

Internet Enumeration – Usability/Focus Group Moderator Guide

03/23/09

I. Ground Rules, Introductions and Warm-up – 5 minutes

II. Step 1 – Exploratory Phase - 15 minutes

- Before we get started, I’d like to take the “internet temperature” of the group. How often and for what purpose(s) do you use the Internet?
- Has anyone used the internet to conduct government business? What kind?

Social Security is enhancing the ways that the public can do business with us using the internet. We have invited you here to get your impression of one of these services. We would like you to break into separate spaces to review this online service. Afterwards we’ll come back together to talk about your experiences.

III. Usability Testing – one-on-one sessions – 45-60 minutes

| # | Scenario Name | Scenario Description | Auto / Non-Auto | Design Aspects Tested |
|---|------------------------------|---|-----------------|---|
| 1 | Starting from the Home Page— | You have heard you can get a new Social Security card online. Please go to the Social Security Administration home page and find where you can do this. | N/A | <ul style="list-style-type: none"> • Robustness of home page labeling and pathing • Initial reaction to entry page language and layout |
| 2 | Name Change — | You have recently married and would like to change your last name on your Social Security Card. Please update your Social Security Card records. | Non-Auto | <ul style="list-style-type: none"> • User orientation in the system • Labels and label proximity to fields • General usability, instruction, visibility and comprehension |
| 3 | Replace a lost card— | You lost your Social Security card during a move and you need to get a new one for an upcoming job interview. | Auto | <ul style="list-style-type: none"> • User orientation in the system • Labels and label proximity to fields • General usability • Instruction visibility and comprehension |

| # | Scenario Name | Scenario Description | Auto / Non-Auto | Design Aspects Tested |
|----|--|--|-----------------|---|
| 4 | Edit missing information— | You're reviewing your information but got a message saying you need to change some things first. Please identify what you need to change, and make those changes using the system. | Non-Auto | <ul style="list-style-type: none"> Error visibility and handling |
| 5a | Respond to mismatch notice (recover) — | You submitted your information but got this message. Please tell us what you think you should do next. | Non-Auto / Auto | <ul style="list-style-type: none"> Response to notice about mismatch |
| 5b | Respond to mismatch notice (discard) — | You submitted your information but got this message. Please tell us what you think you should do next. | Discard | <ul style="list-style-type: none"> Response to notice about mismatch |
| 6 | Tracking — | You have submitted your application but would like to check the status. Please walk us through that process. | N/A | <ul style="list-style-type: none"> User orientation in the system Labels and label proximity to fields General usability |
| 7 | Next Steps— | You finished entering your information and submitted it to SSA. What do you think you need to do now, if anything? What happens next? | Non-Auto | <ul style="list-style-type: none"> Instruction comprehension User stamina for reading Reaction at end of system |

IV. Focus Group Sessions - Shared Impressions and Experiences – 45-60 minutes

1. What is your overall impression of the online application for a Social Security card?
2. What is your impression of the design and format of the welcome and instruction pages?
3. How long did it take to fill out the online application?
4. How comfortable were you with providing the information that the website used to verify your identity?

There were two ways that a person could complete the application for a replacement Social Security card.

5. Describe for me the two methods for completing the application.
6. Can you explain why the two methods are needed?

Automated Process Questions

So, now let's talk about the process where you could complete the application online.

1. How comfortable were you with inputting your personal information into the system?
2. Did the questions make sense? Why or why not?
3. Were the questions in the right order (sequence)?
4. Would you recommend this service to others? Why or why not?
5. On a scale of 1-5 with 1 being 'Does Not Meet' and 5 being 'Fully Meets', how does this process meet your expectations of the level of service that a government website should provide?

Non-Automated Process Questions

Ok, now let's talk about the process where you could not complete the application online.

1. How easy was it to find the instructions and screening questions?
2. How did you feel about not being able to complete the application online?
3. Would you have visited a Social Security office with your proofs, or would you have chosen to mail them to the Social Security office?

PROBE: How comfortable are you with mailing your documents to Social Security?

4. What do you see as possible benefits to using this process?
5. On a scale of 1-5 with 1 being 'Does Not Meet' and 5 being 'Fully Meets', how does this process meet your expectations of the level of service that a government website should provide?

General Questions

1. Of the two methods, which would you prefer, completing the application online, or visiting the Social Security field office or mailing your proof of identity documents? Please explain
2. Do you have any security concerns with either of these processes? Please explain.

To ensure the security of personal information that you submit to Social Security over the Internet, we will need to verify your identity. There are various ways that we can do that. We would like to get your reaction to a few options.

I will describe some options to verify your identity. After I have described them, please rank them in order of preference with 1 being your most favorite and 8 being your least favorite. (Use Flip Chart to record this information.)

- Receive a PIN/Password from Social Security in the mail _____
 - Receive a code/password from Social Security via email _____
 - Verify your identify with another government agency, such as the Dept of Motor Vehicles _____
 - Receive a code/password via a cell phone text message _____
 - Provide a credit card number to Social Security online _____
 - One-Time Password Token _____
 - Onscreen Keyboard _____
 - Green Address Bar _____
3. There are companies that verify financial accounts and other personal information for businesses and government agencies. For instance, if you've ever requested a FREE Credit Report online, you were asked questions like, "In the past 5 years, at which of the following addresses did you live?"
 4. How do you feel about Social Security using such a company to verify your identity?

V. Recommendations – 10 minutes

How can we improve this online service?

NOTE TO MODERATOR: Read this at the completion of the usability session/focus group

Paperwork Reduction Act Statement – This information collection, cleared under OMB No. 0960-0526, meets the requirements of 44 U.S.C. §3507, as amended by section 2 of the Paperwork Reduction Act of 1995. We estimated that it would take 60/90 minutes (**NOTE TO MODERATOR:** choose appropriately depending on whether you are leading the usability session or the focus group) to participate in this session. You may send comments on our time estimate to: SSA, 6401 Security Blvd., Baltimore, MD 21235-6401. **Send only comments relating to our time estimate to this address.**