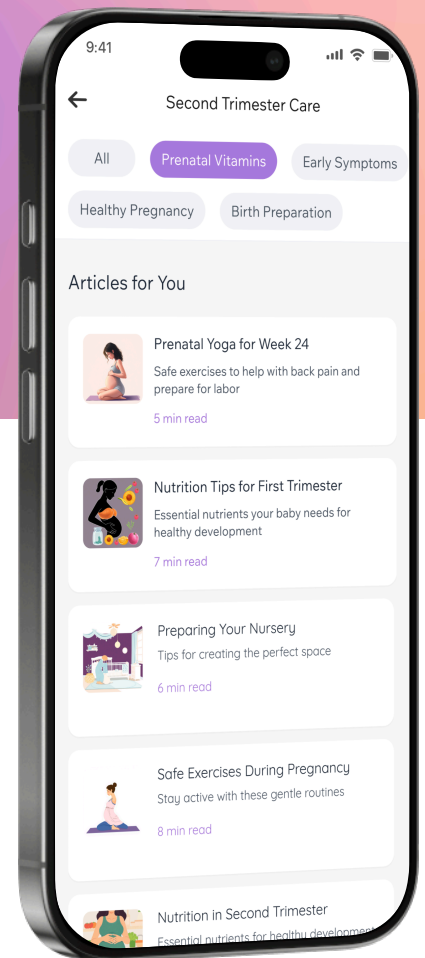


MOMents

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

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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.

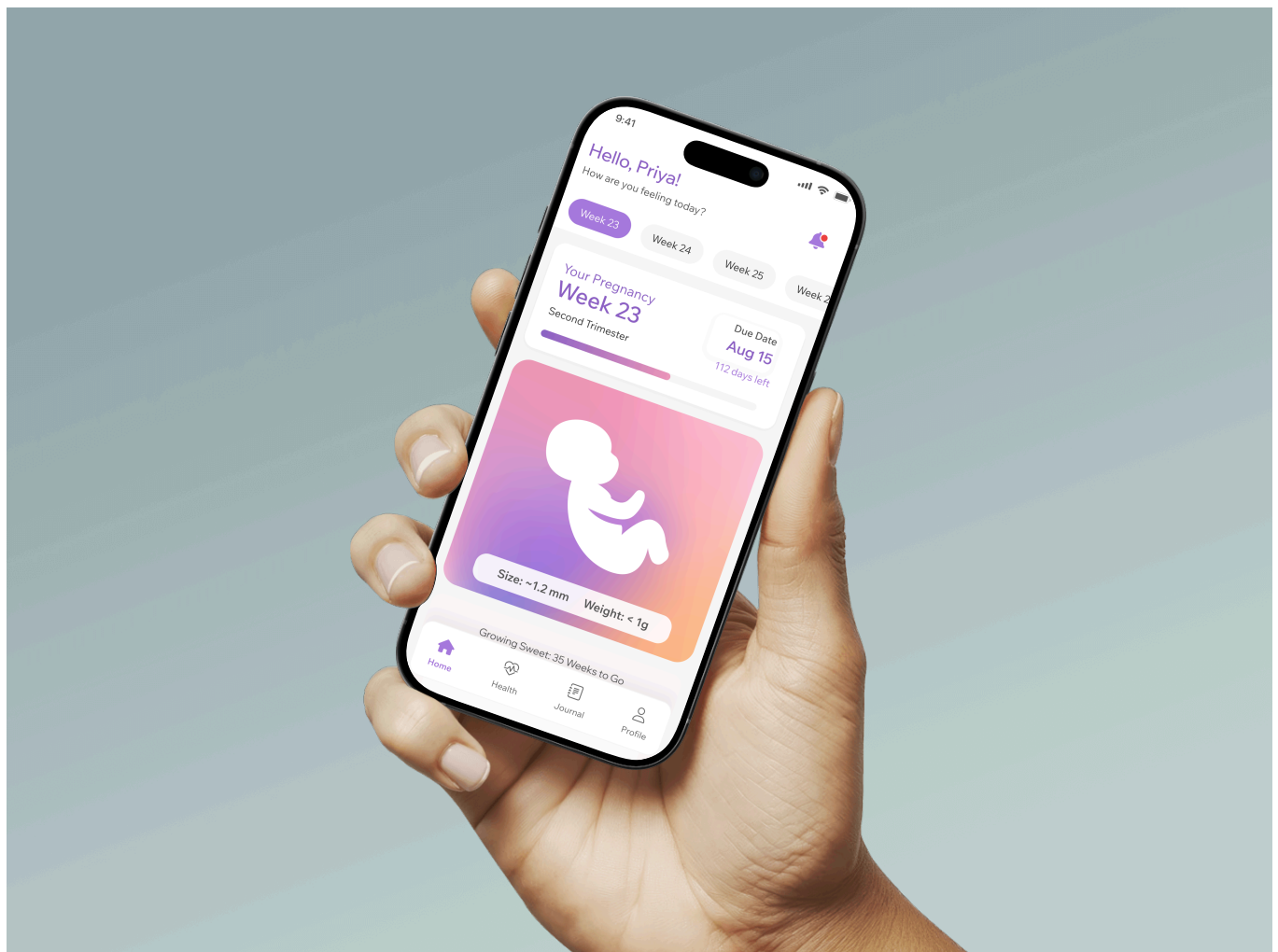
Lack of real support: For mothers going through pregnancy alone or far from family, the digital experience often feels cold and isolating.

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

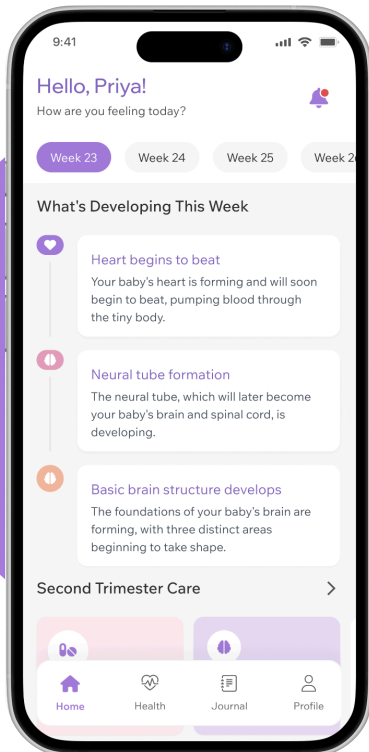
Our Solution

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

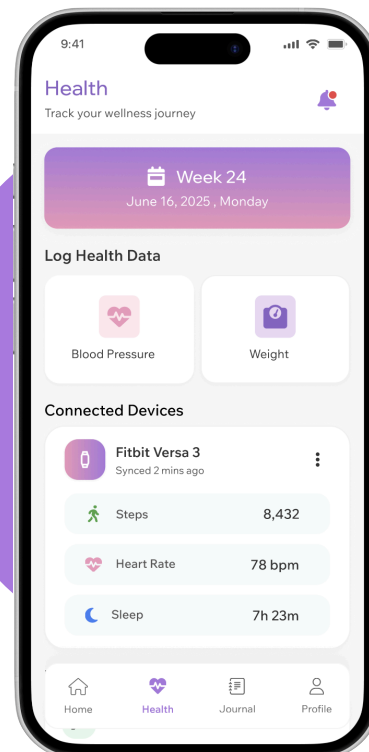


Weekly Baby Development Insights

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.

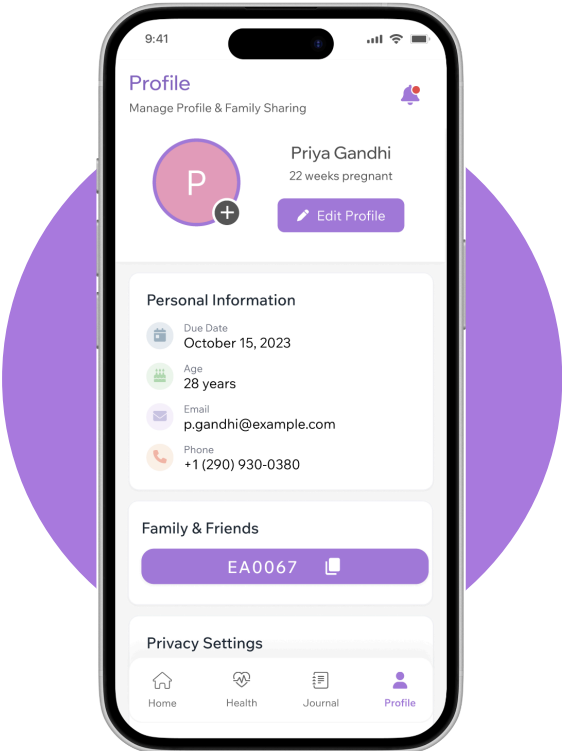
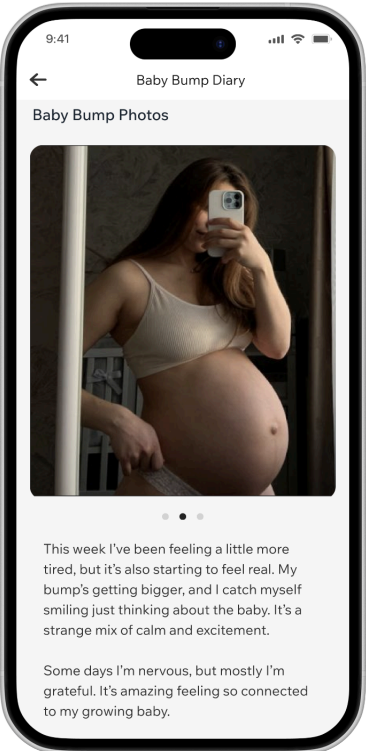
Effortless Health Monitoring

Easily monitor weight, fetal kicks, and more—while your heart rate and sleep are auto-sync with a users 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

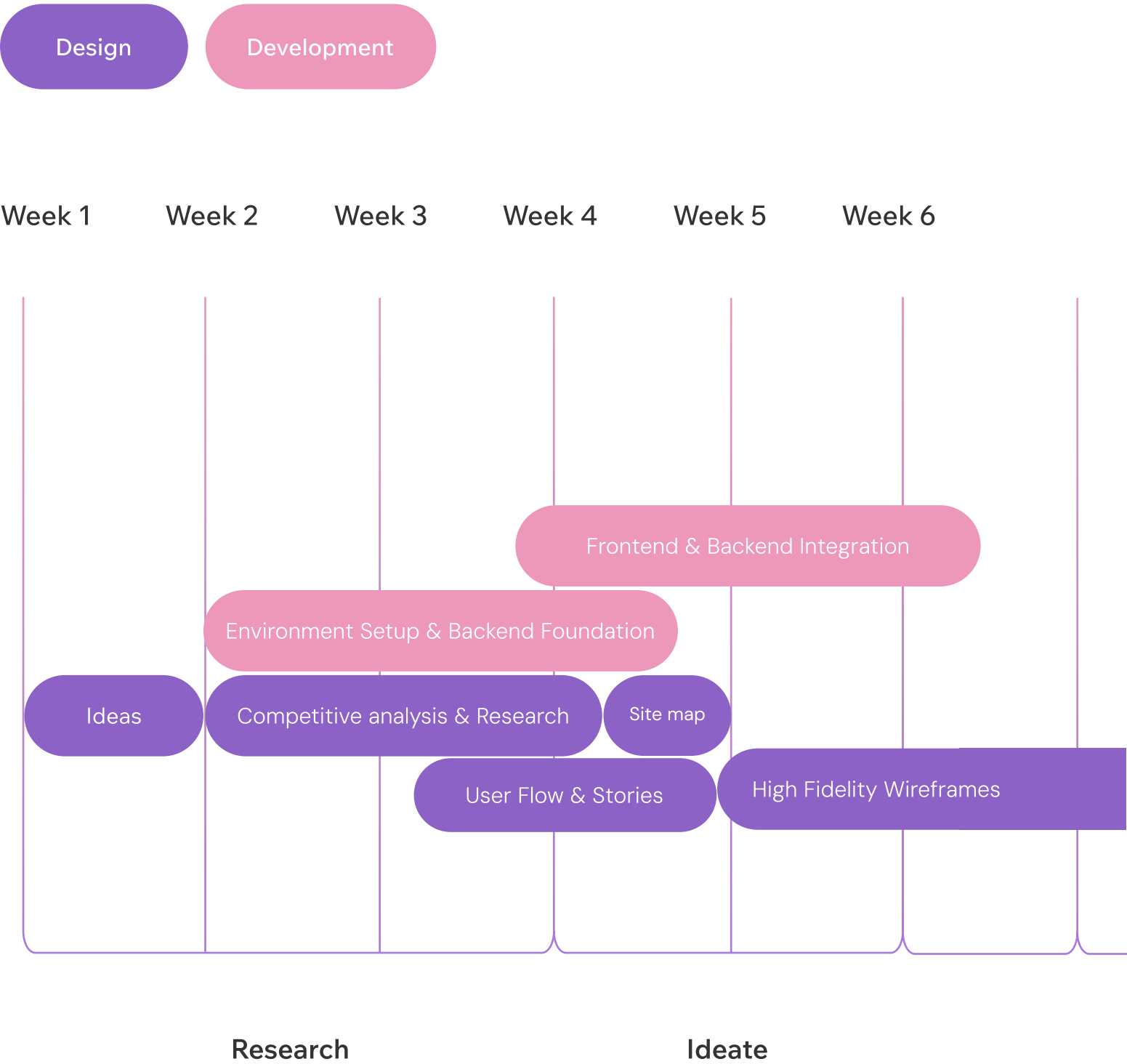
Track your baby's movements easily using your phone's built-in sensors — no extra devices needed.

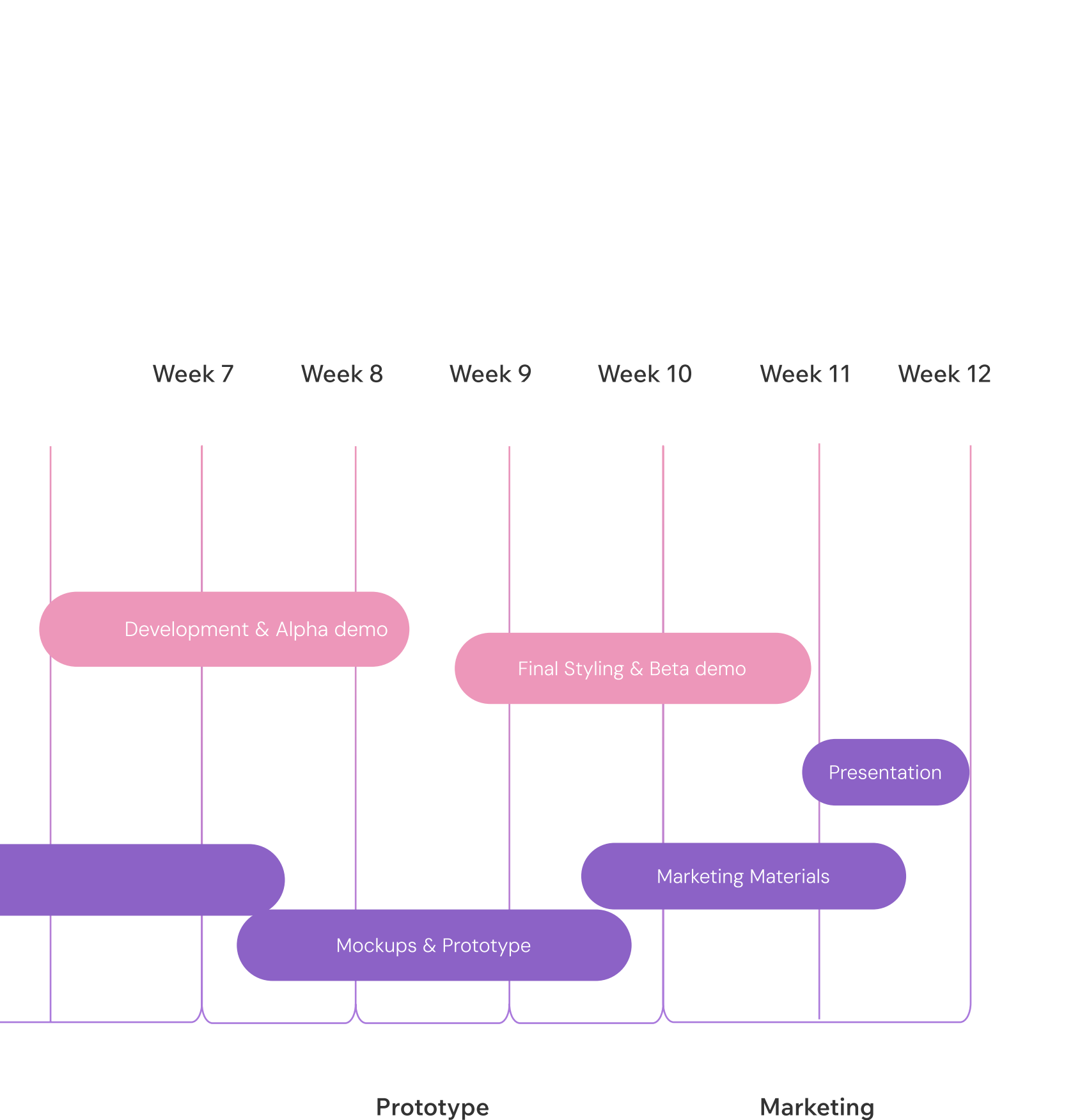
Video Generation from Weekly Journalsometer

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

Project Timeline

Project Timeline

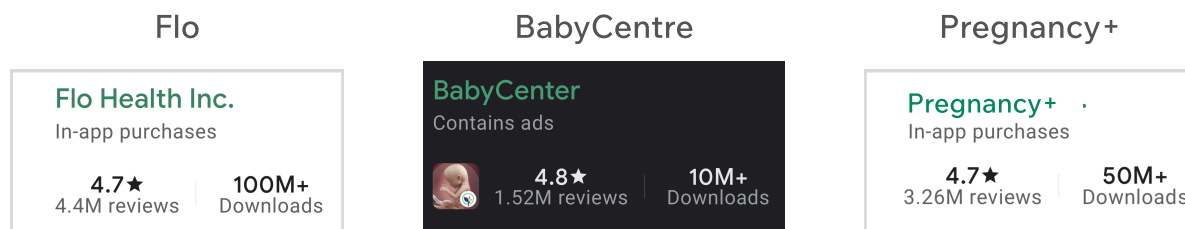




UX Research

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.

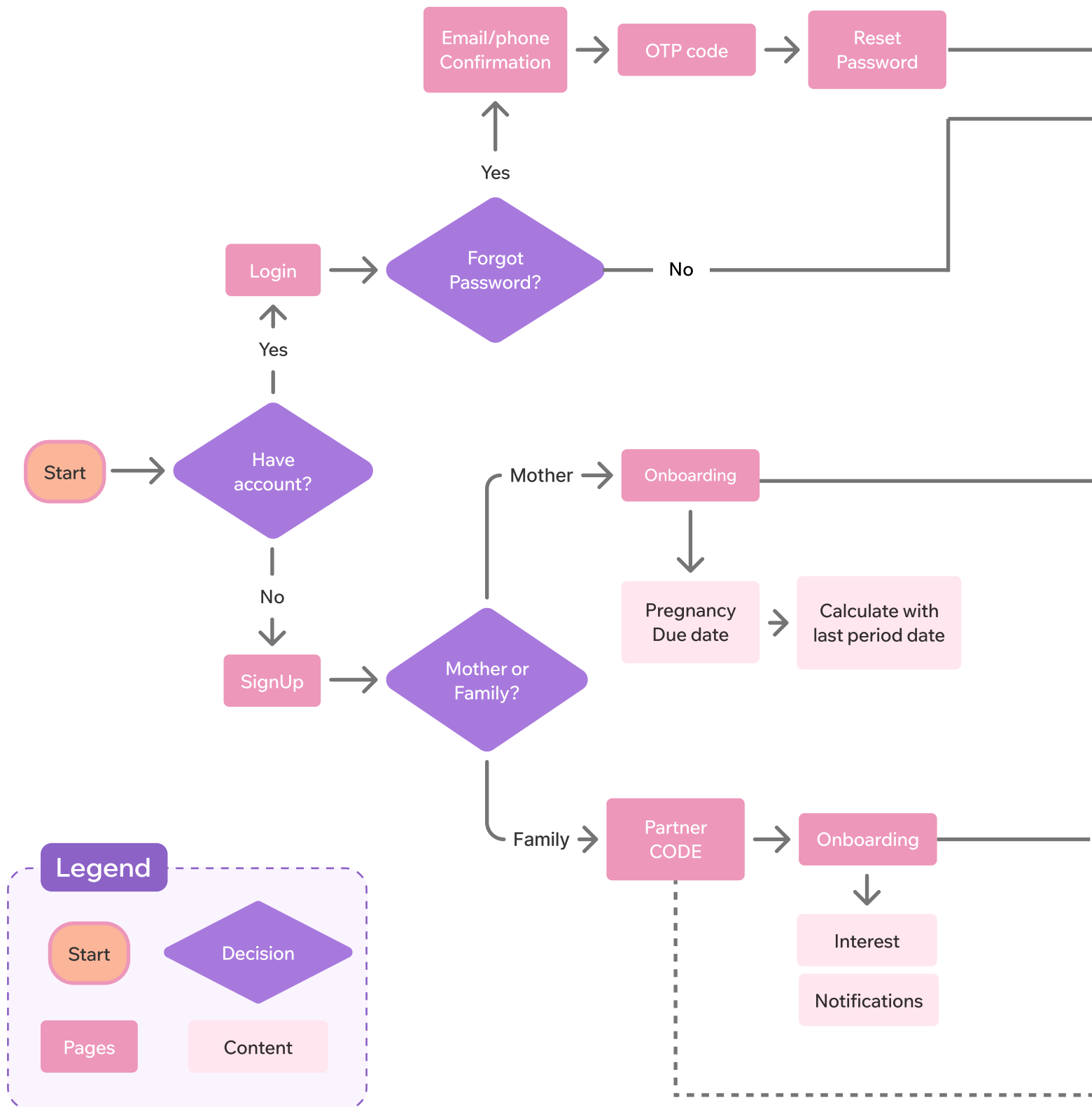
What She Needs

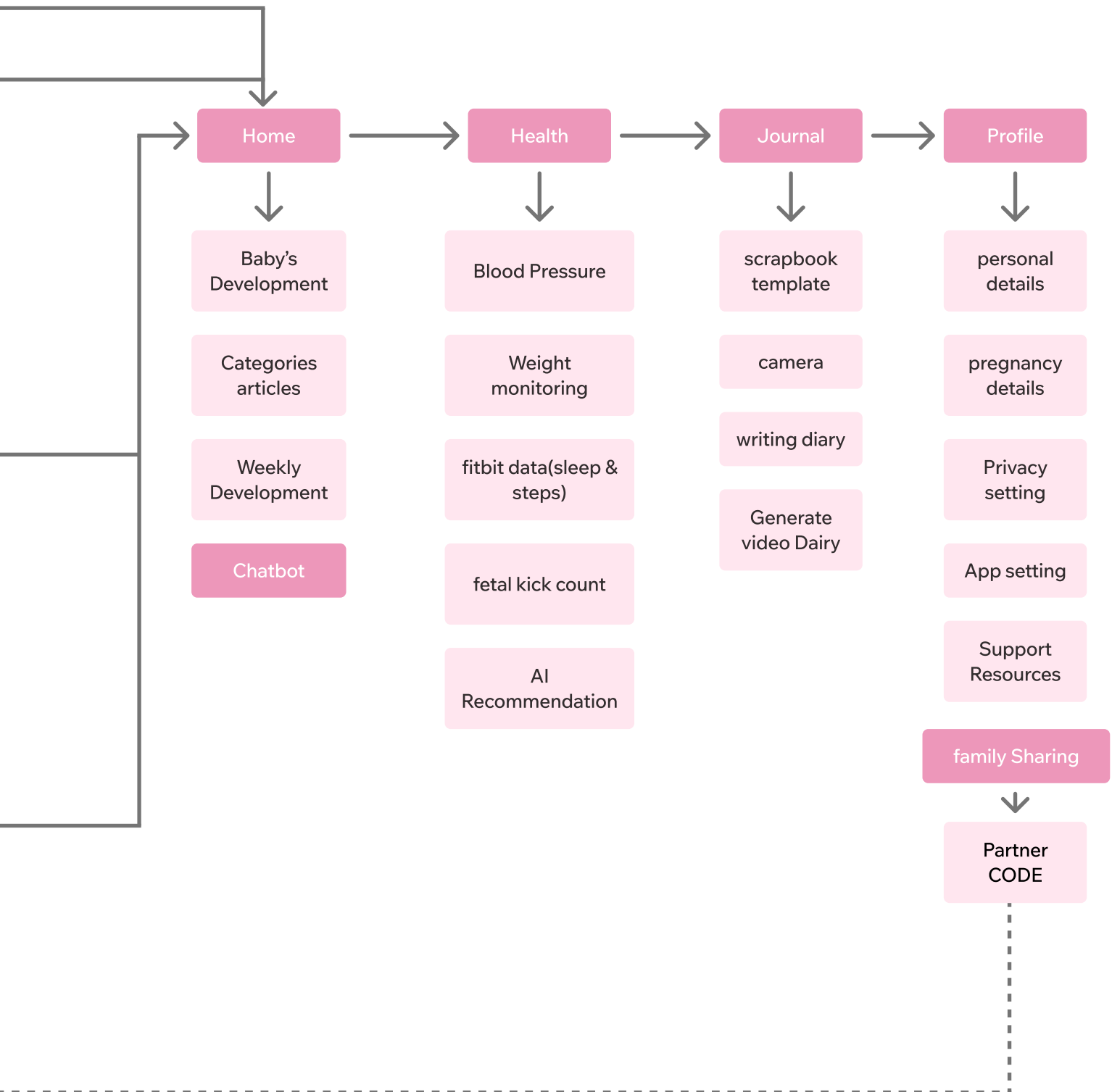
- She seeks personalized, practical guidance—nutrition tips, symptom relief, and emotional support—beyond basic baby milestone tracking.

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:

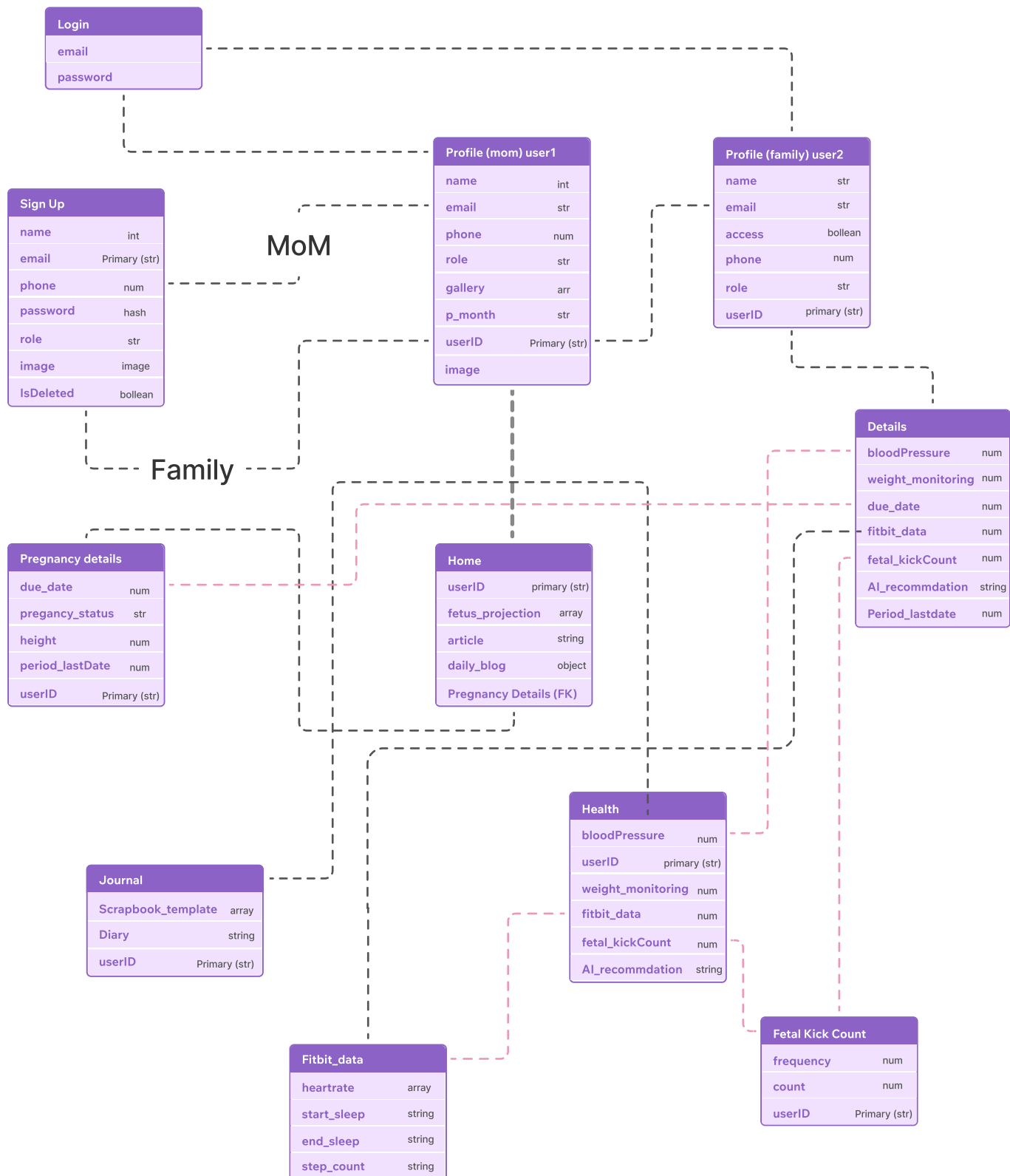
*As a **pregnant woman**, I want a **pre-categorised scrapbook** to add **photos and daily thoughts**, viewable as a **digital book and video** I can download.*

AI Chatbot:

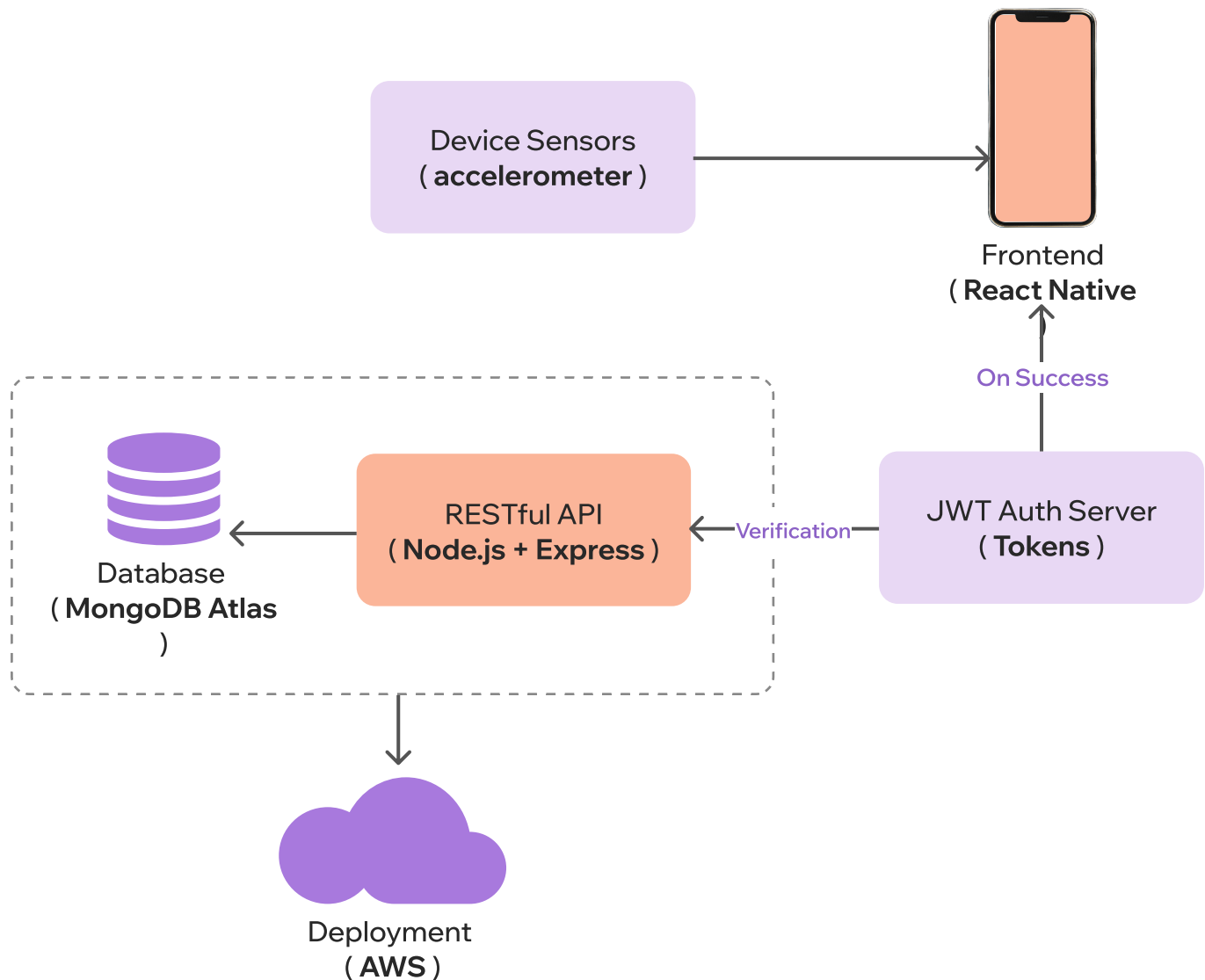
*As a **first-time pregnant woman**, I want to **ask questions anytime** and get **emotional support** through an AI chatbot, so I feel informed and comforted.*

Technical Overview

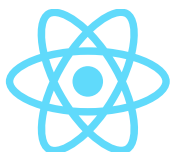
Data Model



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

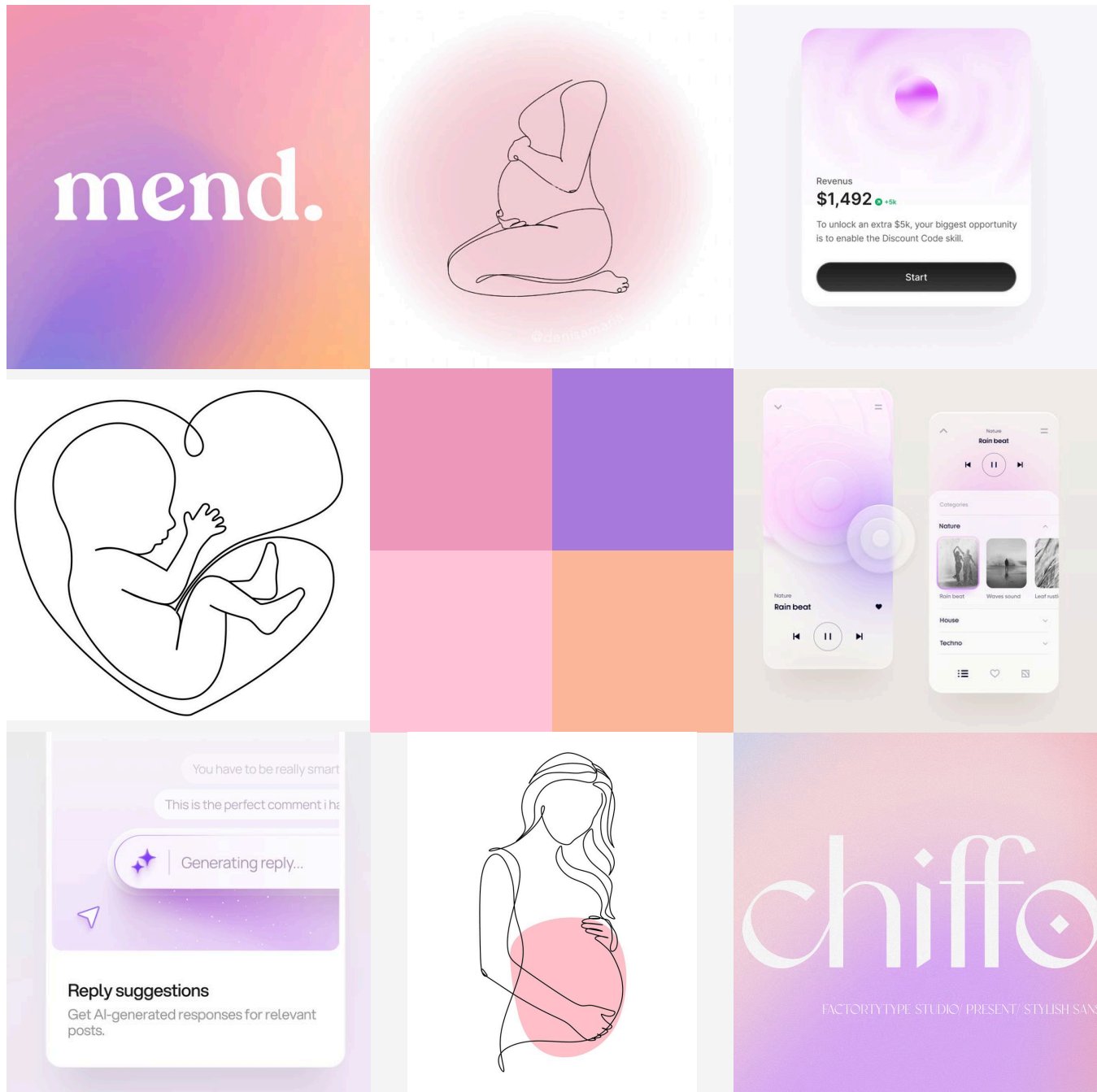
Stable: High availability + monitoring

Scalable: Load balancing, auto-scaling

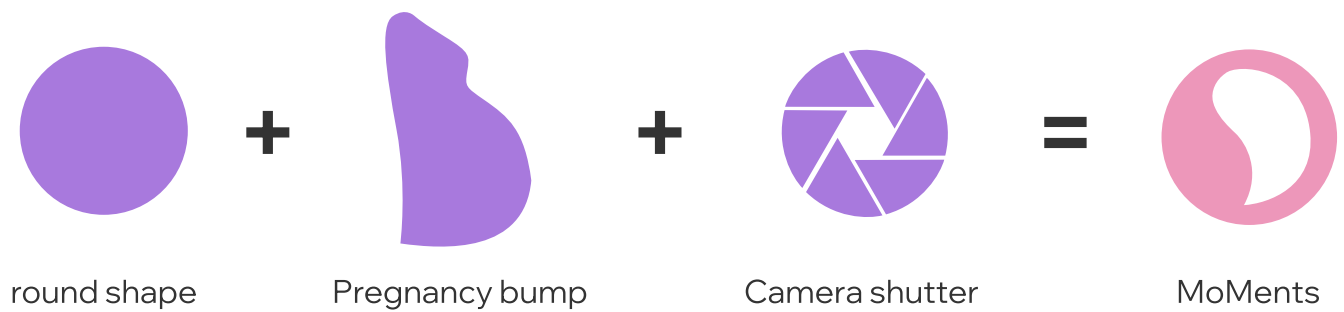
Standard: AWS is enterprise trusted.

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

App icon



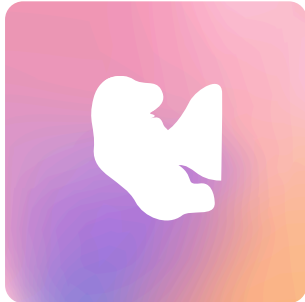
logo Variants

Logo Mark

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

Wix Madefor Display

Display Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

Aa

Wix Madefor Text

Text font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

Colours

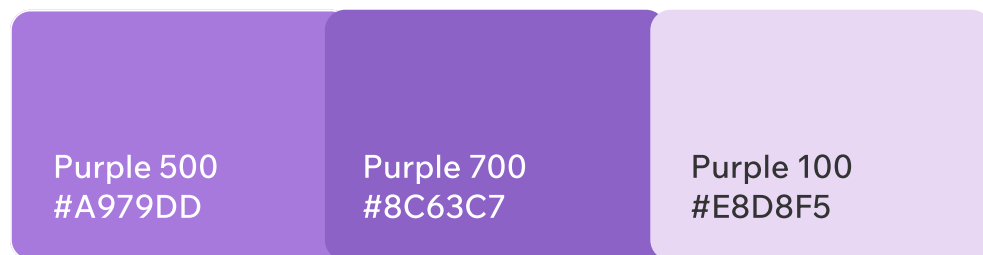
Our **main goal** in choosing purple and pink was to create a **calm, soothing vibe** that supports the emotional journey of pregnant women. Based on colour psychology, pastel colours are known to evoke feelings of calmness, comfort, and safety—similar to how pastel-coloured clothing is used for kids 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.

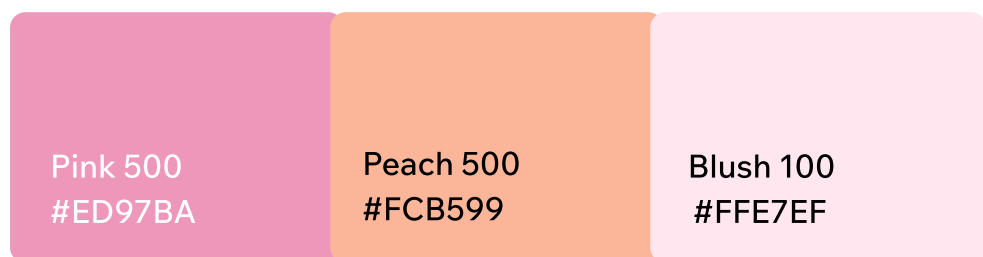
We also rigorously considered **WCAG accessibility guidelines** to ensure sufficient **contrast and readability**. This is essential for all users, especially when dealing with health-related content.

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.

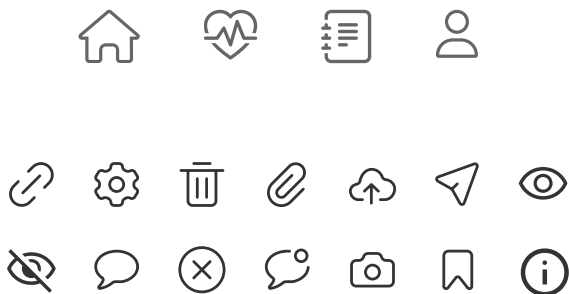


Icons

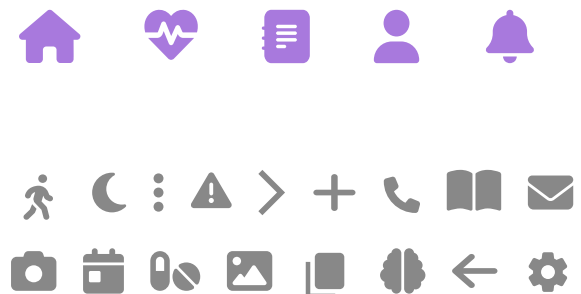
In MoMents, we use **line icons for normal states** and **solid icons for active states**. This creates a clear visual distinction, helping users easily identify their current location or selection.

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
 radius-sm	4
 radius-md	8
 radius-lg	12
+ Create variable	

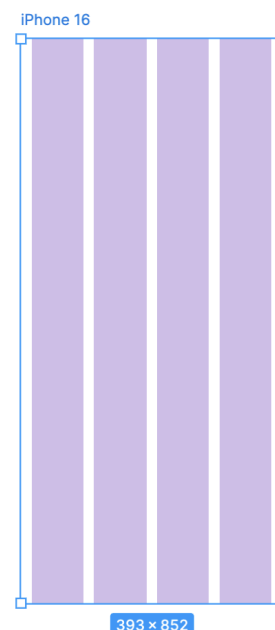
Mobile Layout

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.

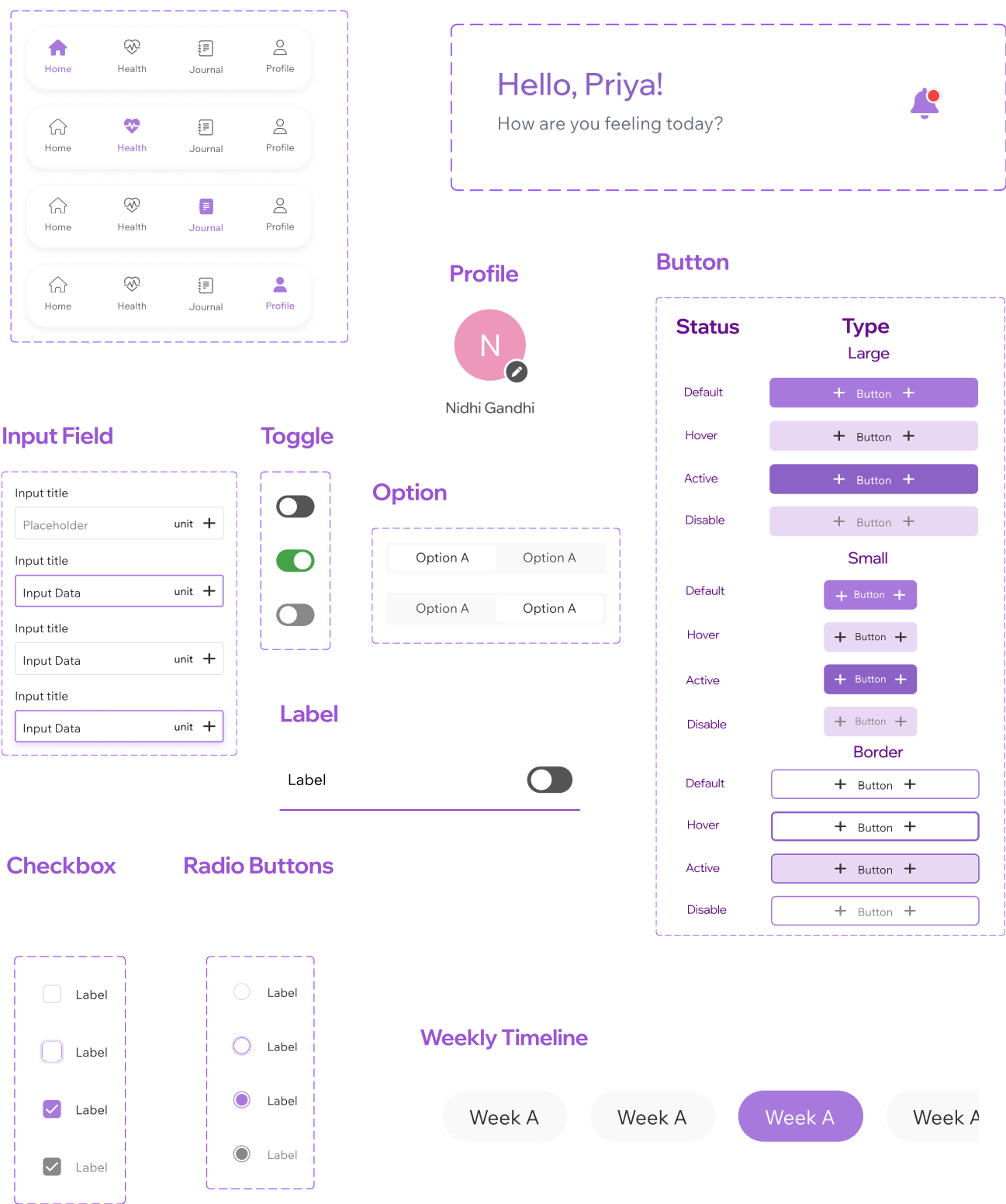
Name	Value
 spacing-4	4
 spacing-6	6
 spacing-8	8
 spacing-12	12
 spacing-16	16
 spacing-24	24
 spacing-32	32
+ Create variable	

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.



UI Components



Design Process

Wireframes

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

Set Up

Home

About You

← About You Skip

Step 1 of 2 50%

Add profile photo

Birth Date

mm/dd/yyyy

Height ft in

Weight kg lbs

Continue

About Pregnancy

← About Pregnancy

Step 2 of 2 90%

We'll use your due date to show baby's development. You can change it anytime!

Enter Your Due Date

Select date

OR

Don't know your due date?
Don't worry, We'll help you!

Calculate My Due Date

Continue

Set up successfully!

All Done!

Profile created successfully!

Get Started

Due Date Calculator

← About Pregnancy ×

We calculated estimated due date using a 28-day menstrual cycle.

Enter Last Period Date

Select date

Continue

Home Screen option 1

100% Hello, Priya

Week 3 Week 4 **Week 5** Week 6

Your Little Watermelon - Week 5

Size: ~1.2 mm
Weight: Less than 1g

Cute Watermelon Vouch

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
- Neural tube formation
- Basic brain structure develops

This Week's Highlights

Heart Forms
Primitive heart begins

Brain Growth
Neural development

Eye Buds
Vision development

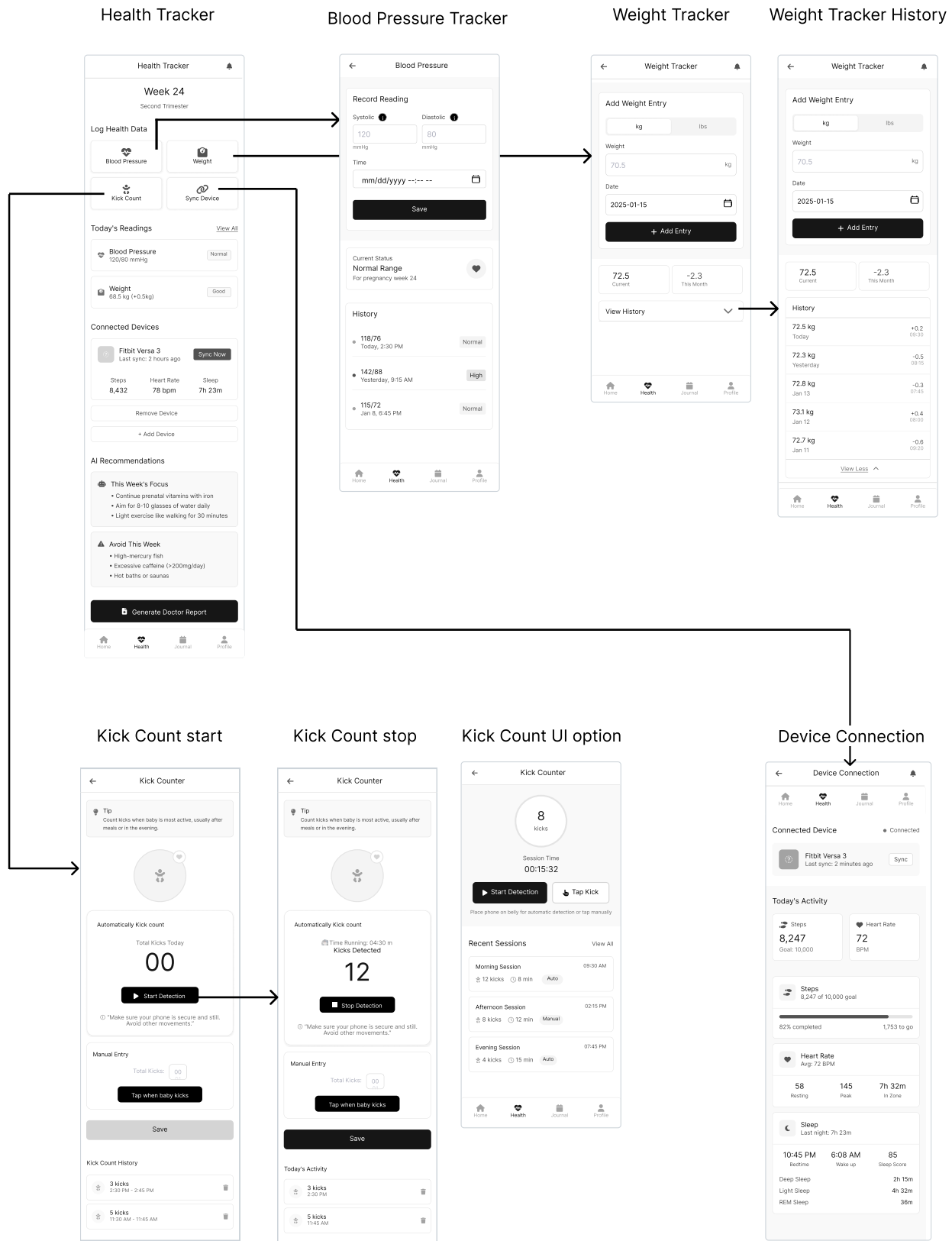
Limb Buds
Arms and legs form

Useful Articles [See All](#)

First Trimester Nutrition Guide
Essential nutrients for early pregnancy
3 min read • 2 hours ago

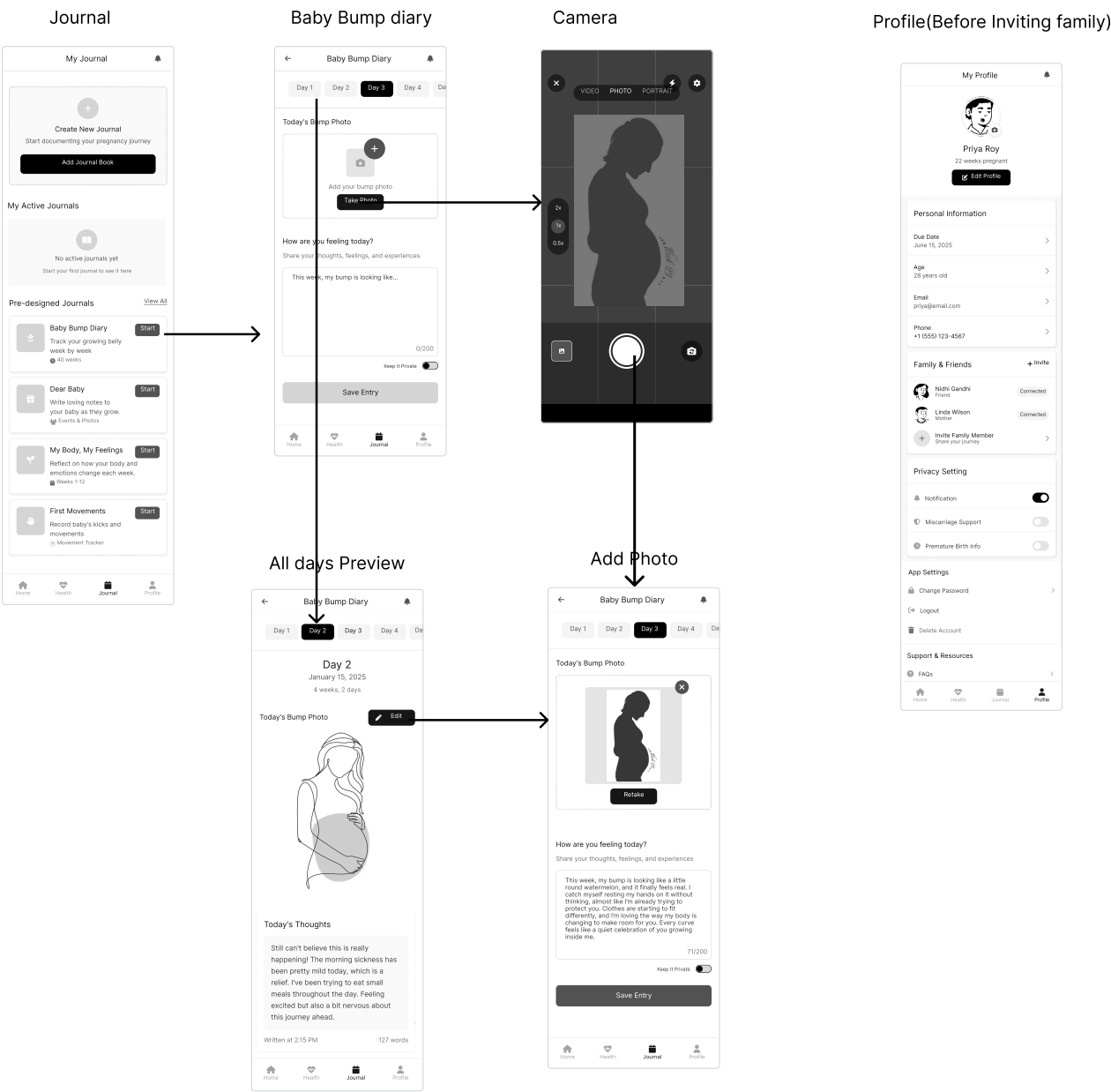
Managing Morning Sickness
Tips to cope with early pregnancy symptoms
3 min read • 1 day ago

Safe Exercises During Pregnancy
Stay active safely throughout your pregnancy
7 min read • 2 days ago



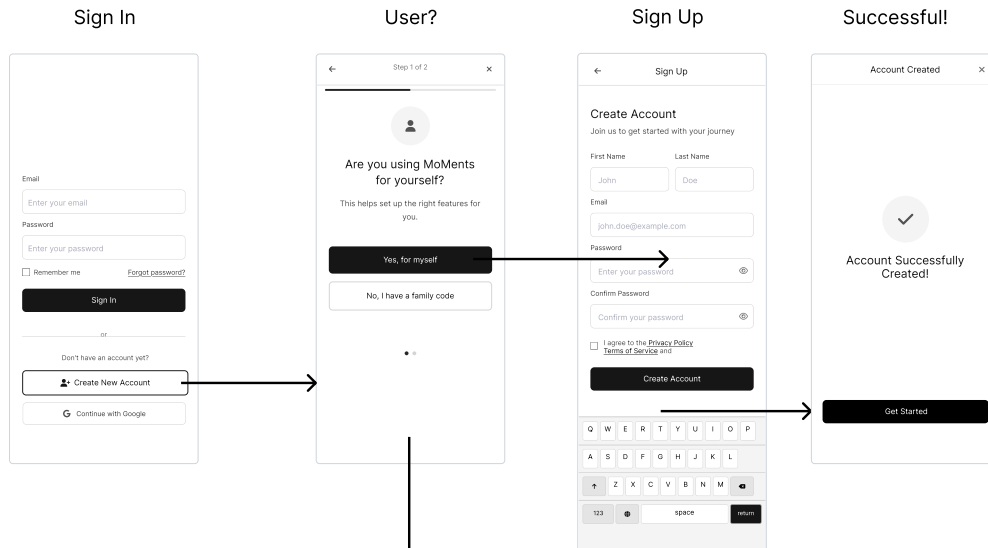
Journal

Profile

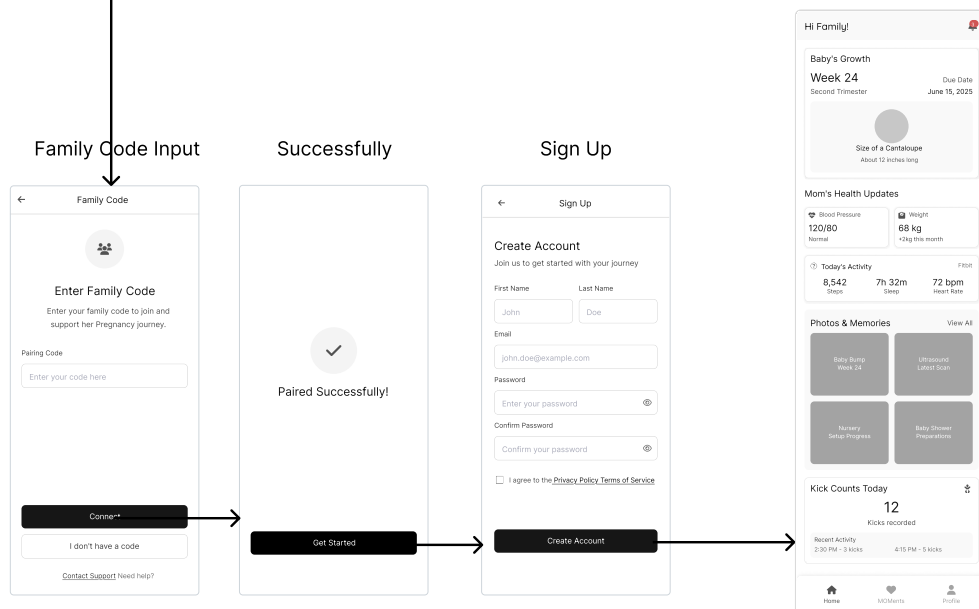


Sign-In

Sign-up

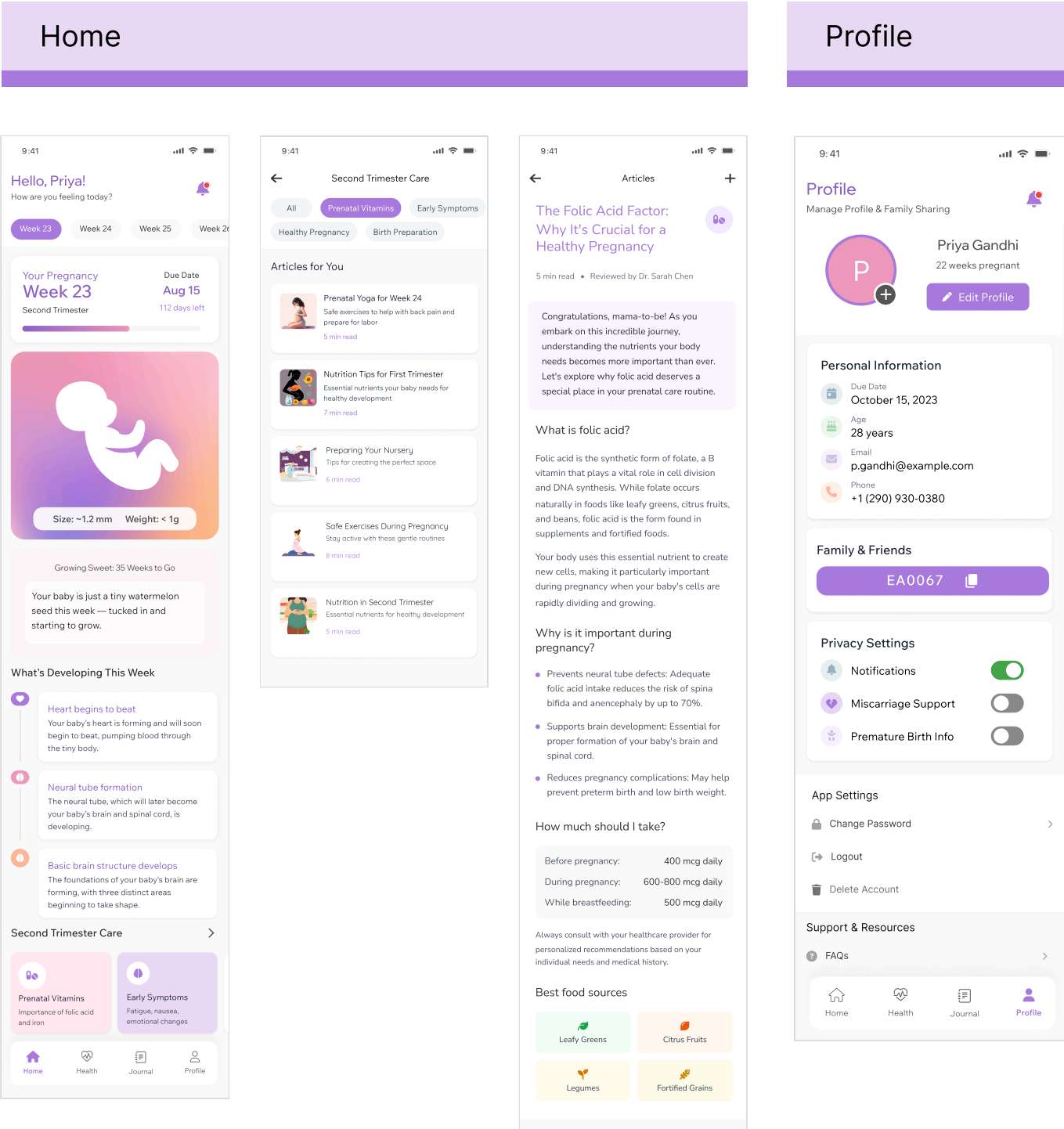


Home Page for Family



Mockups

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



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

View all

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

Today, 2:30 PM

Normal

142/88

Yesterday, 9:15 AM

High

115/72

Jan 8, 6:45 PM

Normal

View all

Home

Health

Journal

Profile

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

Kick counter

Select mode

Auto

Manual

5

kicks

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

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

View all

118/76

Today, 2:30 PM

Normal

142/88

Yesterday, 9:15 AM

High

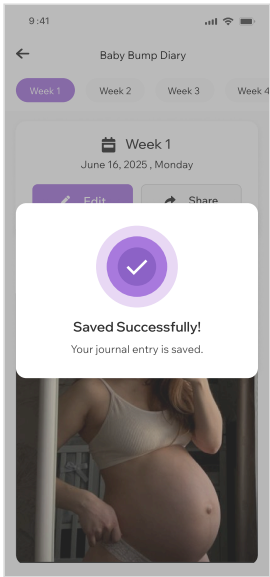
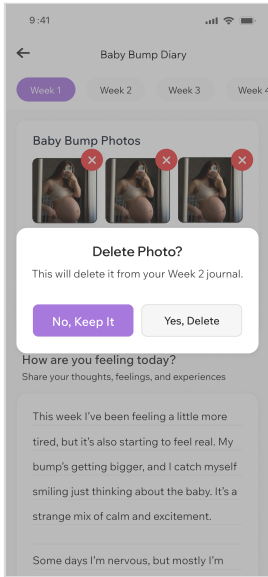
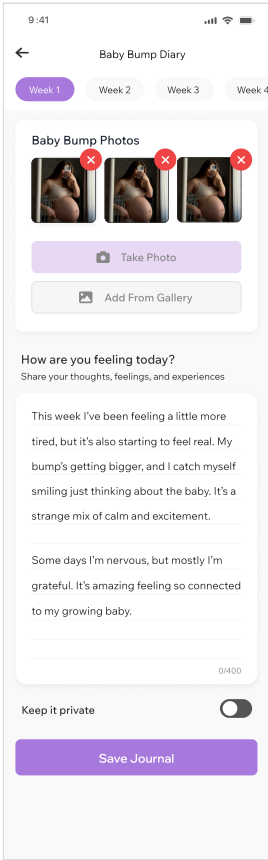
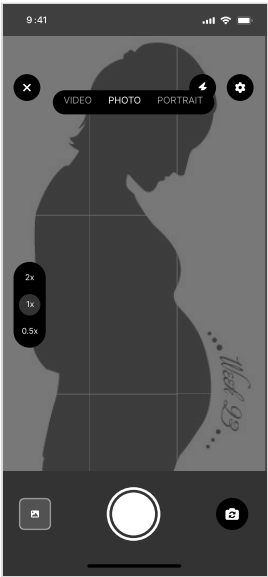
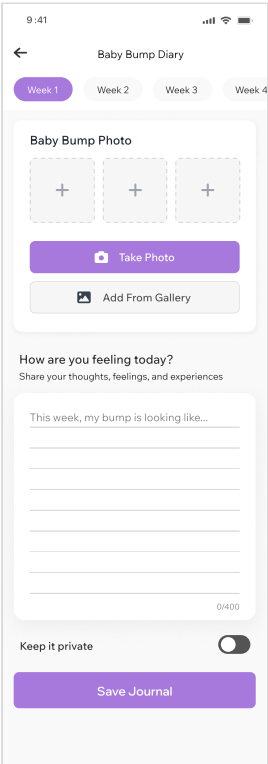
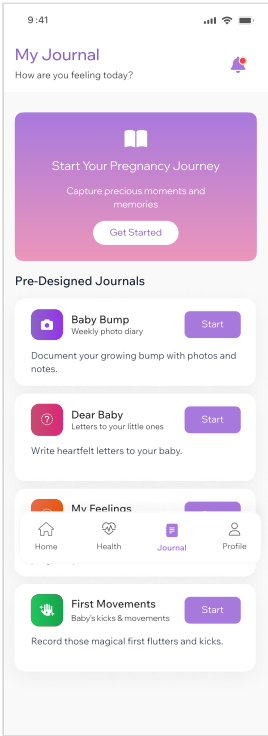
115/72

Jan 8, 6:45 PM

Normal

40

Journal



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.

[!\[\]\(a03a7eb2f4046e1d3c76772003e549ea_img.jpg\) 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.

[!\[\]\(5361750c22c4e047a52f4eac1ec2d4cc_img.jpg\) 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.

[!\[\]\(b792654f2cef9719eabeb6c5be00811e_img.jpg\) 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.

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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)



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