



Stakeholders & Users Interviews



Stakeholders Interviews

- + Director told us SCEE put website out for bid several years ago. They identified a new provider, and they were not able to implement it as **because do not have the money to pay for it.**



Users Interviews

- + **Hilda**, a local mom whose child is enrolled in daycare at the Schuylkill Center
- + **Angela**, a mom of two who likes to take her children for hikes in the area
- + **Lena**, whose family loves hiking and whose daughter is very interested in wildlife
- + **Lynn**, a parent who is currently looking for preschool programs for her son



✦ User Interviews

- ✦ **Erin**, a board member at SCEE
- ✦ **Sandra**, a volunteer for the Schuylkill Center's Wildlife Rehabilitation program
- ✦ **Carolyn**, a former artist-in-residence



Key Insights

- + Educational programs are the **key revenue** creator for SCEE
- + Parents value organic, non-traditional learning environments
- + Parents **want to schedule tours and register for programs online**
- + The events page keeps users coming back
- + Volunteers value transparency, statistics, and emotional connection with their organizations

