**Problem:** As young and middle-aged immigrants move to the west, leaving their parents behind, their parents are now left growing old with little or none of their kids available to take care of them. The care industry is still at its infancy with little to no availability in places like Nigeria and sending your parents to a care home is contrary to the culture. There is a need and responsibility for people to take care of their aging parents and most do so by sending money home, but can more be done?

**Solution:** Ellis global care is a company that recruits, trains and provides personal support workers in developing countries like Nigeria. Our services can be booked/scheduled and paid for from anywhere in the world, allowing immigrants abroad to have full control of the services they provide for their parents back home.

**Service delivery structure:** Mobile platform.

**User Experience (customers):**

1. Users can sign up with their details after which they then enter the details of the client (e.g their parents back home). Client details will include things like age, location, existing medical condition (illness/disability), picture, etc. Users can register a maximum of 2 clients (to be cared for by one service provider) if both clients live in the same address (i.e both parents). Contact person and details is also required.
2. Choose your caregiver
3. Users can then select the dates required and the shift schedule (day/night/24hrs). Start dates must be a minimum of one week in advance.
4. Users can select additional features/add-ons like preferred gender (not guaranteed), a care-worker who is also a professional chef, professional massage therapist, can speak certain language, etc. premium will be charged based on some of these selections.
5. Based on their selections, it will recommend a caregiver for them, users can view the caregiver profile and then choose to proceed with that caregiver or find another caregiver.
6. The care-giver profile will feature their picture, a brief bio, gender, languages spoken, ratings, reviews, background check status and documentation, guarantor verification status, training certificates and licenses.
7. If users decide to find another caregiver it will give them another recommendation, if still not satisfied and choose to find another caregiver, it may continue giving different recommendations or show a list of available caregivers for that location who match their selection criteria. It may show caregivers available at different dates than those selected, the dates available will be visible to the user.
8. Purchase service
9. When the user proceeds with a caregiver, it will lead them to an agreement/term of service to sign/acknowledge and then to a payments page.
10. Payment page will summarize the service being purchased, collect user card details and process payment.
11. After payment, user is required to upload ID and proof of address to their profile.
12. Tracking/monitoring service delivery
13. After payment, the service tracking page for the user will now feature tracking for the service purchased.
14. On the tracking page, users can leave notes and special requirements/consideration for the caregiver before the contract starts, the caregiver will be able to access these notes 24hrs before the contract starts. The user will also be able to see the caregiver contact information 24hrs before the contract starts.
15. On the tracking page, the user should be able to see daily clock-in and clock-out by the caregiver and also see daily end-of-shift reports from the caregiver.
16. Closing.
17. Towards the end of the contract, users will have the option to renew/extend
18. At the end of a contract, users will be able to rate the caregiver and leave a review.

**Website / landing page**

1. Fully mobile optimized
2. Should have a link (call-to-action) to download our app.
3. Basic online presence describing us (careworkers based in Africa, trained in Canada), showing pictures of how the app works. With content highlighting our strengths including breakdown of what our caregivers can do for you, pricing idea, call-to-action button (book a care-giver now) and link to careers page (work with us, become a care-giver, etc)
4. Book a caregiver now will take them to the signup page
5. Careers page
6. This page will provide details on the steps to becoming a caregiver with us.
7. Apply now button
8. Apply now button will lead o application form where candidates will input their details and upload additional documents.
9. Within 2 weeks after applying, successful applicants will receive a link to complete a recorded video interview.

**User Experience (care workers):**

The aim of this interface is to collect worker info, enable them update their availability, enable them get information on jobs they have been selected for and for such on-going jobs, to clock-in/out and update daily reports. They should also be able to see and respond to any complaints against them as well as see their rating and reviews.

Access to this page should be given through an interface not visible to the customers.

**MVP:**

The MVP for this project is as follows;

1. Fully functional website as described above
2. Via website or app, users can create profile, add their client details and requirements, when they click choose a caregiver, message will pop-up informing them of our launch date and promising them discount when we launch.