

**U.S. Mint Web Usability Research  
Discussion Guide  
Customers/Non-Customers**

**I. INTRODUCTION**

**According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012-XX.**

- **Ground Rules:** Video-taping, confidentiality, candor, cell phones, pagers, etc.
- **Background & Objectives:** The purpose of today's discussion is to: 1) improve your ability to successfully and quickly find information on the U.S. Mint's website; and 2) increase your satisfaction with the website.
- **Introduction:**
  - Feedback is important to help improve the site
  - Will perform a few activities/tasks on the site
  - Something you might do in your home or office
  - Will give the tasks to you one at a time, and ask you to read them aloud
  - Think aloud; tell us what you are doing and why
  - Tell us what you expect to happen
  - Comments are important so will be taking notes
  - Should take about one hour
  - Following tasks, we will ask you to tell us about your experience
  - Questions before we begin?

**II. USER IMPRESSION OF THE WEBSITE (*allow users to explore website*)**

- ***What is your initial impression of this website?***
- ***Specifically, what type of information would you expect to find on this site? Is anything missing?***
- ***Specifically, what types of things would you expect to be able to do on this site?***
- ***Who do you think this site is for?***

### III. WEBSITE SCENARIOS/TASKS

*Tasks will be provided to users one at a time, in random order. Tasks may vary depending on users' experience with the U.S. Mint website and history with purchasing coins online. Following each scenario, the facilitator may probe on issues that arise during the usability scenario.*

*(Presented in Random Order)*

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1. You are interested in purchasing a 2007 U.S. Mint Uncirculated coin set (\$16.95). How would you do this?
  - **I was able to purchase this product**
  - I was not able to purchase this product
  
2. You grew up in Iowa and would like to find out more about the Iowa State Quarter. What is on the IA Quarter?
  - A picture of corn stalk
  - A picture of the Mississippi River
  - **A picture of schoolhouse**
  - Not sure
  
3. A relative of yours has just passed a very valuable set of coins onto you. The set is very special and you would like take care of it properly. What is the best way to store your coins?
  - In a place that is consistently cool and dry
  - In their original holders
  - In 2x2 cardboard holders
  - **All of the above**
  - Not sure
  
4. You would like to purchase the 25 coin roll of James Madison Presidential \$1 Coins. How much does it cost?
  - \$30.95
  - **\$35.95**
  - \$25.95
  - Not sure
  
5. You are new at coin collecting and keep hearing the term "proof". What is a proof?
  - **A specially produced coin often struck more than once to accent the design**
  - The part of a coin's design that is raised above the surface
  - The blank piece of metal on which a coin design is stamped
  - Not sure

*(Additional scenarios to be added by the U.S. Mint team as needed.)*

#### **IV. QUESTIONS DURING WEBSITE TASKS (IF APPLICABLE)**

- ***Where are you looking on the screen? OR I see you looking around on the screen, what are you looking for?***
- ***Why did you click on [insert element]?***
- ***What do/did you expect to find when you click on [insert element]?***
- ***I noticed that you chose [insert element A] and not [insert element B] just now. What would you have expected to see if you had chosen [insert element B]?***
- ***What would you do next?***

#### **V. FOLLOW-UP QUESTIONS TO WEBSITE TASKS**

- ***Tell me more about... OR What do you think about... [the links, the categories of information on the site, the categories of products, the search feature and results pages, the website design, the 'look and feel' of the website, etc,]***
- ***Tell me about your experience with this task.***

- ***Which aspects of the website [related to this task] were valuable?***
- ***Which aspects of the website [related to this task] need improvement?***
- ***How would you use [insert specific feature of the website]?***

## **VI. OVERALL REACTION TO USING THE WEBSITE**

- ***Overall, how would you describe the site? What is your general reaction?***
- ***What were/are your expectations, and to what extent does the website meet these?***
- ***What three things did you like best about the website?***
- ***What three things did you like least about the site?***
- ***If you were the developer and could make only one change to the website, what would that be?***
- ***Is there anything you feel is missing from the site?***
- ***If you were to describe this site to a friend, what would you say?***

## **VII. USER RATING OF SATISFACTION AFTER USING THE WEBSITE**

*The System Usability Scale (SUS) will be administered at the end of the usability test.*

## **System Usability Scale (SUS)**

### **Current Non-Users**

	<b>Strongly Disagree</b>				<b>Strongly Agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I think that I would like to use this website frequently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found the website unnecessarily complex.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I thought the website was easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think that I would need the support of a technical person to be able to use this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found the various functions in this website were well integrated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I thought there was too much inconsistency in this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would imagine that most people would learn to use this website very quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I found the website very cumbersome to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt very confident using the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I needed to learn a lot of things before I could get going with this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Prior Users**

	<b>Strongly Disagree</b>				<b>Strongly Agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I think that the design of the website invites me to use this website frequently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find the website unnecessarily complex.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the website was easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that I would need the support of a technical person to be able to use this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find the various functions in this website to be well integrated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel there is too much inconsistency in this website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would imagine that most people would learn to use this website very quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find the website very cumbersome to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I felt very confident using the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I needed to learn a lot of things before I could	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

get going with this website.

## DEMOGRAPHIC AND WEB USAGE QUESTIONS

1. What is your gender? **(CHECK ONE)**
  - Male
  - Female
  
2. What is your age? **(CHECK ONE)**
  - 18 to 24 years
  - 25 to 34 years
  - 35 to 44 years
  - 45 to 54 years
  - 55 to 59 years
  - 60 to 64 years
  - 65 years or older
  
3. What is the highest level of education you have completed? **(CHECK ONE)**
  - High school or less
  - Some college
  - College degree
  - Advanced degree
  
- 4a. Are you Hispanic or Latino?
  - Yes
  - No
  
- 4b. What is your ethnicity / race?
  - American Indian and Alaska Native
  - Asian
  - Black or African American
  - Native Hawaiian and Other Pacific Islander
  - White
  - Other
  
5. How much time do you spend using a computer each week? **(CHECK ONE)**
  - Less than 2 hours
  - 3-5 hours
  - 6-10 hours
  - 10-14 hours
  - 15 or more hours
  
6. Approximately, how often do you use the Internet? **(CHECK ONE)**
  - At least once a day
  - 3-5 times a week
  - 1-2 times a week
  - Every few weeks
  
7. Excluding email, how much time do you spend on the web each week? **(CHECK ONE)**

- Less than one hour a week
- 1 - 10 hours a week
- 11-20 hours a week
- 21 or more hours a week

8. Have you ever purchased coins or other merchandise directly from the U.S. Mint? **(CHECK ONE)**

- Yes
- No

9. If so, have you ever purchased coins from the U.S. Mint website? **(CHECK ONE)**

- Yes
- No

10. How often do you use the U.S Mint website? **(CHECK ONE)**

- Daily
- Weekly
- Monthly
- Every few months
- Never