

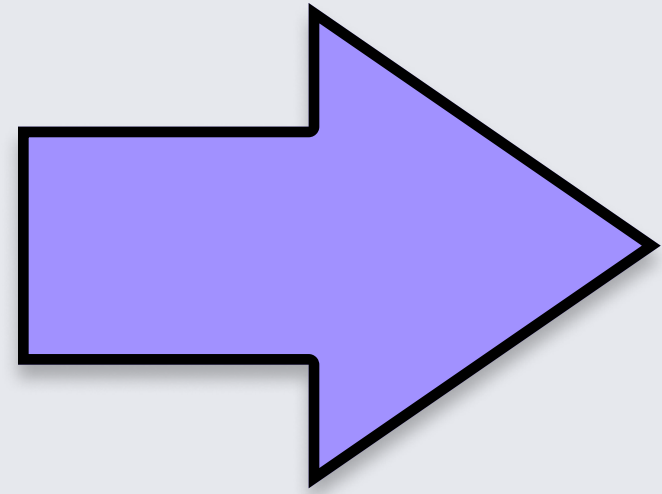
Summa

UX Research Phase 3: Provider Discovery Overview & Findings

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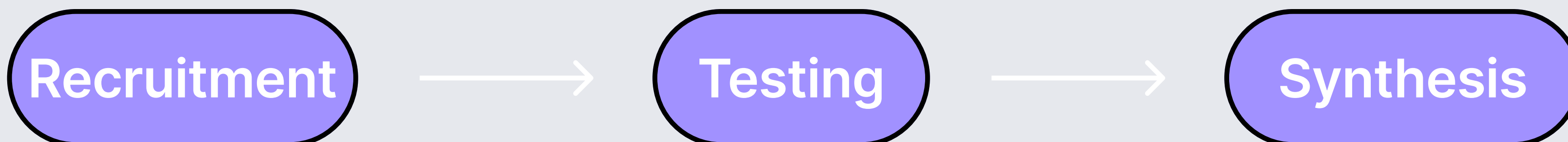


Project Overview



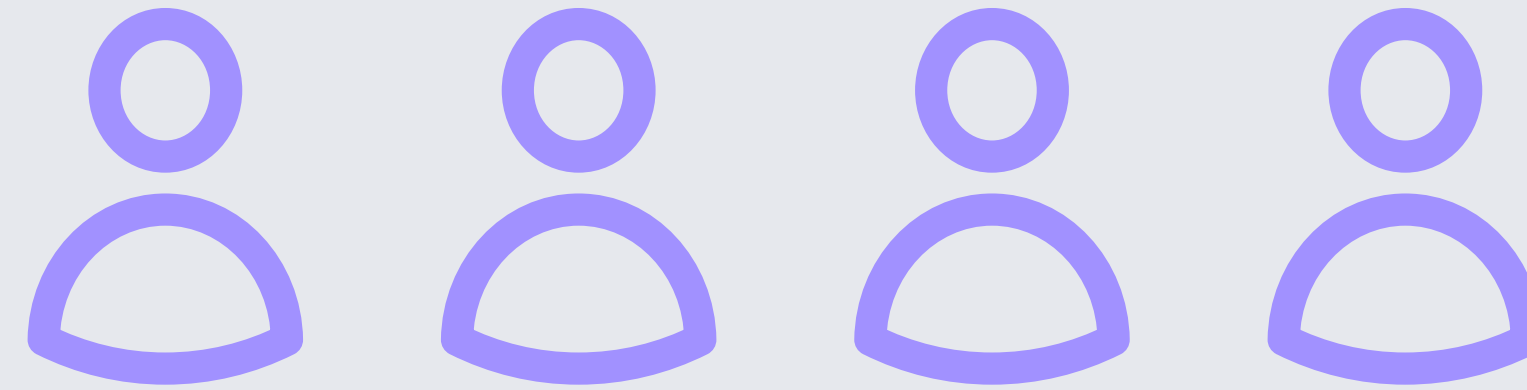
- **Objective**
 - Understand how local providers operate today
 - Learn what information providers are comfortable sharing
 - Explore how providers perceive discoverability, funding, and partnership
- **Why this matters**
 - Providers are a key context, even though parents are the primary users
- **Participants:** 4 providers
- **Method:** 1:1 Exploratory Interview

Timeline



Participants

4 Providers



Who we spoke to

- 4 NYC-based providers
- Afterschool, enrichment, and tutoring programs

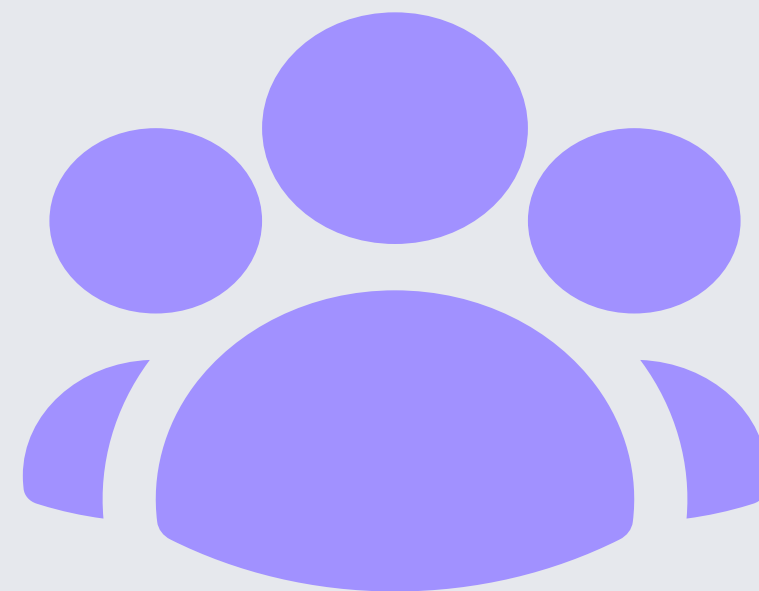
Context

- Locally rooted, community-serving programs
- Mix of smaller “mom-and-pop” style orgs and more structured providers
- All serve families with affordability considerations

Who We Tested With : Provider Persona

Representative Provider

- Community-based program serving local families
- Values trust, relationships, and sustainability
- Already managing multiple platforms and responsibilities
- Open to visibility, cautious about added complexity



Research Method



Method

- 1:1 semi-structured interviews
- 20–30 minutes per session
- Open-ended, conversational format



Format

- **10 open-ended questions to gain insight on:**
 - Program background
 - Growth goals & challenges
 - Marketing/ Recruitment
 - Comfort with information sharing
 - Partnership interest & concerns

1. Can you tell me a bit about your program — who you serve, what activities you offer, and your overall mission?
2. What are your biggest goals right now for your program, and what challenges make those goals harder to reach?
3. How do families usually find you today, and what methods of outreach or marketing work best, or don't work well?
4. If SUMMA connected families directly to your program, what would make that partnership valuable or worthwhile for you?
5. What information about your program (pricing, photos, schedule, staff, etc.) would you feel comfortable having publicly displayed on SUMMA?
6. Are there any details you wouldn't want shared, or anything we should be sensitive about when presenting your program?
7. Would offering discounts, priority spots, or SUMMA-specific rates ever be possible — and under what conditions?
8. What would SUMMA need to do to earn your trust as a long-term partner?
9. If SUMMA offered tools like preset parent messages, funding updates, or a provider dashboard, which, if any, would be useful for you? Why?
10. Thinking big picture, what would make you excited to join SUMMA, and what would give you hesitation?

What We Explored With Providers

- **Rather than testing features, we focused on understanding:**



- How providers operate day to day



- What information they're comfortable sharing publicly



- What makes partnerships feel helpful vs. heavy



- Where providers see value, and where they see risk

- **Purpose:**

- To ground findings in real provider context before synthesis.

High-Level Findings

Across interviews, providers were generally excited, open, and curious!

What Providers Are Open To

- **Providers expressed comfort with:**
 - Being discoverable
 - Sharing program descriptions and mission
 - Sharing schedules, photos, and general details
 - Being associated with a platform parents trust

What Providers Are Cautious About

- **Providers expressed hesitation around:**
 - Static or public pricing (due to discounts, variability, competition)
 - Anything that adds operational work
 - Managing another platform or workflow

Top Insights

- 1. Providers are interested and supportive**
- 2. Flexibility matters more than standardization**
- 3. School and community context increases trust**
- 4. Discoverability is useful, but funding is a real gap**
- 5. Providers want clarity and boundaries**



This research helps us understand:

- What information parents can realistically see
- What should remain flexible or contextual
- How providers perceive platforms that surface their programs

Research-Informed Next Steps



1. Conduct a competitive / landscape analysis

- Understand how similar platforms operate and generate revenue



2. Explore models for partnership discounts or rates

- e.g., Groupon-style discovery, coupons, directories



3. Clarify how funding intent is communicated

- How parents can signal where funds are meant to go



4. Continue building a provider network for insight

- Ongoing conversations, not operational partnerships



5. Learn from existing provider partnerships

- How programs already collaborate with other platforms

Looking Ahead

- **Future learning areas:**
 - **How parents discover and choose programs (TVC)**
 - Incorporating TVC search engine
 - **Group vs individual funding models**
 - Multiple funding pages
 - **Discoverability of afterschool programs city-wide**
 - **How information clarity affects parent confidence**



Key Takeaway



Providers are excited to be discoverable and connected, but value low-effort, low-risk engagement, reinforcing the importance of a parent-first approach.