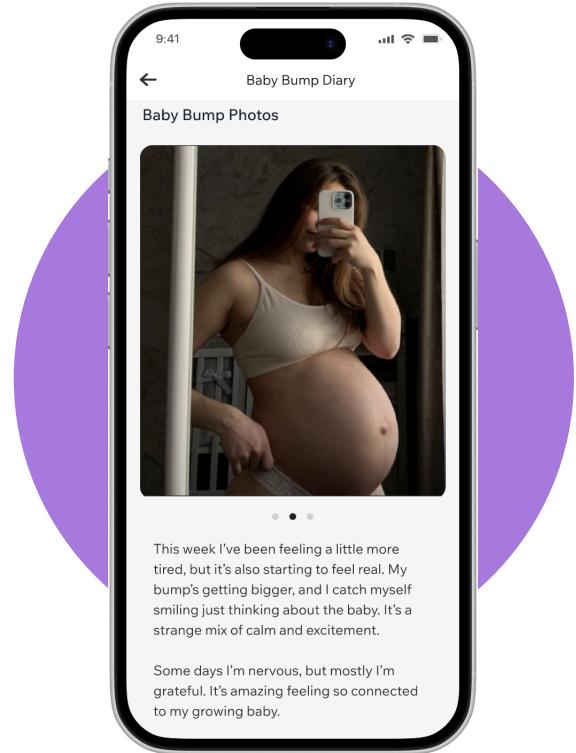
Effortless Health Monitoring

Easily monitor weight, fetal kicks, and more—while your heart rate and sleep are auto-sync with a user's FitBit Versa4. Get helpful insights and alerts if anything looks off.



Emotional & Milestone Journal

Journal feelings, capture memories, and celebrate moments like the baby bump. MoMents turns them into a beautiful keepsake video to cherish anytime.



Share with Loved Ones

Stay close to family and friends, even from a distance. Share the journey with a simple access code—selecting exactly what to share, with full control.

Additional Features

Alongside the core features, MoMents offers thoughtful extras that make a real difference:

AI-Powered Chatbot

A medically-informed chatbot answers questions and offers guidance anytime, providing instant support and reassurance.

Miscarriage & Premature Birth Support

Users can turn on a toggle in settings to receive sensitive, supportive notifications and articles tailored to these difficult experiences.

Fetal Kick Counting with Mobile Accelerometer

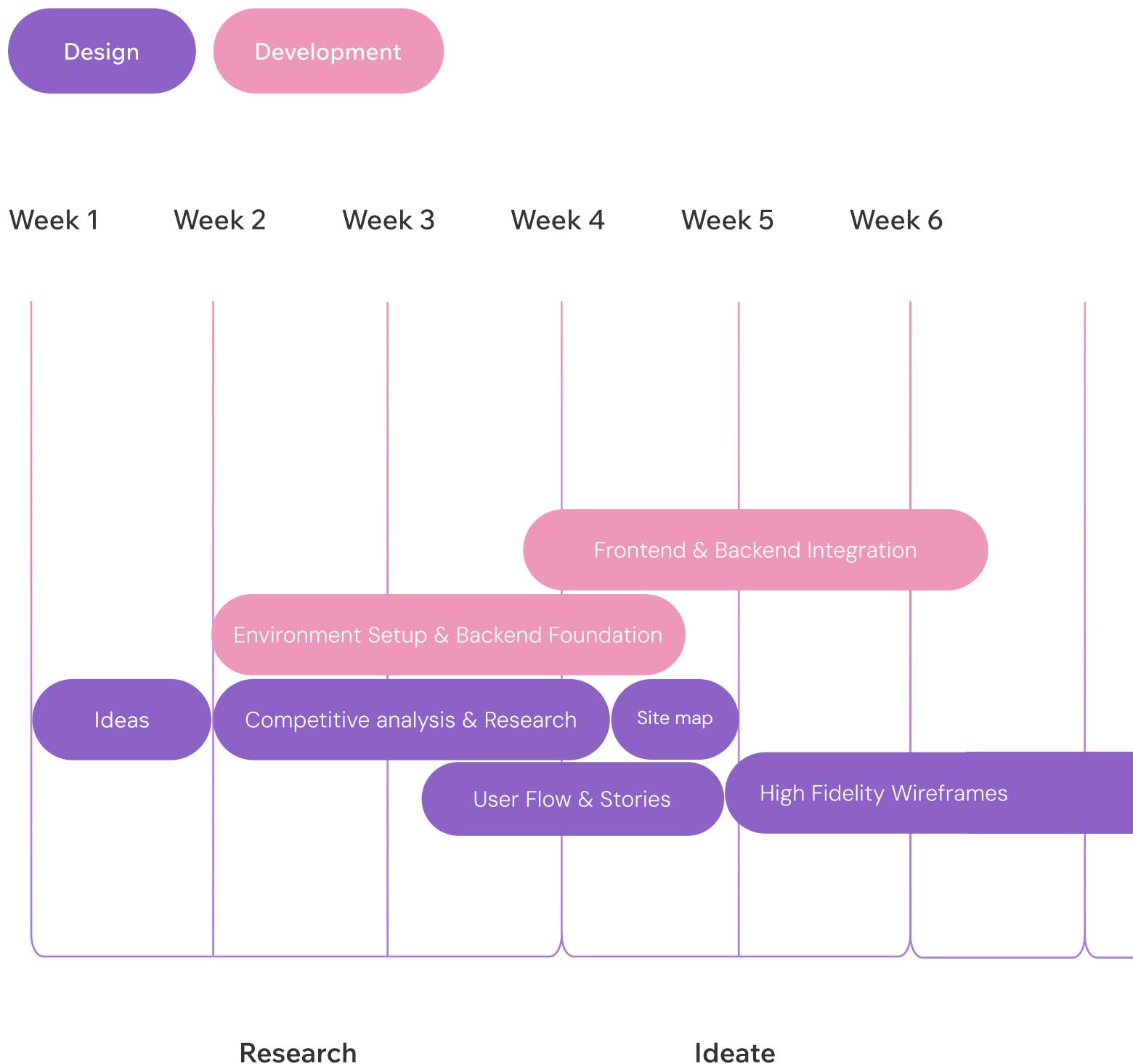
Track your baby's movements easily using your phone's built-in sensors — no extra devices needed.

Video Generation from Weekly Journalsometer

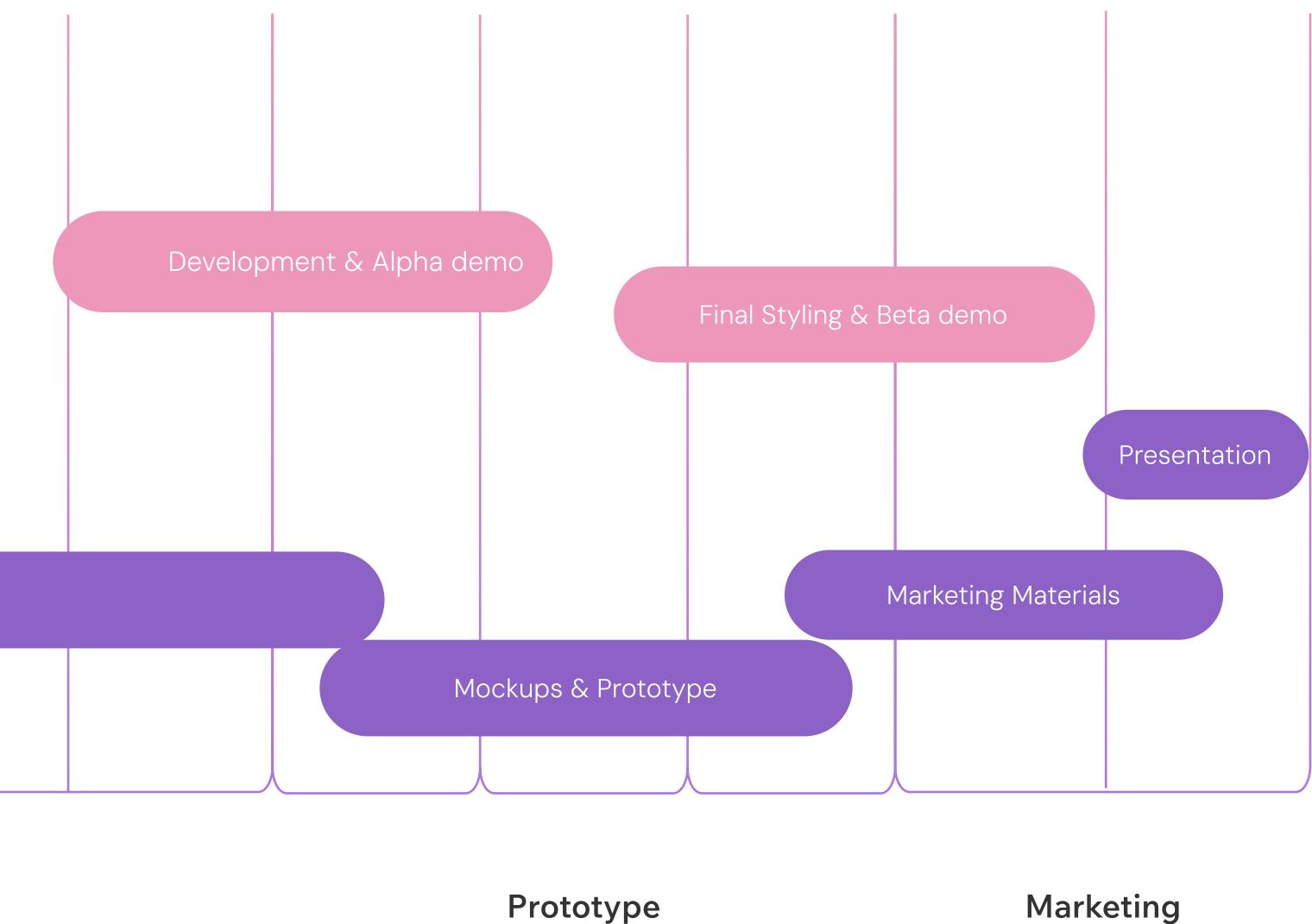
MoMents automatically creates a beautiful video summarizing your weekly journal entries, turning memories into keepsakes you can cherish and share.

Project Timeline

Project Timeline



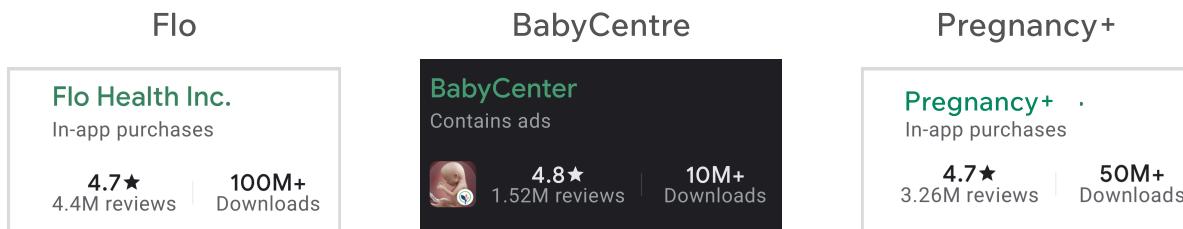
Week 7 Week 8 Week 9 Week 10 Week 11 Week 12



UX Research

Competitive Analysis

To understand where MoMents fits in the growing pregnancy app market, we analyzed top players—Flo Health, Pregnancy+, and BabyCenter.



Market Insights

- The global pregnancy and fertility app market is **growing** steadily at a **13.1% CAGR**.
- **Over 70%** of pregnant women use **at least one app** during their journey, mostly to track baby development, symptoms, or appointments.
- However, many find the experience **too generic and clinical**, lacking the emotional support they truly need.

Flo Health:



<https://flo.health>

Strengths:

- Strong period tracking trusted by users even before pregnancy.
- Covers a wide range of women's health needs—cycles, fertility, symptoms, and pregnancy.
- Sleek design with daily mood logs and personalised insights.

Weaknesses:

- Overloaded with features, leading to a cluttered and chaotic user experience.
- Most essential tools are locked behind a premium plan.
- Lacks detailed weekly baby development insights.

Pregnancy+ :



<https://philips-digital.com/pregnancy-new/>

Strengths:

- Visually rich 3D baby models and fruit-size comparisons for weekly updates.
- Useful tools like kick counter, weight tracker, and contraction timer.

Weaknesses:

- Feels impersonal, with minimal emotional connection or customization.
- Heavy reliance on ads and in-app purchases.
- Design feels slightly outdated and could be improved for clarity.

Baby Centre :



<https://www.babycenter.ca>

Strengths:

- Established reputation with a large, supportive parent community.
- Comprehensive content spanning pregnancy through early childhood.
- Weekly baby development updates include organ and system growth details.

Weaknesses:

- Outdated interface and text-heavy experience.
- Feels more like reading articles than using an app —low interactivity and emotional engagement.

Features Comparison

Standing Out	MoMents	Flo	Pregnancy+	BabyCentre
Baby Development Insights	✓	✓	✓	✓
Health Monitoring	✓	✓	ⓘ Only Manual	✗
Journal	✓	✗	ⓘ Only Photo	✗
Share with loved Ones	✓	ⓘ Only personal	✗	✗

Why MoMents?

MoMents blends expert guidance with emotional support—offering personalised baby insights, smart health tracking, private memory journaling, and secure sharing. More than just an app, it's a thoughtful companion through pregnancy.

Interviews Insights

We spoke with two moms navigating very different pregnancy experiences. Their stories highlight the real needs behind the screen—and where most pregnancy apps fall short.

Sarah (28) – Confident, Experienced Mom

Sarah had great medical support during her second pregnancy in Canada and didn't use an app. But during her first pregnancy abroad, she missed having digital help.

Needs: Reassurance during risky moments and guidance when care is limited.

Challenges: No digital support before, and didn't feel apps were necessary with good healthcare.

Insight: Apps matter most when medical care isn't always reliable—they provide structure and peace of mind.

Priya (31) – Stressed Second-Time Mom

Priya juggles work, pregnancy, and a toddler, feeling tired and stressed. She tried a milestone app before but found it too simple.

Needs: Personalised health tips, symptom relief, and emotional support.

Challenges: Apps focus too much on tracking and don't offer real help.

Insight: Second-time moms want more than reminders—they need support that fits their busy lives.

Persona



Mrs. Priya Gandhi
Senior chief

Age

28

Occupation

Work Permit

Status

6 months
(Second
Pregnancy)

Location

Vancouver, BC

What She Worries

- Worried about gestational diabetes due to family history and wants early prevention support.
- Struggles with fatigue and nausea, and seeks guidance to manage symptoms and avoid complications.

“Pregnancy as a Roller Coaster Journey”

How She Feels

- She feels more tired and experiences frequent stomach discomfort. Anxiety about labor and overall fatigue add to her stress.

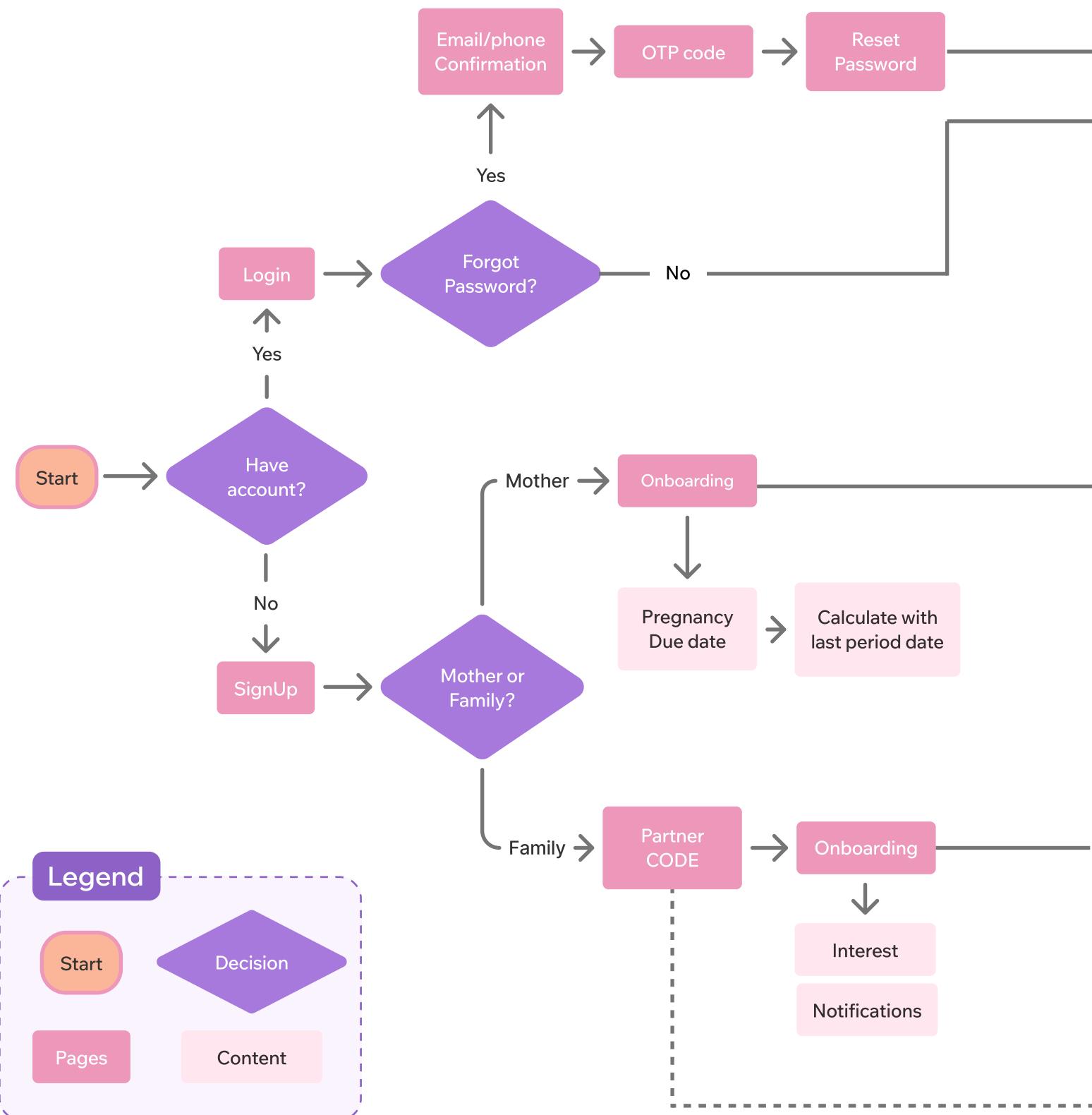
What She Needs

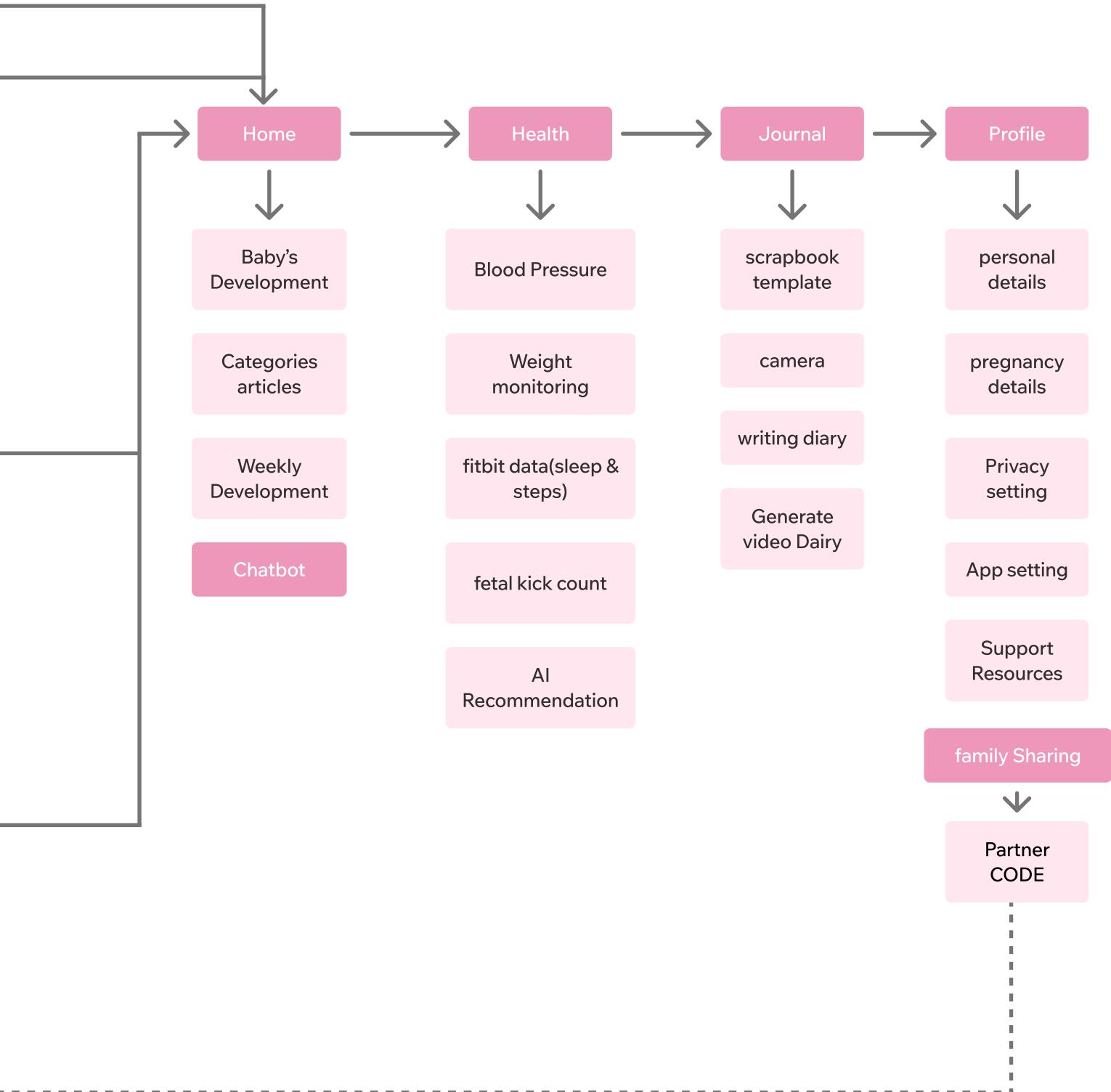
- She seeks personalized, practical guidance—nutrition tips, symptom relief, and emotional support—beyond basic baby milestone tracking.

Key Insights

- Second pregnancies bring added physical and emotional strain due to caregiving demands.
- Users need holistic, personalized wellness support, not just tracking.
- Health anxieties shape information and feature needs.
- Simplicity and actionable advice are crucial for busy moms.

User Flow





User Stories

Health Monitoring:

*As a **health-conscious pregnant woman**, I want to **track my vitals (blood pressure, weight, steps & sleep through smartwatch)** and **fetal kick count**, so I stay informed about my health.*

Profile:

*As a **pregnant woman**, I want a **profile page** to manage **personal details, pregnancy info, privacy settings, notifications, app settings**, and access **support resources**.*

Baby's Development:

*As a **pregnant woman**, I want to see **weekly updates in fun visual way about how my baby is growing** and also want to see **categorised articles with less clutter**, So that I can feel more connected.*

Family Sharing:

*As a **pregnant woman**, I want to **share my health data & Journal** with family and **send notifications**, so they can stay involved and supportive.*

Journaling:

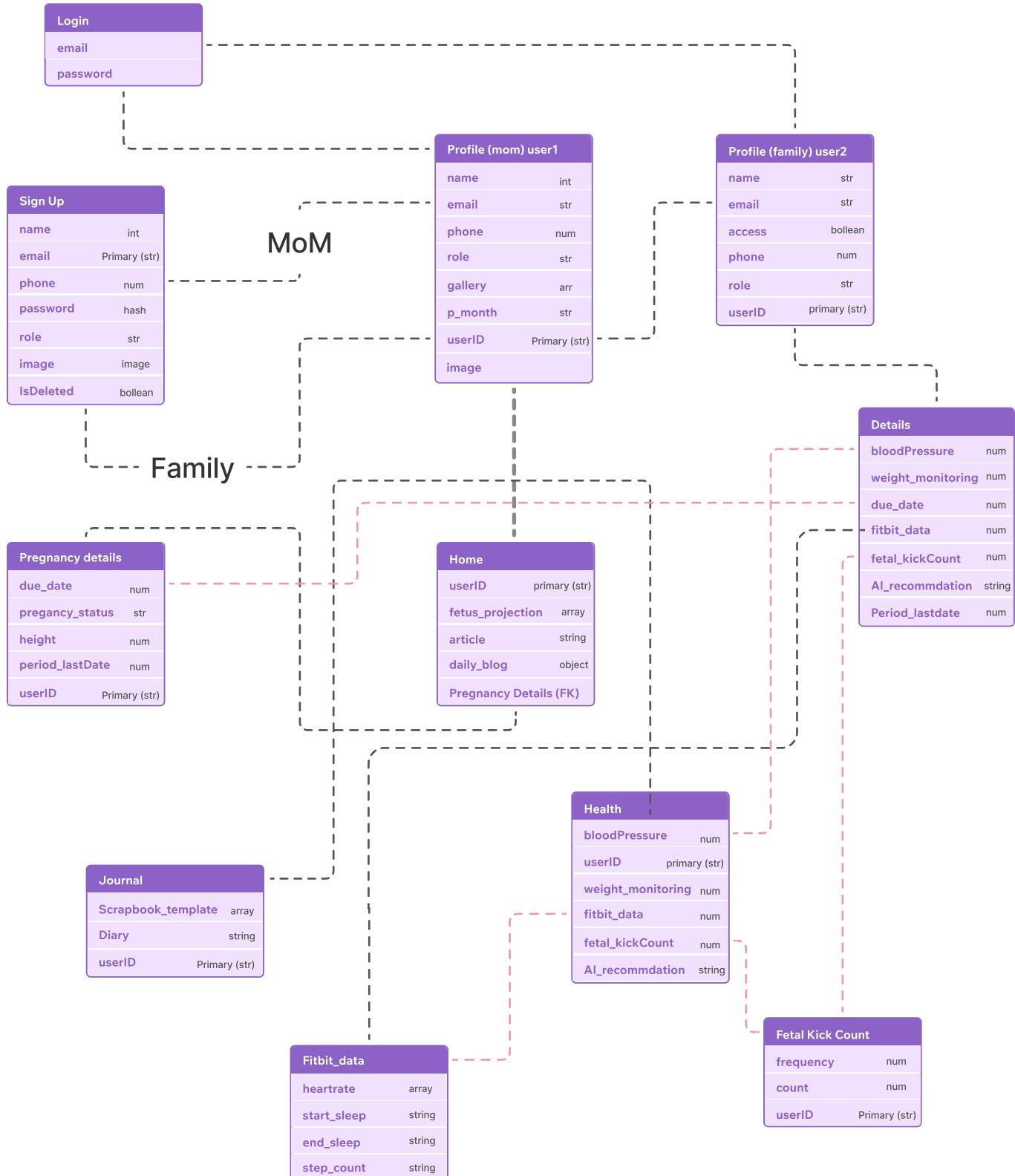
*As a **pregnant woman**, I want a **pre-categorised scrapbook** to add **photos and daily thoughts**, viewable as a **digital book and video** I can download.*

AI Chatbot:

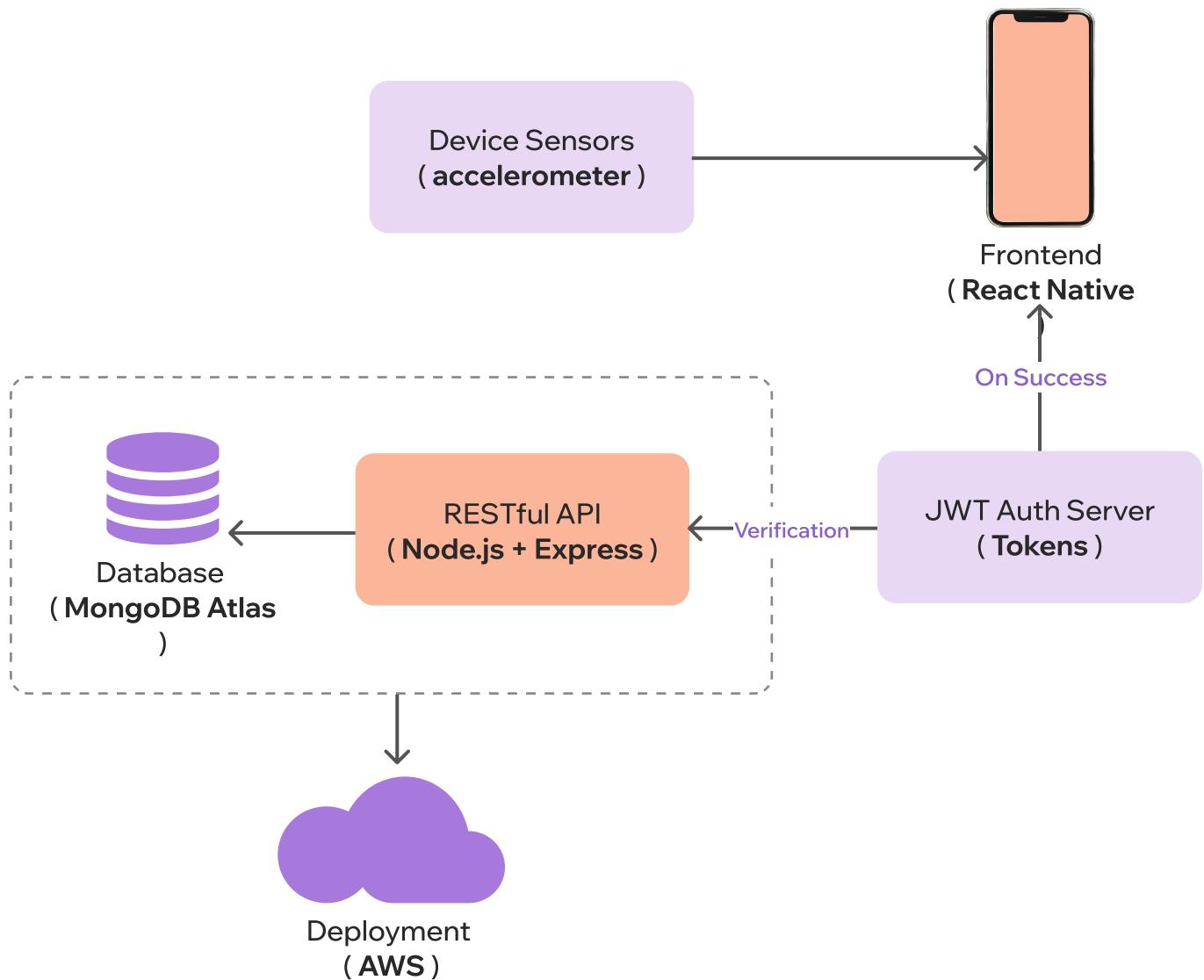
*As a **first-time pregnant woman**, I want to **ask questions anytime** and get **emotional support** through an **AI chatbot**, so I feel informed and comforted.*

Technical Overview

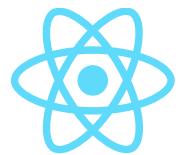
Data Model



System Architecture



Frontend (React Native):



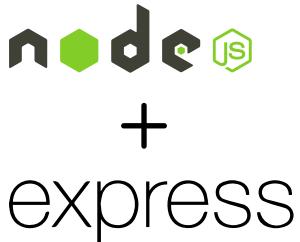
React Native

- Uses **Expo** for cross-platform speed.
- Integrates **accelerometer** for baby movement detection.
- Manual BP input.
- **JWT-based login.**
- Built with accessible UI for expecting mothers.

Hardware Features:

- **Accelerometer** detects baby movement patterns automatically
- **BP machine** input via form (BLE optional in future).

Backend (Node.js + Express):



- RESTful API for kicks, BP, journals, and auth.
- WT-based middleware for secure access.

Database (MongoDB Atlas):



- Collection: users, kick_logs, bp_reading, journal and more
- MongoDB for validation and schema modelling.

Stable: Managed cloud DB with backups.

Scalable: Handles large datasets with ease.

Standard: Popular in healthcare startups.

Deployment (AWS):



- AWS
- Route 53, cloudWatch, and SSL for stability

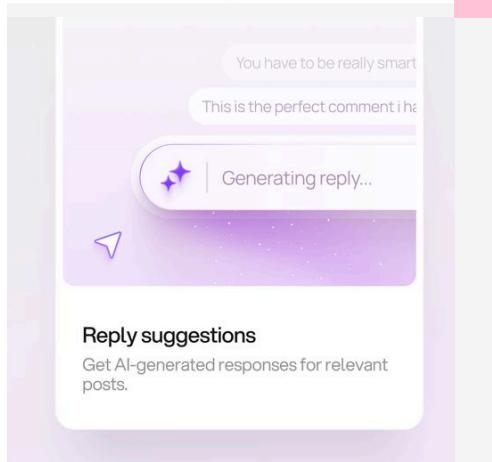
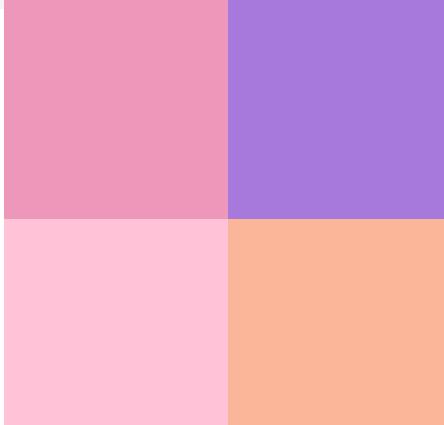
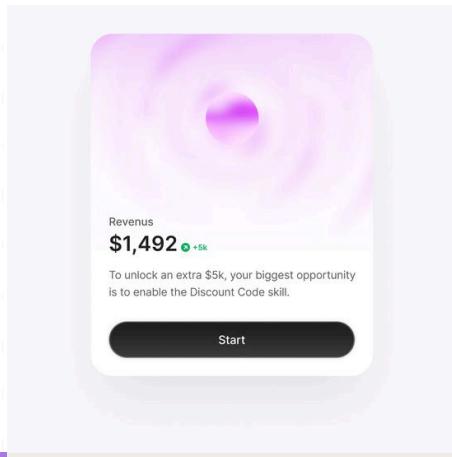
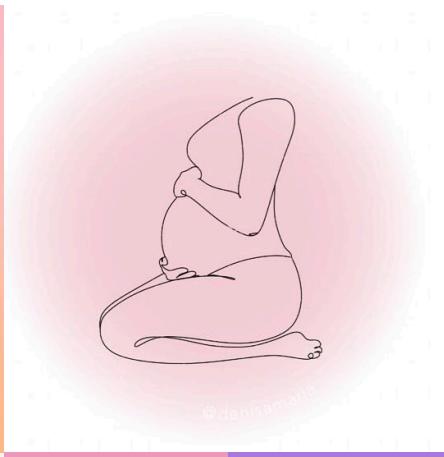
Stable: High availability + monitoring

Scalable: Load balancing, auto-scaling

Standard: AWS is enterprise trusted.

Branding

Mood Board



Logo



The MoMents logo is a **minimal**, rounded circle. Inside the circle, negative space subtly forms a pregnancy bump on the left side.

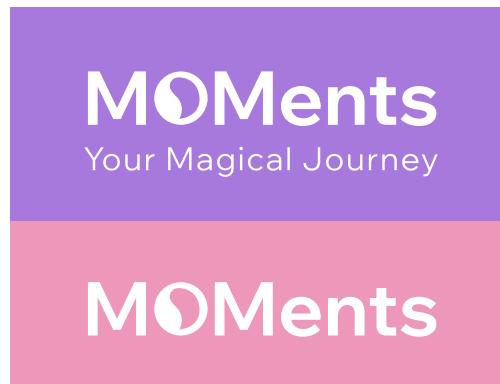
The smooth, **rounded shapes** evoke softness and comfort, reflecting the gentle care the app provides its users.

At the same time, the overall shape resembles a **camera shutter** closing—symbolising photo journaling and capturing meaningful moments, a core feature of the app.

Its clean and simple design ensures the logo stays clear and recognisable on all mobile screens, reinforcing MoMents' friendly and caring identity.



MoMents



Logo Variants



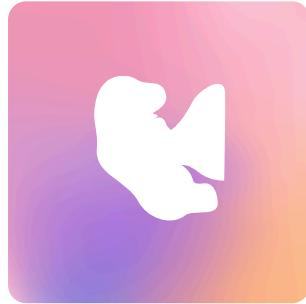
Logo Mark

App icon

illustrations



Weekly Timeline



2nd month



3rd month



5th month



7th month



8th month



9th month

Typography

MoMents is all about supporting women during a very emotional and sensitive time. We wanted the typography to feel **calm, comforting, and easy to read**—without being too plain or too formal.

Wix Madefor Display has a friendly and expressive tone, perfect for headlines, milestones, and uplifting messages.

Wix Madefor Text is clean, simple, and very readable—ideal for body text like health tips, journaling, and daily insights.

Since MoMents is a mobile app, choosing the right, readable font is really important. On small screens, we have limited space for text sizes, so font weight, spacing, and color play a big role in creating visual hierarchy without overwhelming the user.

We chose Wix Madefor over other fonts because it has perfect letter spacing, clean and solid lines, and it's not visually complex—making it feel balanced and clear throughout the app.

Aa

Aa

Wix Madefor Display

Display Font

ABCDEFGHIJKLMNOPQRST
UVWXYZ

Wix Madefor Text

Text font

ABCDEFGHIJKLMNOPQRST
UVWXYZ

Colours

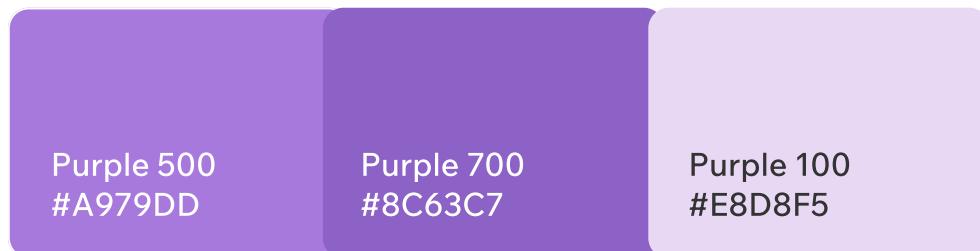
Our **main goal** in choosing purple and pink was to create a **calm, soothing vibe** that supports the emotional journey of pregnant women. Based on colour psychology, pastel colours are known to evoke feelings of calmness, comfort, and safety—similar to how pastel-coloured clothing is used for kids to promote a peaceful environment. Studies like **Color Psychology** and **Emotional Effects of Colours** show that softer tones **reduce anxiety and create a welcoming space**.

While we embraced the **pastel colour palette**, we carefully selected precise shades of purple and pink to balance softness with clarity. This ensures the app feels gentle yet modern and trustworthy.

We also rigorously considered **WCAG accessibility guidelines** to ensure sufficient **contrast and readability**. This is essential for all users, especially when dealing with health-related content.

Together, these choices create an **inviting, calm, and user-friendly experience** that respects both emotional needs and usability.

Primary Colours:



Secondary Colors:



App Gradients:

To make the app visually engaging without clutter, we use **freeform gradients** on some cards. These gradients help important elements stand out and guide users' attention naturally. As a designer, We know that **visual hierarchy is key** —it subconsciously leads users through the app smoothly and helps them focus on what matters most.

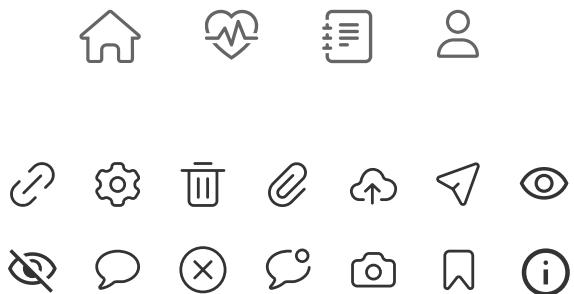


Icons

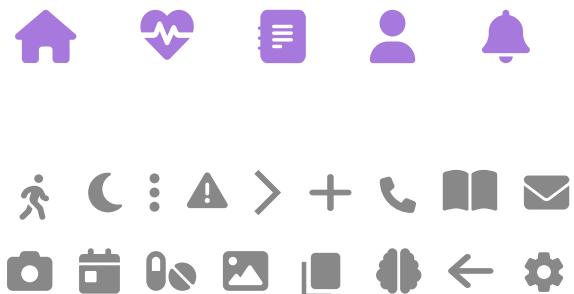
In MoMents, we use **line icons for normal states** and **solid icons for active states**. This creates a clear visual distinction, helping users easily identify their current location or selection.

Using shape change (line to solid)—instead of relying only on color—improves accessibility, especially for users with color blindness. It ensures that the active state stands out through both form and contrast, enhancing clarity and overall user experience.

line icons for normal states



solid icons for active states



Sources: Google icons, Icon finder

Spacing

We use smaller spacing values like 4, 6, 8, 12, 16, 24—mostly multiples of 4—optimized for mobile screens to keep the layout compact, consistent, and easy to navigate.

Name	Value
spacing-4	4
spacing-6	6
spacing-8	8
spacing-12	12
spacing-16	16
spacing-24	24
spacing-32	32

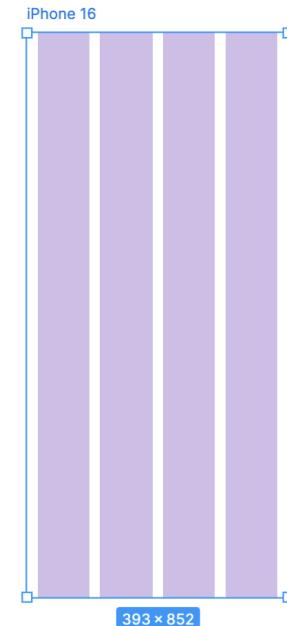
+ Create variable

Name	Value
radius-sm	4
radius-md	8
radius-lg	12

+ Create variable

radius

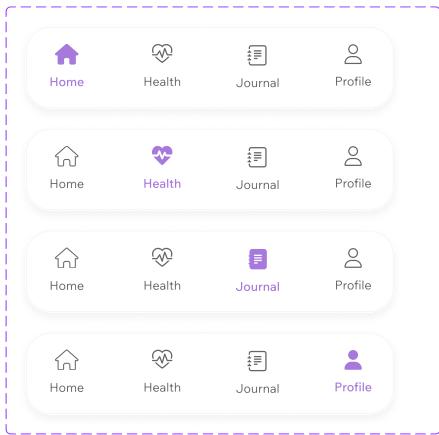
For corner radius, we stick to subtle sizes—4 (sm), 8 (md), and 12 (lg)—to maintain a soft, approachable feel without making the design overly playful. This keeps the tone balanced: friendly, but still calm and focused.



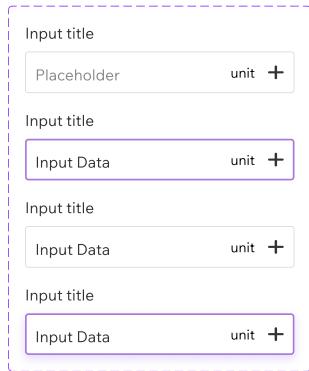
Mobile Layout

For the mobile layout, we use a 4-column grid with 16px side margins on left and right. This keeps the content well-aligned, readable, and spaced comfortably within small screens.

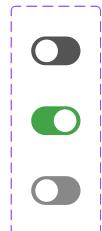
UI Components



Input Field



Toggle



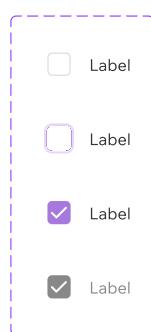
Option



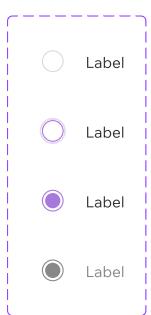
Label



Checkbox



Radio Buttons



Hello, Priya!

How are you feeling today?



Profile



Nidhi Gandhi

Button

Status

Type

Large

Default

+ Button +

Hover

+ Button +

Active

+ Button +

Disable

+ Button +

Small

Default

+ Button +

Hover

+ Button +

Active

+ Button +

Disable

+ Button +

Border

Default

+ Button +

Hover

+ Button +

Active

+ Button +

Disable

+ Button +

Weekly Timeline

Week A

Week A

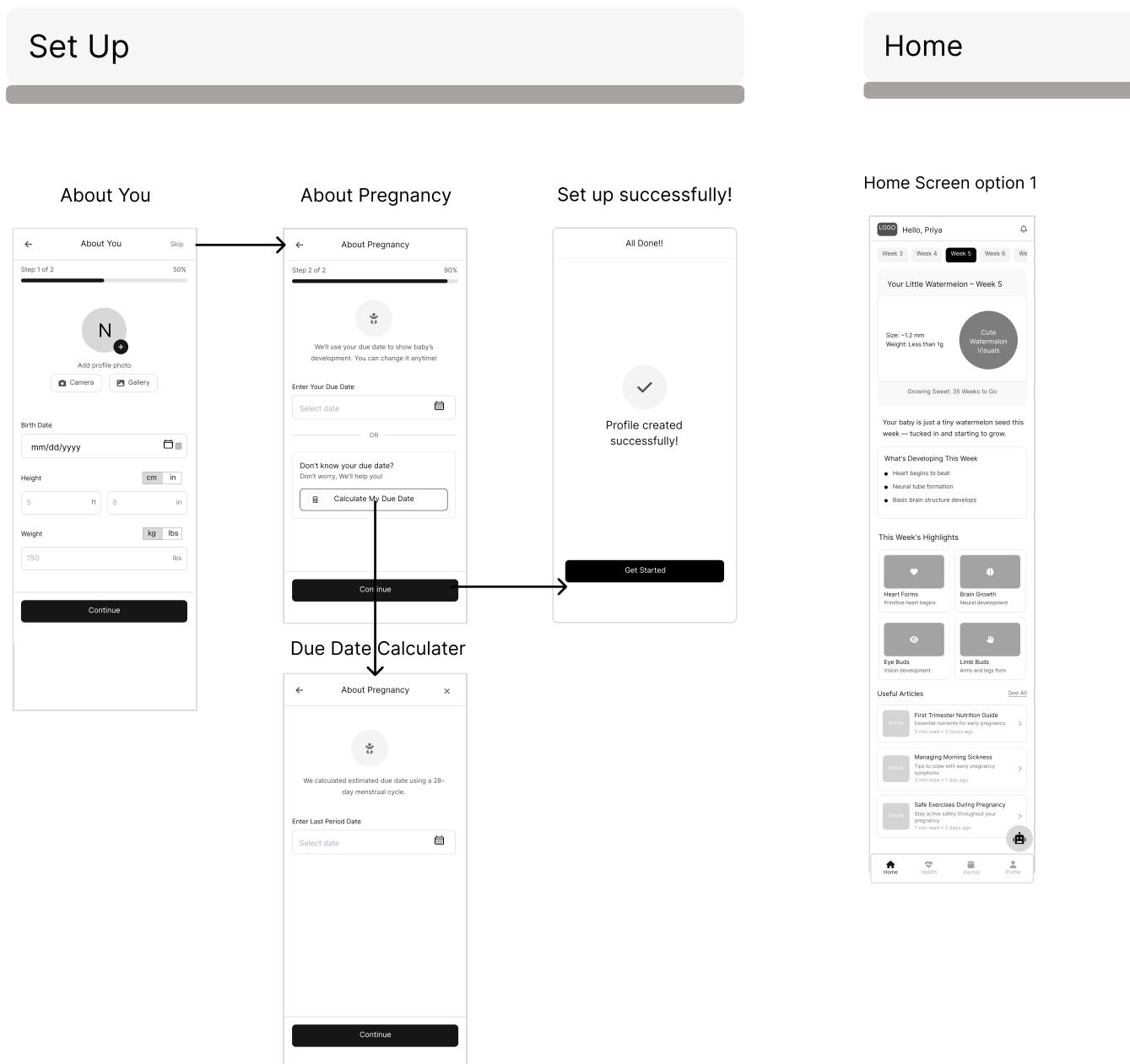
Week A

Week A

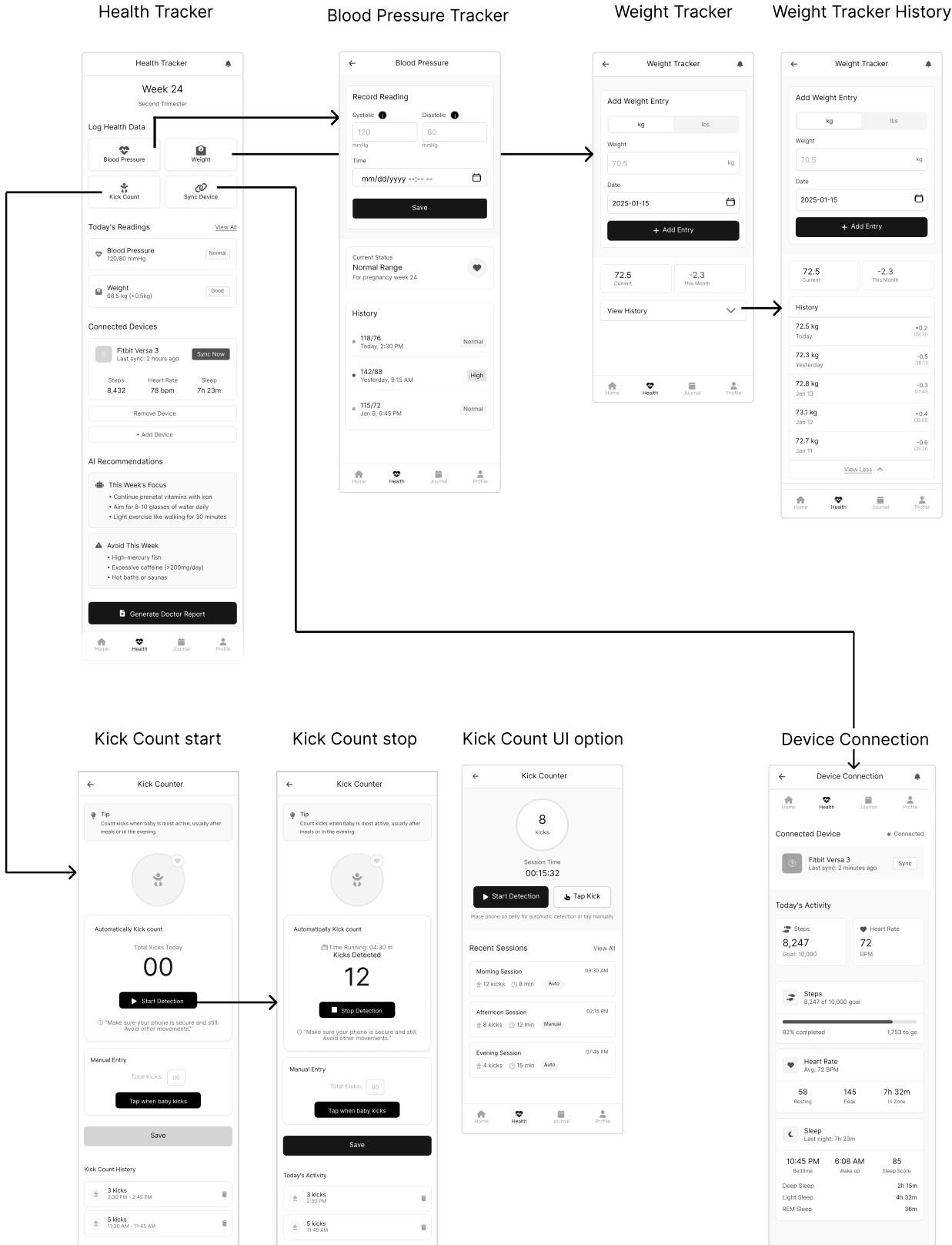
Design Process

Wireframes

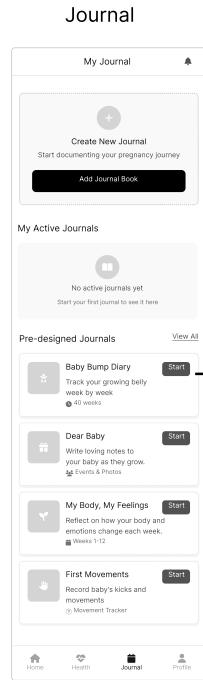
After completing user research, we created wireframes based on the insights and feedback to define structure and user flow.



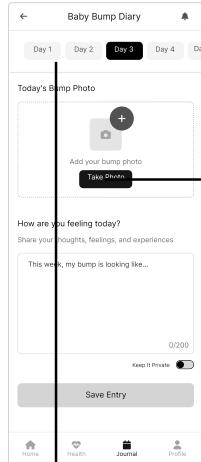
Health



Journal



Baby Bump diary

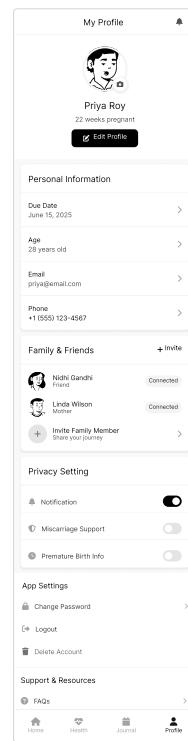


Camera



Profile

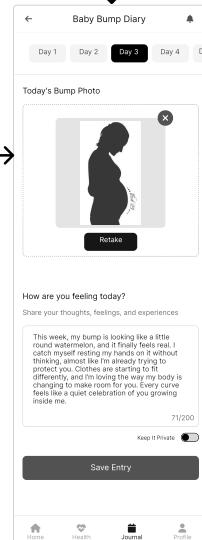
Profile(Before Inviting family)



All days Preview



Add Photo



Sign-In

Sign-up

Sign In

Sign In

Email
Enter your email

Password
Enter your password

Remember me [Forgot password?](#)

Sign In

or

Don't have an account yet?
Create New Account [Continue with Google](#)

User?

Step 1 of 2

Are you using MoMents for yourself?
This helps set up the right features for you.

Yes, for myself **No, I have a family code**

Sign Up

Sign Up

Create Account
Join us to get started with your journey

First Name Last Name

Email

Password Confirm Password

I agree to the [Privacy Policy](#) and [Terms of Service](#)

Create Account

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 ⌂ space return

Successful!

Account Created

Account Successfully Created!

Get Started

Home Page for Family

Family Code Input

Family Code

Enter Family Code
Enter your family code to join and support her pregnancy journey.

Pairing Code

Connec **I don't have a code** [Contact Support](#) Need help?

Successfully

Paired Successfully!

Get Started

Sign Up

Sign Up

Create Account
Join us to get started with your journey

First Name Last Name

Email

Password Confirm Password

I agree to the [Privacy Policy](#) and [Terms of Service](#)

Create Account

Hi Family!

Baby's Growth
Week 24
Second Trimester
Due Date
June 15, 2025
Size of a Cantaloupe
About 12 inches long

Mom's Health Updates
Blood Pressure 120/80 Normal
Weight 68 kg +2kg this month

Today's Activity
8,542 Steps 7h 32m Sleep 72 bpm Heart Rate

Photos & Memories
View All
Baby Bump Week 24
Ultrasound Latest Scan
Nursery Setup Progress
Baby Shower Preparations

Kick Counts Today
12 Kicks recorded
Recent Activity
2:30 PM - 5 kicks 4:15 PM - 5 kicks

Home **MoMents** **Profile**

Mockups

Using the refined wireframes, we developed high-fidelity mockups to visualize the final design with branding, UI elements, and improved usability.

Home

9:41

Hello, Priyal!
How are you feeling today?

Week 23 Week 24 Week 25 Week 26

Your Pregnancy Week 23
Second Trimester

Due Date Aug 15
112 days left



Size: ~1.2 mm Weight: < 1g

Growing Sweet: 35 Weeks to Go

Your baby is just a tiny watermelon seed this week — tucked in and starting to grow.

What's Developing This Week

- Heart begins to beat**
Your baby's heart is forming and will soon begin to beat, pumping blood through the tiny body.
- Neural tube formation**
The neural tube, which will later become your baby's brain and spinal cord, is developing.
- Basic brain structure develops**
The foundations of your baby's brain are forming, with three distinct areas beginning to take shape.

Second Trimester Care

Prenatal Vitamins Early Symptoms

Importance of folic acid and iron Fatigue, nausea, emotional changes

Home Health Journal Profile

Second Trimester Care

9:41

All Prenatal Vitamins Early Symptoms

Healthy Pregnancy Birth Preparation

Articles for You

- Prenatal Yoga for Week 24**
Safe exercises to help with back pain and prepare for labor
5 min read
- Nutrition Tips for First Trimester**
Essential nutrients your baby needs for healthy development
7 min read
- Preparing Your Nursery**
Tips for creating the perfect space
6 min read
- Safe Exercises During Pregnancy**
Stay active with these gentle routines
8 min read
- Nutrition in Second Trimester**
Essential nutrients for healthy development
5 min read

Articles

9:41

The Folic Acid Factor: Why It's Crucial for a Healthy Pregnancy

5 min read • Reviewed by Dr. Sarah Chen

Congratulations, mama-to-be! As you embark on this incredible journey, understanding the nutrients your body needs becomes more important than ever. Let's explore why folic acid deserves a special place in your prenatal care routine.

What is folic acid?

Folic acid is the synthetic form of folate, a B vitamin that plays a vital role in cell division and DNA synthesis. While folate occurs naturally in foods like leafy greens, citrus fruits, and beans, folic acid is the form found in supplements and fortified foods.

Your body uses this essential nutrient to create new cells, making it particularly important during pregnancy when your baby's cells are rapidly dividing and growing.

Why is it important during pregnancy?

- Prevents neural tube defects: Adequate folic acid intake reduces the risk of spina bifida and anencephaly by up to 70%.
- Supports brain development: Essential for proper formation of your baby's brain and spinal cord.
- Reduces pregnancy complications: May help prevent preterm birth and low birth weight.

How much should I take?

Before pregnancy: 400 mcg daily
During pregnancy: 600-800 mcg daily
While breastfeeding: 500 mcg daily

Always consult with your healthcare provider for personalized recommendations based on your individual needs and medical history.

Best food sources

- Leafy Greens
- Citrus Fruits
- Legumes
- Fortified Grains

Profile

9:41

Profile

Manage Profile & Family Sharing



Priya Gandhi
22 weeks pregnant

Edit Profile

Personal Information

Due Date October 15, 2023
Age 28 years
Email p.gandhi@example.com
Phone +1 (290) 930-0380

Family & Friends

EA0067

Privacy Settings

Notifications
Miscarriage Support
Premature Birth Info

App Settings

Change Password
Logout
Delete Account

Support & Resources

FAQs

Home Health Journal Profile

Health

9:41

Health

Track your wellness journey

Week 24
December 16, 2024
Monday

Quick Actions

- Blood Pressure
- Weight
- Kick Count
- Sync Device

Today's Readings

- Blood Pressure: 120/80 mmHg (Normal)
- Weight: 68.5 kg (Good)

Connected Devices

- Fitbit Versa 3: Synced just now
- Steps: 8,432
- Heart Rate: 78 bpm
- Sleep: 7h 23m

+ Add New Device

Weekly Recommendations

- This Week's Focus**
Continue prenatal vitamins daily
Stay hydrated (8-10 glasses water)
Light exercise for 20-30 minutes
- Avoid This Week**
High-sodium processed foods
Excessive caffeine intake

Home **Health** **Journal** **Profile**

9:41

Blood Pressure

Record Reading

Systolic: 120 mmHg | Diastolic: 80 mmHg

Time: mm/dd/yyyy —

Save Reading

History

- 118/76 (Normal) Today, 2:30 PM
- 142/88 (High) Yesterday, 9:15 AM
- 115/72 (Normal) Jan 8, 6:45 PM

View all

Home **Health** **Journal** **Profile**

Kick counter

Select mode Auto | Manual

5 kick 00:00:30

Place phone on your belly and tap below. Stay still for best results.

Finish **Restart**

Total Kicks Today 08

These kicks are normal. Ten in two hours is typical. Contact your doctor if there's a noticeable decrease.

History

- 08 kicks Today 09:30
- 08 kicks Yesterday 08:15
- 08 kicks Jan 13 07:45

View all

Home **Health** **Journal** **Profile**

9:41

Blood Pressure

Today's 118/76 mmHg

+ Add Reading

Normal
Blood pressure is within the healthy range

Blood Pressure Overview

150
125
100
75
50

Mon Tue Wed Thu Fri Sat Sun

● Systolic ● Diastolic Avg: 136/84 Normal

History

- 118/76 Today, 2:30 PM (Normal)
- 142/88 Yesterday, 9:15 AM (High)
- 115/72 Jan 8, 6:45 PM (Normal)

View all >

Weight Tracker

+ Add Weight Entry

kg | lbs

Current Weight 72.5 kg

Date 2025-06-23

Save Reading

History

- 72.5kg Today 09:30
- 72.3kg Yesterday 08:15
- 72.8kg Jan 13 07:45

View all

Home **Health** **Journal** **Profile**

Journal

9:41

My Journal

How are you feeling today?

Start Your Pregnancy Journey
Capture precious moments and memories

Get Started

Pre-Designed Journals

- Baby Bump Weekly photo diary Start
- Dear Baby Letters to your little ones Start
- My Feelings Home Health Journal Profile
- First Movements Baby's kicks & movements Start

9:41

Baby Bump Diary

Week 1 Week 2 Week 3 Week 4

Baby Bump Photo

VIDEO PHOTO PORTRAIT

Take Photo Add From Gallery

How are you feeling today?
Share your thoughts, feelings, and experiences

This week, my bump is looking like...

Keep it private

Save Journal

9:41

Baby Bump Photo

VIDEO PHOTO PORTRAIT

Take Photo Add From Gallery

How are you feeling today?
Share your thoughts, feelings, and experiences

This week, my bump is looking like...

Keep it private

Save Journal

9:41

Baby Bump Diary

Week 1 Week 2 Week 3 Week 4

Baby Bump Photos

Take Photo Add From Gallery

How are you feeling today?
Share your thoughts, feelings, and experiences

This week I've been feeling a little more tired, but it's also starting to feel real. My bump's getting bigger, and I catch myself smiling just thinking about the baby. It's a strange mix of calm and excitement.

Some days I'm nervous, but mostly I'm grateful. It's amazing feeling so connected to my growing baby.

Keep it private

Save Journal

9:41

Baby Bump Diary

Week 1 Week 2 Week 3 Week 4

Baby Bump Photos

Delete Photo?

This will delete it from your Week 2 journal.

No, Keep It Yes, Delete

How are you feeling today?
Share your thoughts, feelings, and experiences

This week I've been feeling a little more tired, but it's also starting to feel real. My bump's getting bigger, and I catch myself smiling just thinking about the baby. It's a strange mix of calm and excitement.

Some days I'm nervous, but mostly I'm

9:41

Baby Bump Diary

Week 1 Week 2 Week 3 Week 4

Week 1

June 16, 2025, Monday

Edited Share

Saved Successfully!
Your journal entry is saved.

Baby Bump Photos

9:41

Baby Bump Diary

Week 1 Week 2 Week 3 Week 4

Week 1

June 16, 2025, Monday

Edit Share

Baby Bump Photos

This week I've been feeling a little more tired, but it's also starting to feel real. My bump's getting bigger, and I catch myself smiling just thinking about the baby. It's a strange mix of calm and excitement.

Some days I'm nervous, but mostly I'm grateful. It's amazing feeling so connected to my growing baby.

Team Members

Designers

The designers crafted the app's look, feel, and user experience—translating months of research, testing, and feedback into an intuitive and meaningful design.



Nidhi Gandhi | Product Manager / Product Designer

Hi, I'm Nidhi, a Computer Engineering grad with practical UI design experience from internships and freelancing. In 2024, I joined the WMDD program to refine my design skills and focus on creating simple, effective web experiences. Always pushing to learn and grow in design.

[in/nidhigandhi/](https://www.linkedin.com/in/nidhigandhi/)



Priyanka Rana | UI/UX Designer

I transitioned to design from a background in Bioinformatics and teaching. With a Master's degree and five years of teaching experience, I joined the WMDD program, gaining skills in front-end coding, design principles, JavaScript, and tools like Figma, Photoshop, and Illustrator. I'm dedicated to growing as a skilled and impactful designer.

[in/priyanka-rana03](https://www.linkedin.com/in/priyanka-rana03/)



Khushwant Singh | UI/UX Designer

Hi, I'm Khushwant. With a background in Computer Science Engineering and hands-on experience as a developer, I joined the WMDD program to dive into the creative side of technology. This journey has allowed me to blend logic with aesthetics—transforming complex ideas into intuitive, user-centered designs.

[in/khushwantvsingh](https://www.linkedin.com/in/khushwantvsingh/)



Viraj Mehta | UI/UX Designer

Hi, I'm Viraj. With a background in Computer Science Engineering and experience as a developer, I joined the WMDD program to explore the creative side of technology. This journey has been rewarding, blending my technical skills with a passion for design to create engaging, user-friendly applications.

[in/virajmehtaa](https://www.linkedin.com/in/virajmehtaa/)

Developers

The developers turned those designs into a fully functioning product, building interactive features and bringing three months of hard work to life.



Akshay Sharma | Full-Stack Developer

I'm Akshay, a B.Tech graduate in Electronics and Communication with experience as a frontend and Shopify app developer. Passionate about learning new technologies, I enjoy problem-solving, debugging, and creating seamless user experiences.

 [in/Akshay1114](https://www.linkedin.com/in/Akshay1114)



Davinder kaur | Full- Stack Developer

Driven by a passion for logic and problem-solving, I pursued the WMDD program to deepen my skills in JavaScript, Node.js, React, and modern design tools. I'm constantly learning and eager to take on new challenges as a full-stack developer.

 [in/dkaur75](https://www.linkedin.com/in/dkaur75)



Khushpreet kaur | Back-end Developer

Driven by a passion for logic and problem-solving, I pursued the WMDD program to enhance my skills in JavaScript, Node.js, React, and design tools. I'm continually learning and excited to explore new opportunities as a developer.

 [in/kk0630](https://www.linkedin.com/in/kk0630)



Miraj Samee | Front-end Developer

I'm Miraj, a B.Tech graduate in Electronics and Communication with experience as a frontend and Shopify app developer. Passionate about learning new technologies, I enjoy problem-solving, debugging, and creating seamless user experiences.

 [in/miraj-samee](https://www.linkedin.com/in/miraj-samee)



MOMents

Langara.
?ə̄ł xʷməθkʷəy̓əm | at Musqueam