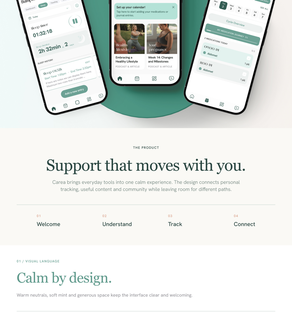
carea

CAREA / MOBILE APP PRESENTATION

Care for every chapter.

A connected space for reflection, tracking, learning and support through different life stages.



THE PRODUCT

Support that moves with you.

Carea brings everyday tools into one calm experience. The design connects personal tracking, useful content and community while leaving room for different paths.

01	02	03	04
Welcome	Understand	Track	Connect

01 / VISUAL LANGUAGE

Calm by design.

Warm neutrals, soft mint and generous space keep the interface clear and welcoming.

Aa

Melodrama

An editorial voice for important moments.

Aa

Hanken Grotesk

Everyday clarity with a modern touch.

WARM WHITE #FAFAF6	PAPER #F1F1EF	SOFT MINT #DCEDE7	MINT #2CFFC4	ROSE #DFB8A5

02 / GETTING STARTED

A gentle beginning.

A clear first step makes the experience feel approachable from the start.

01 / LOGIN

A calm introduction.



02 / PERSONALISE

Make the experience your own.



03 / CONTINUE

Move into the app with confidence



03 / HOME

One app. Different chapters.

A clear first step makes the experience feel approachable from the start.

PREGNANCY

Relevant daily information.



POSTPARTUM

A place for the next chapter.



TTC MODE

A space for another path.



04 / TRACKING

Make the everyday easier to see.

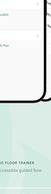
Mom and baby trackers turn small daily entries into a clearer picture.

MOM TRACKER



Physical & emotional check-ins.

BABY DASHBOARD



A useful overview.

FEEDING



Record feeding moments.

SLEEP



Follow sleep patterns.

05 / REFLECTION

A place to pause and look back.

Calendar, journaling and insights offer different ways to reflect on what matters.

Each moment of pregnancy brings us closer to meeting an beautiful baby.

CALENDAR

See moments in context.



JOURNAL

Capture what is on your mind.



INSIGHTS

Spot patterns over time.



06 / TOOLS AND GUIDANCE

Useful tools for real moments.

Structured planning and focused exercises sit alongside the daily experience.

BIRTH PLAN

A structured place to prepare.

PELVIC FLOOR TRAINER

An accessible guided flow.

07 / COMMUNITY

Connection is part of care.

Stories and discussion add a human layer to the app.

DISCOVER

Content from the community.

TAKE PART

Room for conversation.

MIDWIFE

Guidance within the app.

ONE CONNECTED EXPERIENCE

Here for each chapter.

carea