



Users: 6 parents, recruited through [Think Group](#), who have sought an in-home, part-time or full-time position as a caregiver (nanny, au pair, etc) in the past 6 months. 4 of the 6 recruited participants attended and completed their scheduled session.

Goal: Understand if the initial flow of signing up and viewing jobs is relevant and valuable to caregivers.

Method: Moderated remote sessions using webex.

- [Script](#)

Main Questions

- Do users prefer to contact care seekers or be contacted by them?

- If they are looking for a job, the caregiver is ok with either method.
- Are users comfortable signing in with Facebook vs email? If they are, why do they prefer Facebook?
 - Of the 4 users interviewed, 2 were comfortable signing up with Facebook and 2 were not.
 - 2 who were comfortable signing up with Facebook:
 - liked it because it often saves time by filling in information for you and it's nice to see a profile. Anything that will make a family more comfortable hiring them.
 - 2 who did not want to sign in using Facebook:
 - One user did not like the idea of other companies potentially posting on her wall without her realizing it and she is often not logged into facebook, so she would have to log in to facebook just to log into other sites.
 - One likes to keep her personal and professional life separate, until she has formed a closer relationship with her employer. This user would be willing to connect her Facebook after she had signed up with her email and saw how Indeed Family used her Facebook information.
- What information are they expecting to share on their profile? Is there any information they are uncomfortable sharing?
 - They expect to share their availability, rate, certifications, and experience. There was not any information presented to them during the interview that they felt uncomfortable sharing.
- What would motivate them to respond to a care seeker email and connect with them?
 - If the job was a good fit - i.e. the requirements made sense, the hours matched their availability, the rate was within their range, the job was not far from their home, etc.

Learnings

- 4 out of 4 caregivers were willing to provide additional assistance around the house as part of their day job as long as it related to the children. Type of assistance varied between each person interviewed.
 - Provide transportation (4)
 - Light meal/snack prep for children (4)
 - Cleaning up after children (2)
 - Kid's laundry (2)
 - Helping with homework (2)
- When asked about must-have qualities, interviewees cited:
 - Family who keeps a fairly clean home
 - Lives nearby
 - Families who are somewhat flexible
 - Families who are kind and compassionate
 - Families who's parenting the caregiver can respect
 - Families who respect the caregiver and that caregiving is their job and they treat it as a real job

- When asked to describe the steps they take as part of their job seeking process they said:
Find jobs (Facebook, word of mouth, Care.com, Sittercity > **apply to the job** > **have a phone screen with the family** (discuss rates, experience, and availability) > **in person interview with family** (meet kids, further negotiate rates)
 2 of the 4 mentioned doing trial day or week
- When asked about possible improvements to this process, one person mentioned a chat/virtual environment to meet with either a single family or multiple families.
 - *"It would save time, gas, money, and whatnot...that way you don't have to be in-person, but you can do it and still get the in-person feel."* - Casey Garvey

Sign-up Page

- Users found the overall landing page to be:
 - Stark
 - The kid in the picture looks nervous and the lady looks like she has a fake smile
 - "If I were looking for something to encourage me to find someone to leave my child with or to find a job, that picture is not selling me. I think a warmer picture would go over better for me." - Christine Waller
 - It was very parent oriented, not many selling points for caregivers
- 4 out of 4 users did not feel they needed any additional information, nor was there anything else they wanted to do from the landing page
- 2 out of 4 users would sign in using Facebook
- 4 out of 4 users liked putting in their zip code. Finding a position close to their home was very important to all of them.

Profile Page 1 (About You)

- 4 out of 4 users were expecting a page like this to give more information about themselves and what they are looking for after signing up for Indeed family
- 4 out of 4 users like the information the page is asking for
 - 1 user would like the page to clarify that this information will be shared as part of your profile.
 - 1 user mentioned it would be valuable to clarify that they are ok with certain kids of pets (incase someone was allergic to say cats, but not to dogs)
 - 1 user felt this information would eliminate wasteful contacts.
- Any additional information they would like to see:
 - A place to list or highlight industry specific skills (i.e. baby sign language certified, experience potty training, experience sleep training, early childhood literacy certified, etc)
 - What age groups you would like to care for, not just what age groups you have experience with.

Profile Page 2 (Availability and Rates)

- 4 out of 4 liked setting up their rates and availability up front. They felt it would eliminate wasteful contacts and it would help match them to a better opportunity.
- When asked what hours they associated with AM, PM, and Night, most expected hours like:
 - AM - 5:00am - 12pm
 - PM - 12pm - 8pm
 - Night - 8pm - 5am
- 4 out of 4 users understood how to set price per child.
 - 1 user suggested allowing a range because some caregivers charge different rates for night time or longer term situations compared to one off babysitting.

Profile Page 3 (Certifications)

- Would like to see a way to enter in different certifications.
 - Many professional nannies take their job seriously and do continuing education courses to get certified in different industry specific things. This allows them to stay current with relevant industry knowledge and it allows them to charge a higher rate for their services. Plus they are proud of what they do and they want to share that with potential families.
- 4 out of 4 interviewees said they have brought certification paperwork to interviews, but usually only do so when it is requested by the family.
- 4 out of 4 said that they have been asked for references from past parents they worked for.
 - One user pointed out that she does not really care for this practice because she feels it's just "word against word", since the new families she works for often don't know the past families.

View Profile

- 4 out of 4 users were expecting to see the profile page after finishing the initial funnel.
- They felt the profile page was
 - clean
 - well organized
 - easy to read
- One user suggested that it would be nice to not only put in zip code, but to also define how far away you were willing to travel.
- 4 out of 4 users saw the "edit profile" link after looking - *suggestion to update this to a tertiary button style*
- All users were able to easily find the "jobs" link at the top of the page, where they could go to view jobs.

SERP

- 4 out of 4 users expected to see something similar to the SERP page provided

- “I really like this layout. It feels very thought out to me to be really useful.” - Christine Waller
- 2 out of 4 users did not see the grey "one-time" and "occasional" tags - *recommendation to choose a different colored tag to make it stand out more*
- 3 out of 4 users like the mutual facebook connections, although they would wait until the employer responded back before asking a mutual connection about the person.
- 4 out of 4 expected to be prompted with some sort of message box if they were to click "express interest" and they expected their profile to be sent along with the message to the employer and for the employer to be able to message them back if they were interested in them.
- When asked, all users quickly saw how to use the what/where at the top of the page to narrow down the list of jobs by job type.
 - One user suggested it would be nice to have an urgent/immediate needs section.
- Additional filters
 - care seekers who are only looking for female or male caregivers. That way she could narrow down the list of jobs that she may have a better opportunity to get.
 - willing to transport - sometimes these types of positions pay more
 - any special needs/behavioral issues that a child might have, similar to how she input into her profile the types of special needs she had experience with.
- 4 out of 4 users felt the information on the page was the right amount to make an informed decision on which jobs to look into more.

View Job

- 4 out of 4 users felt there was enough information about the job to determine if it would be a good fit.
- Users wanted to see similar information about the family that they too had to answer on their profile
 - Do they have pets?
 - Do any of their kids have special needs/behavioral issues?
 - Are they looking for someone to do specific things around their house (i.e. laundry, cleaning, light meal prep, homework help, transportation, etc)
- Users need better clarification on who posted the job. (i.e. specifically stating on the job detail view, similar to how it is on the SERP - "Posted by Jane M.")
- When asked what ways they prefer to contact a family for the first time, users said through message or email.
- When asked how they prefer to contact families they have an established relationship with, 4 out of 4 said via text message.

Additional Links

- My Applications
 - 3 out of 4 expected it to be a record of all the jobs they had "expressed interest in"
 -

- 1 user expected it to be an application you could configure as a care seeker for caregivers to fill out when applying to your jobs
- Bookings
 - 4 out of 4 users expected something - possibly a calendar view - that showed past and future bookings made through the site.

Overall

- 4 out of 4 users felt they had a good experience, found the site easy and clean. Actual long-term use would inevitably depend on if there were enough jobs available on the platform for them to find something that met their needs.

Additional Comments

- It would be nice to see a summary of earnings so they don't have to keep track of it separately.
- Would like to have the option of getting paid through the app - seems more secure and guaranteed.
- One user was interested in linking to her various social media platforms, so parents could get a better idea of who she is.