

Final Report For Uber Babysitting

Bob Wilson & Andrew Childs

Summary of Report

- 1) The idea for the app.
- 2) App Persona of a Parent.
- 3) Task Analysis of Picking a Sitter.
- 4) Interviews of Potential Users of the App.
- 5) Design of the App.

UBER BABYSITTING

THE APP THAT COMBINES UBER AND
BABYSITTING

There would be two basic customers:

- 1) "I, as a parent, want to leave my child in a safe situation with a quality babysitter, perhaps on short notice."
- 2) "I, as a child care professional, want to obtain quality customers, in order to grow my business.

Our idea is a mobilized babysitting service.

- Let's say you need childcare, potentially even last minute, you could just put a call out for childcare, and the first person to respond gets it.
 - Each sitter could either position himself or herself in a given geographic location to await a call, or they could take a call while they are on the road.
 - One of the standards required by the sitter is the length of time it would take them to arrive at a given location. And only sitters that were selected by the parents would be given the opportunity to accept the job..

Our Idea Continued...

The app will be designed in such a way that its purpose will be to create a vehicle for parents to find and communicate with child care professionals. And although the primary purpose of the app will be for parents to get a quick response from babysitters. It is understood that most parents will want to use this app for babysitters that they have met, so the app gives parents the opportunity to interview babysitters before providing a babysitting appointment. Further, the app could just as easily be used to recruit child care professionals who provide more extensive service, such as nannies. However, regardless of the specific service provided, there would be an expectation that the service provider provides expedient availability, which would be facilitated through the app.

Why is this good?

-This would allow couples and single parents with children to not have to plan as much and be more spontaneous about doing stuff.

-This may include:

- 1) deciding to go out in the late afternoon for the upcoming evening
- 2) seeing a friend at the hospital who recently had an emergency
- 3) or picking up a shift at work when a manager calls in the parent on short notice

Beneficial for Reasons Other Than Expedience

- Anecdotal evidence seems to show that most babysitting is done through personal networks. For many people this is a comfortable way of doing things because people tend to trust who they know. But it is also possible that they tend to distrust who they know.
- Further, sometimes people are in situations where they simply don't know people. For example, what is the best way for a couple to find a babysitter when they have recently relocated to a new city for work?
- Also, what about the babysitters? How can they build their business if they are very good at babysitting but they simply don't know many people with children?

Who will use this

- The group of people who would generally be using this app are parents with young children who would probably be between the age of 20 and 40, and therefore comfortable with technology.
- The babysitters would most likely be either on the younger end of the spectrum, or perhaps also on the older end of the spectrum (for example, a semi-retired nanny who is looking to work part time).

A few more features

- Parents will be able to rate babysitters and babysitters will be able rank parents and children.
- Babysitters that are new will have the opportunity to provide testimonials as well as what kind of services they provide. For example, is the babysitter willing to make dinner?
- The app could also serve as a long term mechanism for procuring babysitters. Babysitters could post their schedules, and parents could set up a list of their favorite babysitters. Thus giving parents and sitters vehicles to figure out how to best work with each other as the children continue to grow.

And that's it.

Next up is the persona of a parent.

Persona For Uber Babysitting

...

Elise: A woman with a career and a family

This is Elise.

She is a 34 years old and a teacher.

She is married and has two boys, Billy and Wolfgang.

She is comfortable with technology.

She grew up in a big family and is used to having relatives care for children in the family.



Elise now lives far away from her big family

Now that Elise no longer has access to her big family because she had to move across the country for a new job, she is considering Uber Babysitting.

She is still young and wants to go out with her husband and friends, but she wants her kids to be cared for with someone she feels safe with.



Behavior Patterns and Attitudes

Elise has had success using applications such as uber and yelp, and believes that they will work.

She is willing to consider using Uber Babysitting but she wants to check it out first.

First she will check out the app and check user reviews.

She doesn't want to sacrifice the big family experience that she grew up with.

She wants babysitters that she can call on short notice and build long relationships with.

Goals

First, she wants to check out the product and see how easy it is to use.

Second, she wants to check out user reviews of babysitters to make sure that they have the kind of personality that she is looking for.

Third, she wants to see her options for a babysitter at the times that she is likely to need one.

How Elise relates to the Technology

Elise is used to using various forms of commercial user interface.

If the user interface is similar to other commercial applications, it shouldn't be difficult for her to figure out.

Ideally, she would like to be able to use it on a regular basis, such as every weekend.

But she would also be able to use it spontaneously, such as on Thursday when a snow day is announced for the following day.

Where Elise will be and what she will expect.

After initially picking a few babysitters, she will expect to be able to use the application quickly.

She will most likely use it from home or work, but she expects to be able to use it from wherever she can carry her phone.

She expects that after she puts out a call to her babysitters, she will have to wait for a short period but generally will have a fairly quick response.

One Last Consideration (A Pain Point)

Elise likes to be liked.

She wants a good babysitter but she is far from being a ruthlessly selfish customer.

Also, Elise is aware that Uber Babysitting allows babysitters to rate her.

Therefore, she wants to know that her babysitter is not unreasonably judgemental.

Perhaps it would be good to allow Elise to see what kind of online presence her babysitter has outside of Uber Babysitting.

And that's it

That's it for our persona. Next up is task analysis.

Task Analysis for Picking A BabySitter

Bob Wilson & Andrew Childs

Activity

As a reminder, the app is uber babysitting. It is an app that allows parents to find babysitters, possibly on short notice.

The activity that will be considered for task analysis is picking a babysitter.

Persona

As a reminder, the persona is Elise. She is a wife, teacher, and mother of two boys. She wants to find a babysitter that will help foster the kind of big family atmosphere that she grew up with. The task analysis will show how she will be able to accomplish the babysitting selection process of using the app for the first time she will use the app, as well as subsequent uses of the app.

Elise's User Story

AS A mother

ELISE WANTS TO KNOW how to find a high quality babysitter or babysitters.

IN ORDER TO have a person or people in her life who can foster a big family atmosphere for her kids.

Two User Scenarios

The task analysis will show how two different user scenarios are dealt with:

- 1) Elise is at home and wants to pick a babysitter for the first time.
- 2) Elise is at work, and already has some babysitters picked out. She wants to contact one so she can go out.

Task: Setup

Step	Application	User	Comments
1	Do you want to choose an existing babysitter from your profile or a new babysitter? If picking a new babysitter then go to Choosing Location. Else go to Choose an Existing Sitter.	User Chooses from the two	It is assumed that user data has been gathered.
2			
3			
4			

Task: Choosing Location

Step	Application	User	Comments
1	Would you like to find a babysitter within a certain radius (Go to Step 2), or would like to pick from a specific location (Go to Step 3)?	User Chooses from the two.	Some users may wish to avoid choosing certain locations, even though they are nearby.
2	If Radius was chosen then display “Input the radius.” and go to Step 4.	User types in a distance in miles	For example, Braintree is close to Dorchester, but during rush hour it takes a long time to travel from one town to the other.
3	Display a map of the surrounding location. Along with the text: “Drag open the circle or click on a town. Go to 4.	The users can drag a circle over addresses or click on different towns	
4	“Location selected. Choose a price range.” Go to Price Range.		

Task: Choosing Price Range

Task	Application	User	Comments
1	Price range: “Enter range:” Go to Step 2 Or: “I’ll deal with price later.” Go to Step 2.	User enters a range or chooses to choose a price later	If the user enters a price range it will affect how the sitters are filtered. If the user doesn’t select a range then it won’t be part of the filter.
2	Go to picking sitters		
3			

Task: Picking Sitters

Step	Application	User	Comments
1	The application displays a list of babysitters. At the top, the user can select between rank by user or site rank. On the side, are buttons that can be clicked to select babysitters, and the user can click these. At the top is another button that states, "Select this list." If one of the sitters is clicked on, then the box for that list opens up displaying more information.*	The user can scroll up or down changing between site rank and user rank and selecting users as they see fit.	If the user clicks "Select this list" without checking off any sitters then an error message will be displayed stating, "You did not select any sitters." Above the select this list button is a disclaimer stating, "Don't worry. Clicking this button will not call sitters"
2	Go to Select this List.		*At the top, there are checkboxes such as cooks, and has medical training

Task: Select this List (save it or send out a call)

Step	Application	User	Comments
1	"Do you want to send out a call for sitters now(Go to step 2), or save this list for later (Go to step 3)?"	The user clicks on now or later.	
2	If now is chosen then display For each sitter, "Do you want to negotiate price? (yes: go to Negotiate Price). No: You will be contacted shortly."	If the user chooses no the user waits or goes to the next sitter (repeat this step)	*The first sitter to accept a call and price will cancel all other calls to other sitters.
3	Display: "Your data has been saved." The user has buttons to log out, close the window, or go to the home page.	The user clicks one of the buttons.	

Task: Choose An Existing Sitter (Follows the Setup Task)

Step	Application	User	Comments
1	A list of existing sitters is displayed. .	The user chooses a sitter or sitters from the list.	The list is ordered based on user rank and availability of the sitters.
2	For each sitter: “Do you wish to request the same price as your last transaction?” Yes goes step 3. No goes to Negotiate Price?	User selects yes or no.	If this list is used then every task between here and setup was skipped.
3	“Your babysitter has been requested. You will be contacted shortly.”	User waits, or goes to the next sitter (step 2).	* Inevitably, it is assumed that the parents will only accept one sitter, so the first accepted offer will cause all other offers to be cancelled .

Task: Negotiate Price, Performed after selecting sitter(s)

Step	Application	User	Comments
1	Select, from the chosen sitters, the sitters you wish to negotiate with.	User selects from the list of chosen sitters	This is unused if the user has already selected a price.
2	For each sitter: “The sitter is currently expecting \$X. Do you accept this price (go to step 3) or would you like to negotiate? (go to step 4)”	User chooses to accept or negotiate. *This step double checks that the user doesn’t like the specific price.	*There can also be a combination of accepted prices and negotiated prices, in which case the user will go to and from 3 and 4 respectively.
3	Price Accepted! “Your babysitter has been requested. You will be contacted shortly.”	User waits or goes to the next sitter (step 2)	*Steps 3 and 4 are displayed temporarily when there is more than one sitter.
4	For each sitter “Enter a price” then “You will be contacted.”	Users enters price(s) and then waits, or goes to the next sitter (step 2).	*When there is more than one sitter, the user returns to step 2.

Task: That's It! (Next Up are the Interviews)

Step	Application	User	Comments
1			
2			
3			
4			
5			

Interviews

Bob Wilson & Andrew Childs

The following are responses from 7 interviews

We did not use an exact script of questions but the questions we asked were intentionally vague. We wanted to get an idea of what people expected without biasing their perspective by providing any of our ideas. Interviewees were encouraged to think creatively.

The interviews were conducted using a variety of communication mechanisms.

Direct quotes (marked with quotes) were taken whenever it was reasonable to do so.

Larry (Father 38 years old, has one daughter)

- 1) Wants a CORI check
- 2) Wants references
- 3) Wants disciplinary procedures if the babysitter does something wrong

Carrie, mid-thirties, 1 year old daughter

“I’ve never done it (unbelievable I know) but I would want to know how many years of experience and with what number and ages of children, I would want references, maybe what they were willing to do (just watch kids, cook, dishes, etc.), their hourly rate, location/transportation situation, maybe what kinds of activities they’ve done with kids before, if they speak English fluently/other languages? I would hopefully meet them beforehand or have them come over while I am doing things around the house and see how they get along with Isabella before leaving them for a long night alone with her. And I would want to talk to someone who recommends them/knows them.”

Jackie, mid-thirties, 2 year old son

- 1) Wants name, age, years of experience with various age groups
- 2) Wants first aid/CPR training, passed a background check
- 3) Wants to know experience and education
- 4) Rate they are asking
- 5) Review/recommendations from other parents
- 6) Are they willing to do dishes? Do they speak other languages? Can they teach a kid to play an instrument?
- 7) She wants to be able to book through the app, see availability, and be able to contact those she is interested in directly

Leslie, mid-thirties, daughter under one year old

“would want to know:

Age and education

Previous experience

References

Background check

Fee/rate

Any certifications (like CPR, Red Cross etc). “

Heather, single mom, adopted daughter

“What I look for- I look for someone who is energetic, nurturing, patient, and good at communicating with all the adults in my house as well as the child!

What I want to know: work experience- have they watched children before professionally or as part of family? Sometimes the experience is vast and sometimes it is just ingrained in their family. Recommendations, either in a written format, phone call, or through positive word of mouth are also very important. I want to hear that someone else knows this person as a babysitter.

What process I have used: called them, set up an appointment to meet with me and [my daughter]. Next meeting, I leave them for 30 minutes with [my daughter] while someone else was also home, just to see if it worked out okay between them. “

Kaeley, late twenties, *information on children was not provided

“I would want a quick bio of the person and their style of taking care of kids, a link with verified references and any certifications (cpr/first aide), and also a way to pay the person through the app. It would also be cool if you could have a calendar wth they days you need a sitter and caregivers you've already "approved" for your family could pick up shifts through the app so that any of your sitters could see what your needs are and can either accept the shift or pass on it.”

Rachel, late twenties *information on children was not provided

“ Id like to be able to find sitters close by that are qualified. It would be nice to be able to choose from a set of filters like CPR certified, years of experience, etc. Also, a ratings system would great so that you don't have to spend time checking references.”

And that's it.

Next up is the Design.

Design for Uber Babysitting

— Bob Wilson & Andrew Childs —

Summary of Interviews

7 parents were interviewed (See Interview slides for details). The things that they expected were as follows:

- 1) They wanted a background check.
- 2) They wanted to know work experience.
- 3) They wanted to have CPR training.
- 4) They wanted to know how much it will cost.
- 5) They wanted to know age and education.
- 6) They want to be able to speak to sitters on the phone.

Summary of Interviews (Cont.)

- 7) They wanted to be able to meet with sitters in person and observe them interacting with their child.
- 8) They also wanted to be able to schedule appointments through the app.

Main Interpretation:

Expediency seemed important, but not initially. Parents wanted someone that was reliable on short notice, but they wanted to feel like they had the opportunity to get to know and build trust for the sitter first.

Two Design Concepts

Design Concept for Parents (and their Children)

- 1) Allow them to browse without signing up.
- 2) Have special pages devoted exclusively to security.
- 3) Once the parent has signed up, routinely emphasize that picking a sitter online is not a commitment, parents can meet the sitter first.
- 4) Once they have chosen a/some sitter(s), expedience is most important.

Design Concept for Babysitters

- 1) It is more formal than for parents.
- 2) Initially, they will be given advice about being safe and successful
- 3) Then they will be given a lot of forms to fill out about experience and background.
- 4) No information is given about parents, until a parent contacts them.

Template for Home Page

The home page will be four buttons:

- 1) Browse Sitters: This allows parents to browse sitters before they sign up.
- 2) For Sitters: This is basic information for opportunities provided to sitters and how to sign up.
- 3) For Parents: This is basic information for opportunities provided to parents and how to sign up.
- 4) Safety and Security: This is information for parents on how uber babysitting provides background checks.

Outline of Home Page

The buttons will be aligned like this:

*Please note that there will be a homepage button in the upper left hand corner of every screen on the app.

Browse Sitters

For Parents

Safety and Security

For Sitters

Detailed Design for Parents (and Children)

Parents want a lot of information, but user interface design mandates that presentation should avoid too much clutter. The For Parents button leads to two more buttons. The first is a “sign up” button. The second is a “sign in” button that would change to a “pick sitters” button if the user is already signed in.

Signing up will involve the parents providing some very basic information about themselves and their children. It will require them to fill information into boxes marked name, address, etc. They can move from one box to the next by either pushing tab or clicking on the box that they want to write into.

Detailed Design for Parents (Cont.)

Browsing and picking sitters will provide access to substantial amounts of information but will only display a limited amount of information on the screen at any one time. This is the heart of the app.

The application displays a list of babysitters. At the top, the user can select between rank by user or site rank. On the side, are buttons that can be clicked to select babysitters, and the user can click these. At the top is another button that states, "Select this list." If one of the sitters is clicked on, then the box for that list opens up displaying more information.

*Extensive detail is provided in task analysis slides.

Outline for Browsing/Picking Sitters

User Rank/Site Rank	Select These Sitters
Select Sitter (Check Box)	Sitter #1 Information*
Select Sitter (Check Box)	Sitter #2 Information
Select Sitter (Check Box)	Sitter #3 Information

*Sitter Information is a picture of the sitter and basic information. When it is clicked on, more information opens up.

Detailed Design For Babysitters

Signing up (found through the For Sitters button) for babysitters is somewhat more tedious than it is for parents. Text boxes are filled in in the same fashion as they are for parents but there is a lot more information to fill out because they have to fill out information about background and experience.

As soon as they provide an email address, they will be given the option to **save**.

Once they sign up they will be emailed information about watching out for **spam and scam notifications** from supposed parents.

Detailed Design For Babysitters (Cont.)

Receiving notifications will provide much more simple information. They will receive a notice on their phone that pops up like a text message. They will tap the notification to open it. It will contain:

- 1) Name and Location of Parents
- 2) Age and Gender of Children
- 3) Type of Interest (Interview or Sitting Appointment)
- 4) Two Buttons at the Bottom: CALL DECLINE

*The call button will call the parents immediately.

Detailed Design for Security

This is a very **simple but important page**. It explains the background check process of Uber Babysitting and provides important tips for how to interview a babysitter. It is a text page that can scroll up and down by using a sidebar, or a mouse scroller, or it can be swiped through by swiping up and down. It has some hyperlinks that open up to windows outside the site, such as government information on CORI background checks.

Like every other page on the site it includes a link to the **homepage** in the upper left hand corner.

It also includes an **additional link** to the homepage at the bottom.

One Final Note On Our Report

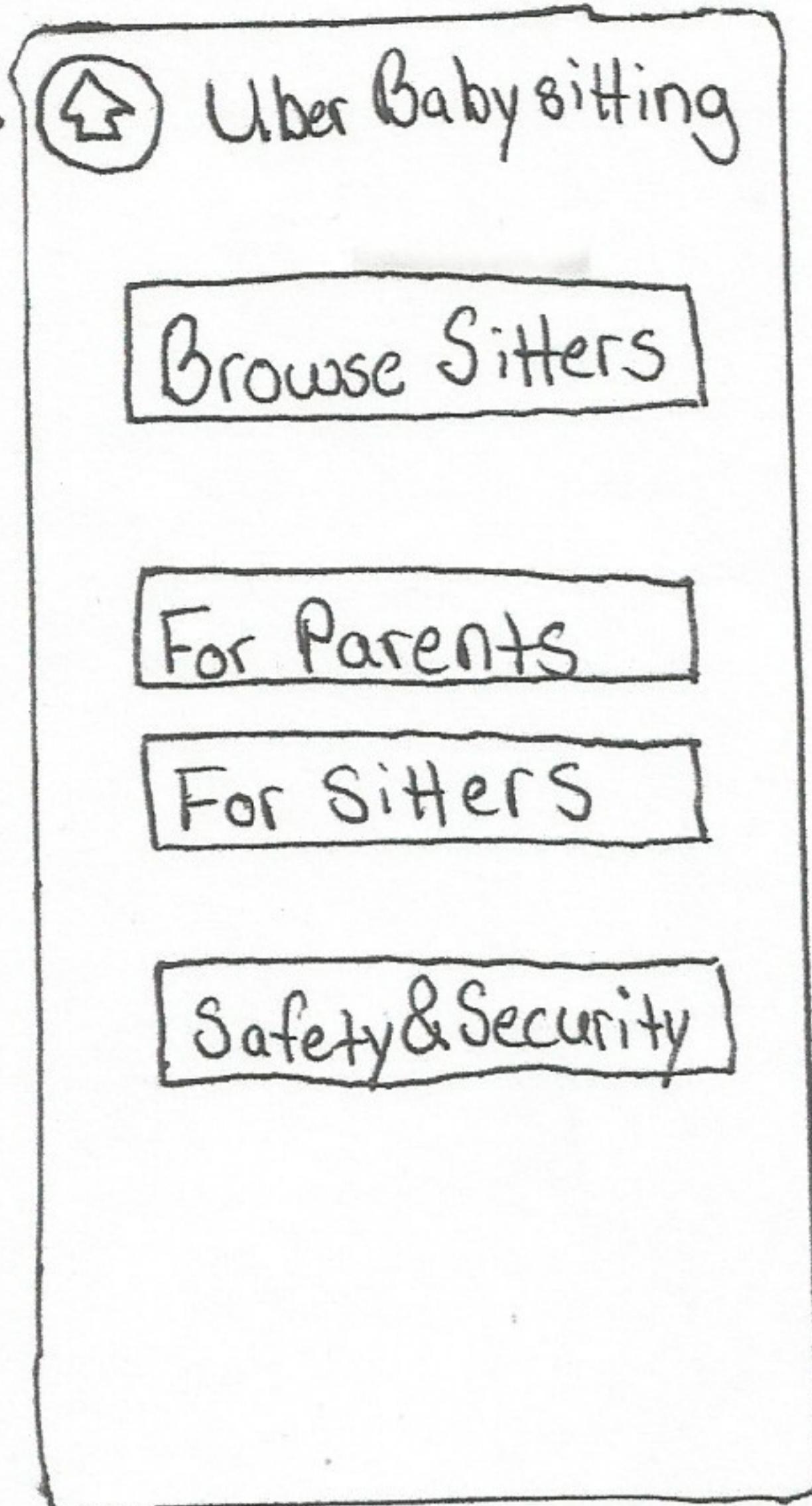
The purpose of this report is to provide an explanation of the fundamental features of this app. The kind of information considered during a negotiation can be highly subjective. This report tried to identify the most obvious information that would need to be considered by everyone. However, it is also understood that people are individuals and some people want to consider more or less information than others. The more subjective information desired by individuals could be communicated through user/sitter profiles and voice to voice communication.

Mock Up

The final two slides contain the mock up of the mobile version of this app. It will show 6 screens. It is meant to serve as a sample of the most fundamental aspects of the design.

Home Screen

Home
Button →

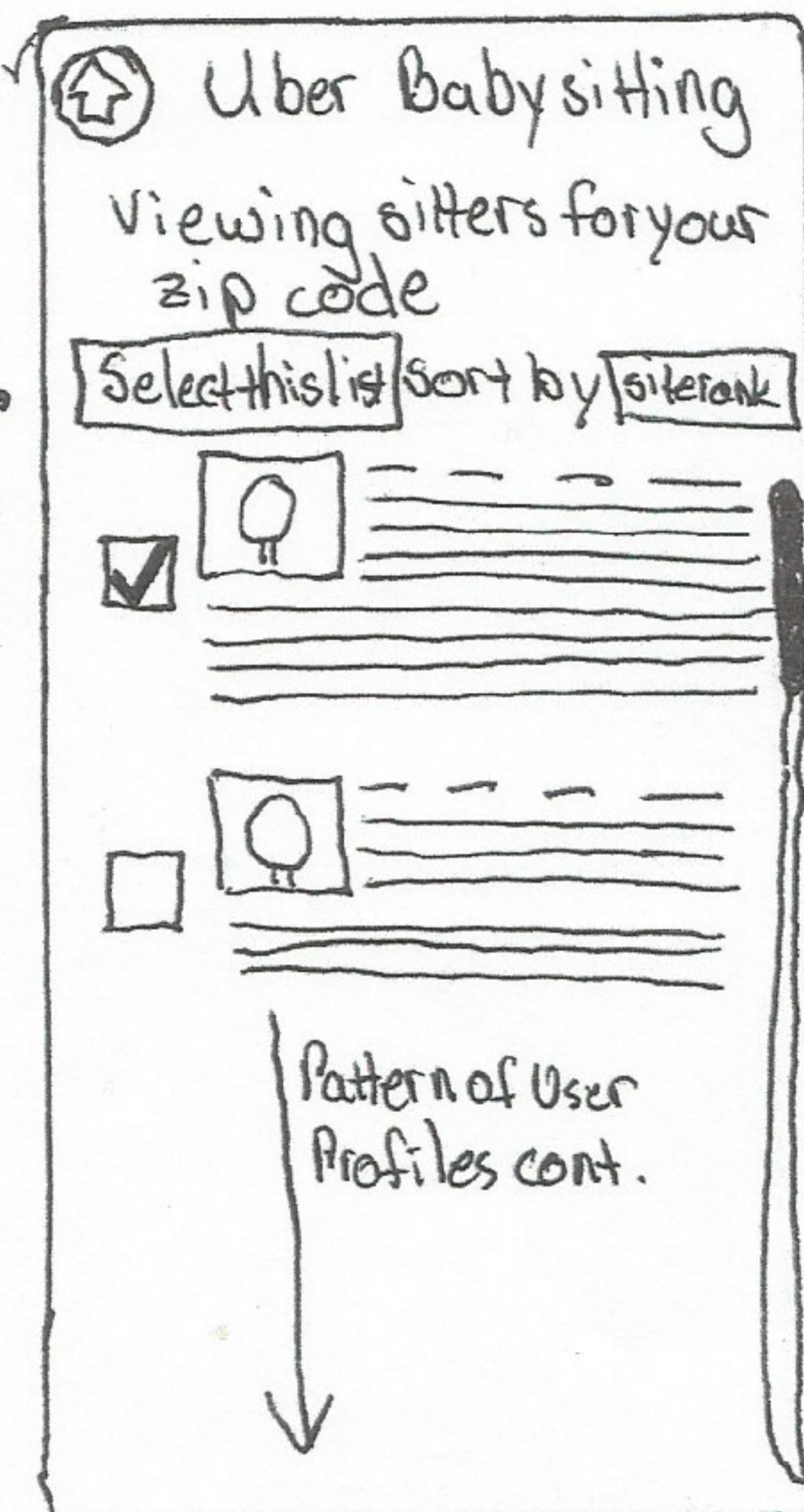


upon clicking 'For Parents' on the Home Screen



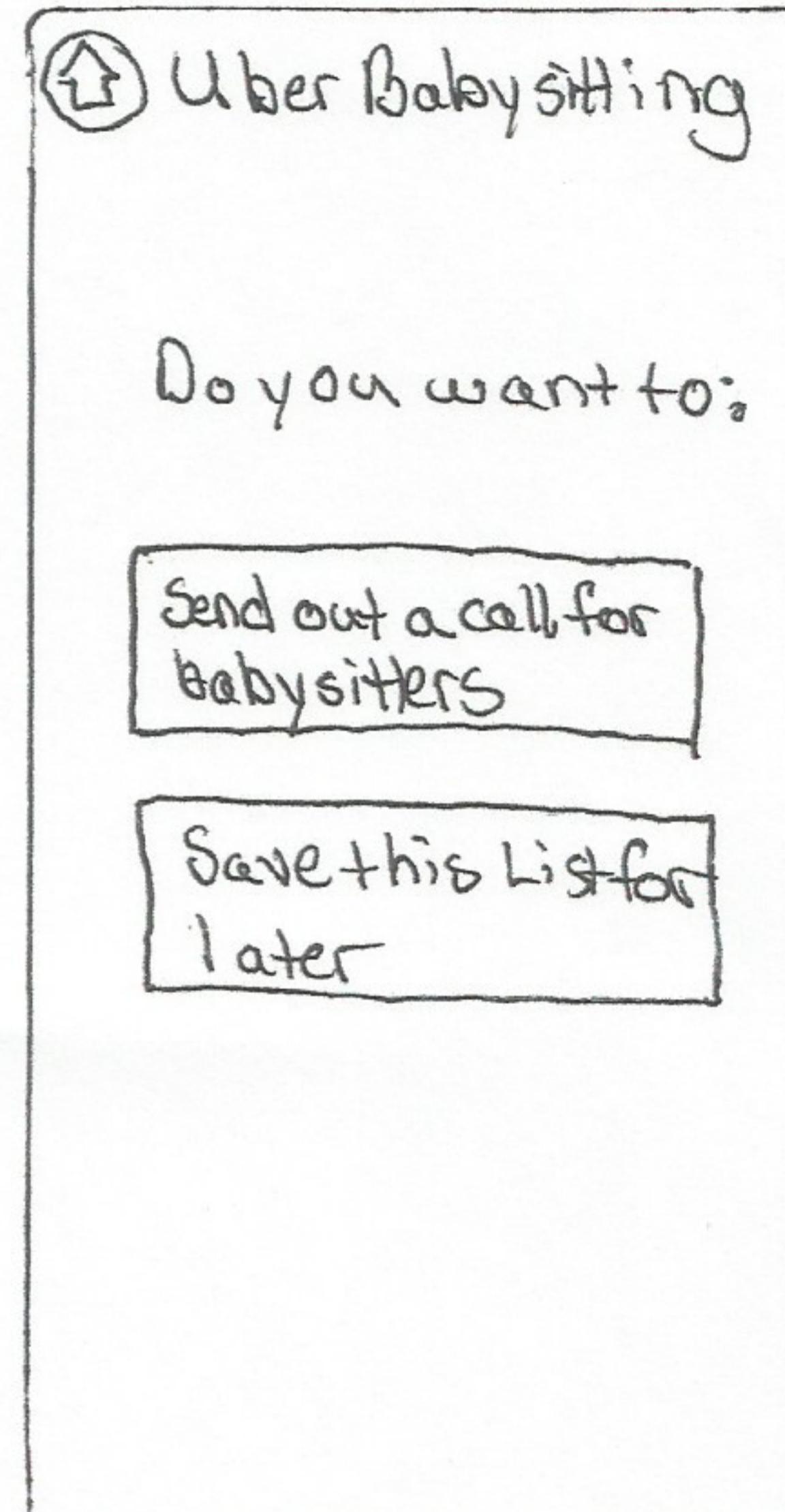
↓ Upon clicking 'Browse Sitters' on the Home screen

Button →
greyed out until
at least one sitter
selected



← Drop down
← Scroll bar

* these screens assume that the user is signed in.



Upon selecting 'Send out a call for babysitters'

Uber Babysitting

Do you want to negotiate price

Yes No



Upon Selecting No

Uber Babysitting

Your sitter(s) have been contacted. You will be contacted shortly.

* As explained in the task analysis, one or more calls can be sent to one or more babysitters. If more than one sitter is called, the first sitter to make an appointment will cancel the other calls.