Babycare.com

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# Introduction

Parents love is irreplaceable and with the growing professional responsibilities a child some-times find him/her self in a state where parents cannot look after them or their jobs in a professional manner hence both suffer. This is equally hard for parents as it is for the child. Under these special circumstances a mother has to leave her child in the hands of a caring hand as of her own. Here professional babysitters take on the responsibility.

This report discusses the idea of a last mint babysitter that are professionally sound and available in just mints to deliver motherly care to the children. This report has taken in to consideration the power of e-commerce that and online marketing to take advantage and offer services to parents in need.

## Innovation

Online babysitter system will encompass easy ordering portal and a database of trusted babysitters that mothers can check to ensure they will be getting the best services. This innovation will be coupled with online reward system by taking customer management online and awarding loyalty point upon purchase.

## Company Description

At BabyCare.com we are parents and working for parents. Care.com is a baby sitter providing service that specializes in delivering responsibilities of parents in true spirit. BabyCare.com offers services in almost every region of UK. The organization is delivering services since early 2000s and has maintained deliverance of excellent quality services.

BabyCare.com specializes in engaging trust worthy baby sitters and taking the worry on behalf of parents so that they can consider their commitments without having to worry for their child. In most cases work and personal engagements do not always come planned this is what BabyCare.com completely understands and specializes in catering for these last mint requests. The safety and security is the top priority and organization takes into account every particular detail to ensure child gets best care.

# Phase # 1

# Scope of the Project

According to Kerzner (2013) project scope are the activities that are to be performed and it also includes activities that project will not perform.

## Project Inclusions

The project includes following major deliverables

* Taking customer directory online.
* Establishing an order management systems online
* Provide professional baby-sitter profile online.
* Establishing Registration system online
* Online activity record for baby sitter that mothers can access anytime from anywhere.
* Upgrading IT System

## Project Exclusions

* Project will not involve online real time tracking system for babysitter activities this will be carried out in future projects.
* Project will not involve online babysitter contact portal to inform them of their updated duties this will be currently done manually and considered in future projects

## Work Breakdown Structure

Pritchard (2004) describes work breakdown structure as division of work in to small deliverables and then activities. The project has following WBS describing the scope.

BabyCare.com

Online Order Portal

Website

E-commerce

User Profile

Order Placement Form

Post a Special Request

Online Customer Database

Integrate Database

Digitize customer data

Maintain Baby Sitter Profile

Provide Past Consumer rating and Skill Level

Upgrade IT infrastructure

Online Registration for Babysitters

Online activity updates for reporting Mothers

Analyze existing system

Procure New hardware

Install New Hardware

Babysitter Data online

# Phase # II

# Problem Analysis

## Problem

Manual System is obsolete and generation Y is moving online where maximum potential for babysitters is and they can register themselves much easily rather than going through offline system. Furthermore, trust issues are prevailing that needs to be addressed via transparent system.

## Innovative Solution

Using online portal mothers will be able to schedule their requirements for babysitter even at eleventh hour. Scrolling our database of babysitters, client can maintain a preference list and can priorities demand for babysitter. Preferences will always be honored. Furthermore, complete profile of babysitter will be available from where mothers can be sure they have the right candidate for the job. Furthermore, to increase transparency hourly update of progress will be uploaded online for mothers to view. The update will inform each activity performed and time.

# Phase III

# Requirement Analysis

The organization has to conduct requirement analysis to fully understand the men and material required for the job. In designing IT innovation, the requirement analysis is the basis and require explanation of each component.

The system requires new IT infrastructure to support the online system. Furthermore, the project will need team collaboration to harness the right skills for the project success.

# Phase IV: Logic Desgin

Mothers will have option to Bypass Login to access online Baby care

Mother is a registered User if yes proceed to login

Deliver Payment options

Mother’s Account

Login Page

* Babysitters profile
* Baby products Products
* Complete readiness profile.
* Integrated Monitoring portal

Place order

Confirm place for Services and Finalize order

Discard Process and return to home page

Schedule Mother Request

Add Loyalty points in Mother Profile

Mother visit online BabyCar.com

e

Sign Up

Sign In

Online Baby Sitter request cart

Evaluate order

No

Confirm Baby Sitter Credentials

No

Yes

Yes

Maintain Personalize Service Record

# Phase V

# Decision Analysis

## Process

The processes will be focused on optimization of services and delivering the best care with complete security. The registered babysitters are professional with clear backgrounds that is confirmed via a process

## Evaluation

Evaluation of the system is to ensure optimization and continuous improvement the process is initiated to ensure services delivered are immaculate and are continuously improving to surpass and maintain a high edge on competitors.

## Implementation

The Implementation of the system will be carried out as soon as planning and designing the system is complete. The monitoring and control would be primary activity entrusted to ensure system meets the designed objectives. The control during implementation phase will be done by calculating EVM.

## Resistance

This is understood that resistance when upgrading an IT technology is common and in this project some resistance will be faced but the conducting stakeholder analysis and devising appropriate strategies will determine the standards of output.

# Phase VI: Design and Integration

Baby care Has

Online portal for Babysitters

ID

Name

Portal Has

Online order portal

Address

Schedule

Mothers Profile

Belongs to

Address

ID

Name

Email

Password

Credit Card

Does

Search

Place Order

Babysitter profile

Made of

# Phase VII

# Construction and Testing

The Mother can expect services that are safe and secure. The safety and security comes from the embedded system for registration that follows strict matrix and never compromises on any standard. All the babysitters are trailed and tested in controlled environment to ensure they are the best service provider for mothers.

The last minute orders are processed at express fee deducted from user account. All baby needs are covered within the package. The construction of the portal has three major processes one designing other coding and integrating.

Monitoring and control processes will ensure the system implemented is according to the scope of the project. Quality audit and inspection will determine the requisite quality standards that have been implemented to be according to the plan. In Beta testing phase mother’s feedback will be paramount and will help determine the how to adjust features so that mothers can easily access and make most use out of it.

# Phase VIII

# Installation and Delivery

The installation phase is completed after beta testing has been completed the results from the beta testing are incorporated within the project. Close contact with mothers and babysitters Babycare.com ensures that there is a bond that is stronger than any other aspect to execute the activity.

The systematic upload of the information like baby progress for the activities performed can provide mothers much needed support. The focus of mother will be on the task since she’ll be getting updates as per agreed time.

# References

Kerzner, H. R. X. (2013) *Project management: a systems approach to planning, scheduling, and controlling.* John Wiley & Sons.

Pritchard, C. L. (2004) 'Why Project Management?', *Field Guide to Project Management*, pp. 28.