Service Channeling Guide Questions
07.29.10

Home Page Analysis:

1) Does the user understand what we mean by "Get Services," and "Explore Topics?" If not, what should we call these options?

2) Should we even use the options "Get Services" and "Explore Topics?" Is there some other way we should classify the choices? Or, should we not divide them at all, just put them all together?

3) Would the user be attracted to the SCG right off to get the answer to his/her need, or would he/she start off by going somewhere else on the home page? (i.e., Search, big blue middle buttons, FAQs, other) If they would go somewhere else first, where? Why?

4) If the SCG does not grab the user's attention on the Home Page, how could we make it stand out more?

Overall Impressions

5) Did you like the SCG?

6) If not, what didn't you like about it?

7) What did you like about it?

8) How can we make it better?

9) Would you like to see more choices? Less? Why or why not?

10) Would you tell friends about it?

11) Would you recommend it?

12) After using the SCG, would you go on the Internet next time you need something from SSA rather than calling us or visiting a field office? Why or why not?