

momate

VIDEO PITCH

<https://vimeo.com/376219416>

A support network for mothers to connect, share experiences, and build lasting relationships, with the particular focus on supporting single mothers to **find assistance, a sense of community**, and an opportunity to empower one another.

11,322,000 single parent families

81.5% headed by single mothers

40% live in poverty

Motherhood Support

Single mothers can experience struggles ranging from financial strain, societal disapproval to inadequate parenting and childcare resources.

To create a community with sufficient resources and support, we recognized it would be beneficial to gather all the mothers together in building this network for them to help one another.



Stephanie Stone

26, Part-time staff at a grocery store

Raising a 2-years-old daughter on her own

MOTIVATIONS

- Finding other mothers who are going through similar experiences
- Learn from other mothers on how they cope with stress and how they handle difficulties

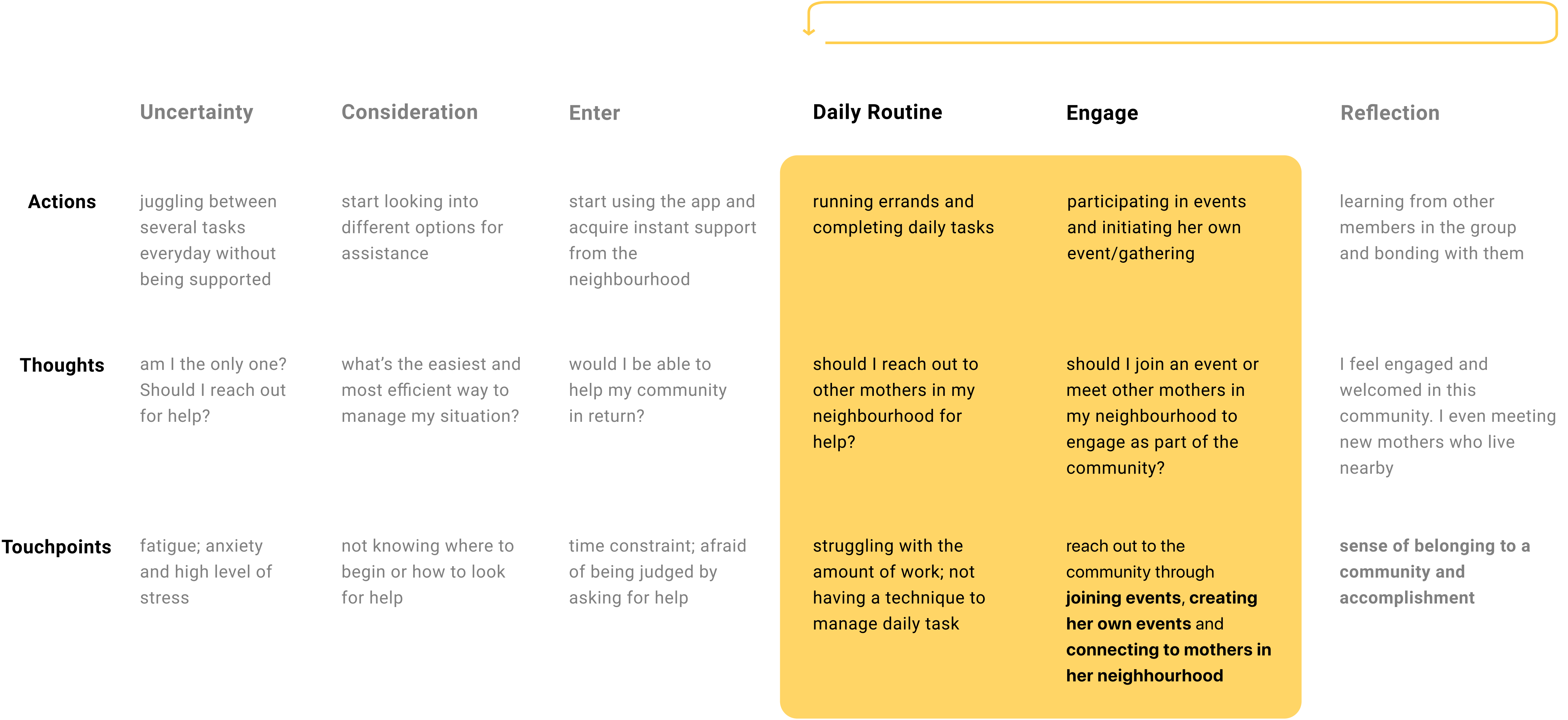
PAIN POINTS

- Deprived of resources and lack of support from family, friends, and the public
- Facing societal judgement as a single mother

GOALS AND NEEDS

- **Build** connections and seek advice from fellow mothers
- Obtain instant support from others who can assist them with last minute, urgent request

EXPERIENCE MAP



GUIDING PRINCIPLES

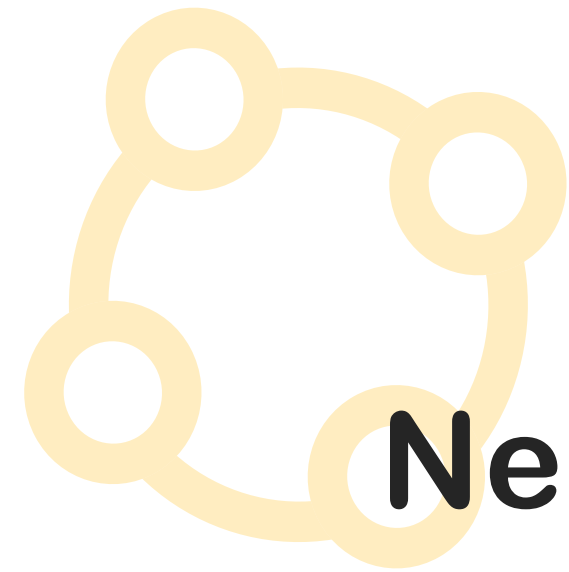
INCLUSIVITY, EMPOWERMENT, RESPECT

Create a sense of community throughout

Protect user's privacy and promote a safe and respectful environment

Supported by others whilst feeling of contribution

CORE FEATURES



Neighbours

tangible help + reinforcement of mutual support

Request help and receive instant support from your neighbours, whether it's childcare, a ride, technical issues assistance and so on. In vice versa, users can contribute in your neighbourhood and empower others.

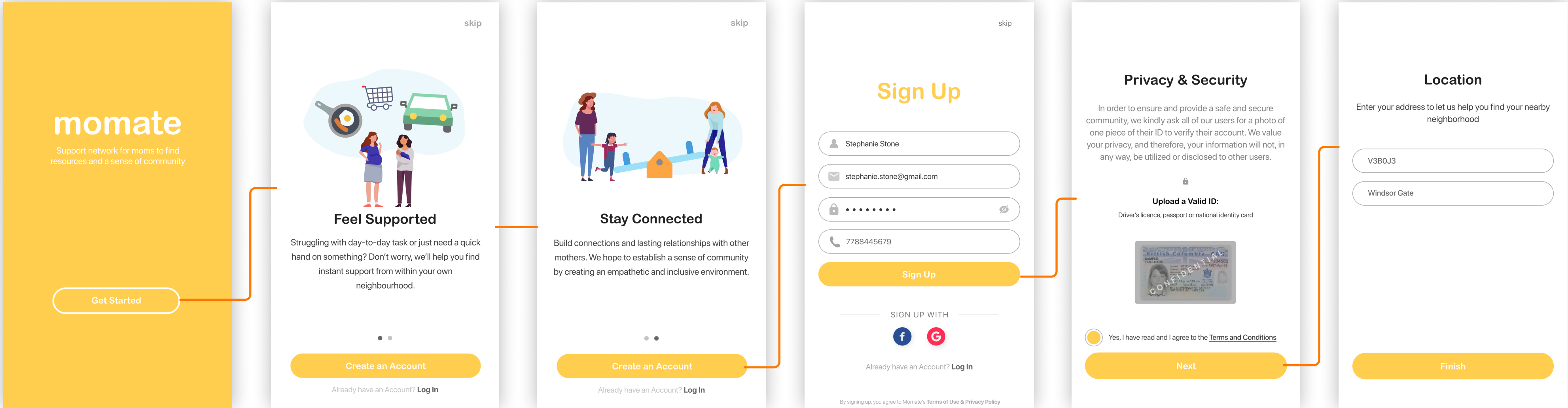


Events

creating a sense of community

Involve in various neighbourhood gatherings hosted by other members or create your own event and build connections.

WORKFLOW — ONBOARDING



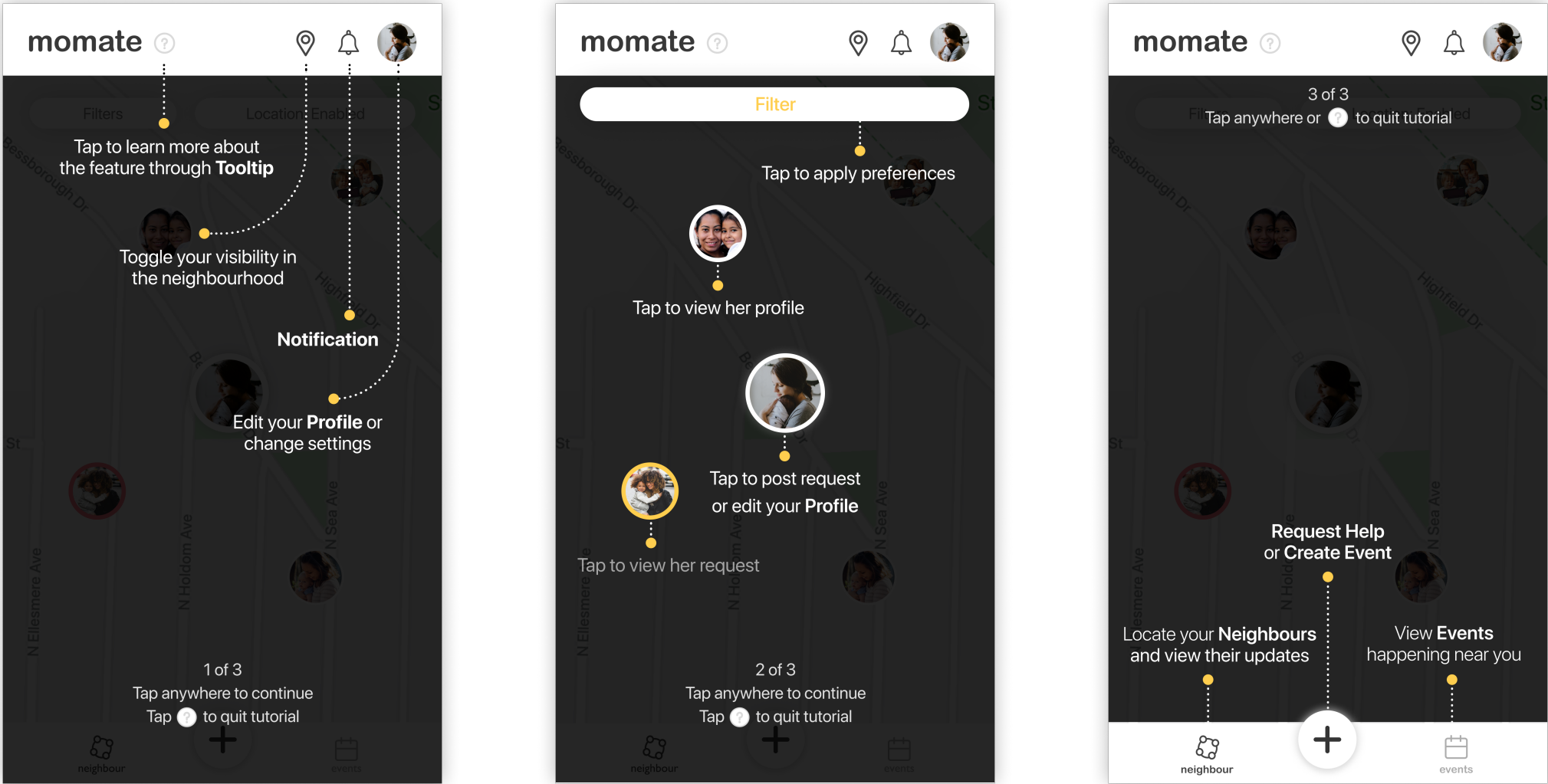
Landing

Onboarding

Sign Up

Security & Privacy Procedures

Location Services



Tutorial


Copy ensures a respectful and assuring tone

Verifying user’s identity to ensure the safety of Momate


Watermark is applied to protect user’s information

Privacy & Security

In order to ensure and provide a safe and secure community, we kindly ask all of our users for a photo of one piece of their ID to verify their account. We value your privacy, and therefore, your information will not, in any way, be utilized or disclosed to other users.



Upload a Valid ID:
Driver’s licence, passport or national identity card



☒

Yes, I have read and I agree to the [Terms and Conditions](#)

Next

Location

Enter your address to let us help you find your nearby neighborhood

V3B0J3

Windsor Gate

Finish

Determine user’s location and associate them with a neighbourhood

Upon creating an account, the verification procedure is conducted to ensure the security of the app, followed by confirming user’s location to match the user to their closest neighbourhood

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Location

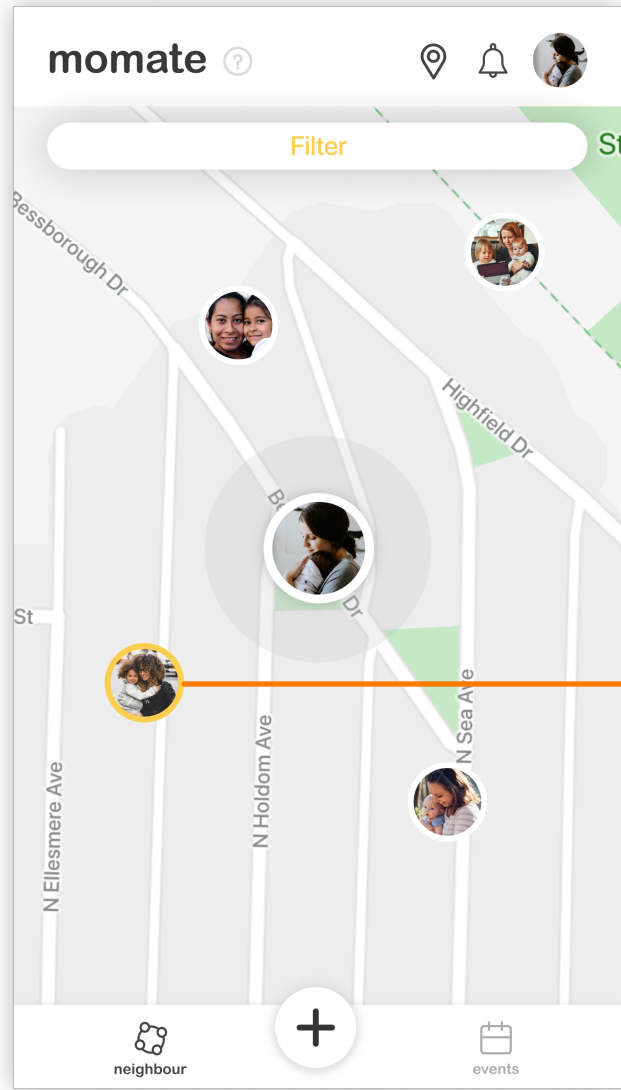
Enter your address to let us help you find your nearby neighborhood

V3B0J3

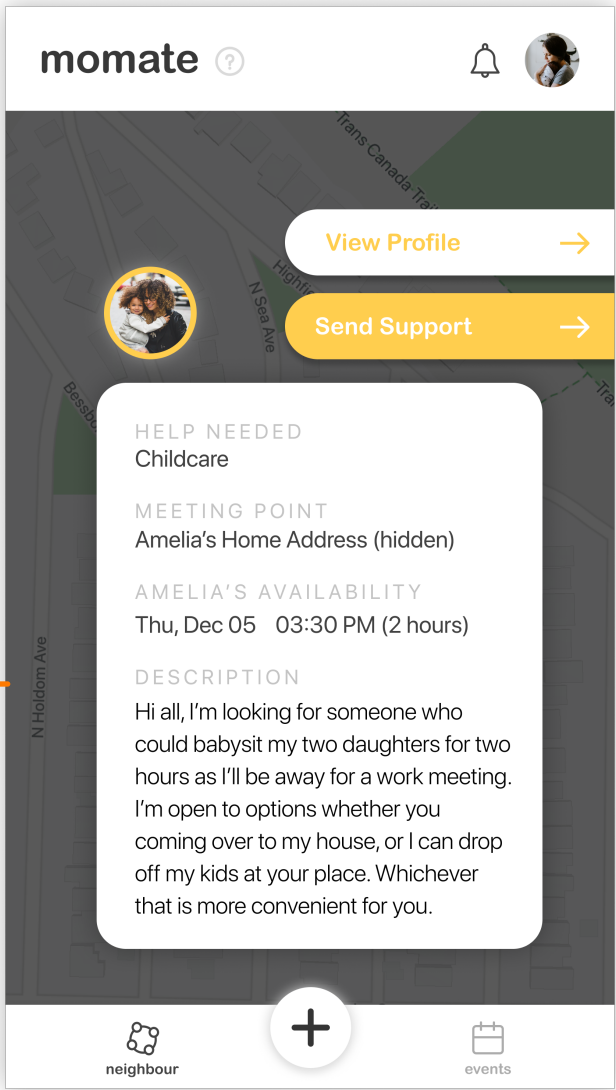
Windsor Gate

Finish

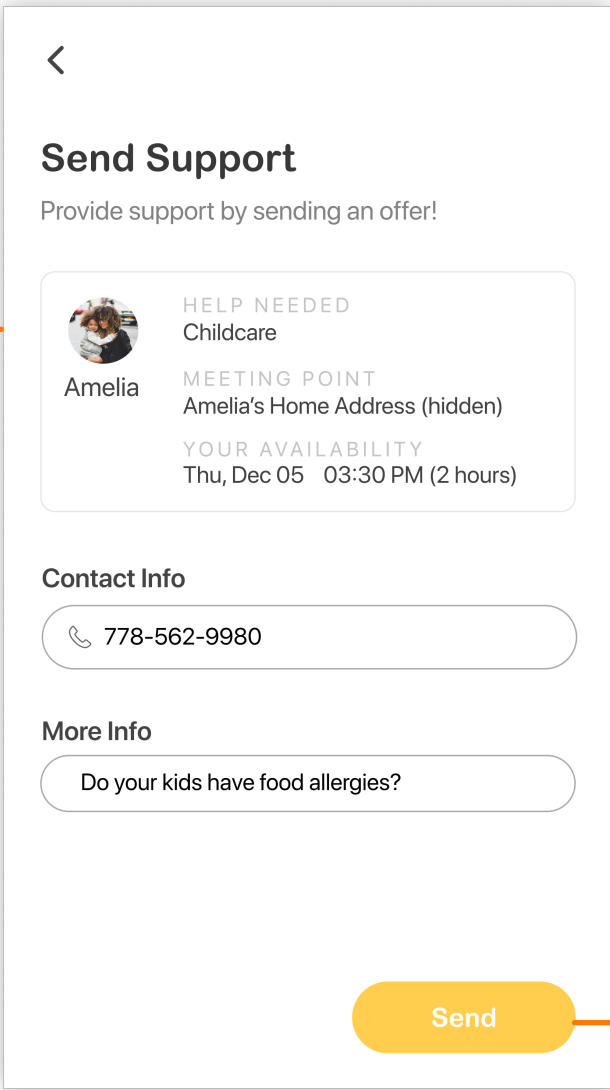
Determine user’s location and associate them with a neighbourhood



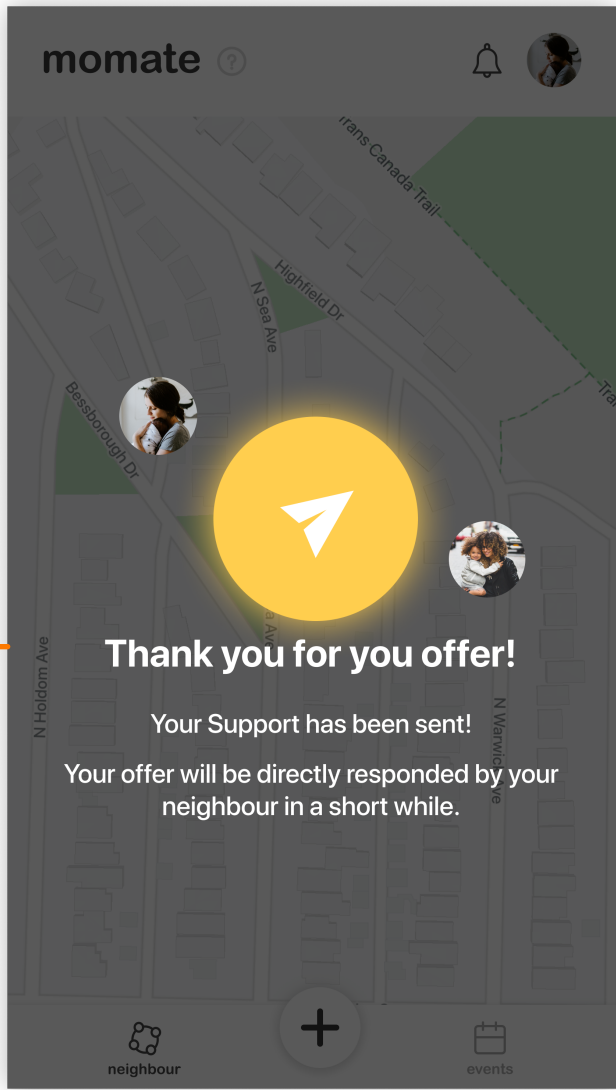
Tap to View Profile or Request



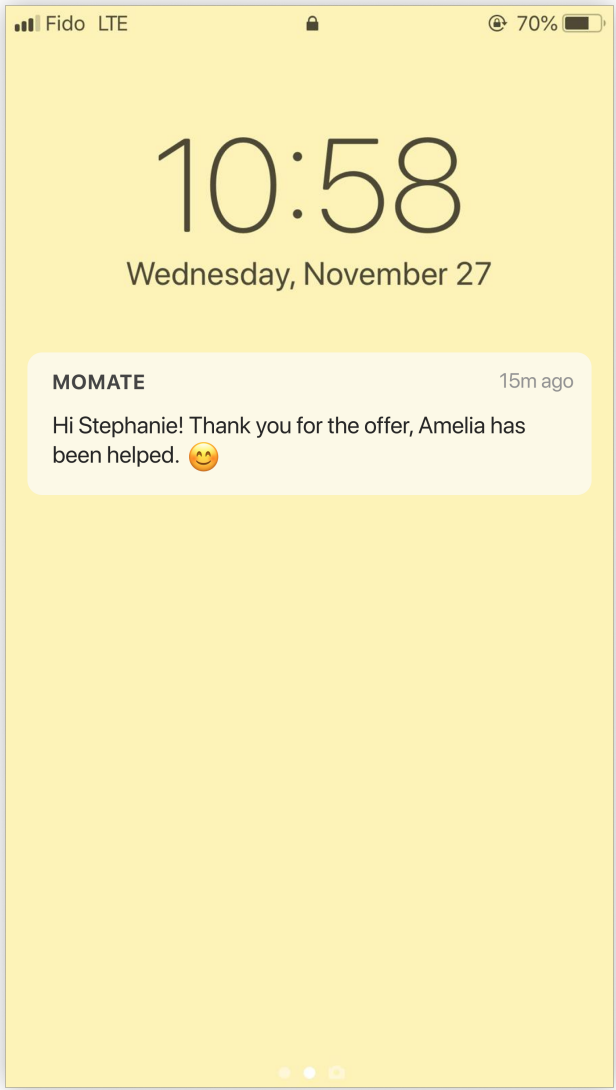
Request Details



Send Support



Confirmation

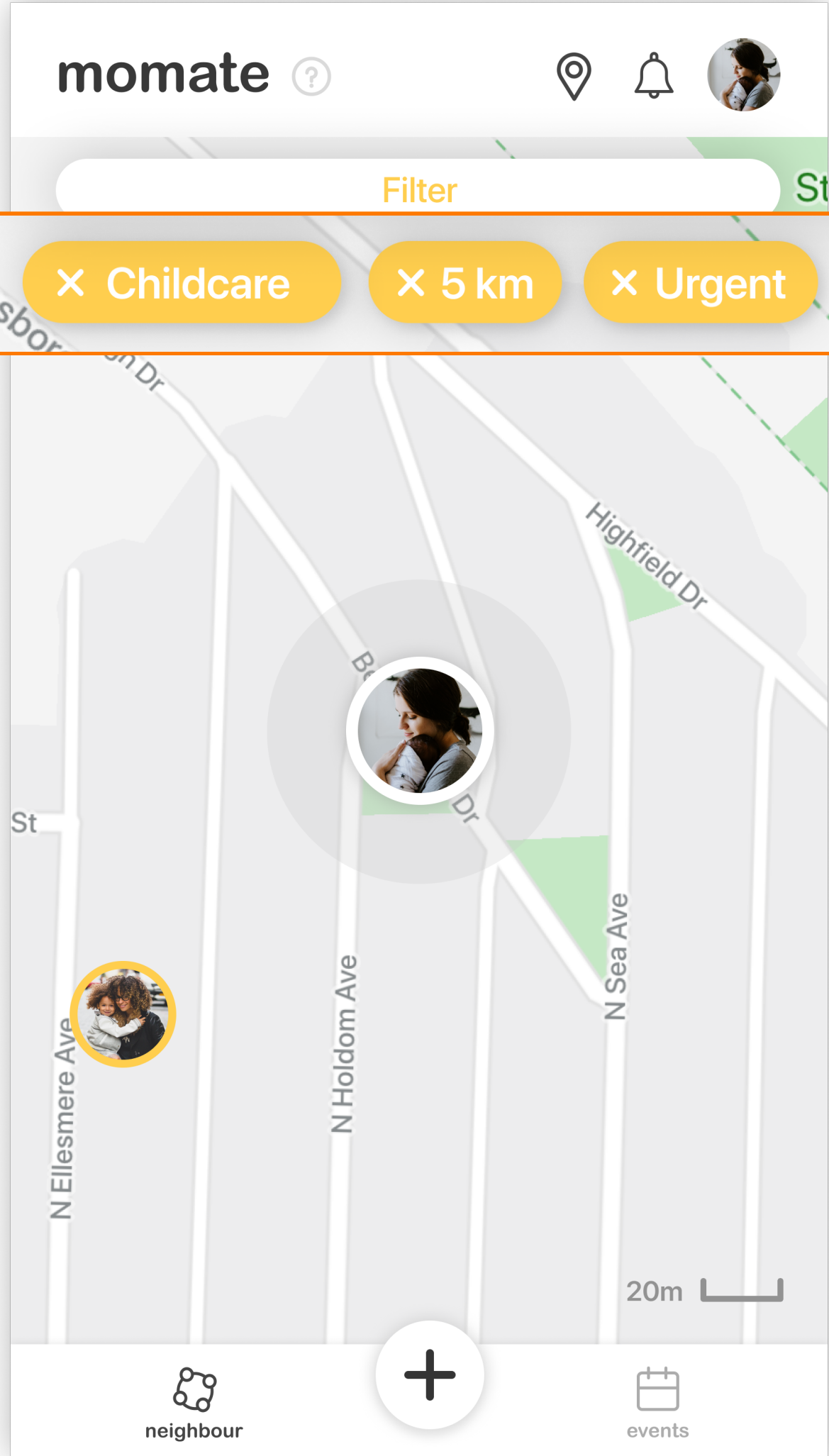
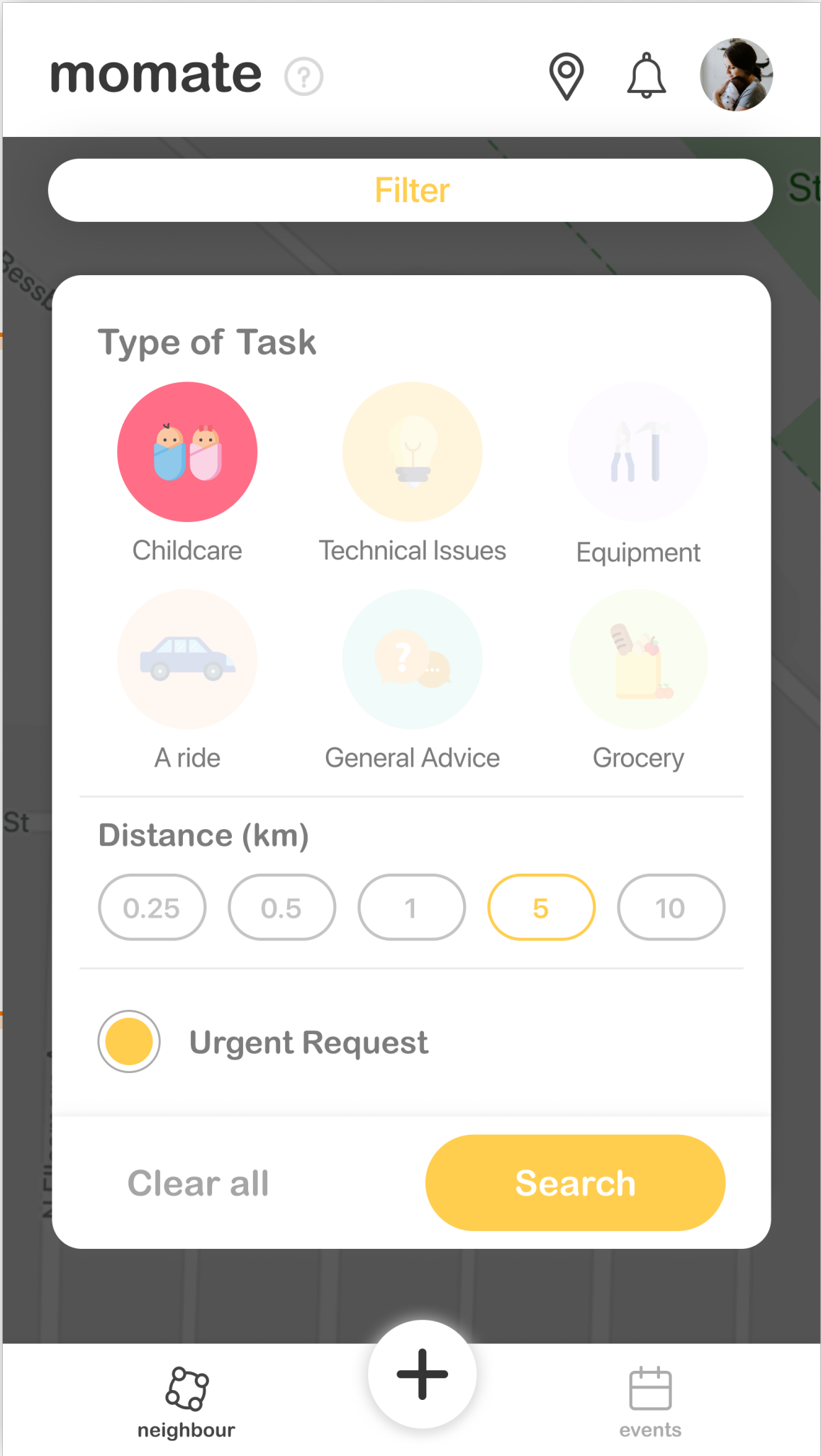


Either Accepted or Declined With Appreciation

FEATURE BREAKDOWN – NEIGHBOUR

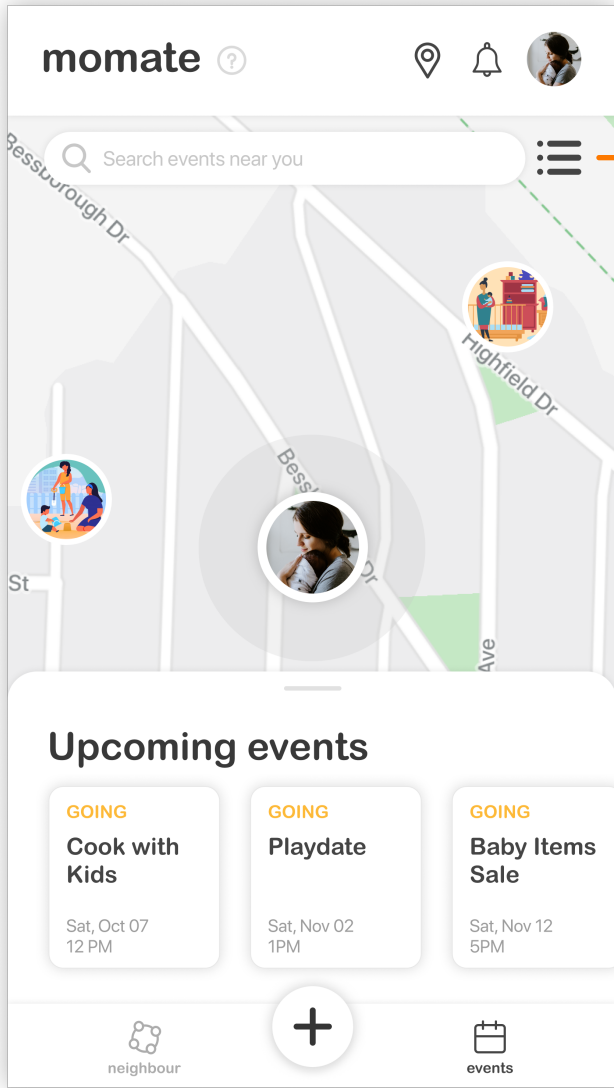
Two types of filter criteria to allow flexibility

View urgent help request only for immediate action

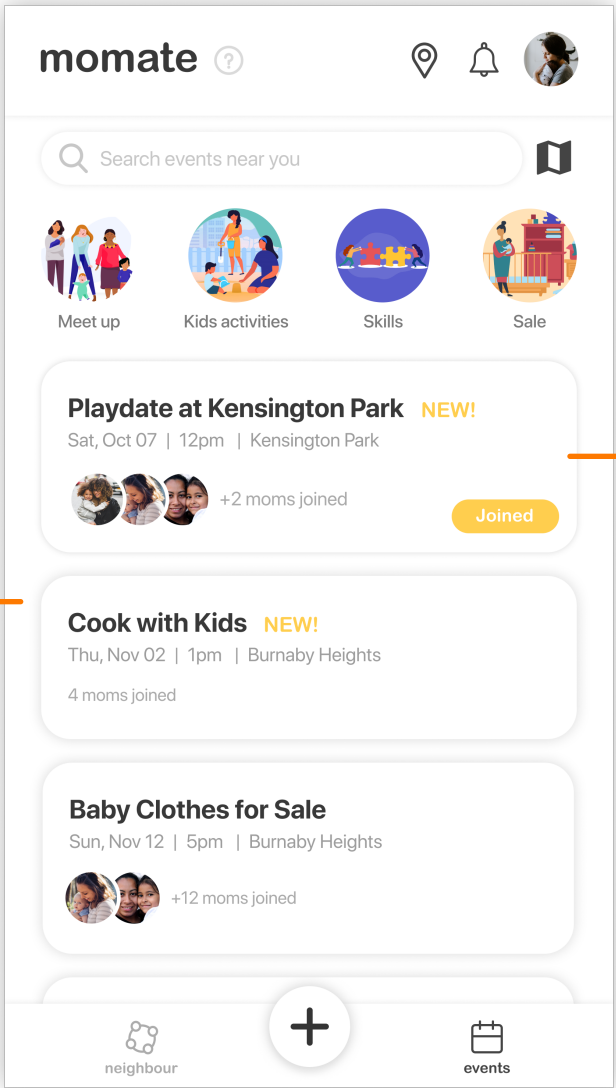


Filter results are shown on top of the map

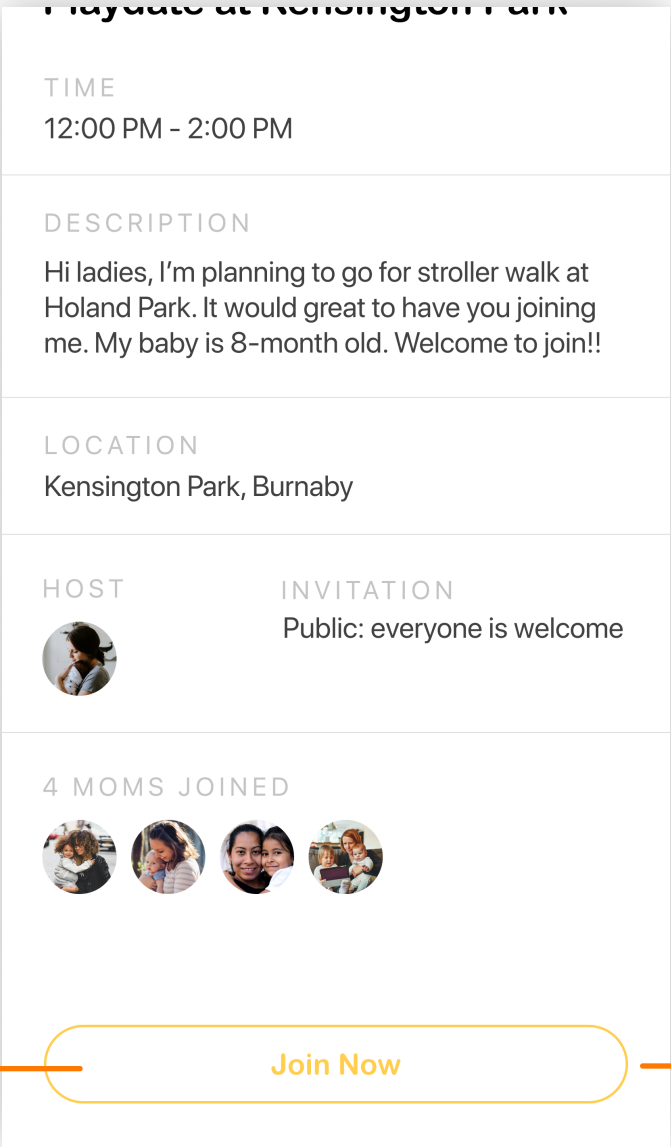
Filter allows users to choose specific type of “Help Request” that is visible to them on the map



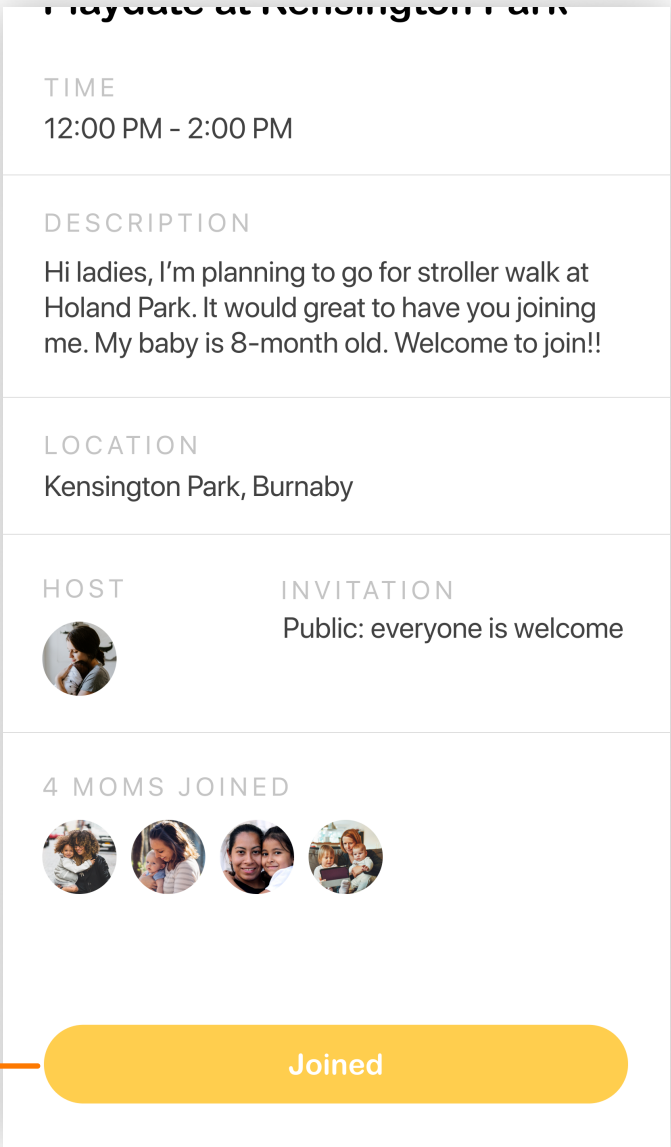
Map view



List View



Event Details

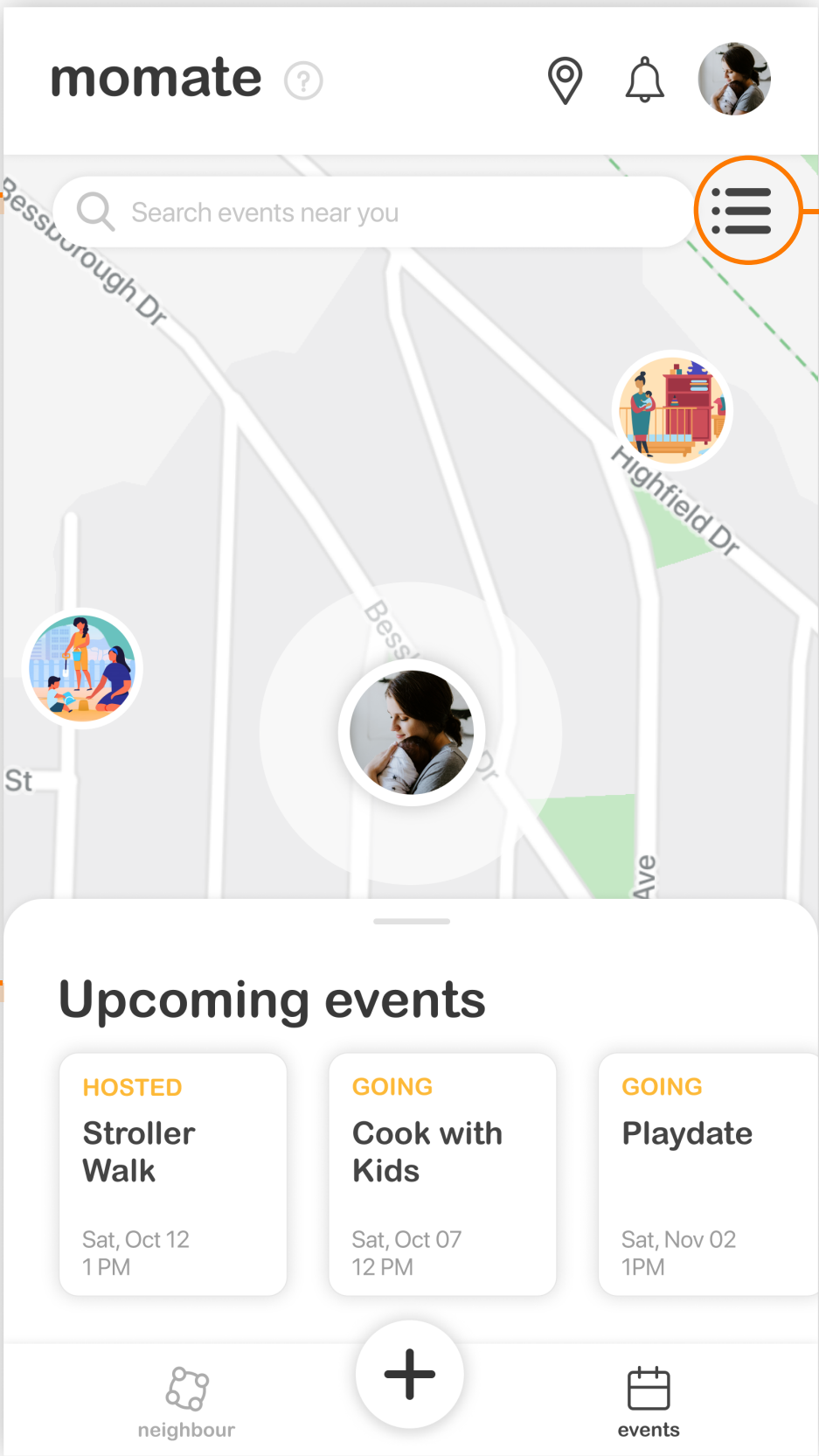


Join the Event

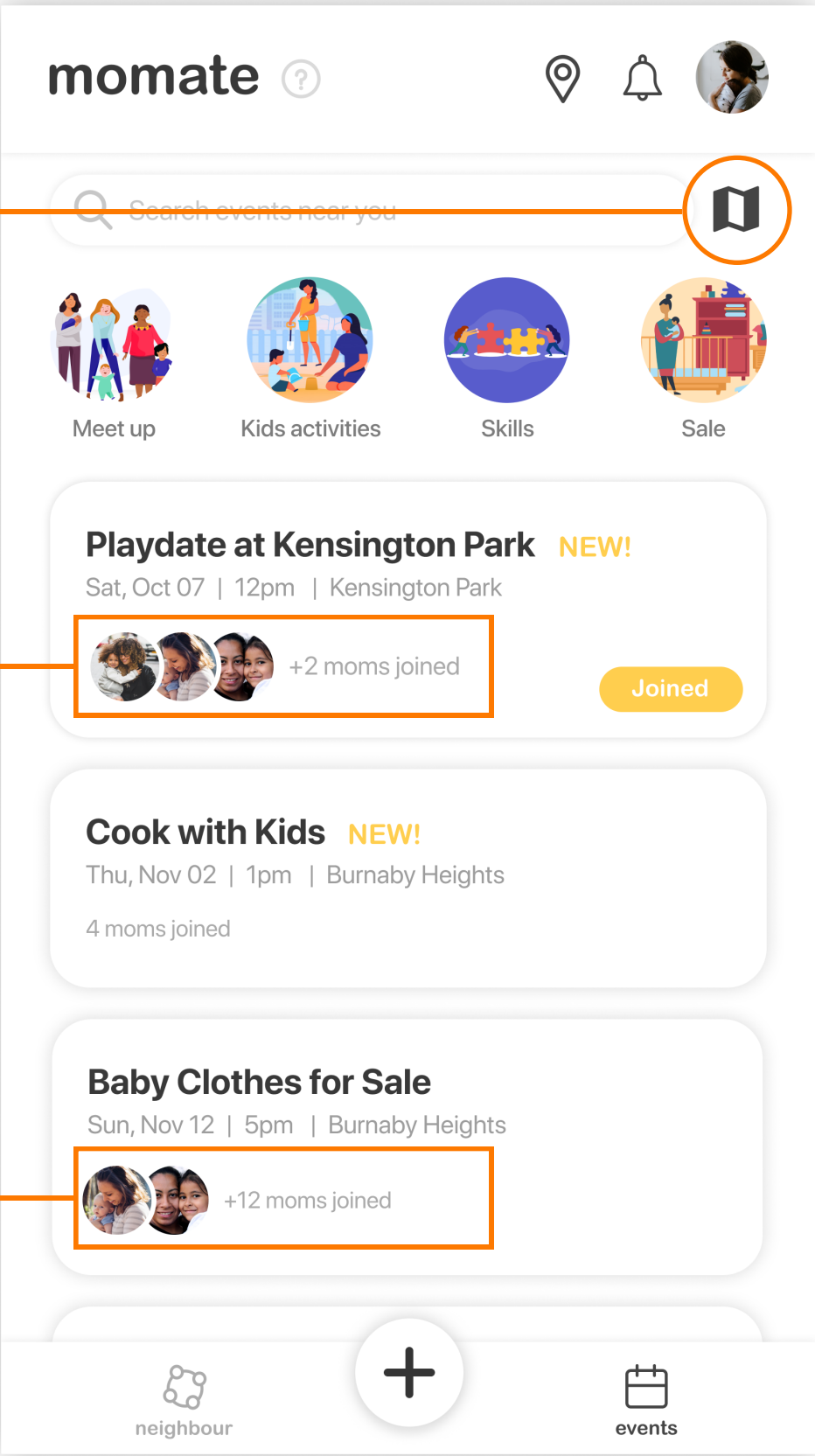
FEATURE BREAKDOWN – EVENTS

A search bar to find specific events through key words

A reminder to notify users what events they have signed up, listed in chronological order based on event dates



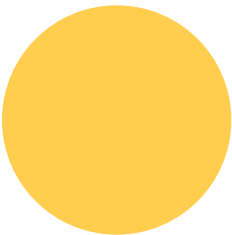
Change viewing method depending on preferences



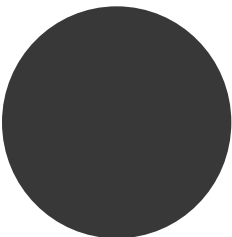
Set categories to allow user to easily filter through events

Event's Attendance: mothers of whom the user has connected to previously will be shown with their profile icons

Color Palette



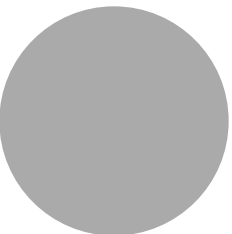
Primary Color - Yellow/Orange
#69C2BE



Dark Grey
#383838

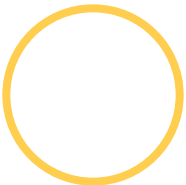


Secondary Color - White
#FFFFFF

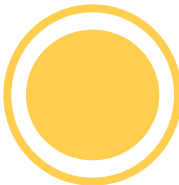


Light Grey
#AAAAAA

Buttons and UI Control



Checkbox - Default
Border - #69C2BE



Checkbox - Checked
Border - #69C2BE



Primary Button
Fill - #69C2BE
Radius - 19px



Secondary Button
Border - #69C2BE
Radius - 19px

Typography

Arial Rounded MT Bold

Title font, Subtitles, Buttons

SF Pro Display

Body text, Captions

VALUE PROPOSITION

TANGIBLE

Receive Instant support from
mothers who they can trust

INTANGIBLE

An opportunity to expand their
circles and establish bonds that
last for a lifetime

momate