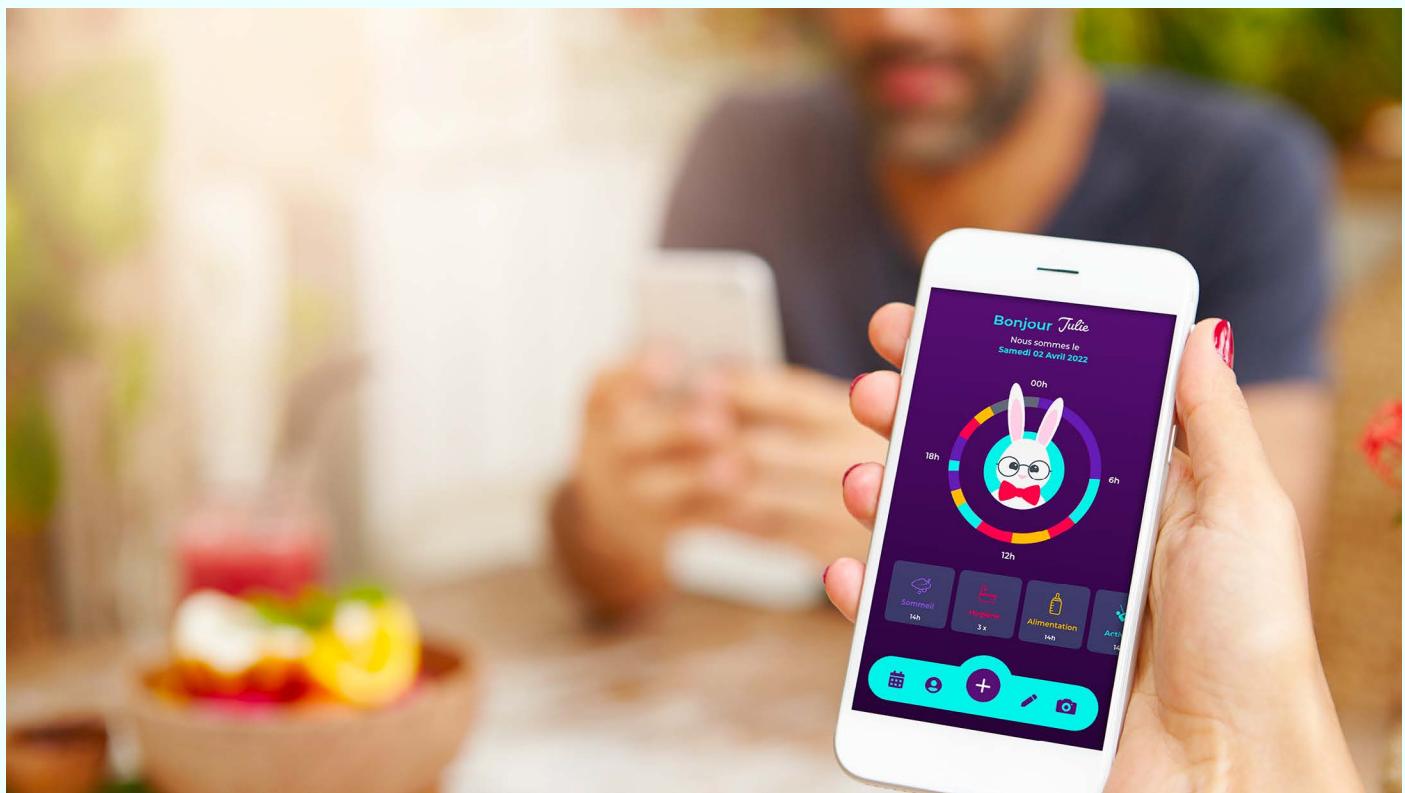


# Coogli, the participatory application for pregnancy monitoring and baby monitoring designed in France in the 2 Savoies



## Coogli unveils its mobile application dedicated to parents of babies or babies to come

Coogli is a mobile application intended for young parents and their entourage in order to facilitate the management of daily life when a baby arrives. With Coogli, parents can note and follow the food, sleep, hygiene and all the events concerning the life of their baby and share them with their spouse to facilitate the organization of family life.

Coogli is an application designed by Fanny Koch, a freelance application designer during the period of confinement, in parallel with her activity. The initial idea materialized into a real project when she won the design prize at the Startup weekend in Annecy in October 2020. Once the design and illustrations were established, she was quickly joined by her fellow developer Jérémie Bottolier-Curtet who was able to manage the technical part of the application.

Both were keen to offer a tool that would make the daily life of young parents easier, in a world where social pressure is ever stronger. From a generation sensitive to the issue of gender equality, they want to add their stone to the building by offering a tool that includes dads more. The idea is to relieve the mental burden of parents to allow them to focus on their couple and their family life as calmly as possible.

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The arrival of a child is a major upheaval in the couple. The organization of family life can sometimes take time to set up, and I had the idea of giving parents a hand by allowing them to follow up on their baby on a daily basis, of them.

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If they do not guarantee that your child will sleep through the night, Fanny and Jérémie promise that the Coogli application will help parents in managing their daily lives.

Indeed, the mobile application allows you to record all the important data concerning baby to be better organized, and restore them if necessary:

- its size and weight, without any injunction or standardization,
- the protrusion of his teeth,
- his meal times,
- his hours of sleep,
- important appointments that concern the life of the child with a shared agenda to which both parents have access,
- the memories of the events, first word, first smile, first stupidity...
- note the hours of the nanny to facilitate the organization and the edition of invoice at the end of the month.

All centralized on a single application !

Coogli also supports parents before the arrival of their child with:

- pregnancy follow-up week after week,
- help in choosing a first name in a fun way alone or with your partner,
- a participatory diary to note prenatal appointments,
- taking notes to facilitate organization in pairs or solo.

The idea is to facilitate communication and to have a tool that allows both parents to monitor the daily life of their child. For this, both parents are connected via the Coogli application and can enter monitoring data and have a summary day by day, also to facilitate appointments with the pediatrician.

Coogli guarantees that the data that is entered into the application is secure and promises that they will never resell the data.

With Coogli, no injunctions. The application will never say what should be done or how to do it, the entourage of young parents certainly takes care of it enough already... They have also decided not to impose health «standards», for example example on height and weight charts. Each child is different and has its own morphology, they emphasize that the application is not intended to replace a pediatrician or to indicate what would be good for the child and his health. The data that is entered makes it possible to have a follow-up, quite simply.

After interviewing many parents and users of similar apps, they understood that it was important that the app not only cater to moms and allow the inclusion of the second parent. In addition, very often, one of the two parents returns to work earlier than his or her partner and is therefore less involved in the baby's daily life. For greater inclusion, the application is participatory: both parents can access daily information in real time and complete it. The same is true for parents working staggered hours, separated parents or co-parents.

Both designers promise that all families are included. They have chosen to offer an application that is aimed as much at so-called traditional families as at single parents, separated parents, regardless of the couple, sexual orientation or gender of the parents and children. They decided to choose dynamic colors with illustrations that make interactions with the application fun.

The application is available for download on the Android and Apple stores. It is free throughout the pregnancy follow-up then once the child is born, 14 days of trial are offered. Then, a non-binding €3.99/month subscription is offered for daily baby monitoring. Another subscription at €5.99 allows you to add a nanny account which participates in entering certain data (sleep, hygiene, food) and to note her hours of care in order to facilitate the edition of invoices.



Contact press

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