



# Hatch+ Requirements

## ▼ Website

### ▼ Specs

- based on Wordpress CMS engine
- Design & Copywriting for **10** pages
- Mobile Responsive layout
- Original design, illustrations, and infographics
- Analytics scripts installed for google, facebook, linkedin, & tiktok
- Integration with client's CRMs (if available)
- Images, Videos & Domain provided by client
- Implementation of Google Analytics & HotJar
  - Implementation of social pixels if social media option exercised

## ▼ Hosting

- Siteground Startup cloud hosting (10GB?)
  - <https://www.siteground.com/web-hosting.htm>
- Suggested duration 2 years
- Start with minimal cloud hosting specs
  - To upgrade as requirements increase

## ▼ Hatch+ Booking Portal

- To be built on Laravel
  - adaptable for react-based app later
- Sign in by Facebook, TikTok, Google
  - Client will request for SingPass MyInfo permission
    - API integration in future (12 months warranty)
- Profile creation for families & nannies
  - Families: name, photo, address, email, phone, number & age of kids, dietary preferences, languages, other (text area field)
  - Nannies: name, photos, age, certifications, years of experience, residency, languages, other (text area field)
- Matching UX between families & nannies
  - Boolean filters: available immediately, certified nannies, SG/PR
- Messaging system between families & nannies
  - Perpetual chat log
  - Send photos & videos
  - VOIP & Video call options
- Proposal & negotiation system
  - Fields: price, duration, stay in/out, number of meals, housework: night shift for babies, groceries, laundry, meal prep for other family members, any other requests (text field)
- Same host as website, on subdomain

### NannyStreet | Download Apps

Click to download and install the apps from App Store or Google Play. Then start to search for confinement nanny or babysitters and interview them.

 <https://www.nannystreet.com/download/>

# nanny St

Reference UI

## ▼ Social Media

### ▼ Smartmum Content Salvage

- To sort through up to 50 articles on Smartmum
  - Make recommendations on which relevant content to salvage

### ▼ Social Media Creation

- For Facebook & Instagram
  - LinkedIn, TikTok, Youtube to be included later
- To develop content pillars for Hatch+
- To develop content calendar for Hatch+ based on 8 posts a month
  - Content to initially make use of salvaged Smartmum articles
  - After Smartmum content is expended, client to provide new content based on content calendar
  - Client to participate in co-creation process via Notion.so
- To provide copywriting and copyediting services
  - Copyediting of Smartmum's articles for repurposing based on Hatch+

- Copywriting of new articles where necessary
- All copies to relate to Call To Action: Ask a Nurse
- To provide design, layout, illustration, & infographics services
- Up to 4 dynamic (video / GIF) posts a month where appropriate based on content calendar
- Call to Action: to ask a Consultant

## ▼ Chat Bot integration for social media

- To detect if profile has endorsed terms & conditions
  - Not endorsed: to request for email and send Terms & Conditions for approval
    - Client to provide Terms & Conditions document
      - Endorsement via Adobe Autosign integration
      - Stored on cloud server
      - Subscription to Adobe to be paid by client
  - Endorsed: to provide chat options
    - Lactation specialist
    - Gynaecology specialist
    - Pediatrics specialist
    - Connect to respective specialist via Facebook Messenger
    - Auto-welcome messages asking for standard fields
      - Ask for name, contact number, nature of concern
      - 9am to 6pm weekdays: a specialist will reply you within 15mins
      - 6pm to 9am weekends: please await our reply on the next business day
- On ending the session, specialist can prompt them to sign up with [HatchPlus.com](https://HatchPlus.com) beta by macro shortcut