

Sarah's Drop in Day Care Website Interview Questions - Angela Lozano

The following questions are meant to provide us a clear direction on what is most important to Sarah's Drop off Daycare. We want to identify goals, identify, weaknesses, strengths, and needs for Sarah's business and her customers.

Questions overview:

1. What are the main problems you'd like to solve with your website and customer service?

I've had issues with people registering in the past. I think my website was too difficult to use.

2. What are the main goals you'd like to accomplish?

I want to make it easy for parents to sign up for a time slot, and feel safe knowing their kids are being taken care of.

3. How are you collecting information on your customers?

Through a simple form on the website. We can save their info in our database.

4. Would you like people to register first on the website and then meet with you?

Yes, this way we are saving time. They will receive a confirmation email of the items to bring with them when they visit the daycare in person.

5. How would you like people to schedule time to drop off their children on your website?

Through a calendar scheduling system.

6. Would you like to have your customers fill out security and safety and disclosure forms online or in person?

Online through DocuSign. If they miss this step, we will have them fill it out in person.

7. What ideas do you have for look and feel for your site?

Friendly, Clean, modern, easy to use.

8. Do you have a logo and a domain? (Make a separate

appointment to gather all needed content.)

Yes, I have a logo, and some content. I will need professional pictures taken of staff, and site.

Home Page:

1. When a customer arrives on your page, we want them to know exactly where they are and that you're a reputable business. What can we provide on the home page to assure parents that your services is providing quality, safe care? Certifications? Safety Training? Mobile phone updates, images, "check-ins"? Live camera after sign in?

Yes, we are certified caregivers for children. We will post information on our certifications. All of our childcare givers are CPR trained, and have a background in childcare and or early childhood development. All of our caregivers are fingerprinted and background checked. We will provide mobile updates every hour by text with pictures and video.

2. Do you have promotions that you can offer parents/gaurdians to encourage new customers?
Not right now, but we do have great hourly rates
3. **at 5.00 an hour which is very budget friendly.**
4. What do you want to be known for? What's your mission?

We want to be known for safety, quality care, and a nurturing environment for all kids. We want to provide a fun learning environment for every child.

5. How do you want to provide a quick sign up? Would you like this on the home page for easy access?

Maybe a button or form on the home page, where they're directed to the schedule to immediately sign up for a time slot.

Following pages:

2. What additional pages do you have in mind?

Testimonials, Our mission, About Us, Schedule Time, and Home.

3. Following up on safety, disclosures, and other important forms for parents to fill out - Which forms are required to be filled out for a parent to start using your service?

Docusign legal release forms, health history forms, emergency contact forms with copies of drivers license/ID of Parents/guardians, privacy policy, and “additional things we should know on how to make your child’s experience wonderful” form.

4. What type of drop in services do you offer?

We offer hourly care. Parents can purchase packages and pay a monthly fee if they force themselves using the service regularly.

5. Do you offer services for special needs children? If so, what type of services/care?

Yes we do. We have special needs caregivers available for a wide range of needs.

6. Do you offer educational activities?

Yes, every craft and activity is used to nurture creativity, learning and fun.

7. What is the child check in and check out process? How do you verify the parents/guardians that can pick them up?

We provide a digitally assigned card with a QR code that parents can pull up on their phone or on a physical card. The parent must present their picture ID at the time this QR code is assigned to ensure we have the correct identity of the child parent/guardian and have the QR code scanned.

8. Do you offer snack time? If so do you document dietary needs?

yes, we offer nutritional snacks. yes, we document and protect children that have specific food allergies.

9. Do you offer nap time? **No, we do not, but if a child is tired, we notify the parent and do have a quiet room with a bed or crib for a child to nap.**

