project overview

"Little Kangaroo" is the perfect solution for parents who struggle with time constraints due to work commitments and need childcare. This app is specifically designed to provide reliable and professional childcare services through specialized nannies. The app connects parents with vetted and qualified caregivers for children up to 10 years old, ensuring peace of mind while they are busy. This service caters to parents aged 20 to 50.

problem statement

Parents often face challenges in balancing their professional lives with childcare responsibilities, leading to increased stress and potential work-life imbalance. Finding trustworthy, professional, and available babysitters can be a time-consuming and stressful ordeal, particularly for two-income families. Ensuring the safety and well-being of children while maintaining productivity at work presents a significant challenge for these families.

solution statement

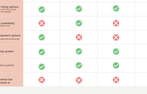
"Little Kangaroo" provides a seamless platform that connects parents with vetted and qualified nannies in their city. The app offers features such as real-time nanny tracking, secure payment options, and detailed profiles of each caregiver. The app also includes a feature for parents to communicate with caregivers to ensure their children's locations during school pickup or activities, providing additional peace of mind. The app also allows parents to set confidence levels for each caregiver, ensuring the highest standards of safety and quality of care are maintained.

Our Roles

Wafaa	Asmaa	Radwa	Ayo
UI Design	UI Design	SMC	UI Design
Prototyping	Style Guide	Personas	Competitor
Wireframing	Wireframing	UI Design	Logo Design
Final Presentation	Empathy Map	Wireframing	Wireframing

Timeline of project from 1 Feb to 11 April

Design Thinking Process



SWOT Analysis

Competitive Analysis

Name of Competitor we are Auditing	Wire Care	Babysitter	Urbanclip	Little Keeper
Free browsing	✓	✓	✗	✓
Location based search filter	✓	✓	✗	✓
Search filter	✓	✓	✗	✓
Detailed babysitter profile	✓	✓	✗	✓
Flexible hiring options (hourly, daily, weekly)	✓	✗	✗	✓
Time availability calendar	✓	✗	✗	✓
Flexible payment options	✓	✗	✗	✓
Rating system	✓	✓	✗	✓
Review system	✓	✓	✗	✓
Personal live chat feature	✗	✗	✗	✓

Interview questions

We interviewed around 7 people to understand the parents needs a lot of babysitters that they like to hire the problems they have before

- What are the biggest challenges you face in order for your children while you are busy?
- How important do you consider having a trusted nanny for your children's care?
- What qualities are you looking for in caregivers?
- Do you prefer to book services in advance, or do you prefer last-minute booking options?
- How important is it to have ratings and reviews from other families when choosing a nanny?
- Are there specific features you would like to see in the app, such as location tracking or direct chat with the nanny?
- What age range of children do you need care for?
- What activities or tasks do you need help with?
- How do you prefer to communicate with caregivers? Via phone, text messages, or through the app?
- Are there any concerns or specific requirements related to your children's care?

user persona

"I need help but I can't trust anyone"

Nour

Age: 32
Education: bachelor
Hometown: al mahalla
Family: married
Occupation: accountant

Goals

- wants his child to be with safe people when he is at work
- wants trusted nannies to drop his child at school and pick him up
- wants trusted one to take care of his child when he is out

Frustrations

- "he is struggling between his work and his child so that affects his work and makes his manager get angry with him."
- "he is always worried and stressed about his child"
- "he can't concentrate in his work because he is always worried about his child"

"I can't trust leaving my baby with stranger"

Menna Ahmed

Age: 25
Education: bachelor
Hometown: Tanta
Family: married
Occupation: teacher

Goals

- wants her children to be with safe hands when she can't be with them
- wants trusted one to drop her children at school and pick them up
- wants trusted one to take care of her children when she is out

Frustrations

- "she can't go to her work because she has to and have school or training when her children are at home"
- "she is always worried and stressed about her children"
- "she is always worried when she goes to hospital with her husband"

"I need help but I can't trust anyone"

maria

Age: 33
Education: bachelor
Hometown: Tanta
Family: married
Occupation: housewife

Goals

- wants her children to be with safe hands when she can't be with them
- wants trusted one to drop her children at school and pick them up
- wants trusted one to take care of her children when she is out

Frustrations

- "maria is a housewife and she has to go to hospital to get her physical therapy 3 days a week with her husband for 4 hours they have 3 children 2 years twins and 6 years old. she is struggling between their and her home and her health"

Empathy map

SIMPLE
USER FLOW

Low Fidelity wireframes

Mid-Fidelity wireframes

style Guide

Colors

Fonts
(for English)
poppins
regular medium semi-bold bold
(for Arabic)
tajawal
regular medium bold