United States Mint
Website Usability Testing/In-Person Interviews
7/10/2008

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 E-Commerce Website (www.catalog.usmint.gov). The United States Mint plans to conduct qualitative research (i.e., in-person interviews) 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 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 16 web usability interviews (in-person interviews) will be conducted in Bethesda, MD 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. By recruiting in Bethesda which has 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 16 web usability interviews. A total of 16 respondents will participate in the interviews. These interviews are expected to last 60 minutes. Total estimated burden hours are:

Method	Estimated Hours
In-person interviews	16
Total	16