

MAX KELLY

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SITTER

## PURPOSE

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- The purpose of Sitter is to connect parents with young, experienced babysitters looking for a second income on top of study or their work. The purpose is to provide convenience and ease for the two types of users.

## PROBLEM

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- The problem I am trying to solve is the hassle and time consuming task of finding a babysitter to look after their children. I want to build a low cost app which targets parents who live an active life and require a regular or infrequent babysitter. The babysitters will be only women and uni students who have already had the experience and looking for part-time jobs while they study.

## FUNCTIONALITY

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- The functionality of the site is split into two roles. One role being the `Sitter` and the other being the `Parent`. The two users have unique views on the site and interact differently with it. The site directs the parents to create bookings and send requests to the sitters. The end result for the two users is that they agree on a price and payment is made through Stripe. The booking is then tracked by the

## TARGET AUDIENCE

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- The target audience for Sitter is broken up into two parts. The first part involves lower to middle class families with young children.
- The second target audience is women between the age of 18 - 26 at university, on gap years, have a passion for looking after children etc...

## SITE

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<https://sitterapp.herokuapp.com/>