



MAAHI SHAH
HEET THAKKAR
KUNJ BHUVA
SHASHWAT MENON

POV BABYSITTER

USER

A BABYSITTER LOOKING FOR LOCAL JOBS TO EARN EXTRA INCOME.

NEED

NEEDS A PLATFORM TO CONNECT WITH PARENTS SEEKING BABYSITTING SERVICES NEARBY.

INSIGHT

BECAUSE WORD-OF-MOUTH AND COMMUNITY BOARDS ARE UNRELIABLE AND SLOW, THEY MISS OUT ON OPPORTUNITIES TO FIND CONSISTENT WORK IN THEIR AREA.

POV BABYSITTER

USER

A PROFESSIONAL
BABYSITTER WHO
WANTS TO SHOWCASE
THEIR QUALIFICATIONS
AND EXPERIENCE.

NEED

NEEDS A WAY TO
HIGHLIGHT THEIR SKILLS,
CERTIFICATIONS, AND
REVIEWS TO ATTRACT
PARENTS LOOKING FOR
QUALITY CHILDCARE.

INSIGHT

BECAUSE MOST JOB
PLATFORMS DON'T
FOCUS ON CHILDCARE-
SPECIFIC SKILLS, THEY
STRUGGLE TO STAND
OUT AND BUILD TRUST
WITH POTENTIAL
CLIENTS.

POV PARENT

USER

A PARENT WHO OCCASIONALLY NEEDS A BABYSITTER FOR EVENING OUTINGS OR EMERGENCIES.

NEED

NEEDS A RELIABLE PLATFORM TO FIND TRUSTED BABYSITTERS IN THEIR LOCALITY ON SHORT NOTICE.

INSIGHT

BECAUSE ASKING FRIENDS OR SEARCHING ON SOCIAL MEDIA OFTEN TAKES TOO LONG AND DOESN'T GUARANTEE AVAILABILITY, THEY STRUGGLE TO FIND A BABYSITTER WHEN NEEDED URGENTLY.

POV PARENT

USER

A WORKING PARENT WHO NEEDS A REGULAR BABYSITTER FOR SPECIFIC HOURS DURING THE WEEK.

NEED

NEEDS A WAY TO FIND BABYSITTERS WITH CONSISTENT AVAILABILITY AND EXPERIENCE IN CHILDCARE.

INSIGHT

BECAUSE INFORMAL ARRANGEMENTS WITH BABYSITTERS OFTEN LEAD TO SCHEDULING CONFLICTS AND UNCERTAINTIES, THEY FIND IT HARD TO MAINTAIN A STABLE CHILDCARE ROUTINE.

POV MADLIB

A BABYSITTER WHO WANTS TO EARN EXTRA INCOME IS LOOKING FOR A RELIABLE WAY TO CONNECT WITH PARENTS NEEDING CHILDCARE NEARBY. THEY OFTEN STRUGGLE WITH INCONSISTENT JOB OPPORTUNITIES BECAUSE WORD-OF-MOUTH AND COMMUNITY BOARDS ARE SLOW AND UNRELIABLE. A PLATFORM THAT ALLOWS THEM TO FIND LOCAL BABYSITTING JOBS EFFICIENTLY WOULD HELP THEM SECURE STEADY WORK AND MAXIMIZE THEIR AVAILABILITY.

A PROFESSIONAL BABYSITTER WITH EXPERIENCE AND CERTIFICATIONS WANTS TO SHOWCASE THEIR QUALIFICATIONS TO ATTRACT MORE CLIENTS. THEY FIND IT DIFFICULT TO STAND OUT ON GENERIC JOB PLATFORMS THAT DON'T HIGHLIGHT CHILDCARE-SPECIFIC SKILLS. BY HAVING A DEDICATED SPACE TO DISPLAY THEIR EXPERTISE, CERTIFICATIONS, AND REVIEWS, THEY CAN BUILD TRUST WITH PARENTS AND SECURE HIGH-QUALITY JOB OPPORTUNITIES.

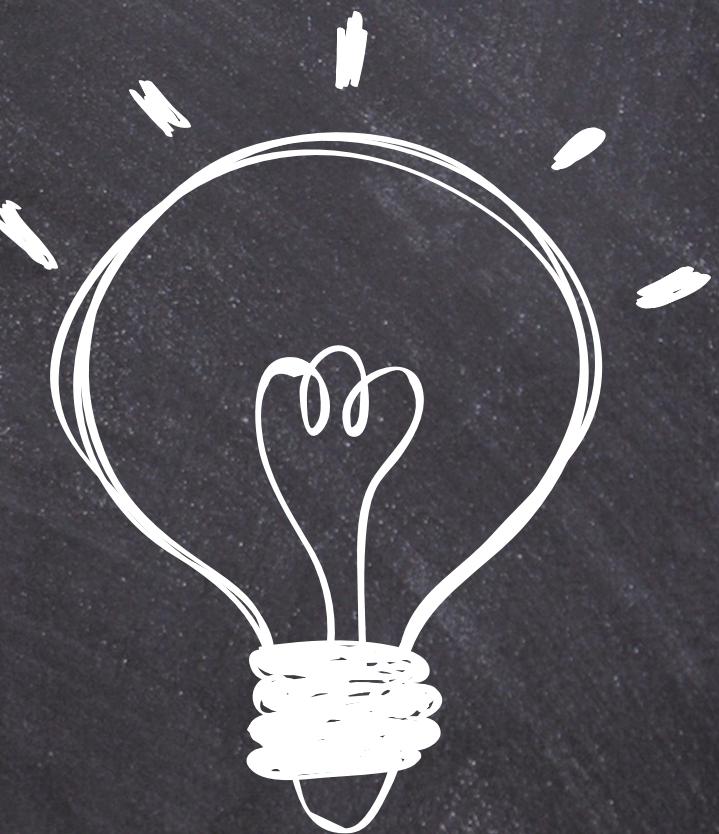
POV MADLIB

A PARENT WHO OCCASIONALLY NEEDS A BABYSITTER FOR EVENING OUTINGS OR EMERGENCIES IS LOOKING FOR A QUICK AND RELIABLE WAY TO FIND TRUSTED CHILDCARE NEARBY. RELYING ON FRIENDS OR SOCIAL MEDIA OFTEN TAKES TOO LONG AND DOESN'T GUARANTEE AVAILABILITY. A PLATFORM THAT PROVIDES VETTED SITTERS ON SHORT NOTICE WOULD HELP THEM FEEL MORE SECURE AND PREPARED FOR LAST-MINUTE PLANS.

A WORKING PARENT WITH A SET SCHEDULE NEEDS A BABYSITTER WHO IS CONSISTENTLY AVAILABLE DURING SPECIFIC HOURS EACH WEEK. INFORMAL BABYSITTING ARRANGEMENTS OFTEN LEAD TO SCHEDULING CONFLICTS AND UNCERTAINTY, MAKING IT DIFFICULT TO MAINTAIN A STABLE CHILDCARE ROUTINE. A RELIABLE PLATFORM THAT CONNECTS THEM WITH EXPERIENCED BABYSITTERS WHO MATCH THEIR AVAILABILITY WOULD PROVIDE PEACE OF MIND AND STABILITY.

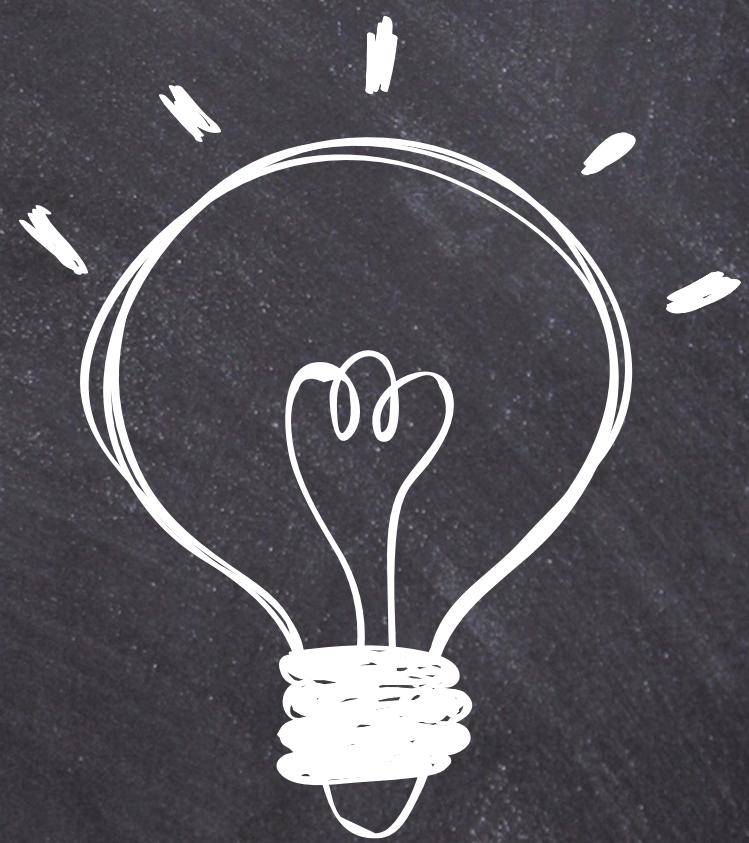
HOW MIGHT WE?

- > HMW BUILD TRUST BETWEEN PARENTS AND BABYSITTERS WHO ARE NEW TO THE PLATFORM ?
- > HMW CREATE A SEAMLESS WAY FOR BABYSITTERS TO COMMUNICATE AND SCHEDULE JOBS WITH PARENTS ?
- > HMW PROVIDE CREDIBILITY TO PROFESSIONAL BABYSITTERS THROUGH ENDORSEMENTS OR VERIFICATION BADGES ?
- > HMW HELP PARENTS EASILY COMPARE AND CHOOSE THE RIGHT BABYSITTER BASED ON EXPERTISE ?



HOW MIGHT WE?

- > HMW DESIGN A SYSTEM THAT REWARDS AND RECOGNIZES EXPERIENCED BABYSITTERS ?
- > HMW INTEGRATE SAFETY FEATURES LIKE EMERGENCY CONTACTS OR REAL-TIME CHECK-INS FOR BABYSITTERS ?
- > HMW ENABLE BABYSITTERS TO SHOWCASE REAL-TIME AVAILABILITY AND PRE-SET SERVICE PACKAGES ?
- > HMW PROVIDE IDENTITY VERIFICATION AND BACKGROUND CHECKS TO ENSURE SAFETY FOR BOTH PARTIES ?



HOW MIGHT WE?

- > HMW CREATE A SECURE MESSAGING AND VIDEO CALL FEATURE WITHIN THE PLATFORM FOR PARENTS AND BABYSITTERS TO CONNECT ?
- > HMW ALLOW PARENTS TO SCHEDULE BABYSITTERS FLEXIBLY AND HANDLE LAST-MINUTE NEEDS ?
- > HMW CREATE A BOOKING SYSTEM THAT ALLOWS BABYSITTERS TO SET THEIR AVAILABILITY AND PREFERENCES ?

