

Before showing user 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?

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

Show MS current website

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

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

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

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

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?

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

Show the user mockup of Binti site

What do you like most about this site?

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

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

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

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