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
Elements of a User-Friendly Website

Searchable
Elements of a User-Friendly Website

Searchable
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.

Child Care Finder

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

Office of Child Care
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

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

Cited
Level 1

Complaint Date(s): 09/29/2016
Elements of a User-Friendly Website

Easy to understand
Elements of a User-Friendly Website

Quality and licensing information

Clark Kiersten (Lil Bloomers 24 Hour Child Care)

Family Child Care
Lil' Bloomers
2713 W 3rd St
Duluth, MN 55816
218-279-2030

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

2.33 miles away

Active License
Compare Favorite

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?

- Child care resource & referral
- Subsidy
- Licensing
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


Resources


