

LITTLE CARE: AN INNOVATIVE BABYSITTER SERVICE DEVELOPED THROUGH A DESIGN THINKING APPROACH

Muhammad Gigih Wijaya, Zhafirah, Geby Salsabella Abdullah¹, Asep Taryana

School of Business, IPB University
SB-IPB Building, Jl. Pajajaran, Bogor 16128, Indonesia

Article history:

Received
20 November 2024

Revised
9 December 2024

Accepted
23 February 2025

Available online
1 April 2025

This is an open access
article under the CC BY
license (<https://creativecommons.org/licenses/by/4.0/>)



ABSTRACT

Background: The role of mothers has undergone a significant transformation in recent years due to the increasing participation of women in the workforce. As more women pursue professional careers, balancing childcare responsibilities with career demands has become increasingly complex. The process of finding a babysitter who aligns with family preferences poses a considerable challenge, leading to heightened concerns among parents regarding the safety, trustworthiness, and compatibility of childcare providers.

Purpose: This study aims to address the challenges faced by parents in balancing childcare and career responsibilities by employing a solution-oriented approach through the design thinking framework. Specifically, this research seeks to investigate the key difficulties encountered by working parents in finding reliable babysitters, the primary concerns related to trust, safety, and service quality, as well as the role of digital platforms in enhancing accessibility and transparency in babysitter selection.

Design/methodology/approach: The study adopts a design thinking methodology, focusing on three key phases: empathize, define, and ideate. Data collection is carried out through qualitative analysis of in-depth interviews, allowing for the development of insights that guide the creation of an innovative solution.

Findings/Results: The empathize phase revealed key findings through the construction of an empathy map, which highlighted parents' concerns and anxieties regarding childcare. Many parents, particularly career-oriented mothers, face significant difficulties in managing their time for childcare. Furthermore, parents encounter challenges in identifying babysitters who meet their specific needs, often experiencing hesitation in trusting available childcare providers.

Conclusion: The ideate phase led to the development of "Little Care," a proposed solution in the form of an online platform designed to connect parents with reputable and trusted babysitter agencies. The findings demonstrate the effectiveness of the design thinking approach in addressing the multifaceted challenges faced by modern families in managing childcare.

Originality/value (State of the art): This research highlights the relevance of the design thinking framework as a contemporary approach for addressing complex societal issues. By focusing on user-centered problem-solving, the study underscores the potential of design thinking to develop practical, innovative, and sustainable solutions for modern family childcare challenges.

Keywords: career woman, babysitter, design thinking, Little Care, online platform

How to Cite:

Wijaya M. G., Zhafirah Z., Abdullah G. S., & Taryana A. (2025). Little Care: An Innovative Babysitter Service Developed Through a Design Thinking Approach. *Business Review and Case Studies*, 6(1), 111. <https://doi.org/10.17358/brcs.6.1.111>

¹Corresponding author:

Email: gebysalsabellaabdullah@apps.ipb.ac.id

INTRODUCTION

As female workforce participation continues to rise globally, reaching over 60% (ILO, 2021), Indonesia has also experienced steady growth in women's formal employment (Statistics Indonesia, 2024). This shift has intensified the demand for reliable childcare, yet working parents face persistent challenges in securing trustworthy, affordable options. High costs, long wait times, and concerns over safety and transparency in hiring create significant obstacles. These issues underscore the urgent need for an accessible, efficient childcare solution that ensures both reliability and peace of mind for parents. Although the COVID-19 pandemic caused a temporary dip in employment from 39.19% in 2019 to 36.20% in 2021, the recovery in subsequent years reflects a persistent trend of women balancing professional careers and family responsibilities. This dual role has increased the reliance on external childcare, highlighting a critical need for reliable and trustworthy solutions. A graph illustrating the percentage of formal workers by gender can be seen in Figure 1.

Despite the increasing participation of women in the workforce, many parents struggle to find trustworthy and affordable childcare solutions, leading to significant stress and anxiety. For example, SIMFONI-PPA (2024) reported 1,284 cases of violence against children aged 0–5 years in Indonesia, raising serious concerns about childcare quality and safety. Ensuring that babysitters possess the necessary skills to handle emergencies and align with family values remains a pressing concern for parents. According to the Indonesian Child Protection Commission (2018), 75% of Indonesian families rely

on external childcare providers, such as babysitters, daycare centers, or extended family, with 14.4% of children being cared for exclusively by grandparents. However, this reliance often comes with hesitancy and challenges, as not all families have access to trustworthy networks or recommendations.

Furthermore, studies have shown that parents prefer babysitters recommended by family or friends due to a perceived higher level of trust, yet such networks are not universally available. A study by the National Institutes of Health (NIH, 2019) revealed that parents without access to personal networks often struggle to identify caregivers who meet their standards. While professional babysitter agencies provide an alternative, they are often expensive and fail to consistently ensure satisfactory quality or alignment with family values (Yamada & Kato, 2018).

The babysitting industry faces structural challenges, including inconsistent caregiver training, transparency, and service standards (BabyCenter, 2022). Many parents struggle to find reliable childcare due to a lack of accessible information on babysitter qualifications, experience, and background checks, particularly in urban areas (Putri & Kurniawati, 2021). These challenges impact not only parents but also child development and family stability. Inconsistent caregiving can disrupt children's emotional well-being, affecting their security and routine. Parental stress from unreliable childcare solutions may also hinder work productivity and family dynamics. Addressing these issues is crucial to ensuring quality childcare that supports both parents and children.

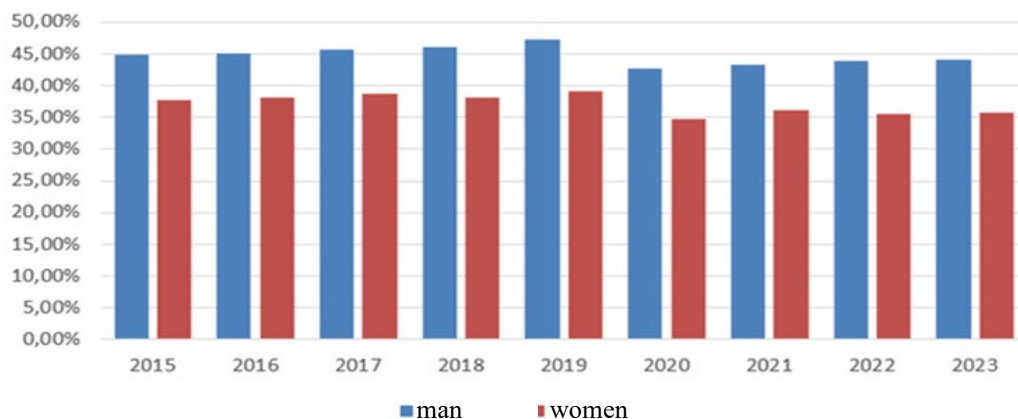


Figure 1. Percentage of formal labor force by gender (Statistics Indonesia, 2024)

Additionally, safety concerns have been amplified by reports of substandard childcare practices. For instance, the Indonesian Child Protection Commission (2018) emphasized that cases of neglect or abuse are often linked to caregivers who lack formal training or oversight. The absence of standardized quality assurance mechanisms within the babysitter industry creates a gap between parental expectations and the services provided.

These persistent challenges indicate a need for significant improvements in the babysitter industry to meet modern family needs. Addressing issues of trust, safety, affordability, and accessibility is essential to ensure that children receive high-quality care and parents can confidently balance their personal and professional responsibilities. The evolving demands of modern parenting underscore the urgency of developing robust, user-centric solutions that prioritize the well-being of children while aligning with parental expectations.

Existing studies highlight key challenges in childcare services, particularly concerning workforce participation, safety, and trust. The Global Gender Gap Report (ILO 2021) underscores the increasing demand for childcare due to rising female workforce participation. This aligns with findings from SIMFONI-PPA (2024), which identifies safety risks in childcare and emphasizes the necessity of background checks and transparent hiring processes. Similarly, Williams and Foster (2019) examine the role of trust in parents' selection of babysitters, focusing on the importance of reliability, qualifications, and certification systems. Collectively, these studies emphasize the need for integrated childcare solutions that address safety concerns, enhance transparency, and establish trust-building mechanisms, such as user reviews and feedback loops. These insights provide a foundational basis for the present study.

The increasing participation of women in the workforce highlights the urgent need for accessible, safe, and reliable childcare solutions to address challenges like high costs, safety concerns, and inadequate caregiver options. Through the application of the Design Thinking approach, this research is expected to develop an innovative solution that enhances the accessibility, safety, and trustworthiness of babysitter services. Additionally, the findings from this study are anticipated to support the development of Little Care as

a practical and scalable platform that improves parental confidence in childcare services and contributes to a more structured and transparent babysitter industry.

This research aims to investigate the challenges faced by working parents, evaluate issues in the babysitter industry, identify gaps in current childcare solutions, and propose strategies for more accessible and effective childcare services. Based on these objectives, this study assumes that the application of the Design Thinking approach can provide a user-centered solution to address parents' concerns regarding trust, safety, and service reliability. Furthermore, integrating a digital platform to connect parents with reputable babysitter agencies is expected to enhance the accessibility and transparency of childcare services.

METHODS

This research was conducted between August and September 2024, focusing on career women residing in Bogor. These women are full-time employees, have children aged 1–9, and have expressed concerns regarding full-day childcare.

This study utilized both primary and secondary data. Primary data were collected through direct, semi-structured interviews with four participants using a purposive sampling method. These participants were selected based on specific criteria, they are full-time working mothers, have children aged 1–9 years, reside in Bogor, and express concerns about full-day childcare. Participants were recruited through community groups and professional networks to ensure diverse representation. Secondary data were sourced from scholarly articles and academic reports. A descriptive qualitative analysis was applied to identify key themes and insights, which informed the ideation of the “Little Care” platform.

Semi-structured interviews were conducted to explore parental concerns, expectations, and childcare solutions. Topics included daily childcare routines, challenges in finding reliable babysitters, and key selection criteria. A structured guide ensured consistency, covering questions on managing childcare, difficulties in finding trustworthy babysitters, and essential caregiver qualities. Key questions included how parents manage childcare while working, their biggest challenges in finding a reliable babysitter, and the qualities they

consider essential in a babysitter. Responses were transcribed and analyzed thematically, identifying patterns that shaped the development of the “Little Care” platform. This structured approach captured critical insights to inform solution development.

The data were analyzed using descriptive qualitative techniques, following the Design Thinking model (Brown, 2008), specifically the Empathize, Define, and Ideate stages. Thematic analysis was applied to categorize findings into key themes: trust and safety concerns, difficulty in finding qualified babysitters, high service costs, and parental expectations regarding babysitter qualifications and transparency. Participants emphasized challenges in verifying babysitter credentials, aligning childcare with family values, and the necessity of a structured rating and review system to improve transparency. These insights shaped the design of “Little Care” ensuring it met the core needs of working parents.

This research primarily focused on the Ideate phase of the Design Thinking framework. The main goal of this study was to formulate innovative and relevant solutions to meet the needs of parents, based on insights gained from the Empathize and Define stages. The Ideate stage was chosen as the endpoint because it is intended to identify and develop concepts that are conceptually viable for future implementation. By emphasizing ideation, this research lays a strong foundation for developing solutions that address the challenges faced by working mothers. The Prototype and Test stages, which focus more on product testing, validation, and user trials, are beyond the scope of this study. Therefore, this research establishes a solid basis for future development and testing, ensuring that the generated concepts have been thoroughly analyzed and directed. The Design Thinking framework is illustrated in Figure 2.

RESULTS

Design Thinking is an approach used to solve complex problems by focusing on user needs and perspectives. This approach combines design methods and processes with creative thinking to produce effective innovative solutions (Brown 2009). Based on the theory of design thinking, the results obtained from this research are grouped based on its stages as follows:

Empathize

The empathize stage involved conducting in-depth interviews with four full-time working mothers in Bogor through direct and online (Zoom) sessions. These participants were selected based on their struggles in managing childcare while maintaining their careers. While the small sample size provided valuable insights, it presents limitations in generalizing findings. The responses were analyzed and visualized through an empathy map and customer journey mapping, capturing recurring themes related to trust, accessibility, and concerns about babysitter reliability. Future research with a larger and more diverse sample is recommended to validate and expand on these findings.

Empathy Map Parents of children (Career women)

At this stage, data was collected through interviews with four parents (career women) to find out the problems, concerns, and needs of working mothers. Working mothers who became interviewees generally felt that they needed babysitting services because they and their spouses worked full time. This is done by conducting observations to be able to understand from the point of view of parents (career women) because this affects the design of the solution design at a later stage. The results of the empathy map mapping can be seen in Figure 3.

Working mothers face challenges in securing reliable babysitters, especially for toddlers needing extra care. Many turn to agencies but are discouraged by high costs and lengthy processes. Even after hiring, communication gaps regarding parenting preferences often arise, causing discomfort. One participant noted, “Finding a babysitter who understood my child’s needs was exhausting and expensive.” While babysitters help balance work and home life, concerns about trust, safety, and compatibility persist. Parents often rely on referrals from friends, family, and agencies to find trustworthy caregivers. One mother stated, “A pre-screening service with verified reviews would make my life much easier.”

Despite efforts, parents still struggle with finding qualified babysitters, high costs, long selection processes, and communication barriers. They expect skilled, patient babysitters who align with family values and seek a service with verified information, transparent selection, and an efficient hiring process to ease anxieties.

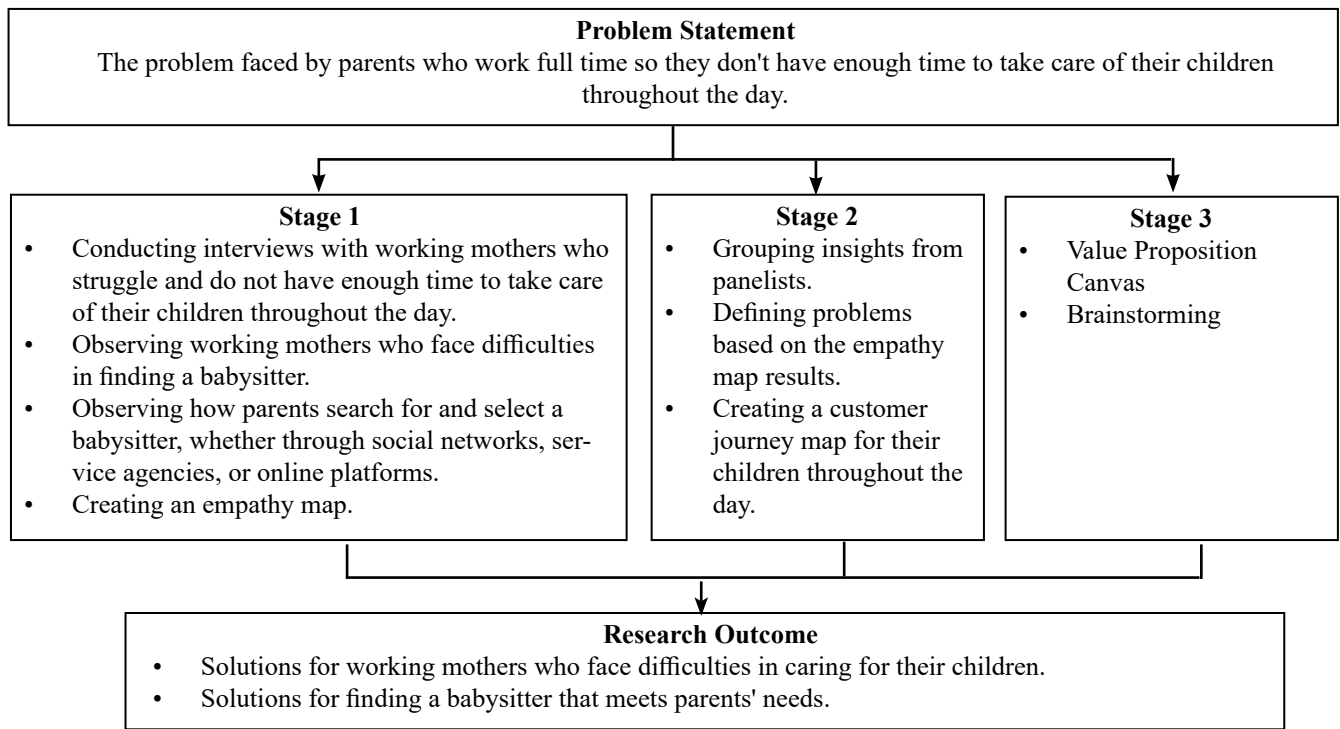


Figure 2. Research framework

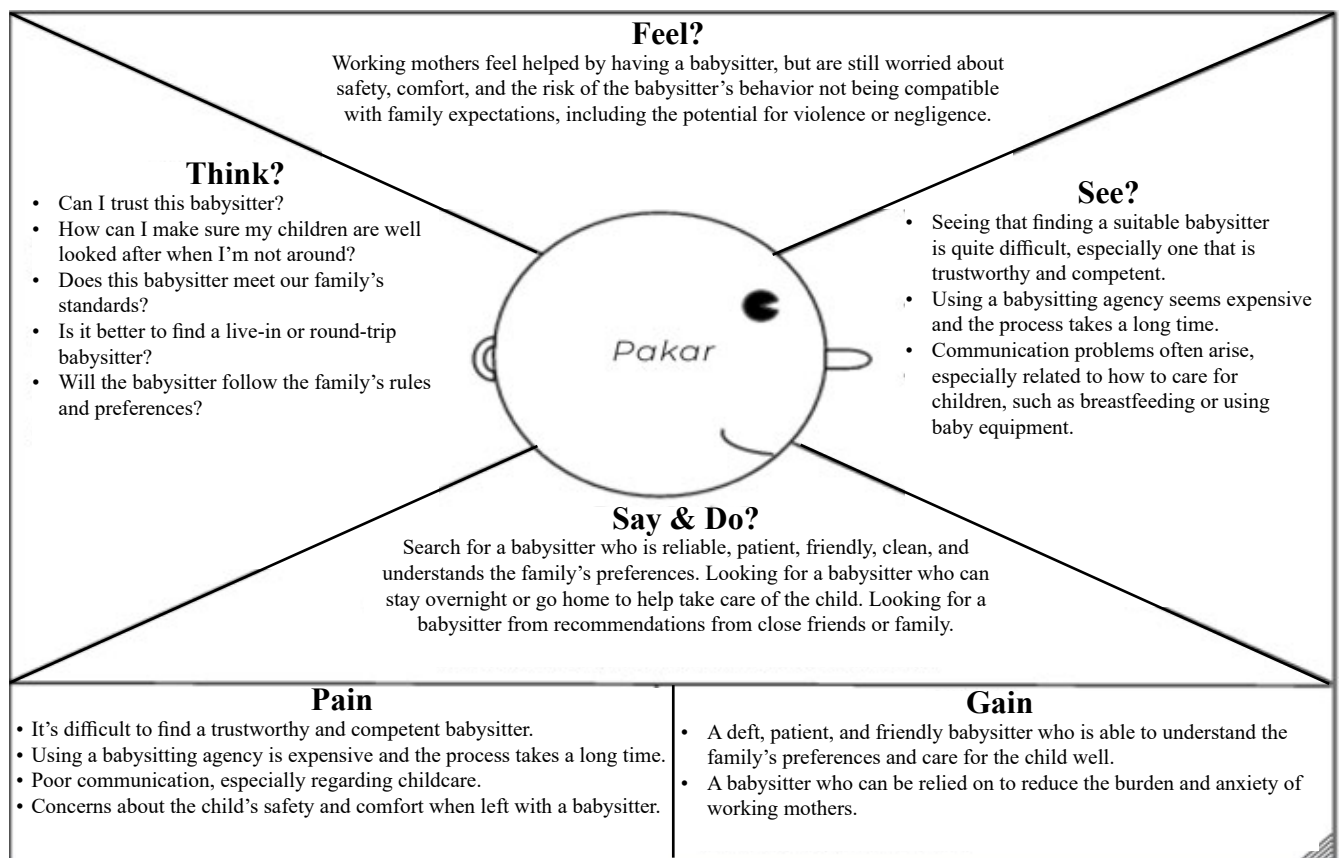


Figure 3. Empathy map of parents (career women) of children

Customer Journey Map

The Customer Journey Map is a visual representation of the entire experience a customer goes through when interacting with a product, service, or brand, from the initial awareness of the product to post-purchase. This map aims to understand the emotions, thoughts, and needs of customers at each touchpoint. In this study, the Customer Journey Mapping illustrates the emotional journey and thought process of a mother in selecting a babysitter, beginning with the stages of Awareness, Consideration, and ending with the Decision.

In the awareness stage, parents begin searching for information about babysitters through agencies or recommendations from family and friends. However, limited information sources make it difficult to get a clear and detailed understanding of a babysitter's quality. This limitation, especially when relying only on recommendations or agencies, often leaves mothers feeling confused and uncertain about finding a trustworthy babysitter. This challenge highlights an opportunity for service providers to offer more transparent and comprehensive babysitter information, such as user reviews or complete profiles.

During the consideration stage, mothers evaluate potential babysitters based on their ability to meet family needs, such as child care skills, adherence to family rules, and communication abilities. Despite positive recommendations, concerns persist due to incomplete information that does not fully guarantee safety and compatibility. Offering trial periods could help alleviate these concerns by allowing parents to observe the babysitter's performance in a real environment before making a final commitment.

In the final stage of the decision, parents make a decision on the most suitable babysitter, often at a higher cost. However, there remains anxiety about whether the extra cost is justified by the babysitter's quality and reliability. Although they have considered it carefully, mothers still worry about subjectivity in evaluating quality and the challenges in monitoring performance directly. This suggests an opportunity to enhance services through platforms offering regular evaluations and monitoring, providing routine performance reports and quicker feedback to increase.

Define

The second stage of design thinking, defining the problem, involves creating a problem statement from the perspective of working parents, particularly full-time working mothers. Based on user analysis and interviews, working mothers in Bogor face difficulties finding reliable, skilled babysitters who meet their specific needs and standards. Their primary concerns include trust, safety, and quality in childcare, as well as finding babysitters with essential qualities like skill, patience, cleanliness, and flexibility. This highlights the need for a solution that not only offers accessible babysitting services but also ensures quality through monitoring features, like CCTV, and transparent user reviews.

Analysis Point of View (POV)

The next stage is the formulation of the point of view (POV) analysis. The purpose of this analysis is to gather, organize, and evaluate user issues that are the main focus of this study. This stage involves defining the core problems experienced by parents (working mothers) in finding a babysitter. During the problem definition phase, information is divided into two parts: user problems ("what is the problem") and user insights ("key insight about the user"). User problems are derived from persona analysis based on the challenges faced by parents (working mothers), as illustrated in the persona section, while difficulties faced by respondents are identified through customer journey map analysis. Insights from respondents are obtained by analyzing their habits, which are highlighted as opportunities in the customer journey map.

From the analysis of issues identified through a questionnaire survey of parents (career women), a list of problems for parents (career women) was obtained, consisting of difficulty finding a babysitter that matches family preferences (PS01) and limited choices of babysitters (PS02), with the key insight being an online platform connecting parents with various babysitter agencies, providing information on babysitter services that match their needs (SP01). The issue of lack of complete information about babysitter quality (PS03) has the key insight of providing information about babysitter quality and background (SP02). Additionally, the issue of mismatched babysitters to family preferences (PS04) has the key insight of allowing for a babysitter trial period (SP03). Finally, the issue of

subjective babysitter performance evaluation (PS05) has the key insight of providing objective ratings or scores for babysitters (SP04).

The results of the analysis, which highlight two main problems, will be the primary focus of this study. The main issue is the difficulties faced by parents, particularly working mothers, in finding the desired babysitter. The varied preferences for babysitters within each family, coupled with limited information about available babysitters, make it challenging for parents. Providing easy and comprehensive information on how to access babysitting services is expected to help many parents (career women) in selecting and utilizing babysitting services for their children

Ideate

In this ideate stage, it focuses on developing solutions that can answer the concerns of career women who face challenges in caring for children, especially in terms of trust in the use of babysitter services. Christensen CM et al. (2019), said that innovation and problem solving are key to overcoming poverty and promoting prosperity. They emphasize the importance of “disruptive innovation” which involves solving problems in new and radical ways to create economic opportunities and improve quality of life. The innovations designed aim not only to ease access to suitable babysitting services, but also provide assurance of safety, comfort, and reliability, so that mothers can have peace of mind leaving their children in good hands.

Value Proposition Canvas (VPC)

The value proposition canvas is used to embed the proportion of value in the business model to create value for the business. The VPC process will clarify how to create value that suits the user so that it will help in the business design process. This online babysitter search platform is designed to provide a comprehensive solution for families, particularly working mothers, who face challenges in finding trustworthy, qualified babysitters that align with their family preferences. Working mothers often encounter significant difficulties in ensuring that their children receive proper care when they are not at home. They may struggle to find reliable babysitters who possess the competencies that meet family standards and can understand children’s specific needs. This platform aims to address these needs by offering a user-friendly,

fast search feature that enables families to find both live-in and daily babysitters, adaptable to each family’s budget and specific requirements.

A core value of this platform is its easy access to trained, friendly, and skilled babysitters who understand the unique needs of each family. By providing reliable childcare options, the platform significantly reduces the burden and anxiety for working mothers, offering them peace of mind when leaving their children in safe, professional care. Additionally, the platform allows flexibility in the selection process, enabling parents to choose babysitters based on various criteria, such as ratings, user reviews, and certifications. This feature is essential for ensuring transparency and building trust between users and the selected babysitters.

Moreover, the platform addresses common challenges often encountered by working mothers, such as high agency fees and communication barriers between families and babysitters. Through verified services supported by a stringent security evaluation system, along with additional features like compatibility trials before the start of employment, the platform alleviates concerns regarding babysitter quality and safety. Babysitter profiles on the platform include reviews from other users and certifications, providing greater transparency and reinforcing families’ trust in the service.

In addition to safety and reliability, the platform fosters clear communication between families and babysitters, designed to prevent misunderstandings in childcare arrangements. This transparent communication system enables families to directly provide instructions and preferences to babysitters, ensuring that the care provided aligns with their desired standards. The platform also offers the option to select babysitters who have completed training according to the family’s preferred caregiving standards, offering a solution for families with specific child care preferences.

Overall, this online babysitter search platform provides a professional and secure solution for families, especially working mothers with limited time. With features like verified babysitter profiles, clear communication systems, compatibility trials, and flexible selection criteria, it simplifies the search for reliable caregivers. In addition to easing the burden on parents, it helps them feel more confident in balancing their roles as parents and professionals.

Brainstorming

Brainstorming is a method used to generate as many ideas as possible in a short period of time, without any evaluation or criticism of ideas during the initial stages. This technique allows for open and free thinking, encouraging creativity and innovation. The results of brainstorming analysis on potential solutions for the challenges faced by working mothers in finding a babysitter are as follows: (SP01) an online platform that connects parents with various babysitter agencies, (SP02) information on babysitter quality and background that can align with family preferences, (SP03) an option for a trial period with babysitters, and (SP04) objective evaluations in the form of babysitter scores or ratings. A visualization of the solution mapping from the brainstorming session on the problem statement can be seen in Figure 4.

The brainstorming process led to the creation of “Little Care,” an online platform aimed at easing the childcare challenges faced by working mothers. Functioning as a digital marketplace, “Little Care” connects parents with multiple babysitter agencies, allowing them to browse profiles, compare reviews, and assess caregiver qualifications efficiently. By streamlining the search process, the platform enhances convenience and trust, helping parents balance childcare and careers more effectively. Beyond individual families, “Little Care” could drive broader societal shifts. By improving access to reliable childcare, it may increase women’s workforce participation by reducing career disruptions caused by child care concerns. Additionally, it could contribute to evolving childcare norms by professionalizing babysitting services and promoting higher industry standards. As reliance on digital solutions grows, “Little Care” has the potential to encourage stricter vetting processes and better service quality, fostering a more structured and reliable childcare ecosystem.

“Little Care” addresses key issues such as the limited availability of trustworthy information on babysitters and the difficulty of identifying a match in a short timeframe. Through personalized search functions and integrated support, the platform seeks to provide a reliable, user-centered solution. The brainstorming session also generated ideas for further enhancements, such as implementing technology-driven security features, real-time child monitoring, and offering

babysitter training and certification programs. Ultimately, “Little Care” aspires to serve as both an immediate and sustainable solution for quality childcare, building trust with parents by prioritizing ease of access, safety, and a high standard of caregiver information.

MPV

The Minimum Viable Product (MVP) is a product development strategy commonly employed by startups. The MVP of the Little Care application consists of main and supporting features, ensuring functionality and user experience. Main features focus on core services, including user registration and babysitter enrollment. Parents register by providing basic information, while agencies enroll babysitters with detailed profiles, including photos, experience, and skills. A verification system enhances trust, with users verifying via email or SMS and babysitters verified by agencies through official documents and certifications.

The babysitter search feature allows parents to filter candidates based on location, service category, ratings, reviews, work hours, and rates. Each babysitter profile includes key details such as experience, skills, and certifications. Parents can book based on availability, choosing date, time, and duration, with payments processed before or after service completion via credit/debit cards or e-wallets. The platform also offers a chat feature for direct communication and notifications for booking reminders and review prompts.

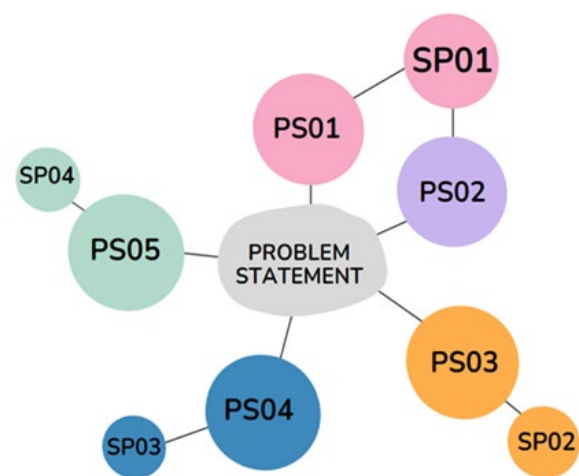


Figure 4. Mind Mapping Results from Brainstorming

Supporting features enhance operations, including agency profiles, an admin panel, and security measures. Agencies manage and verify babysitters before they offer services, while the admin panel oversees transactions, feedback, and profiles. Security is a priority, with background checks, complaint monitoring, end-to-end encryption, and secure payments ensuring safety and privacy. A transparent rating system, monitored by agencies and administrators, helps maintain service quality and user trust.

Managerial Implication

This study offers several significant managerial implications for babysitter service providers, particularly those in child care platforms, as well as for organizations or institutions focusing on supporting working parents. One of the key findings is the importance of enhancing transparency and providing comprehensive information about babysitters. Working parents often experience anxiety about the quality and reliability of babysitters. Therefore, childcare agencies should implement stricter vetting processes, including background checks, skill assessments, and mandatory certifications to ensure safety and competency. Policymakers can support this by establishing standardized caregiver qualifications and enforcing accountability measures. Additionally, parents should engage with verified platforms, actively participate in rating systems, and provide feedback to improve service transparency. Leveraging digital verification tools, AI-driven matching, and real-time monitoring will further enhance trust, ensuring a safer and more professional babysitting industry.

Additionally, the development of a flexible platform that can be tailored to family preferences is crucial. Service providers can offer a range of options suited to specific family needs, such as daily babysitters or live-in options, and allow parents to choose babysitters based on specialized skills or experience with children of specific age groups.

Moreover, it is essential for service providers to improve communication and interaction between parents and babysitters. One way to achieve this is by providing better communication features, such as in-app chat or video calls, which enable parents to give clear instructions and provide feedback on the quality of service. To enhance trust, clear safety protocols should be integrated, including emergency contact features

and real-time monitoring. GPS tracking and CCTV can provide additional reassurance, allowing parents to oversee babysitter activities. Leveraging digital verification tools and AI-driven matching will further strengthen security and ensure a more professional babysitting industry. Furthermore, service providers could introduce an open and transparent review system, where parents can share their experiences with particular babysitters. This system would help build trust and assist new users in choosing a babysitter based on others' experiences.

From a cost perspective, this study shows that high fees are often a barrier for parents when choosing babysitter services. As a solution, service providers could offer more flexible pricing models, such as subscription packages or fees based on usage duration, allowing parents to choose services that fit their budget. Partnerships with companies to offer discounts or subsidies to employees needing babysitting services could also be an effective strategy. Additionally, providers could offer trial periods or introductory sessions to give parents an opportunity to assess the compatibility of a babysitter with their family before committing to a long-term arrangement. Finally, it is crucial for service providers to ensure that all babysitters registered on their platform undergo a thorough selection process and background checks. Clear security policies and accessible complaint mechanisms should also be made public to ensure parents' safety.

Overall, the managerial implications of this study emphasize the importance of transparency, flexibility, effective communication, and the application of technology to improve service quality and build consumer trust. By implementing these recommendations, babysitter service providers can enhance their competitiveness in an increasingly competitive market and offer more effective and efficient solutions for working parents seeking child care support.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study highlights how Design Thinking principles structured a user-centered approach to solving childcare challenges. The Empathize phase identified key concerns, such as difficulty finding babysitters

who match family preferences, lack of transparency in qualifications, and limited availability. The Define phase refined these insights into actionable needs, leading to the Ideate phase and the development of 'Little Care,' a digital platform designed to enhance accessibility, transparency, and trust in babysitting services. By integrating human-centered design and iterative problem-solving, this research reinforces Design Thinking as a practical and theoretical framework for childcare innovation. The findings align with studies on technology-driven childcare solutions while expanding on existing literature by illustrating how structured methodologies improve user-centered service models. This research contributes to the evolving childcare discourse by demonstrating how Design Thinking fosters adaptable, scalable solutions for modern parental needs.

Recommendations

Future research should focus on prototyping and testing to refine usability and effectiveness. Additionally, conducting comparative studies with similar platforms in other countries can help identify best practices and potential improvements. This will ensure that "Little Care" evolves into a viable and competitive babysitter search service, offering parents a reliable, user-friendly, and innovative childcare solution. Collaboration with policymakers and childcare agencies is crucial to establish standardized regulations, ensuring safety and quality in babysitting services while promoting design-driven solutions for evolving parental needs.

FUNDING STATEMENT: This research did not receive any specific grant from public, commercial, or not-for-profit funding agencies.

CONFLICTS OF INTEREST: The author declares no conflict of interest.

REFERENCES

- Aflatoony, L., Wakkary, R., & Hawryshkewich, A. (2018). Characteristics of an effective secondary school design thinking curriculum. *FormAkademisk*, 11(5). <https://doi.org/10.7577/formakademisk.1626>
- BabyCenter. (2022). Childcare services and trends in parenting. BabyCenter.
- Badan Pusat Statistik. (2024). Persentase tenaga kerja formal menurut jenis kelamin. Retrieved August 30, 2024, from <https://www.bps.go.id/id/statistics-table/2/MTE3MCMY/persentase-tenaga-kerja-formal-menurut-jenis-kelamin.html>
- Brown, T. (2008). Design thinking. *Harvard Business Review*, 86(6), 84–92.
- Christensen, C. M., Ojomo, E., & Dillon, K. (2019). The prosperity paradox: How innovation can lift nations out of poverty. Harper Business.
- Creswell, J. W. (1998). Qualitative inquiry and research design: Choosing among five traditions. Sage Publications.
- Cross, N. (2011). Design thinking: Understanding how designers think and work. Berg Publishers.
- Deloitte. (2020). Global mobile consumer survey. Retrieved from <https://www2.deloitte.com>
- Fariyanto, F., Suaidah, S., & Ulum, F. (2021). Perancangan aplikasi pemilihan kepala desa dengan metode UX design thinking (Studi kasus: Kampung Kuripan). *Jurnal Teknologi Dan Sistem Informasi*, 2(2), 52–60.
- Fitria, M., Pandin, A. T., Shabrina, A., Gunawan, D. F., Prianka, W. T., & Gunadi, H. (2023). Penerapan design thinking dalam perancangan strategi pemasaran UMKM Jahe Cap Maher. *Journal of Research on Business and Tourism*, 3(1), 1–10.
- Indonesian Child Protection Commission. (2018). Childcare and protection: A national overview. Indonesian Child Protection Commission.
- International Labour Organization. (2021). Global employment trends for women 2021. Retrieved from <https://www.ilo.org>
- Madanih, R., Susandi, M., & Zhafira, A. (2019). Penerapan design thinking pada usaha pengembangan budidaya ikan lele di Desa Pabuaran, Kecamatan Gunung Sindur, Kabupaten Bogor. *Baskara: Journal of Business and Entrepreneurship*, 2(1), 55–64.
- National Institutes of Health. (2019). Quality of child care and parental choice. Retrieved from <https://www.nih.gov>
- Organisasi Perburuhan Internasional. (2021). Laporan kesenjangan gender global. Jenewa: International Labour Organization.
- Pradhana, R. M., Suhardini, D., & Akbari, A. D. (2022). Pengembangan model bisnis menggunakan lean canvas dengan metode design thinking di Bulaf Café. *Jurnal Teknik Industri*, 12(3), 219–231.
- Putri, M. A., & Kurniawati, D. (2021). Parenting and professional work-life balance in urban areas:

- Challenges and solutions. *Journal of Social Sciences and Humanities*.
- Putri, S. A., Sari, D. I., Marzuki, K., & Taryana, A. (2022). Penerapan design thinking Eco-Boba dalam pemanfaatan limbah cacahan plastik dan kemasan paket e-commerce. *Journal of Technopreneurship on Economics and Business Review*, 3(2), 71–81.
- SIMFONI-PPA. (2024). Sistem informasi online perlindungan perempuan dan anak, sebaran jumlah kasus kekerasan. Kementerian Pemberdayaan Perempuan dan Perlindungan Anak. Retrieved August 30, 2024, from <https://kekerasan.kemenpppa.go.id/ringkasan>
- SIMFONI-PPA. (2024). Tinjauan perlindungan anak dan pengasuh: Kajian insiden kekerasan terhadap anak. Jakarta: Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (KPPPA).
- Statistics Indonesia. (2024). Workforce participation in Indonesia: Gender and employment statistics. Statistics Indonesia.
- Williams, E. K., & Foster, S. D. (2019). Faktor kepercayaan dalam pengasuhan anak: Bagaimana orang tua memilih pengasuh anak. *Jurnal Studi Pengasuhan Anak*, 25(3), 45–56.
- Yamada, R., & Kato, T. (2018). Challenges in childcare agencies: Cost and quality assurance. *Journal of Family and Child Studies*.