

Final tasks for 3Q2012_Cycle 2 Enhancements Usability Studies - 6/06/12 version

	Enhancement	Targeted User Segment	Task	Where to Start From?	Success Criteria	Mockups
1.	Re-design Main Page	Extractor	You are very comfortable with Census Data. You want to get the most recent and entire Decennial dataset onto your computer. How would you do this?	Main Page	Download Center	
2.	Re-design Main Page and Data Finder	Manipulator, Portrayer, Extractor	You are interested in finding the most recent estimate on the number of men in poverty for a paper you are working on. How would you find this information?	Main Page		
3.	Re-design Main Page and Community Facts	All	You are looking for information on household income in Nebraska, how do you find it?	Main Page		
4.	Re-design Main Page	Manipulator, Portrayer	You want information on all the census tracts in Alabama for 2000. Where would you find this?	Main Page		
5.	Community Facts and DataFinder	Surfer, Portrayer	You're looking for the population of Monroe County, Florida in 2009. How would you find this information?	Main Page		
5b	Community Facts and DataFinder	Surfer, Portrayer	Now you would like to compare this to the population of Monroe County, Florida in 2010. How would you find this information?	Monroe County, Florida Community Facts Page		
6.	Community Facts and DataFinder	Portrayer	You're moving to Monroe County, Florida and are looking for more information about the average age of	Main Page		

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			people living in that county.			
7.	Express Download II	Extractor, Manipulator	When asking a friend for information on Disabled Veterans your friend suggested looking at table B21100. Find this table.	Main Page		
8.	Geography Assistant II	Portrayer, Manipulator	You want to know the total population in in the Northeast region of the US.	Geography Overlay List Tab OR Main Page		
9.	Navigation Wizard	All	You want information on the number of people with a college education in Poughkeepsie city, NY. You'd like assistance in finding this information. Where do you look?	Main Page		
9b	Navigation Wizard	All	After looking at the table for college education you decided that you wanted to look at income as well. How would you results that include college education in Poughkeepsie city, NY and income?	Wizard		
9c	Navigation Wizard	All	You now have the top ten results for Income but you want to see all results matching the selections you made. What would you do? Probe: "You realize this doesn't include what you are	Wizard Results page		

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			looking for, what would you do?"			
10.	Navigation Wizard	All	You want information on the number of African Americans between the ages of 18 to 25. You would like assistance in finding this information. Where do you look?	Main Page (or Wizard page)		
11.	Navigation Wizard	Extractor Manipulator	You work for bank providing farmers with loans. You would like information on the number of poultry farms in the United States. Since you are unfamiliar with the website you would like assistance finding this information. Where would you look?	Main Page		
12.	News & Notes	Extractor Manipulator	You want to learn when population estimate for your county will come out. Where would you look?	Main Page		
13.	News & Notes	Extractor Manipulator	You noticed that American FactFinder looks different from when you used it last week. Find out what changed.	Main Page		