

# **Supporting Statement B for Recovery Accountability and Transparency Board – Focus Groups and Usability Study**

## **Collections of Information Employing Statistical Methods**

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used.

**Total focus group participants: 100 (20 people in each of 5 markets)**

**Total usability testing participants: 64 (virtual testing)**

**The show-rate expectation is 100 percent. Participants will be average American citizens who provide a diverse community based on the following criteria:**

- **Registered voter**
- **Government-related activities**
- **Awareness of ARRA**
- **Internet usage**
- **Current work status/occupation**
- **Level of education**
- **Ethnicity**
- **Household income**
- **Disabilities**

*See attached Participant Screener*

2. Describe the procedures for the collection of information.

### ***Focus Groups***

**To “field” test Recovery.gov usability and design, qualitative research should be conducted, specifically focus groups that are a convenient sample of citizens that meet the criteria listed under B1. Sufficient focus groups will help engage audiences in a safe (non-threatening) environment, where – through dialogue, group dynamics and observation of tasks – we can understand how these individuals, from specific audience profiles, might use the website to meet their needs.**

**Ten in-person focus groups will be conducted in five geographically representative regions: Northeast, Southeast, Central/Midwest, Pacific Northwest, and Southwest.**

### ***Usability testing***

**Findings from the focus groups will be incorporated into tasks designed to validate users’ experiences interacting with Recovery.gov 2.0. Throughout the testing, the moderator will identify how quickly and easily website users navigate key interactive functionality/features and determine key content areas and features of**

**interest. Areas in need of adjustments including navigation, functionality, content, layout and design will be documented. Each participant will also be asked to provide recommendations to enhance user experience.**

**Initial testing, as covered in this document, will be used to evaluate the following:**

- **Basic user information location and retrieving**
- **Top-line navigation**
- **Aesthetics**
- **Economy, i.e. activity was worth the effort for reward achieved**
- **Total site architecture**
- **Data visualization components**

**All usability testing will be conducted remotely in order to gain national representation while minimizing travel costs. Respondents will include persons with perceptual (no vision, low vision, deaf) and motor impairments (speech and spinal).**

3. Describe methods to maximize response rates and to deal with issues of non-response.

**A participant screener will ensure focus group participants are within the specified audiences of concern for website success. Participants, except where not allowed for legal or ethical reasons, will receive an industry standard stipend delivered by check for \$75 each or \$40 each, upon completion of the focus group or usability testing session, respectively.**

4. Describe any tests of procedures or methods to be undertaken.

**The procedures and methods used are based on industry standards for web focus groups and usability testing. There are no written tests. In moderator-guided sessions, members of the groups will discuss feelings, reactions, attitudes, and ideas related to the design and usability of Recovery.gov 2.0.**

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

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