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## **PROJECT 3: Design brief**

**Name of Business / Client / Community Group:**

Zana S.

Full-time Nanny

**Primary Audience:**

Young working parents in Marin county seeking professional full-time/long-term nanny for children newborn-15. Most likely have already been referred to her

**Secondary Audience:**

Non referral clients of similar background that are looking for nanny on web.

**Pitch Statement:** *What are you trying to provide with this website?* (250 - 300 words)

Zana primarily sources clients through referrals from families she nannies for when she is at the end of her service with them (kids have grown up or they are moving out of the area).

The main purpose of her website would be to provide families she is referred to with information about herself. This would include: her background, the services she provides (school pickup, tutoring, meal prep, home management, etc.), her 35+ years of childcare experience, and certifications (holistic care, food nutrition, and her education as a child psychologist in her home country).

As she tends to only care for children of one or two families at a time, she is not interested in a booking service integration or availability calendar as she has set days/hours with the families she cares for that do not vary greatly, but is very interested in a contact form where prospective clients can input information she needs in order to determine if it will be a good fit or not as she generally works for families 3-5 years, in some cases longer.

She did not have any specific websites in mind as an example, but would like something with relatively few pages that is clear and easy to navigate, feels minimalistic, and specifically requested the image of the earth with people (kids) holding hands around it. She wants this incorporated as to her it symbolizes her “brand,” someone who cares deeply about children, nature, and the world overall/ what it symbolizes for the future.

**Tone:**

Minimal, professional, experienced, takes caring of children seriously

**Primary CTA** *(call to action)***:**

For clients referred to her to contact her through booking form if they have not already been given her personal contact information.

**Research:** *Please include interviews\* and any market research. This can be articles you’ve read, online research you’ve conducted, video or audio interviews on your phone, email exchanges, handwritten notes transcribed into a google doc. All of it counts.*

Interview questions and answers:

* Describe your business (walk us through a week of working with clients)
  + Schedules are set upon the initial agreement, usually she receives notice in advance if something needs to be moved, she is in contact with the parents via phone.
  + Managing household and children’s activities
    - Responsible for taking kids to and from after school activities, daily schedules (HW, chores, etc), cooking dinner, light house cleaning, laundry for kids, doctors appointments, inventory/grocery shopping
* How do you find new clients? How do you schedule clients? Walk us through that process.
  + Verbal referrals, in the past she used Care.com and similar pages, but has since established a client base and finds people through them when the kids grow up or they move away.
  + Work long term for families, 3-5 years
    - Usually 1 family in mornings, 1 family in afternoons
    - Build schedule based as as-needed basis
  + Discuss minimum hours/ paid vacation/ sick days
* How do you intend to use this webpage? When would a client see it?
  + Resume primarily for clients referred to her that are interested in finding out more
* What websites do you like and why?
  + No specific website in mind
  + Minimal
  + Really likes the symbol of the earth with the people holding hands around it to convey love of earth, nature, kids, etc
* What is the goal/call to action for your website?
  + Provide information to prospective clients from referrals
  + Ultimately wants clients to be able to contact her through it if they are interested in her services
* What makes your service (you) unique?
  + Love children, personality, able to establish bond with children as she takes care of them for years on daily basis, becomes part of the family and is contact sometimes even after her services are no longer needed
* What information do you want to include?
  + “About me”?, experience, availability, etc.
    - Mother of 3 fully grown children, have taken care of children of all ages for decades, worked as child psychologist in Bosnia, math tutoring, certified in holistic care/food nutrition, fluent in english/bosnian, can assist parents with parenting decisions, familiar with waldorf method
  + Certifications?
    - Holistic care/ food nutrition
    - CPR
    - Driving license
  + Medical care?
    - Has cared for kids with disabilities
    - Eczema care 10/10
  + Client reviews?
    - Available
* What integrations do you think would be helpful to your business?
  + Online booking? Contact form? Availability calendar? Etc..
    - Contact form
* Who is your target demographic?
  + Marin, Sf.. ? Income? Child ages? Full time part time??
    - Young working parents
    - Marin
    - Full time
    - All ages, newborn - high school
    - Need consistent schedule/hours weekly