**Redesigned Social Security Home Page**

**Focus Group/Bulletin Board**

**Discussion Questions**

1) First impressions

* What is the very first thing you notice on this page?
* What are the first three areas or links that your eyes are drawn to?
* Based on what you see on this page, which areas or links do you think the Social Security Administration considers most important?
* In general, what are your first impressions of the website.

2) Overall appearance of the home page

* What is the initial reaction to the new home page?
* Are there any concerns regarding the overall design of the home page?
* Does the home page appear to be that of an official government site?
* What do users think of the colors on the home page?
* Does the site appear to meet likely task and informational needs?
* If users have visited socialsecurity.gov before, what are their impressions of the changes?

2) Content on the home page

(7 bars across the top)

* Do the 7 tabs across the top draw attention?
* Is the amount of information presented on the home page too much, too little or about right?
* Is the information on the home page what you would expect to find?
* Is there information you would expect to find on our home page that is not there?

3) Navigation

* Are there problems with navigation on the home page?
* If a visitor is currently receiving benefits did he/she readily find the "already receiving benefits" page?
* Are the descriptions of the links in “Top Services” (left column) clear and understandable when navigating for specific information?
* Are the tabs/labels at the top of the page helpful?

4) Recommendations

* Is there information on the home page that should be omitted?

Is there information on the home page that could be worded differently to make it more clear and understandable?

***We will use the Paperwork Reduction Act statement below with each of these surveys:***

**Paperwork Reduction Act Statement** - This focus group, 0960-0526, meets the requirements of 44 U.S.C. § 3507, as amended by section 2 of the Paperwork Reduction Act of 1995.  We estimate that it will take about 120 minutes to read the instructions, gather the facts, and answer the questions.  ***Send only comments relating to our time estimate abo****ve to*:  *SSA*, *6401 Security Blvd, Baltimore, MD  21235-6401.*