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	 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	 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	 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	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	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	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	 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	 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 <u>could</u> 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 <u>could not</u> 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 <u>Paperwork Reduction Act of 1995</u>. 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

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2 Review & Submit

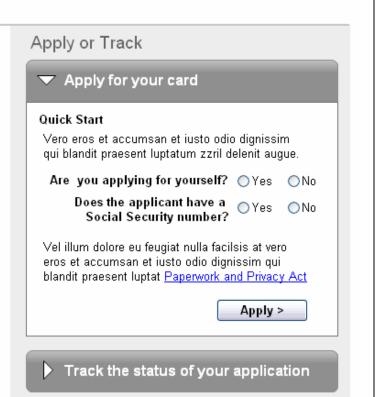
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3 Next Steps

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4 Track your application status

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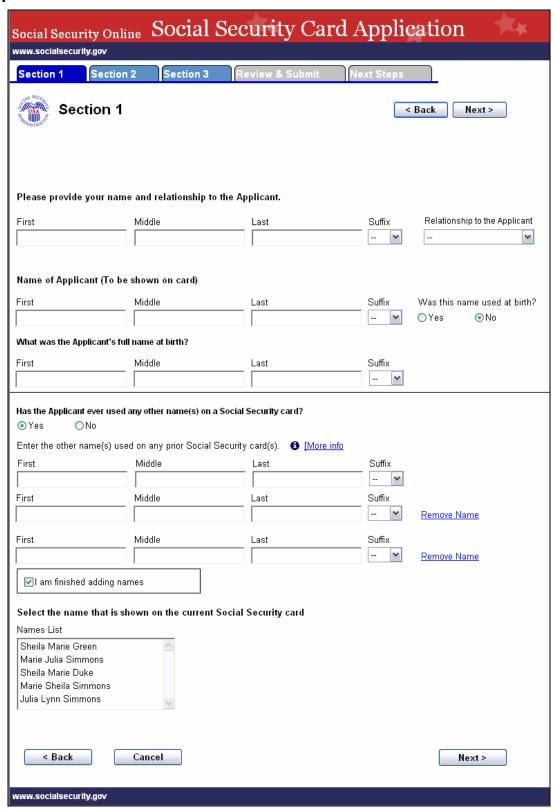
www.socialsecurity.gov

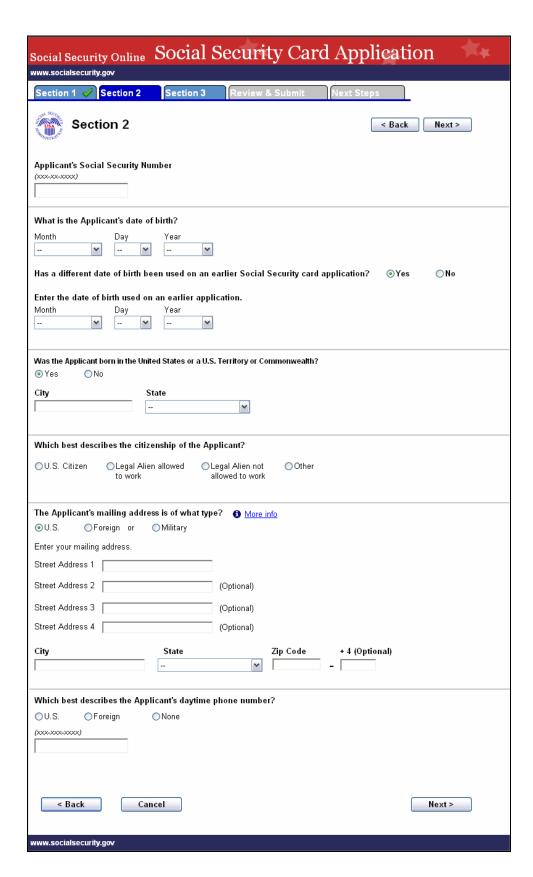
Welcome Screen (on track status click)

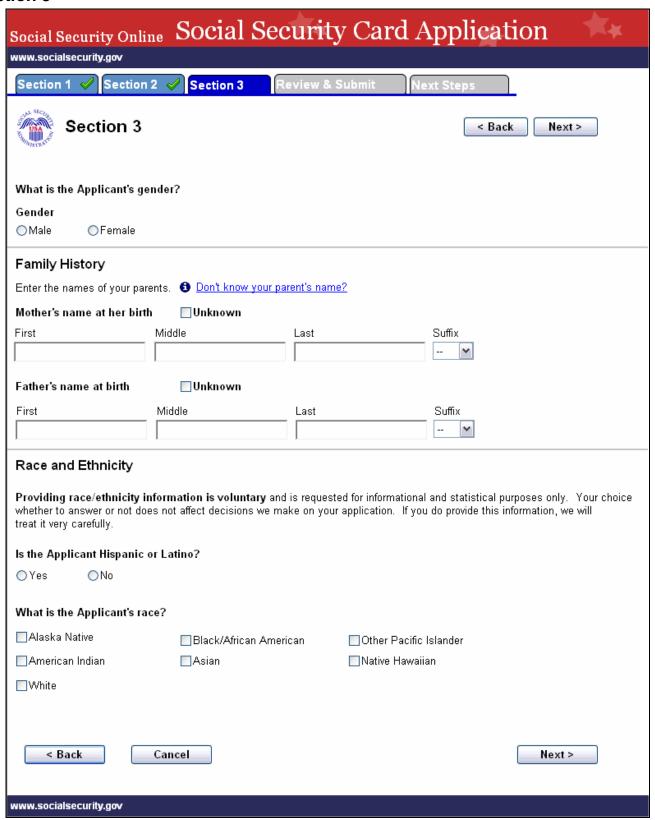
Social Security Online Social Security Card Application www.socialsecurity.gov Welcome! Apply or Track The Application Process 1 Enter your information Apply for your card Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquan erat volutpat. Ut wisi enim ad minim Track the status of your application veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 2 Review & Submit Track your status. Vero eros et accumsan et Duis autem vel eum iriure dolor in hendrerit in vulputate iusto odio dignissim qui blandit praesent luptatum. velit esse molestie consequat, vel illum dolore eu feugiat nulla facilsis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum. Confirmation Number: 3 Next Steps Social Security Number: Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex Track > 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. www.socialsecurity.gov

Application Status

Social Security Card Application Social Security Online 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 March 2, 2009 Lorem ipsum onsectetuer adipiscing elit, sed diam Date of Submission: (30 Days Left to Complete Processing) nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim Contact Numbers: Toll-Free: 1-800-772-1213 veniam, quis nostrud exerci tation allamcorper TTY: 1-800-325-0778 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum onsectetuer adipiscing elit, Monday - Friday: 7:00 a.m. to 7:00 p.m EST sed diam nonummy nibh euismod tincidunt ut laoreet Except Federal Holidays dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation allamcorper Local Office: Social Security suscipit lobortis nisl ut aliquip ex ea commodo Suite 100 consequat. 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









Next Steps

