

HappyCare

Mobile App for the modern daycare seeking parent

Spec Status: Draft / **Peer Review** / **Mentor Review** / Complete

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Mentor Reviewed by: Katie Nguyen Submitted Wed 4/5/23

I want to move forward to build this product with a cross-functional team in the Co.Lab Program

Yes

No

Summary

HappyCare is a mobile app designed to help parents to easily and quickly understand local options of day care availability for short term and long term needs. Getting availability and securing child care, on one single platform. **HappyCare** will gather information from daycares in the local area and confirm availability on a weekly level for short term needs and long term needs.

Problem Background

How might we make the process to research, secure, and confirm day care child care options for parents so that it takes less time to secure and provide transparency on availability?

As a new parent, the process of securing day care is daunting, time consuming, and in every daycare it is done differently. Target parent user persona are expecting band parents of children under 5 in the US. Wait lists can be as short as 1 month to as long as 1.5 years. As an experienced parent, if you move to a new geographic location or have multiple children, day care availability and confirmation of enrollment for a certain time frame are not transparent. Local daycares also struggle to understand and track demand for new child care needs. The main pain points for parents in the daycare search process are:

- Navigating waiting lists
- Time commitment calling daycares
- Lack of transparency on immediate availability

From my user research completed, the goal was to understand people's day care child care search to enrollment confirmation experience. Below are some highlights around the learnings of methods of contact, amount of time it takes to confirm daycare availability, and average waitlist times for day cares.

- Top tool used to find new daycares is Google Search.
- Phone is the primary method of contact for availability in queries, waiting list status updates, and pricing information sharing.
- It takes 60% of the parents on average 2 weeks to get in contact with daycares to understand initial availability.
- 40 % of parents it takes them on average 1 week to hear back from a daycare.
- 80 % of parents had to wait 6 months or more on a waiting list for their child to be placed.

HappyCare will be the place for parents to understand what daycare options are available and also confirm the waiting list availability in real time to enrollment.

Goals

1. Reduce the time it takes parents to search and confirm daycare enrollment.
2. Increase transparency of daycare availability for both short term and long term parent daycare needs.
3. Reduce the stress and load on parents that daycare searching usually takes.

User Stories

As a parent, I want to be able to see the real time status of daycare availability, so that I can see what locations there is availability.

As a parent, I want to be able to see the real time status of daycare availability within a certain distance of my current location, so that I can reduce the time it takes to contact them to find out availability.

As a parent, I want to be able to see the real time status of daycare waiting lists, so that I can see in real time my place in the waiting list with an estimated enrollment start date.

As a parent, I want to be able to search for multiple children daycare availability, so that I can reduce the time it takes to contact them to find out availability.

Proposed Solution

App that is able to use a user's location or specified location to show daycares and their estimated availability for short term and long term daycare needs. This search

would also incorporate if there is a single child need or multiple children. Once a user adds their family to the waiting list they can see a projected enrollment start date in a live way.

Scenarios

As a parent, I want to be able to see the real time status of daycare availability, so that I can see where there is availability.

Scenario #1: Find real time status of daycare availability

Acceptance criterias:

- Immediate Availability for Short Term Care
- Long Term availability for ongoing Day Care needs
- Availability view for multiple children

As a parent, I want to be able to see the real time status of daycare availability within a certain distance of a specified location based on zip code, so that I can reduce the time it takes to contact them to find out availability.

Scenario #2: Find real time status of daycare availability within location

Acceptance criterias:

- Fast query with location enabled (from mobile device)
- Fast query with location specified (zip code)

As a parent, I want to be able to see the real time status of daycare waiting lists, so that I can see in real time my place in the waiting list with an estimated enrollment start date.

Scenario #3: Find real time status of daycare waiting lists

Acceptance criterias:

- Estimated Enrollment date upon signing up to waiting lists
- Communication to change if there is a change to the Estimated Enrollment date upon signing up to waiting lists

Scenario #4: Find if a daycare is available.

Acceptance criterias:

- Top 10 daycare with availability within a radius of a zip code

Measuring Success

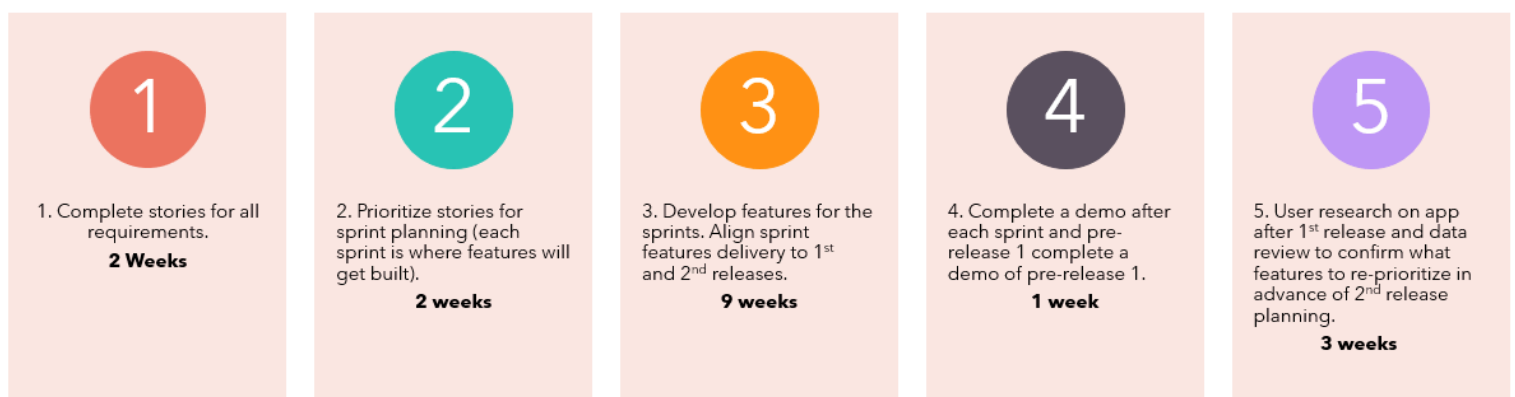
Prototype an app that is able to instantly pull up daycares based on a user's location

and rank them based on soonest available in (days) and if greater than 7 days (weeks) and if greater than 4 weeks (months). Demo how a user can select a daycare and then be shown in real-time their place in the waiting list with an estimate enrollment start date.

Product Success Metrics

- *User Adoption- Number of Users using applications with demographics of target users. Target: 500 users/ month*
- *Average Time for Availability Confirmation- Amount of time it takes for parents using the HappyCare app versus traditional search and contact methods*
- *Number of App Referrals. Target: 3 app referrals out of 10 users.*

Milestones & Timeline



Open Questions / Appendix

For any open questions about the problem or any assumptions that you might have.

This could be related to open questions that have not been resolved by the research so far, further thoughts, etc.

- Daycare aspect of having them use an app to manage waiting lists as well as have their capacity publicly available is something that needs to be reviewed further.
- Parents Daycare scheduled visits and assuring “good fit” can be more important than length of time to communicate to a daycare or waiting list time
- Pricing information is not widely publicized or known to parents before calling daycares for availability
- Personal Referrals are a huge way to cut down on time in finding other “mom” or “dad” recommended daycares. How can we incorporate personal referrals into the app to help have family recommended options more openly known?