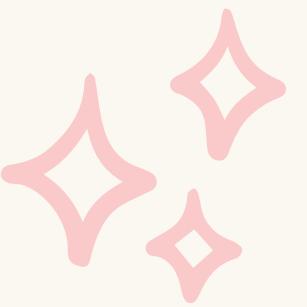


# KiddoCare



# Contents

1

*Background  
Information*

2

*Competitive  
Analysis*

3

*Survey*

4

*Users*

5

*Kiddocare*

# Introduction

## About the App

A trusted app for parents to find, book, and manage babysitters with ease. Featuring verified profiles, real-time availability, and advanced filters for tailored childcare needs.

Supports infant care, after-school assistance, and teenage babysitting with safety-focused features. Flexible booking, real-time updates, and expert parenting resources ensure peace of mind.

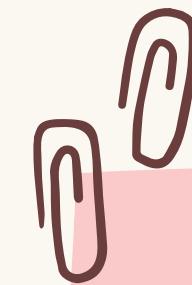
# Difficulties

- Trust & Safety: Background checks & credential verification to build confidence.
- Matching & Availability: Smart matching based on parents' needs, schedules & location.
- User Retention: Engaging parents & babysitters via seamless communication & incentives.
- Pricing & Payments: Fair wages for babysitters while keeping pricing competitive.
- Emergency Bookings: Reliable real-time solutions for urgent childcare needs.

# Competitive Analysis



care.



## Care.com

### Pros:

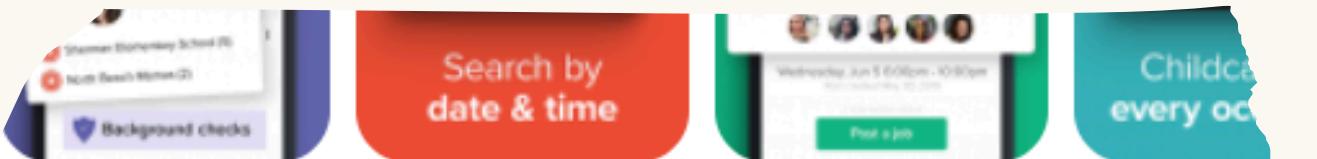
- Large database of babysitters with verified profiles and background checks.
- Advanced search filters (location, experience, special skills).
- In-app messaging and booking system.

### Cons:

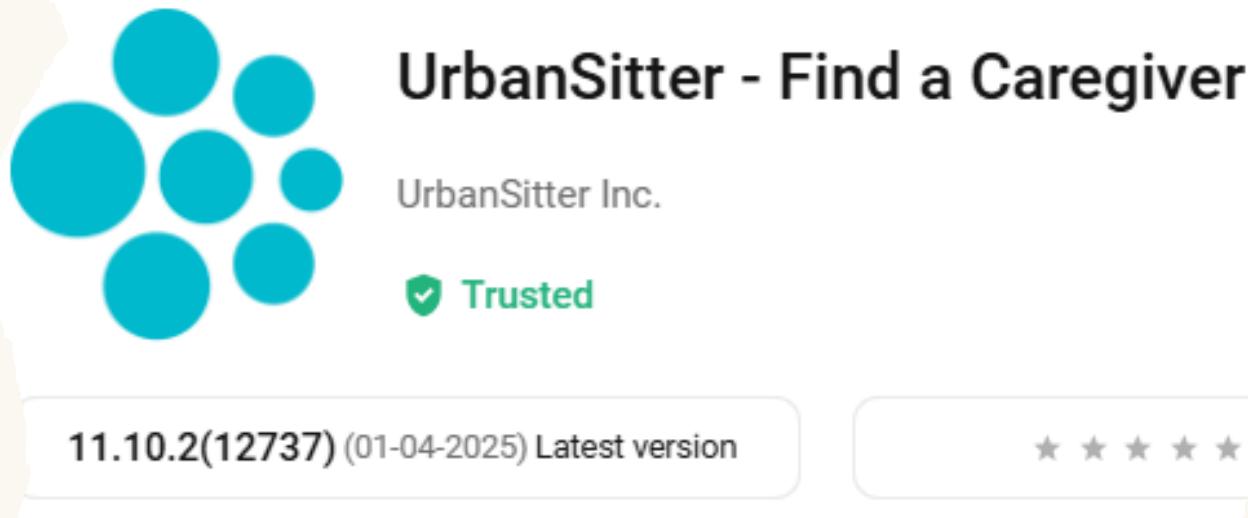
- Subscription required for full access.
- Limited real-time availability updates.
- No on-demand or emergency booking feature.

# Competitive Analysis

## Urban Sitter



Homepage > Android Apps > Parenting > **UrbanSitter - Find A Caregiver**



### Pros:

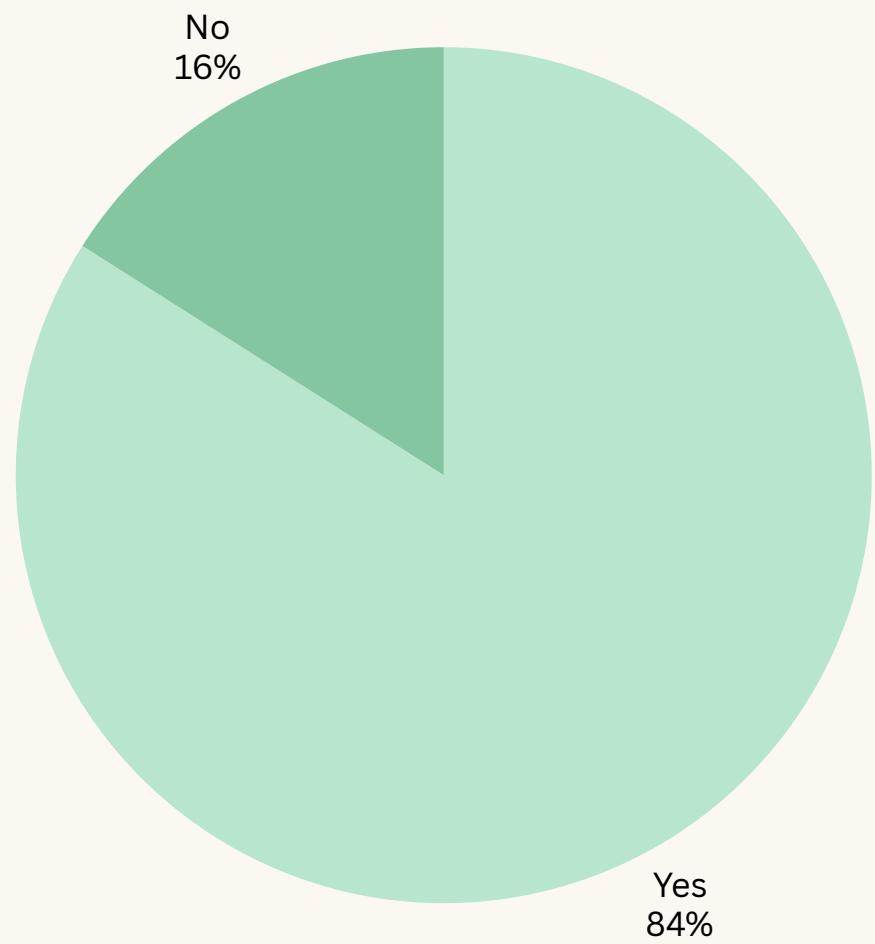
- Real-time booking with last-minute availability.
- Reviews and recommendations from friends and local networks.
- Membership options for unlimited bookings.

### Cons:

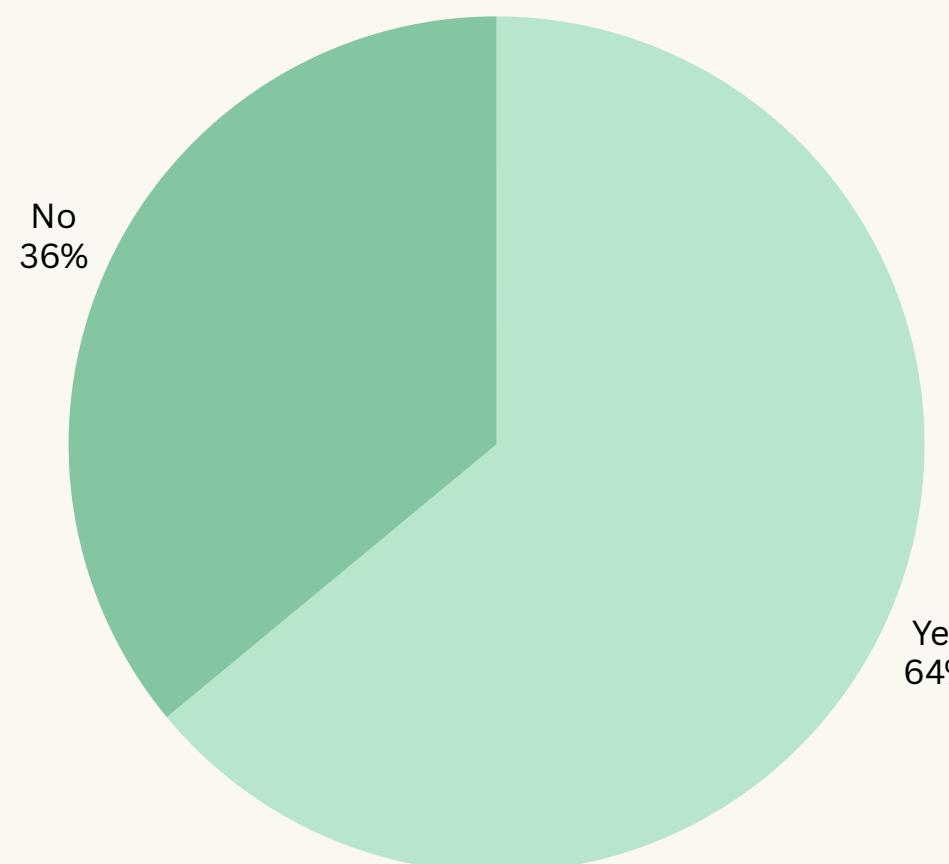
- Limited to major cities.
- Higher service fees compared to competitors.
- No extensive parenting resources or expert tips.

# Analysis

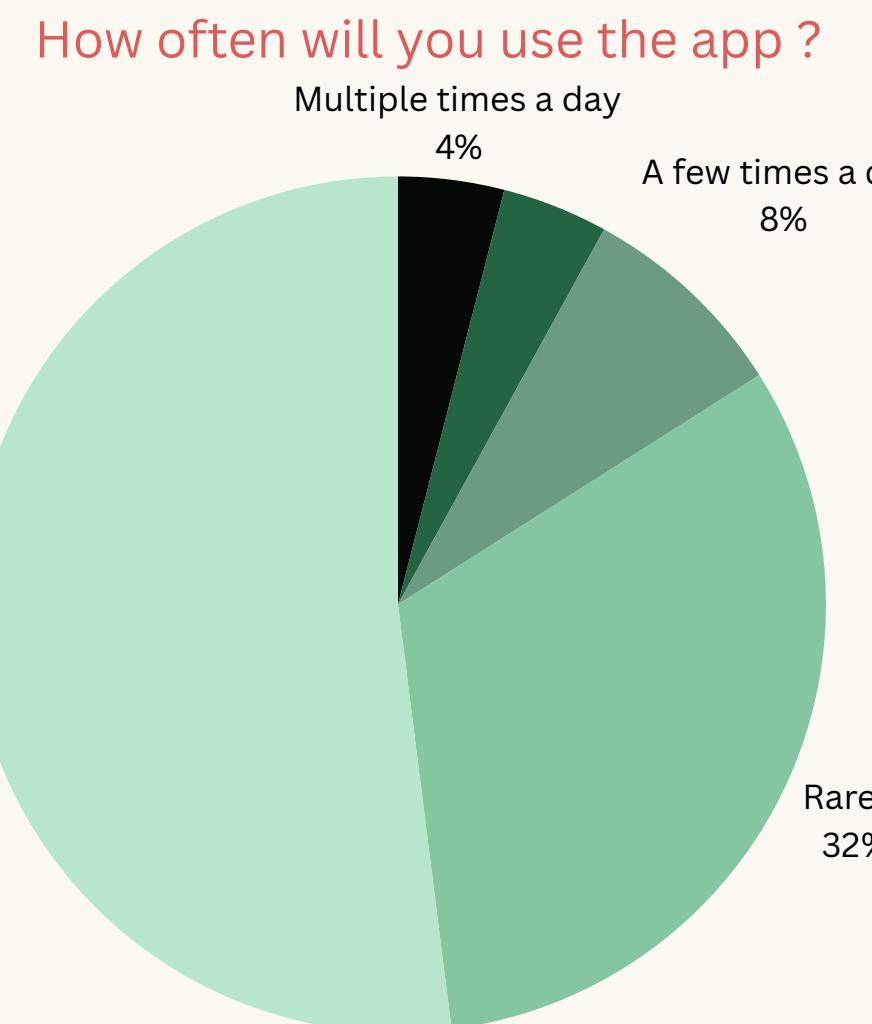
Have you used a babysitter app before?



If you haven't used a babysitter app,  
would you be willing to try one?

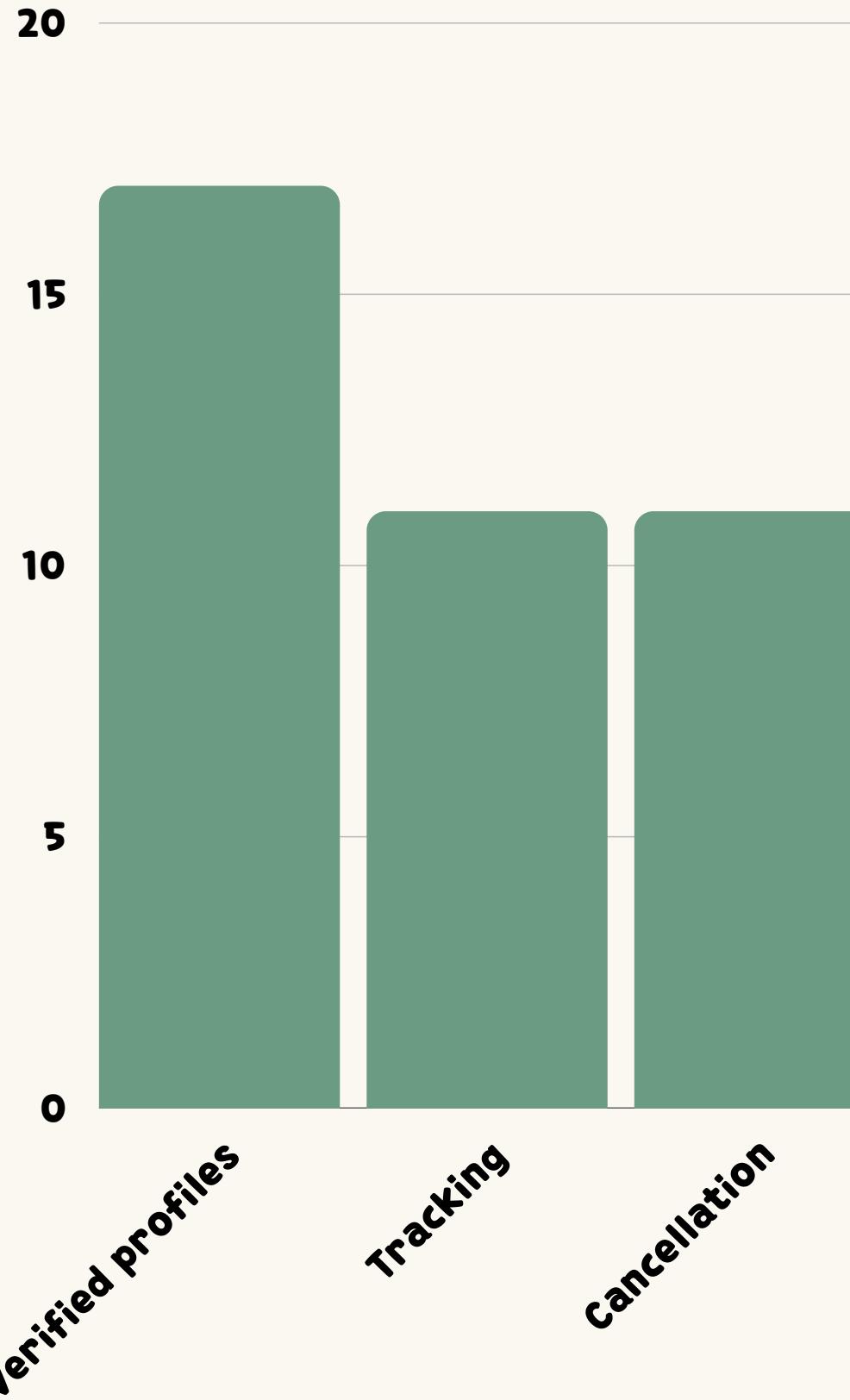


Only when needed for specific tasks  
52%

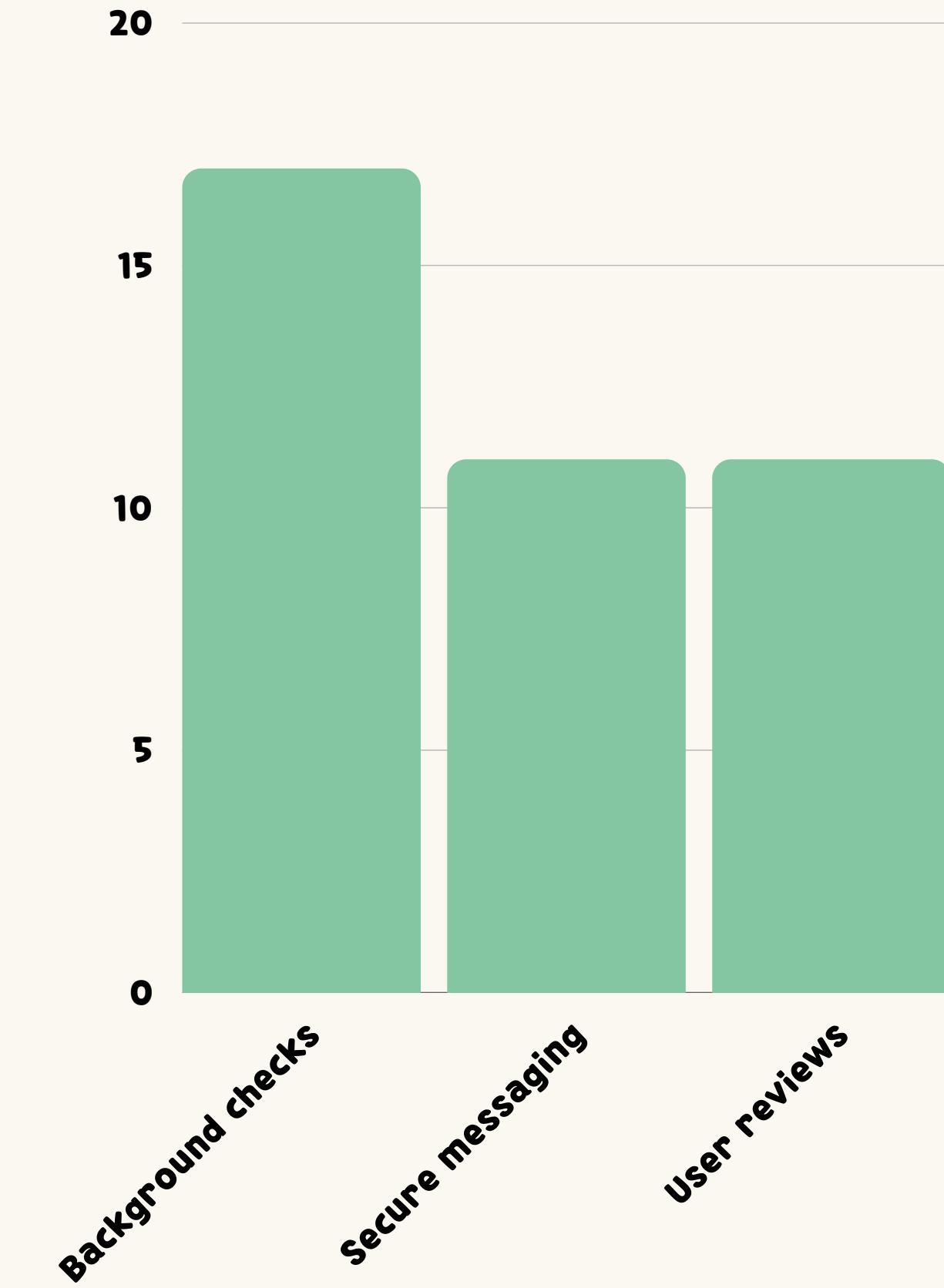


# Analysis

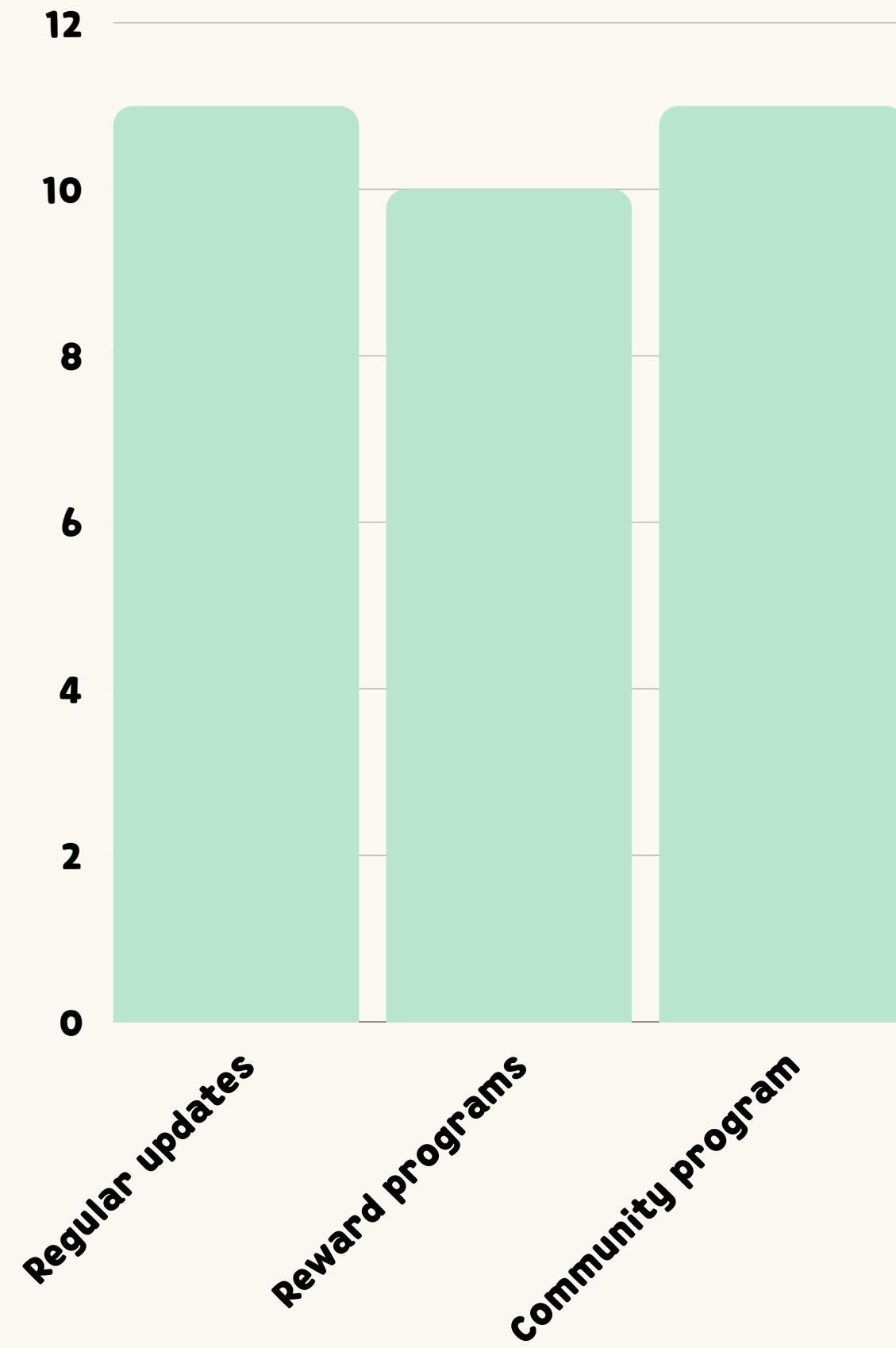
Which features are most important for parents ?



What security features are essential for this app ?

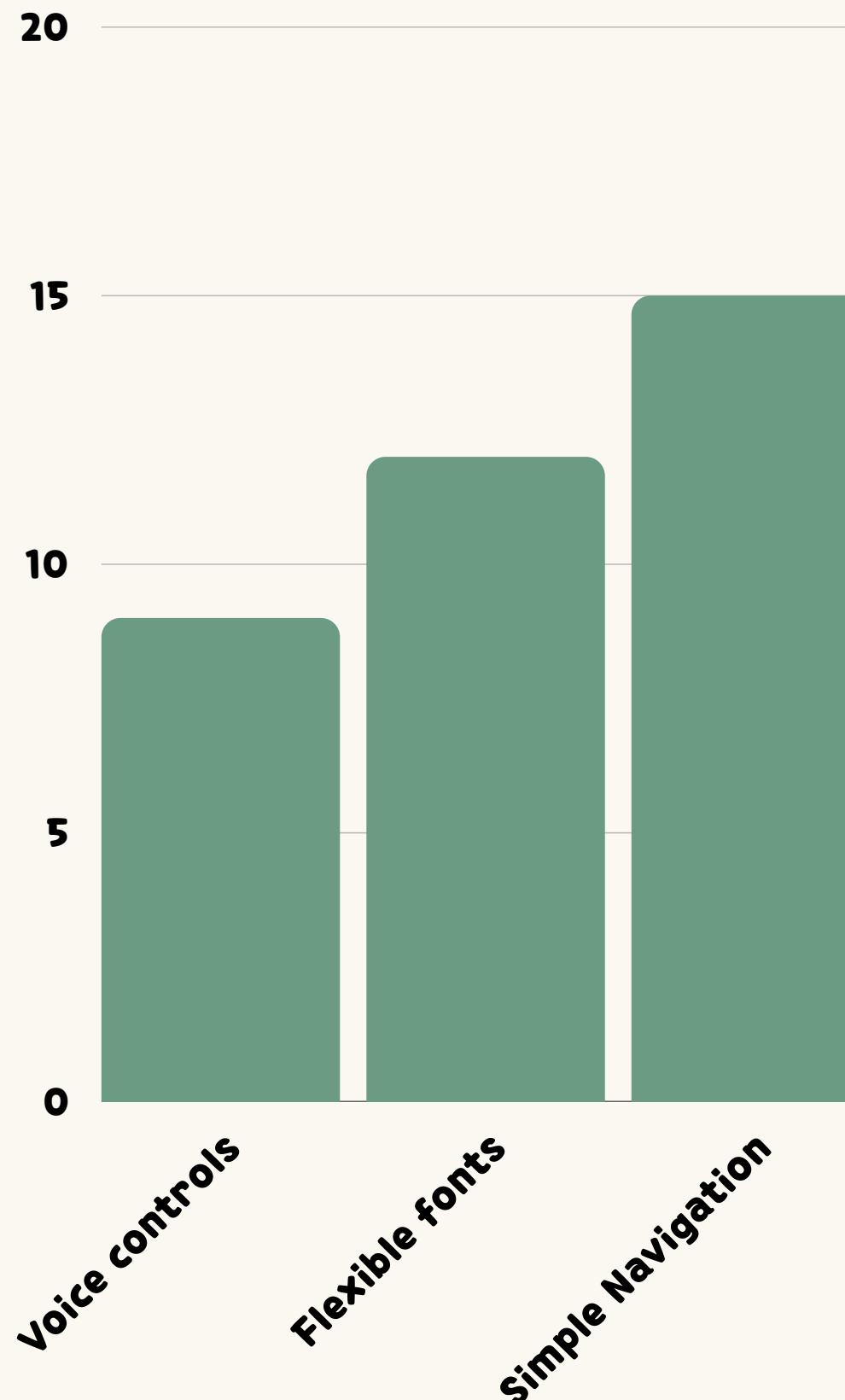


How should the app keep users engaged ?

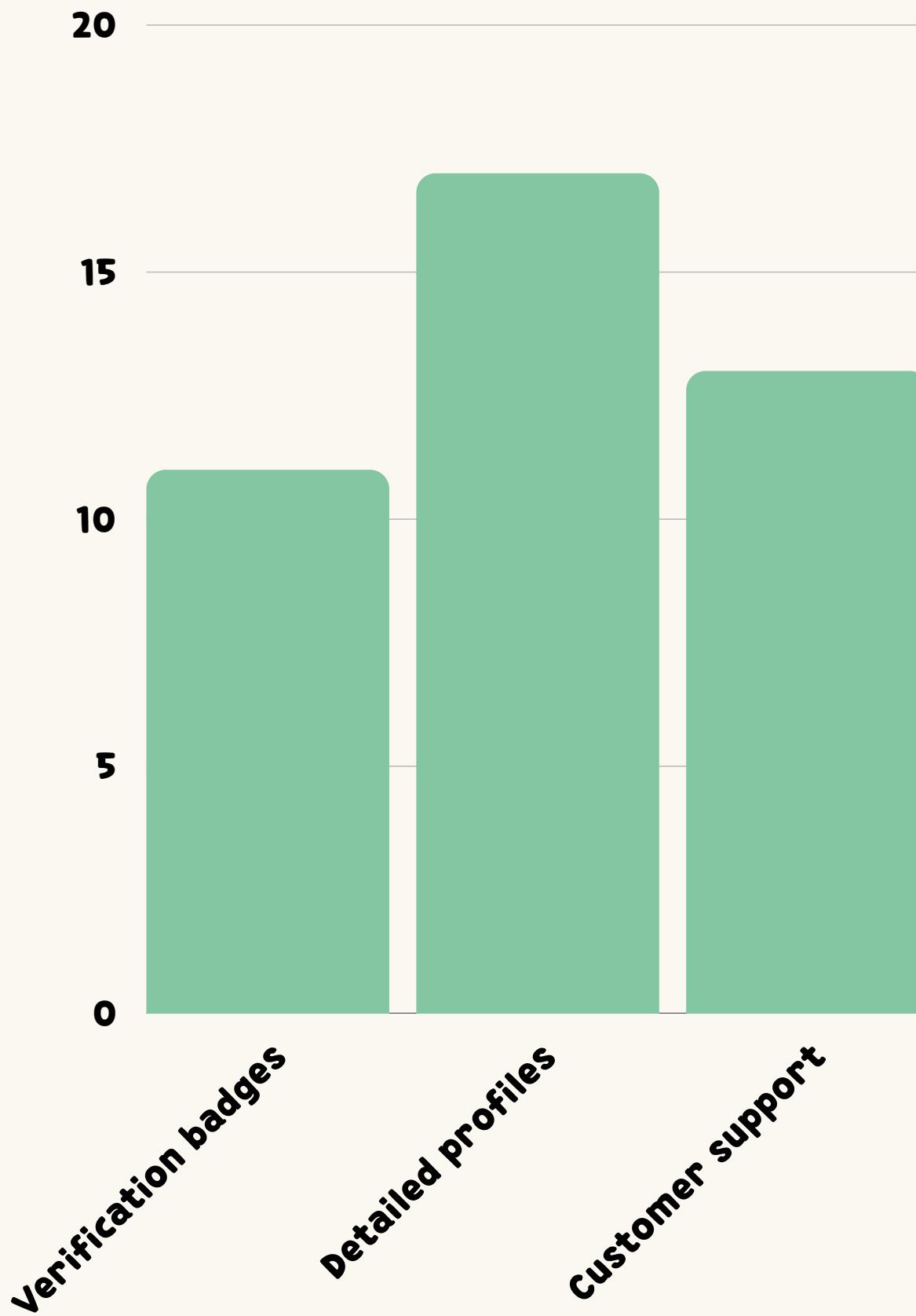


# Analysis

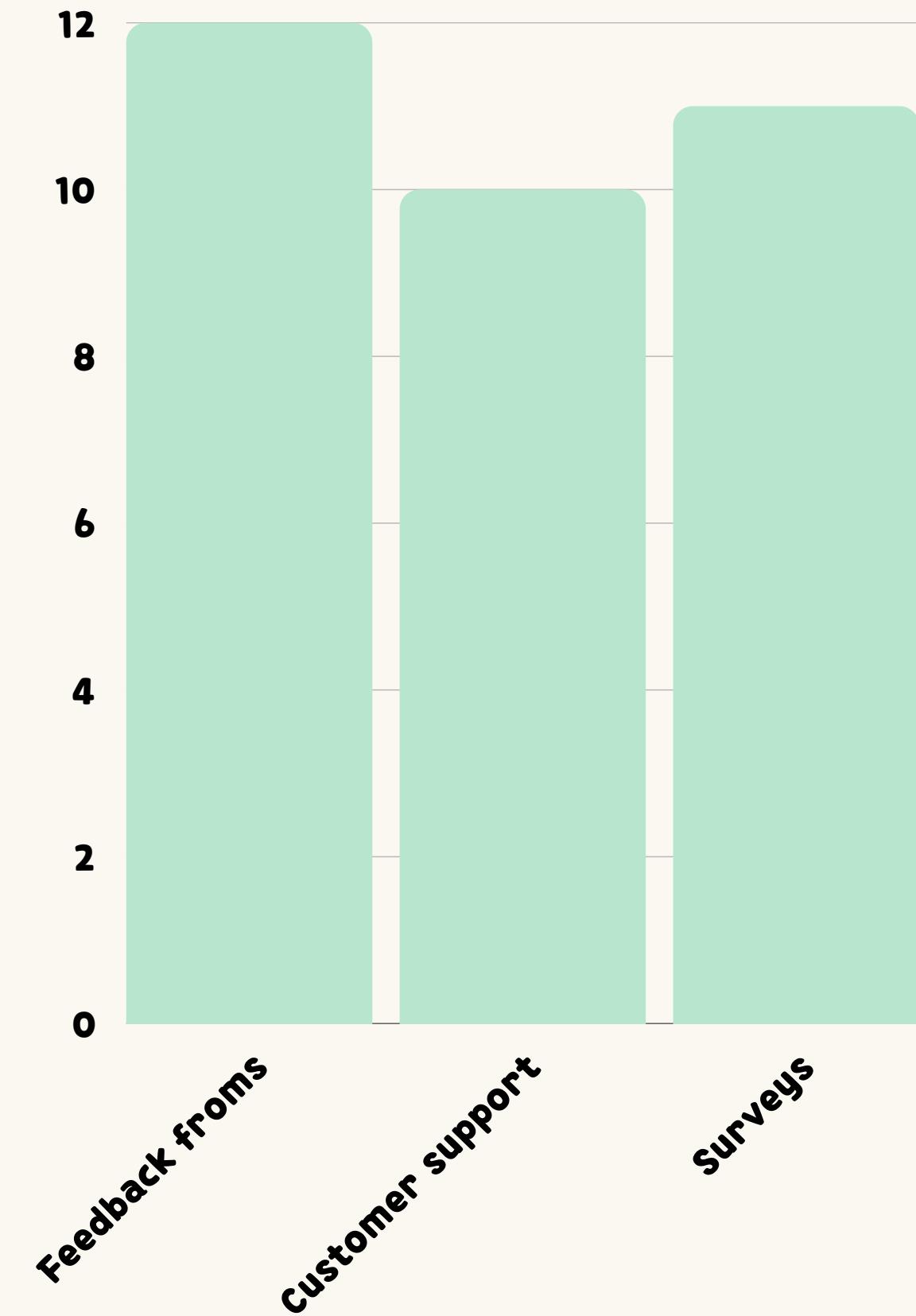
What accessibility features should the app include?



How should trust be built into the app design?



How should users provide feedback?



# Problem Statement

Parents need a reliable and secure platform to find trusted babysitters who match their specific schedules, location, and childcare needs.

They seek a service that ensures verified caregivers, offers seamless booking and communication, and provides real-time availability for last-minute requests.

The platform should be easy to use, with transparent pricing and features that enhance trust, convenience, and engagement.



## Aditya Sharma

Age- 34

Occupation- IT Professional

Location- Bangalore

Interests- Family, technology

# User Persona

Aditya's life is a whirlwind of work, family, and social commitments. He values convenience and reliability in services that help him manage his busy life.

## Goals

- Balance work and family responsibilities
- Save time with efficient services
- Ensure reliable childcare solutions

## Needs

- Services that help him save time and reduce stress
- Reliable and convenient childcare solutions
- Family-friendly services like restaurants and educational resources

# Empathy mapping


---

	Thinks	Does	
	Feels	Says	

---

<ul style="list-style-type: none"><li>• "I need a reliable way to manage my time and responsibilities."</li><li>• "Balancing work, family, and personal time is challenging."</li><li>• "I wish I had more convenient services to help with daily tasks."</li><li>• "Finding a trustworthy babysitter should be quick and easy."</li></ul>	<ul style="list-style-type: none"><li>• Manages work commitments and tight schedules</li><li>• Spends quality time with family whenever possible</li><li>• Uses technology to streamline daily tasks</li><li>• Looks for on-demand services to simplify life</li></ul>	<ul style="list-style-type: none"><li>• Overwhelmed with multiple responsibilities</li><li>• Stressed about balancing work and family life</li><li>• Frustrated when services are unreliable or inefficient</li><li>• Relieved when he finds convenient and time-saving solutions</li></ul>	<ul style="list-style-type: none"><li>• "I barely have time to juggle everything."</li><li>• "I need quick and reliable childcare options."</li><li>• "Finding the right help shouldn't be this complicated."</li><li>• "I just want to make life easier for my family."</li></ul>
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## Priya Kulkarni

Age- 29  
Freelance Content Writer  
Location- Pune  
Interests- Family, Reading

# User Persona

Priya Kulkarni is a 29-year-old freelance content writer and a single mother in Pune, balancing work and parenting while striving for financial stability.

## Goals

- Improve time management to avoid missing important tasks.
- Stay healthy by maintaining a consistent meal schedule.
- Increase productivity without feeling overwhelmed.

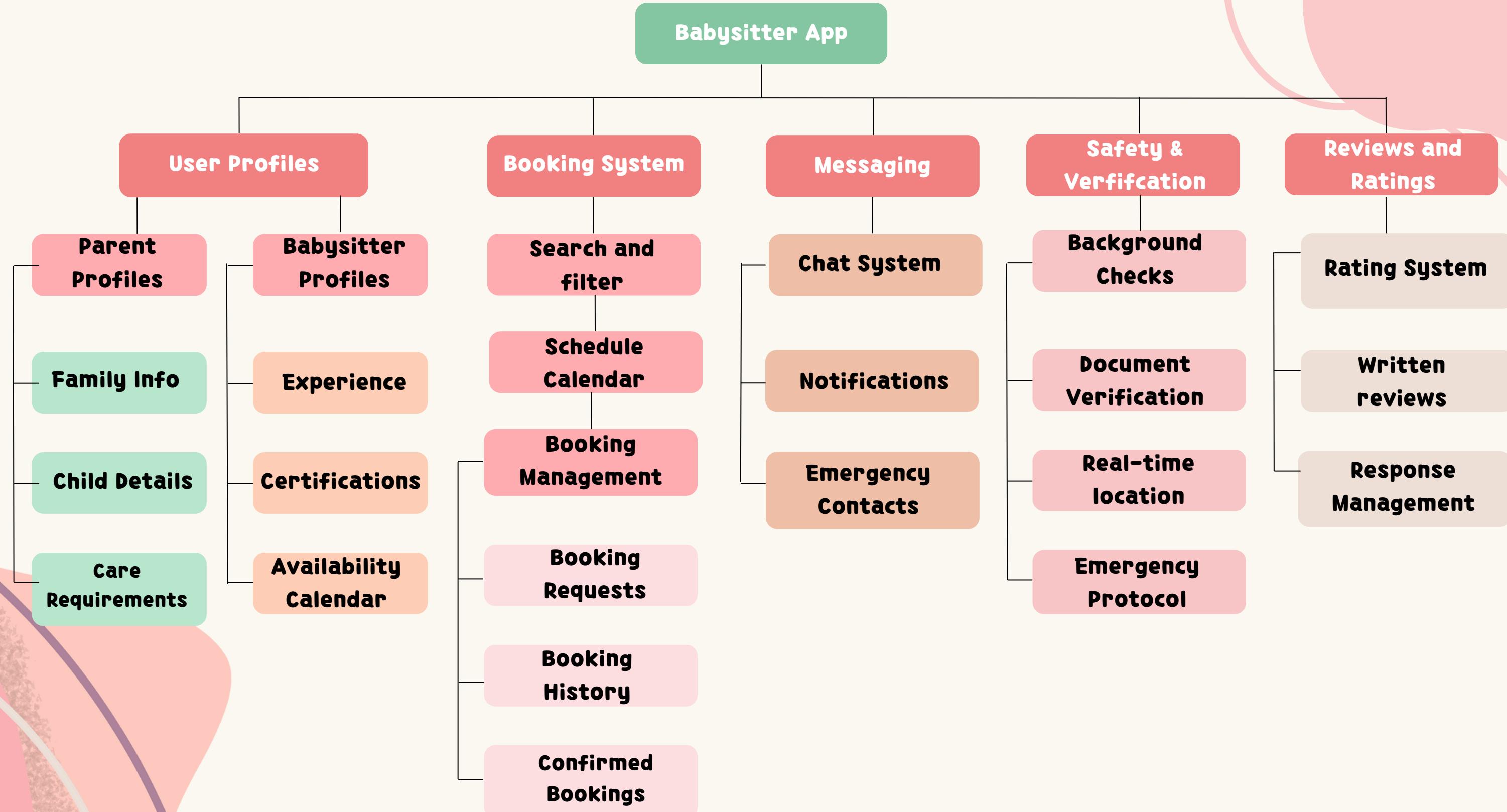
## Needs

- A structured system to manage his daily tasks efficiently.
- Reminders and scheduling tools to help him stay on track.
- Health-conscious solutions, such as meal planning or delivery services.

# Empathy mapping

	Thinks	Does	
	Feels	Says	
	<ul style="list-style-type: none"><li>• “I need to organize my tasks better.”</li><li>• “My schedule is so packed that I forget to eat.”</li><li>• “I wish I had a better way to balance work and life.”</li><li>• “I need quick and efficient solutions to stay on track.”</li></ul>	<ul style="list-style-type: none"><li>• Works long hours designing and planning projects.</li><li>• Struggles to keep track of meals and personal time.</li><li>• Uses apps for scheduling but often forgets to update them.</li><li>• Travels when he gets a break from work.</li></ul>	
	<ul style="list-style-type: none"><li>• Overwhelmed by workload and deadlines.</li><li>• Frustrated about missing meals and self-care.</li><li>• Stressed about managing time effectively.</li><li>• Motivated to improve productivity and health.</li></ul>	<ul style="list-style-type: none"><li>• “I keep forgetting to eat because of my schedule.”</li><li>• “I need a better way to manage my tasks.”</li><li>• “I wish I had more time for myself.”</li><li>• “Balancing work and personal life is so tough.”</li></ul>	

# Information Architecture





# Mood board

# KIDDOCARE - A BABYSITTER APP

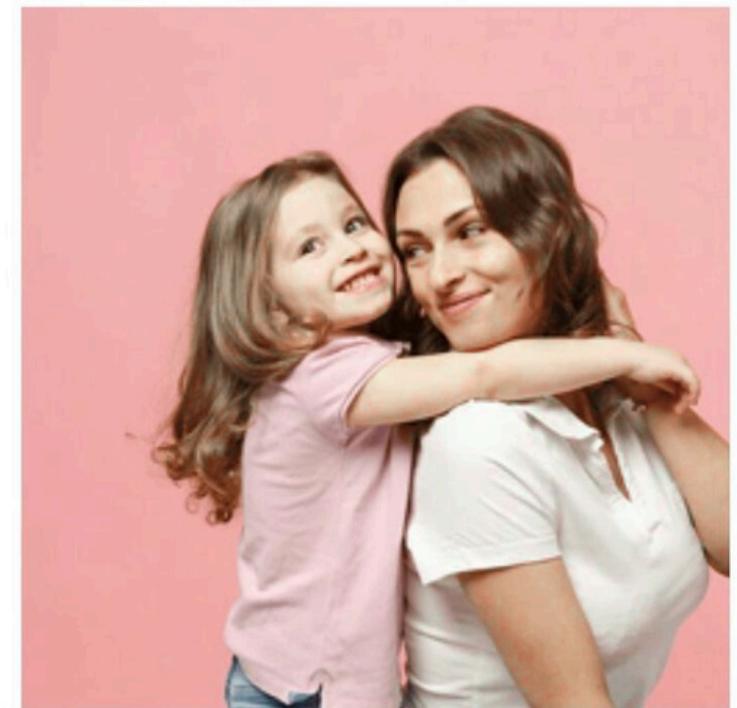
An app for parents to connect with babysitters to ensure a safe and comforting time for their children. We aim to create a seamless and safe way for parents to contact babysitters near them.



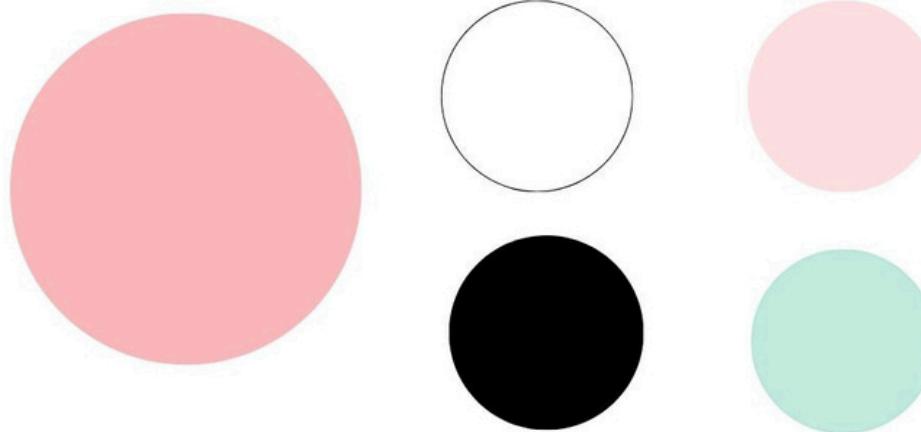
## INSPIRATION

1

These images convey the sense of warmth, comfort and security which we aim to exude.



## COLOR PALETTE



2

Evokes feelings of gentleness, care, and relaxation, helping parents feel at ease. Associated with trust and reassurance, making it ideal for a childcare-related app.

## FONTS

Aa

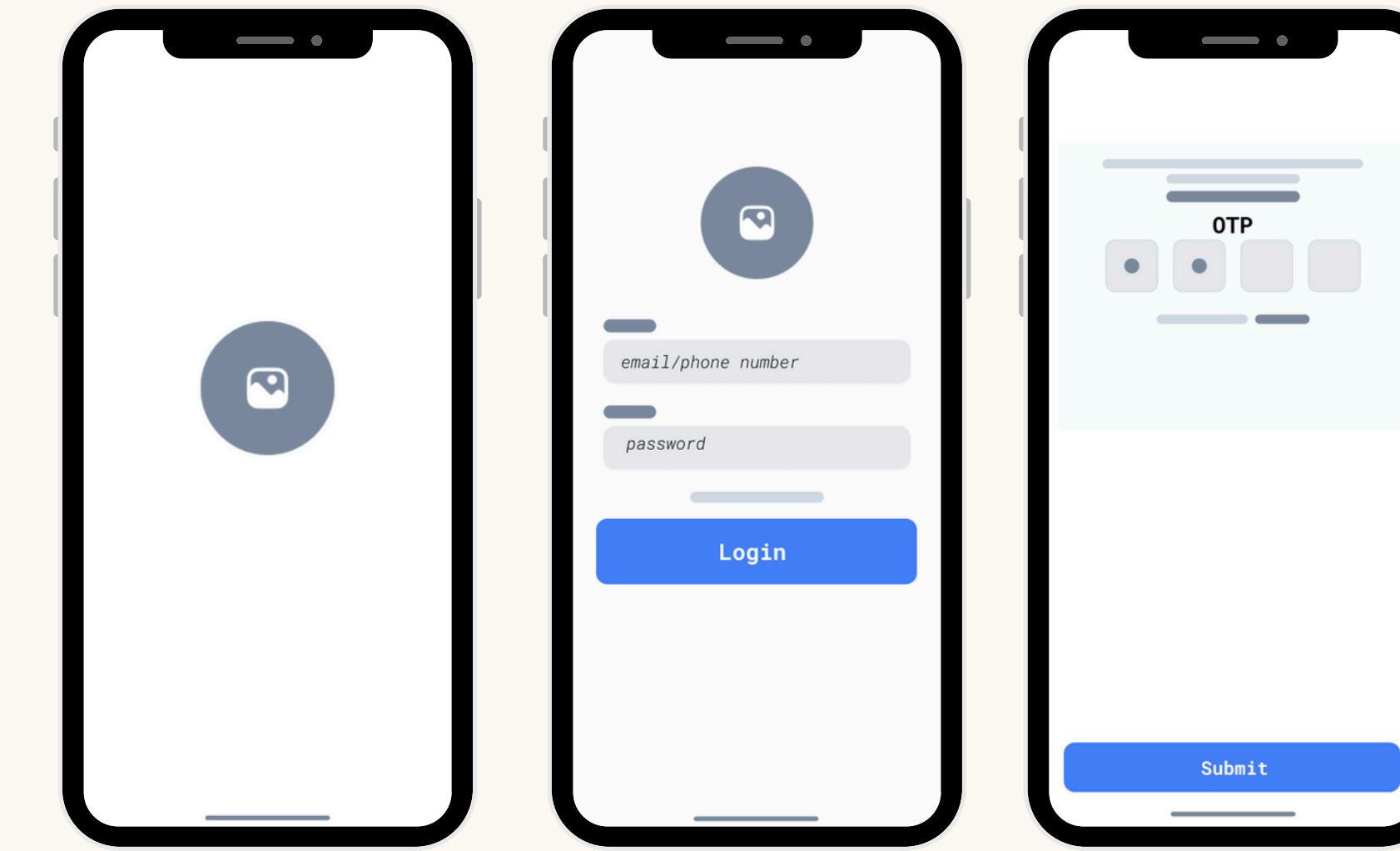
Nunito

Aa

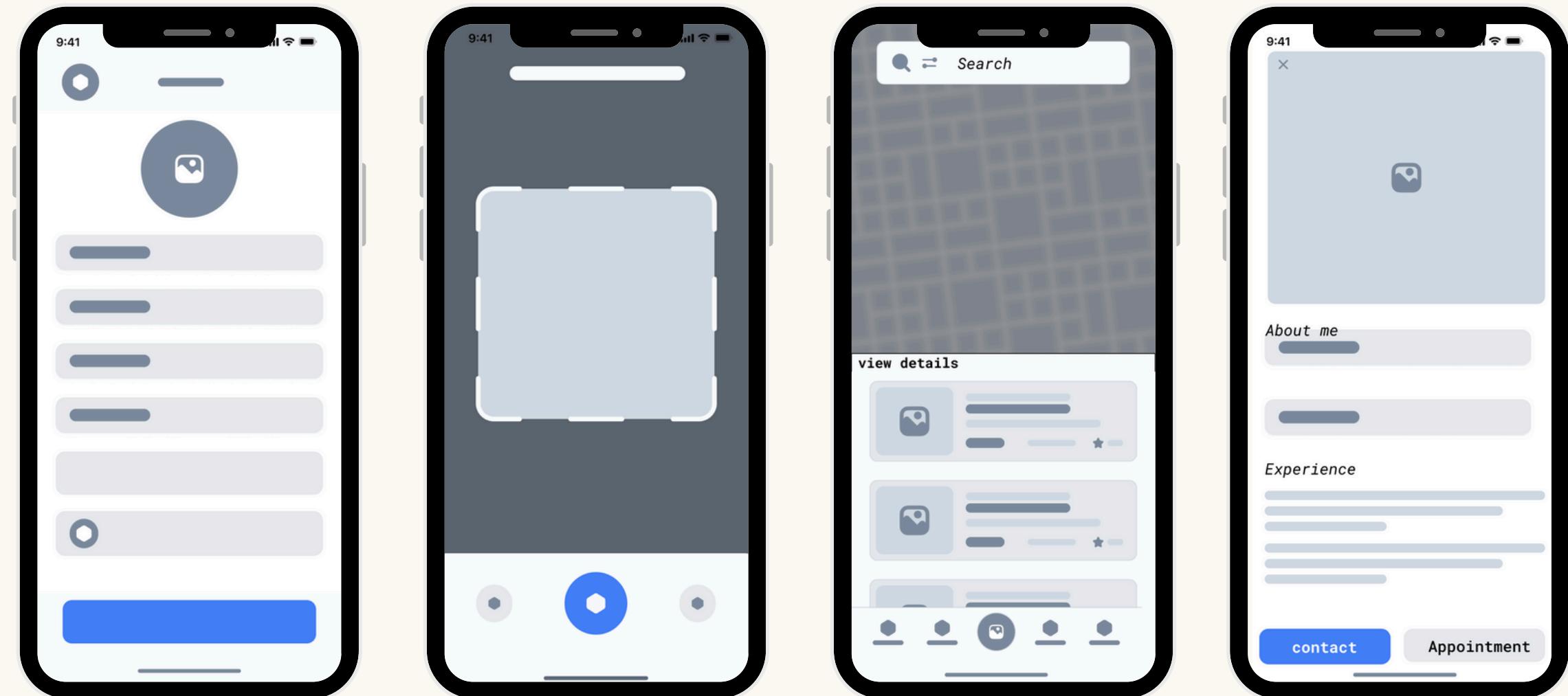
Open Sans

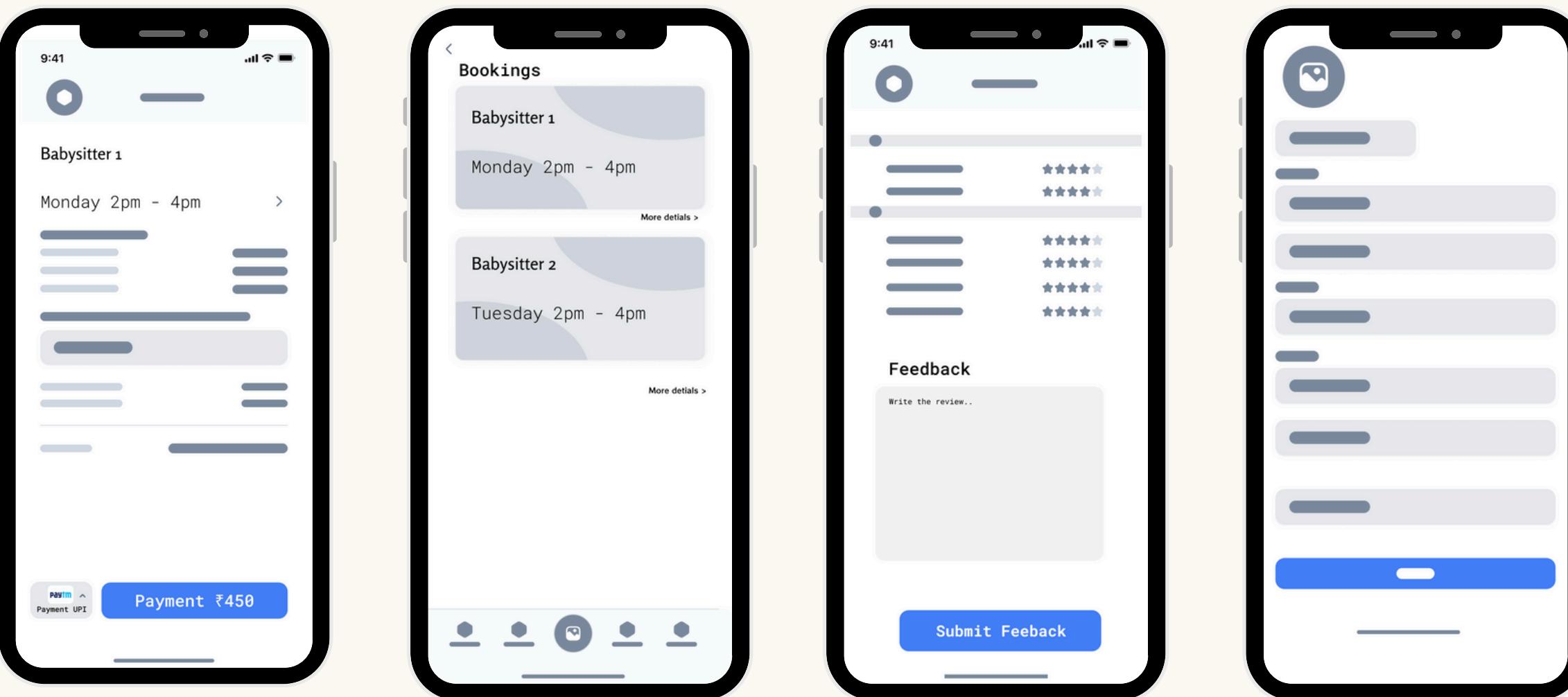
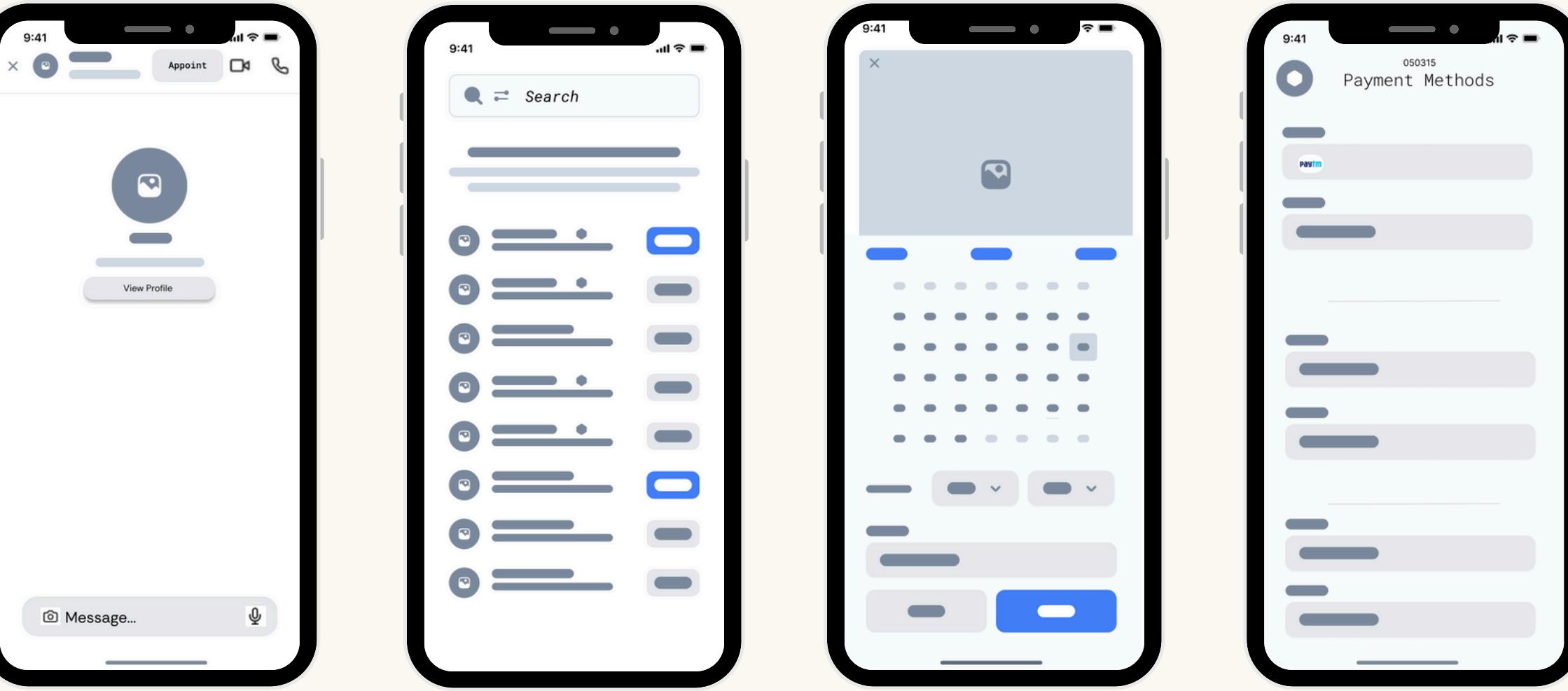
3

Nunito's rounded edges make it feel soft and nurturing, which resonates with the idea of childcare and family. It strikes the perfect balance between being fun (appealing to parents) and serious (conveying reliability).



# Low Fidelity



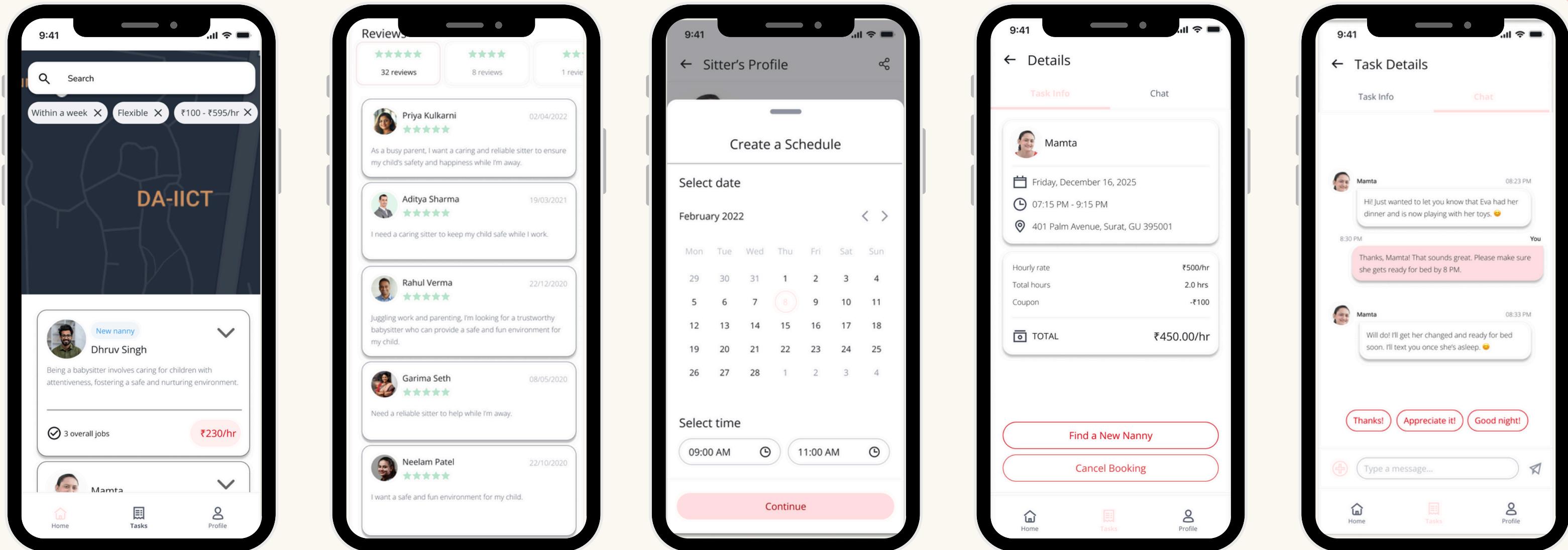


# High Fidelity



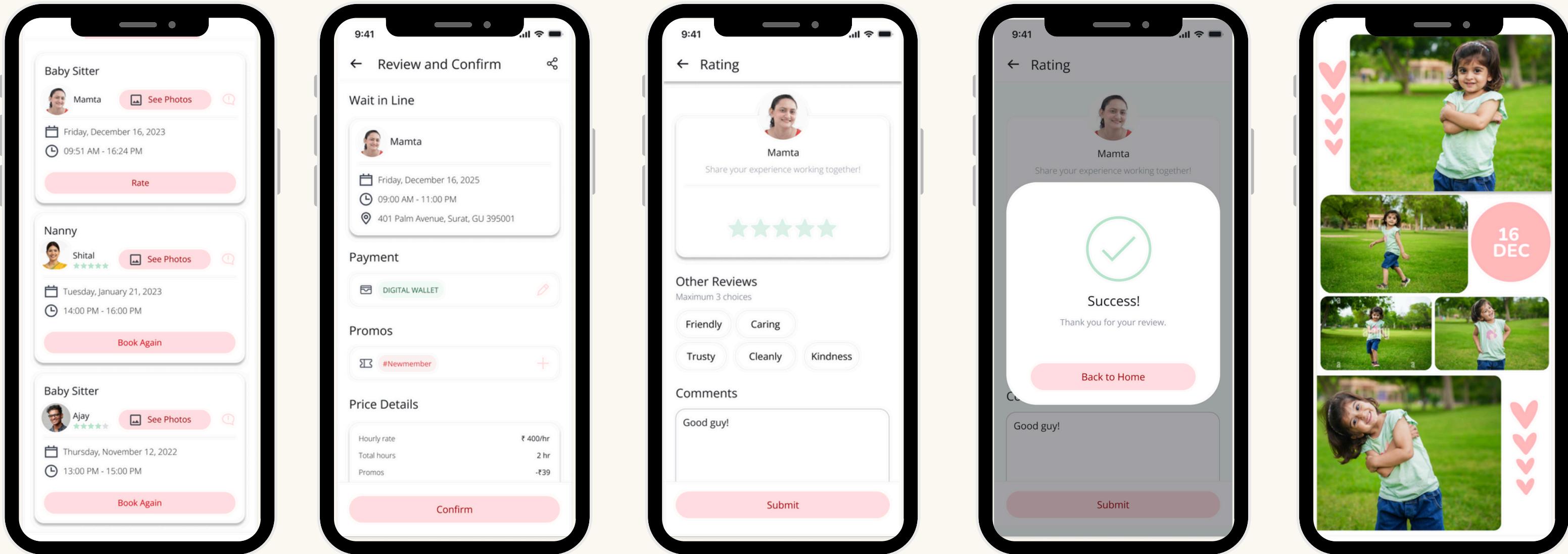
Our high-fidelity prototype of the babysitter app's sign-in pages features a clean, user-friendly interface with intuitive navigation. It ensures a seamless login experience for both parents and babysitters with secure credential handling and responsive design.

# High Fidelity



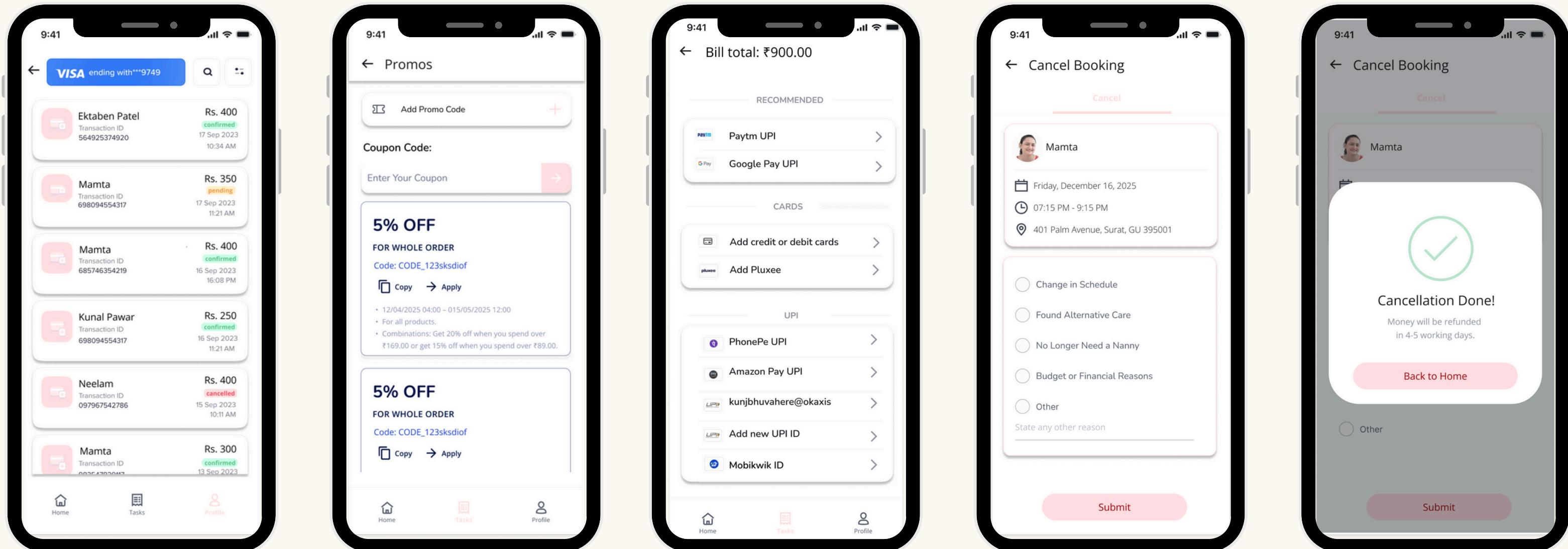
Our high-fidelity prototype streamlines the process of finding and booking babysitters with real-time availability, detailed profiles, and an intuitive booking flow.

# High Fidelity



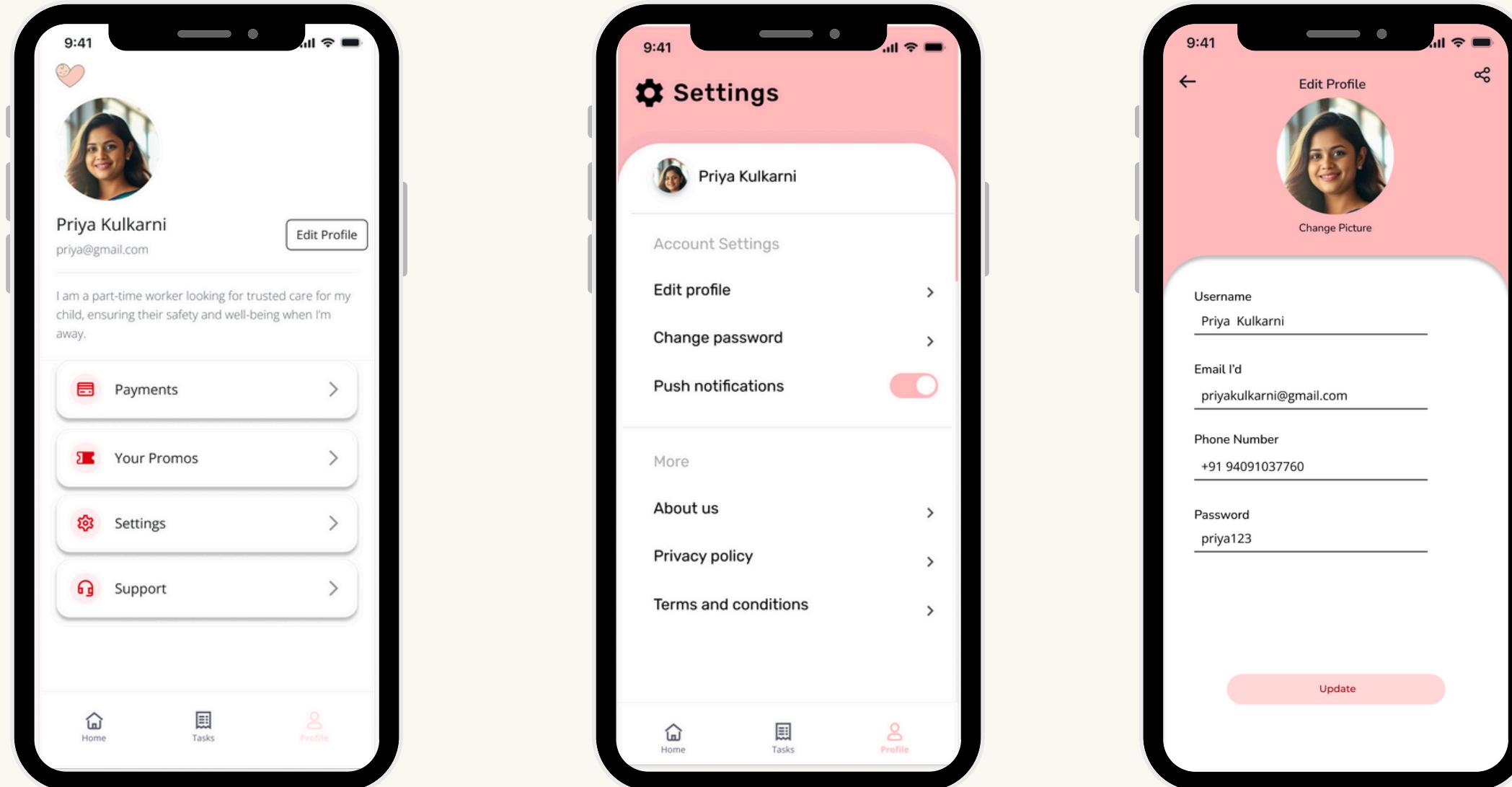
Our high-fidelity prototype enables users to leave and view babysitter reviews and ratings through a simple, transparent, and engaging interface.

# High Fidelity



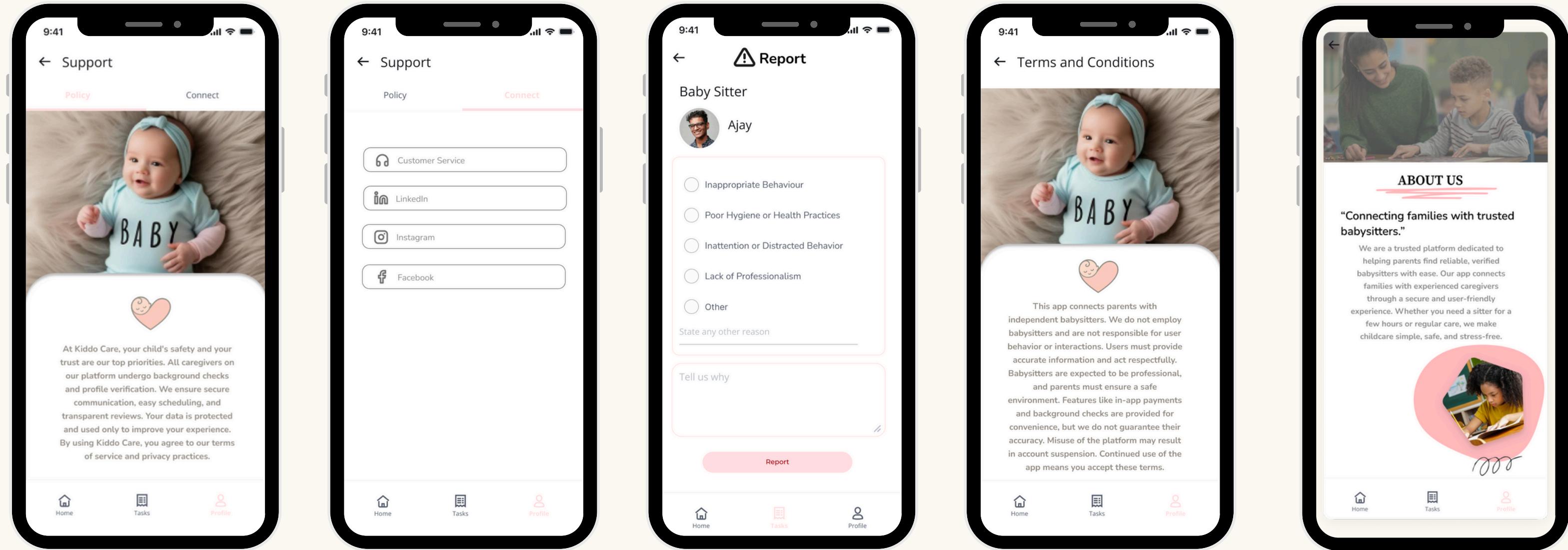
Our high-fidelity prototype offers a secure and seamless payment experience with multiple payment options and instant confirmation

# High Fidelity



Our high-fidelity prototype provides a smooth and intuitive profile editing experience, allowing users to update personal details, availability, and preferences effortlessly. Real-time validation and clean UI ensure quick and accurate profile management.

# High Fidelity



Our high-fidelity prototype features a dedicated "About Us" section that clearly communicates the mission, values, and team behind the babysitter app. The design uses engaging visuals and concise content to build trust with users.

thank

you