

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 above to: SSA, 6401 Security Blvd, Baltimore, MD 21235-6401.***