

Overview of Participant Recruiting Approach for Rock Creek/EBSA Round 2 Study

UserWorks, Inc. will recruit 12 compliance assistants and 9 researchers from our nationwide database of opt-in volunteers to participate in the study. Individuals interested in participating in the study will click on the Survey Monkey link and answer a series of screening questions. We will review the responses, pick the people who best fit the selection criteria for the study, and call them to invite them to participate in the study. On this call we will verify their responses to the screening questionnaire as needed, explain the requirements of the study, and get their commitment to participate.

Announcement Email Containing Link to Screening Questionnaire

The following is the proposed announcement email. The link to the screening questionnaire is live and can be followed (although this announcement email has not yet been sent).

Subject Line: Participants Needed for Paid Study Regarding Employee Benefits Professionals

UserWorks, Inc., a user experience design and usability research firm, is seeking participants for a research activity pertaining to a government website related to employee benefits, such as health insurance and retirement plans.

This research activity will be completed online in two separate activities, on two separate days. For each you may complete the activity at any time of day that is convenient for you. Each online activity will take approximately 20 minutes to complete. The first online activity will be available from June 24 through June 26, 2013. The second activity will be available from June 30 through July 3, 2013.

Participants will receive a \$75 gift certificate to Amazon.com upon completion of their second activity.

PLEASE FORWARD THIS EMAIL TO ANYONE YOU KNOW WHO MAY BE INTERESTED IN PARTICIPATING IN THIS STUDY.

WHO:

- Employee Benefits Specialists
- Compliance Assistants
- Retirement Plan Administrators
- ERISA Attorneys & Paralegals
- Third Party Administrators (TPAs)
- Researchers who study employee benefits
- Press & Media who write about employee benefits
- Advocacy Groups for employee benefits
- Professional Bloggers who write about employee benefits

WHAT:

- Two 20-minute online activities to help in the redesign of a government website

WHEN:

- These two online activities will need to be completed between June 24-26, 2013 and between June 30-July 3, 2013

WHERE:

- Remotely from the comfort of your home or office. You must have access to a high-speed Internet connection & a laptop or desktop computer.

If you are interested in participating, please click on the link below and answer a few brief questions so we can determine if you qualify. Your answers will be treated as confidential. Neither your name nor email address will be associated with your responses nor shared with anyone else.

(If you are unable to click on the link below, simply copy and paste this URL into your browser.)

NOTE: *If you click on the link and are unable to access the questions, please wait about 1 hour and try again.*

<http://www.surveymonkey.com/s/P6GH6MT>

Thank you for your continued interest in participating in usability studies and focus groups.

You are receiving this message because you signed up to be in our participant database and receive notices about upcoming usability studies and focus groups. For more information about UserWorks, Inc., a Silver Spring, Maryland-based user experience design and usability research company, visit our Web site at www.UserWorks.com.

To update your profile, please go to:

<http://projects.userworks.com/update/> where you can request a login to access your profile.

To be removed from our database, please click on this URL or copy and paste it into your browser:

<http://projects.userworks.com/p/removeuser.asp>

We are now on Facebook and Twitter!