The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). As part of the Statistics in Schools Project for the Census Bureau, we will be conducting in-person usability interviews to determine whether proposed design and navigation changes to Statistics in Schools website resonates with users. These changes are intended to make the Statistics in Schools website easier to navigate by organizing content under specific topical domains and standardizing page formatting.

In August and September 2012, a Census Bureau contractor (Accenture) plans to conduct no more than 25 interviews in the DC metropolitan area. We will target potential Statistics in School users, including teachers, professors, middle- and high-school students, college students and parents to serve as participants. Participants will be recruited through professional networks. An email will be sent to teachers in the network area asking for participation for teachers, students and parents in the study. College professors and students will be recruited through professional networks at the Census. Testing will occur on site at local DC area schools as well as the Census Bureau usability lab.

The Test Participant will complete a Pre-session questionnaire designed to gauge his/her familiarity with the Internet. He/she will also sign a consent form that will provide important information regarding disclosure and recording of information from the test.

The Facilitator will make introductions, and then go over the purpose, agenda, and ground rules of the session. With participants' permission, we plan to record the session with Morae Usability Software to capture video, audio, on-screen activity, and keyboard/mouse input and Morae Observer will take real-time notes on user comments about the prototype.

During the usability test session the Participant will be asked five questions about the homepage and what they would expect to find in each content bucket. They will then be asked to complete the test scenarios in the interactive prototype. The target is for each participant to complete all scenarios in the allotted time.

After the Participant has completed the test scenarios, he/she will be asked to complete a Post-Session Questionnaire (System User Survey). The Facilitator will thank the Participant for participating. There will then be time for any participant questions still outstanding and then the usability test will be complete.

Respondents will be informed that the information they provide is confidential and will be seen only by Contractor and Census Bureau staff involved in the usability study. All results reported will be at a summary level and will not disclose any personal information. Participants will be recruited on a volunteer basis and will not be compensated for their time. Minor students who do not have parental consent will not be allowed to participate in the study. Consent forms are enclosed for adult respondents, minor respondents, and parents of minor respondents.

The Statistics in Schools wireframes, the pre-session questionnaire, the post-session questionnaire, and the protocol including test scenarios are also enclosed.

On average, interviews will take one hour. Thus, our estimate of the maximum burden time for

this research is 25 hours.

The contact person for questions regarding data collection and statistical aspects of the design of this research is listed below:

Alexandra Figueroa
Center for New Media and Promotions
8H490F
U.S. Census Bureau
Washington, DC 20233
301-763-3491
Alexandra.Figueroa@census.gov