Kidlift Executive Summary

Community Partners
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Background

The mission of Kidlift is to help relieve the stress of busy parents by helping them safely transport their kids to where they need to go. Kidlift offers transportation services similar to Uber and Lyft but focus on catering to kids of age 3-17. The company started a year ago and was founded by two moms who wish to relieve busy parents of driving kids to school or after-class activities. The company operates in the Southern areas of Pittsburgh. They currently have around 15 regular customers, and three drivers on staff including the 2 founders.

Project Description

Project Opportunity

In order to raise funding and grow their company, our client has been seeking investors and would like to create an application or a mobile-friendly website that can be shown to potential investors as a 'tangible product.' Ultimately, funding is crucial as it would enable Kidlift to expand; since the company currently does not have the capacity to handle additional rides and customers due to the lack of drivers. In addition, customers can currently only schedule appointments through phone calls or texts, and register through paper forms, which could be inefficient and prone to error. There is time and energy lost in the process of clarifying back and forth on scheduling and physically printing, mailing, and scanning forms. An intuitive, faster solution would be a great way to build a better customer experience, increase customer loyalty, and enhance operational efficiency. Such an application would also aid in the scheduling of rides by digitizing and automating this process; as well as the processes of signing up for the service, payment, and possibly the ability to track rides.

Project Vision

Our overarching objective with this project was to deliver a system to help streamline and improve our client's business systems; this solution could, in turn, be shown to potential investors, which could help our client secure funding and expand their business by enabling them to hire new drivers and serve more customers. Our proposed solution was to build on top of Kidlift's current Squarespace application, along with integrating a 3rd party scheduling application, AcuityScheduling. The top priorities for application functionality were customer onboarding, customer sign-in, scheduling, and payment. The functionality of AcuityScheduling covered these use cases, and Squarespace also has a plugin for Acuity which made integration straightforward. Both services have mobile-responsive solutions, which is suitable for the client and their

customers, given their preference for a mobile-friendly solution. Using Acuity removes, or at least lessens, the burden of application maintenance on the client.

Project Outcomes

The proposed solutions have been successfully carried out and tested after several months of development. We have completely revamped our client's website design and integrated AcuityScheduling into Kidlift's business process. We have migrated our client's business processes to their website through the third-party service, AcuityScheduling. Even so, we recognized that our client has a complicated business process, and there is currently no existing application or platform that perfectly matches our client's mental model. Hence, we also designed a high-fidelity prototype demonstrating a UI/UX that better serves the client's mental model; serving as the basis for future development.

Project Deliverables

The final project deliverables for our client include the details to access the various online components, such as the AcuityScheduling and Braintree accounts. Through a link to the prototype, our clients can alter the design as they see fit. Moreover, they can view their schedules and change business and administrative settings, such as email and onboarding form formats after logging into their AcuityScheduling account. An additional Braintree account serves as the payment processor for transactions through Acuity.

Recommendations

While AcuityScheduling works temporarily as an online solution integrated with Squarespace, a custom mobile application would better suit Kidlift's unique processes and business model. We recommend that once they get funding, our clients ought to hire a developer to build the aforementioned custom mobile application, which would more closely match the client's needs and mental model, as well as improve the user experience. The prototype we have built will serve as a good demonstration of that potential mobile app's appearance and format. We suggest using React Native as the development framework for this custom mobile app.

Student Development Team

Jason Chang was in charge of communication with the client, leading all meetings, and handling many of the project's design aspects. He is a third-year Information Systems major who plans to go into the field of entertainment art.

Andy Ji is a junior Information Systems major. He was responsible for testing the application the team built and find potential edge cases. In terms of career, he is interested in further exploring the business aspect of information systems.

Svayam Mishra served as the project manager, tasked with keeping the team on task. He contributed significantly with his decision-making acumen, determining the ideal approach for the solution and carrying through in development.