

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.**

Welcome Screen (on page load)

Social Security Online **Social Security Card Application**

www.socialsecurity.gov



Welcome!

The Application Process

- 1 Enter your information**

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 2 Review & Submit**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.
- 3 Next Steps**

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 4 Track your application status**

Eu feugiat nulla facilisis at vero eros et accumsan. Use our [tracking system](#) to check the status of a submitted application.

Apply or Track

▼ **Apply for your card**

Quick Start

Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue.

Are you applying for yourself? Yes No

Does the applicant have a Social Security number? Yes No

Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptat [Paperwork and Privacy Act](#)

Apply >

▶ **Track the status of your application**

www.socialsecurity.gov

Welcome Screen (on track status click)

Social Security Online **Social Security Card Application**

www.socialsecurity.gov



Welcome!

The Application Process

- 1 Enter your information**

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 2 Review & Submit**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.
- 3 Next Steps**

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 4 Track your application status**

Eu feugiat nulla facilisis at vero eros et accumsan. Use our tracking system to check the status of a submitted application.

Apply or Track

▶ Apply for your card

▼ Track the status of your application

Track your status. Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Confirmation Number:

Social Security Number:

[Track >](#)

www.socialsecurity.gov

Application Status

Social Security Online Social Security Card Application

www.socialsecurity.gov



Application Status

Print

Applicant Name: Sheila Marie Green	Status: Your Application is Being Processed
Application Type: Social Security Card	Instructions to Applicant Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation allamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation allamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Date of Submission: March 2, 2009 (30 Days Left to Complete Processing)	
Contact Numbers: Toll-Free: 1-800-772-1213 TTY: 1-800-325-0778 Monday - Friday: 7:00 a.m. to 7:00 p.m EST Except Federal Holidays	
Local Office: Social Security Suite 100 5 Park Center Court Owings Mills, MD 21117 Office Locator	
Office Hours: Monday - Friday: 8:30 a.m. to 3:30 p.m Except Federal Holidays	

Exit >

www.socialsecurity.gov


Section 1

Social Security Online

Social Security Card Application

www.socialsecurity.gov

Section 1Section 2Section 3Review & SubmitNext Steps



Section 1

[< Back](#) [Next >](#)

Please provide your name and relationship to the Applicant.

First	Middle	Last	Suffix	Relationship to the Applicant
<input type="text"/>	<input type="text"/>	<input type="text"/>	-- ▾	-- ▾

Name of Applicant (To be shown on card)

First	Middle	Last	Suffix	Was this name used at birth?
<input type="text"/>	<input type="text"/>	<input type="text"/>	-- ▾	<input type="radio"/> Yes <input checked="" type="radio"/> No

What was the Applicant's full name at birth?

First	Middle	Last	Suffix
<input type="text"/>	<input type="text"/>	<input type="text"/>	-- ▾

Has the Applicant ever used any other name(s) on a Social Security card?

Yes No

Enter the other name(s) used on any prior Social Security card(s). [\[More info\]](#)

First	Middle	Last	Suffix	
<input type="text"/>	<input type="text"/>	<input type="text"/>	-- ▾	
<input type="text"/>	<input type="text"/>	<input type="text"/>	-- ▾	Remove Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	-- ▾	Remove Name

I am finished adding names

Select the name that is shown on the current Social Security card

Names List

Sheila Marie Green

Marie Julia Simmons

Sheila Marie Duke

Marie Sheila Simmons


Julia Lynn Simmons

[< Back](#) [Cancel](#)

[Next >](#)


www.socialsecurity.gov

Section 2

Social Security Online **Social Security Card Application** 

www.socialsecurity.gov

Section 1 **Section 2** **Section 3** **Review & Submit** **Next Steps**

 **Section 2**

Applicant's Social Security Number
(xxx-xx-xxxx)

What is the Applicant's date of birth?
Month Day Year

Has a different date of birth been used on an earlier Social Security card application? Yes No

Enter the date of birth used on an earlier application.
Month Day Year

Was the Applicant born in the United States or a U.S. Territory or Commonwealth?
 Yes No

City State

Which best describes the citizenship of the Applicant?
 U.S. Citizen Legal Alien allowed to work Legal Alien not allowed to work Other

The Applicant's mailing address is of what type? [More info](#)
 U.S. Foreign or Military

Enter your mailing address.

Street Address 1

Street Address 2 (Optional)

Street Address 3 (Optional)

Street Address 4 (Optional)

City State Zip Code - + 4 (Optional)

Which best describes the Applicant's daytime phone number?
 U.S. Foreign None

(xxx-xxx-xxxx)


www.socialsecurity.gov

Section 3

Social Security Online **Social Security Card Application**

www.socialsecurity.gov

Section 1 Section 2 **Section 3** Review & Submit Next Steps

 **Section 3**

What is the Applicant's gender?

Gender

Male Female

Family History

Enter the names of your parents. [Don't know your parent's name?](#)

Mother's name at her birth Unknown

First Middle Last Suffix

Father's name at birth Unknown

First Middle Last Suffix

Race and Ethnicity

Providing race/ethnicity information is voluntary and is requested for informational and statistical purposes only. Your choice whether to answer or not does not affect decisions we make on your application. If you do provide this information, we will treat it very carefully.

Is the Applicant Hispanic or Latino?

Yes No

What is the Applicant's race?

Alaska Native Black/African American Other Pacific Islander

American Indian Asian Native Hawaiian

White

www.socialsecurity.gov

Section 3

Social Security Online **Social Security Card Application** 

www.socialsecurity.gov

Section 1 Section 2 Section 3 **Review & Submit** Next Steps

 **Review & Submit**

This page shows all of the questions and answers you have provided. If you need to make changes, select the "Edit" link to return to that part of the application.

Section 1 Choose item(s) to edit then select Edit Information

Your Name:	<input type="checkbox"/> Mortimer James Duke
Relationship to Applicant:	<input type="checkbox"/> Legal Guardian
Name to be Shown on Card:	<input type="checkbox"/> Sheila Marie Green
Full Name at Birth:	<input type="checkbox"/> Marie Julia Simmons
Other Name(s) Used:	<input type="checkbox"/> Marie Sheila Simmons Sheila Marie Simmons
Name on Most Recent Card:	<input type="checkbox"/> Sheila Marie Duke

Section 2 Choose item(s) to edit then select Edit Information

SSN:	<input type="checkbox"/> 123-45-6789
Date of Birth:	<input type="checkbox"/> 01/01/1960
Date of Birth Used on Earlier Application:	<input type="checkbox"/> N/A
Place of Birth:	<input type="checkbox"/> Baltimore, Maryland
Citizenship:	<input type="checkbox"/> U.S. Citizen
Address:	<input type="checkbox"/> 1234 Anywhere Road, Herndon, VA 20171
Daytime Phone:	<input type="checkbox"/> 555-555-5000

Section 3 Choose item(s) to edit then select Edit Information

Gender:	<input type="checkbox"/> Female
Mother's Name at Her Birth:	<input type="checkbox"/> Mary Joan Adams
Father's Name at His Birth:	<input type="checkbox"/> John Henry Simmons
Race/Ethnicity:	<input type="checkbox"/> American Indian

Terms & Conditions
Sample condition text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

I have read and agree with the Terms & Conditions above.

www.socialsecurity.gov

Next Steps

Social Security Online **Social Security Card Application**

www.socialsecurity.gov

Section 1 Section 2 Section 3 Review & Submit **Next Steps**

 **Next Steps**

 [Print this page](#)

Thank you! You have successfully completed the online application for your replacement Social Security card.

You can expect your new card to arrive in <X - Y> business days.

Your confirmation number is:

A123BC456D

This confirmation number may be used to track the status of your application...

[Exit >](#)

www.socialsecurity.gov