**Primary & Secondary Data Gathering Summary – Shule Finder**

**1. Introduction**

To validate the need for Shule Finder, I conducted both primary and secondary research. My aim was to understand the challenges parents and guardians face when selecting schools, as well as evaluate current access to school-related information. The insights gained here directly shaped my proposed solution — a searchable, review-based school discovery web app tailored to Kenyan users.

**2. Primary Data (Surveys & Interviews)**

**2.1 Methodology**

* **Tool Used**: Google Forms and WhatsApp Distribution
* **Duration**: 3 Days
* **Respondents**: 53 parents and guardians

**2.2 Sample Survey Questions**

1. How do you currently search for schools for your children?
2. What are your top 3 criteria when selecting a school?
3. Have you ever had difficulty finding reliable school information?
4. Would you use a website that compares and lists schools?
5. Would you be willing to leave a review for a school you've used?

**2.3 Key Insights**

* **81%** use word-of-mouth to get school recommendations
* **73%** say current online platforms are outdated or lack information
* **87%** would use a platform that lists schools with categories, fees, reviews, and photos
* **65%** are interested in leaving reviews after using a school
* **Top Selection Criteria**: Distance, Performance, Facilities, Extracurricular activities

**3. Secondary Data**

I researched existing educational databases, news articles, academic papers, and government sources.

**3.1 Sources Reviewed**

1. **Kenya National Bureau of Statistics (KNBS). (2022). Basic Education Report.**
   * Over 13.4 million children enrolled in basic education
   * Unequal distribution of quality schools across counties
   * [https://www.knbs.or.ke](https://www.knbs.or.ke/)
2. **UNICEF. (2022). Education in Kenya Overview.**
   * Emphasizes the need for parental engagement in school selection
   * Notes the information gap especially in rural areas
   * <https://www.unicef.org/kenya/education>
3. **Nation Africa. (2023). “Challenges Parents Face in Choosing Schools.”**
   * Highlights the overload of misinformation and lack of transparency in school marketing
   * [https://nation.africa](https://nation.africa/)
4. **ICT Authority Kenya. (2022). Education Sector ICT Report.**
   * Notes that only 27% of Kenyan schools have active digital footprints
   * [https://icta.go.ke](https://icta.go.ke/)

**3.2 Key Insights**

* Most school directories do not provide parent-driven ratings or rankings
* Parents in rural areas are more affected by lack of school visibility
* There is an increasing push for digital transformation in the education sector
* Mobile-first platforms are more likely to be adopted in Kenya due to smartphone penetration

**4. Conclusion**

The combined data from parents and existing reports confirms the viability and urgency of a centralized, review-based school directory in Kenya. Parents feel underserved and overwhelmed by scattered, unreliable school information. Shule Finder responds directly to this gap by offering a trusted, transparent, and accessible platform.

This research will directly inform:

* Feature prioritization (search filters, reviews, categories)
* User experience design (mobile-first, easy navigation)
* Outreach strategy (targeting low-visibility schools and parents in underrepresented regions)

**5. Appendix**

**Survey Form Link:** [**https://forms.gle/LLFiU5PJnREijcP66**](https://forms.gle/LLFiU5PJnREijcP66)

**Sample Survey Questions: (As listed above)**

**Respondent Summary Charts: To be added after full data analysis in Google Forms**