

# Comparison of Competing Caregiving Websites: An Analysis of Efficiency

Prepared for:  
KareTaker

Prepared by:  
Get Connected

April 17, 2019



Get Connected

CONSULTANTS

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**KareTaker**  
Marketing Department  
1234 Care Street  
Farmville, VA 23909

April 30, 2019

Jane Doe  
Principal Consultant  
Get Connected  
123 Consulting Road  
Farmville, VA 23909

Dear Mrs. Doe:

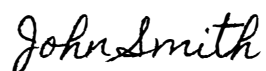
Subject: Evaluation of caretaking website pages considering effectiveness and usability

A world of technology has presented an incredible opportunity for parents to find childcare services online through apps and websites. In a recent study conducted by the American Red Cross, 69% of parents and guardians stated that babysitters are hard to find. Babysitters also have difficulty connecting with parents and guardians who are in the market for a caregiver. KareTaker aims to make this search easier for both parties through an effective and uncomplicated website that connects babysitters with parents.

We at KareTaker are hoping to re-launch our website with a newer and easier-to-navigate design. We wish to hire the Get Connected team to deliver a report on the best strategies and tools that we can implement into our website to help connect parents and babysitters. We wish to see the report by no later than July 20th, 2019, and to be presented August 1st, 2019.

We look forward to viewing your report and we are happy to provide any further information you may need to compile information. You may reach me at my office phone, (424) 123-4567.

Yours Sincerely,



John Smith  
Director of Marketing

## Get Connected

123 Consulting Road  
Farmville, VA 23909

July 15, 2019

Lisa Turner  
Marketing department  
KareTaker  
1234 Care Street  
Farmville, VA 23909

Dear Mrs. Turner:

Subject: KareTaker website proposal completion

I have attached the report which evaluates three core care taking websites for their overall effectiveness and usability that you requested in your letter of April 30, 2019.

We have recommended three websites that exemplify overall aesthetic design, accessibility, and registration:

- **Care.com**
- **Enannysource.com**
- **Sittercity.com**

We are confident that these three sites represent different components that you wish to include in your updated KareTaker website.

We have enjoyed researching information that was required for this report, and would like to thank you for the opportunity to assist your wonderful company. If you have any questions, comments, or concerns, we would be happy to meet with you in person or over the phone. We can be reached at (345) 678-9102.

Yours sincerely,

*Jane Doe*

Jane Doe  
Principal Consultant

Enclosure: Report on care taking websites

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# Executive Summary

With the number of online caretaking websites on the rise in the United States, KareTaker.com would like to see a rise in use of their website. They remodeled their website prior to the technological presence that we have today, and are now looking to create their website to accommodate all users with a new easier-to-navigate design.

With the vast amounts of online caretaking websites around the country, it is crucial to maintain a strong and accessible online presence to encourage users to find care through KareTaker. KareTaker's marketing department has asked Get Connected to recommend three caretaking websites that provide exquisite demonstration of content.

Get Connected had the task of finding websites that were appealing, easy to navigate, and helpful for users. As part of the analysis, overall aesthetic design, ease of accessibility, and registration process were all evaluated with the end goal of increasing use of KareTaker.com.

Each website was analyzed using the following criteria:

- **Overall Aesthetic Design:** clear and concise, color, simple layout, pleasant presentation
- **Ease of Accessibility:** easy navigation, minimal outlinking, help when needed
- **Clear Registration Process:** easy registration, important information, necessary credentials

The users of KareTaker.com were given a survey. Based on the results of that survey, the following three caretaker websites were chosen on which to base our analysis:

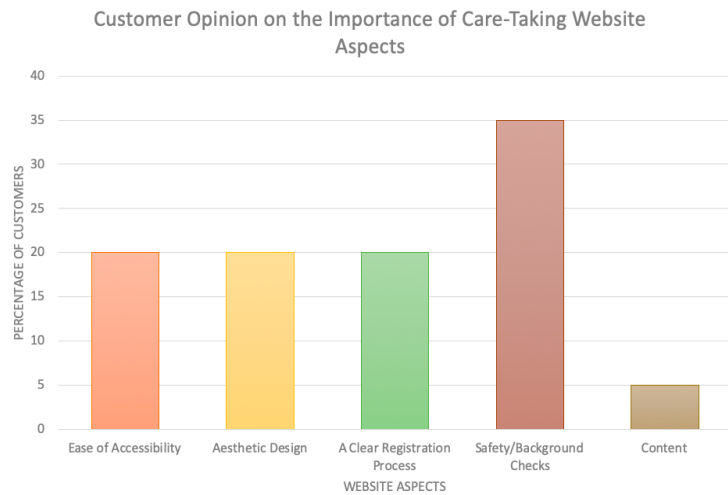
- Care.com
- Enannysource.com
- Sittercity.com

The focus of this report is to provide KareTaker.com with creative and thoughtful examples to incorporate within their updated website. We at Get Connected are extremely confident that our analysis and recommendations will not only help KareTaker, but will also have a significant effect on their number of users and members.

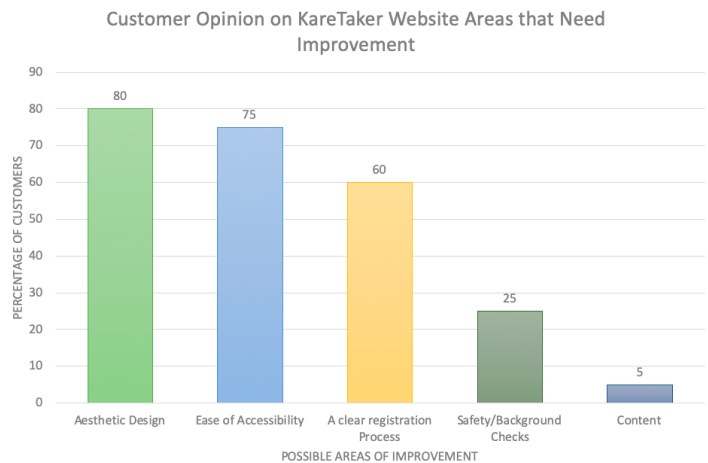
# Introduction

In today's society having an online presence is of the utmost importance for finding new clientele and to keep the customers you already have. KareTaker has already established an online presence and currently maintain roughly 5,000 website visitors per year, on average. In order to boost these numbers to stand up with their competitors KareTaker came to the Get Connected consulting group with a request to analyze their top competitors and offer advice as to improvements that could be made to their own website.

We sent out 5,000 surveys and received 1,000 back, of which, 500 were parent/guardians and 500 were caregivers. The survey asked which aspects out of five options, ease of accessibility, aesthetic design, clear registration process, safety and background checks, and content, they thought were the most important. The option voted most important was the safety and background checks at 35 percent with the ease of accessibility, aesthetic design, and clear registration process all tied for second at 20 percent, as seen in figure 1. The content was seen as the least important element of a care-taking website at five percent. Using the same five criteria we asked the customers to also rate KareTaker's website as to how they are performing in these areas.



With the analysis of KareTaker's website in figure 2 we determined that the best areas to analyze for their improvement were the ease of accessibility, aesthetic design, and a clear registration process. These seemed like the ideal areas to look more into as they were fairly important to customers as well as the area's that the KareTaker website is lacking in the most.



## **Analysis of Care.com**

[www.care.com](http://www.care.com)

### **Overall Aesthetic Design**

Care.com has a very visually appealing look. The website uses various icons, each following the same color scheme of teal, black, and white. When you get to the initial home screen to sign into your account, there are various images that are displayed that circulate from children to adults. Each image gives some insight as to what type of care the website offers, such as childcare, pet care, and senior care.

Once you enter into the main home page of care.com, that is when the aesthetic design changes. The first aspect of the home page that users see is their job posting, and images of users around the area that would be good references to hire. Because each individual has their own profile picture, it allows users to gain some sort of insight as to what individuals they could potentially hire based upon looks, and it allows caretakers to get a better understanding of who they would work for.

Right under the home page is a very large pop-up ad that changes each time you enter back onto the page. The ad takes up nearly half of the screen, and it is the first thing that eyes go to while looking at the page. If your website has ads, important information placed around the ad would stand out, as it is the focal point.

In terms of the font to image ratio, it is fairly even. For each image, there is a snippet of text either under or beside the image. This allows users to better understand what they are looking at.

### **Ease of Accessibility**

Care.com has an interesting layout in terms of accessibility. There are scrolling features, along with tab features, which allows users to find exactly what they are looking for. As users scroll down on a page, the bottom chunk has care.com's terms and conditions listed, which is located on every page users click on. This, information is necessary, but not needed on every page.



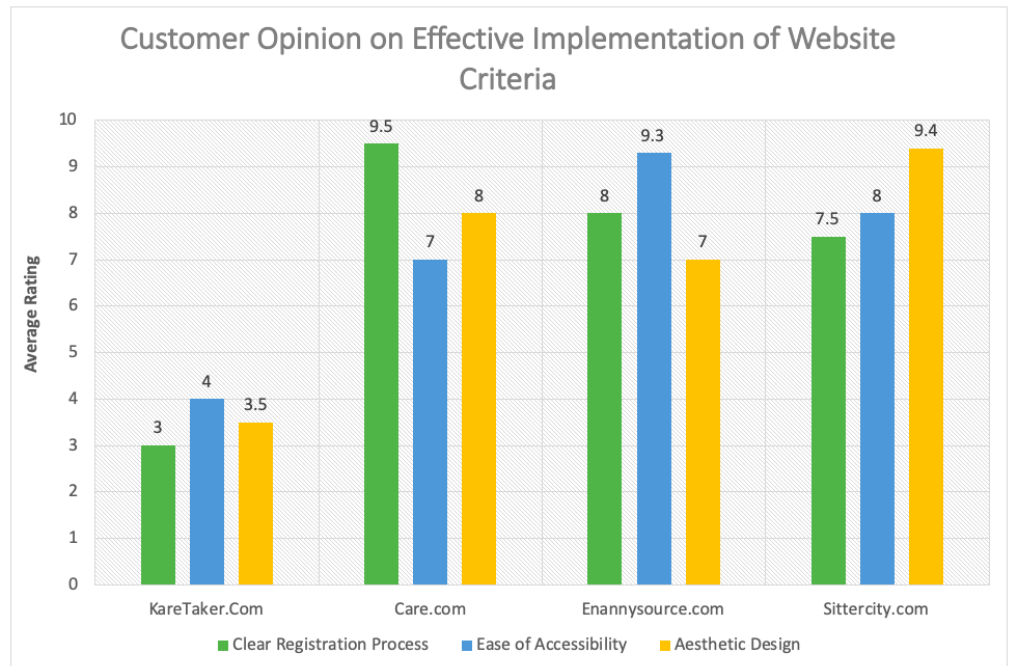
Additionally, there are multiple tabs located on the top of the website that you can click and will relocate users to other sections of the website. The tabs make it easier to access different parts of the site, such as payments, and the layout then changes because users are deeper into the site. Once users are at a different page, there are no longer tabs located on the top of the screen, but there is a notification button and a search bar. Users are then able to search exactly what they are needing to find without having to scroll and click on tabs. Additionally, on the left side of the screen, there is a drop down menu with choices of all, children, seniors, house & home, and pets. This makes it easier to find exactly what type of care users are seeking.

Recent reviews of care.com have stated that the overall website has been extremely helpful in finding various caretaking jobs throughout the country. Terrie from Harrodsburg, Kentucky states that “I think it a great service for people in need of assistance with their loved ones or themselves, pets, cleaning, etc... it is also great service for those seeking work!” (care.com). Additionally, users who are not tech savvy were able to find help and assistance nearly immediately. Marianna from Madison, New Jersey says that “I am a person that get confused easily and I always have to press Help and I always been help the way I expected!” (care.com). The reviews posted on care.com are from members that are either seeking care or are seeking work. On each review, users are able to give the website a thumbs up or thumbs down, which then allows the site to better analyze what key features work or do not work for their users. This then helps the website to make positive changes and alterations to better the experience for users.

### **Clarity of Registration Process**

Care.com splits the registration process into different steps in order for users to have a more organized way to register. First, users sign up with his/her name, email, and zip code, which is used to locate caretakers in the user’s surrounding area. Next, users are prompted to choose which type of care they are searching for, which ranges from daycares, nannies, babysitters, after school sitters, and special needs. Then, users state where they will need the care, when they will need the care, how much they are willing to pay, and the children information.

By breaking the information into different sections, users are able to have a more organized way to state exactly what they are looking for. As you can see in figure 3, care.com has the highest score out of the three websites for the clearest registration process. The simple registration process does not take long, and is friendly for users that are more proficient with computer and online usage.



Care.com also issues a preliminary screening of members after they sign up and are in the database, provides tools and resources needed for safe hiring, and provides a comprehensive safety center for all users. All of these resources are provided to members free of charge after users sign up, and the rest of background searches must be completed by the users themselves.

## **Analysis of enannysource.com**

<https://www.enannysource.com/Home.aspx>

### **Overall Aesthetic Design**

Enannysource.com is a well put together, professional website. The main colors are navy, white, and red with white and black writing. Upon entering the website you are greeted with a picture of a woman looking over a child's shoulder as the background for the sign up area and an advertisement for background checks. Also on top of this picture is the advertisement of, "Sign up for free!", which, yes you can sign up for free, but all of these services have a fee to actually use them.

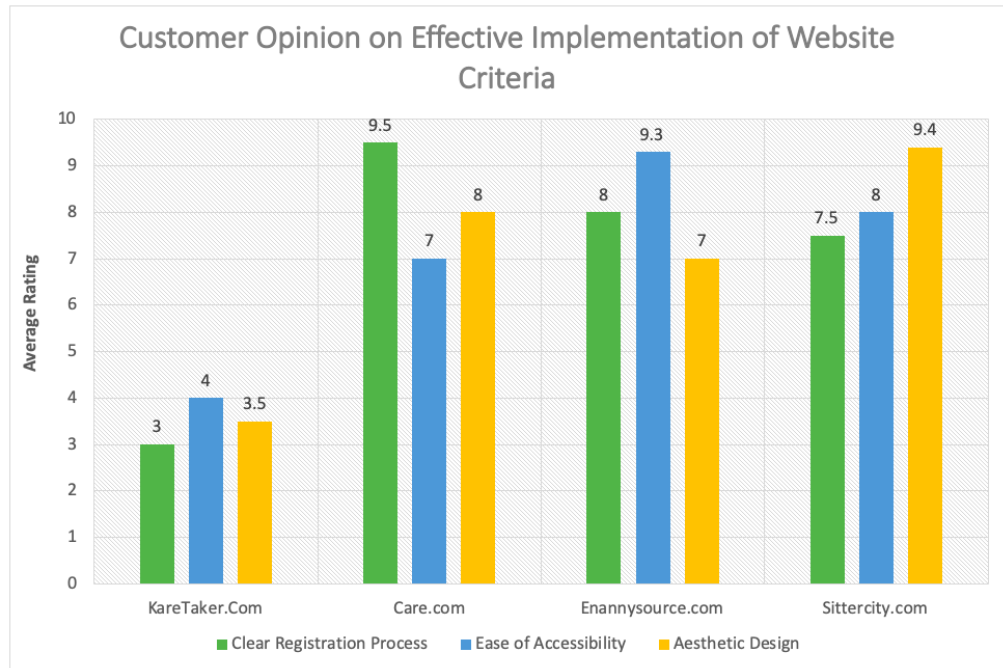
Everything is essentially on the home page with very few other options to select from a toolbar at the top. The dashboard once you are logged in has a very neat layout with toolbar options of search, messages, view my jobs, manage account, post a job, and a tab for your dashboard. There are also links to log out, contact them, about their company, and to their blog at the top of the page.

Using the 30 day free trial the website advertises upgrading your account relentlessly. This is the first thing that is seen at the top of your dashboard as well as all along the side for any of their services such as instant messaging, contacting nannies, and seeing which nannies have viewed your profile. The only images on the dashboard are attached to advertisements of upgrading your profile. The website could use more images that aren't being used to promote the guardians spending more money than they already are for the nanny.

### **Ease of Accessibility**

The website enannysource.com has a very clean and professional layout. It is incredibly easy to navigate whether you are just signing up for an account or are a returning user. Before even logging in or signing up there are tabs on the front page for easy navigation if needed like if you're looking for a job, hiring someone for a job, looking to do a background check, or even do some nanny training. Scrolling down on the home page there is a code for a discount on nanny certification with one of enannysource.com's partners nannytraining.com. There are testimonials from other customers as well that scroll through the home page.

Once logged into your account it is very easy to navigate through the information and options that are presented to you. Just from your dashboard without the toolbar you can access your



sent and received messages, post another job, and see what jobs you have posted without having to do anything but scroll down. Also on the dashboard there is a section on the side that shows the caregivers you have recently viewed as well as your favorite five that you have possibly hired and liked. There is also a link for the website's contact information at the top of every page you could click on in case there are issues.

### Clarity of Registration Process

The registration process for enannysource.com is short and to the point. You start by selecting whether or not you are parent/guardian looking to hire someone or if you are a caregiver looking for a job. Going from the parent/guardian point of view you then enter your zip code, email address, and a password to create your account. This brings you to another page where you enter your first and last name, your phone number, and confirm the location that you are looking to search in.

The next section is where it gets a little more in depth by asking what type of caregiver the parent/guardian is looking for like full-time, part-time, or one time job with the options of a live-in nanny or a live-out. The parent/guardian then selects how many kids they have and what ages they are as well as the preferences

that they would like the nannies to have such as first aid, transportation, works with animals, and is nonsmoking. This is also the area that the general amount willing to be paid to the nanny is set. The last screen then asks the parent/guardian to list a job title and a description of what they are looking for whether its after school care or a nanny for a date night.

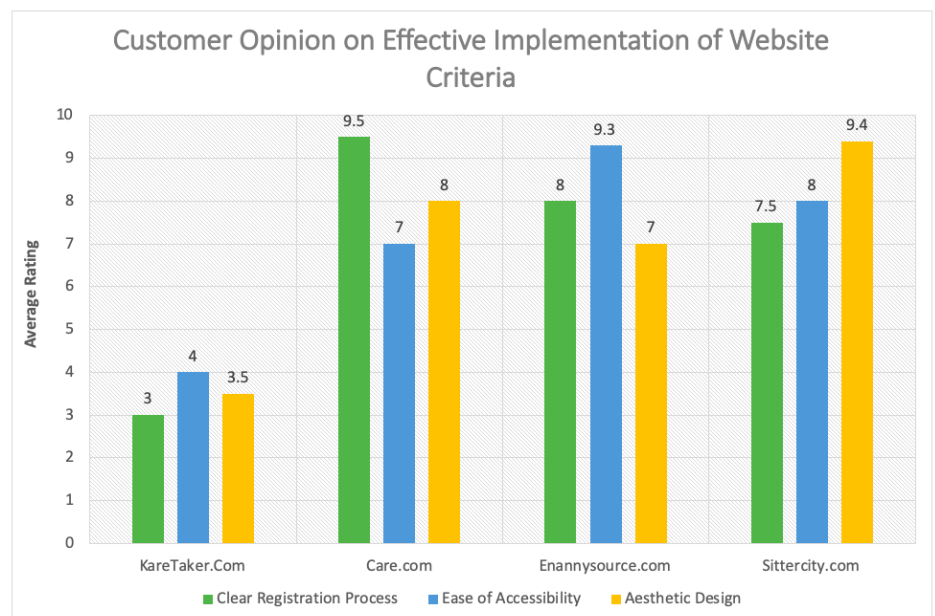
# Analysis of Sittercity.com

<https://www.sittercity.com/>

## Overall Aesthetic Design

Sittercity has an overall professional, yet modern design. The main colors used are white and pink. The first items seen when opening the website are two very clear photographs of smiling individuals. The colors used are warm and inviting - a major goal of website design.

In regard to words and images, there is a nice balance. There are no more than a few sentences paired together at a time, and text is always accompanied by a photo, graphic, or a link to further information. This creates an ease of obtaining information and increases overall readability of the site.



This also provides those who are using the website with visual information to accompany written directions. Customers respond well to this unique design strategy; as reflected in Figure 3, Sittercity.com was rated highest in the aesthetic design category of the chosen website criteria.

## Ease of Accessibility

An interesting feature of Sittercity.com is the continuous scroll design of the website. There are no tabs, simply one page with external links to take the user to information on different pages. This design technique creates ease of accessibility to the user by only presenting small amounts of information at a time, and keeping all of the most important information generally in one place.

## **Clarity of Registration Process**

Sittercity.com splits the registration process into simple steps for users. Caregivers and sitters follow a series of prompts that gain information on the user that ultimately creates an account. The prompts provide only a few short questions at a time (such as personal information, how frequently care/work is needed, and information on family needs). These smaller quantities of information are easier for the online user to navigate and process, increasing the overall satisfaction with the registration process.

To ensure that every user on the site has been thoroughly analyzed through background checks, sittercity.com screens all users through the “Family Watchdog database,” a free service that identifies registered sex offenders. Parents can request background check and/or motor vehicle check for any sitter. Also, Sitter identities are authenticated at registration by Experian, who compares user information against publicly available data. These checks ensure the ultimate safety of users, especially caregivers who are hiring babysitters to care for their children.

## Conclusions

Over the past five years, KareTaker has retained an average of about 5,000 online users; however, there has not been significant growth in this average since the creation of the website. KareTaker wishes to expand their online influence by fine-tuning their website and creating an inviting online atmosphere for connecting parents and caregivers.

KareTaker can set itself apart from its competitors through the exceptional use of aesthetic design, an easily accessible website, and a clear registration process. These three aspects of website design were considered by care-giving website users to be the areas that needed the most improvement. Through conducting surveys and extensive research, Get Connected has identified three caretaking websites that exhibit exceptional use of these previously mentioned criteria:

Care.com, Enannysource.com, and Sittercity.com

Get Connected concluded that each of these websites excelled in each aspect of effective website design, but were particularly proficient in one of these areas. Care.com skillfully created a clear registration process that parents and caregivers alike found easy-to-understand and convenient. Enannysource.com specifically created an easily accessible website through their use of the dashboard as an easy to navigate homepage. Sittercity.com created an exceptional aesthetic design with the use of a continuous-scroll format, clear photos, and a careful balance of a text-to-image ratio.

These elements from each caretaking website should be taken into consideration when redesigning the KareTaker website. By implementing even just a few of these design strategies, KareTaker will be able to retain and attract more customers and create an easier-to-navigate and more visually appealing platform.



## **Recommendations**

We recommend that KareTaker.com implement the design elements from all three caretaking websites. Specifically, KareTaker.com should implement the most effective elements as follows:

- Care.com's clear and concise registration process that is broken up into various sections to provide an organized way for users to sign up.
- A professional, yet modern aesthetic design with colors that effectively showcase a warm and inviting website, shown in sittercity.com. Their design is pleasing to look at with text that accompanies graphics without being visually intrusive.
- Enannysource.com offers a strong ease of accessibility that has the user in mind with very little navigating that has to be done to look at their information.

# Appendix A: Assessment of KareTaker Website Effectiveness

This survey was authorized by the KareTaker marketing department to be sent to customers via email. This survey was used to determine what aspects of the KareTaker website customers agree needs improvement and to determine what aspects of the websites are already effectively implemented.

1. On a scale of 1 to 10, rate the KareTaker website's overall aesthetic design (with 1 being the lowest and 10 being the highest)

Strongly dislike Strongly Like



2. On a scale of 1 to 10, rate the KareTaker website's overall clarity of the registration process (with 1 being the lowest and 10 being the highest)

Extremely Difficult Extremely Easy



3. On a scale of 1 to 10, rate the KareTaker website's overall ease of accessibility (with 1 being the lowest and 10 being the highest)

Strongly dislike Strongly Like



4. What areas of the KareTaker website needs improvement?

- Aesthetic Design
- Ease of Accessibility
- A clear registration process
- Safety/background checks
- Content

## **Appendix B: Assessment of KareTaker Website Effectiveness Results**

**Out of the 5,000 surveys sent, 1,000 were returned. Results reflect responses from 500 parents/guardians and 500 caregivers. The following tables showcase the results:**

<b>Website Criteria Effectiveness</b>	<b>Result Averages (Scale of 1-10)</b>
Aesthetic Design	3.5
Ease of Accessibility	4.0
Clarity of Registration Process	3.0

<b>Possible Areas of Improvement</b>	<b>Number of Responses Stating Improvement Is Needed</b>
Aesthetic Design	800
Ease of Accessibility	750
A Clear Registration Process	600
Safety/Background Checks	250
Content	50

# Appendix C: Customer Opinion on Effective Implementation and the Importance of Website Criteria

This survey was authorized by the KareTaker marketing department to be sent to customers via email. This survey was used to analyze customer opinion of the KareTaker website in comparison to other, similar websites. An additional question was used to determine customer opinion on the importance of the chosen website criteria.

1. Rate these four websites on their effective implementation of website aesthetic design (with 1 being extremely poor and 10 being extremely good).

	Extremely Poor									Extremely Good
KareTaker.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Care.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enannysource.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sittercity.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Rate these four websites on their ease of accessibility (with 1 being extremely poor and 10 being extremely good).

	Extremely Poor									Extremely Good
KareTaker.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Care.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enannysource.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sittercity.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Rate these four websites on their clarity in the registration process (with 1 being extremely poor and 10 being extremely good).

	Extremely Poor									Extremely Good
KareTaker.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Care.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enannysource.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sittercity.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Rank these aspects of care-taking websites with one being the most important to you and 5 being the least important to you.

- Aesthetic Design
- Ease of Accessibility
- Clear Registration Process
- Safety/Background Checks
- Content

## Appendix D: Customer Opinion on Effective Implementation and the Importance of Website Criteria Results

Out of the 5,000 surveys sent, 1,000 were returned. Results reflect responses from 500 parents/guardians and 500 caregivers. The following tables showcase the results:

	Result Averages (on a scale of 1-10)			
Website Criteria Effectively Implemented	KareTaker.com	Care.com	Enannysource.com	Sittercity.com
Aesthetic Design	3.5	8.0	7.0	9.4
Ease of Accessibility	4.0	7.0	9.3	8.0
Clarity of Registration Process	3.0	9.5	8.0	7.5

Website Criteria	Number of Responses Choosing Website Criteria as Number One Priority
Aesthetic Design	200
Ease of Accessibility	200
A Clear Registration Process	200
Safety/Background Checks	350
Content	50