

USER JOURNEY · OCT 2026

The Family Finder, mama-approved.

Coffee runs, parks, play, storytimes & mama resources —
every spot checked by real Bay Area moms. No account needed.

21+ verified spots

English / Español

Free forever

Built by NMM

SheBuilds Season 04 · Social Good · by Bethany Philip, Neighborhood Mama Meetup

From "where do we go?" to out the door in under a minute

- **Discover**

Open the Finder on your phone — the first mama-approved spot is already on screen. Search, or tap quick filters: Free or low cost, Working Mama, Near me, Saved places.

- **Refine without overwhelm**

Ages, city, category and perks tuck into four simple checkbox dropdowns — or skip filters entirely and just ask Eden.

- **Trust at a glance**

NMM-verified green badges (hosted a meetup or visited in person), Mama Gist highlights, real mama tips with dates, and Family Restroom, nursing and changing-table tags.

- **Save & keep**

Heart any spot — saved privately on your phone, no account. From Saved places, tap "Save to my NMM Dashboard" to send them to your Neighborhood Mama Meetup account.

- **Give back**

The + Add menu lets any mom submit a place or a kid activity in under two minutes — no login, admin-reviewed before anything goes live.

Ask Eden anything. She only shares real places.

- **Grounded, never guessing**

Eden answers only from approved Finder spots, kid resources and NMM notes. If she doesn't know, she says so — no invented hours, prices or venues.

- **She talks now**

Tap Listen on any answer and Eden reads it out loud in a warm, natural voice — English or Spanish. Always opt-in, never autoplay.

- **She knows the ecosystem**

Saving places, exporting to your NMM dashboard, free membership, RSVPs, the tour — Eden walks moms through all of it.

- **Private by design**

No account, no tracking. Questions go to the admin mailbox so the team keeps improving what moms actually ask about.

Leave planning, support & mom-owned businesses

- **California Maternity Leave Navigator**

A step-by-step AI guide to disability, paid family leave and job protection — linked right from Resources.

- **Postpartum support**

Free, confidential 24/7 help: call or text 1-833-TLC-MAMA, plus Postpartum Support International.

- **Mom-owned & wellness**

The Mompreneur Directory (New Mom School, MamaFlo Studio and more) and Mama Deals perks for NMM mamas.

- **Outings & travel**

Practical tips like SJC's nursing rooms past security — the small things that make a day out possible.

- **Simple on a phone**

Collapsible blocks instead of a long scroll — open what you need, one-handed.

Free ideas for today — and a community behind them

- **Kids Activities & Resources hub**

Free art, music and screen-free ideas from mamas, with category and age filters, detail pages, and device-local saves.

- **Moms contribute too**

"Share an Activity" lets any mom submit a resource — same anti-spam, admin-approved trust model as places.

- **Part of Neighborhood Mama Meetup**

The Finder is the outing arm of NMM — a real community with meetups, a Mompreneur Directory, Mama Deals and member dashboards at neighborhoodmamameetup.com.

- **Join free**

One tap from the Finder: free account, Google sign-up, meetups and RSVPs. Verified Mompreneur, NMM Host and NMM Member badges recognize the moms behind the recommendations.

Every public fact passes through a mama first

- **Review queue**

New places, activities, tips and reports land in one queue. Profile checks are required before Approve or Verified — nothing slips through.

- **AI-assisted, human-decided**

An AI report flags concerns on each submission; the admin makes the call. "Apply fix" handles common corrections in one tap.

- **Trust controls**

NMM-verified requires a reason (hosted meetup or in-person visit). Mama-owned, tags (max 3 per place) and short descriptions are admin-only — never AI- or public-set.

- **Community tools**

Mom badges (Verified Mompreneur, NMM Host, NMM Member), one-time photo-upload links (no child faces), Eden's question mailbox and a five-year roadmap view.

- **Private by default**

Admin is email-allowlisted; judges get a curated reviewer view with internal sections hidden. Emails are never public anywhere.

WHERE THIS GOES — THE FIVE-YEAR PLAN

From one Bay Area app to a national mama network

- **Year 1 — Deepen the Bay**

More verified spots, seasonal guides (pumpkin patches, holiday lights), and the Kids Hub growing through mom submissions.

- **Year 2 — Connected accounts**

Optional Google sign-in: Eden remembers your kids' ages, saved places sync automatically between the Finder and your NMM dashboard.

- **Year 3 — Sustainable**

Clearly-labeled Mompreneur Spotlights and sponsored perks keep the Finder free for moms, forever.

- **Years 4–5 — Beyond California**

The NMM playbook — verified spots, kid resources, leave navigation — replicating to new states and chapters, with Eden guiding in every language our mamas speak.

finder.neighborhoodmamameetup.com