TODDLE APP

MVP OBJECTIVE

This is a Minimum Viable Product (MVP) document for a review-based app. The app will allow users to search for and locate parent-community reviewed activities, venues and services in their local area which can be filtered to match their specific preferences and needs. The objective for this MVP is to gain validation from target users that such an app will be used in this way to search and locate child-friendly services and will be trusted by its users.

USER PERSONA

"A soft-play-centre that serves nice food & good coffee!"

Goals:

- Finding an indoor softplay-centre that serves nice food & good coffee
- Getting recommendations and advice on activities and places
- A range of activities and events searchable by age-range

Clara Daily

AGE	35
OCCUPATION	Data Manager (part-time)
STATUS	Married
LOCATION	Leeds, UK
GENDER	Female
EDUCATION	Bachelor's degree

Profile:

Mum of 2 boys

Middle-Manager

Health Conscious

Foodie-Health Blogger

Yoga & Keep-fit Enthusiast

Technology:
iPhone 8

Software:
Facebook
Instagram
Twitter

STEP 2: METHOD

Participant #1

Name: AG
Date and time of interview: 3/12/18 10am
How will you connect? In person at participant's home.

Participant #2

Name: SR
Date and time of interview:
How will you connect? Email and in person.

Participant #3

Name: CD
Date and time of interview:
How will you connect? Email and in person.

Key Questions to ask:

Q. 1: What devices do you use to access the internet?

Q.2: Where would you be using the app?

Q. 3: Have you recently used an app on website to search for and access similar services to the app I'm proposing?

Q.4: What goals and tasks would you be accomplishing as you use the app? What are your needs and wants?

Q.5: Are there any other features and specific ways that the app could be helpful to you?

STEP 3: CONDUCT

Participant #1

Name: AG

Age: 36

Occupation: Policy Manager (Part-time previously - currently on maternity leave)

Level of Education: Masters degree

Any interests/hobbies - How would you describe yourself? Mum of 2 boys (3 year old and a 4 month old), friendly and outgoing, enjoys joining parent-child groups, meeting new people and socialising.

Q. 1: What devices do you use to access the internet?

I mostly use my iPhone but occasionally use the laptop if at home.

Q.2: Where would you be using the app?

While at home before setting out and then while out and about.

Q. 3: Have you recently used an app or website to search for and access similar services to the app I'm proposing?

I've used the local council's library services website to access e-books for the children. Could be better for information on children's reading groups in local library: session dates, times not easily available. There's a Facebook group called The Leeds Mumbler which is a local online parenting community but it's a bit limited in its scope and services. Not always up to date. No 'one-off' events on there. Not much in the way of activities and groups.

Q.4: What goals and tasks would you be accomplishing as you use the app? What are your needs and wants?

Finding affordable activities and groups within walking distance as not car-user. Places with buggy access/parking space. Highchairs, baby-changing facilities, books/toys/colouring in stuff. Family-toddler friendly cafes and restaurants - reviewed/recommended by other parents so you feel confident about going there.

Q.5: Are there any other features and specific ways that the app could be helpful to you?

Feeding/weaning babies and toddlers in restaurants is a big one. Some places are not child-friendly and clean up around you while you're still eating, which isn't good. So parent recommended places to eat would be great. Also finding child-friendly places in the city aside from the art gallery and museum. Places with outdoor play areas/outdoor play equipment. Public transport info: bus routes and numbers would be useful as not everyone with kids has a car. Information about one-off events and activities and how to access them

Participant #2

Name: SR
Age: 41
Occupation: Youth Justice Service Manager - full-time
Level of Education: Bachelor's Degree
Any interests/hobbies - How would you describe yourself? Busy, working mum of a 4 year old with second child on way. Currently no hobbies but once she's had the baby she'll go running again.

Q. 1: What devices do you use to access the internet?

Smartphone

Q.2: Where would you be using the app?

At home

Q. 3: Have you recently used an app or website to search for and access similar services to the app I'm proposing?

I've used Hoop to find info about what's on. Haven't been great at joining groups as not very confident in this respect. I work full-time too so haven't had much time. Might have more time to go to mum & baby groups once on maternity leave following birth of my second child.

Q.4: What goals and tasks would you be accomplishing as you use the app? What are your needs and wants?

Finding ideas of where to go and what to do in specific locations based on recommendations and maybe being in touch with local mums.

Q.5: Are there any other features and specific ways that the app could be helpful to you?

I'd like a what's on by day feature and the best of what's going on. Perhaps a human interaction feature too so that you can chat maybe?

Participant #3

Name: CD

Age: 35

Occupation: Data Manager (part-time)

Level of Education: Bachelors degree

Any interests/hobbies - How would you describe yourself? Keeping fit, yoga, cooking, watching films and reading.

Q. 1: What devices do you use to access the internet?

Mobile phone, laptop

Q.2: Where would you be using the app?

Mostly at home but could be anywhere

Q. 3: Have you recently used an app or website to search for and access similar services to the app I'm proposing?

Occasionally look at 'Yorkshire Tots' on Facebook

Q.4: What goals and tasks would you be accomplishing as you use the app? What are your needs and wants?

Looking for advice and tips for new places to visit, variety of activities - particularly wet/cold day activities. Although we're now moving away from soft-play, it would be nice to find one that also served nice food and good coffee!

Q.5: Are there any other features and specific ways that the app could be helpful to you?

Up to date reviews are important. A review of a place from 2 years ago doesn't tell you what it's like now. Activities searchable by age-range. Provision of plenty of detail and information, such as parking, food options, price, opening times and ease of use.

STEP 4: SYNTHESIS

Were there any patterns that emerged from the answers?

A common need was for reliable and up-to-date information about local groups, activities, events. Reliable and up-to-date reviews and recommendations of services. Access, travel and practical information/details.

Was there anything that surprised you/was an outlier in the answers?

Not really.

Noteworthy quote(s)

'I'd like a what's on by day feature and the best of what's going on.'

Were there any frustrations mentioned?

Mainly surrounding the lack of up-to-date information, recommendations and reviews. Some parent-child Facebook pages and groups are available but they're limited in scope and aren't always up-to-date/can't always be relied upon.

Were there any needs or goals the participants mentioned?

Parent recommended places to eat and listings of child-friendly places/activities/one- off events in the city-centre. Public transport info: bus routes and numbers provided alongside the activities/services/events. Finding ideas of where to go and what to do in specific locations based on recommendations and making contact with local mums. Up-to-date reviews and recommendations. Activities searchable by age-range. Provision of plenty of detail and information, such as parking, food options, price, opening times and ease of use. Looking for advice and tips for new places to visit, variety of activities - particularly wet/cold day activities. An indoor soft-play-centre that also served nice food and good coffee!

USER STORIES & FEATURE REQUIREMENTS

User Story	Requirement
As a mum of 2 with a 4-year old and a new baby… **I want** to be able to easily find parent-recommended places to go, activities, groups. **So that** I can find child-friendly cafes and meet other mums/join mum & baby groups	• When a user signs up, ask them to complete a profile with details of child ages, dietary/special needs, interests & postcode to enable tailored search results. • Provide filters to enable search by post code/location, child age-range, type of activity, interests. • Show recommended groups, events and activities based on profile.
As a public transport user with 2 small children… **I want** to be able to search for venues, activities & locations on specific public transport routes. **So that** I can easily access them with my children	• Enable preference in profile for type of travel to enable setting 'public transport user' and set a zone in map to limit search to within it. • Provide filters to enable search by public transport route/map. Show distance from bus stop to venue. • Bus timetable links and updates
As a working parent of 2 children under 10… **I want** a range of activities, events, venues searchable by age-range and to find venues with good coffee/food. **So that** I can meet the needs of both children who are different ages and have different needs/wants.	• Provide filters to enable search by child age-range, type of activity, interests. • Create a 'Pick Of The Day' based on specific to the age range/activities preference. • Have a 'Best Place For…' facility for finding specific things such as great coffee/food, toddler-friendly cafe/restaurant, breast-feeding friendly.

HYPOTHESES

I believe that by providing a large variety of child-friendly service venues and activity reviews and recommendations
For users searching for recommended child-friendly activities, venues and services
Will result in users finding something suitable for their specific needs
We believe by providing the option to search & locate recommended activities, venues and services, in one place and the ability to filter by preference, need & location
For parents/carers who like to get out and have good experiences with their children but who have a difficult task: transport, special/additional needs, limited help/resources
Will result in users using the app to make this task and their lives easier

SUCCESS METRICS

In order to measure success, I will be tracking our sign-ups and user behaviours.

Quantitative measurement:

- Number of downloads
- Number of signups
- Number of profiles created
- Most-used search & filter criteria
- Number of active schedules
- Number of Reviews and Recommendations
- Number of Event/Venue/Activity contributors

  Qualitative measurement:

- Queries and feedback submitted by users on their experience
- Reviews & Comments on app store
- Ratings on app store

MVP ITERATION 2

If the MVP is successful, we will consider the following for a second iteration:

As a physically disabled parent with impaired motor control and a toddler… **I want** easy to use app features and functions **So that** I can easily use the app and find the services and activities I want.	• Provide filters to enable search by accessible venues, activities, specific needs or disability. • Keep user interface simple, provide simple methods for input, interaction, provide continuous feedback about position in the system and provide longer time to complete task
As a parent of a physically disabled child with autism… **I want** to connect with a reviewer-community that understands the specific requirements of additional needs/disability and can provide trustworthy recommendations **So that** I can feel reassured of the knowledge and insights the reviewer-community has in terms of disability and access issues.	• Provide users and reviewers with the ability to submit long-form qualitative reviews as well as a radio button pick list of accessible features such as wheelchair access, autism-friendly quiet area, disabled WC. • A social component so that users can connect with others to share experiences • A blog to provide articles on specific issues to raise awareness, encourage better understanding through sharing and discussion

As a parent with a vision impairment, a guide dog and a new baby… **I want** a range of activities & venues matched to accessibility and disability-related facilities **So that** I can meet all the needs of myself, my guide dog and my child.	• Magnify the size of interactive elements and increasing colour contrast • Providing filters to enable search by access and special/additional need criterium