

AN APP FOR URGENT CHILD PICKUP.

NAB-ME

PROBLEM

Improve busy parents' everyday experience with managing their day-to-day responsibilities.

RESEARCH

Interviewed 3-5 busy parents between the ages of 30-48. Most parents had a firm grasp on managing their day-to-day schedules and had tools they used successfully.

This research debunked the initial problem. This research looked deeper and found that family support was one of the top trends utilized for emergencies/urgent child pickups.

Further research leads me to pivot to a new question. What do parents and caretakers utilize to manage their day-to-day responsibilities when they have a limited support system?

NEW PROBLEM

Parents who lack family support sometimes have difficulty accommodating child drop-offs/pick-ups when last-minute deadlines/events occur.

PERSONAS



CAROLYN

Age: 37

Occupation: Business Consultant

Status: Married

Kids: 2

Household Size: 4

"We can't do it all, and it feels like we're hanging on by a thread, but we make sure we still stay connected."

Pain Points

Needs:

- To have a list of contacts to call on for last-minute events/deadlines
- Support for short-notice pickups/drop-offs

Problems:

- Lack of extended family support

I'm Carolyn, and I have two kids in the 2nd and 3rd grade. My partner and I get excited and a sense of accomplishment when our day-to-schedule is in-sync with the family. We are a very busy family with school drop-offs during the week and sports events on the weekend. We both work full-time. Our mission is to have dinner every night together as a family.

We often work in different locations, so we must divide and conquer when making events/deadlines. We are far from family, so we do not have that support. It's frustrating when a last-minute occasion arises because we usually need more time for them. It would be great to have support/people to call on if we are in a pinch.

SOLUTION

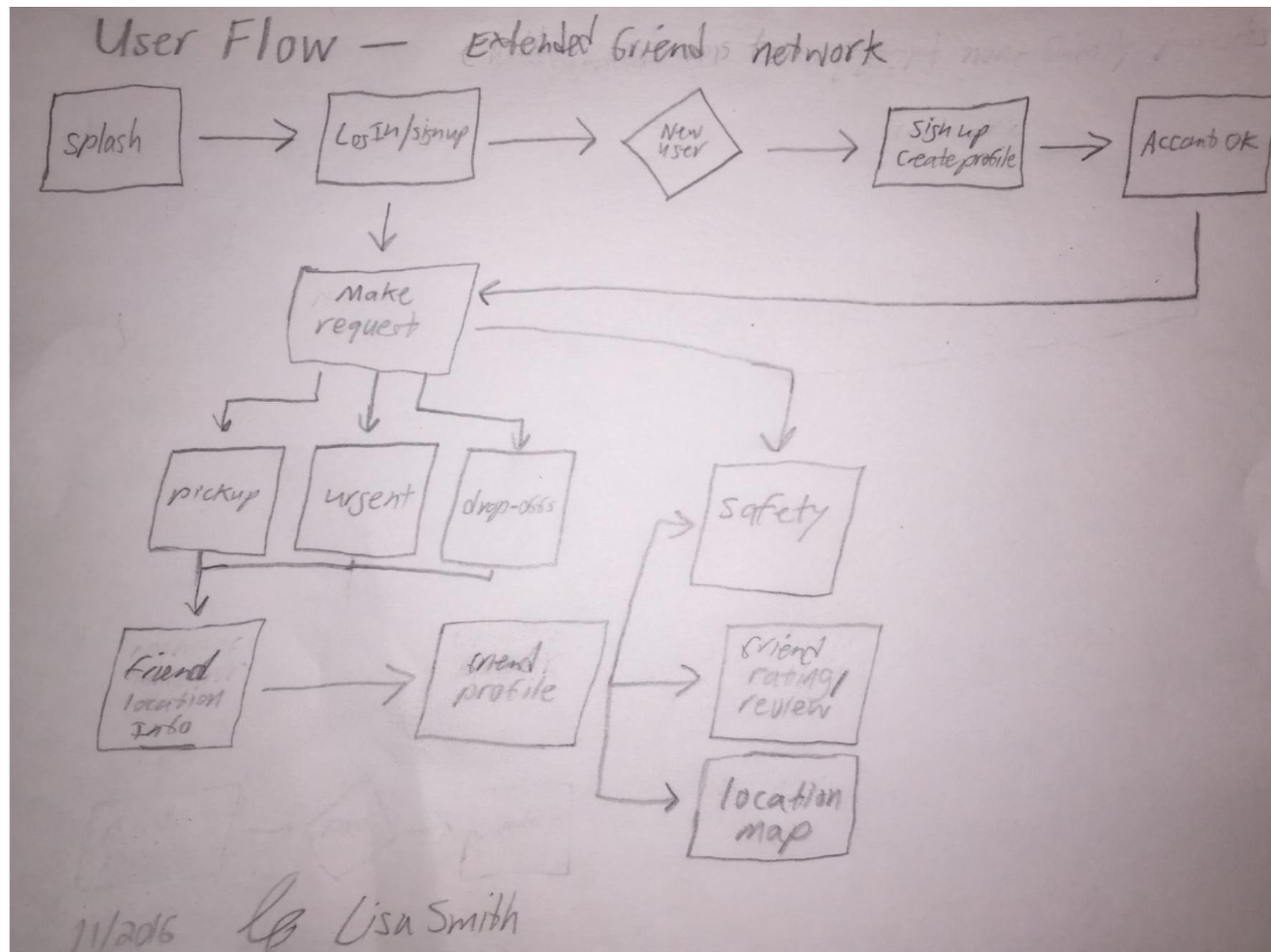
Nab-Me is a social app created for families who lack extended family support. **Nab-Me** allows families to meet people to assist with urgent childcare pickups.

COMPETITIVE ANALYSIS

App	Nab-me	Uber	Lyft	Hop Skip Drive
Safety/Insurance Drivers	○	○	○	○
Drivers paid	✗	○	○	○
Services of friendly drivers	○	○	○	○
Pickup in the local/current area	○	○	○	○
Reservation process easy	○	○	○	○

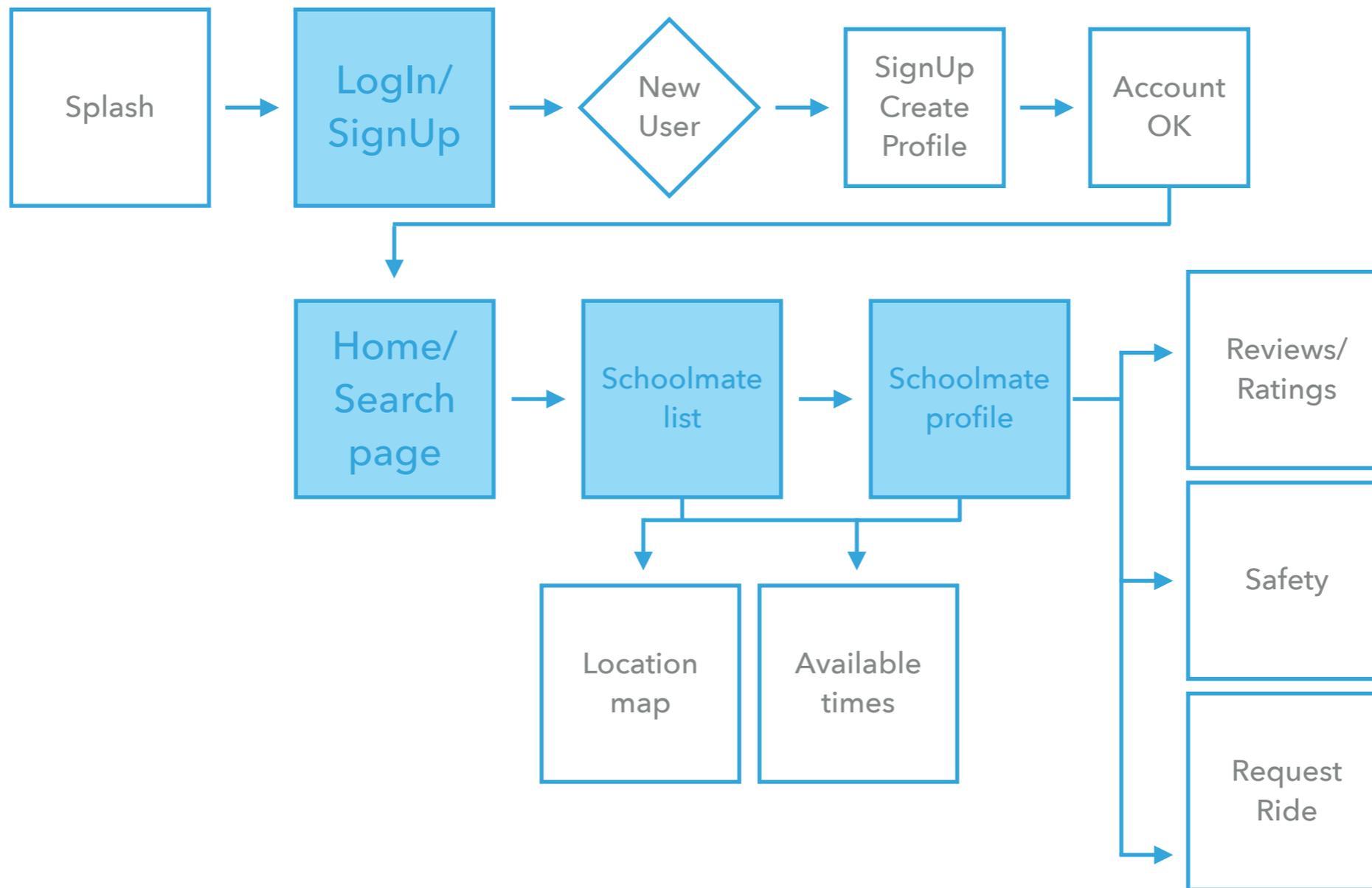
USER FLOW

Initial User flow

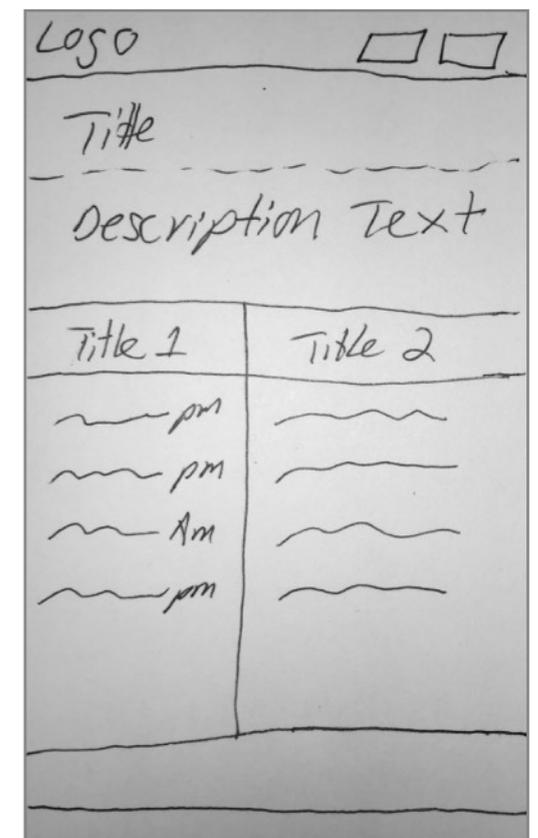
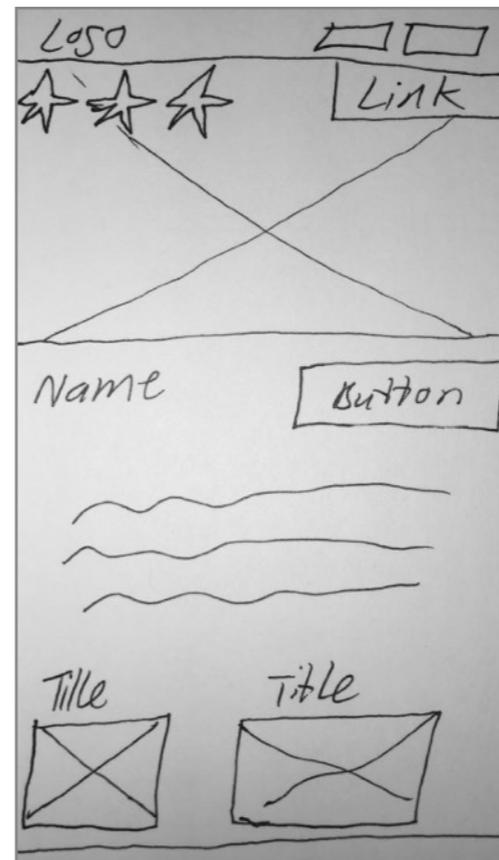
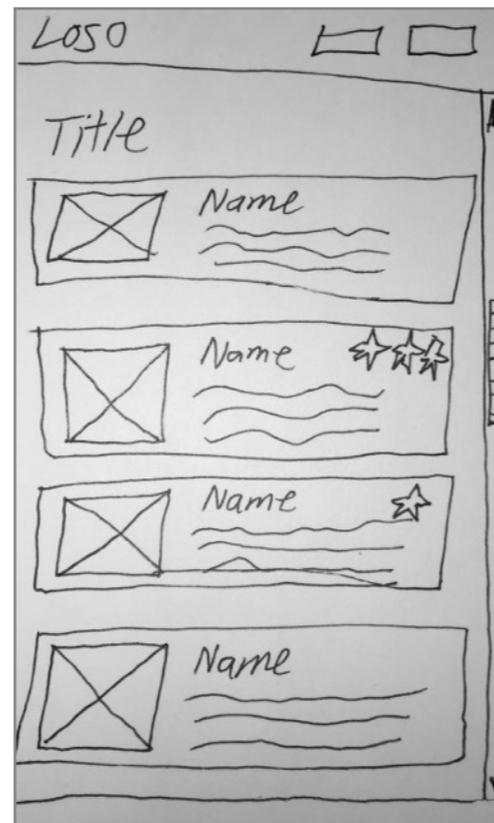
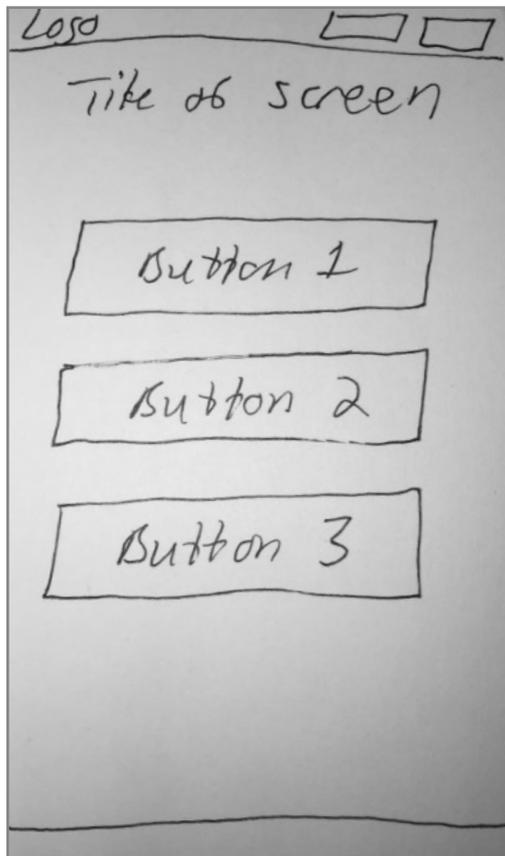


USER FLOW

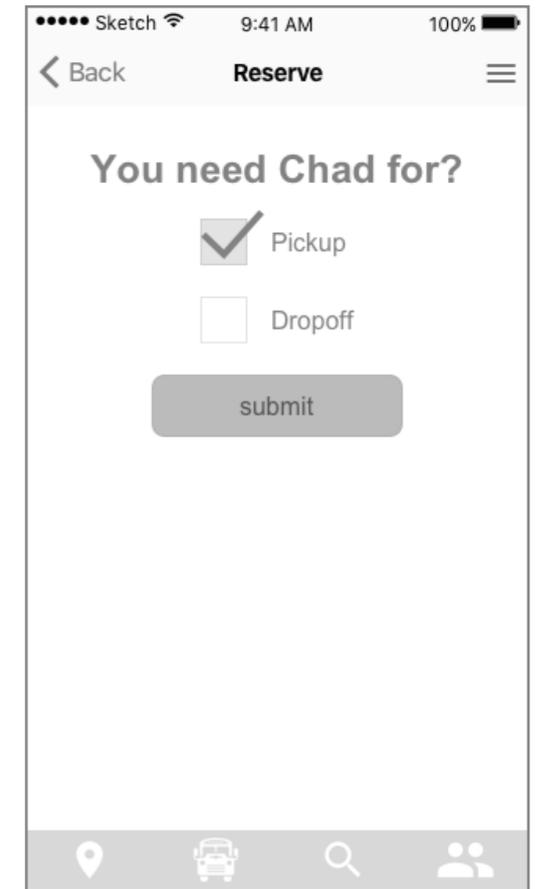
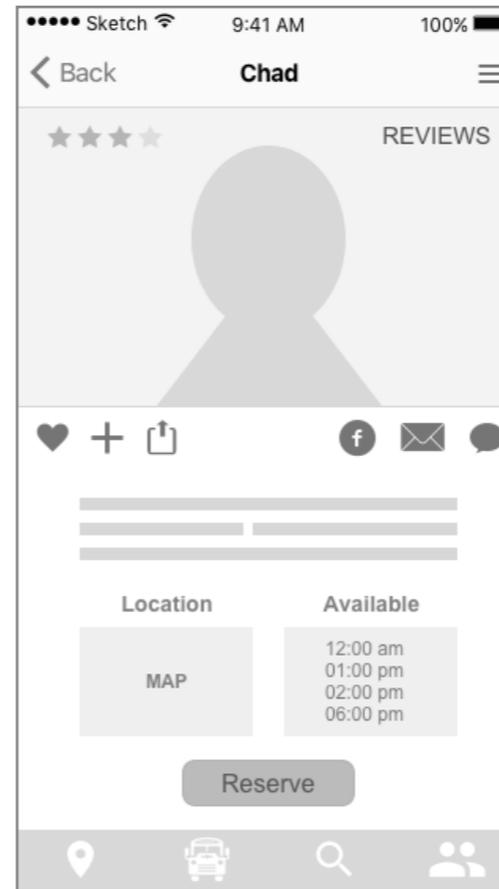
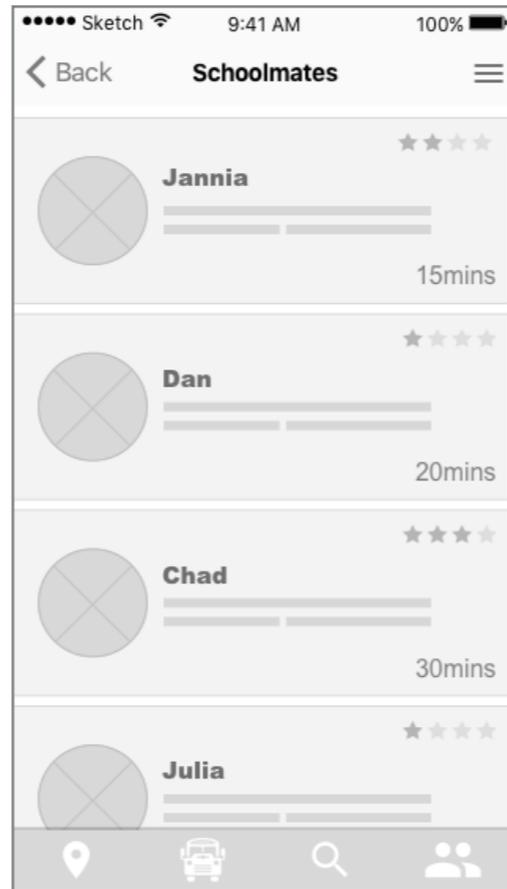
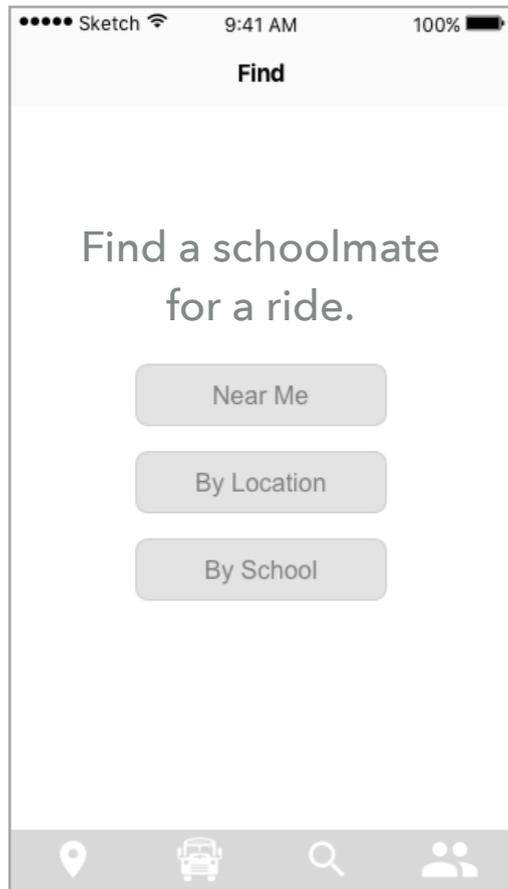
Revision User flow



SKETCHES



WIREFRAMES



USER TESTING TASKS

1. Task (Screen: List of schoolmates)

Questions:

What is this screen communicating to you?

What would you like to read about the person you are selecting/selected?

How would you select a person you already know?

How would you select a person you don't know?

Next:

What would you do next? (If not Chad, ex. Let's choose Chad).

2. Task (Screen: Find schoolmate)

Questions:

What is this screen communicating to you?

What selection would you make and why?

What do you think about the name schoolmate?

What do you think the icons below link to?

Next:

Show me how you would select a location option.

USER TESTING INSIGHT

“Can I call them?”

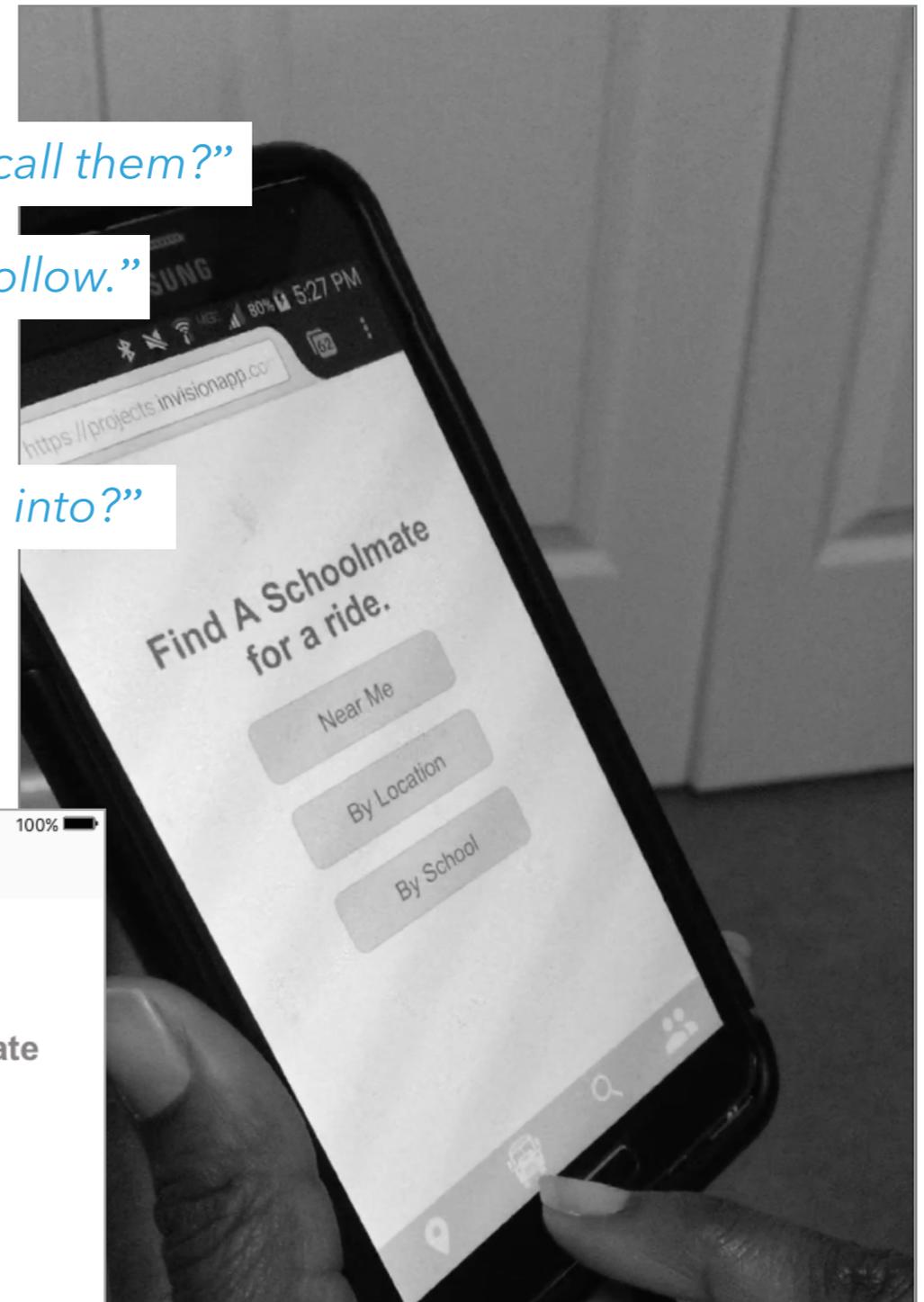
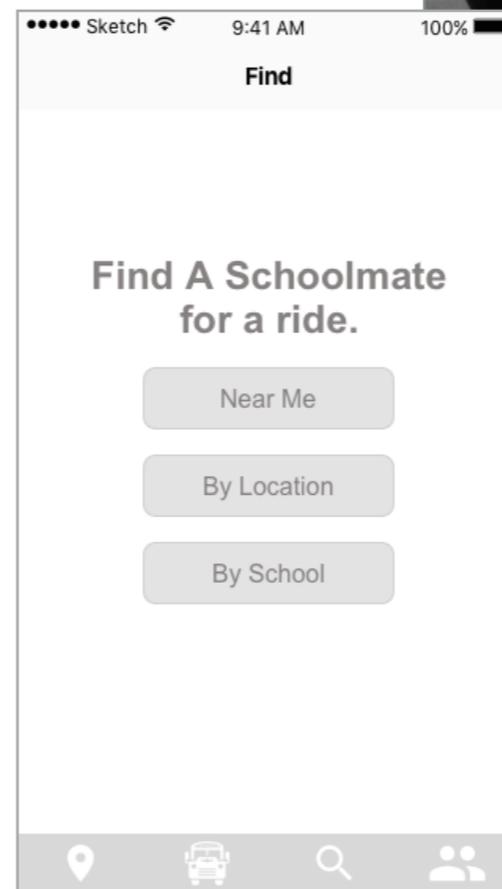
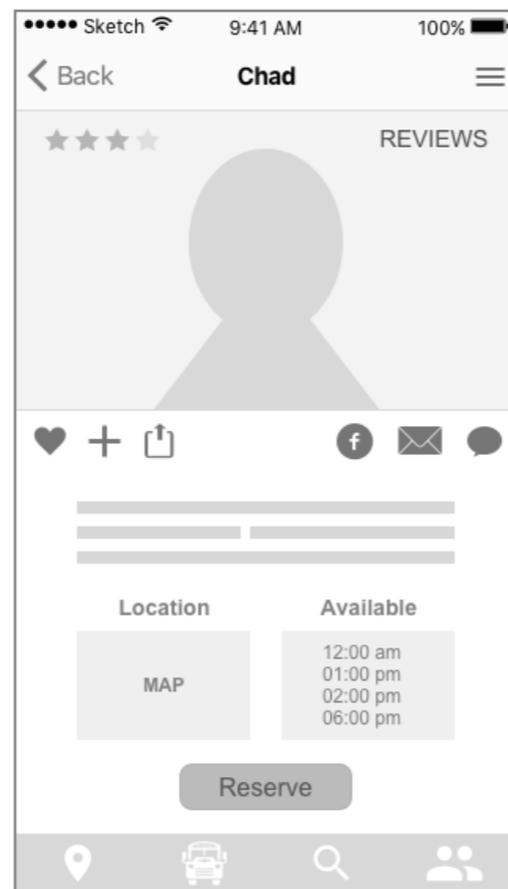
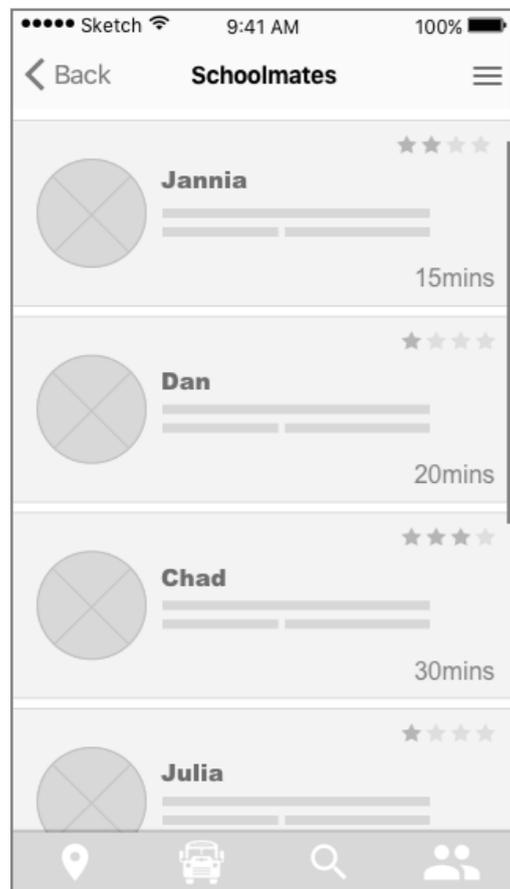
“The app process is easy to follow.”

“I am unclear on what these icons mean.”

“I would like to know the driver’s personal info. What is he or she into?”

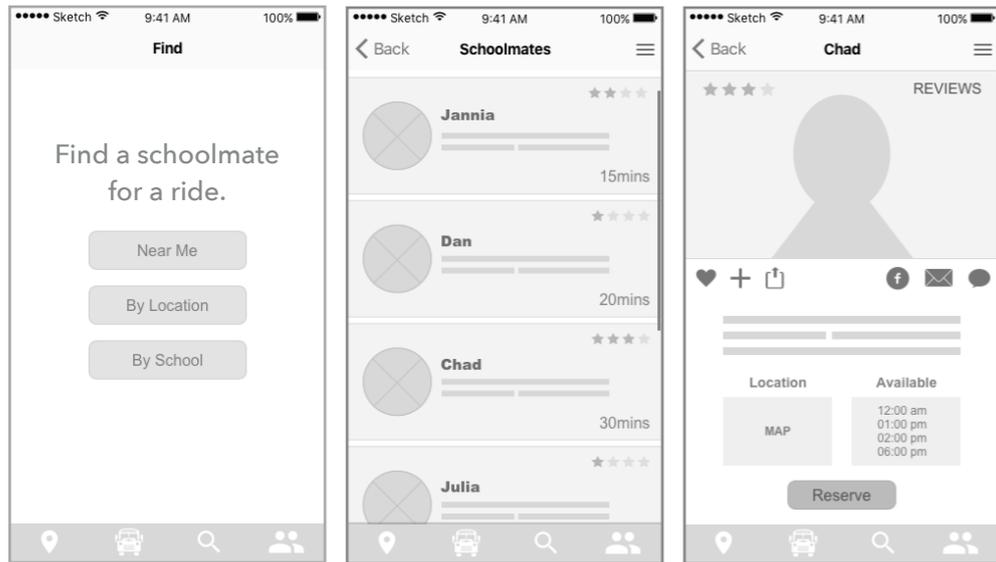
“What is the driver’s age, and are they fingerprinted?”

“I would like to know the length of their driving history.”

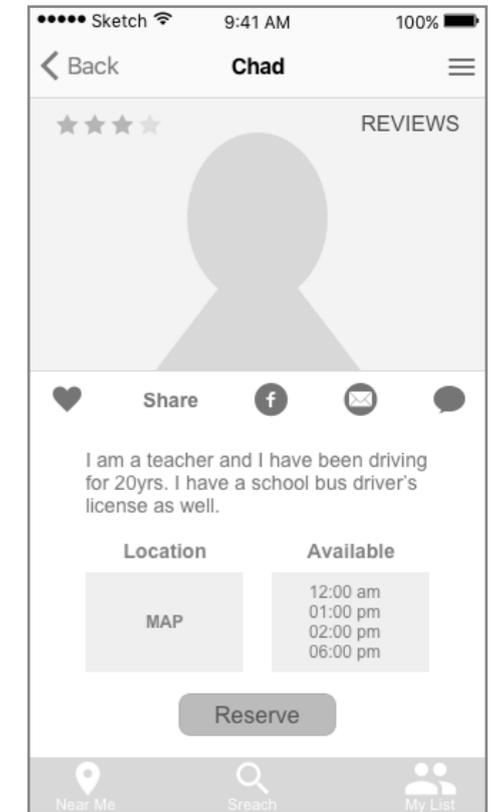
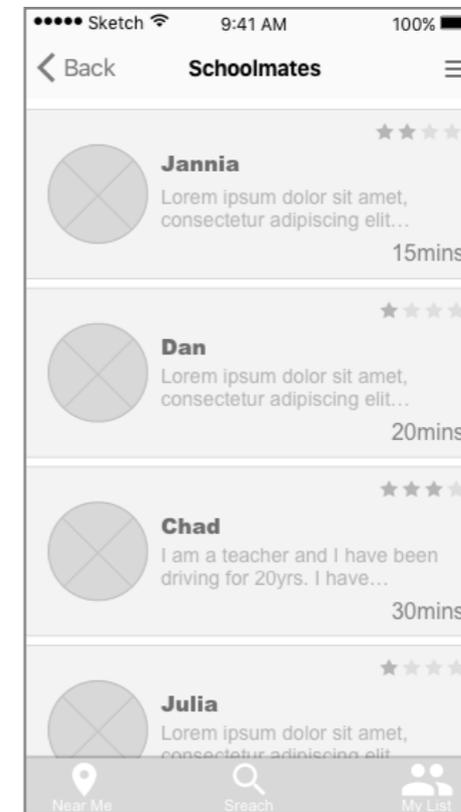
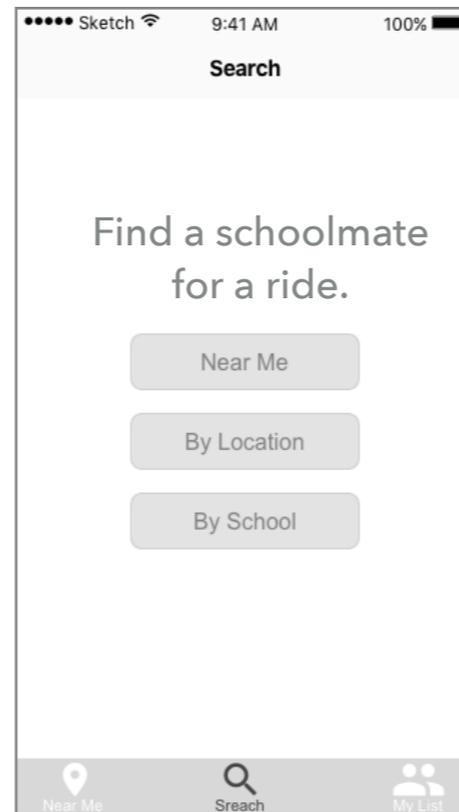


What is this screen communicating to you?

USER TESTING TAKEAWAYS



Before



After

THANK YOU!

LISA SMITH

LISA SHEA DESIGN

LISASHEADESIGN.COM

APP LINK: [HTTPS://INVIS.IO/Y69Q86NQC](https://invis.io/y69q86nqc)

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