

**Treasury.gov
Usability Testing
Revised September 14, 2011**

Record Gender: recruit a mix

Male

Female

NAME

ADDRESS

CITY/STATE/ZIP

HOME PHONE

WORK PHONE

FAX

E-MAIL

RECRUITED BY

DATE

CONFIRMED BY

DATE

PROJECT OVERVIEW

Treasury.gov

- Recruit 10 remote usability testing sessions for at least 8 to complete; recruit from a nationwide sample—Recruit no more than 3 respondents per state to ensure a solid geographic mix
- Target audience segments will include the following:

Primary Targets: (Recruit 7-8)

- Task-Driven Citizen
- Individual Investor
- Financial Institution Analysts and Managers
- Business (especially Compliance Officers, travel industry, and small business)

Secondary Targets (Recruit 3-4)

- Academic Economists and Researchers
- Students and Teachers
- Press / Media
- Government Affairs Professional

And will represent a mix of ethnicity, employment status, gender, age, education level, U.S. born vs. foreign born and English as primary/secondary languages.

Recruiting notes:

Recruit at least 1 in-person 508 compliance interview

Recruiting activities will be compliant with national do not call list registry and list management.

1. When was the last time, if ever, you participated in a market research study either at our facility or for another research company? (DO NOT READ)

- | | | |
|-----------------------------|---|------------|
| a. Within the past 6 months | 1 | TERMINATE |
| b. Longer than 6 months ago | 2 | ASK Q2a/2b |
| c. Never | 3 | SKIP TO Q3 |

If within the past 6 months, terminate

2a. How many market research group discussions have you ever participated in? _____

2b. How many market research one-on-one, in-depth interviews have you ever participated in? _____

If more than 3 focus groups or one-on-one interviews ever, terminate

3. Which of the following categories includes your age? (READ) Recruit a mix.

- | | | |
|-------------|---|-----------|
| a. Under 18 | 1 | TERMINATE |
| b. 18-24 | 2 | CONTINUE |
| c. 25-34 | 3 | CONTINUE |
| d. 35-45 | 4 | CONTINUE |
| e. 45-54 | 5 | CONTINUE |
| f. 55-64 | 6 | CONTINUE |
| g. 65+ | 7 | CONTINUE |

4. Which of the following best describes your current residency status? Recruit a Mix

- | | | |
|------------------------------------|---|-----------|
| a. I am a U.S. Citizen | 1 | CONTINUE |
| b. I am a Naturalized U.S. Citizen | 2 | CONTINUE |
| c. I am not a U.S. Citizen | 3 | TERMINATE |

5. What languages are spoken in your home? _____ Recruit a mix of English only and bilingual households

6. Are you a registered voter?

- | | | |
|--------|---|----------|
| a. Yes | 1 | CONTINUE |
| b. No | 2 | CONTINUE |

7. Do you use the internet?

- | | | |
|--------|---|----------------------|
| a. Yes | 1 | CONTINUE |
| b. No | 2 | CONTINUE, SKIP TO 12 |

8. If Yes, where do you access the internet?

- | | | |
|-------------------------------------|---|----------|
| a. Work | 1 | CONTINUE |
| b. Home | 2 | CONTINUE |
| c. Library | 3 | CONTINUE |
| d. Pay per use (e.g. internet café) | 4 | CONTINUE |

9. On a scale from 1 to 10, where 1=not very comfortable and 10=very comfortable, how comfortable are you with using the Internet? _____ (Recruit a mix.)

10. Which of the following government websites have you ever visited?

- | | | |
|--------------------|---|----------|
| a. IRS.gov | 1 | CONTINUE |
| b. WhiteHouse.gov | 2 | CONTINUE |
| c. Recovery.gov | 3 | CONTINUE |
| d. Weather.gov | 4 | CONTINUE |
| e. Census2010.gov | 5 | CONTINUE |
| f. Data.gov | 6 | CONTINUE |
| g. Treasury.gov | 7 | CONTINUE |
| h. Other (specify) | 9 | CONTINUE |

The following questions are intended to ensure we get a wide variety of respondents represented in our research study.

11. Which of the following tasks have you ever completed on a government website? That is conducted a search/completed tasks on a website ending with the domain extension, .gov?

Note to recruiter: If respondents select A-H—they will qualify for task driven citizen and potentially one of the other sub-targets such as, individual investor, or prospective employee

- a. Filed your own tax return online
 - b. Looked for tax forms or instructions.
 - c. Filed a fraud or scam complaint or a report of a suspicious email.
 - d. Have researched information pertaining to a deceased person's assets or estate.
 - e. Have tried to submit an idea for improving a government program or service.
 - f. Searched for government auctions selling surplus, seized or forfeited cars or property.
 - g. Renewed a passport or drivers license.
 - h. Tried to resolve an issue with a government issued check or refund
 - i. Purchased stamps
 - j. Looked up ways to tell if a bill or check is counterfeit.
 - k. Searched job opportunities and/or applied for a position with a government agency
 - l. Researched how government money is spent.
 - m. Have purchased or investments online
 - n. looked up government contact information to resolve an issue
 - o. I have not conducted any task using a government website but I am open to it.—
- Continue as general public quota**
- o. I have not conducted any task using a government website and I don't have any interest
- Terminate**

12. Which of the following best describes your current work status or occupation? (READ)
Recruit a mix.)

- a. Professional/Executive/Owner
- b. White Collar/ Administrative/ Clerical
- c. Blue Collar/ Service/ Manufacturing
- d. Part Time Work Outside of the Home
- e. Stay at Home Full Time/Do Not Work
- f. Unemployed/Looking for Work
- g. Student
- h. Retired
- i. Other_____ (Record verbatim, do not read.)
- j. Do Not Know (Do not read.)
- k. Refused (Do not read.)

If A-D ask:

13. What is your current job title or if you are unemployed what was your last job title?

14. What is the name of your current employer? _____

16. Which of the following best describes your last level of education completed? (READ. Data collection purposes only.)

- | | | |
|---------------------------|---|----------|
| a. No high school diploma | 1 | CONTINUE |
| b. High School | 2 | CONTINUE |
| c. Associate's Degree | 3 | CONTINUE |
| d. Bachelor's Degree | 4 | CONTINUE |
| e. Masters Degree | 5 | CONTINUE |
| f. JD/PhD/MD | 6 | CONTINUE |
| g. Post Doctorate | 7 | CONTINUE |

16. Are you Hispanic or Latino origin?

- | | | |
|--------|----|----------|
| a. Yes | 1 | CONTINUE |
| b. No | 2. | CONTINUE |

What is your race? Please select on or more. (READ. Recruit a mix.)

- | | | |
|--|---|----------|
| a. White | 1 | CONTINUE |
| b. Black or African American | 2 | CONTINUE |
| c. Asian | 3 | CONTINUE |
| d. Native Hawaiian or other Pacific Islander | 4 | CONTINUE |
| e. American Indian or Alaska Native | 6 | CONTINUE |

17. For classification purposes only, please tell me into which of the following categories your TOTAL HOUSEHOLD income falls *before taxes*? (READ LIST. RECRUIT A MIX)

- | | | |
|------------------------------------|---|----------|
| a. Under \$35,000 | 1 | CONTINUE |
| b. Between \$35,000 and \$49,999 | 2 | CONTINUE |
| c. Between \$50,000 and \$74,999 | 3 | CONTINUE |
| d. Between \$75,000 and \$99,999 | 4 | CONTINUE |
| e. Between \$100,000 and \$149,999 | 5 | CONTINUE |
| f. Over \$150,000 | 6 | CONTINUE |
| g. Refused | 7 | CONTINUE |

Invitation

We would like to invite you to participate in a remote prototype test regarding government websites on [insert date and time]. The session will last approximately 1 hour. For your participation we will pay you [insert incentive amount] Does this sound like something you would be interested in participating in?

- | | |
|-------------|------------------|
| a. Yes..... | CONTINUE |
| b. No..... | TERMINATE |

I want to make it clear that this is neither a recruiting nor sales event. It is only for market research purposes to gauge your reactions to a government website

This is a remote prototype test. You will be able to log in from any computer with internet access using the minimum technical requirements:

Requirements:

- **Operating System:** Microsoft Windows 2000, Windows XP and Windows Vista*
- **Web Browser:** Internet Explorer 5.0 or later, Firefox 1.0 or later
- **Hardware:** 400 MHz Pentium II, 256 MB RAM, 16 MB video card memory
- Enabling Java script is recommended

Recruiter: confirm respondent's computer meets minimum requirements.

We are investing a great deal of time and effort to coordinate this research study. Your participation and attendance is vital to the success of our study. If for any reason, you are unable to attend the focus group/usability testing session, please notify us in advance so we may find a replacement.

Get mailing address, fax number or email address to send confirmation information.

We are counting on your attendance. If an emergency does arise, it is *imperative* that you call us immediately at XXX as we will need to find your replacement as soon as possible. You will receive 2 calls confirming your attendance. The first call will be 3-4 days after you are recruited and we will need to re-ask you some of the screening questions. You will also receive a final call to confirm the day before your scheduled appointment. We do need to speak with you on each of these occasions, and we appreciate your prompt return calls.

Do you have any objection to us placing the 2 calls to confirm your information and attendance?

YES TERMINATE

NO CONTINUE

Send log-in information and instructions for remote prototype testing.