

# 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	<ul style="list-style-type: none"> <li>• Robustness of home page labeling and pathing</li> <li>• Initial reaction to entry page language and layout</li> </ul>
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	<ul style="list-style-type: none"> <li>• User orientation in the system</li> <li>• Labels and label proximity to fields</li> <li>• General usability, instruction, visibility and comprehension</li> </ul>
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	<ul style="list-style-type: none"> <li>• User orientation in the system</li> <li>• Labels and label proximity to fields</li> <li>• General usability</li> <li>• Instruction visibility and comprehension</li> </ul>

#	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	<ul style="list-style-type: none"> <li>• Error visibility and handling</li> </ul>
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	<ul style="list-style-type: none"> <li>• Response to notice about mismatch</li> </ul>
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	<ul style="list-style-type: none"> <li>• Response to notice about mismatch</li> </ul>
6	Tracking —	You have submitted your application but would like to check the status. Please walk us through that process.	N/A	<ul style="list-style-type: none"> <li>• User orientation in the system</li> <li>• Labels and label proximity to fields</li> <li>• General usability</li> </ul>
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	<ul style="list-style-type: none"> <li>• Instruction comprehension</li> <li>• User stamina for reading</li> <li>• Reaction at end of system</li> </ul>

**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 could 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 could not 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 Paperwork Reduction Act of 1995. 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**

Eu feugiat nulla facilisis at vero eros et accumsan. Use our [tracking system](#) to check the status of a submitted application.

#### Apply or Track

▼ **Apply for your card**

**Quick Start**

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**Are you applying for yourself?**  Yes  No

**Does the applicant have a Social Security number?**  Yes  No

Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptat [Paperwork and Privacy Act](#)

**Apply >**

▶ **Track the status of your application**

www.socialsecurity.gov

## Welcome Screen (on track status click)

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**

Eu feugiat nulla facilisis at vero eros et accumsan. Use our tracking system to check the status of a submitted application.

#### Apply or Track

▶ **Apply for your card**

▼ **Track the status of your application**

Track your status. Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

**Confirmation Number:**

**Social Security Number:**

**Track >**

www.socialsecurity.gov

# Application Status

## Social Security Online Social Security Card Application

www.socialsecurity.gov



### Application Status

Print

<b>Applicant Name:</b> Sheila Marie Green	<b>Status:</b> <b>Your Application is Being Processed</b>
<b>Application Type:</b> Social Security Card	<b>Instructions to Applicant</b> Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation allamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation allamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
<b>Date of Submission:</b> March 2, 2009 (30 Days Left to Complete Processing)	
<b>Contact Numbers:</b> Toll-Free: 1-800-772-1213 TTY: 1-800-325-0778 Monday - Friday: 7:00 a.m. to 7:00 p.m EST Except <a href="#">Federal Holidays</a>	
<b>Local Office:</b> Social Security Suite 100 5 Park Center Court Owings Mills, MD 21117 <a href="#">Office Locator</a>	
<b>Office Hours:</b> Monday - Friday: 8:30 a.m. to 3:30 p.m Except <a href="#">Federal Holidays</a>	

Exit >

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# Section 1

Social Security Online **Social Security Card Application**

www.socialsecurity.gov

**Section 1** | Section 2 | Section 3 | Review & Submit | Next Steps

 **Section 1** [< Back](#) [Next >](#)

**Please provide your name and relationship to the Applicant.**

First  Middle  Last  Suffix  Relationship to the Applicant

**Name of Applicant (To be shown on card)**

First  Middle  Last  Suffix  Was this name used at birth?  Yes  No

**What was the Applicant's full name at birth?**

First  Middle  Last  Suffix

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**Has the Applicant ever used any other name(s) on a Social Security card?**

Yes  No

Enter the other name(s) used on any prior Social Security card(s). [\[More info\]](#)

First  Middle  Last  Suffix

First  Middle  Last  Suffix  [Remove Name](#)

First  Middle  Last  Suffix  [Remove Name](#)

I am finished adding names

**Select the name that is shown on the current Social Security card**


Names List

- Sheila Marie Green
- Marie Julia Simmons
- Sheila Marie Duke
- Marie Sheila Simmons
- Julia Lynn Simmons

[< Back](#) [Cancel](#) [Next >](#)


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## Section 2

Social Security Online **Social Security Card Application** 

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**Section 1**  **Section 2**  **Section 3**  **Review & Submit**  **Next Steps**

 **Section 2**

**Applicant's Social Security Number**  
(xxx-xx-xxxx)

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**What is the Applicant's date of birth?**  
Month  Day  Year

Has a different date of birth been used on an earlier Social Security card application?  Yes  No

**Enter the date of birth used on an earlier application.**  
Month  Day  Year

---

**Was the Applicant born in the United States or a U.S. Territory or Commonwealth?**  
 Yes  No

City  State

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**Which best describes the citizenship of the Applicant?**  
 U.S. Citizen  Legal Alien allowed to work  Legal Alien not allowed to work  Other

---

**The Applicant's mailing address is of what type?** [More info](#)  
 U.S.  Foreign or  Military

Enter your mailing address.

Street Address 1

Street Address 2  (Optional)

Street Address 3  (Optional)

Street Address 4  (Optional)

City  State  Zip Code  -  + 4 (Optional)

---

**Which best describes the Applicant's daytime phone number?**  
 U.S.  Foreign  None  
(xxx-xxx-xxxx)


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## Section 3

Social Security Online **Social Security Card Application**

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Section 1  Section 2  **Section 3** Review & Submit Next Steps

 **Section 3**

**What is the Applicant's gender?**

Gender

Male  Female

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**Family History**

Enter the names of your parents. [Don't know your parent's name?](#)

**Mother's name at her birth**  Unknown

First  Middle  Last  Suffix

**Father's name at birth**  Unknown

First  Middle  Last  Suffix

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**Race and Ethnicity**

**Providing race/ethnicity information is voluntary** and is requested for informational and statistical purposes only. Your choice whether to answer or not does not affect decisions we make on your application. If you do provide this information, we will treat it very carefully.

**Is the Applicant Hispanic or Latino?**

Yes  No

**What is the Applicant's race?**

Alaska Native  Black/African American  Other Pacific Islander

American Indian  Asian  Native Hawaiian

White


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## Section 3

Social Security Online **Social Security Card Application** 

www.socialsecurity.gov

Section 1  Section 2  Section 3  **Review & Submit** Next Steps

 **Review & Submit**

This page shows all of the questions and answers you have provided. If you need to make changes, select the "Edit" link to return to that part of the application.

**Section 1**  Choose item(s) to edit then select Edit Information

Your Name:	<input type="checkbox"/> Mortimer James Duke
Relationship to Applicant:	<input type="checkbox"/> Legal Guardian
Name to be Shown on Card:	<input type="checkbox"/> Sheila Marie Green
Full Name at Birth:	<input type="checkbox"/> Marie Julia Simmons
Other Name(s) Used:	<input type="checkbox"/> Marie Sheila Simmons Sheila Marie Simmons
Name on Most Recent Card:	<input type="checkbox"/> Sheila Marie Duke

**Section 2**  Choose item(s) to edit then select Edit Information

SSN:	<input type="checkbox"/> 123-45-6789
Date of Birth:	<input type="checkbox"/> 01/01/1960
Date of Birth Used on Earlier Application:	<input type="checkbox"/> N/A
Place of Birth:	<input type="checkbox"/> Baltimore, Maryland
Citizenship:	<input type="checkbox"/> U.S. Citizen
Address:	<input type="checkbox"/> 1234 Anywhere Road, Herndon, VA 20171
Daytime Phone:	<input type="checkbox"/> 555-555-5000

**Section 3**  Choose item(s) to edit then select Edit Information

Gender:	<input type="checkbox"/> Female
Mother's Name at Her Birth:	<input type="checkbox"/> Mary Joan Adams
Father's Name at His Birth:	<input type="checkbox"/> John Henry Simmons
Race/Ethnicity:	<input type="checkbox"/> American Indian

**Terms & Conditions**  
Sample condition text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

I have read and agree with the Terms & Conditions above.

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## Next Steps

Social Security Online **Social Security Card Application**

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Section 1  Section 2  Section 3  Review & Submit  **Next Steps**

 **Next Steps**

 [Print this page](#)

Thank you! You have successfully completed the online application for your replacement Social Security card.

**You can expect your new card to arrive in <X - Y> business days.**

**Your confirmation number is:**

**A123BC456D**

This confirmation number may be used to track the status of your application...

[Exit >](#)

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