

Female  
Social Worker/Parent  
Age: 35

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?**

Yes, I've tried to search for daycare providers before. I used the internet. That's pretty much the only thing I did. I didn't know anyone in the area so the internet was all I had to use. Well, you know, it is what it is. The internet searches only get you so much information. You get a little bit of information. I don't think there was a ton of information. You could tell where they were located but it was hard. It was only partially useful because you couldn't really see how many kids they had or if they had openings or how much it costs or anything like that. You had to actually call them and schedule time to go in and see. It would be helpful if there was more information available but I don't remember getting sufficient information on anyone just doing my searches.

My questions were mainly how much does it cost? What was their philosophy? What age ranges do they cover? Do they provide transportation because for a school age child you would need to know if they pick them up at school. That's important. For me as a parent and it's really important for me as a social worker. I would say none of that was really available on the websites but at least I could kind of get my preliminary questions answered and know who to contact. Some of them had like, teacher profiles and pictures and that was always nice. Some of them also had feedback from other parents. That was nice to see.

**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 would say, um, basically what their philosophy is, whether they are licensed of course, I want to know how many kids they have and what are the breakdowns in terms of ages, locations, something that is close to me where I live or close to my work. What would I make my decision on? Probably a combination of those things and then I don't mind paying more personally or placing kids as a social worker as long as it's safe. So if there are any safety violations or information... that is really hard to dig up but it's good information if you can find it and I would definitely use it in my decision process.

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

What do I like? I'm having a hard time figuring out if I have to enter information. The search, all the fields are yellow which as a social worker usually means they are mandatory. But it doesn't look like they are. If I do a search by just one thing... and I just get a phone number and nothing

else. That confuses me a little bit. I'm not sure why I would use this. I don't know why I wouldn't just look at the phone book. I guess one of the good things is I could just click on a city and see a list that way. It looks like there are a lot of cities though that don't show anything there. How would you know what's closest? And the star rating. What does that mean? If I search by one star I get one star, if I search by 2 I get two. Or, I don't know what it means. What do I like about it though... there isn't much I like about it. There's all these questions and like if I type in a provider name but misspelled it won't help me, it won't find it. There are several search options so I do like that I have a few options.

**What did you like about the search criteria? Are there additions or changes that you would find useful?**

The search criteria. I guess it doesn't matter if I'm thinking about it as a parent or a social worker. I guess the search criteria is OK. It would be nice to be able to filter by a couple of other things like maybe age range or what type of kids they will take because not everybody will take all kinds of kids. What if there's medical issues or some type of mental health issue or something like that. That might be a good thing to have right up front in the criteria but otherwise I don't know what other type of criteria I might ask for because at least it's telling us where it's located. I think that the changes I would make would be after you get your search... so after you use the first kind of criteria, what actually pops up.

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

Well I think I don't like just when you first look at the page it just looks like a government old fashioned website page. All of the search criteria items are yellow which I'm just really accustomed to yellow meaning mandatory so that really throws me off. I do not like that at all. I also don't like that when you do actually, for instance, I'm putting in city and I'm getting this whole list and it says I can filter it by alphabetical order, provider name, provider type but it doesn't seem to do much... the county doesn't do anything either so I don't understand what this is really supposed to do. I don't know why they are even here. And then I could search by quality star rating but there's nothing anywhere that tells me what it means... there's so many of them that don't have a rating at all. Does that just mean they are really crappy? I don't know. I don't get the stars at all. That doesn't make sense at all. The other thing that is really just confusing is it's just a list. It's only just minimally helpful. I really don't see this as being any more useful than something like the yellow pages or something.

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

I think it's user friendly in just a couple of respects. Even though I don't like the way that it looks. The one thing is I think it's nice to just have to enter the city, once you figure out you don't have to enter anything else, and then it just pulls up what appears to be a comprehensive list so it's at least nice to get a list by city and then it has a phone number. Those are the only two things I like and that I think are user friendly. There's just nothing else you can do. There's just so little information and the filtering isn't helpful.

**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?**

Uh, no way could I. It's just a list. All providers are there but just looking at this I can't make any kind of decision unless I suppose there's the star rating thing but I don't really know what it means. There's nothing on here that tells me what it is. If it actually showed something that