

**DOCUMENTATION FOR THE GENERIC CLEARANCE
OF CUSTOMER SATISFACTION SURVEYS**

TITLE OF INFORMATION COLLECTION: Internet Enumeration Project Focus
Groups/Usability Testing

SSA SUB-NUMBER: A-07

DESCRIPTION OF ACTIVITY:

Background

The e-Services Public Insight Process (PIP) is an ongoing initiative which SSA uses to assess public perception of existing and proposed online SSA services. The agency uses PIP as part of its strategic goal of significantly increasing the number of public transactions conducted via the Internet.

Work related to the Social Security Number (SSN) and SSN card is the second-highest field office workload by volume. There were over 13 million requests for new or replacement cards in 2006, and almost 40% of all field office traffic is related to the SSN and SSN card. 25-33% of this is repeat traffic due to the public's failure to initially submit proper proof documents.

Currently, members of the public who visit SSA's website to request a replacement SSN card must 1) download a hard copy of the Application for a Social Security Card (OMB No. 0960-0066, Form SS-5), 2) complete the form, and 3) either mail it together with original identity proof documents (driver's license, marriage license, birth certificate, etc.) or bring it into a local field office with these proofs. If these members of the public could complete the application process online, it would be more efficient and would save time for the public and SSA employees.

To reduce the volume of walk-in field office traffic, SSA is developing an online SS-5 application that the public can begin online. In this system, the applicant will complete and submit form SS-5 via the Internet. After SSA's system receives the application, it will provide the applicant with a list of customized required proof documents. The applicant will then need to take (or mail) these documents to SSA. The field office will verify the documents and complete the application.

Description of Research

We have developed initial prototype screens for the proposed electronic SS-5. We would like to conduct focus group/usability testing with the public 1) to assess public reaction to this initiative and 2) to observe how easily the public can navigate the system.

We will conduct individual usability testing interviews and focus groups at facilities in the Baltimore/Washington metropolitan area and in New York City on four separate days in spring 2009. A market research facility in each location will recruit participants from the general public using SSA's screening criteria, listed below:

English-speaking sessions:

Participants will be:

- Racially and ethnically diverse members of the public;
- Ages 21-50;
- Users of the Internet to conduct personal business;
- Fluent English speakers

Spanish-speaking sessions:

Participants will be:

- Members of the public;
- Ages 21-50;
- Users of the Internet to conduct personal business;
- Speakers of Spanish at home.

We will conduct 18 one-on-one usability testing sessions, with 9 participants in the Baltimore/Washington area and 9 in New York City. Twelve participants will be English speakers and 6 will be Spanish speakers. We are attaching the screen shots we will use in these usability testing sessions.

We will also conduct four focus groups with three participants per group. Two of these sessions will be in the Baltimore/Washington area, and two will be in New York City. During these sessions, we will share the screen shots with the participants (although we will not ask them to navigate through them as with the usability testing). After sharing these screen shots, we will ask participants about their impressions of the application and its design; how comfortable they were with the concept of an online application; if they would recommend the online application to others; and how they feel about the online application versus the traditional processes. Please see attached Discussion Guide for the complete list of questions.

IF PARTICIPANTS WILL RECEIVE A PAYMENT, INDICATE AMOUNT:

\$75

USE OF SURVEY RESULTS:

The results of this study will be used by SSA to evaluate and improve the proposed Internet Enumeration project. SSA's overall goal in this phase of testing is to obtain customer feedback on the online application and proposed process/service and to improve the application based on these findings.

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response time (60) = annual burden hours*):

Number of Responses: 30
Estimated Response Time: 60 minutes (usability); 90 minutes (focus groups)
Annual Burden Hours: $18 * 60 / 60 = 18$ hours (usability) + $12 * 90 / 60 = 18$ hours (focus) = 36 hours total

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