July 11th, Initial Questions

Answers From the client, July 11th 2025

1. Pain points from my admin experience:

- The registration process is manual, which slows down onboarding, especially when managing several participants.

- Tracking who has completed each step can be chaotic and time-consuming. I often rely on individual text follow-ups with families, and their feedback plays a key role in shaping a system that truly reflects their needs and realities.

2. Pain points heard from families:

- Families have shared that the process feels overly formal or confusing, making it hard to know what's expected.

- Deadlines aren't always clear, which creates stress and leads to last minute questions.

- Some parents express a preference for more relational connection… support by phone or in person often feels more accessible than navigating digital forms.

3. OUAT in one sentence:

Once Upon a Time is a storytelling-centered cultural arts organization that celebrates resilience, honors identity, and creates healing spaces for community to grow, learn, and co-create across generations.

4. Websites whose aesthetics I admire:

- Old Stone House (https://theoldstonehouse.org) While the visual design isn't what I'm drawn to, I admire their integration of historical context across past, present, and future, which helps anchor neighborhood memory.

- Brooklyn Children's Museum (https://www.brooklynkids.org)

- The Laundromat Project (https://laundromatproject.org)

- Greenhouse Arts Center (https://www.greenhouseartscenter.org)

5. Biggest challenges OUAT is currently facing:

- Limited capacity and staffing to meet growing community demand.

- Developing long-term, sustainable funding pathways beyond short-term grants.

- Preserving our healing-centered ethos while navigating the pressures of administrative systems and formal infrastructure.

6. Where we post programming updates:

- Currently, it's minimal (aside from occasional shares in Queens Facebook networking groups)

- I've been intentionally holding off on frequent posts until OUAT has a more cohesive and values-aligned online presence.

- Word-of-mouth through alumni and trusted families remains our strongest outreach method.

7. Alumni for testimonials?

Yes. I'd be happy for Jennifer, Dolores, and I to reach out to people who've shaped and have been shaped by OUAT's journey. I imagine they'd also be happy to reflect on their experience and its continued ripple.

8. Old website visuals?

Attached is a video that the former board member put together. It was not reflective of the website that was up when the Aubels were leading the charge. However, because the Aubels were not tech savvy, all online presence took on the voice and form of whatever volunteer could help them in the moment.

UXD Enrollment Workshop

UX Design Enrollment User Journey - Wed July 23 @ 11am EST

[Figjam Link](#)

Screenshots of the Figma file:
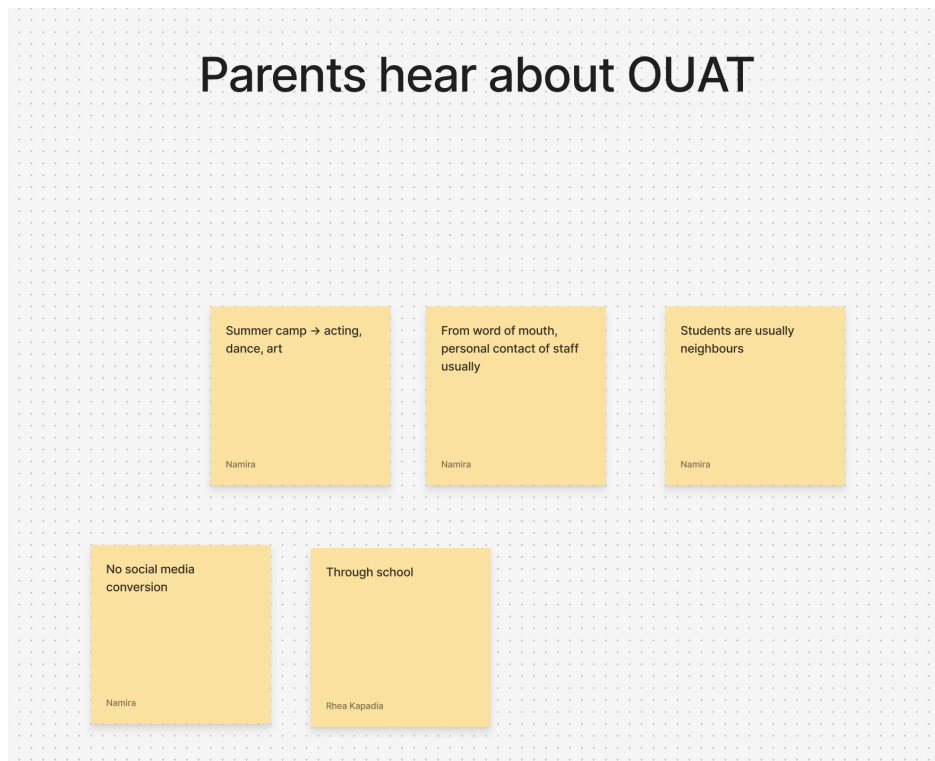
Parents reach out to OUAT

Reach out to Yasmine or acting teacher

Namira

Parents are starting to find out through shared schools

→ these are different neighborhoods

Namira

People are still finding out that the founders have passed

Namira

In-person reachout at schools. Typically when people see Yasmine pickup the students from their school

Namira

Initial reach outs have never been through email/ phone

Namira

- What time are your classes
  - These are usually rolling schedules so it makes it challenging to give an answer then and there
  - It's really hard to build a schedule this way because people don't answer the survey

Namira

I feel prepared (sometimes)

I feel like I have to overexplain where we're at because of the transition that they're going through

Namira

Not sure how to make parents feel assured

Namira

The connection

Namira

↑ Adding on

Really value co-creation. Classes are based on need and want, that's why flexibility has been used in schedules and prices. However, it has created the pain point of keeping track of all of these changes.

Rhea Kapadia

When parents think about enrolling their kids in OUAT classes, questions are more in terms of logistics: will the time/cost work out? Rather than is OUAT right?

Rhea Kapadia

↑ Adding on

Want to highlight that they are professionals, OUAT is an establish nonprofit.

Rhea Kapadia

Context:
Social media has not been used extensively so far because...

Would like to enrich own neighborhood.

Would like to do a soft launch for the local community where a uniform branding is set, founders are memorialized, and show how OUAT has changed. Don't want to 'shock' the neighborhood.

Rhea Kapadia

Parents go through enrollment paperwork

Parents have 3 weeks to fill out the form for the summer camp but parents have been told beforehand that a form is coming their way

Namira

Deadlines are missed in this step

Namira

Follow-up: Documents that parents need to submit and review

Namira

Frustrated because I feel like I need to chase them down for this

I don't feel respected

Namira

↑ Adding on

Difficulty managing personal connections and professional needs when it comes to parents being unresponsive with paperwork.

Rhea Kapadia

Student's first day

Summer youth students help set up

Namira

Last minute cancellations has happened twice in the course of 3 semesters

Namira

Managing student's account

Been hard to keep track of the payment information

Sliding scale makes it hard to track AP

Namira

Manages payment in google docs and apple notes

Namira

Give end-of-day updates to parents

Namira

Shares continuous advice on what the student can

Namira

Sprint 1 Demo Follow-up

Post Demo Follow Up Questions - Wed July 23 @ 11am EST

1. Feedback on the Demo
   a. What were your overall impressions of the Sprint 1 Demo?
      i. Still learning on the go about our process, talk about pain points as they come up
   b. Did anything stand out as especially helpful or unclear?
   c. Is there anything that you were expecting that was not covered?
2. Communication Preferences
   a. Are there particular formats (visuals, summaries, technical details, etc.) that you find more helpful or easier to digest?
      i. Combination of pics/texts is preferred, not overwhelming
   b. You mentioned that receiving materials in advance is helpful, how far in advance would be ideal for you to review materials comfortably?
      i. Spend time on weekends to review materials.
   c. Would you be open to a system where we send over a short set of questions at the end of each week for you to review and respond to asynchronously, at your convenience?
      i. As long as there are clear deadlines
   d. So far, I've been the main point of contact on behalf of all the teams. Has that approach been working well for you, or would you prefer to be in touch directly with each functional team (e.g., design, writing, research) as needed?
      i. Works well currently

Monday, wednesdays, and fridays are the best for meetings

Client Interviews UXR

Client Interviews UX Research

Client Interview Questions and Answers

1. What arts or after school programs does OUAT currently offer?
   Currently, OUAT offers a dual dance/acting program for summer camp, and after school programming during the school year.

2. What is the pricing information for each program?
   After School program costs $120/month for 2hrs after school, one day a week.

3. What are the schedules for each program?
   Summer Camp is on Tuesdays and Thursdays between 10a-2p. After School program last year was 3-5p on Tuesdays. This year we are looking to expand this offering to Tuesdays and Thursdays.

4. Has anything from the Utopia Vision document changed?
   The only thing that has changed is the desire for intergenerational programming. OUAT historically has focused on serving children. I have redrafted the document and organized it using the 4 pillars of OUAT (anchored in local community, arts education, cultural preservation, and intergenerational reach). The original draft is below.

5. What are 3 main focuses you want to bring to life right now from the utopia vision?
   a- renovation of the space so the building is safe, welcoming, and warm.
   b- Nuestra Esencia dance team's development/ salsa classes and social dancing.
   c- After school acting/dance classesThe yard sales have already begun, and the garden is in its infancy stage.

Client Interviews UXD

Client Interviews UX Design - TBA

	Question	Why	Answer
1	Could you walk us through a prototypical end-to-end process of enrolling a student? From: ● The parent/child hearing about OUAT ● The parent reaching out to OUAT ● The parent submitting the form ● Managing the student's account	To draw a picture of their current student enrollment funnel so that we can capture ● Points of frustrations and opportunity ● How to frame the marketing website as a tool to capture leads	
2	Could you confirm if this version of the Utopia Vision doc is up-to-date?	Get an idea of what the long-term goals are and where OUAT is in that journey	
3	On a scale from 1-10, how important is it to show staff qualifications and child safety measures to families? ● How proactive would you say the school is right now in sharing that kind of info? ● What's your current practices? Anything you're hoping to improve? ● Have parents brought up any specific concerns or questions about staff or safety?	To validate how much the founder values transparency on staff and safety, see what's already in place, and identify ways to better meet family expectations	
4	How do families currently stay informed about school activities or upcoming classes? ● How engaged do you feel families are with these	To validate the need for the newsletter and identify the most valuable content to engage families effectively.	

	communications? ● what types of stories or contents might resonate most with families — student milestones, alumni stories, donor impact, etc.?		
5	How do you currently communicate with the community?	Similar to question 4, to add context behind the need of exploring different outreach options	
6	Between class enrollment and your fundraising effort, which is the bigger fire you need to put out? Why? Are there certain outcomes you need to achieve within the quarter that's associated with either efforts?	Get an understanding of what the client thinks the priority should be and see how urgent it is	
7	What age range are you currently targeting?	Could help shape the tone and voice of the content	
8	How do you currently build a case for OUAT when fundraising (e.g., talking to donors, applying for grants)	To understand what messaging we need to include in the website	

Client Interviews PS

Client Interviews PS

Do your programs primarily cater to children, or do they also include offerings for teens and young adults? Yes, our programs primarily cater to children. However, we also engage teens through the Summer Youth Employment Program (SYEP), where we hire participants to support our initiatives.

Would you be open to launching social media platforms to help build visibility? Yes, we're open to expanding our social media presence. Currently, we have Facebook and Instagram.

If you said yes to the question above, which platforms do you intend to use? We're not sure which additional platforms would be most relevant to our work. We're open to suggestions that align with our mission and audience.

Do you currently track impact metrics, such as the number of people you've supported? Yes, we maintain a document that tracks our constituents, including SYEP students, dance students, repeat yard sale customers, board members, audience members, volunteers, contractors, and alumni.

Website-related

Will the website be used to recruit professional teachers, interns, or volunteers? We hadn't considered that initially, but yes.... that would be a great addition.

If you said yes to the question above, would the volunteers/interns/professional teachers be using the site regularly, or mainly to apply for positions? Mainly to apply for available positions.

Which filter options would be most helpful for users when browsing classes on your website? Filtering by program type would be most helpful. In the last email i shared I see 4 pillars of OUAT. 1- a presence anchored in the local community (this would be all things on or around the building (i.e, garden/library, event space rental, biweekly yard sales, etc) 2- Arts Education (acting dance classes for now) 3- Cultural preservation (Nuestra Esencia, for now... and eventually our seed to table culinary program) 4-Intergenerational Programming (eventually daycare and adult day care center) Wondering if that is the best way to filter? Open to suggestions based on your research if this is complicated for. users.

I'd also like things to be filtered by calendar and schedule of events.

Which 3–5 key workflows or actions would you like us to prioritize on the website?

Program Registrations & Seasonal Applications

- ○ Easy-to-navigate forms for classes, workshops, and special events
  - ○ Waitlist and sliding scale options
  - ○ Auto-confirmation emails and calendar integration
- ● **Donations**
  - ○ One-time and recurring giving options
  - ○ Clear impact messaging (e.g., "$50 supports one student for a week")
  - ○ Tribute/memorial donations and employer matching
- ● **Newsletter Sign-Up**
  - ○ Embedded form with minimal fields
  - ○ Option to select interests (e.g., murals, dance, teen programs)
  - ○ Confirmation and welcome email with a recent highlight
- ● **Event Space Rental**
  - ○ Inquiry form with availability calendar
  - ○ Tiered pricing for community vs. private use (have not researched best pricing options)
  - ○ FAQs and photo gallery of the space

Do you host any seasonal or recurring community events that should be featured on the website? Yes, we host recurring events such as yard sales and Seasonal events like our annual Halloween production.

What types of content would you like to post regularly on the website, and what kinds of updates would you like to send to your supporters? We'd love to post event updates, student success stories, and community highlights. For supporters, we'd send occasional newsletters with upcoming events, volunteer opportunities, and ways to get involved.

Would you like the website to allow parents to request one-on-one lessons by submitting their availability, so your team can reach out to coordinate? Yes, that would be a helpful feature to include.

7/28 - 8/1 Weekly Questions

Questions

Follow-up questions regarding the enrollment procedure:

1. **What does the current catalog of classes/programs look like? From what we understand, there are seasonal camps that follow a similar structure to school semesters (i.e., spring, summer, fall). Parents can also request private classes. Are there any other classes we should account for as we design the enrollment flow?**

   Right now, our core offerings are seasonal camps that loosely follow the school calendar... spring, summer, and fall. Parents also have the option to request private classes. The only other program currently in development is a five-week teen acting series held every Friday in October, which will culminate in our annual Halloween event for children.

2. **What is the next step for you (as an admin) once you've received the enrollment google form from the parents? For example:**

   a. **You mentioned that you use google docs to maintain student records. Do you usually transfer over the answers to the enrollment google forms onto the google docs?**

      At the moment, I refer directly to the Google Form responses when needed. I do plan to transfer the information into our student records on Google Docs, but with such a small group, it hasn't been urgent.

      As for confirming enrollment, I usually send a personal text message once I've received their deposit. It's informal but intentional, and I let them know I'm excited to work with their child and that everything's set.

   b. **How do you let parents know that the student has been officially enrolled? What other information do you include in that conversation aside from the confirmation notice?**

      Our standard tuition is $120/month for a two-hour class, once a week. That said, we've offered a sliding scale for families who need it, especially those with multiple children. Some have paid between $50–$100, and two families contributed through volunteer work at our yard sales instead of monetary payment. I've noticed a difference in commitment levels. Families who paid, even at a reduced rate, tended to be more consistent, communicative, and their children were more engaged in the process. That's something I'm still reflecting on as we grow.

3. **We'd love to get more information about payment and pricing to help us understand how to present this information within the enrollment process.**

a. **The current enrollment form doesn't include any questions or notices about pricing and payment. Could you walk us through how you and the parent would agree on pricing and payment?**
    The flyer lists tuition at $120/month. If I sense hesitation from a family, I let them know we offer a sliding scale and invite them to pay what they can. It's been a trial-and-error process this past year, figuring out what's sustainable while staying accessible. I'd love to explore other ways to implement a sliding scale that keeps the program viable, especially as we expand this year.

b. **Given the sliding scale pricing, do you have any guidelines around setting prices?**
    It was trial and error the past year, as we were just getting started and seeing what worked and what didn't work.

4. **Could you share some examples of feedback surveys that you've sent to parents to help you design and schedule programs?**
    Yes, here's the survey I sent out after the spring semester: https://forms.gle/cArAJVpJ7HkeBv6h8. Only 3 out of 10 families completed it, and it's definitely a challenge to get responses without frequent reminders.

5. **What age-range are you targeting?**
    We are targeting 6-12 yr olds for after school programming. However, we are also launching a 5 week teen acting program in October that will culminate in our 2nd annual Halloween event.

08/11 - 08/15 Weekly Questions

Tech Fleet Deadline: 12pm PST/3pm EST - August 1st

Nov 17th - Dec 5th Weekly Question

Tech Fleet Deadline: 12pm PST/3pm EST - December 5th

1. **Where is the OUAT team leaning for the final web hosting choice?**
    Here's the link to the low-code/no-code platform comparison analysis we shared in Phase 2.

2. Does OUAT team have a preferred payment integration, or is the team open to recommendations that best fit the hosting platform?

3. Does OUAT team have any feedback on the Phase 2 design deliverables—including the **landing page**, **program page**, **donation page** wireframes?

Dec 8th - Dec 12th Weekly Question

Tech Fleet Deadline: 12pm PST/3pm EST - December 12th

UXR Team

Our plan this sprint is to acquire more research data from the other target user group, donors, as that was a major user group the research team from the previous phase was unable to get information from in time. We have some questions we would love to ask you in order to help us get started that can help us strategize and define our recruitment criteria and methods. Thank you in advance Yasmine & Dolores!

1. About Access to Previous Donors

- Could you share a few former donors who would be open to speaking with us for research purposes?
- Are there any donors you feel would be particularly willing or comfortable discussing their experience?
- Is there a preferred way we should contact these donors (email, introduction through you, phone call)?

2. Understanding Donor Background & Motivation

These help uncover why people gave and what resonated with them.

- What do you know about what motivated past donors to contribute to OUAT?
- Were there specific OUAT programs or values that past donors connected with most?
- Did donors typically give once or repeatedly? If repeated, what kept them engaged?
- Did donors mention personal connections community, culture, arts, or education as reasons for donating?
- Have donors provided you any feedback before? If so, do you remember what the most common pieces of feedback were?

3. Miscellaneous

- Is there any additional information or things you think we should know before reaching out to donors for our research?

Copy of Dec 8th - Dec 12th Weekly Question

Tech Fleet Deadline: 12pm PST/3pm EST - January 9th