

SSA's online Authentication System
Triad Discussion Guide (After Usability Session)

I. Introduction/ Welcome

- Good morning/afternoon/evening. My name is Arlen, and I will be moderating our session today. I am employed by ICF Macro, a research firm located near Washington, DC. We have been hired by the Social Security Administration to moderate this discussion. You have been invited here because the Social Security Administration is interested in hearing your opinions about a new application that they will be making available to individuals seeking to conduct business online with SSA.
- SSA will use the findings from this discussion to enhance their online authentication system. Your opinions are very valuable to us.
- To help make our session run as smoothly as possible, I'd like to review some ground rules for our discussion.
 - ✓ Please speak just one at a time so everyone has a chance to participate.
 - ✓ Don't engage in side conversations-- we need for everyone to hear what the others are saying and for everything that's said to be heard easily on the tape.
 - ✓ Participation -- we would like to hear from everyone in the group, but you don't have to answer every question.
 - ✓ No evaluation -- there are no right and wrong answers. We expect differences in how people see things, and we need to know about these differences.
 - ✓ Feel free to disagree or question each other. The purpose of a group session is for us to learn things in group interaction that we don't get out of one-on-one discussions. If someone says something you disagree with, please let us know.
 - ✓ As I mentioned before, some observers are present behind the one-way mirror. They want to hear what you have to say about the topics we'll discuss, but we don't want you to feel constrained by their presence. As I said, everything you say here today will be confidential.
 - ✓ If anyone needs to use the restroom, they are located (specify). There is no need to stop the discussion.
 - ✓ Your participation is voluntary. Therefore, at any point in time you may leave the room.
 - ✓ If you have a cell phone, please turn it off or set to vibrate.
 - ✓ We estimate that our discussion will last about 45 minutes.

Do you have any questions before we get started?

Before we begin, I want to let you know that I'm not expert on Social Security and the authentication service that can be used by individuals who want to conduct business online with the Social Security Administration. My job as a moderator is to:

- Help guide the flow of our discussion
- Make sure everyone's comments are heard
- Ensure that we cover all the questions I have in this guide.

II. Self Intros and Icebreaker

Let's begin with introductions. Please introduce yourself – your first name only – and tell me how you generally search for information on the Internet?

Probe: Google, Yahoo

III. Adoption & Self-Service

Earlier when you came here today, you had an opportunity to create an online account with Social Security.

1. On a scale of 1 to 5, 1 being did not support at all and 5 being supported very well, how well did the screens support the task that you were asked to perform?

Probe: Please explain.

2. On a scale of 1 to 5, 1 being very difficult and 5 being very easy, how difficult or easy were the screens to use?

Probe: Please explain.

3a. Did you see the Terms of Service page? Yes/No.

If yes, probe: What do you recall about this page? Did you think that it was easy or difficult to understand? **Probe:** Please explain.

3b. Did you see the Privacy and Security page? Yes/No.

If yes, probe: What do you recall about this page? Did you think that it was easy or difficult to understand? **Probe:** Please explain.

3c. Did you see any other content on the screens other than the questions and instructions that you would like to provide feedback on?

4. On a scale of 1 to 5, 1 being very difficult and 5 being very easy, how difficult or easy was it to move through the screens?

Probe: Please explain.

5. On a scale of 1 to 5, 1 being very difficult and 5 being very easy, how understandable were the terminologies?

Probe: Please explain.

6. On a scale of 1 to 5, 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with the speed at which you can complete tasks?

Probe: Please explain.

7. On a scale of 1 to 5, 1 being very difficult and 5 being very easy, how difficult or easy was it to find information you needed?

Probe: Please explain.

8. On a scale of 1 to 5, 1 being not at all confident and 5 being very confident, how confident did you feel using this application?

Probe: Please explain.

9. How did your experience today compare with your experiences creating other online accounts?

11a. Was your experience today easier or harder?

11b. Can you describe what some of the differences were?

10. Did you notice that Social Security partnered with another company to verify information?

10a. For those who did notice, what did you think about that?

10b. Do you recall the name of the company?

11. What was your first impression of MySocialSecurity?

12. Were you able to find the information about your benefit estimates and your earnings history?

13. Has anyone ever received the Social Security Statement by USPS mail?

For those who have not, please tell us which age group do you belong?

25 and below

25 and above

For those who have, how often did you receive it?

14. Now that you have seen the new online statement, which would you rather receive, the Electronic or Paper version?
 - o Why?
15. What did you think about the option to change the way you receive the statement- from paper to electronic (for those 60 and above)?
16. Now that you have seen MySocialSecurity, what additional features (services or information) would you like to see on MySocialSecurity in the future?
17. Would you recommend it to someone else?
18. Would you return to see your statement again or to look for new service?

IV. False Close

As I mentioned earlier, there are some observers watching our discussion. I'm going to step out of the room for a minute and see if there are any other questions they would like me to ask.

V. Recommendations/ Suggestions

14. Before we close, does anyone have any other recommendations/suggestions that you would like to share about the authentication system you saw today?

VI. Paperwork Reduction Act Statement

Moderator will read to participants: Paperwork Reduction Act Statement – This focus group, cleared under OMB No. 0960-0788, meets the requirements of 44 U.S.C. § 3507, as amended by section 2 of the Paperwork Reduction Act of 1995. Participation in this activity is voluntary. We estimate that it will take approximately 1.75 hours to complete. If you would like to comment on our time estimate, please send your comments to SSA, 6401 Security Blvd, Baltimore, MD 21235-6401.