Product Requirements Document

iCare

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Intro & Goal

Our goal is to make iCare the destination to connect and discover babysitters and nannies and also to offer new opportunities for babysitters around the country. Others in this space focus on editorial curation, following more of a blog-like model. iCare is an application, a community and a place to find babysitters according to parents' priorities and also help to provide employment for nannies.

Who's it for?

1. **Parents/Families** - book your reliable babysitter efficiently through iCare. view babysitter profiles, reviews and rates for the different babysitters living close-by.
2. **Nannies and babysitters** - earn some cash, choose your own hours, and have fun sitting for families nearby. iCare even helps with advertising by promoting their top sitters to area families.

Why build it?

1. To avoid the stress of finding a reliable Sitter and the hassle of last-minute runs.
2. Original.
3. Parents can look after their children more closely using iCare.
4. Accurate and fair payment according to the price range in the same residential environment.
5. Most young parents with a work career are busy late and need to find babysitters quickly.

What is it?

Glossary

1. **Babysitter/nanny Post** - new post submissions by babysitters.
2. **Family Post** - new post submissions by parents and families.
3. **Comments** - comments on a post
4. **Replies** - replies to comments
5. **Vote** - votes for a post
6. **Chat** - having a conversation between sitters and families.
7. **Review** - review a profile
8. **Watchlist** - add sitters and nannies to the watchlist (only for families use).
9. **Book** - book an interview with sitters
10. **Homepage View** - homepage of iCare
11. **Search** - search for babysitters and nannies based on criteria like experience and skills
12. **Detailed View** - permalink page for each post
13. **Profile View** - user profile page

User Types

1. **Parents and Families** -
   a. Post a job for free detailing child care, school help, or even tutoring needs.
   b. Comment, reply, chat, vote and review sitters and nannies.
   c. Must be 18 or older to use the iCare platform.
   d. Instant notifications when babysitters or nannies apply.
   e. Filter search results based on criteria like experience and skills
   f. View detailed sitter profiles with photos, availability, background checks, references, and parent reviews
   g. Book an interview with sitters
2. **Babysitters and Nannies** -
   a. Can post, comment, chat, reply, vote and review parents and families.
   b. Get regular notifications about new jobs in the area
   c. Create a professional profile to showcase skills and experience
   d. Apply to jobs and message parents right from the phone
   e. Filter search to see job opportunities that fit sitters' schedule
   f. Meet new families when they request to interview.
3. **Admins** -
   a. Make sure everything is in order.
   b. Maintain a safe and reliable environment and block unwanted users.
4. **Unsigned users -** can't view anything but register or login.

Homepage View

- **Parents and Families view**
  - Search sitters based on criteria like experience and skills
  - List of posts chronologically, segmented by day, area and prices.
  - A CTA must be presented to post a new request.
- **Babysitters and Nannies view**
  - Search families based on criteria like number of children, schedule.
  - List of posts chronologically, segmented by day, area and prices.
  - A CTA must be presented to post a new request.
- **Unsigned users view**
  When not signed in, a CTA must be presented to signup or sign in.
  Admins, which are also not signed, will see this view.

Detailed View

The Detailed View (ie, permalink page) displays information about the post.

- **Parents and Families view**
  View the details of the post, vote, comment and reply.
- **Babysitters and Nannies view**
  View the details of the post, vote, comment and reply.
- **Unsigned users view**
  Not allowed to view, go automatically to Homepage View (signup).

Babysitters and Nannies Posts

Each post must contain:

1. **Name** - name of the post (i.e. "Looking for a fixed nanny to babysit your kids?").
2. **Tagline** - short (<60 character?) description of the service
3. **Time schedule** - the sitters' schedule (optional)
4. **Price** - optional.
5. **URL**
6. **Submitted By** - person that submitted the post with their profile picture and name
7. **Votes** - number of votes for that post.
8. **Comments** - number of comments for that post (maybe with profile pics of those that commented)

Family Posts

Each post must contain:

1. **Name** - name of the post (i.e. "Looking for a part-time nanny").
2. **Tagline** - short (<60 character?) description of the request.
3. **Time schedule** - when do you need the service?
4. **Applicants** - sitters can apply for this request.
5. **Price** - optional.
6. **URL**
7. **Submitted By** - person that submitted the post with their profile picture and name
8. **Comments** - number of comments for that post (maybe with profile pics of those that commented)

Comments

Every post has a comment feed, each comment includes:

1. **Comment Text** - the conversation
2. **Submitted By** - user that commented
3. **Replies** - replies are chronologic, one-layer deep (ie, no threaded replies)

Inbox

A collection of the user's conversations sorted by date.
Each Inbox includes:

1. **User's info** - full name with profile picture
2. **Tagline** - short (<20 characters) description of the last reply.
3. **URL** - url link for the chat

Chat

A conversation between sitters and families.
Each Chat has a collection of messages that includes:

1. **User's info** - full name with profile picture.
2. **Date** - the time the message was sent.
3. **Message** - details. (optional: can share pictures).

Review

Users can review other users, the reviews will appear on the user's profile page.
Each review must contain:

1. **Reviewer info** - full name with profile picture.
2. **Rate** - the user can rate by the range (1-5 stars).
3. **Tagline** - description of the review (<60 characters).

Watchlist

Add sitters and nannies to the watchlist (only for families use).
Each watchlist must contain:

1. **Sitter's info** - full name with profile picture, rating and location.
2. **Chat button** - the family can start a conversation with the sitter.

Parents and Families Profile View

The Parent Profile View (ie, permalink page) displays information about the family.
Each such profile must contain:

1. Full name (family name or a parent name).
2. Number of children
3. Short Information
4. Profile picture
5. Chat Button
6. Location
7. Posts
8. Reviews
9. Price range per hour

- **Babysitters and Nannies view**
  Can see all of the features from above.
- **Parents and Families view**
  Families view other families' profiles used only for nannies suggestions.
  Other Families can't see the reviews, chat button, price and location.
- **Unsigned users view**
  Not allowed to view, go automatically to Homepage View (signup).

Babysitters and Nannies Profile View

The Sitter Profile View (ie, permalink page) displays information about the babysitter.
Each such profile must contain:

1. Full name.
2. Age.
3. Gender.
4. Experience - (years / months)
5. Short Information
6. Profile picture
7. Rating
8. Chat Button
9. Location
10. Book an interview
11. Pictures and / or interview videos
12. Posts
13. Reviews
14. Price range
15. Add to Watchlist button

- **Babysitters and Nannies view**
  Sitters view other sitters' profiles used only for having conversations.
  Other sitters can't see the reviews, chat button, price, watchlist button, book and location.
- **Parents and Families view**
  Can see all of the features from above.
- **Unsigned users view**
  Not allowed to view, go automatically to Homepage View (signup).

Book

Book an interview with sitters.
Each Book must contain:

1. **Sitter's info** - full name with profile picture, rating and location.
2. **Short information** - some details.
3. **Booking method** - zoom, phone-call, mail, chat. (2-hands shake to start any of these).

Notifications

Users receive the following email and phone notifications:

1. **Weekly iCare digest** - list of all the top posts for the week (mostly near-by) - for email.
2. **Social Re-engagement**
   a. Requests
   b. Booking (from parents to nannies).
   c. Comments on Their Posts
   d. New Reviews

Registration

Every user must register pulling in the following information:

- **For all users**
  - Email
  - Password
- **For parents and families**
  - Must accept ages over 18.
  - Filling more relevant data from the following Parent Profile fields.
  - Must: location.
- **For sitters and nannies**
  - Filling more relevant data from the following Sitters Profile fields.
  - Must: location, education, age, gender, experience and at least one photo.

Brainstormed Ideas

1. **Payments** - payments via iCare
2. **Payments records** - users can watch the income (sitters) and expenses (parents).
3. **Machine learning** for regional price ranges
4. **Algorithms** - use weighted algorithms for optimal matching
5. **Editors Picks** - "starring" editorial picks

Competitors & Product Inspiration

1. [Sittercity](#) - paid promotion, not available in Israel.
2. [helpbook](#) - an Israeli website but not just for sitters and nannies.
3. [Bambino](#) - paid promotion, not available in Israel.

Seeding Users & Content
- Advertising the app in WhatsApp groups
- Billboard advertising
- Promotion with the help of social media
- Contact the Ministry of Employment

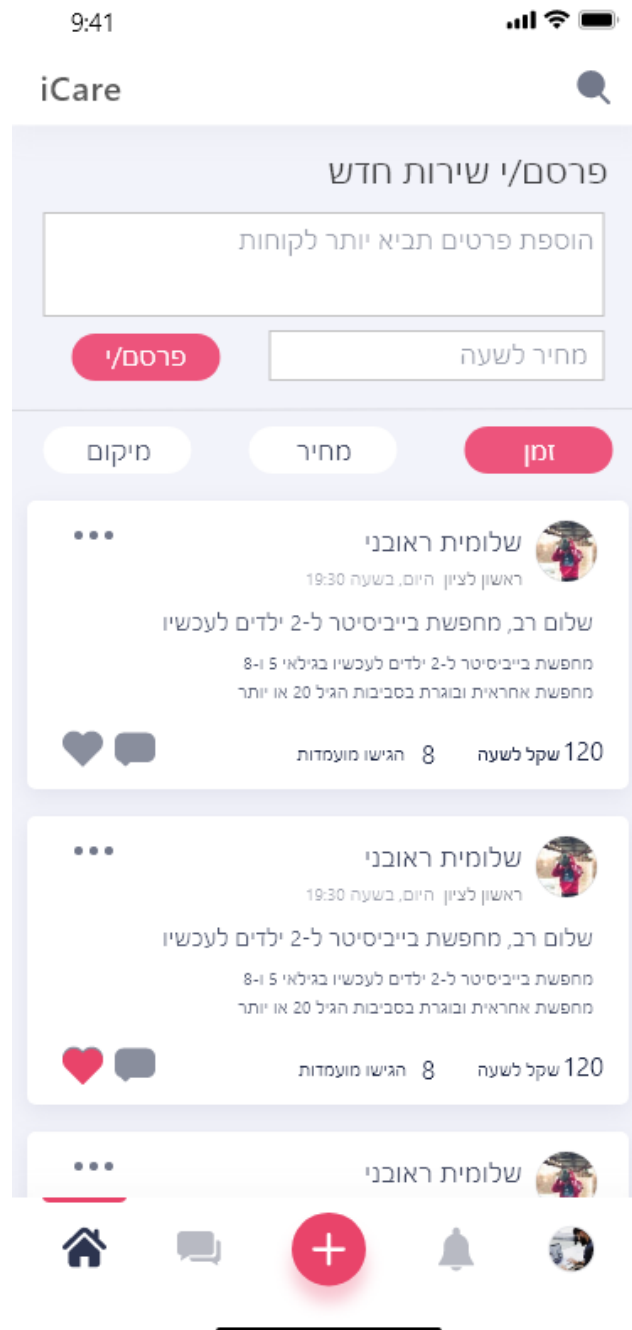# Implementation & Tech
- Interactive and innovative UX / UI interface.
- Create database and storage.
- Implementation an algorithm for matching.
- Development using NodeJS and ReactNative.

Go to Market

1. **Engage/Recruit Influencers** -
   a. Ask for direct product feedback
   b. Feedback on blog post/press release
2. **Press Release**
   a. Reach out to press contacts
   b. Distro other press

Mockups

Index View (For Sitters)

9:41

iCare 🔍

פרסמ/י שירות חדש

הוספת פרטים תביא יותר לקוחות

פרסמ/י | מחיר לשעה

מיקום | מחיר | זמן

👤 שלומית ראובני
ראשון לציון היום, בשעה 19:30

שלום רב, מחפשת בייביסיטר ל-2 ילדים לעכשיו

מחפשת בייביסיטר ל-2 ילדים לעכשיו בגילאי 5 ו-8
מחפשת אחראית ובוגרת בסביבות הגיל 20 או יותר

🖤 💬   הגישו מועמדות   8   120 שקל לשעה

👤 שלומית ראובני
ראשון לציון היום, בשעה 19:30

שלום רב, מחפשת בייביסיטר ל-2 ילדים לעכשיו

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❤️ 💬   הגישו מועמדות   8   120 שקל לשעה

👤 שלומית ראובני

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Scenario (An example)

Request a babysitter service for Friday night

Homepage
Post a post request:
Set price per hour.
Set time (for how long)
Write some details

← Login ← **Parents**

Submit the post

Post
The post is receiving
applicants.
The parents are
picking a babysitter
from the applicant's
list

Parent pressed
the booking button
to interview
babysitter

Booking
Parents ask for
a phone call
and then accepts
the request

End of service

End Service
At the next day,
An End Service notification
has sent to the parents.
Parent rate the service
and also posting a review