

Nanny Whisperer | Nanny Search Flow

Step 1: Landing Page Visit

Nanny visits homepage → only option is to Join the Private Network (€20/year). No upsells shown upfront. Offer 30 free trial – no card needed with limited membership bonus access to courses etc.

Step 2: Membership Payment

Pay €20 to activate membership and unlock access to the private network.

Step 3: Onboarding Form

Captures personal info, childcare experience, skills, languages, lifestyle preferences, availability, and location (aligned with onboarding doc).

Step 4: Profile Creation

System generates a profile with a 'Private Network Member' badge. Basic tier entry.

Step 5: Optional Upgrades (inside dashboard)

-  Verification & Background Check (€99) → Verified badge, higher match priority.
-  Certification (€99 course) → Certified badge, only visible to premium hosts.

Step 6: Matching & Flow

- Nannies do not browse hosts directly.
- Instead, they are shortlisted by hosts via curated match delivery.
- Verified nannies can opt-in to also receive curated host matches via email.

Communication Options

Communication options available at each Host tier:

1. Standard (€20 membership):

- Text-only private chat with the Nanny and Host.
- Fully self-managed, no Nanny Whisperer assistance.

2. Fast Track (€500):

- Two-way video call between Host and Nanny.
- Automated scheduling + profile verification.

3. VIP (€2,500–€3,000):

- Three-way video call (Host, Nanny, and Nanny Whisperer Guru).
- Concierge-led setup, moderation, and follow-up.

