level 100

Sitters on the go

Marketplace Case Study

Sitter on the go is an online platform that allows sitters and parents to connect and collaborate together, offering payments online and job offers.

Design on Figma

Developed on Bubble

About the project

Problem statement

Nowadays, it is difficult to find a babysitter that is trustful, specially for first time parents and in case of any emergency

In other cases, sometimes babysitters don't get paid the first agreed rate, creating inconvenience for them as they are not sure they will get paid correctly.

Our solution

We designed an online platform that solves all these issues, allowing babysitters to get paid online and parents to be able to check how much trust they can put in a babysitter.

Design process

- **Understand** — User research
- **Define** — User personas
- **Ideadiate** — User flow Information Architecture
- **Design** — Wireframes Prototype
- **Test** — Feedback Conclusion

User persona

About

Sofia lives in Chicago, IL. She goes to college from Monday to Friday and on the weekends she babysits to be able to pay for rent. However, lately she has been having issues trying to find new families to work with, she would like to have a platform that helps her with that issue.

Frustrations

- Not finding new families to work with.
- Having too much free time
- Low rates with new families

Motivations

- Make extra money
- Verify family reviews
- Show her experience before meeting the family

Goals

- A platform that allows her to show her experience without having to meet the family first.
- Being able to secure her payments to avoid any issues once she meets the family.
- Make sure the family and her a good match without having to meet her first.

Tech

Social media

Computer

Mobile

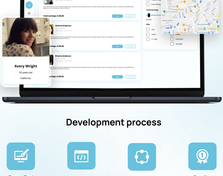
Marketplaces

Sofia, 22

Marketplace

Developed features

Based on our user research results, we were able to define the key aspects of our design to create a successful MVP.



Development process

- **Front End Development** — Creating beautiful interfaces
- **Back End Development** — Building, mantaining and processing data
- **Integrations** — Integrations with powerful tools
- **Quality Assurance** — Ensuring that the product wont have issues

Login

We designed a very easy to use login page. Only requiring email and passwerd, and with the option to reset it if you forget. The applicants will be able to add any meaningful information about their experience.

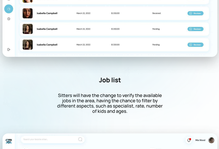
Setting profile

Before they can apply to any jobs, we have designed a format that will allow sitters to provide any meaningful information regarding their experience, focused specially on child care.

Payments

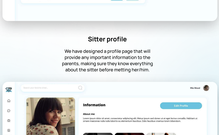
Sitters will be able to track their payments andd see information information such as rate, date and status of the payment.

That way, the platform allows them to prevent any payment related issues with the parents.



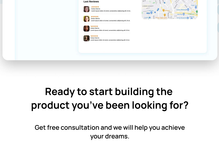
Job list

Sitters will have the change to verify the available jobs in the area, having the chance to filter by different aspects, such as specialist, rate, number of kids and ages.



Sitter profile

We have designed a profile page that will provide any important information to the parents, making sure they know everything about the sitter before meeting her/him.



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