



Navigating the Elements of a Consumer-Friendly Website



Objectives

- View key consumer education website elements
- Learn decisionmaking processes state leaders have used in building their consumer education websites
- Gain practical information and inspiration to develop or enhance your own website

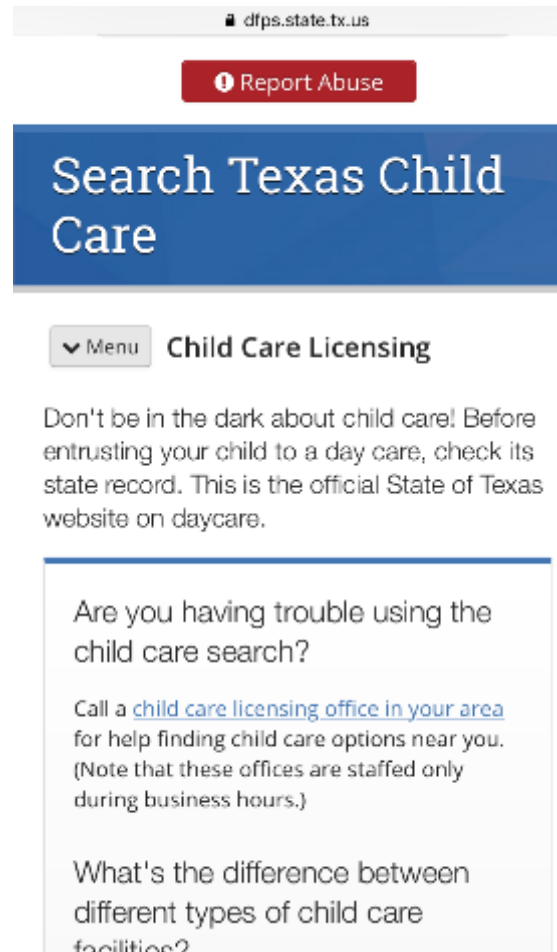
Session Overview

- Elements of user-friendly search results
- Decision points
- Panel
 - Indiana
 - South Carolina
 - Utah
 - National Center on Early Childhood Quality Assurance representative



Elements of a User-Friendly Website

Easily accessible



The screenshot shows the website interface for the Texas Department of Family and Protective Services (DFPS). At the top, the URL 'dfps.state.tx.us' is visible. Below the URL is a red button with a white exclamation mark icon and the text 'Report Abuse'. The main heading is 'Search Texas Child Care' in white text on a blue background. Below this is a 'Menu' button with a downward arrow and the text 'Child Care Licensing'. The main content area contains the text: 'Don't be in the dark about child care! Before entrusting your child to a day care, check its state record. This is the official State of Texas website on daycare.' Below this is a white box with a blue border containing the text: 'Are you having trouble using the child care search? Call a [child care licensing office in your area](#) for help finding child care options near you. (Note that these offices are staffed only during business hours.) What's the difference between different types of child care facilities?'



Elements of a User-Friendly Website

Searchable

Welcome to Provider Search! [Take a Tour.](#)



Child Care and Other Early Learning Programs

You have options when it comes to the care for your child. Whether you need child care or another early learning programs, you can find it here.

Find Child Care and Other Early Learning Programs Near You

[By Address](#) [By Provider Name](#)

Address, City or ZIP Code: Children's Ages: [FIND A PROVIDER](#)

[Advanced Search](#)

Elements of a User-Friendly Website

Searchable

Advanced Search

Please select any of the following criteria for your search. All criteria selections will be saved as you move from one tab to another. When you have made all your selections, click the FIND A PROVIDER button.

The screenshot shows a web interface for an advanced search. At the top, there are five tabs: Programs, Schedule, Environment (selected), Transportation, and Financial. Below the tabs is a blue instruction bar. The main content area is divided into two columns of filter categories, each with a help icon (?).

- Provider Type**: Three checkboxes for Child Care Center, Family Child Care Home, and Group Child Care Home.
- Environments**: A dropdown menu with the text "Select all that apply" and a green checkmark.
- Special Accommodations**: A dropdown menu with the text "Select all that apply" and a green checkmark.
- Additional Activities**: A dropdown menu with the text "Select all that apply" and a green checkmark.
- STARS RATING**: A horizontal scale from "No STARS Rating" to "****" with a blue slider bar.
- Accreditations**: Five checkboxes for NAC, NAEYC, NAFCC, NECPA, and COA.
- Language**: A dropdown menu with the text "Select only one" and a green checkmark.

At the bottom left of the form area, there is a URL: [v.compass.state.pa.us/Compass/web/ProviderSearch/Home](http://compass.state.pa.us/Compass/web/ProviderSearch/Home) with a green checkmark.



Elements of a User-Friendly Website

Easy to navigate

Child Care Finder
helps you locate Child Care in Indiana.

To start searching for Child Care providers in Indiana, choose a search filter below. You may set as many search filters as you'd like and when you are ready, just click search. Finding Child Care in Indiana is easy.

FEATURING THE NEW
On-My-Route search
Find child care on the way to work, school, or any destination. Click "**On-My-Route**" on the search results page.
[Start a new search >](#)

Find Child Care

On My Way Pre-K

CCDF Providers

Learn About Paths to QUALITY

Elements of a User-Friendly Website

Plain language

INSPECTION DATE: 10/11/2016

INSPECTION TYPE(S): Announced

This inspection was passed with no cited findings.

INSPECTION DATE: 09/20/2016

INSPECTION TYPE(S): Complaint Investigation

Finding #1

100-11(1): Direct supervision of children at all times is required

Cited

Level 1

The provider did not ensure caregivers provide direct supervision of all children at all times. In the parking lot, a school-age child was left unsupervised after being transported from school.

Date Correction was Verified: 11/16/2016


Complaint Date(s): 09/29/2016



Elements of a User-Friendly Website

Easy to understand

Facility Review & Complaint Information (41 records found)

Inspection Type	Date	Deficiency Type	Severity 	Resolved
Complaint	04/07/2017	Hazards	High	On Site
Application	03/15/2017	Improper Supervision	High	On Site
Application	03/15/2017	Out of Ratio	High	On Site
Application	03/15/2017	Staff Records	Low	Yes
Application	03/15/2017	Staff Training	Medium	On Site
Application	03/15/2017	Staff Training	Medium	On Site

Elements of a User-Friendly Website

Quality and licensing information



Clark Kiersten (Lil Bloomers 24 Hour Child Care)

Family Child Care

2.33 miles away

Lil' Bloomers

Active License

2713 W 3rd St
Duluth, MN 55816
218-279-2030

Compare

Favorite

Monday - Sunday
12:00 AM - 11:59 PM

Eligible for scholarships
Accepts CCAP



4 of 4 stars

Decision Points

- Key decision points
 - Website development
 - Website design
 - Identify elements to include
 - Engagement of providers, families, and stakeholders



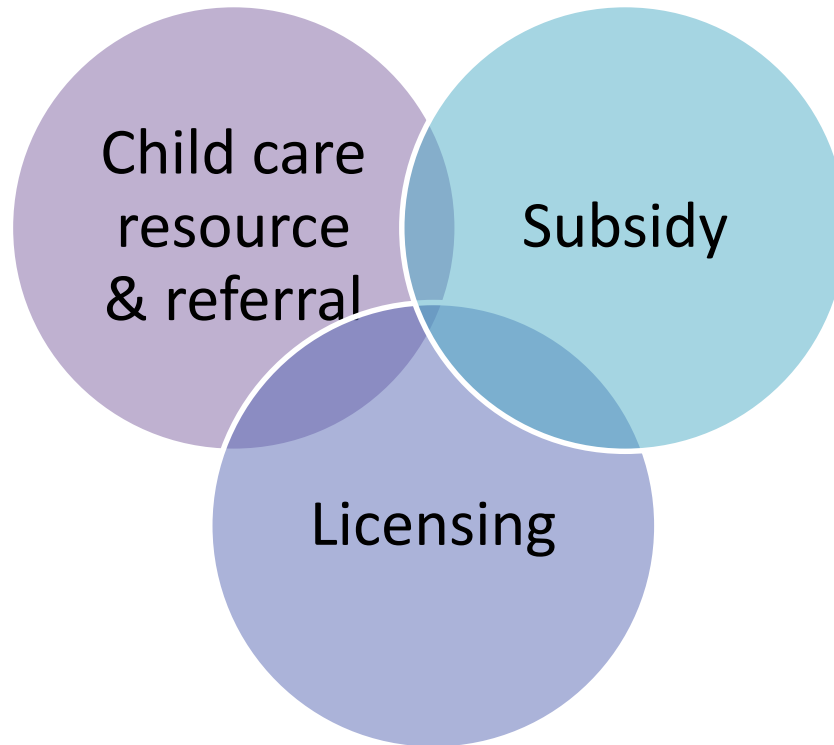
Decision Points

- Where does this information live? Do we have it all? How do we get the information we need from other agencies?



Decision Points

- On what website will the search functionality live?



Decision Points

- What do we want to include in the search results?



Decision Points

- What do we know about how parents search? What do they value? What do they need to know?



Decision Points

- How do we translate that knowledge to a user-friendly interface?



Decision Points

- How do we know our website met our objectives?



Resources

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Resources

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Resources

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