Helping Hands

A Bring The Kids App

Fall 2014 Project By:
Aashka Chaudhari
Mary Ashlynn Dennis
Laura Lambourne
Jennifer Lee

NEW MEDIA INSTITUTE

Table of Contents

Our Client

Bring the kids provides event childcare for weddings, corporate conferences, and other special occasions. As a host, you no longer have to worry about guests that are unable to attend because the difficulty of finding a babysitter. Catering to a wide range of ages, Bring the Kids imparts dependable, safe, and fun childcare services that parents can sign up for when RSVP'ing to an event.

Throughout the existence of Bring The Kids, they have noticed that their clients have been faced the three overarching problems: time, complexity, and accessibility. This has caused stress and confusion amongst parents. With our web application, Helping Hands, we plan to alleviate parents of these problems by providing a mobile platform through which information can be quickly and easily shared between parents and Bring The Kids.

Why Helping Hands?

Helping Hands is built to improve the lives of socially active parents, who are often obliged to attend social and work events, but don't have the time or patience to find and educate a new babysitter about their child. Our web app eases this eternal struggle, whenever Bring The Kids is working the specific event.

When parents attend an event at which Bring The Kids is working, the invitation will provide parents with a link to register their child with the group child care service through the web app. Through this, parents have the opportunity to register their child whenever they want, without worrying about it ever being too late to find a babysitter. Parents can also provide Bring The Kids with as much information about their child's needs and preferences as they feel necessary.

Why Helping Hands?

The app also provides information about each of the childcare professionals working for Bring The Kids in order to ease the minds of concerned parents, allowing them to enjoy a stress free evening with their colleagues and friends. And finally, if needed, parents can easily get in contact with any of the Bring The Kids employees through the app, making for a successful evening for the parents.

And while our project is mostly catered to parents, Bring The Kids will also enjoy numerous benefits from the app. Helping Hands also allows Bring The Kids to gain easier access to child-specific information through a secure online database which, in turn, creates a more efficient work environment for Bring The Kids.
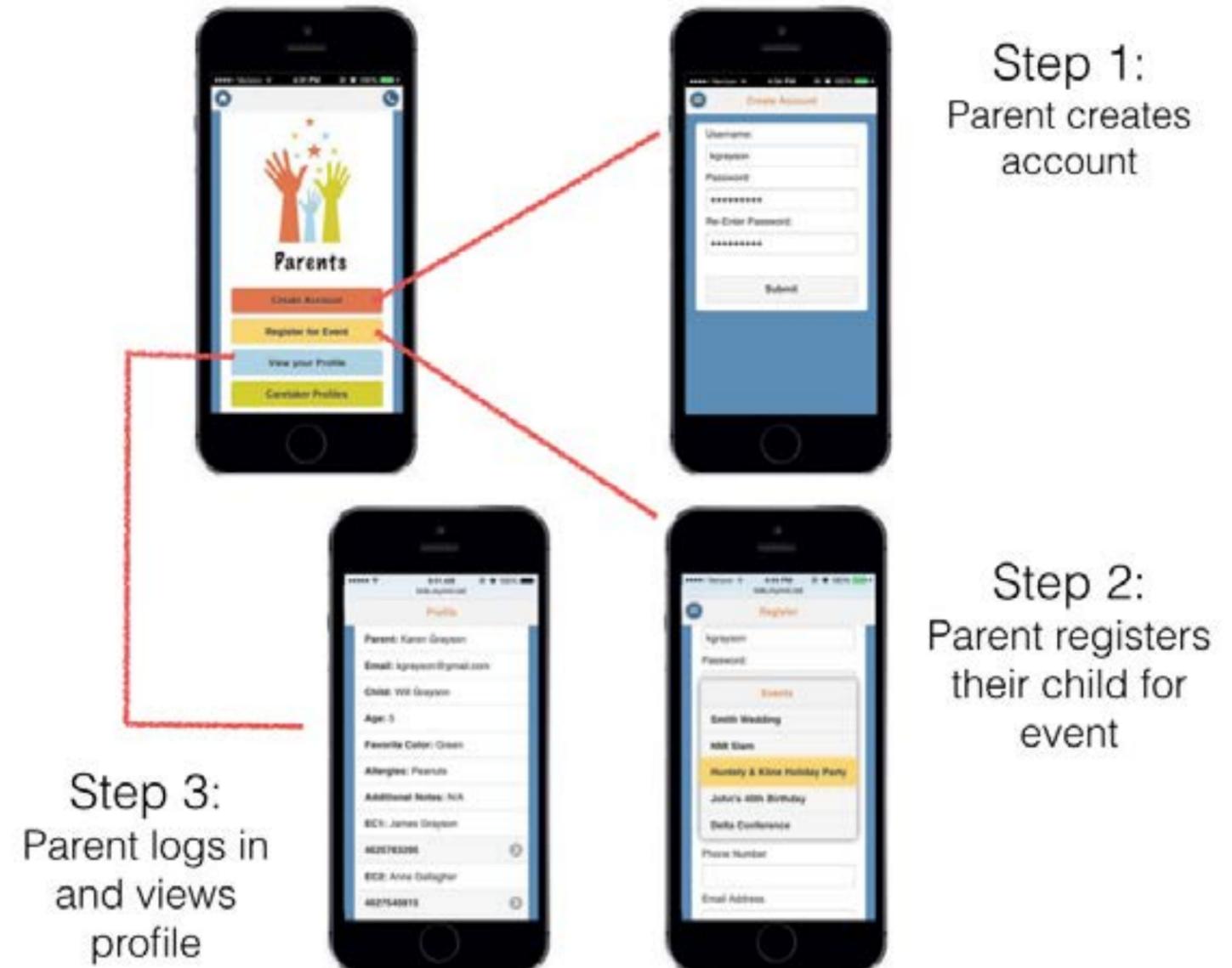
Target Audience

For this project, we were working to create an app to not only help parents more easily register their children for Bring The Kids, but also to create a more efficient work environment for our client.

Our primary target audience for this app is the parents who are very socially active and often don't have the time, patience or energy to find and educate a new babysitter any time they need to attend an event.

Our secondary audience is Bring The Kids themselves, because Helping Hands allows them to store all child-specific in one, accesible location, so they can spend more time taking care of the children than ruffling through papers.

Wireframes
Parents

Step 1:
Parent creates account

Step 2:
Parent registers their child for event

Step 3:
Parent logs in and views profile
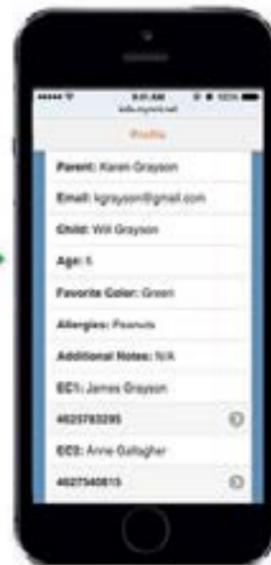
Wireframes
Staff

Step 1:
Staff member logs in

Step 2:
Staff finds child's name on guest list

Step 3:
Staff member views child's profile

Technology

Helping Hands uses a database to store the contact information of each individual child attending a specific event. The database enables both the parent of the child and Bring the Kids staff to pull-up that child's profile information on the application at anytime. There are two kinds of users of this application: parents registering their child for an event and staff members working the event.

A parent using the Helping Hands app for the first time creates a username and password, which is then stored in the database. When registering their child for an event, the parent is required to re-enter their username and password in order to connect that profile information to that user. The parent is then able to login anytime using their account information to view the profile for their child, which is all drawn from the database. If the parent notices any changes that need to be made to their child's profile, such as someone else is now picking up the child, they can easily call one of the staff members through the button located at the top right corner of the "Parents" menu to notify them of any updates. This immediately eliminates the stress of searching through countless papers trying to find their number.

Technology

Behind the scenes, Bring the Kids staff members will be able to login on the application with their designated username and password set up through the database. Once they login, they will be directed to the guest list of children sorted, using php functionality, by their specific event. A staff member needing to find the contact information or any additional information on a child, such as food allergies, is able to tap on the child's name. The functionality of the scripting language, php, enables the application to recognize the child's name for that specific event and draw their profile information for the staff member to view.

The database set-up for the Helping Hands app allows information on each child to be securely stored and accessed making the event childcare process a lot simpler for both parents and staff. Not only does it relieve stress, but also it provides an efficient way for both types of users to find contact information.

Poster

Team

Aashka Chaudhari, Producer

Aashka Chaudhari is a senior majoring in Advertising, while also pursuing the New Media Certificate. Through this semester, she served as the team manager of the Bring The Kids group. In her position, Aashka liaisoned between Bring The Kids and her group members and helped them to understand the problem and develop a new media solution. She also worked to maintain a project timeline and assisted the team wherever possible. Upon her graduation in the spring of 2015, Aashka hopes to work as an account executive.

Laura Lambourne, Coder

Laura Lambourne is a senior from Huntingtown, Maryland studying advertising in addition to pursuing the New Media Certificate. She serves as the team programmer and focuses on the technological aspects of the project. She is responsible for the coding and development of our web application. She hopes to work in digital marketing after graduation this May.

Mary Ashlynn Dennis, Content Producer

Mary Ashlynn Dennis is a fourth year studying magazine journalism and film studies in addition to pursuing the New Media certificate. She serves as the content producer for the Bring the Kids group. She is responsible for developing the website and creating the video for the group. She plans to graduate in Spring 2016 with a dual degree and hopes to travel before beginning a career in journalism.

Jennifer Lee, Content Producer

Jennifer Lee is a senior from Virginia Beach, Virginia studying fashion merchandise in addition to pursuing the New Media certificate. She serves as the designer for the Bring The Kids group. Jennifer has helped name the application, Helping Hands and created the graphics behind the app. Along with her group members, Jennifer will be graduating in May 2015 and hopes to pursue a career in public relations.