

DraftFCB Digital Function Testing Discussion Guide Outline v1.1

01/20/08

DISCUSSION GUIDE OUTLINE

1. Introduction
 - a. General background information about the participants including attitudes towards the census
 - b. Probe on understanding of the Census process
2. Wants, needs and expectations
 - a. Participant-driven discussion of opportunities for online engagement:
 - i. needs-based
 - ii. entertainment-based
 - iii. functional
 - iv. other
3. Reactions to digital content concepts
 - a. Overall reactions
 - b. Most / least compelling concepts
 - c. Most / least engaging elements of each concept
 - d. Executional expectations
4. Evaluation of early executions
 - a. Initial reactions to individual executions (wireframes, screenshots, etc.) for key concepts
 - b. Comparison to expectations
 - c. Perceived level of engagement
 - d. Opportunities for improvements