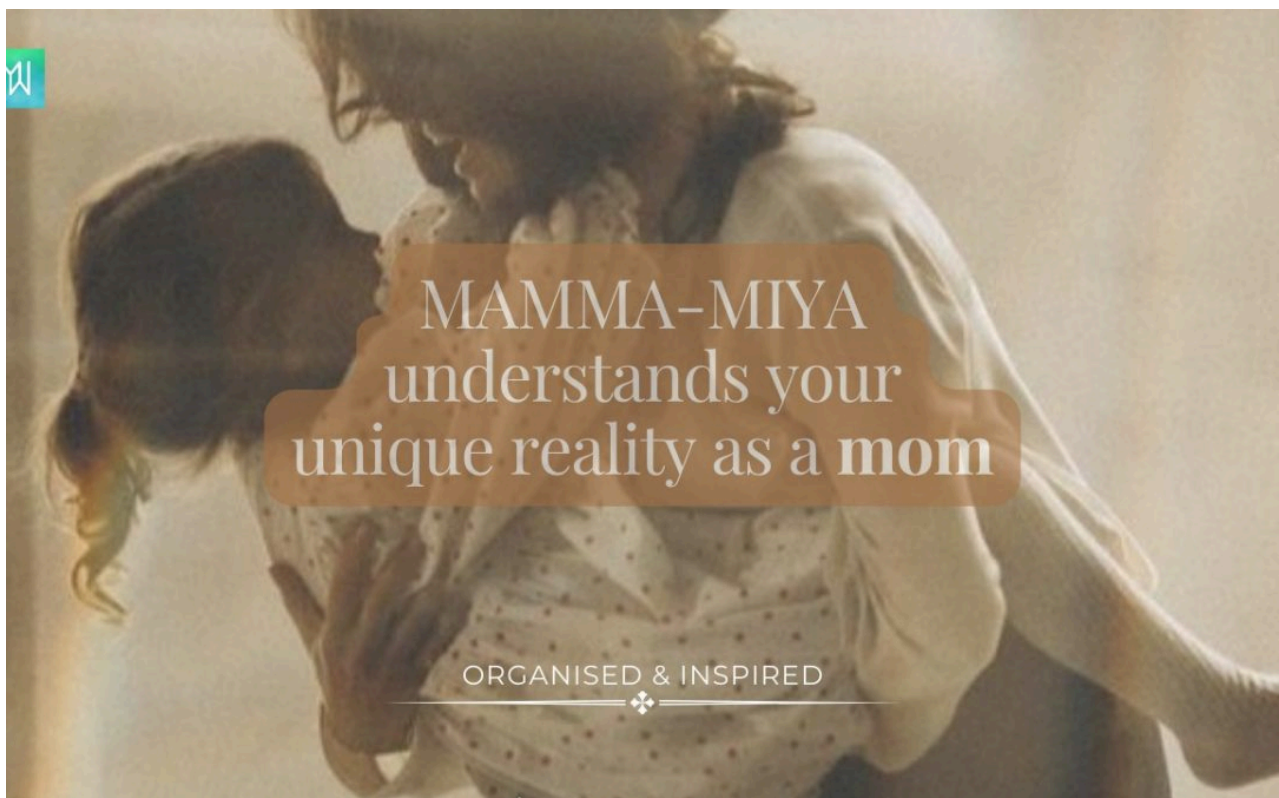


Here's how MAMMA-MIYA addresses every mom's unique reality

by admin | Jan 19, 2024 | Uncategorized |



A 2018 study found that working moms clock an average of 98 hours per week. That's the equivalent of 2.5 jobs.

As mothers, we know that we're doing more than ever. We feel it in our tired bones, exhausted bodies and overloaded minds.

But, we might also think, we have technology to help us today! It's true – machines have reduced much of our effort and time, particularly on housework. Today we can also get many things done online, saving us hours of commuting and standing in lines.

We might be spending less time doing housework today than in the 1960s, but we're still doing a large part of it.

The house doesn't clean itself (yet), the laundry still has to be put into the machine, then removed, folded and kept away. You still have to cook the food, keep track of the kids' school schedule and activities, and most of all, carry all these to-dos with you, either in your head, in a calendar, or in a planner.

In other words, the work itself hasn't reduced.

We're also spending more time with our children than our predecessors in the 1960s, and we're working longer too. More and more women have joined the workforce over the last 50 years. Working hours have steadily increased since, but the mental load that women, and mothers in particular carry, has remained the same.

The result is that worldwide, moms are exhausted, overwhelmed and tired of the never ending to-dos.

Across categories, mothers spend the least amount of time on leisure and the most amount of time on housework and care related tasks, while working full time just like everyone else.

This is why we created MAMMA-MIYA.



Our vision is to help moms be productive, but to also help manage their mindspace and well-being, and many of our users agree.



WHAT OUR USERS HAVE TO SAY

"It's easy to use, and is a great way to help/support the mental load of being the default parent."

"I have spent years using paper planners, Google Calendar, tasks, To-Doist and a multitude of other apps to try and be proactive, or at least in control of my life. This app helped me get clarity on my priorities, question if something need to be delegated, rescheduled or done and helped me stop procrastinating so much."

"I enjoy that it's created by moms who understand what it is like to juggle many roles in life and how difficult that can be."



We understand that getting things done is only a part of the solution

As moms ourselves, we feel overwhelmed, overworked and underappreciated too. We also know that every mom's struggle is unique to her.

Our features are designed to address this universal challenge, while offering the flexibility to use it the way it works for every individual. Here's a short description of 5 of our most loved features:

1. My Day

We've divided the day into five intuitive parts so that you can organize everything without feeling overwhelmed.

Seeing your day in different views can help you focus on what to do next, to not over-schedule, and to intentionally prioritize your time.

2. Hats

Create a Hat for each of the roles you play in your life, and tag your tasks to them. The more colorful your day, the more fulfilled you'll feel.

3. Brain Dump

The Brain Dump is a powerful place to dump *everything* you have in your

Declutter your mind and be more present, knowing that you can deal with it later.

This section reminds you to put yourself first everyday, even if it's for 5 minutes. It's got 100+ ideas and suggestions, depending on what you feel like doing and how much time you have.

5. Rescheduler + Prompter

Me time usually ends up in the 'later' bin, so the app prompts you to make time for self-care, even if it's for five minutes.

You may also like



Why MAMMA-
MIYA?

Irrespective of
age or culture, as
moms, we are in a
perpetual state of
"busyness"....

Navigating the
Start of a New
School Year!

4 ways
MAMMA-MIYA
can transform
your days
In our efforts to
be as productive
as possible every
single day, our
own needs...

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