



Born from personal challenges, the modern housewife's best friend

Invisible household tasks can take up several hours of our lives every single day: grocery shopping, cooking, and home logistics are burdens we all know too well. Although these tasks may often seem automatic from the outside, it is not always easy to remember whether there is still milk at home, or what needs to be bought for the children for school. This life situation was also familiar to Noémi Kötő, which is why she created the household management app called AppLyfe, designed to help make household chores stress free anytime, anywhere.

Energy, time, money

AppLyfe primarily aims to spare its users and their households from unnecessary stress. Nearly all of us are familiar with those aimless family arguments that start from something seemingly minor, such as a box of expired yogurt or a bag of salad bought twice. With AppLyfe, you can check your household supplies anytime, anywhere: with just a few clicks, you can scan the contents of your fridge or pantry, which can also be accessed remotely by the entire family. In addition, a shared shopping list that can be used together with your partner, child, or roommate helps ensure that every family member can take a useful part in shared responsibilities.

Of course, beyond saving energy, the application can also save time and money. Thanks to well organized logistics, fewer unnecessary trips, follow ups, and wasted or unnecessarily purchased products will complicate our daily lives.

The household is the root of a happy family life

Noémi Kötő, the founder of AppLyfe, realized upon the birth of her first child how much additional emotional and logistical burden household tasks can place on families. She decided to turn the challenges she personally experienced to her advantage and create a platform that could help others get through more stressful periods.

“After the birth of our first child, my husband and I realized that managing a household can negatively affect the quality of our relationship. With the arrival of our son, the number of tasks related to our home increased, and over time we noticed that apart from raising our child, we were barely talking about anything else except shopping, cooking, and cleaning. As a logistics professional, I know how much a well organized system can change the quality of workflows, so I thought why not do the same, just with a household focus,” said Noémi Kötő, the creator of AppLyfe.

The goal is real social impact

The application thinks not on an individual level, but on a family level, thereby helping ensure that household tasks do not fall exclusively on mothers. In many families, fathers and children would gladly take their share of the responsibilities, yet mothers often prefer not to hand over tasks for the sake of simplicity. Beyond the immediate family, AppLyfe also considers grandparents: if necessary groceries or medications are added to the shared shopping list, other family members can help so they do not need to leave home in case of illness or bad weather. As the creator of the application, Noémi believes that AppLyfe can contribute to a smoother, more stress free, and more equally structured household routine, where the hallmark of a good housewife is not constant busyness, but efficiency.

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About AppLyfe

AppLyfe is a Hungarian developed mobile application that helps make everyday household management more transparent and predictable. The goal of the app is to take the mental load of remembering off users' shoulders: it organizes household supplies, supports shared shopping, and helps prevent unnecessary waste. AppLyfe is designed for families, couples, and people living in shared households, where sharing tasks and supplies requires real cooperation. The solution is easy to use, remains transparent across multiple users, and by becoming part of the daily routine, gives back time, peace of mind, and more conscious decision making.