

Portfolio Note: The text below was designed for a small daycare company, Cutienest, who wants to be the Airbnb of home daycare. They were in the process of forming their website when the commissioned the work and didn't have a layout or mockup in place. I invited the client to find a website or some web functionality she liked and wanted to emulate and built a text mockup around that with a web designer in mind.

PAGE: BECOME A PROVIDER

SECTION 1

Landing Page Tagline: Earn Money as a Cutienest Provider

Investments	Individual Provider	Cutienest Provider
Ads	1500-2000 annually	Covered
Website Development, maintenance etc.	1000 - 2000 annually	Covered
Invoice Management	600-1000 annually	Covered
	Investments before earning with no guarantee of business	Pay as you earn

SECTION 2

Subheading 1: Why Cutienest?

We make it easier than ever to earn money as a child care provider. With Cutienest, you'll have access to easy-to-use tools designed to help you manage your business and find your next parent fast.

Subheading 2: You are in full control

With Cutienest, you're in control of your own availability, hours, and pricing! Our system makes it easy to increase your headcount or take a vacation. It's all in your hands!

Subheading 3: There at every step

Cutienest offers tools, child care tips, and a community of experienced Family child care providers who are ready to answer your questions and share ideas to help make your business successful.

SECTION 3

TAG: Getting Started / How to Become a Provider

Subheading 1: Create your listing & get verified

It's free and easy to get started with us! Fill out your profile with your business information. Be sure to provide photos, details, and pricing info. We'll also ask for your child care certification.

When you're done, we'll verify your information and approve your listing for the network. Parents will be able to see and book you immediately!

Subheading 2: Greet your parents before you book

Get to know your parents before taking enrollments by scheduling tours of your licensed facility. Our built-in tools make it easy to book a tour, answer common questions, and enroll parents in your service.

Subheading 3: Get paid

Using our secure payment system means that we'll handle transactions for you. This means that you'll be able to accept various forms of payment, and you won't have to worry about keeping cash on-hand.

Clients are charged upon enrollment and you're paid automatically **[WITHIN X TIME]** -- minus **x%** service fee -- by **[LIST METHODS OF PAYMENT]!**

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SECTION 4 - [DISPLAYED WITH GRAPHICS / ICONS]

TAG: Growing your business with Cutienest.

Subheading 1: If you're new, we can help!

If you're just getting started with child care services, we're here to help! We'll consult with you and offer guidance while you set up a licensed facility and apply for your child care license.

Subheading 2: We'll help you get the word out

Say goodbye to search engine ads and social media listings! When you become a provider on our network, we'll show your listing to local parents in need of your services!

Subheading 3: Everything in one place!

Our platform provides the tools and the resources you need to find more parents and set clear expectations for your service well in advance. It's safer and easier for everyone!

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[SECTION 5 - \[DISPLAYED AS COLLAPSIBLE / ACCORDION.\]](#)

FAQ

1. Can I correspond with parents on Cutienest?

Yes, you can! When parents schedule a tour with you, you'll receive an email with their contact information so that you can talk with them.

2. Are clients verified in the same way hosts are verified?

Because anyone looking for child care may be a prospective parent, your listing will be visible to unregistered users. We require parents to submit a valid driver's license or state-issued identification when they register to use our services or book a tour.

At Cutienest, everyone also has the right to rate and review. Providers and parents are rated, and providers have the full right to accept or reject any parent looking for child care.

Likewise, families may select a provider at their own discretion.

3. Can you help me set up my home / get verified with the authorities?

Yes! We'll be with you at every step in your entrepreneurial journey, from getting your license to booking your first parent! Once you have your license and register with us, your job is pretty much done. All you have to do is sit back and wait.

4. Do I need to advertise my listing?

Not at all! We advertise for providers and the users listed with us.

5. Can anyone register?

Anyone can register as a parent searching for child care. However, in order to register as a provider, you'll need a [valid child care license](#).

6. How do payments work?

You'll need a [PayPal Business Account](#) to process your payments.

When a family chooses to book with you, Cutienest will process the payment and transfer the money to you, minus an **x%** fee.

7. Are there any additional fees?

There is no additional fee. Cutienest only charges **x%**. This money is used for marketing etc. to keep the lights on.

SECTION 6 - [DISPLAYED AS SINGLE LINE CTA]

TAG: Become a provider

BUTTON [GET STARTED NOW]

PAGE: ABOUT US

Cutienest is a community of licensed child care providers built on the belief that finding effective child care in your local area shouldn't be difficult or time consuming.

We help parents build lasting relationships within the community. We also help providers by supplying the tools they need to run their business, so they can spend more time focusing on the children in their care.

Cutienest actively works to empower home-based entrepreneurs by offering guidance and coaching which allows them to become licensed child care professionals while becoming part of our network. We're there every step of the way in their entrepreneurial journey, whether we're helping them transform their home into a licensed facility or using our platform to help them grow their business through advertising and reviews.

At Cutienest, we believe that the best experience for children comes down to the trust and partnership of the parents and providers who use our service. Our unique platform helps to facilitate that relationship in a safe and transparent way by providing service tools and information so that both Families and Providers can make sure they're a great match for one another.

A Word from Our Founder

Greetings! My name is Megha, and I'm the founder of Cutienest. Thanks so much for taking the time to browse our service! Our community is built on the idea that finding quality child care for families, even when they need it on an ad-hoc basis, should be easy, simple, and cost-effective. We believe that anyone who wants to offer this service should be able to do so.

I started Cutienest because I know it takes a lot of work to make child care affordable, convenient, and family-friendly. I wanted a place where everyone is like a family and people feel like they're leaving their kids with someone they know and trust when they go to work or need some personal time to themselves. Parents should rest assured that the provider they work with is not only licensed and trained, but also that they're being cared for in a family-like environment.

Our platform helps providers focus more on kids and less on everything else. We provide the tools and guidance they need to build their business from the ground up. That means our providers spend less time managing the books and more time making sure every child in their care has the best childhood experience they can have!

It is said that it takes a village to raise a child. I hope you'll find your village at Cutienest.

Thanks, and welcome home!

PAGE: HOME PAGE TWEAKS

TAG: WHY FAMILY CHILD CARE?

Subheading 1: Licensed Child care

We require all of our providers and their facilities to be licensed and certified by the State of California to provide the best child care services.

Subheading 2: Partnering with Families

Don't find just any child care provider! Find a partner among our service providers who can work alongside you and your family to deliver an ideal experience for your child.

Subheading 3: Pay-As-You-Go

Say goodbye to monthly contracts and mandatory enrollment. Our providers book on an ad hoc basis, so you won't be penalized for staying home with your child.