

Female
Parent
Age: 46

Before showing any website

Have you ever tried to search for day care providers before? If so, how did you search? Were you happy with the existing search options? What kinds of questions or difficulties have you had when searching for childcare in the past?

I did. I looked online and asked around to a few friends. I was in Texas and looked at a website that tracks violations and things and kind of cross-referenced. Umm... I only actually looked at the one site that had the detailed level of info. Theirs is actually pretty good. In fact, when I moved here I couldn't find anything similar. Violation, level, date, resolution... just very specific about what the issue was with the provider. May have even had staff turnover on there too.

No, I didn't really have trouble after I found that site and found a good place.

What are the most critical questions you need answered when searching for a childcare provider? Based on what information will you make your decision?

I think their safety record or violations are key. And then all the rest you can get through a visit, like philosophy and ratio (worker to child).

Show MS current website

What do you like about the site? What aspects of the search worked best for you?

I am just confused. Not a lot. The search was weird... not clear. What's with the star rating? What does it mean? I couldn't tell what information I was required to enter to get the search to work. It's just, bad.

What did you like about the search criteria? Are there additions or changes that you would find useful? I didn't understand the provider type. I do like drop-downs. It appears simple. Drop-downs seem simple.

On provider type, the language was weird. Maybe if they had definitions. The provider name field should say optional or something. I couldn't tell what I had to enter as required. On the quality star rating, that seemed ridiculous. I made the assumption that 5 was high but I don't know. You can only pull on one number, it should be 3 and higher for example. I just question why even have it on there? Provider name has to be exact. It should be easy to use like a "sound like". Even if you knew the name you may not get it exactly right.

What don't you like about the site? What is most confusing/annoying about this site?

Um, I have questions but there is no "help" or a phone number to call if you're confused. No place to contact for help. No additional information or a question mark you can hover over. I

wanted to have a mileage range instead of city. It wasn't clear what fields were mandatory for the search and why.

Do you find it user-friendly and easy to find the information you need?

No.

Do you feel you could make an informed decision about childcare from the information provided on this site? What else would you need to know?

No. I was expecting I could click on the name of the center that would take me to their page or give me more information. It was just like the yellow pages. It didn't give me summary or a map or anything.

Would you use this website if it existed in your area? Why or why not?

No- I would just google daycares near my home and find the same information if not more including maps, websites you know, all of the stuff I need to know. I would just have to search each one.

Binti site

What do you like most about this site?

Pleasantly surprised that I only had to answer one question. It asks my zip code. I like the zip code stuff because it's familiar, you use it in many other types of sites. I thought the provider type was clear. It just seemed really simple. I loved the map on there because I get a visual of the distance from my home or from work. It appears to pull from my zip and others that are close- that is nice.

What is frustrating about this website? What do you wish it could do that it doesn't?

I wouldn't say anything is frustrating. The placement of the map makes you think that's all there is. It's not clear there is stuff beneath it on your own. It would be nice if the map pulls up on the right and then the listings show up on the left so you can see it all at the same time like trip advisor or google maps.

Would you find a site like this useful for finding/identifying childcare services?

Yes. I think because this is a good initial step finding something near me. I love the aspect of the map. That's helpful. But it's just a starting point. I would want to know more about the centers so if it was linked up to this site that would be good. It's not telling me any more information like rankings or issues with any or ages they take so it would be nice to see something like that.

Do you find it user-friendly and easy to find the information you need?

I loved how simple it was. Maybe it should list all in the drop-down first instead of the first two.

Would you use this website if it existing in your area? Why or why not?

Yes, if I knew about it. I really like the map.