

United States Mint
HPC Kids Site Design and Enhancement Survey
7/10/2008

Purpose of the Research

The purpose of the research is to collect information from United States Mint history in your pocket (H.I.P.) Pocket Change Kids Site (HPC site) users about their opinions concerning possible enhancements to the HPC Site. The United States Mint plans to conduct qualitative research (i.e. with a take home survey, and with a voting button on the HPC site) to improve usability of the website and increase satisfaction with the website.

Qualitative Research Topic Outline

The topics planned for discussion are:

1. User impressions of the website.
2. Website navigation.
3. Opinions of where certain content would be found on the site.
4. Overall reactions to using the website
5. Which Design of the 4 shown they like best for a kids homepage.

Sample Design and Methodology

A total of no more than 25 web usability take-home handouts (3 pages) would be given to Mint Employees to take home for their children ages 7-17 to fill out. The online web page showing the 4 potential new homepage designs would just include a radio button next to each design with the visitor to the site selecting the radio button next to the design they like best with an estimated 100 respondents. No information other than their vote would be collected in the online vote.

Methods to Maximize Response Rates

The number of surveys handed out to employees to take home will vary on 1) the number of employees who have kids in the 7-17 age range, and 2) the number of employees who want their children to participate. The online voting will be available to anyone who goes on the HPC website at www.usmint.gov/kids.

Estimate of the Burden Hours

The collection of information will involve up to 10 minutes per take home survey and 3 minutes for completion of online survey. The total burden hour for both surveys is 10 hours.

Method	Estimated Hours
Take home survey	4
Online survey	6
Total	10