

Care.com vs Team Care

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Executive summary

In this proposal we will be reporting a SWOT analysis on care.com and presenting a better service (team care) that will create more value for our customers. Using our user friendly website, mobile application and telephone system, services such as pet care, senior care, babysitting, tutoring home services etc can be provided. Team care will have no premium subscription charges, rather there will only be a small percentage commission from the online payment for each transaction. Team care website will have a dual feedback system in which both service providers and service seekers would be allowed to rate each other's experiences/services.

In order to build a better system that provides more value to the customers, we need to gather some requirements. There are a few techniques we will use to gather the requirements and the first will be the interview techniques. My team will carry out interviews on stakeholders to access what they believe would provide more values to the customers. We will also interview, and send out questionnaires to potential customers like parents, elderly people, pet owners, and homeowners to get an idea of what they believe to be a perfect care company. By doing so, we are getting the right information from the most reliable source. The next gathering technique we will use is a hybrid JAD meeting with all the stakeholders, developers and managers. Lastly, my team will observe care.com to further understand how they operate, and what their strengths and weaknesses are so we can build a better system that provides more value for our customers. To understand their strengths and weaknesses, a SWOT analysis would be carried out.

A **SWOT Analysis** on Care.com would be a useful tool to analyze the present strength, weakness, opportunities and threats of Care.com. Care.com is one of the leading organizations in its industry. Its numerous strengths enable them to thrive in business, helps protect their market share and also helps them penetrate new markets.

Care.com Strengths

1. Distribution reach: Care.com is available in almost every state in the US. They also have a strong distribution network that makes it possible for their products to be accessible to their customers in a timely manner.
2. Skilled and Diversified workforce: Care.com invests extensively in employee training, thereby producing one of the most dedicated, skilled and motivated employees in its industry. They also employ people from different geographical, racial and cultural backgrounds as a way to diversify their methods of giving care.
3. Background Check: Care.com offers a detailed background check of caregivers to customers. This is a very good feature considering you are hiring strangers to care for your kids, elderly parents or properties.
4. Care.com has a user friendly websites that includes rate calculators to help caregivers and care seekers find an appropriate rate based on experience, service provided, hours per week and zip code
5. Care.com has a very strong presence on social media with more than millions of followers on the 3 biggest platforms. This allows for high levels of engagement with customers and potential customers which can lead to further growth.

Care.com Weaknesses

1. Relying on a web based platform to reach customers may exclude an elderly patient base which could be a large potential influx of patients.
2. Requiring only face to face interviews for candidates, is especially troublesome given current Coronavirus pandemic restrictions.

Care.com Opportunities

1. An opportunity may exist to expand the service options to include home services such as handyman, electrician, plumber, IT, etc
2. Virtual meetings with potential caregivers in-lieu of setting up a face to face meeting for interviewing candidates
3. Invest in Artificial Intelligence to develop a better algorithm to predict user demands and new niche markets
4. Diversify into smaller niche brands under the care.com umbrella

Care.com Threats

1. New start-up companies offering similar products, their business model and service is easy to replicate. Possibly a new company with less overhead and a more user friendly interface. It would be difficult for care.com to claim intellectual property rights against a new start up given the broad range of services offered.
2. Government mandated quarantine measures preventing customers from hiring in home services.

Considering the SWOT analysis on Care.com, there will be a number of both functional and nonfunctional requirements needed for Team care to provide better services for their customers. First, we will talk about the functional requirements.

Functional Requirements:

Housekeepers, babysitters, child caregivers, pet sitters, tutors, senior caregivers, or home repair/improvement contractors as well as care seekers will be able to sign up on Team care.

Caregivers and handymen will all be allowed to build a public profile page where basic info, such as a picture, a personal description/bio, description of the types of services they provide to Care Seekers, general availability to provide these services, and education and skill qualifications will be displayed. All care seekers will also have profiles displaying basic info, such as a picture, personal description/bio, description of the types of services they are seeking, pertinent information about the care they need (Housekeeping - house size, beds/baths, Child care - number of children, their ages, genders, interests, special needs, Senior Care - age of senior(s), underlying illnesses, special needs, House repairs/improvement - type of repairs or improvement needed, description of home etc.). Another functional requirement will be to allow care seekers to be matched to caregivers. Care Seekers will be able to choose the kind of care they'd like to receive, what time frame they need that care, and what their approximate location is. Advanced search will allow users to filter by dates/times needed, hourly rate, experience level, number of children, gender, education, spoken languages, and age. Care Seekers will be allowed to communicate with Caregivers within the system via direct message or request interviews via Zoom. The Team Care website will allow Caregivers to apply for jobs posted by Care seekers and also provide a list of applicants for each job listed to the lister, with links to the applicant's profile. The last functional requirement will be background check. Team Care will require yearly background checks for all caregivers, and allow Care Seekers to pay for additional background checks if needed.

Nonfunctional requirements:

In terms of operational requirements, the database for the system will be hosted in an AWS cloud environment. Additionally, the system must be accessible from all browsers and as an app on any Android or iOS smartphone. From a security standpoint, users will sign in with a

username and password using a valid, verified email address. Payments will be handled securely, and users will have the ability to hide specific information from their profiles, should they choose to do so. In terms of performance requirements, the system will have a required uptime of 99.9%, and messages sent between caregivers and care seekers should be sent within 10 seconds at least 99% of the time. There are no special political or cultural specifications anticipated at this time.

_____To further ascertain the likelihood of completing this project successfully, my team has carried out a feasibility study.

Technical Feasibility:

Familiarity with Functional area(Low):

A Website, mobile application would be developed. Since it is a user friendly website, most users may understand it independently, however for users having difficulties, we have customer support to provide assistance.

A medium size project team will include developers, testers team and managers to develop the system in about 12 months. To familiarize with the technology, we will use interactive websites and mobile applications. There will also be a demonstration of using the website and mobile app

Economic Feasibility:

There will be a need for substantial investments in IT teams, Hardwares as well as software. Expenditures for IT capabilities will include; hiring developers, customer support team and Managers. To save cost, most developments would be carried out remotely. In the initial years, our aim would be to increase our customer base and less on making profits.

Organizational feasibility:

In the current scenario where there is limited customer support and users are facing issues like being charged without even getting benefitted from the services. Our pay as you service, and better customer service including a proper feedback system will attract more customers to use our services.

System Request Form

Project Name – Home Improvement Services Expansion

Project Sponsor – Marketing and Operational Growth Team

Business Need

Team care will expand into the home improvement sector. We believe we can connect high quality contractors and handymen to customers across our system base in a reliable and safe fashion. Our goal is to branch out into electrical, plumbing, IT services, HVAC, and general contracting to bring those services to customers in need.

Business Opportunity

- Reach a new market of customers
- Improve services to existing customers

Business Value

- Estimated 300k in new customer growth
- Estimated 200k in commission percentage fees
- Greater brand recognition in new markets

Special Issues or Constraints

- Recruiting and marketing material need to be out to providers before summer and home improvement season.
- Background checks need to be completed before final go live.

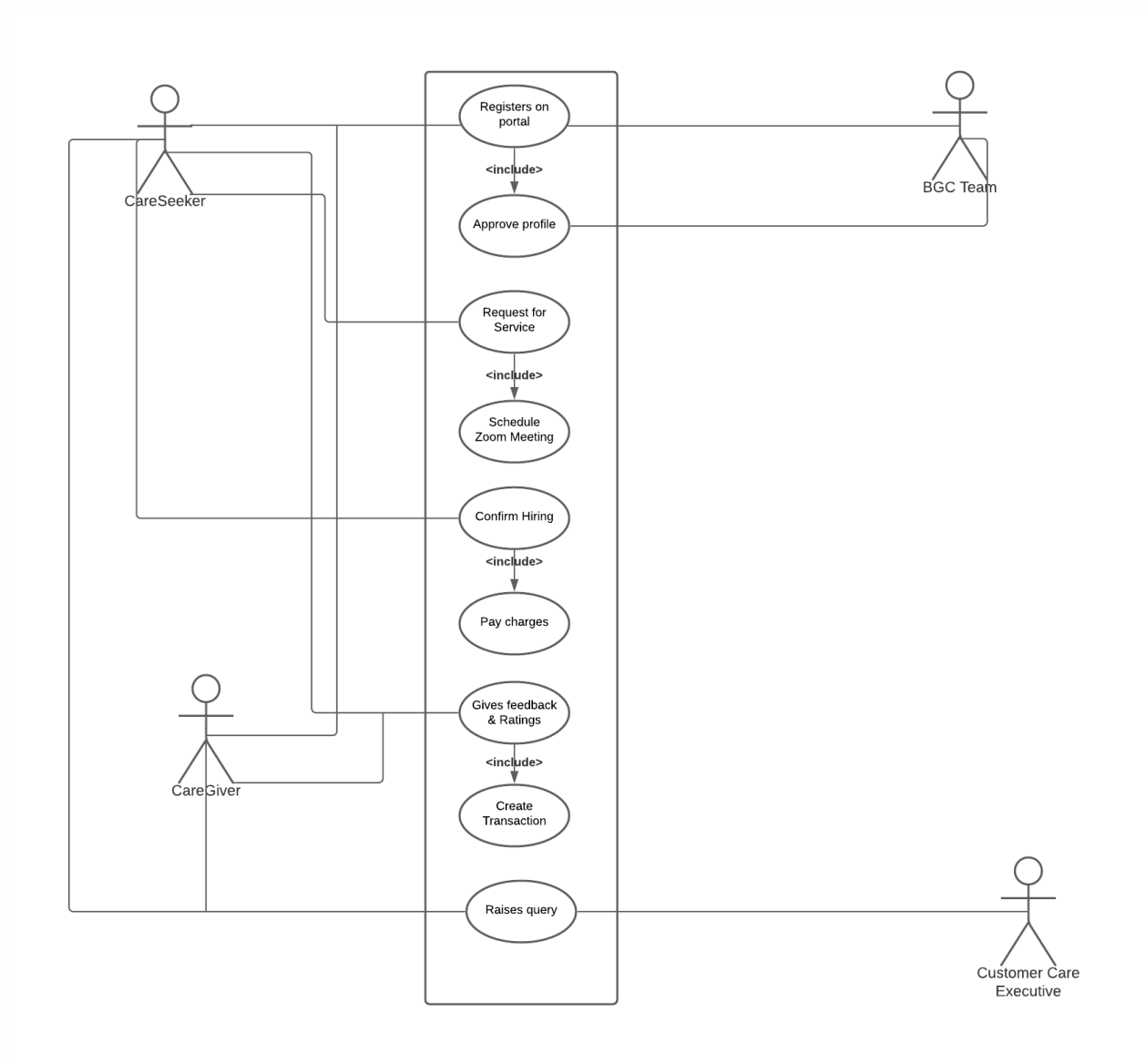
User stories

1. As a Housekeeper, babysitter, child caregiver, pet sitter, tutor, or senior caregiver, I will like to be able to sign up for Team care with a username and password using a valid, verified email address to better increase my chances of finding a job.
2. As a care seeker I will like to be able to sign up for Team care to search for the care I desire
3. As a care seeker, I will like to see potential caregivers' public profile page with basic info, such as a picture, a personal description/bio, description of the types of services they provide to Care Seekers, general availability to provide these services, education and skill qualifications to be displayed so I can have better insight on who I am hiring.
4. As a caregiver I will like to see a care seeker's public profile displaying basic info, such as a picture, personal description/bio, description of the types of services each care seeker needs, I will also like to see pertinent information about the care (Housekeeping - house size, beds/baths, Child care - number of children, their ages, genders, interests, special needs, Senior Care - age of senior(s), underlying illnesses, special needs) they seek so I can maximize my chances of being hired.
5. As a team care user, I would like to be automatically matched to people who can provide the services I seek or are looking for the services I provide.
6. As a Team Care user, I would like to be able to manually search for caregivers/care seekers providing care/offering jobs that fit my qualifications/needs. I would also like to be able to filter and sort search results by specific criteria
7. As a CareSeeker, I will like to be able to choose the kind of care I'd like to receive, what time frame I need that care, and what my approximate location is. I will also like to see

the hourly rate, and experience level of my potential caregivers so I can hire based on my budget.

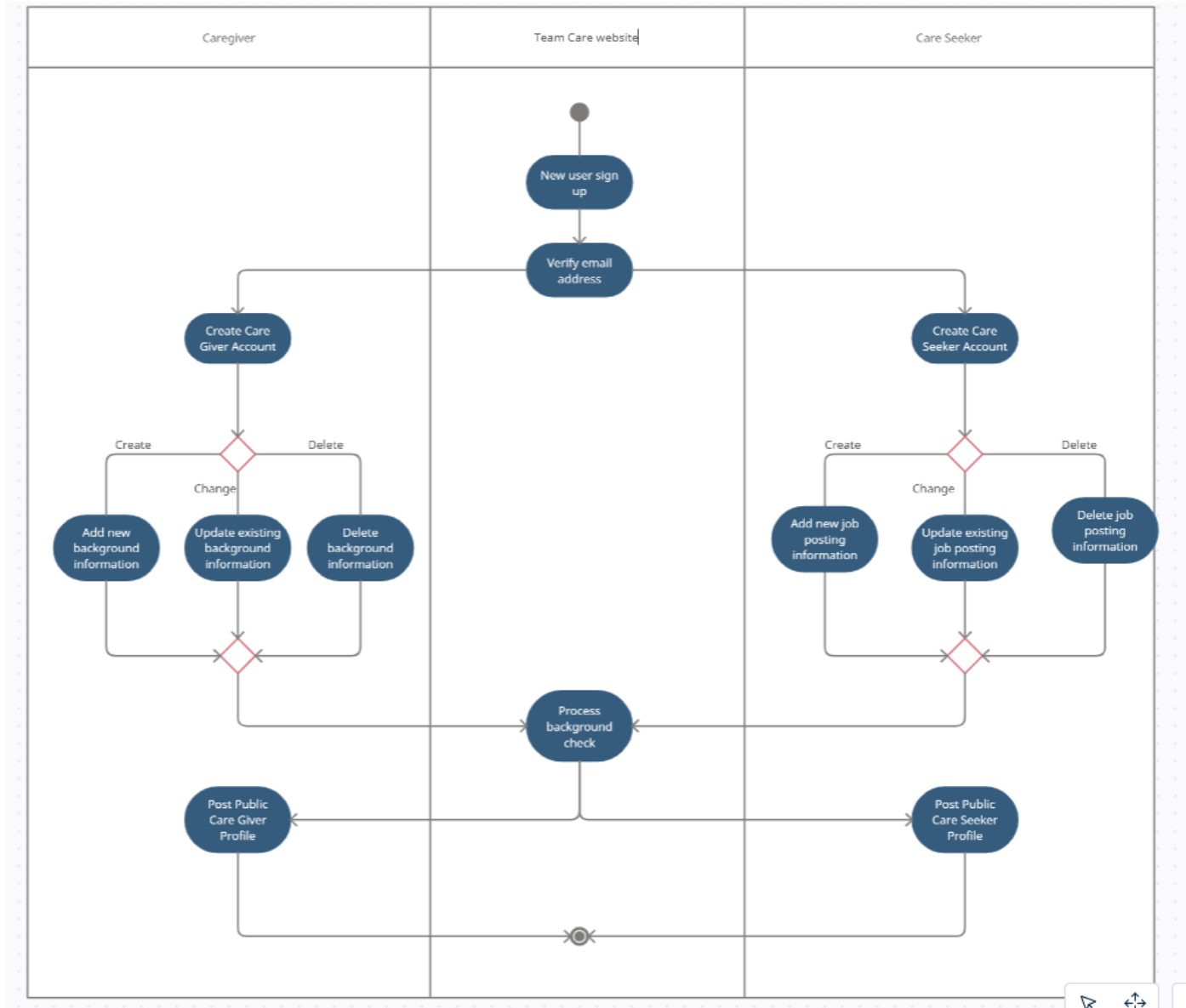
8. In the wake of the coronavirus pandemic, I as a care Seeker would like to be able to communicate with Caregivers within the system via direct message and request interviews via Zoom.
9. As a careseeker, I would like to have access to yearly background checks for all caregivers, and also be allowed to pay for additional background checks if needed, this is so that I can be rest assured that I, my family and property are in safe hands.
10. As a caregiver and careseeker, I would like to access the system from all browsers and as an app on any Android or iOS smartphone.
11. As a careseeker, I would like my payments to be handled securely to avoid any credit card frauds or scams.
12. As both a careseeker and caregiver, I would like to provide feedback about caregivers that I've hired/careseekers I've worked for

Use case diagram

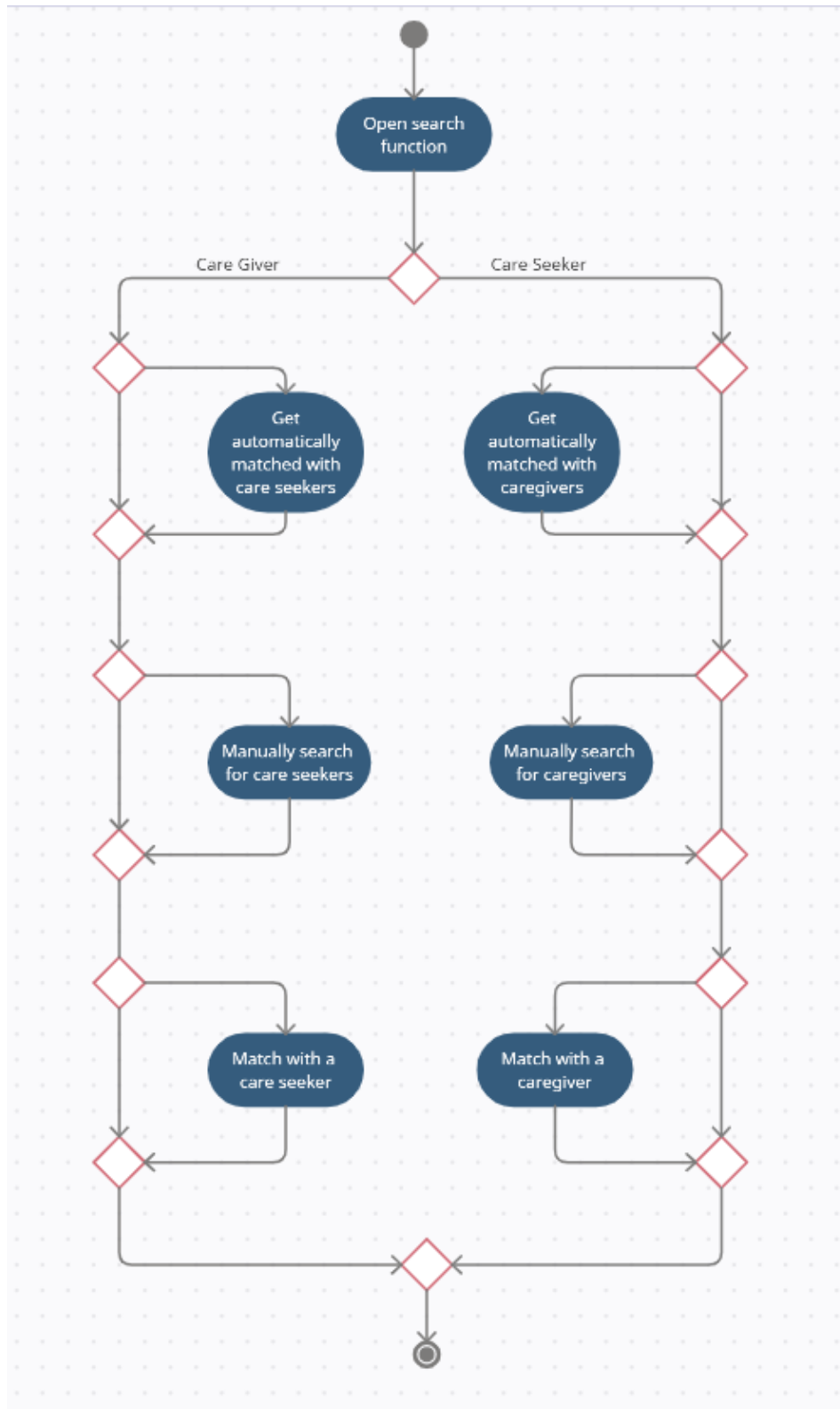


Activity diagrams

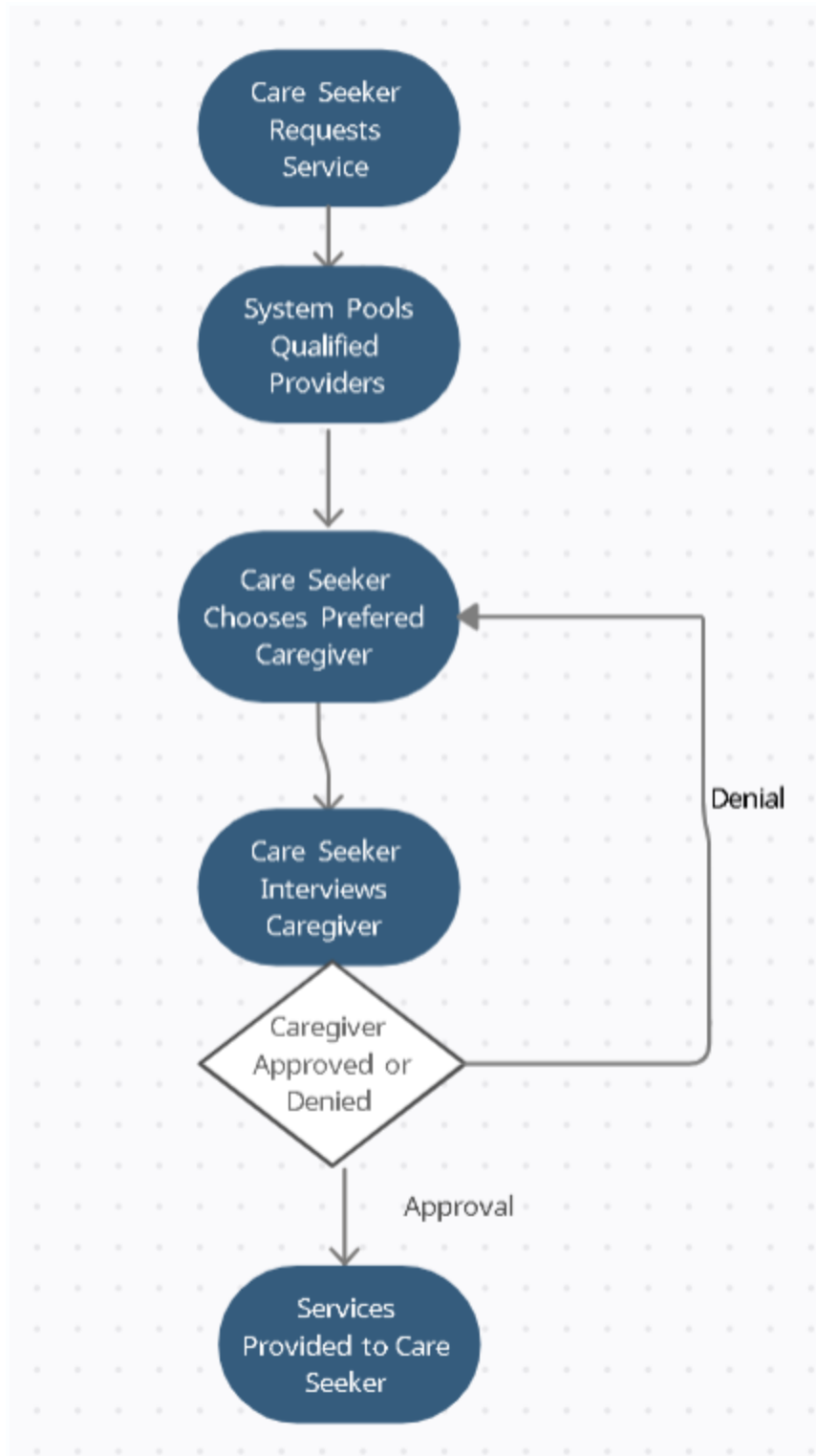
Account Creation:



Search Function:



Service Request function:



Contracts

- Method Name:
 - o Create account
- Class Name:
 - o Care Seeker
- Associated Use Cases:
 - o Account
- Description of Responsibilities:
 - o Used to Add new careseeker to our database and assign a customer ID
- Arguments Received/ Parameters for this method:
 - o Last Name, First Name, DOB, Address
- Data type of Arguments Received:
 - o String, String, Date, String
- Value Returned:
 - o custID
- Data type of Return Value:
 - o unsigned long
- Pre-Condition:
 - o Person signing up should be a new care seeker
- Post-Conditions:
 - o A new care seeker instance will be stored in our database with a unique customer ID

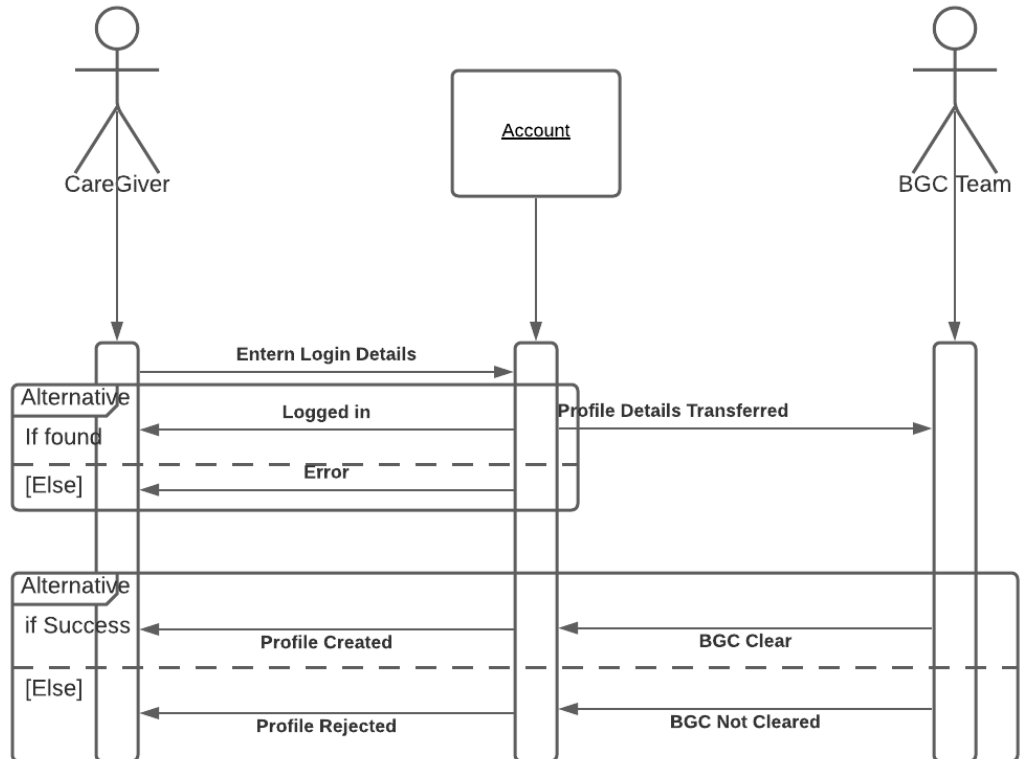
- Method Name:
 - Create account
- Class Name:
 - Care giver
- Associated Use Cases:
 - Account
 - Validation
- Description of Responsibilities:
 - Used to Add a new caregiver in our database
- Arguments Received/ Parameters for this method:
 - Name, Location, Service offered, Biography
- Data type of Arguments Received:
 - String, String, String, String
- Value Returned:
 - ProviderID
- Data type of Return Value:
 - unsigned long
- Pre-Condition:
 - New provider number cannot be previously assigned
- Post-Conditions:
 - A new caregiver instance will be stored in our database with a unique Provider ID

- Method Name:
 - addNewEmployee
- Class Name:
 - BCG team
- Associated Use Cases:
 - Validation
- Description of Responsibilities:
 - Used to Add new employees to our database and assign a Employee ID
- Arguments Received/ Parameters for this method:
 - Last Name, First Name, DOB, Address, Gender, Salary, Address, hireDate, SSN
- Data type of Arguments Received:
 - String, String, Date, String, Male/Female/Other, Integer, String, Date, Integer
- Value Returned:
 - empID
- Data type of Return Value:
 - unsigned long
- Pre-Condition:
 - Employee must pass interview process
- Post-Conditions:
 - A new employee instance will be created and assigned an employee ID

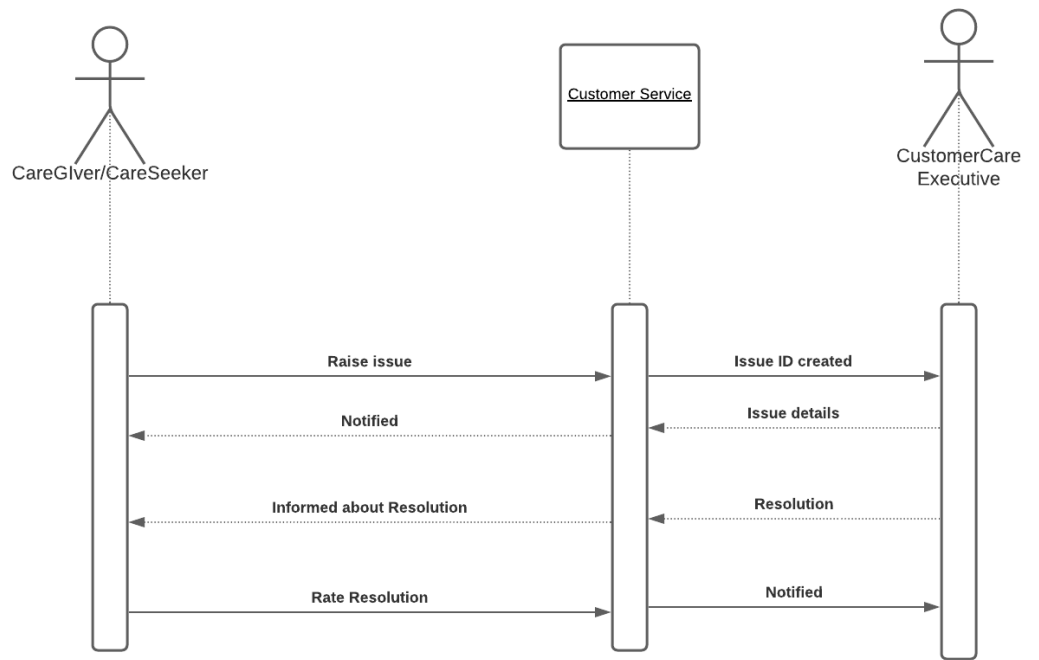
- Method Name:
 - Request Service
- Class Name:
 - Services
- Associated Use Cases:
 - Services
 - Payment
- Description of Responsibilities:
 - Used to Add a new customer order to existing customers in our database and keep the orders in order sorted by order numbers
- Arguments Received/ Parameters for this method:
 - Order Number, providerID, custID, appointmentDate, custAddress
- Data type of Arguments Received:
 - Integer, Integer, Integer, date, String
- Value Returned:
 - OrderID
- Data type of Return Value:
 - unsigned long
- Pre-Condition:
 - New order number cannot be previously assigned
- Post-Conditions:
 - A customer will have an order number representing a chosen service provided at a specified date and place

Sequence Diagrams

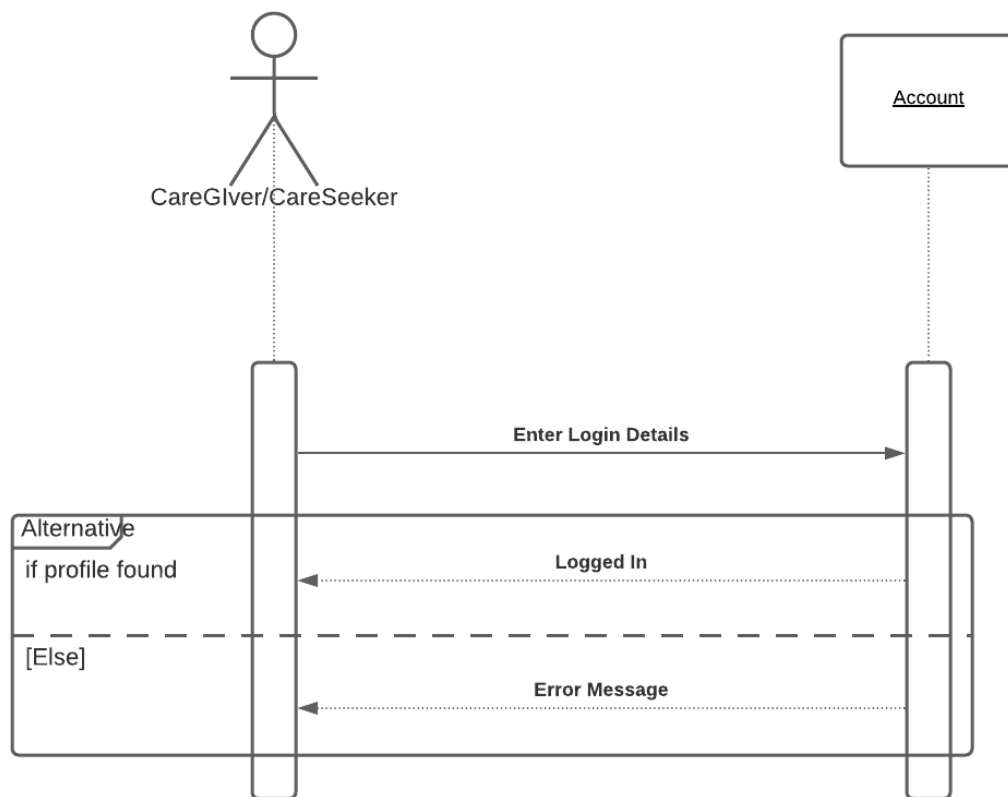
Profile Creation (BGC - Background Check)



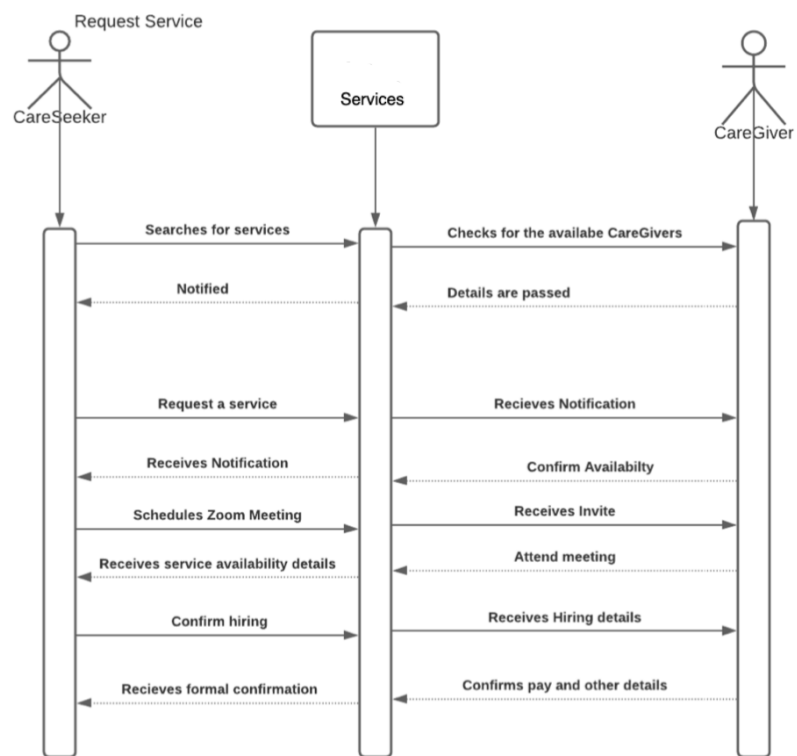
Sequence Diagram Raising issue



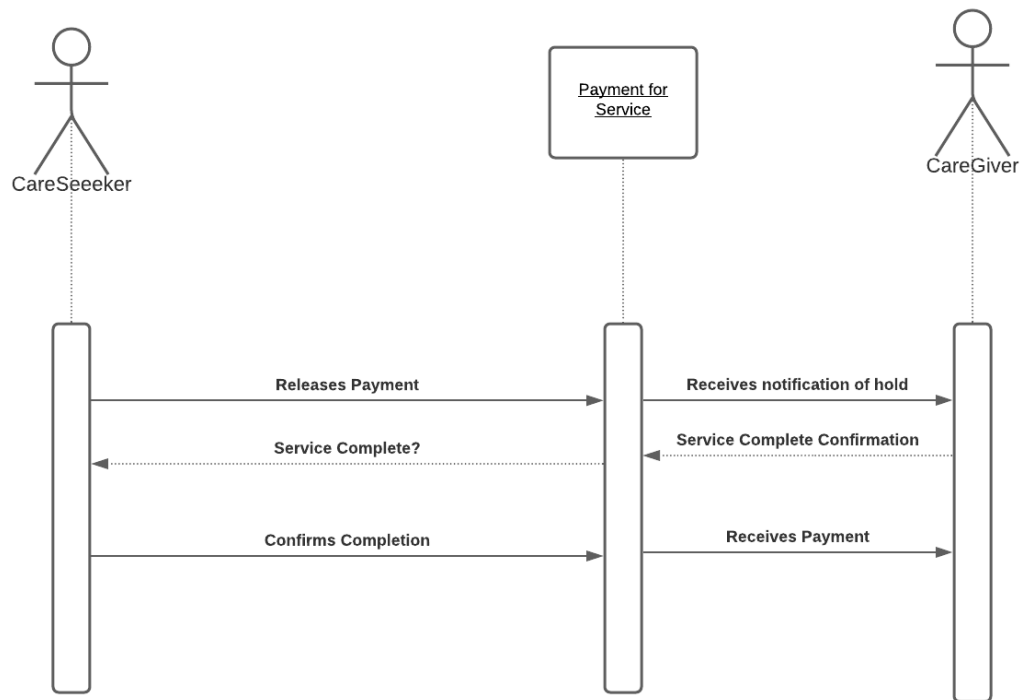
Sequence Diagram- Login



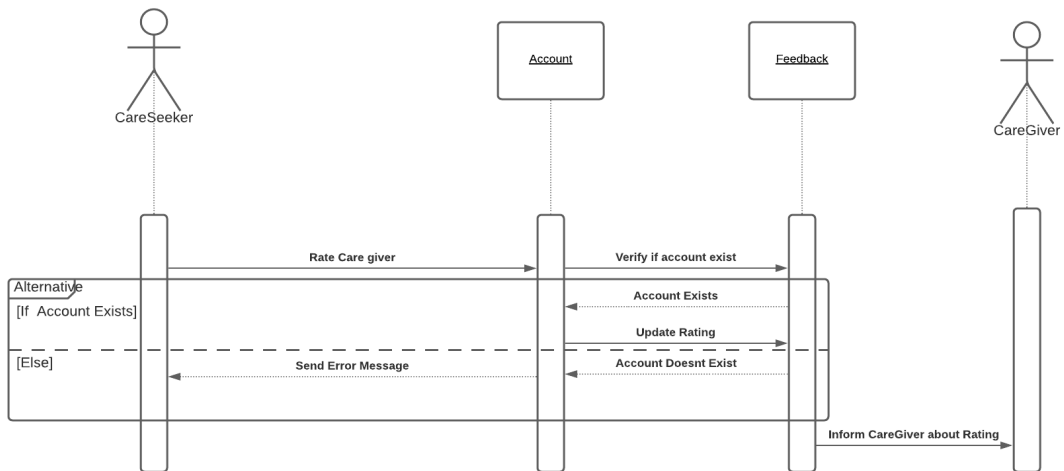
Sequence Diagram - Services



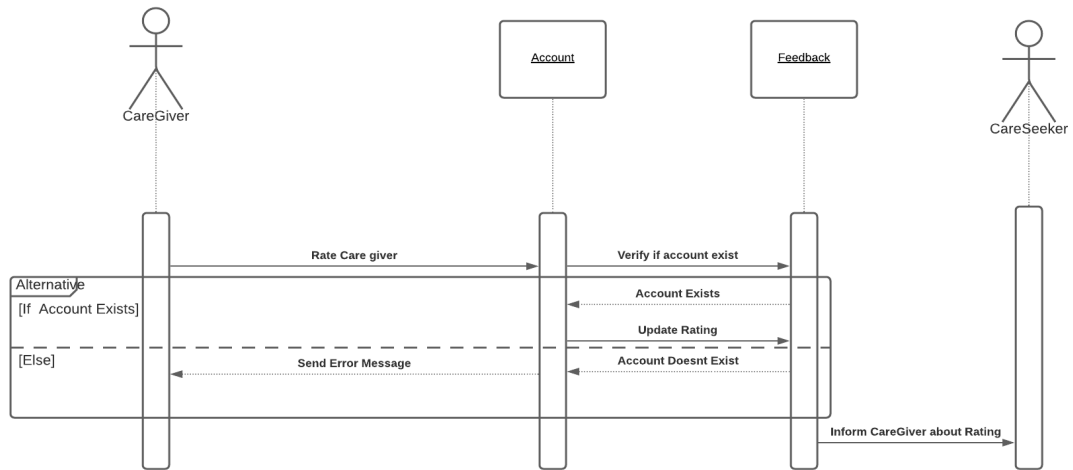
Sequence Diagram - Payment



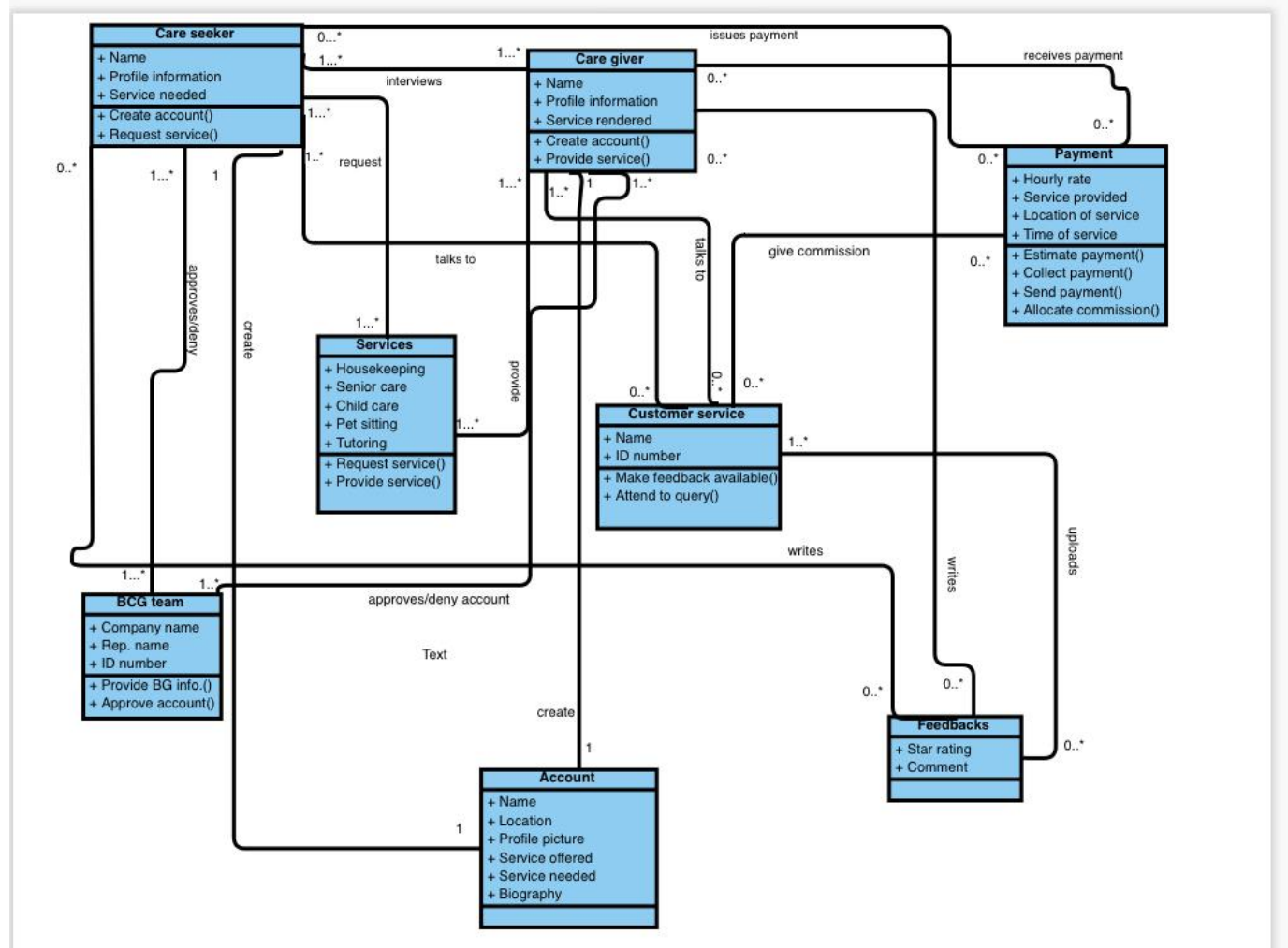
Sequence Diagram - Care Seeker Feedback to Caregiver

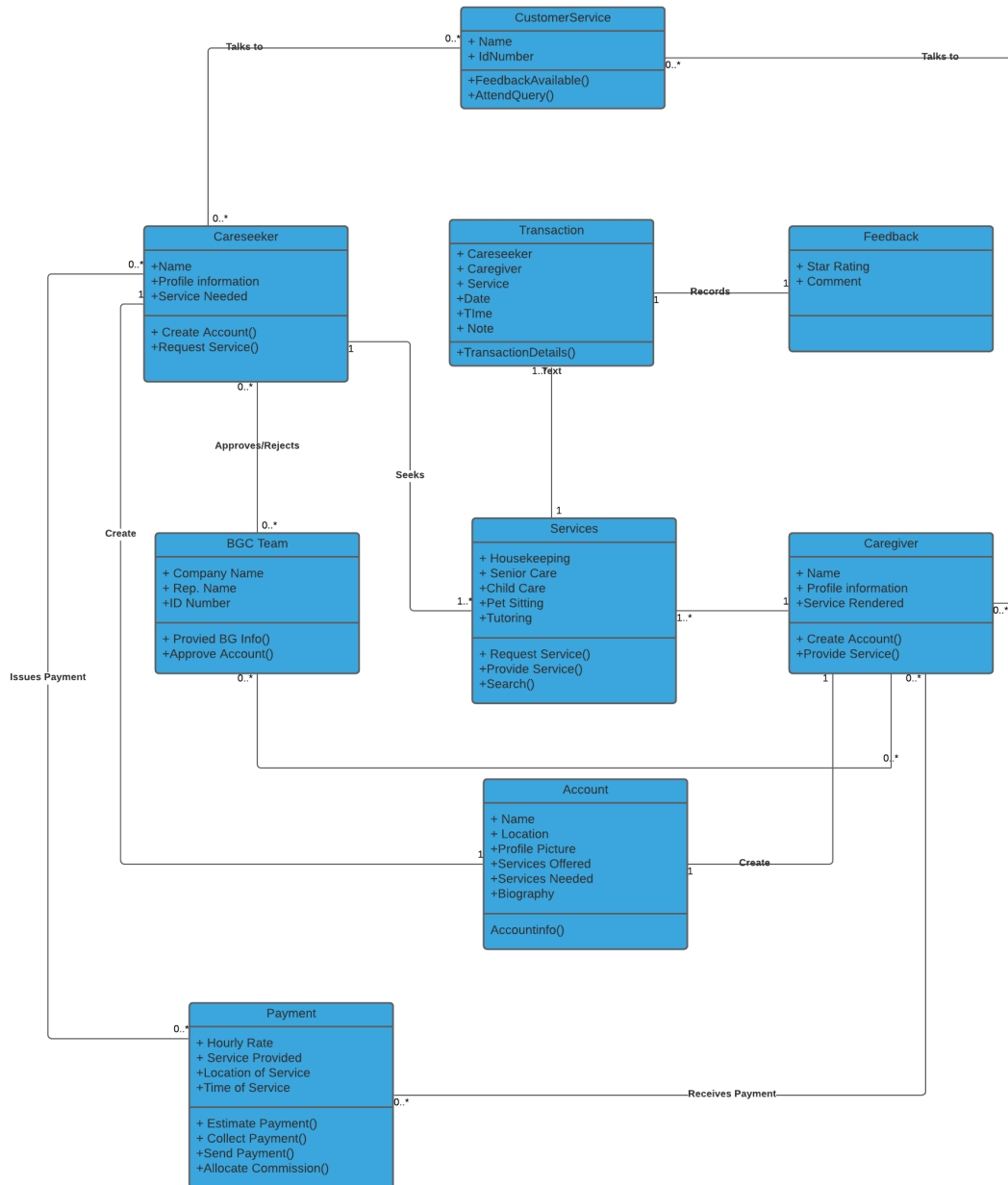


Sequence Diagram - Caregiver feedback to Care Seeker

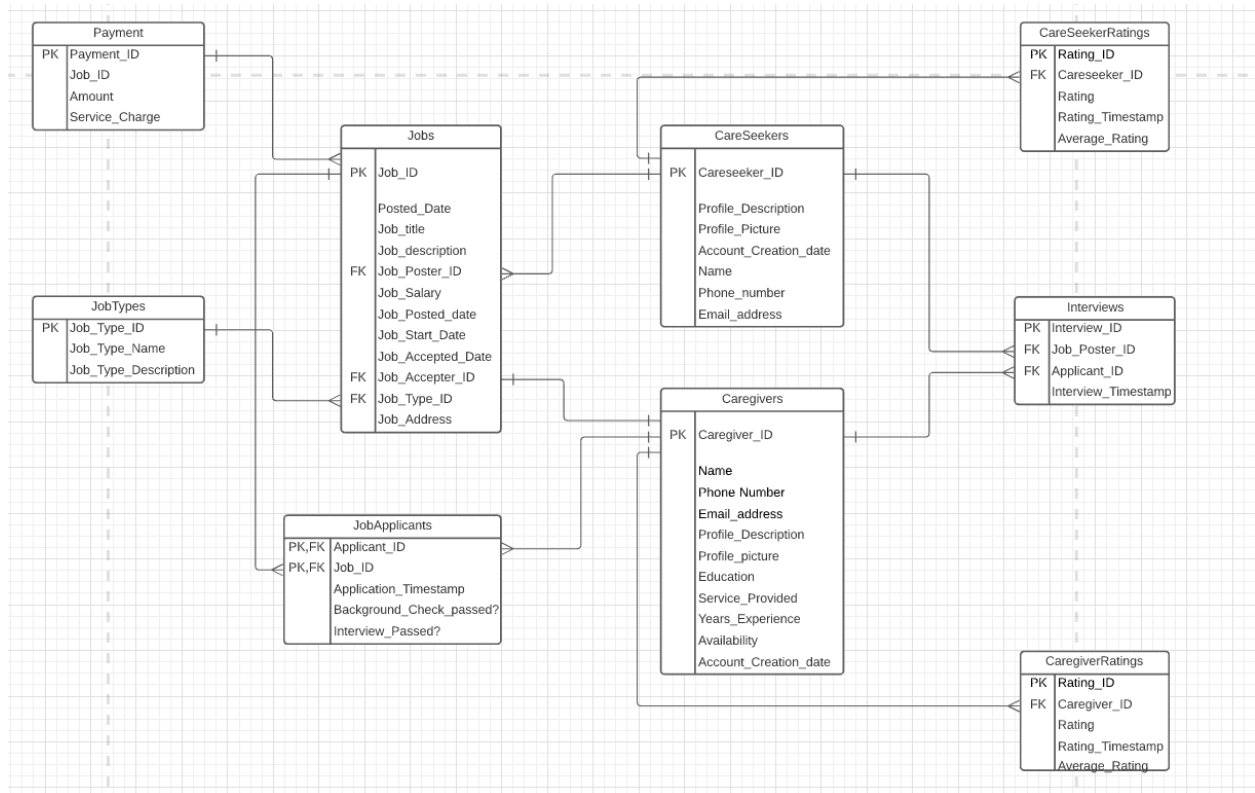


Class diagram





Database ER diagram



SQL Statement

Monthly report showing the number of jobs posted by job type:

```
SELECT JobTypes.Job_Type_Name, Count(Jobs.Job_ID)
FROM JobTypes
INNER JOIN Jobs ON JobTypes.Job_Type_ID = Jobs.JobTypeID
WHERE Jobs.Posted_Date BETWEEN [date 1] AND [date 2]
GROUP BY JobTypes.Job_Type_Name
```

Careseekers who have ratings more than 4:

```
SELECT Rating_Id,Careseeker_Id
FROM Careseeker_Ratings
WHERE Average_Rating > 4;
```

Caregivers who have ratings more than 4:

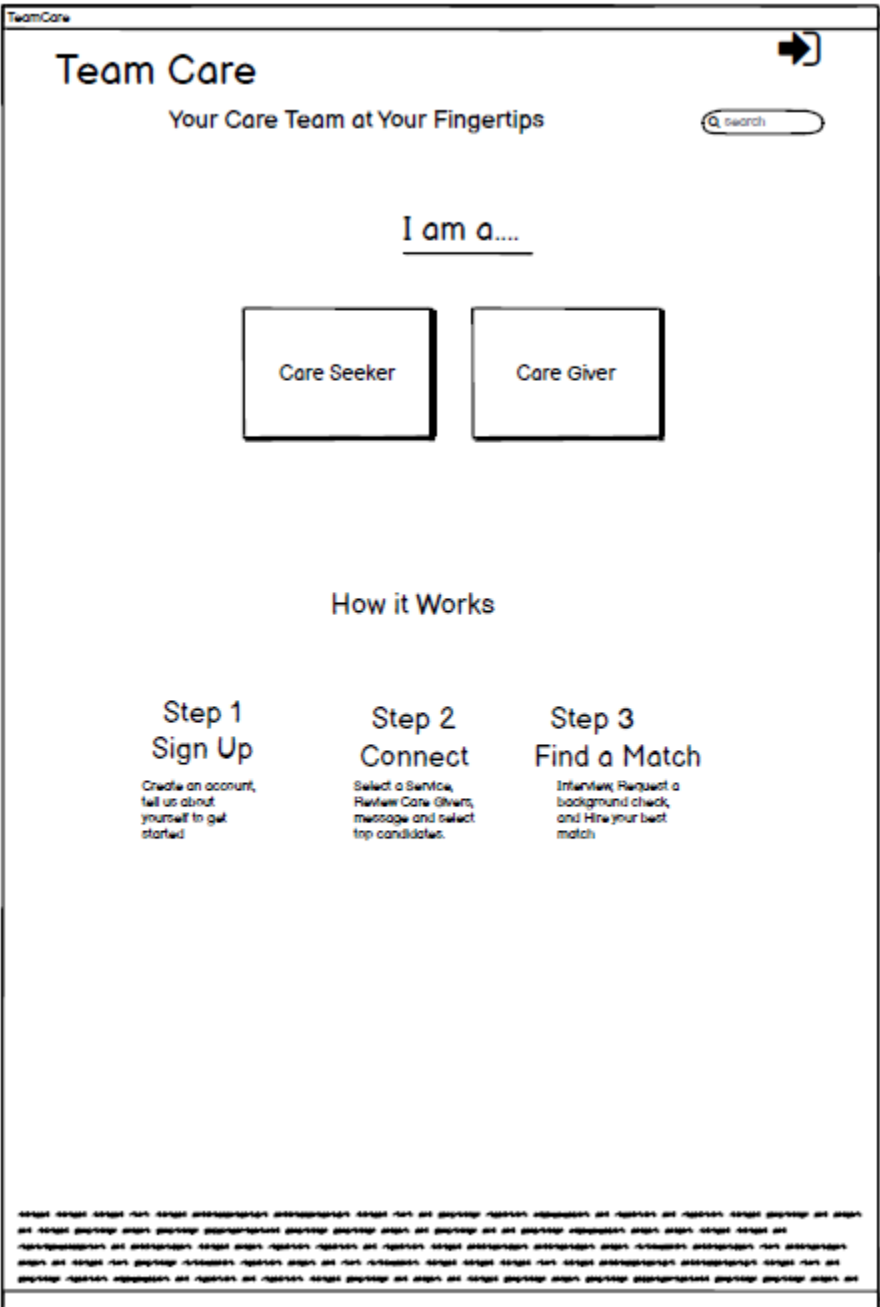
```
SELECT Rating_Id,Caregiver_Id
FROM Caregiver_Ratings
WHERE Average_Rating > 4;
```

Jobs within a date range:

```
SELECT Job_Id,Posted_Date,Job_Title,Job_Description
FROM Jobs
WHERE Posted_Date BETWEEN '2021-01-05' and '2021-05-05';
```

User Interface Wireframes

Home



Login

The image shows a web browser window with a title bar that says "A Web Page". The address bar contains "https://". The main content area has the heading "Team Care" in the top left. In the center, there is a login form consisting of a "Log In" button, an "EMAIL ADDRESS" input field, a "PASSWORD" input field, and a "Forgot password?" link. At the bottom of the form is another "Log In" button. The browser window has standard navigation buttons (back, forward, stop, home) and a search icon.

Team Care

Log In

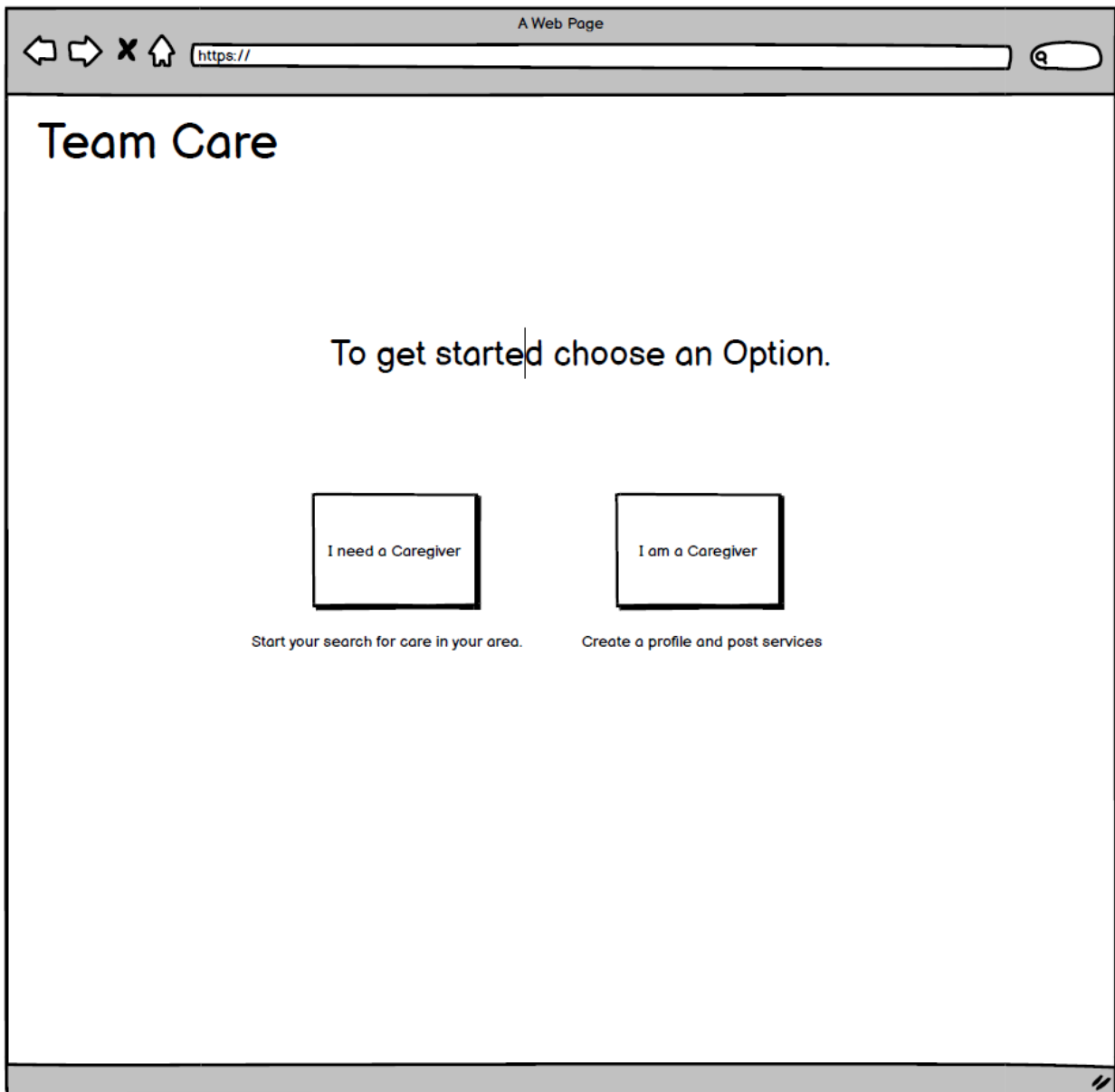
EMAIL ADDRESS

PASSWORD

[Forgot password?](#)

Log In

Role selection



Service selection

A Web Page

https://

q

Team Care

[Index](#) | [Active Orders](#) | [Order History](#) | [My Account](#)

What kind of care do you need?

☐

Childcare

Nanny or Babysitter
Daycare Center
Tutoring
Special Needs

☐

Senior Care

Senior Companion
Hands-on Care
Live-In Care

☐

Pet Care

Pet Sitter
Walker
Trainer
Groomer

☐

Home Care

Housekeeper
House Cleaning
Personal Assistant
Errands & Odd Jobs

Feedback

https://

9

A Web Page

Team Care

Home | My Account

Feedback Survey

Rate 1 being the Lowest and 5 being the Highest

How satisfied are you with your service?

12345

Comment

How would you rate the ease of use of TeamCare.com

12345

Comment

Rate your overall satisfaction with customer service

12345

Comment

Professionalism

12345

Comment

Likely to recommend to a friend/family





12345

Comment


Submit

Team Care is a leading provider of home care services, offering a wide range of services to meet the needs of our clients. We are committed to providing the highest quality care and support to our clients and their families. We are proud to be a part of the Team Care family and we are committed to providing the best possible care to our clients.

A Web Page



https://teamcare.com/postajob



Team Care

Post Job

Choose Service


▼

Date

To

/


/



From

/

/



☐ Required for multiple days

Number of hours

Specific Instructions

double-click to edit

Submit

A Web Page

https://teamcare.com

Team Care

Service Cost Estimate

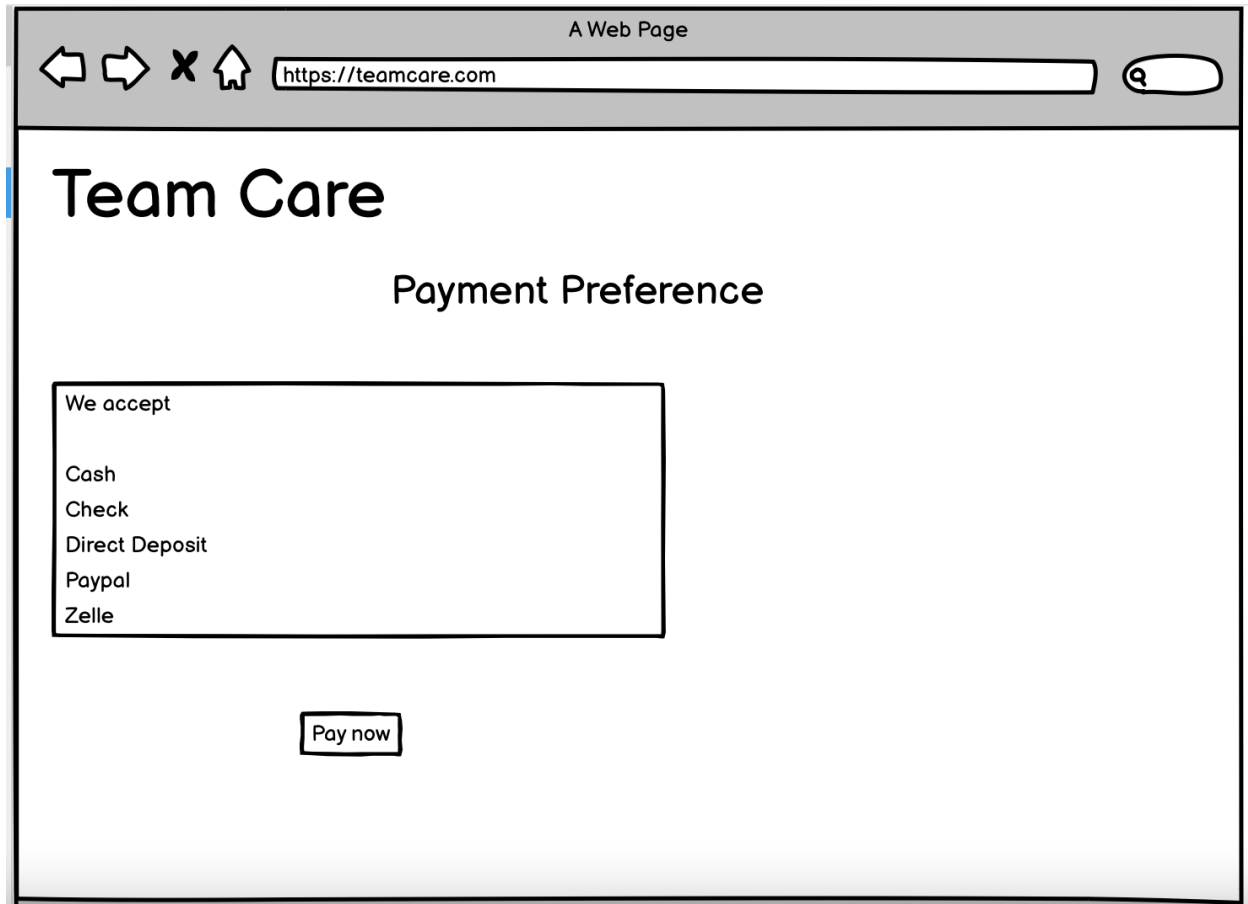
How much does child care cost?

How much does senior care cost?

How much does a pet sitter cost?

How much does a tutoring session cost?

How much does a housekeeper cost?



A Web Page

←

→

✕


🏠

https://teamcare.com

Q

double-click to edit

Team Care



Annabel J
Poughkeepsie, NY
\$15-20/hr, 10+ yrs exp.

Hours Worked	--
Hourly Rate	--
Subtotal	--
Tip (optional)	--
Total	--

Message (optional)

Review Payment Details

A Web Page

X

https://teamcare.com

Q

Team Care

Cancel

Add Card

CREDIT CARD INFO

Credit Crd Number

Month

Year

CVV

Zip code

VISA

AMERICAN EXPRESS

DISCOVER

Add Card

Schedule

A Web Page

https://teamcare.com/schedule

Team Care

Name

Location

double-click to select image

Date

//

Select Time

Schedule call

Cancel