# CapStone Project – The Battle of the Neighborhoods

# Vcare – Uplay

# Business Problem Statement

In a community with growing population of families and young children, the life of newborn and toddler Mother’s is a challenge. In cases of working mother, full day at work and return to the second shift of continuous baby care with little help and no personal time. The other world of full-time mother raising postpartum depression in young mom’s due to the unexpected challenges with continuous caring of the baby and very less personal time.

Like everyone else, it is particularly important for young mothers and mothers of small children to have personal time to relax, swim, day at the spa or physical activity at the fitness center. The challenge is to find the best suitable place for the babies to be engaged, happy and safe, childcare centers

The traditional childcare centers agenda is to target full day or half day clients monthly to secure regular income and continuous cash flow. These traditional childcare centers will work for office going parents whereas does not provide any comfort or weightage for stay-at-home mothers.

# Solution

In support of stay-at-home mothers and for the after-hour welfare of working moms, the childcare will have care takers to attend to babies and toddlers on hourly basis or a full day based on the requests. This modern approach to childcare when setup near fitness center/sports clubs/spa helps the mothers to have a break in their hectic day to care for themselves. This will promote health and emotional wellbeing of the mothers and the family.

The proposal of the modern childcare comes with various advantages from ownership perspective also. It can work with maximum two fulltime employees and rest by part timers. The centers can also provide discounted monthly packages for one or two hours for attraction and have tie-ups with the near by fitness centers/clubs frequented by mothers. With the improved technology, the owners should be able to manage volume of requests on weekdays versus weekends by having the customers block the slots online only. The greatest challenge would be to select the appropriate community to establish the modern daycare center in Toronto/Ottawa neighborhood of Ontario Canada. The client will be provided maximum of 4 options on studying both the neighborhoods. The tools and process to overcome the challenge will be elaborated in the Data section.

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