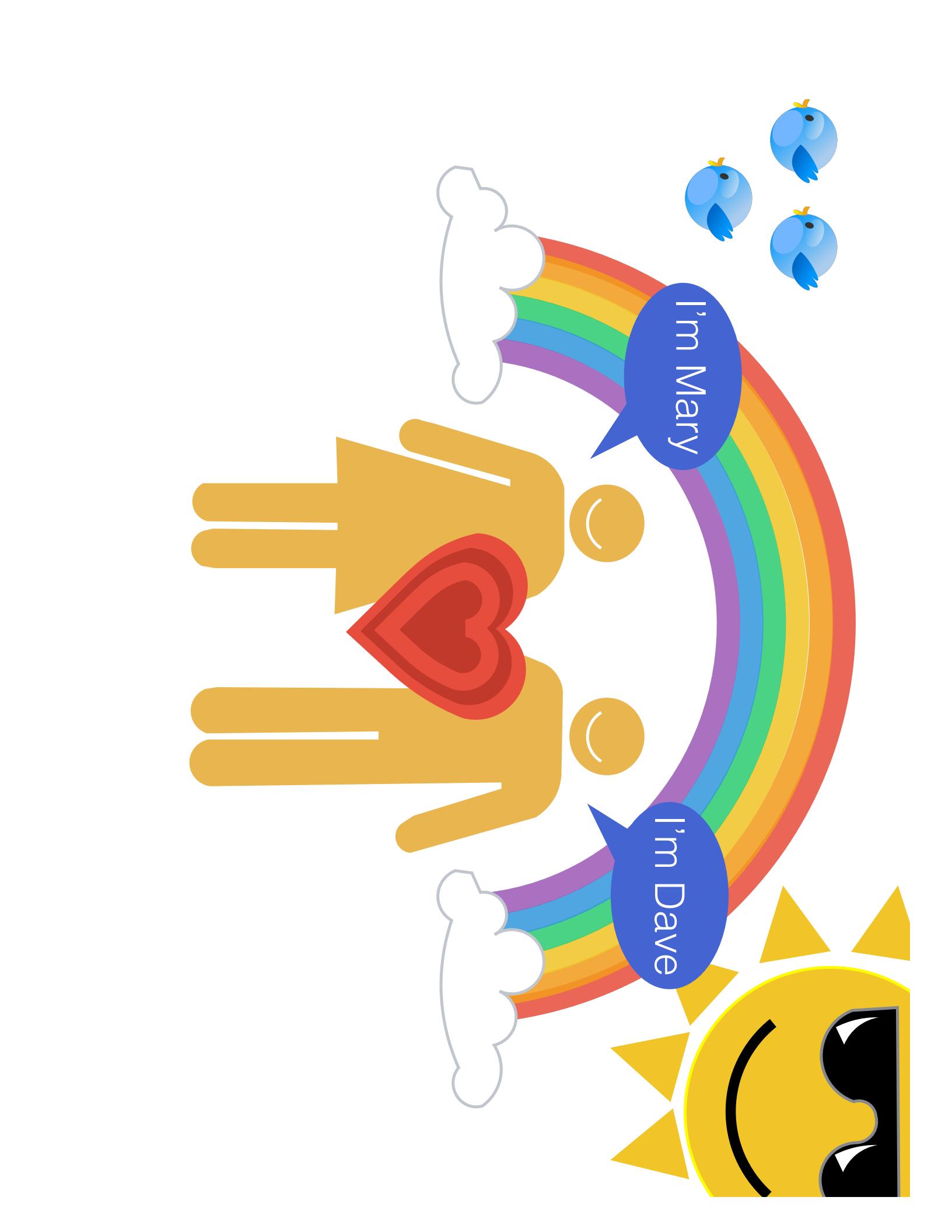


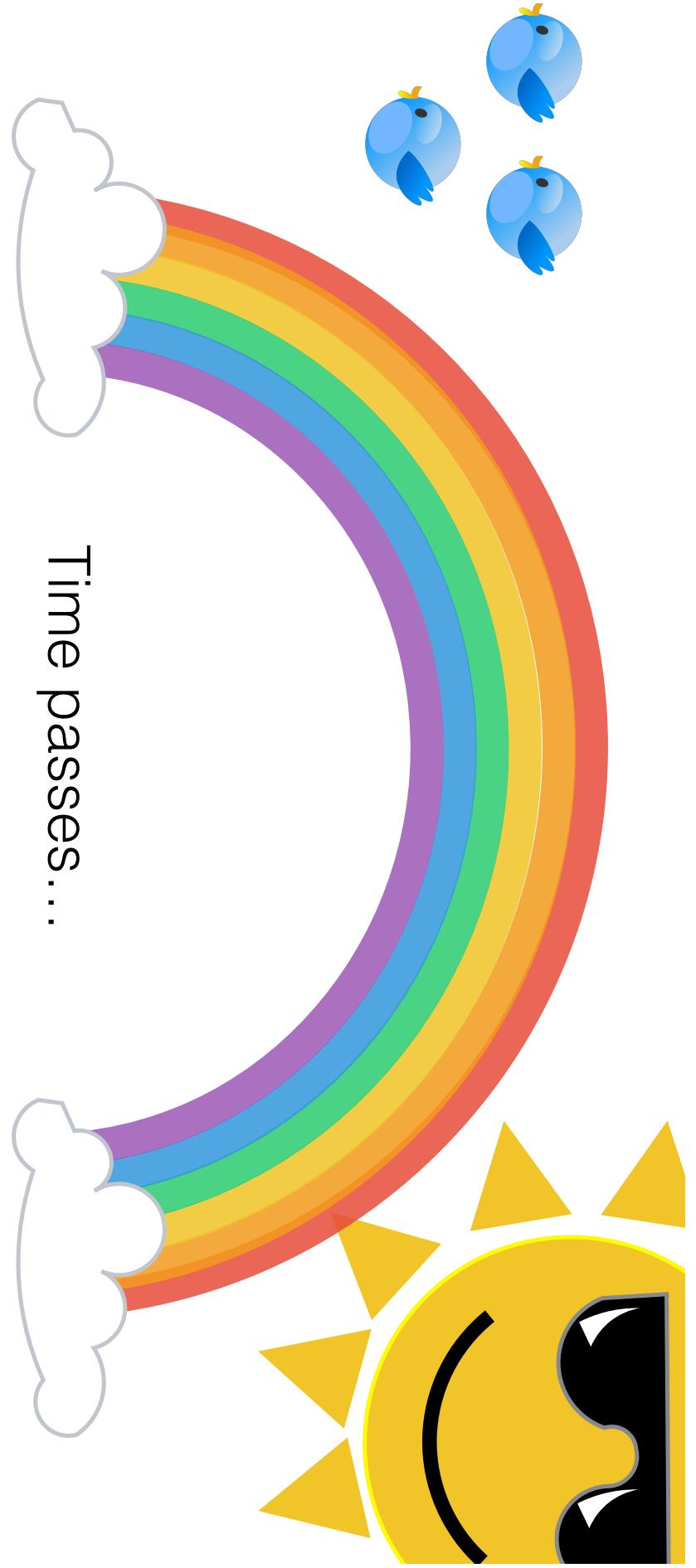
long



I'm Mary

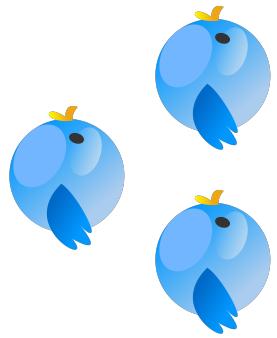
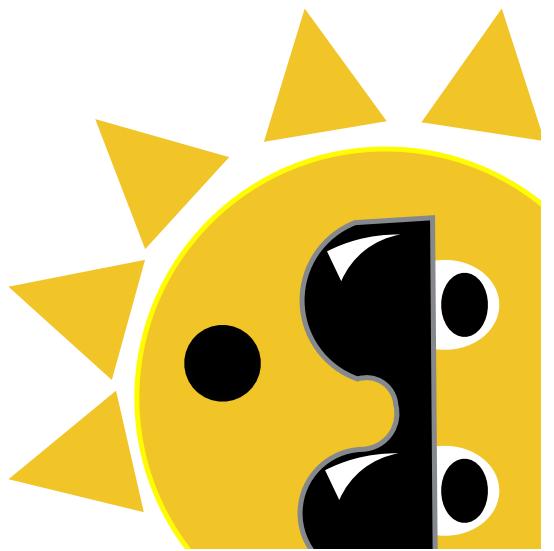
I'm Dave

Time passes...

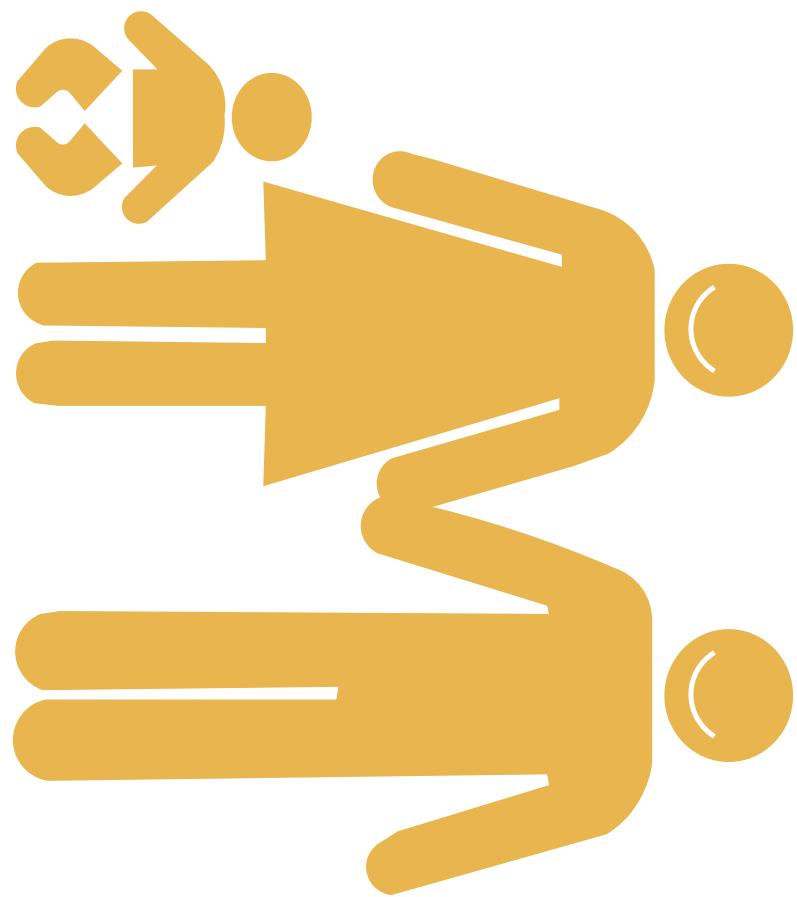




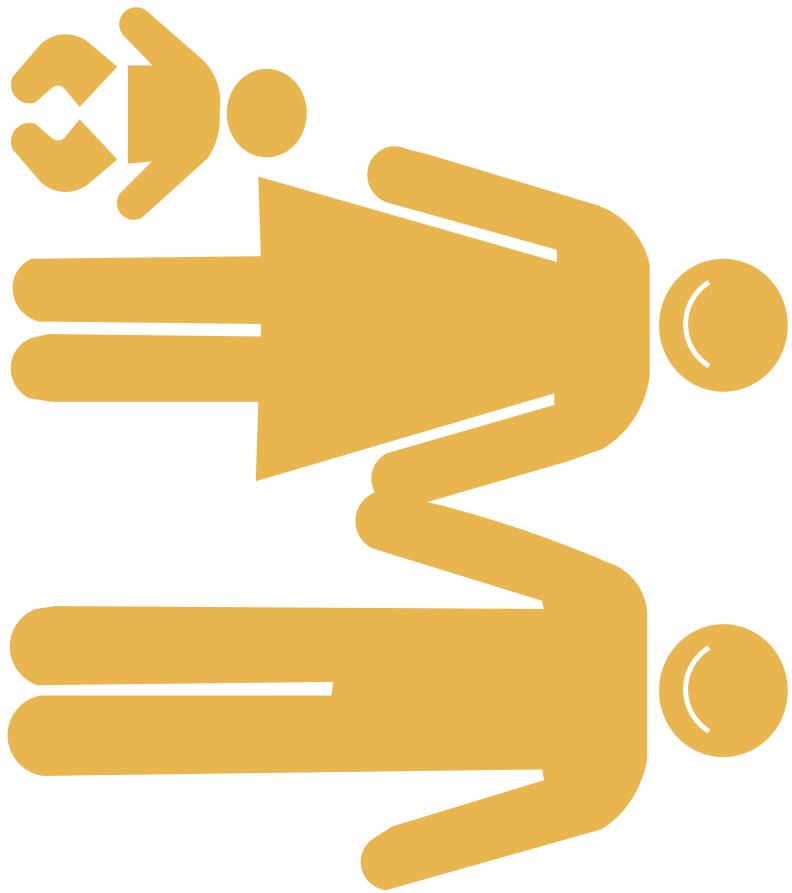
PREGNANT



kiddo



We've got a problem



- Is he OK?
- How did he eat?
Sleep? Behave?
- Did I miss anything
meaningful?

Pervasive problem?

✓ 55% not satisfied with the way / amount of information being received

✓ 75% would prefer a smartphone app for receiving and storing information about their child

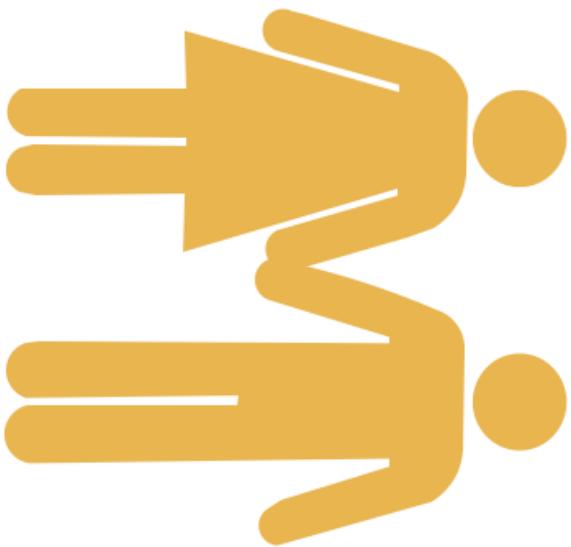
✓ Currently no digital offering collecting / conveying information about your child

*

From a survey conducted on poll daddy among parents from paid for facebook users and know friends

Market Analysis

Who are we targeting?



84%

of babies are
born to
couples

30-35

Avg. parents' age

£30-57k

Avg. household income

2+hrs

per day on TV
radio, etc.

1.5 hrs

per day
travelling

4+hrs

working

Finance

bigest concern

User Research: The Parent

feel and think

I play an important role at work

How is my child? Too busy

Loves kid

I need more money

Kid(s)
Breakfast on the floor

Buses / transport

Crying kid
Coffee grinder

Hurried people
Corporate building

Office environment

Spreadsheets

Computer screens

Family

Pillow

"Hurry. Come on."
"Have you seen my oyster?"
"I don't have time for this"

Dress kid(s)
Drop kids off at childcare
Attend meetings

see

hear

say and do

kiddo

Market Analysis

What's the market size?

6 M

in childcare

Market Analysis

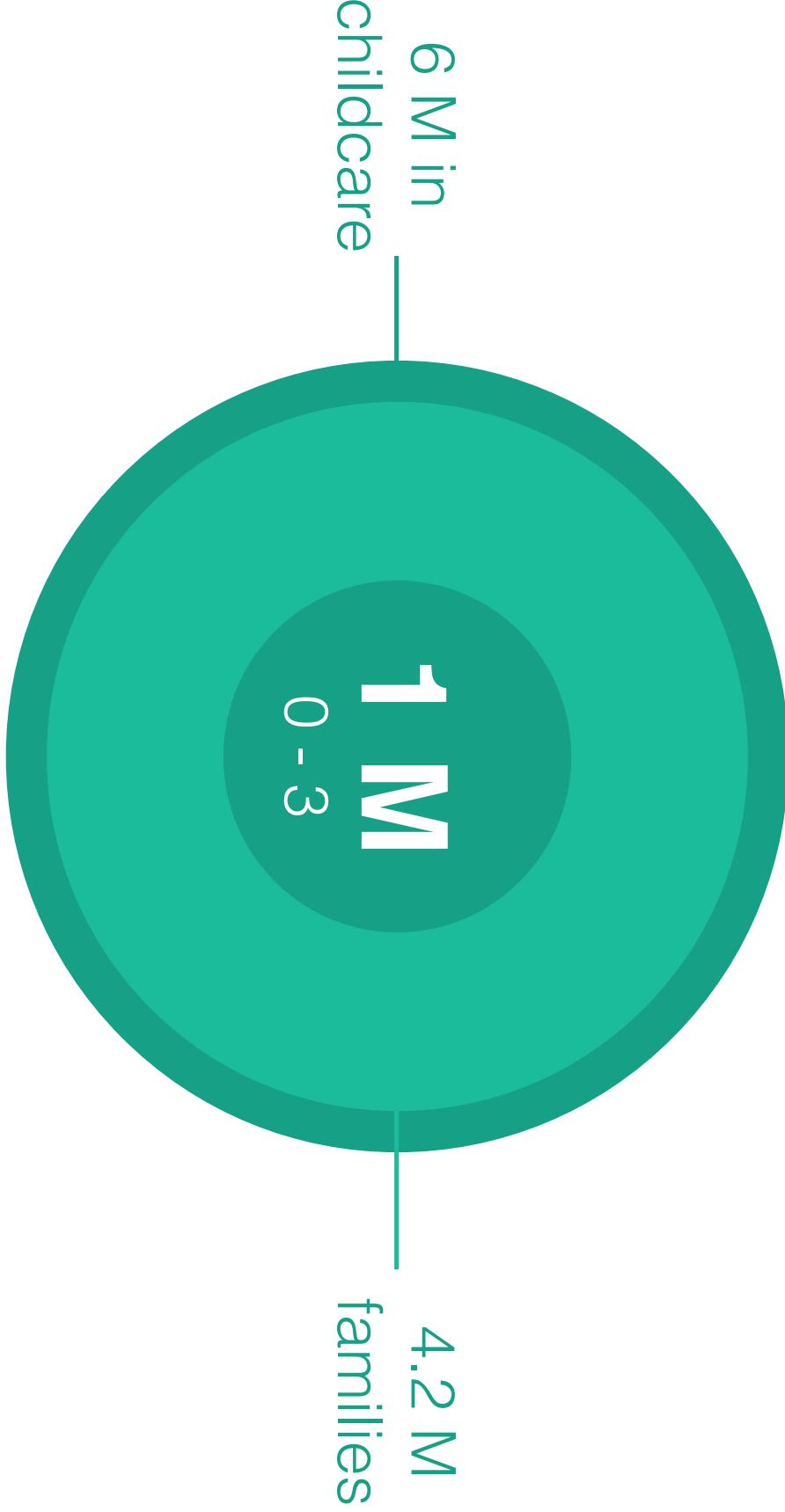
What's the market size?



kiddo

Market Analysis

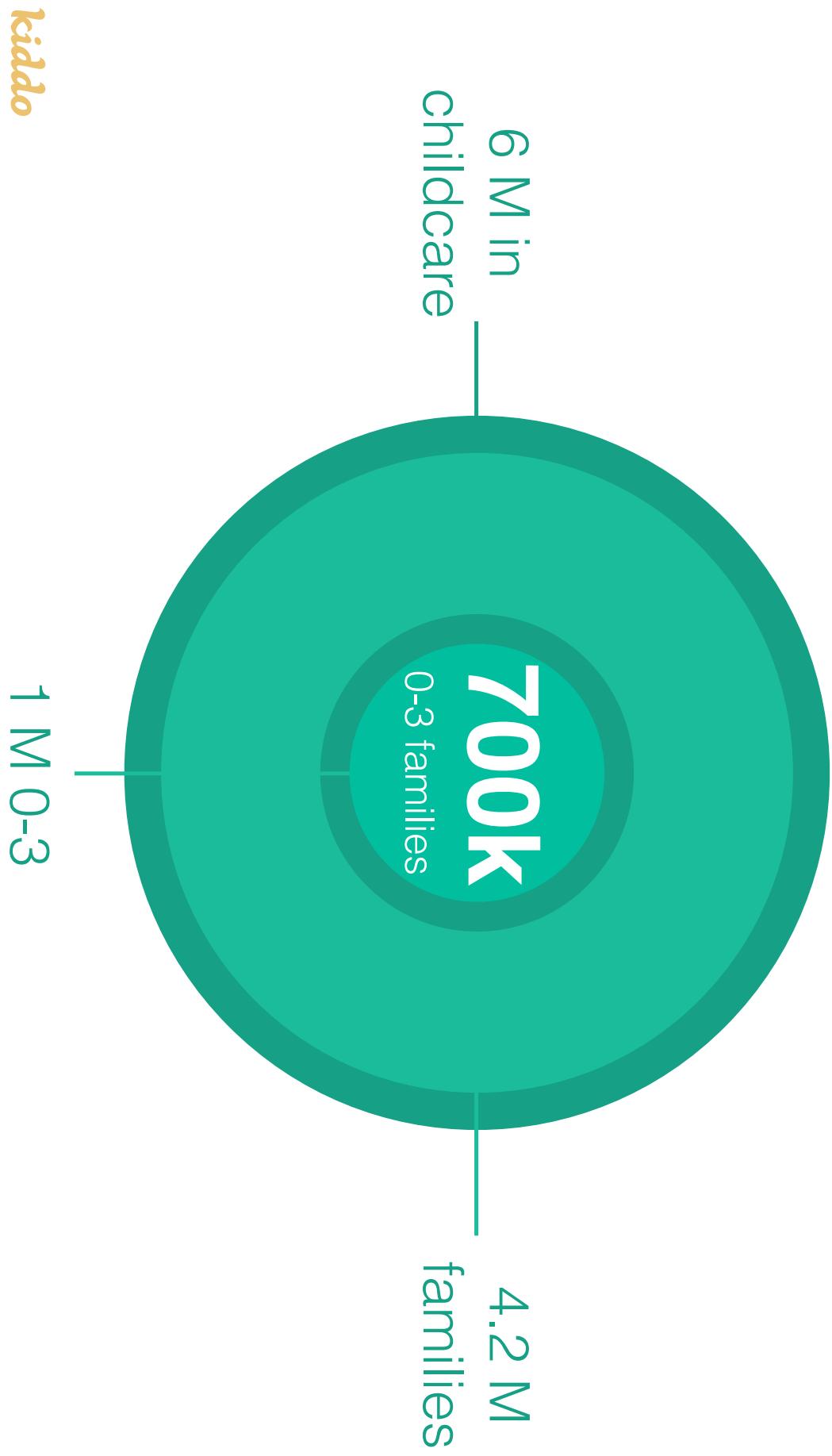
What's the market size?



kiddo

Market Analysis

What's the market size?



kiddo

Market Analysis

What's the market value?

£5.88b

England

0-3 families

=

700k

kiddo

Market Analysis

What's the market value?



The other user: The Childcarer

feel and think

Valued as an important role in kids lives

"I hope the parents think I'm doing well"

Non-stop

I could use more money

Husband

Dog

Crying, fighting, laughing
kids

Feet of children
pounding the floor

"How is she doing today?"

Making breakfast

Children playing, eating,
crying, sleeping

"You're going to be late"

Texting parents

"Good morning my lovely"

Watch kids

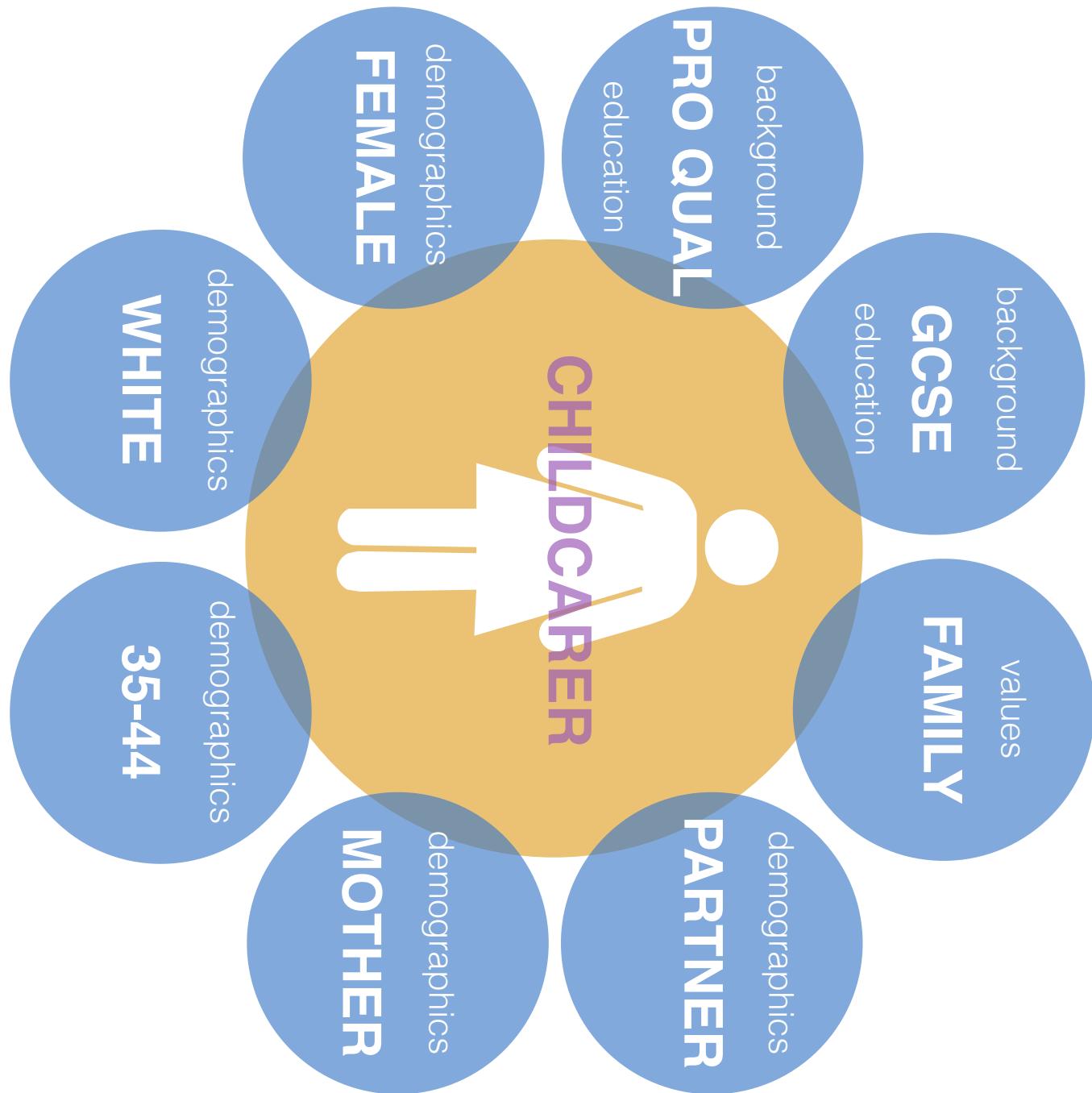
Meet and greet parents

Change diapers

see

hear

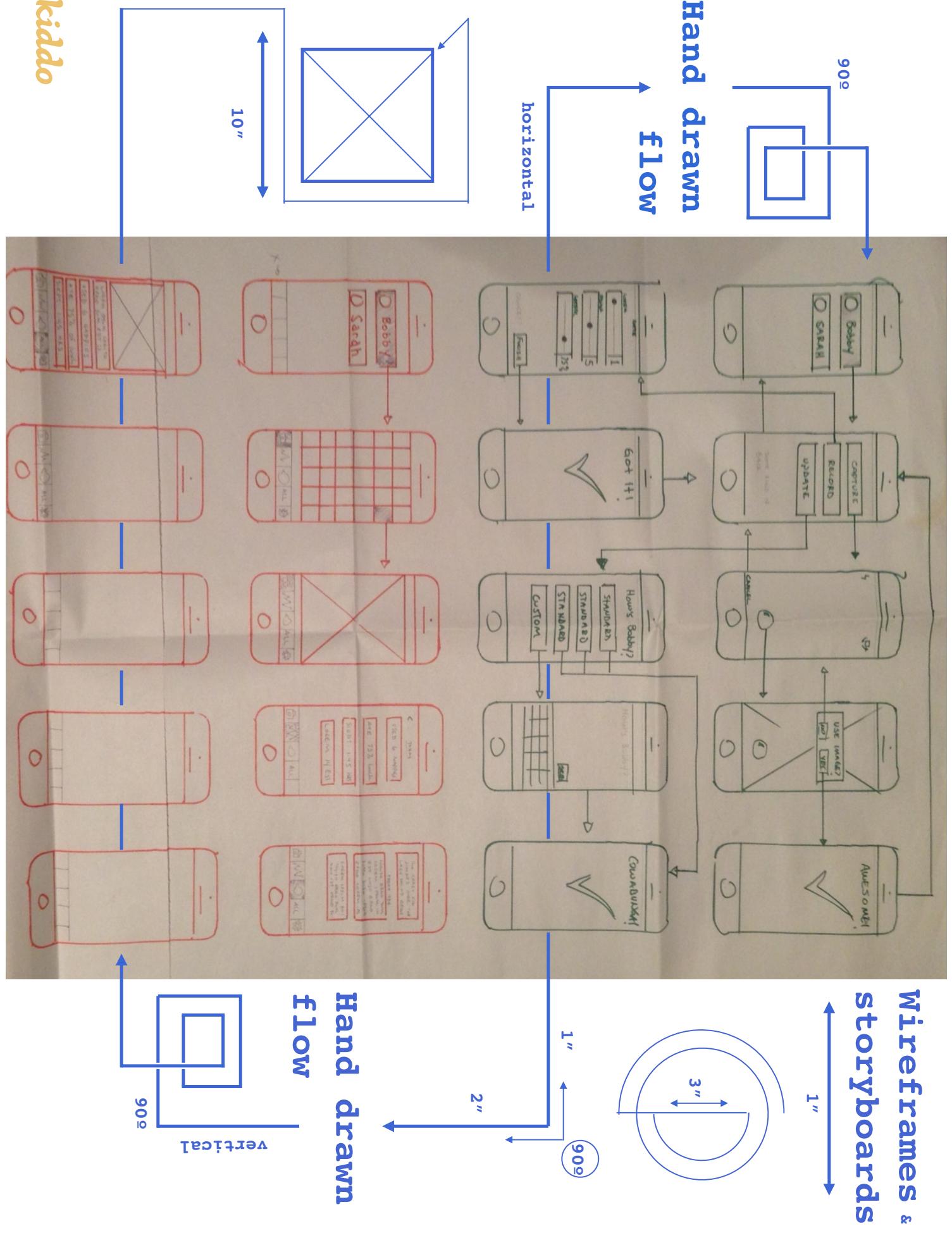
say and do



A potential solution

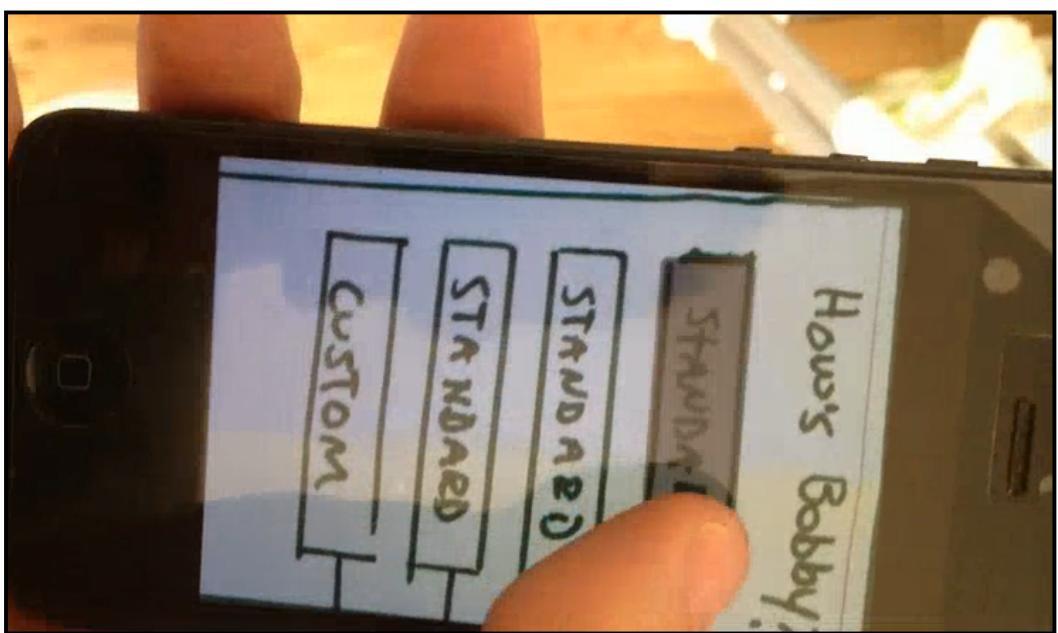
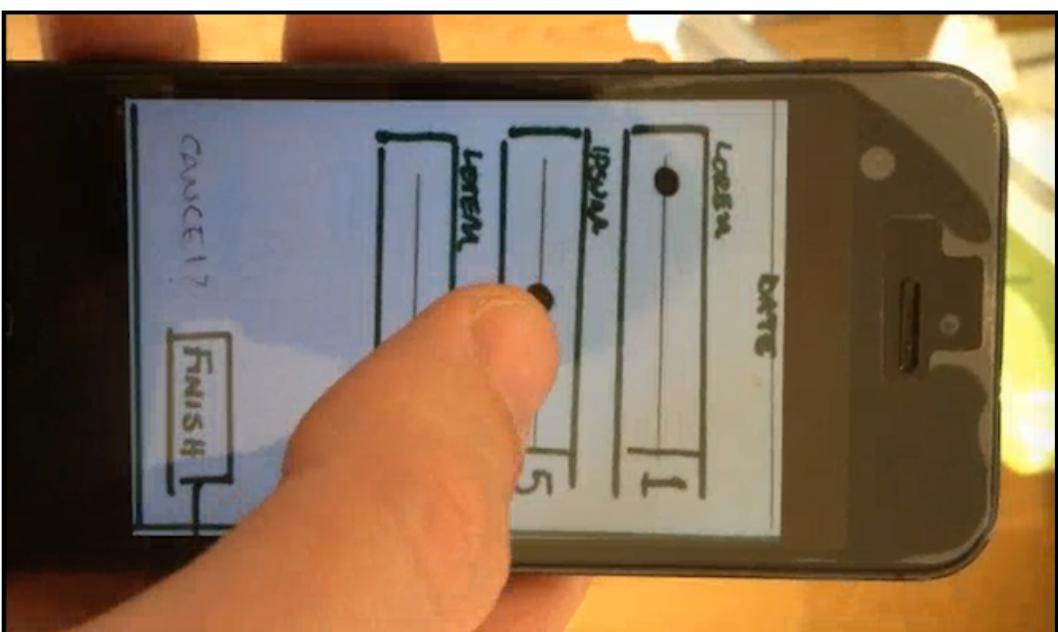
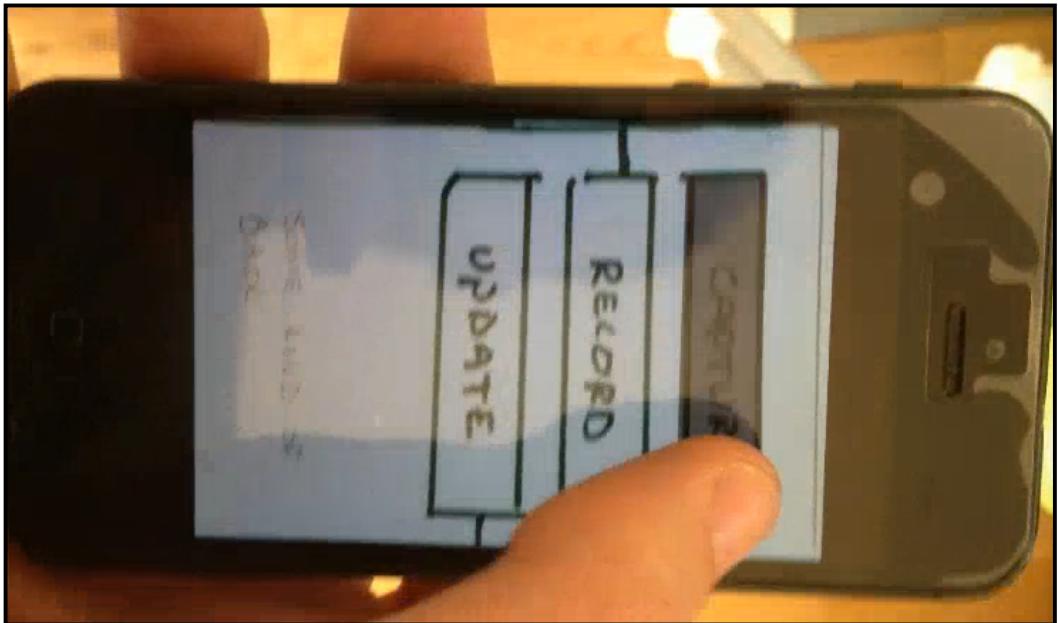
long

kiddo



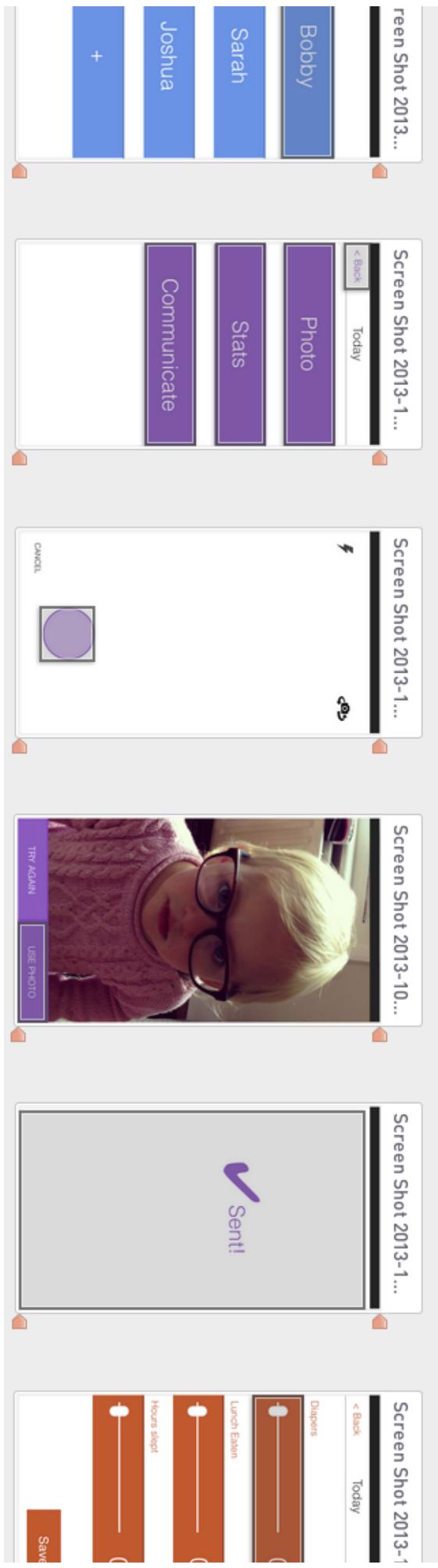
Prototyping with POP

kiddo



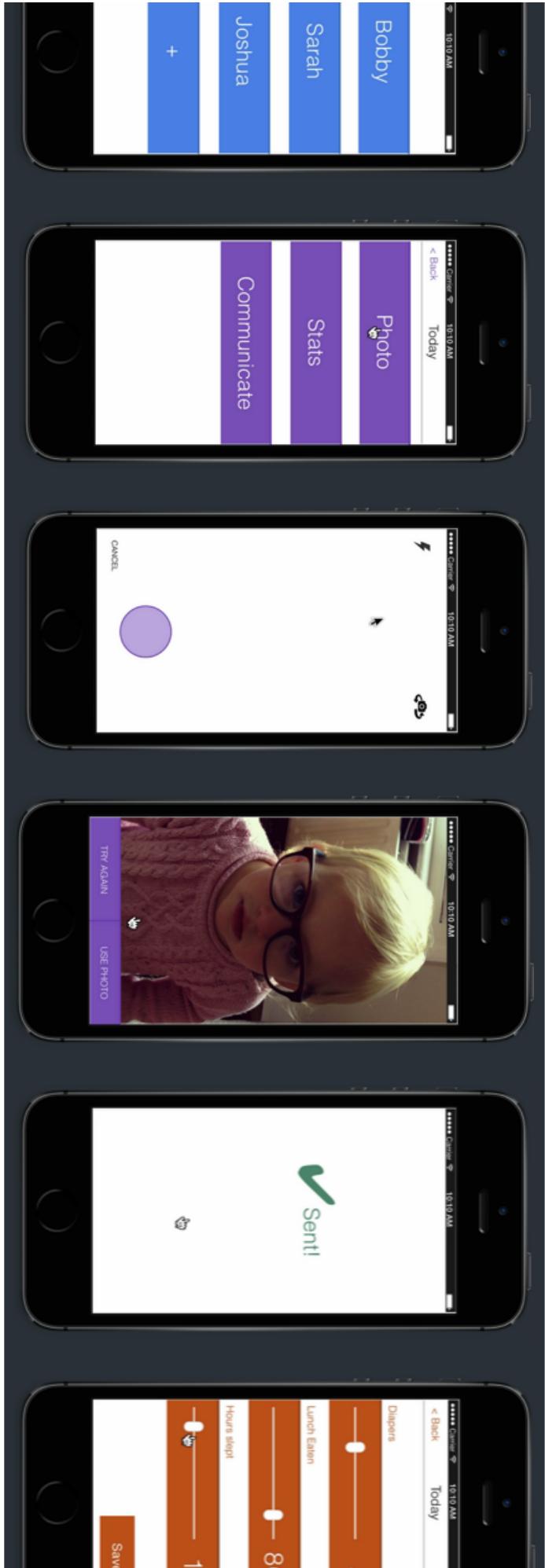
Designing in Keynote

kiddo



High Fidelity Prototype with Flint

kiddo



DEMO

Childcarer mode

✓ <https://www.flinto.com/p/f4d21501>

Parent mode:

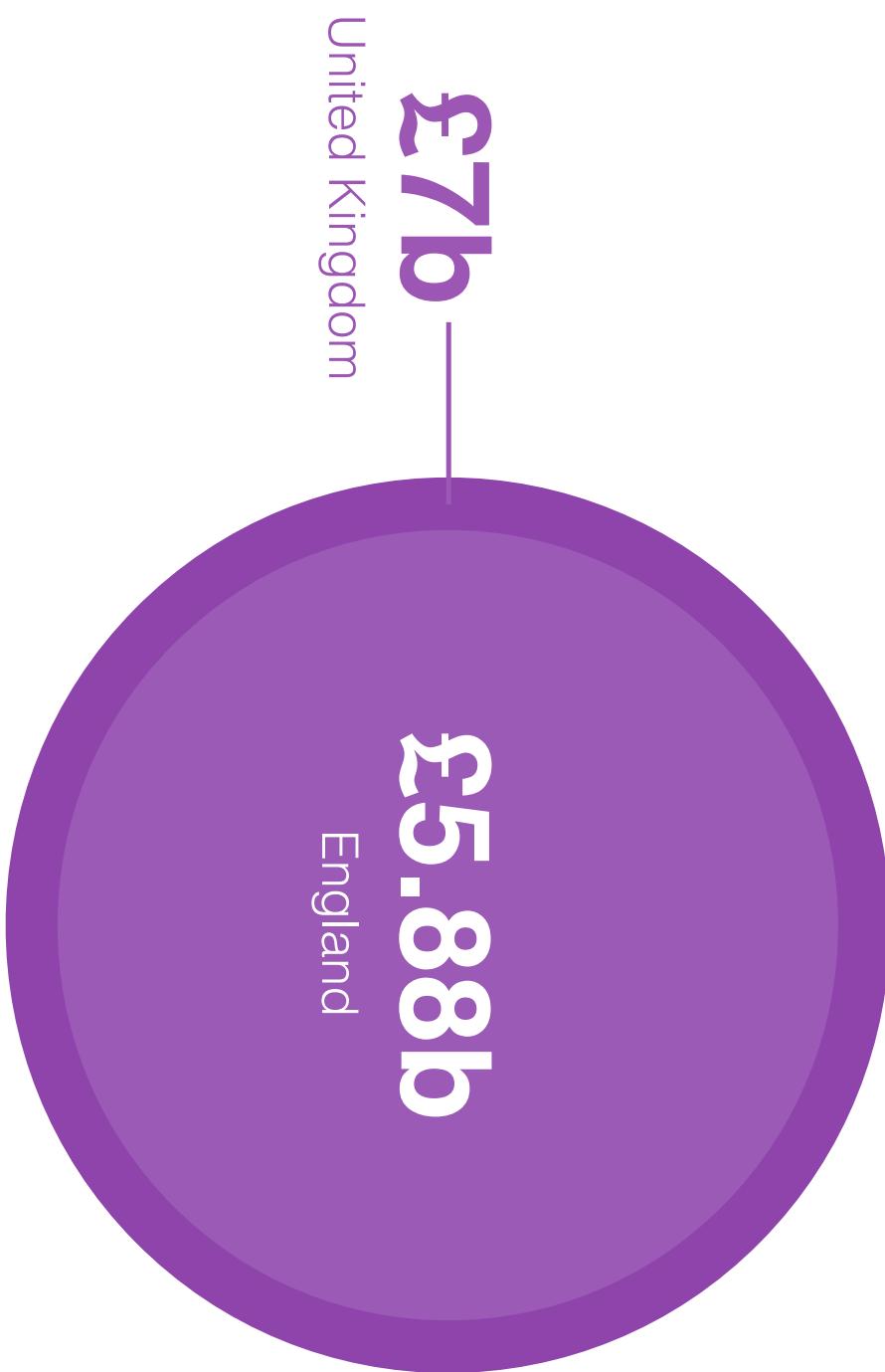
✓ <https://www.flinto.com/p/8ead66bc>

User Feedback

- ✓ “I love that the pictures are not stored on their side but that you as the parent aren’t missing anything.”
- ✓ Top concerns: information around sleep, food, and mood (default settings?)
- ✓ Words ‘update’ and ‘record’ are vague and confusing- changed to ‘stats’ and ‘messages’
- ✓ 92% were iOS users

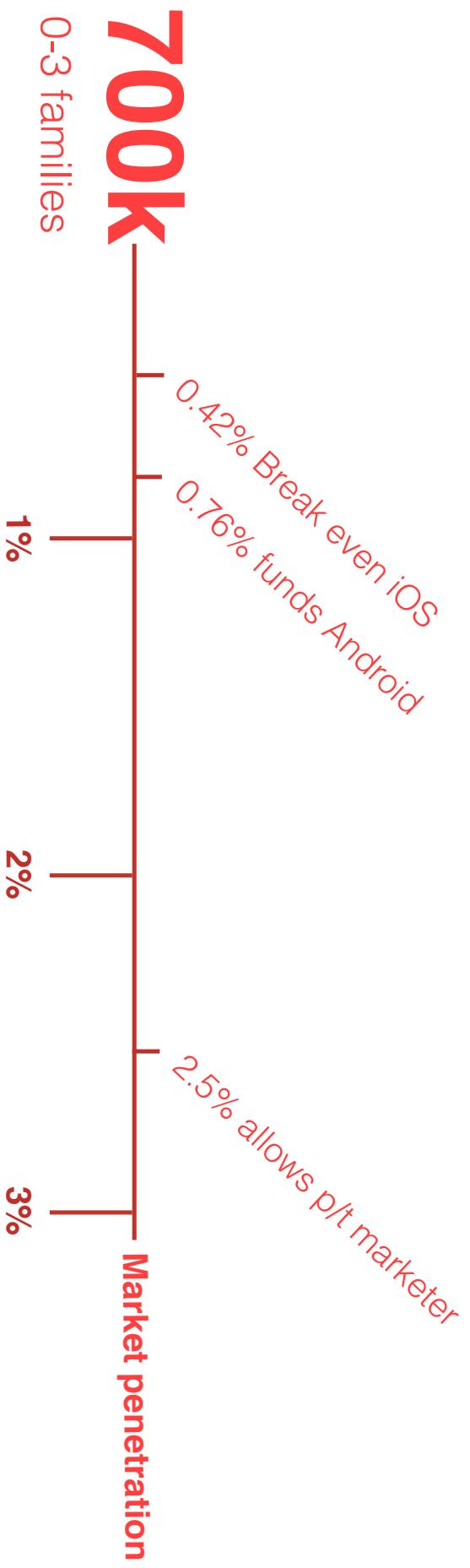
Market Analysis

What does success look like?



Market Analysis

What does success look like?



Notes

- 0.42% covers the cost of the marketing site as well as design and development of iOS v1
- 0.76% covers previous costs plus the finances to develop the Android version of Kiddo
- 2.5% provides £12k over the cost of iOS and Android
- The market will refresh as new babies are born each year

Financial model

Year	Spend	Market penetration	Revenue	Profit
1	6000	0.5	3500	-2500
2	6000	2	14000	8000
3	6000	3	21000	15000

Notes

1. First year spend is on development alone, marketing site and apps
2. Second and third year spend are on marketing efforts
3. Assumed second to worse case scenario of those evaluated to be as realistic as possible

Key Metrics

Visit
— Invite feature & marketing

Rate app prompt —
Download

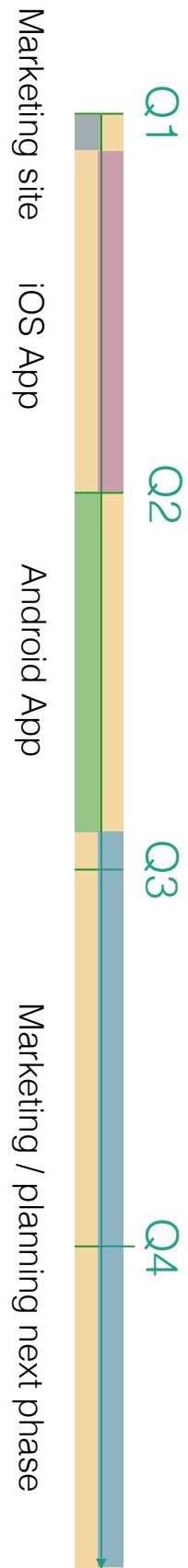
Create account

Return — Push notifications

Invite feature —
Invite others

Roadmap

Overview



Roadmap

Quarter 1: http://bit.ly/Kiddo_GA

Kiddo Product Roadmap						
File Edit View Insert Format Data Tools Help All changes saved in Drive						
Platform / Device	Theme	Epic	A	B	C	D
1 iOS	Login	User	Login with an email address and password			I want to
2 iOS	Login	User	Login signup with FB login			so that
3 iOS	Signup	User	Signup with a name, email, pw, and role			I can access the app
4 iOS	Signup	User	Invite a parent / childcarer to use the app via email address (or mobile no.?)			Signup is easy and 1 click
5 iOS	Account	Childcarer	Add a child to my account with a '+' button and child's name			I can access the app
6 iOS	Account	Childcarer	Invite a parent to the app via email address (and mobile no.?)			I can begin to share (or receive) information about the child
7 iOS	Account	Childcarer	Invite a childcarer to the app via email address (and mobile no.?)			I can begin to gather and share information about that child
8 iOS	Account	Parent	add the name of my child to my account			I can share information about the child with the parent
9 iOS	Account	Parent	Add a photo of my child to the account I created			I can begin receiving info about my kid
10 iOS	Account	Parent	Setup automatic push notification to the childcarer asking how the child is doing			I can have information that is collected around him / her
11 iOS	Account	Parent	Setup the daily stats I want to receive by selecting from a list (sleep, food, etc.)			I have a visual rep of him / her
12 iOS	Account	Parent	See the kids I'm responsible for listed on the homescreen of the app			I can begin to tell me how my child is doing
13 iOS	Childcarer mode	Home screen	Select a child's name to then be given options about how to capture information about that child			I can begin to receive that info from my childminder
14 iOS	Childcarer mode	Home screen	Select 'photo' to open a camera mode			she is prompted to tell me how my child is doing
15 iOS	Childcarer mode	Photos	Tap an icon to change which camera I'm using (forward or back facing)			she is prompted to tell me how my child is doing
16 iOS	Childcarer mode	Photos	Tap an icon to turn the flash on or off or automatic			I can quickly access them
17 iOS	Childcarer mode	Photos	Tap 'cancel' to return to the previous screen			I can gather information about him / her
18 iOS	Childcarer mode	Photos	Take a photo with the tap of one button			I can take a picture
19 iOS	Childcarer mode	Photos	Choose to 'try again' (instead of 'use photo') to retake a photo			I can choose which view works best for the situation
20 iOS	Childcarer mode	Photos	Choose to 'try again' (instead of 'use photo') to retake a photo			I can choose the appropriate flash for the setting
21 iOS	Childcarer mode	Photos	Choose to 'use photo' (instead of 'try again')			I can choose not to take a photo
						I can easily capture moments to send to parents
						I can be sure to capture the best moment
						I can send the photo to the parent
						It doesn't take up room on my phone and so that I'm not

Technology Partners

Parse

Parse offers a native SDK for iOS, Android (and more) to allow the app creator to focus solely on the front-end design, UX and coding. Everything is stored in the cloud.

Parse also offers an analytics package for tracking key metrics and a service for push notifications.



Mailchimp

Mailchimp offers a robust, safe, easy-to-use service with built in analytics for analysing the efficacy of a campaign. It's free to start and subscription prices only kick in once your reach 2k+ subscribers or 12k+ emails.

Social Media



Kiddo

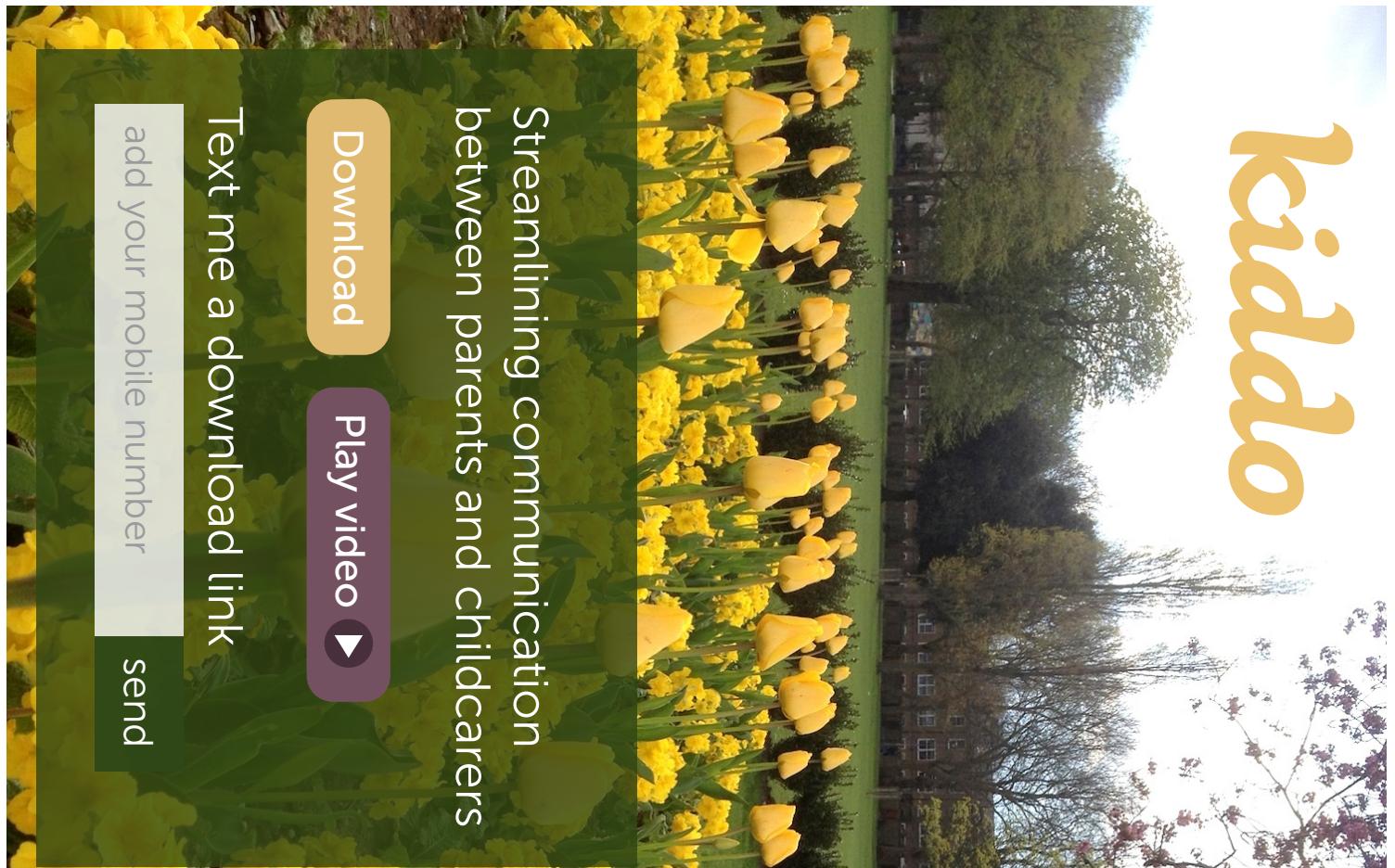
Streamlining communication
between parents and childcarers

Download

Play video ▶

Text me a download link

send



Appendix

long

Resources

Demographics of a childminder <http://dera.ioe.ac.uk/4652/1/RR300.pdf>

Source for parent age and couple status: <http://www.ons.gov.uk/ons/rel/vsob1/characteristics-of-Mother-1--england-and-wales/2011/sb-characteristics-of-mother-1.html>

Source for average household income: http://www.ons.gov.uk/ons/dcp171778_286243.pdf

Source for how time is spent: <https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CC4QFjAA&url=http%3A%2F%2Fwww.ons.gov.uk%2Fons%2Fre%2Flifestyles%2Ftime-use%2F2005-edition%2Ftable-1-time-spent-on-main-activity-by-age-group-with-rates-of-participation.xls-xls&ei=jDF6UriyK8WAhQfzp4GgDQ&usg=AFQjCNGNmLhuXPfsQcy2BJ9Rf4wMGrHjAw&bvm=bov.55980276,d.ZG4>

market analysis and sizing information: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/211820/SFR08-2013Text97-03 Updated Jun13.pdf

market value on childcare - <http://www.theguardian.com/money/2012/oct/28/childcare-bankrupting-middle-britain>. England makes up 84% of the population of the UK so the estimate was calculated by taking 84% Helen Penn's £7b estimate for childcare costs.