UNITED STATES MINT
WEBSITE USABILITY TESTING/FOCUS GROUPS
10/21/2010

Purpose of the Research

The purpose of the research is to collect information from U.S. Mint customers and non-customers about their opinions concerning usability of the Mint's Website. The United States Mint plans to conduct qualitative research (i.e., focus group interviews) to assess performance of the U.S. Mint website and identify specific enhancement opportunities that will improve satisfaction and/or usage propensity.

Qualitative Research Topic Outline

The topics planned for discussion are:

1. User impressions of the website.

2. Website scenarios/tasks.

3. Questions during website tasks (if applicable).

4. Follow-up questions to website tasks.

5. Overall reactions to using the website.

6. User rating of satisfaction after using the website.

Sample Design and Methodology

A total of no more than 24 web usability interviews (focus groups) will be conducted in three cities (8 in each city) with customers and non-customers.

Methods to Maximize Response Rates

We expect one out of every seven customers contacted will agree to participate in the study. Cities will be selected based on concentration of customers. By recruiting in cities with a higher number of United States Mint customers, the likelihood of participation increases. Appropriate screeners will be set up to guarantee selection of the right customers for the study. A monetary incentive will be offered. This is a common industry practice.

Estimate of the Burden Hours

The collection of information will involve up to 24 web usability interviews. A total of 24 respondents will participate in the focus groups. These focus groups are expected to last 60 minutes. Total estimated burden hours are:

Method	Estimated Hours
Focus Groups	24
Total	24