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**POLITECNICO  
DI MILANO**



CasaBase

Un luogo d'incontro per i genitori

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# Index

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Abstract

Framework

The Service

What, Who, Why, How

Service Offer

Personas

Website

Customer Journey

Touchpoints

Business Model Canvas

Payment Structure

Bibliography



# Abstract

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# Abstract - Italian

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Oggi la famiglia ha perso parte di quel sistema di supporto che serviva a gestire i diversi bisogni di figli e genitori. Questo cambiamento ha diverse ragioni sia sociali, come la trasformazione della famiglia tradizionale verso altre realtà più dinamiche, che economiche, come la necessità di amministrare più attentamente il budget familiare.

CasaBase offre un servizio di supporto ai genitori per organizzare il pomeriggio dei figli attraverso la possibilità di contattare studenti universitari, che avranno il ruolo di gestire attività per i bambini. CasaBase mette in contatto i genitori con gli studenti, offrendo ai primi una serie di possibilità di assistenza e ai secondi una opportunità di impiego temporaneo.

Il servizio si sviluppa con una piattaforma online alla quale genitori e studenti potranno iscriversi.

Il genitore potrà accedere a una comunità condivisa solo con altri genitori invitati a

partecipare, con i quali potrà sia organizzare le attività del pomeriggio con gli studenti, sia collaborare e condividere notizie e questioni grazie a diversi strumenti.

Lo studente potrà creare il proprio profilo ed essere contattato dai genitori per lavorare con loro.

“Per crescere un bambino ci vuole un intero villaggio” è un proverbio africano che bene riassume l’obiettivo di CasaBase: sviluppare un sistema di supporto per i genitori facilitando le connessioni con la comunità intorno a loro.



# Abstract - English

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Today the family has lost part of the support system that helped to handle the different needs of parents and kids. This change has different reasons both social, like the transformation of traditional family towards more dynamic realities, and economic, like the necessity to administer more carefully the family budget.

CasaBase offers a support service for parents to manage the kids afternoon thanks to the possibility of contacting university students, whom will be in charge of running different activities for the kids. CasaBase links parents with students, providing to the firsts some possibilities of assistance and to the seconds a temporary job opportunity.

The service is developed with an online platform to which parents and students can subscribe.

The parents will have access to a community shared only with other parents invited to

participate, with whom they will organize activities in the afternoon with students, and with whom they will collaborate and will share news and issues through various tools. Students will create their own profile and be contacted by parents to work with them.

“To raise a child it takes a whole village” is an African proverb that sums up well the goal of CasaBase: to develop a support system for parents facilitating connections with the community around them.



# Framework

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# Framework

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The family represents the core element of the society and it changes gradually in time, reshaping itself and bringing up new issues to deal with.

In recent years the Italian family has radically changed for different socioeconomic reasons.

The traditional family has been replaced by many other realities, like couples without kids, single parent, homosexual couples, divorced parents. The changes in the role of women have contributed to this transition by increasing the presence of families with two working parents. The tendency to move from the birth place, looking for a better life and jobs, has incremented the presence of families that live far from their extended family and friends.

Moreover, the economic crisis has had consequences in the way families administrate their budget by cutting down everything that is not strictly necessary.

“ It takes a village to raise a child ”

Due to all these changes, lots of parents have lost part of the support system they need to educate and raise their children.

Becoming a parent is a time of great transition, that leaves many wondering where to turn for support and when this support cannot come either from the extended family (grandparents, aunt and uncle), from the local community or friends, and hiring someone to look after the kids has become unaffordable, parents can face many difficulties.

The needs of a parent go from the more generic and deep like education, protection and happiness to the ones related to the daily activities and emergencies. They usually have a very detailed daily schedule but if something goes wrong they must easily be able to find a solution that is both suitable for them and valuable for the kids.

One solution to this problem can be to increase connection and network among other parents in order to find an alternative support system among the ones that are in the same situation.

In primary school structure, there are already moments where parents interact with each

other, like class assemblies and parenting associations.

In these occasions they collaborate with each other, organizing events, school parties and family activities or talking about the class issues.

Thanks to these moments, there is already a feeling of belonging and trust that surrounds the parents of the kids and it's already common use among parents to mutually help each other in case of need.

This kind of collaboration is done with different tools like calls or messages and happens most of the time between two parents.

Another practice that can give support to parents is to hire someone to look after the kids.

This role is often taken by young people from 18 to 25 that find in this job a monetary support in their student years.

Due to these aspects, it has become common use between parents and students to collaborate because it represents a good compromise between an affordable and easy solution for the parent and a fun experience for the kids.

The goal of my project is to create a service that helps parents in finding an alternative support system to manage the daily activities of the kids.

Starting from what is currently happening, I decided to work to provide parents easy tools to communicate between each other and to empower the mutual help already happening in school environment.

I also decided to work on the relationship between parents and university students in order to create and ease connections among them and create a more valuable experience for the kids.

# On field research

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## Incontro con l'Associazione Genitori Ginkgo Biloba

To investigate the world of parenting, I have contacted the Associazione Genitori Ginkgobiloba of the elementary school Nolli Arquati of the Istituto Comprensivo Guido Galli.

Thanks to their support I have spread an online survey between parents of the school and I have met some of them during a school event. During this meeting I could talk with parents about my idea and test an early prototype of the platform to get feedbacks about it.





Saresti disposto ad occuparti di più bambini per aiutare un altro genitore?

*“Sì, semplifica la vita ai genitori e consente ai bambini di dedicare più tempo al gioco e agli amici in libertà”*

*“Sarebbe bello potersi aiutare nelle necessità che sorgono improvvise col sapere che c’è sempre qualcuno su cui contare”*

Vorresti degli strumenti per facilitare la collaborazione tra i genitori?

*“Sì, magari un’app che permetta di coordinarsi tra genitori anche di altre classi”*

Ti sei mai trovato in difficoltà nell’organizzare il pomeriggio di tuo figlio?

*“Sì, a causa di orari di lavoro prolungati di entrambi i genitori e l’assenza di ulteriori figure di supporto come i nonni”*

# Case Studies

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## Le Cicogne

Le Cicogne is a service for parents to find a babysitter for the kids.

The service will put in contact parents with babysitters that subscribe to the website.

They offer support for parents and job opportunity to babysitters.

It's interesting because it proposes a way for parents to easily get the help they need in the everyday life.



## Tutored

Tutored is a service to help university students to find a tutor to study for an exam.

The service connects students with other students that are expert of a certain subject or has already passed a specific exam.

It's interesting because it offers temporary job opportunity to university students.



## MumAdvisor

MumAdvisor is a platform for parents made by parents that contains different ratings about nurseries, kindergardens, schools, events, restaurants for kids.

It's interesting because it creates an online support system made by the parents for parents.





# The Service

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## What

CasaBase is a web platform that connects parents and university students to organize activities for the kids in the afternoon. It also provides parents easy tools to collaborate between each other.

## Who

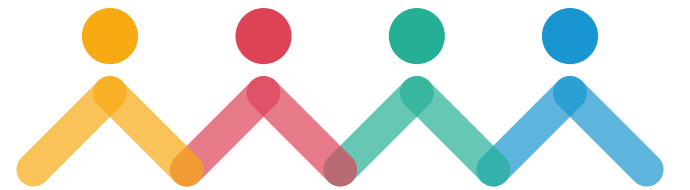
The service is addressed principally to parents of kids in primary schools supported by university students coming from faculties that forms to work with kids.

## Why

The intent is to help parents manage the kids afternoon activities and to enhance the collaboration with other parents to create an alternative support system

## How

CasaBase works thanks to the subscription of the users. The parents will pay an yearly fee to be part of the platform and the students will pay a monthly fee to be part of the parents' contact list.



# CasaBase

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Un luogo d'incontro per i genitori

# Service offer

## For Parents

CasaBase offers a support service for parents to manage the kids afternoon activities, providing the possibility to contact qualified university students to handle the activity.

CasaBase enhances the collaboration with other parents by providing easy tools to communicate between each other on the platform.



Easy tools to contact the community of parents



Sharing charges and costs with other parents



Valuable activities for the kids



Extra free time



## For Students

CasaBase offers to students a temporary and flexible job opportunity that can represent a support to their students life, by providing the possibility of being contacted by parents in an easy way.

Moreover the activities with kids are a valuable way to practice a future profession, since CasaBase is addressed to university students coming from faculties that form to work with children.



Job opportunity



Earn extra money



Direct contact with parents



Practice with kids for a future profession

# Personas

## Enrica - the parent

Enrica is a single mum with two kids Tito, 8 years old and Anita, 14 years old. She has a shop and usually she works all day. She can't pick up Tito from school every day so she has a precise schedule for each day, either her own daughter or other parents.



## Matteo - the student

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Matteo has 22 years old. He studies in Milano at the faculty of Scienze Motorie and he lives in a shared apartments with some friends. He has played rugby for a lot of time and he likes a lot of different team game.



# Website

## Home page



## How it works

### For Parents

- 1 Subscribe to the platform
- 2 Interact with parents
- 3 Organize an activity
- 4 Participate to an activity

### For Students

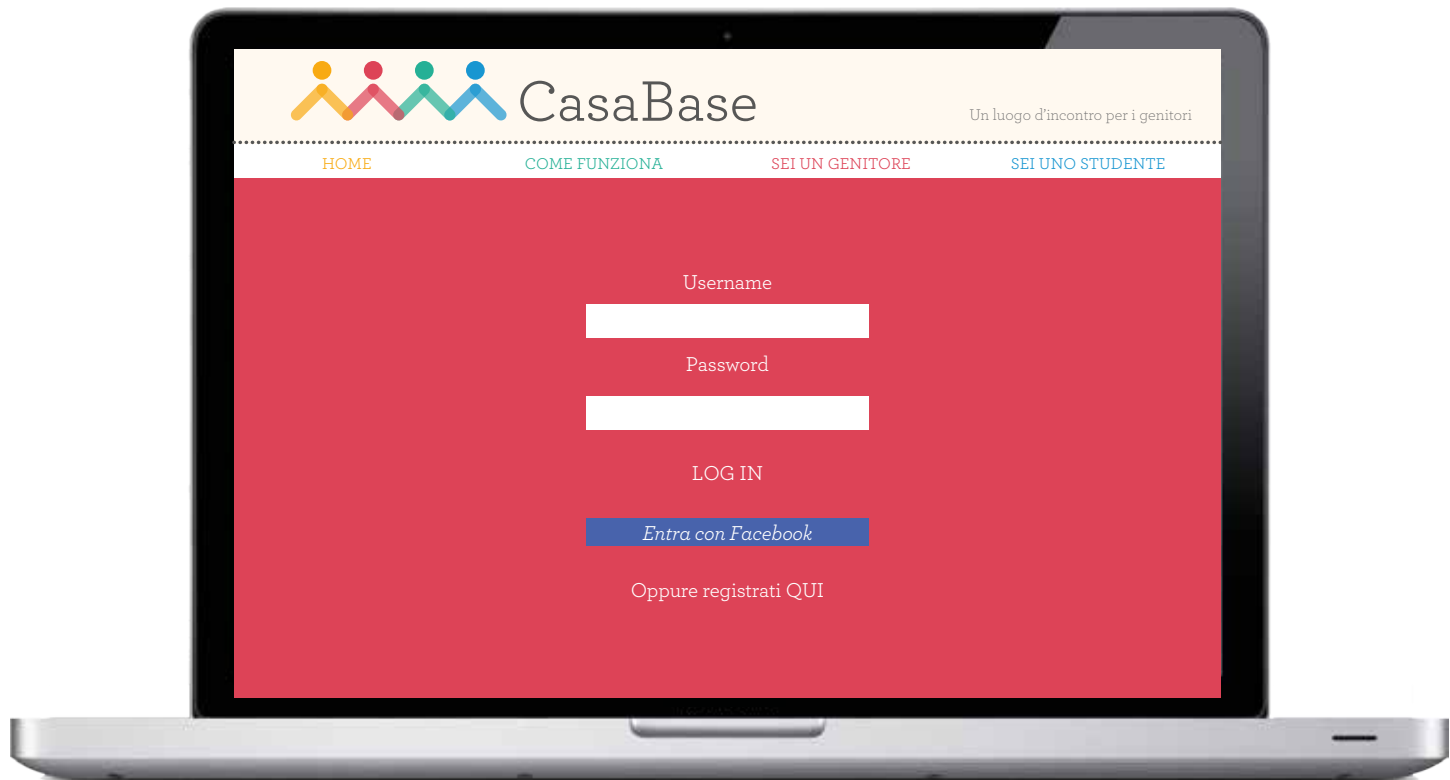
- 1 Subscribe to the platform
- 2 Get contacted
- 3 Have fun with kids
- 4 Receive compensation



# Website for Parents

Log In

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## Profile

- 1 Personal information
- 2 Payment method
- 3 Activities tracking
- 4 Availability
- 5 Access to the community

The screenshot shows the CasaBase user profile page for Enrica Zacchi. The page layout includes a header with the CasaBase logo and navigation links (HOME, COME FUNZIONA, SEI UN GENITORE, SEI UNO STUDENTE). The profile section features a photo of Enrica Zacchi, her name, and her role as 'Mamma di Tito Almasio'. Contact information (tel: 328 4573211, Email: enrica.z@me.com) is displayed. A yellow box labeled '2' highlights the 'Ciao Enrica' section, which contains links for 'Informazioni personali', 'Modalità di pagamento', 'Contatti', and a 'Modifica' button. Below this, three main sections are highlighted with numbered callouts: '3 Le mie attività' (Organizzate da me), '4 La mia disponibilità' (A cui ha partecipato Tito), and '5 Le mie comunità' (Prossime attività). Each section contains a list of activities with icons, dates, student names, and a 'Guarda le immagini' link.

**1** Personal information

**2** Payment method

**3** Activities tracking

**4** Availability

**5** Access to the community

**1** Enrica Zacchi

Mamma di Tito Almasio

Contatti:  
tel: 328 4573211  
Email: enrica.z@me.com

**2** Ciao Enrica

Informazioni personali  
Modalità di pagamento  
Contatti

Modifica

**3** Le mie attività

Organizzate da me

Compiti  
24 Gennaio 2014  
Studente: Marta Vitale  
Guarda le immagini

Sport: Calcio  
7 Marzo 2015  
Studente: Federica Nicolini  
Guarda le immagini

**4** La mia disponibilità

A cui ha partecipato Tito

Compiti  
17 Ottobre 2013  
Studente: Niccolò Valcavi  
Guarda le immagini

Arte  
8 Novembre 2014  
Studente: Anna Muston  
Guarda le immagini

**5** Le mie comunità

Prossime attività

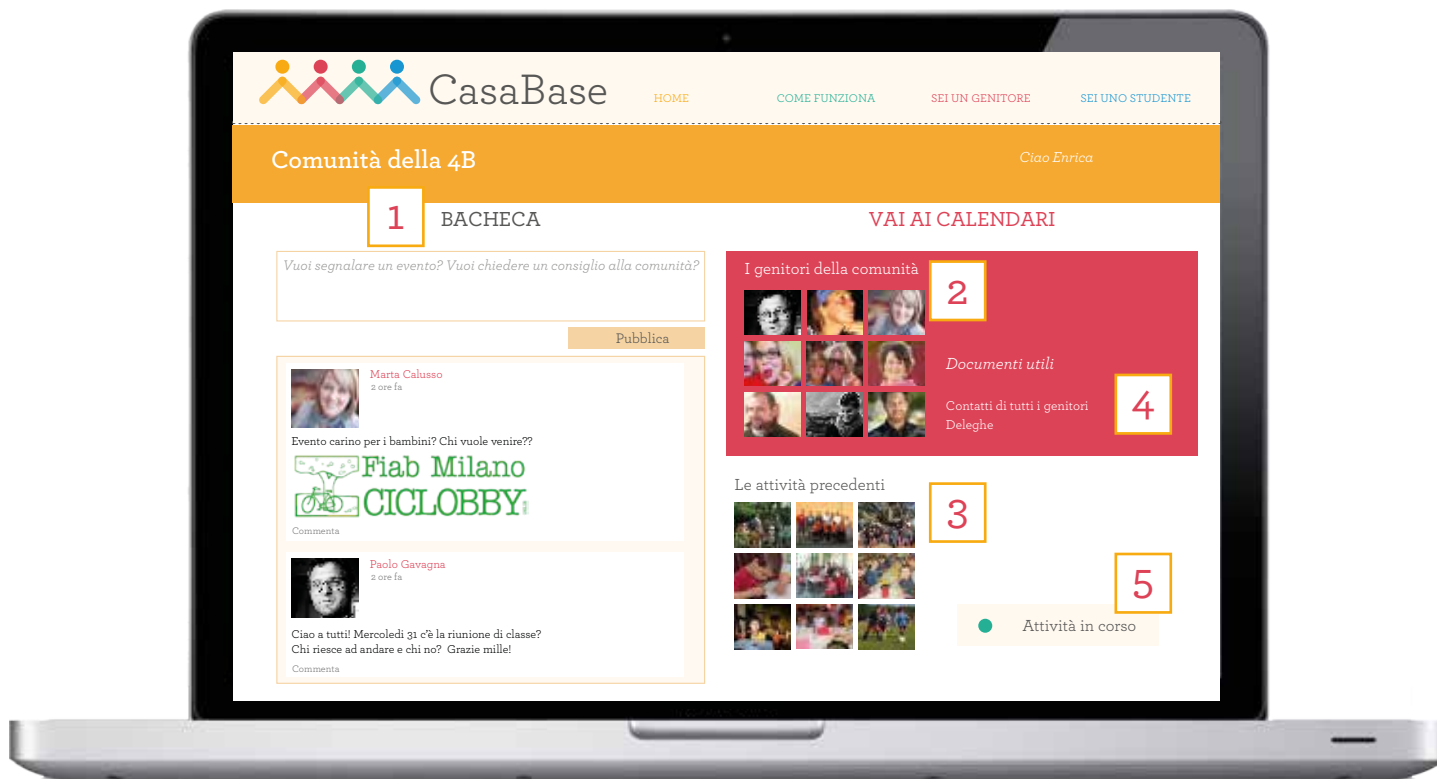
Sport : Rugby  
19 Febbraio 2015  
Studente: Matteo Cimone  
Annulla

Arte  
22 Aprile 2015  
Studente: Marco Sutera  
Annulla

## Community page

The community page contains all the elements that the parents need to easily collaborate

- 1 Community wall
- 2 Parents profiles
- 3 Previous activity
- 4 Usefull documents
- 5 Activity status





# Calendar

## 1 Calendar of Availability

Where parents indicate his availability in case of need

## 2 Calendar of Activity

Where parent find all the activities published to participate to one of it, or to organize a new one

The screenshot shows the CasaBase website interface. At the top, there is a navigation bar with the CasaBase logo and links for HOME, COME FUNZIONA, SEI UN GENITORE, and SEI UNO STUDENTE. Below this is a header for the 'Comunità della 4B' with the name 'Ciao Enrica'.

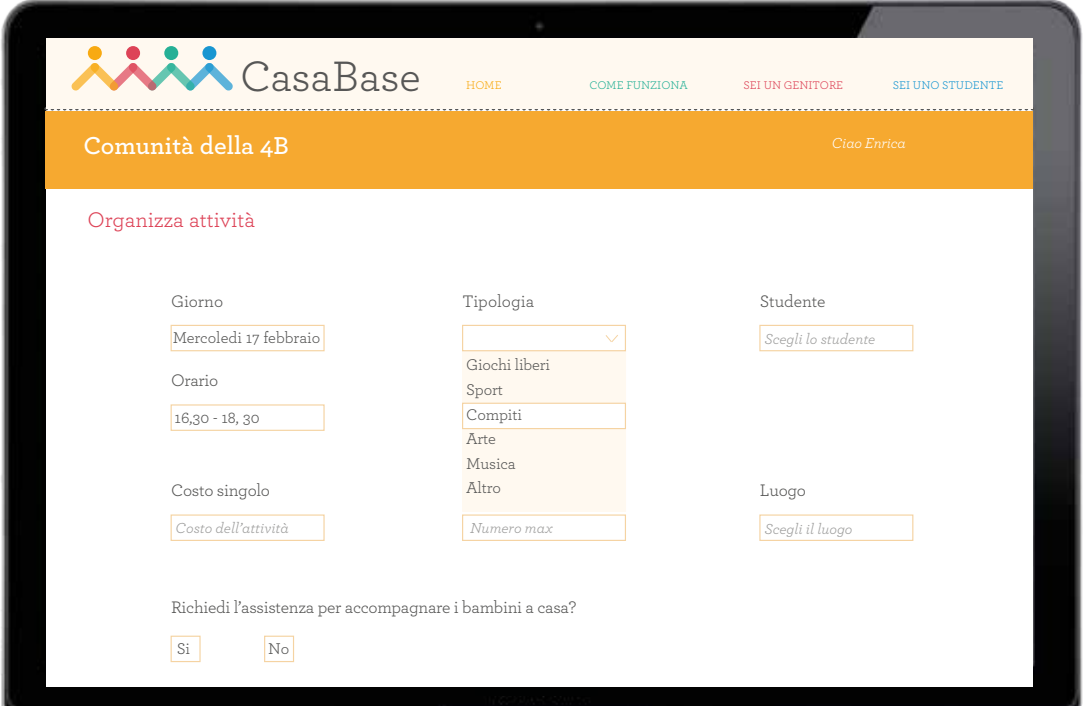
Two main sections are highlighted with numbered boxes:

- 1 Calendario delle Disponibilità (Calendar of Availability):** This section shows a calendar for FEBBRAIO 2015. It includes a weekly grid with days of the week (D, L, M, M, G, V, S) and dates. Below the grid is a table with time slots (16.30, 17.30, 18.30, 19.30) and days (lun 16, mar 17, mer 18, gio 19, ven 20). Activities are listed in the cells, such as 'P. Gavagna' on Thursday 19th at 16.30, 'R. Maggi' on Monday 16th at 16.30, 'A. Mignano' on Monday 16th at 17.30, 'M. Rossi' on Tuesday 17th at 17.30, 'M. Ricci' on Wednesday 18th at 18.30, 'P. Siena' on Wednesday 18th at 16.30, 'G. Galli' on Thursday 19th at 17.30, and 'M. Calusso' on Friday 20th at 17.30.
- 2 Calendario delle Attività (Calendar of Activity):** This section also shows a calendar for FEBBRAIO 2015. It includes a weekly grid and a table with time slots (16.30, 17.30, 18.30, 19.30) and days (lun 16, mar 17, mer 18, gio 19, ven 20). Activities are represented by icons (a book, a soccer ball, a guitar, a tennis racket, and a book) and are color-coded: yellow for 'Confermata' (Confirmed) and red for 'In attesa' (Waiting). For example, a book icon is shown on Monday 16th at 16.30 (Confirmed), a soccer ball on Tuesday 17th at 16.30 (Confirmed), a guitar on Wednesday 18th at 16.30 (Waiting), a tennis racket on Thursday 19th at 16.30 (Waiting), and a book on Friday 20th at 16.30 (Confirmed).

## Activity organization - Choose activity

To organize an activity the parent has to fill a format where they will choose from the different categories.

- Free game
- Sport
- Homework
- Art
- Music



The screenshot shows the 'Organizza attività' (Organize activity) form on the CasaBase website. The form is displayed on a laptop screen. The website header includes the CasaBase logo and navigation links: HOME, COME FUNZIONA, SEI UN GENITORE, and SEI UNO STUDENTE. The page title is 'Comunità della 4B' and the user is identified as 'Ciao Enrica'. The form fields are as follows:

Giorno	Tipologia	Studente
<input type="text" value="Mercoledì 17 febbraio"/>	<input type="text" value="Giochi liberi"/> <input type="text" value="Sport"/> <input type="text" value="Compiti"/> <input type="text" value="Arte"/> <input type="text" value="Musica"/> <input type="text" value="Altro"/>	<input type="text" value="Scegli lo studente"/>
Orario		
<input type="text" value="16,30 - 18,30"/>		
Costo singolo		
<input type="text" value="Costo dell'attività"/>	<input type="text" value="Numero max"/>	<input type="text" value="Scegli il luogo"/>

Richiedi l'assistenza per accompagnare i bambini a casa?

## Activity organization - Choose students

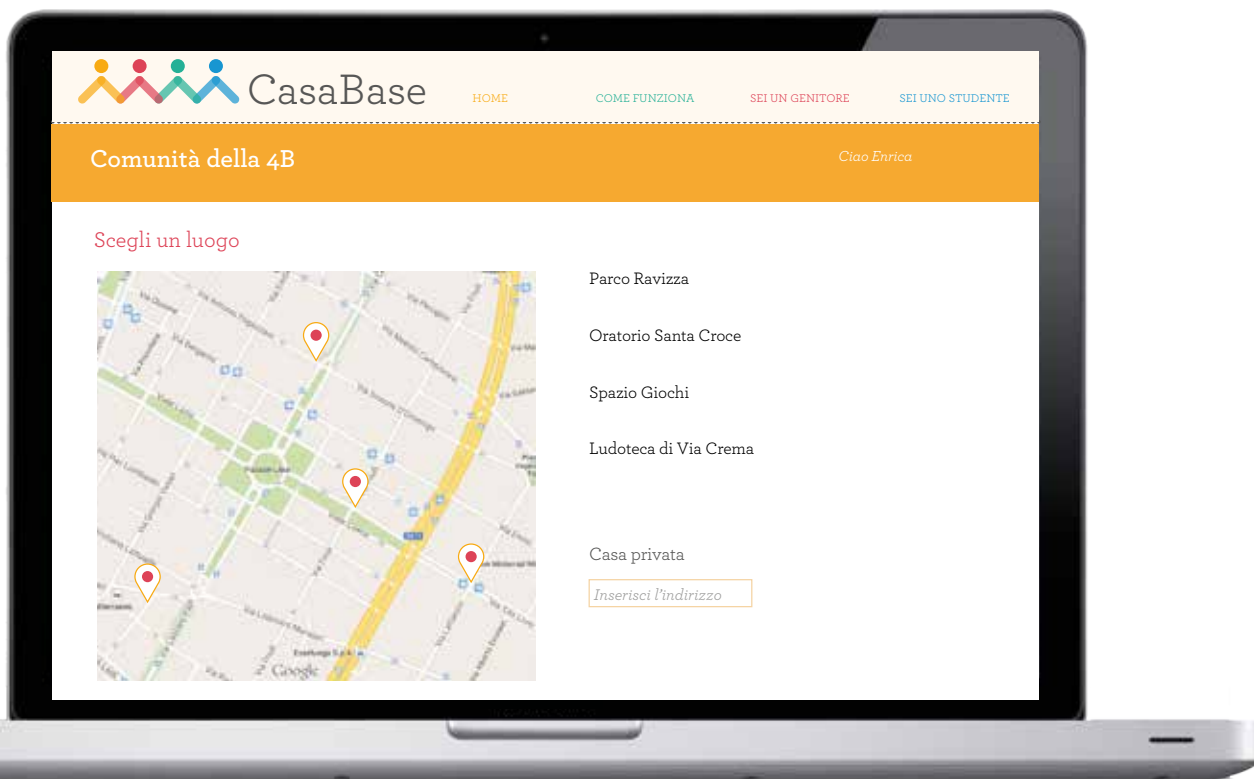
To complete the organization of the activity the parent will choose the student.



## Activity organization - Choose space

To finalize the organization the parent will choose the space. The spaces indicated are public spaces of the neighborhood where the school is located.

- Public parks
- Library
- Parents houses
- Public spaces in the neighborhood



## Activity participation - Activity sheet

To participate to an activity the parent will access to the activity sheet by clicking on the Activity Calendar.

- 1 Activity information
- 2 Kid details
- 3 Pick up availability



## Activity participation - Payment method

To pay for the activity the parent will insert his credit card information once and then it will be recorded in the system.



## Activity participation - Confirmation

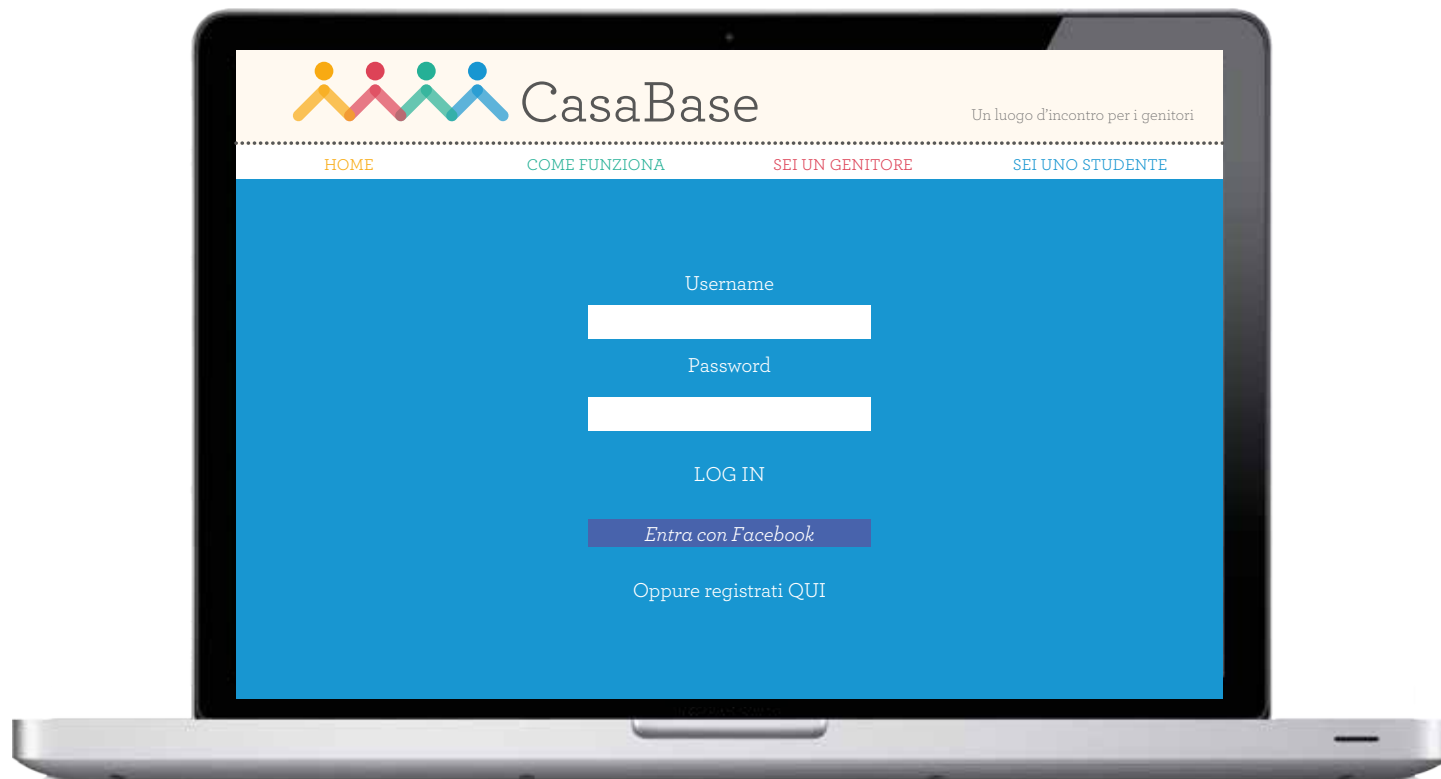
In the last page the participation is confirmed



# Website for Students

Log In

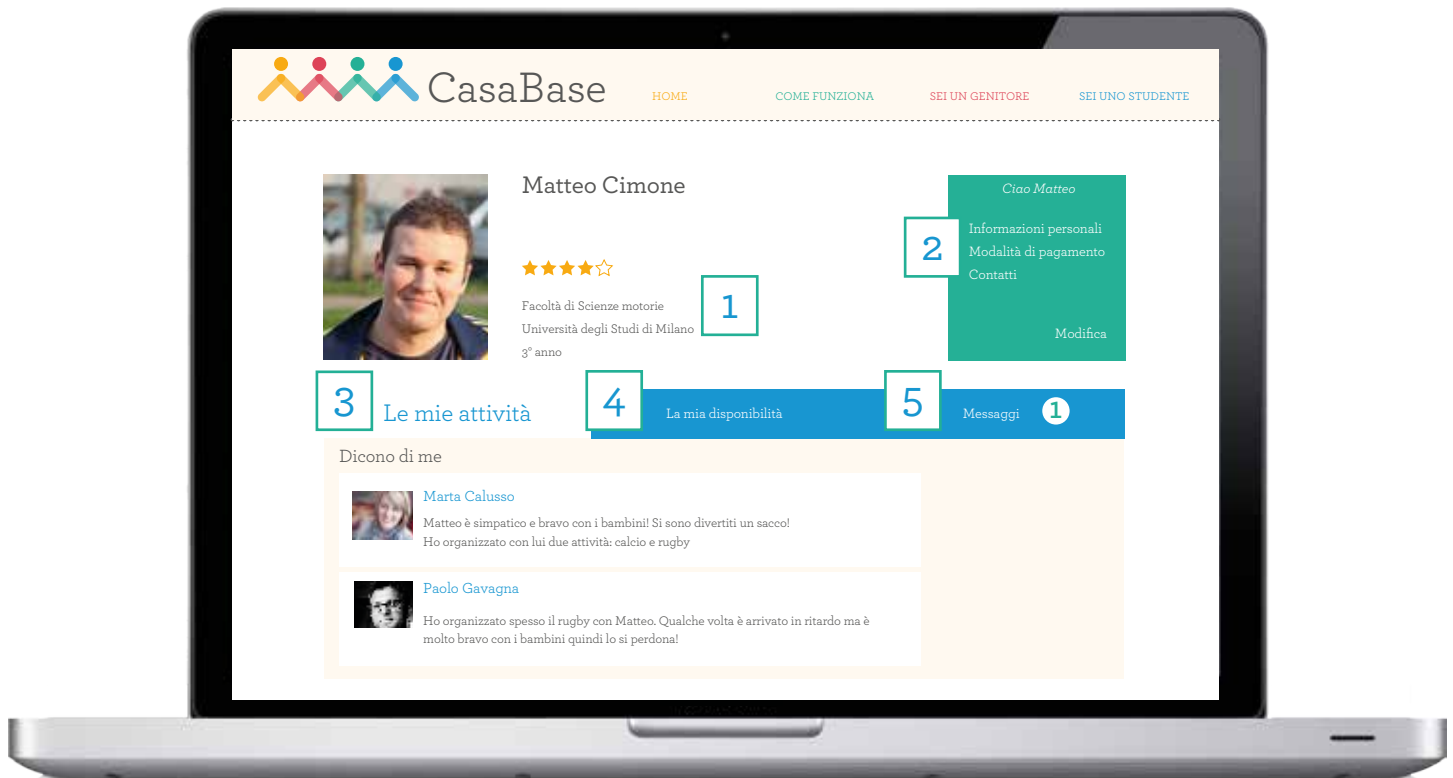
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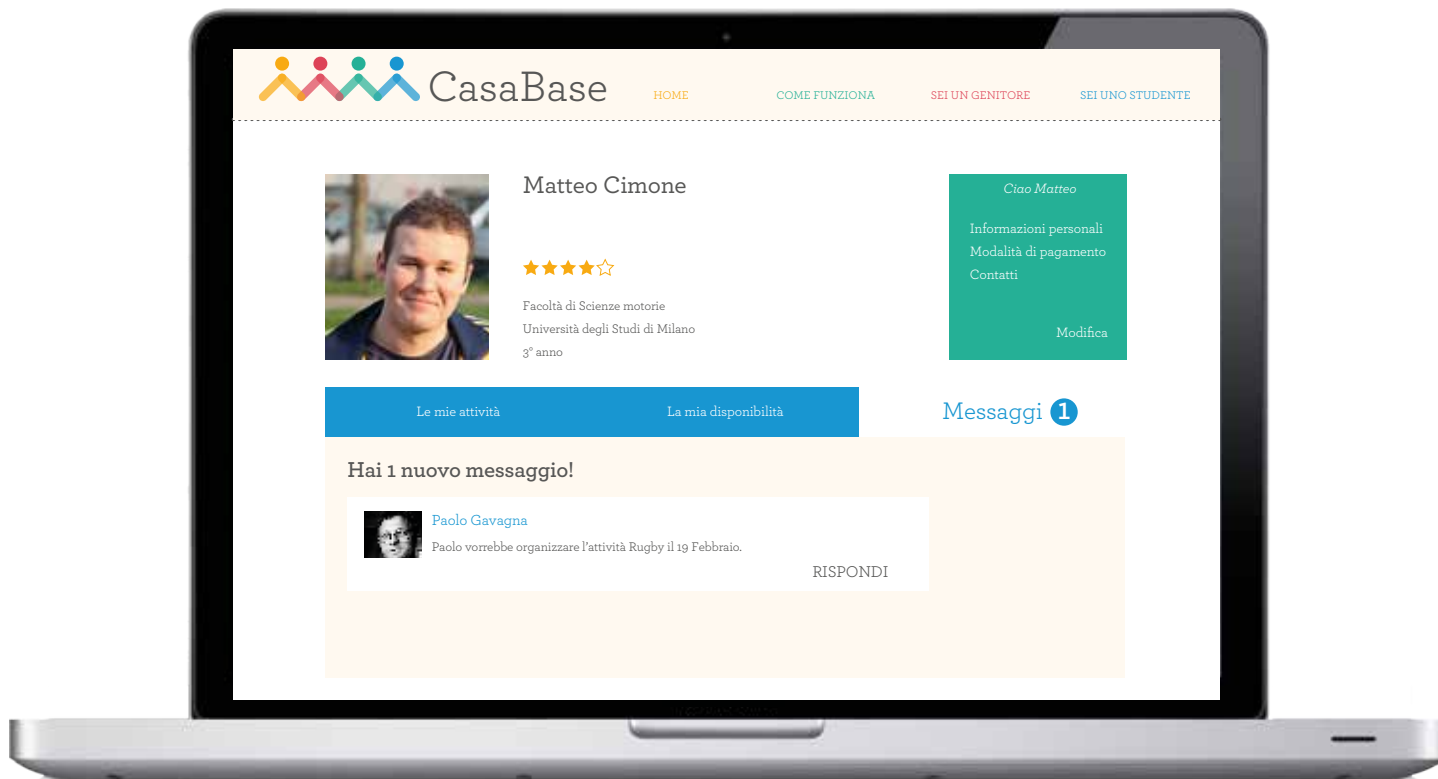
## Profile

- 1 Personal information
- 2 Payment method
- 3 Activities tracking
- 4 Availability
- 5 Messages from parent



## Profile - Messages

In this section the student will communicate with the parents that wants to contact him to organize a new activity.



## E- mail notification

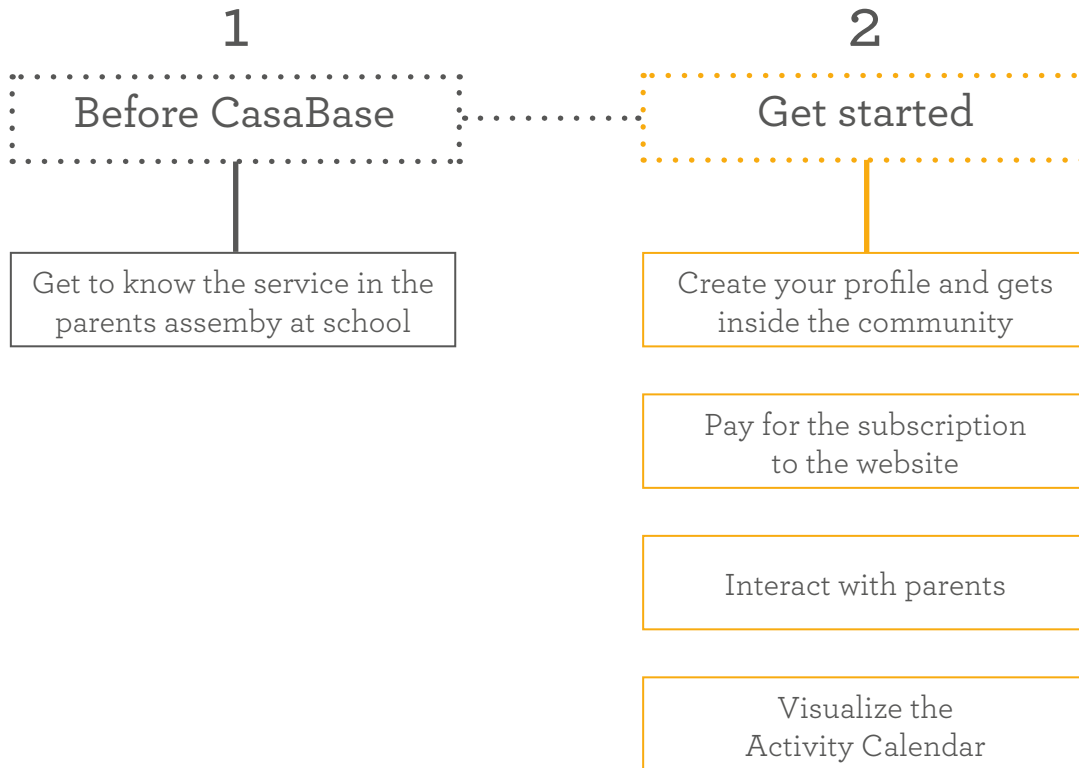
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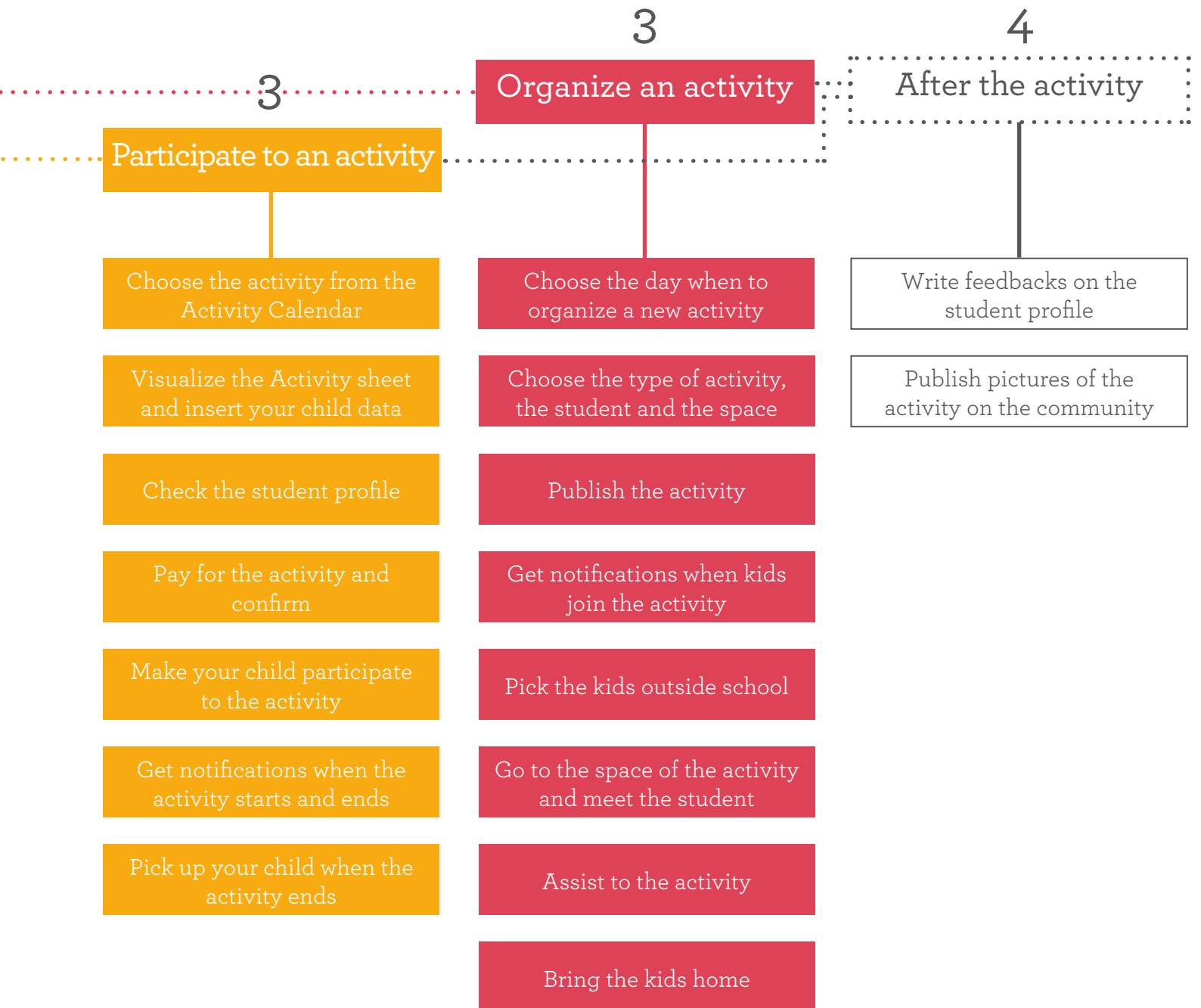


The student will send an e-mail to the parents to inform when the activity starts and ends.

# Customer Journey

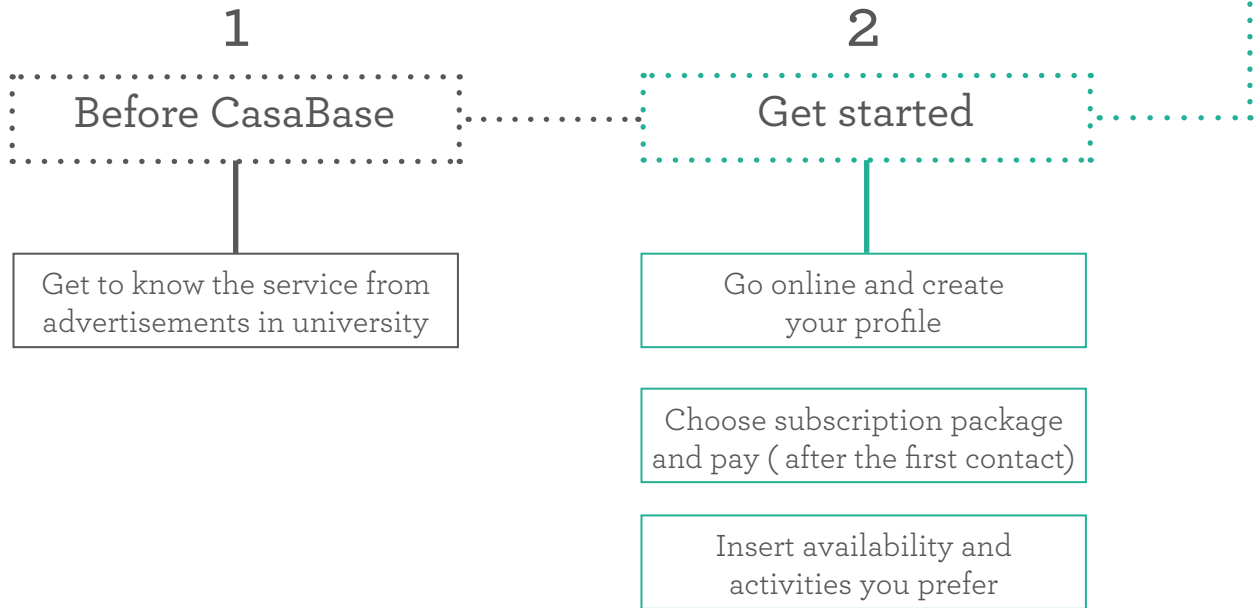
For Parents





# Customer Journey

## For Students



3

Before the activity

Get contacted by the parent

Accept the activity

Get reminder the day before  
the activity

4

During the activity

Go to the space and start the  
activity

Send notification when the  
activity starts

Have fun with kids

Send notification when the  
activity ends

5

After the activity

Receive payment and  
feedbacks

# Touchpoints

## Parent Kit

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The parent that organize the activity can download and print a kit to easily manage the afternoon.

The kit is composed by:

- A “location” sign to show outside school to be recognized by the kids
- The list of the contact number of the parents of the community
- The list of the kids that participate to the activity
- The list of the delegation for picking up the kids





## Student kit

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The student that run the activity can download and print a kit to easily manage the afternoon.

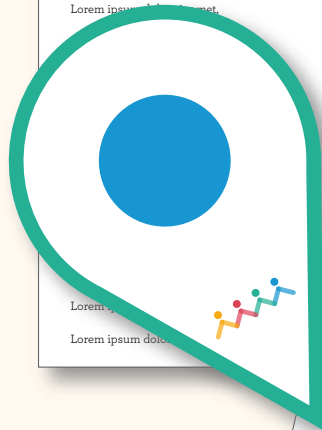
The kit is composed by:

- A “location” sign to be recognize by the parent that organize the activity
- The list of the contact number of the parents of the community
- The list of the kids that participate to the activity
- An e-mail template to send notifications to the parents when the activity starts and ends



### Lista dei contatti telefonici dei genitori della comunità

Lorem ipsum dolor sit amet,  
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Lorem ipsum dolor sit amet,  
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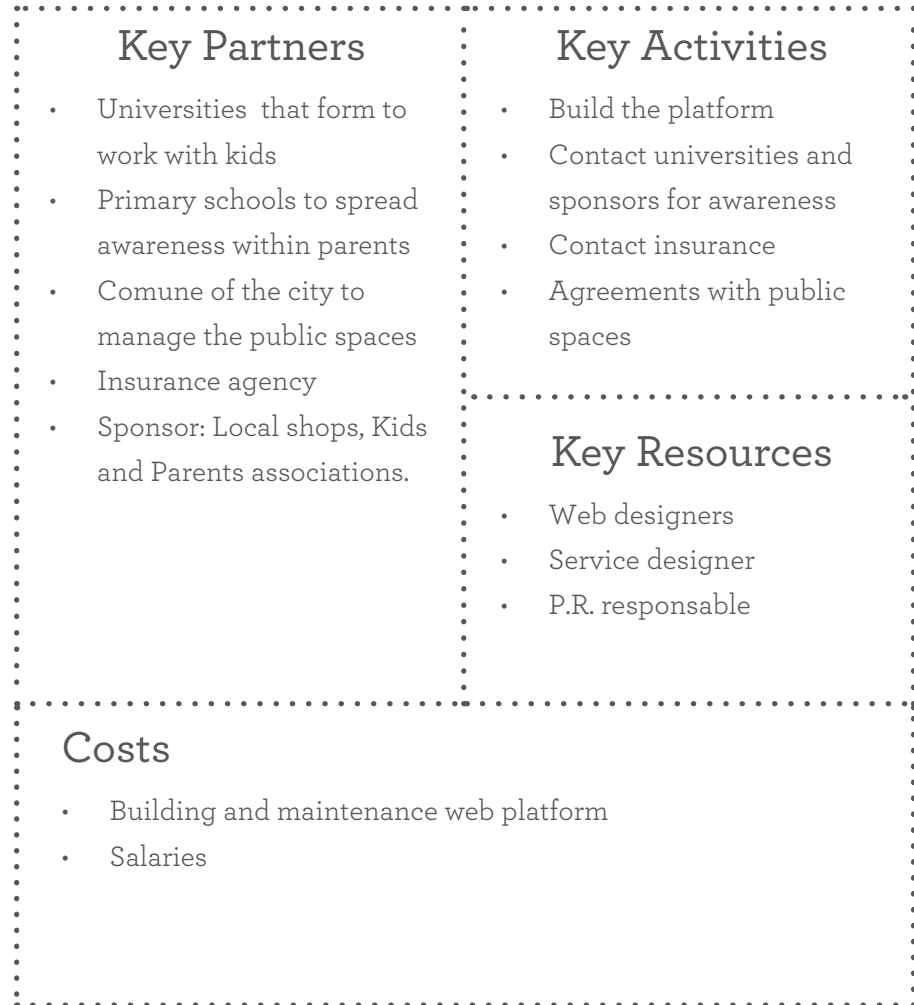


### Bambini partecipanti alla attività

— Lorem ipsum dolor sit amet,  
— Lorem ipsum dolor sit amet,  
— Lorem ipsum dolor sit amet,  
— Lorem ipsum dolor sit amet,  
— Lorem ipsum dolor sit amet,  
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# Business Model Canvas



## Value proposition

Give to parents a platform that will help them in the managing of the kids afternoon, by connecting them with university students in charge of running different activities. CasaBase also enhances the sharing with other parents to create a collaborative support system

## Customer Relationships

Online assistance

## Customer Segments

Main user:  
Parents of primary school kids  
Secondary user:  
Students from universities that form to work with the kids

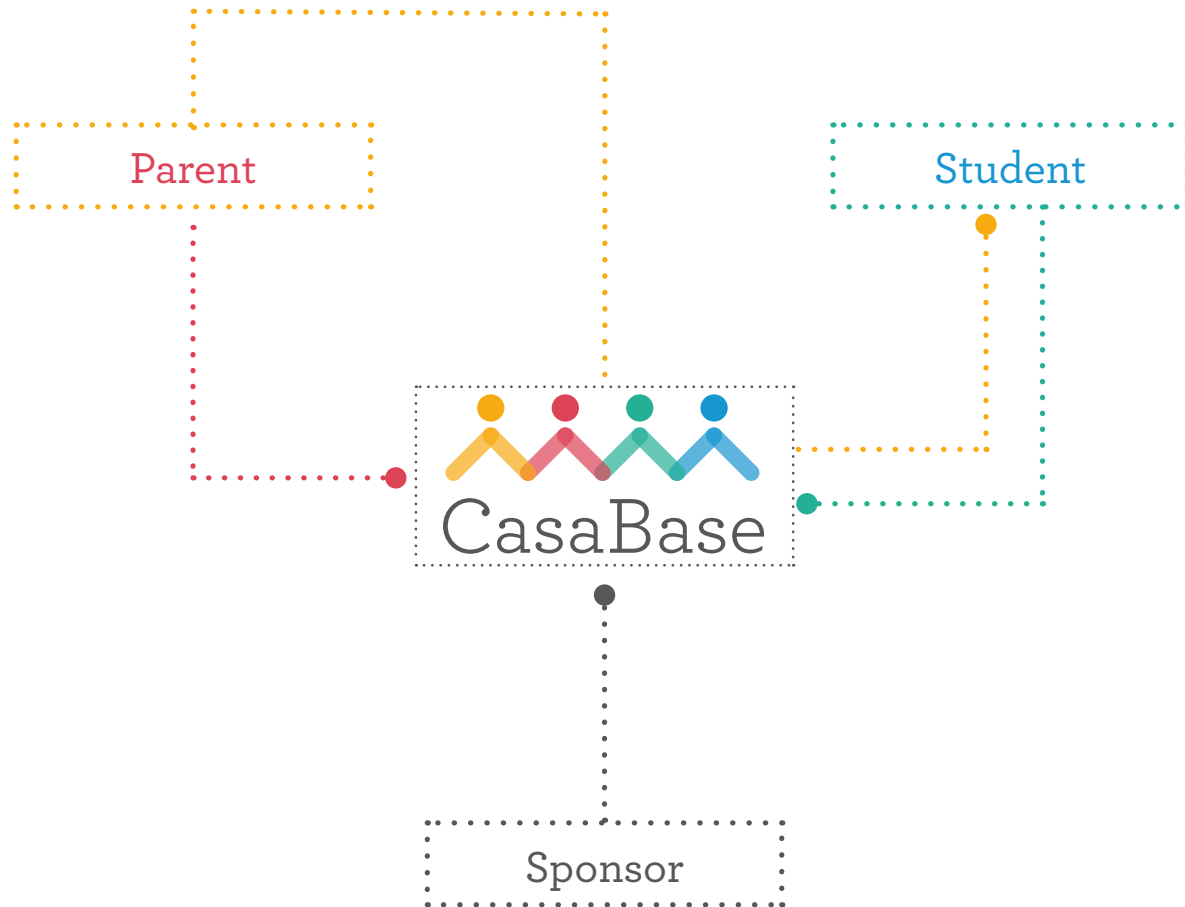
## Channels

Online

## Revenues

- Students subscription
- Parents subscription
- Sponsors

# Payment structure





The parent pays the student for each activity, according to the type of activity and the number of kids.

10€ - 20€



The parent pays CasaBase each year for the use of the platform and the insurance for kids.

20€ per year



The student pays CasaBase for being part of the contact list for working with the kids.  
The student pays a monthly subscription starting after the first contact they get.

10€ for 1 month  
25€ for 3 months  
40€ for 5 months



Sponsors pay CasaBase to get visibility with parents communities.  
They will be mainly local shops or associations and events for kids.





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## Sitography

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[www.familybyfamily.org.au](http://www.familybyfamily.org.au)

*Dedico questo progetto a mia zia Chicca e ai miei cugini Anita e Tito per essere stati la mia fonte di ispirazione.*

*Ringrazio la mia famiglia per il sostegno e l'amore che mi danno ogni giorno.*

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