Observations	P1	P2	P3	P4
(This was before we changed the Home page) - All descriptions too long, repetitive	X			
Could use a more human feel to build trust	X			
Why Sprouts section - too wordy	X	X		
YouTube videos on parent tools is the most important	X			
Drawn to the Shop first	X			
Wouldn't have read everything if it wasn't recommended (about page)	X			
(This was before we changed the Home page)Not enough info on Home page about what's in a lesson	X			
Would never look for a podcast from a browser	X			
Didn't know the parent YouTube was for parent tips	X			
People don't read blogs often	X			
Thought "Things we love" was for other blogs and resources by other parents	X	X		
When asked to sign up and pay for the program went to Shop first	X	X		
Started free version through the "start shining for free" CTA	X	X		X
Wanted a link from the thank you for subscribing email to go to the dashboard	X	X		
Wanted more detail about kids progress on the parent dashboard (what they watched, learned, passed etc)	X	X	X	X
Wanted a report of some sort when click on videos watched and badges earned	X	X		X
Gamification would be cool, like a leaderboard of all kids	X			
Wanted a help me now button that could be accessed from anywhere - lead to solution videos or resources	X			
Would like an easy way to find facebook live archives	X			
Didn't notice the filter button on the dashboard to filter by life skills	X			
Said they would watch the video with their kid	X			
Mentioned downloading the pdf first	X			
Would like to see the supplies right away on the screen so he would know if he has the right supplies and can do the activity	X			
If he trusted the site he would let his kid work alone	X			
Thinks he can trust this but might like to see something that says the video is secure (powered by vimeo)	X			
Would like an app, browser product is harder for a kid to use	X			
Scripture reference in About should be more noticeable	X			
Wouldn't want to see pop-up ads	X			
Getting people to read your website is tough (don't follow bullets easily)	X	X		
Kids teaching kids concept stands out the most	X	X	X	X
Suggested to autoplay the video (I would not, it's a jarring user experience if someone isn't expecting a video to start playing)		X	X	
It sounded like parents were teaching kids until scrolled down and saw "kids teaching kids"		X	X	
Need a way for kids not to be able to access the parent dashboard		X		
Shop could be changed to Subscribe since the main thing is a subscription		X		
Wanted a way to assign lessons to child		X		X
Wanted to know what came next for lessons/videos		X		X
Thought they would let their kids do the program on their own (if old enough)		X	X	X
Understood how to find values and life skills through the filter		X	X	X
Question button on parent dashboard not as important as everything else		X		X

Note	Col1	Col2	Col3	Col4
First thought it was a collaborative parenting site, moms sharing resources			green	
Parent tools - collective resource sharing			green	
A better description of the subscriptions in the shop page			green	
Was hoping the About page might have more information about the program not the people running the program			green	
Wants to see the badges when you sign in to the parent dashboard			green	
Wants to see the badges when you sign in to the child dashboard			green	
Thinks the blog is for other parents to give advice and submit through an approval process			green	
Start Paid subscription - go through the start shining for free CTA			green	
Start Free subscription - the graphic that talks about both subscriptions			green	
To submit a coaching question - went to parent tools first		orange	green	blue
Tried to sign-in to dashboard under Parent Tools first			green	
What's the difference between star chart and badges			green	
Is afraid kids would submit a question through the video screen (submit question button)			green	
Didn't understand that they could scroll down on the home page			green	
The sooner they would have seen the video sample on Home page, the easier it would be to figure out what's going on			green	
If all the videos were free they wouldn't buy the subscription			green	blue
Is this sustainable - making videos all the time, or can other kids submit videos?			green	
To register for the premium membership went to Sign In - register now				blue
Under Parent Tools - would like a way to search/sort the resources to find exactly what topic they're looking for				blue
The pdf is nice to have as an overview, might look at it prior to the video				blue
Would like a simple description of the video on the platform				blue