

Male
Parent
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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.

Online and geographically—proximity to my home and work.

In the end was I happy, yes, was I... I'm not happy that there weren't many to choose from so I suppose in some ways no and some ways yes. As far as the ease of the search, it was not easy. I had to look at several factors to ferret out and then I had to correlate them myself rather than having an easy way to do it online. Finding which ones had accreditation, which ones had structure, which ones had a good amount of customer critiques or reviews and finding basic costs. Cost is cumbersome because you had to actually go to the place to find out. Some seemed secretive. Some provide some type of structure or curriculum while some just provide babysitting and it's hard to align the costs.

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

Accreditation. Who has curriculum structure vs straight babysitting. Overall size of facility indoor and outdoor. Staff to student ratio. The feel at the site visit. Overall number of kids. Whether it's split into groups vs classrooms or if it's just a bunch of kids together. Proximity to my work and cost. Those all feed into my decision.

Show MS current website

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

I liked having the ratings next to all the results in such a side by side comparison. I like being able to search not just by city but by whole county.

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

I liked that there were a lot. And I liked that I did not have to fill in every box. I liked they were passive and I could fill in as many as I wanted. I don't know the county next to me. Having a map reference or feature. Having their address listed and being able to see how close they are to my home or work. Also, I have no idea what this ranking is. Is this the state, parents, some independent third party. It needs to show who and why the ranking is made.

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

The first thing is provider type is very confusing. Not knowing where the places are. Just telling me a city doesn't tell me where it's at. Everything seems unqualified. It does not seem tailored to a person. It does not seem user friendly. There is no aesthetic to it and there is no ease of use to it. From a family perspective trying to find a family this is piss poor.

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. It's clear that it's very basic information. I still need to know where they are. I have no idea what the rating system is. This doesn't tell me price, hours, curriculum, student teacher ratio. It's completely non informative. Unqualified star ratings mean nothing. This is no more helpful than a phone book. Location, philosophy, company history.

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

Well, I'm sure I would use it once and then never go back on it. I could find infinitely more information on google. Yelp would be more helpful. No I would not use it.

Binti site

What do you like most about this site?

The map orientation is prominently displayed which makes it extremely user friendly. The hover pin is very user friendly. I love that it shows miles away from you. That's great.

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

I would like it to have more independent or third party or government rating as well as a side by side, customer review type thing like yelp. I want t link to each place or company if they have one. I don't want to have to go to google to seek them out.

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

Yes.

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

I do but it could be more so. The links to actual companies, reviews. You have all kinds of space on the right hand of the list that's just blank, you could have all kinds of information there- hours of operation, curriculum, accreditation. While much better than the other one it is still basic.

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

Sure. Because I would like a central hub from which to whittle down a short list of possible places to visit rather than having to drive to each one. If you had a website like this with proximity, curriculum, hours and ratings I would absolutely use this.