



## Electronic Bulletin Board Discussion Guide

5/31/2013

Topic: SSA's Billboard and Posters (BOPA)

### Welcome

Welcome, everyone! My name is Lisa and I will be the moderator for the discussion that will take place over the next three days. My colleague, Edwin, will also be working closely with me to make sure our discussion goes as smoothly as possible.

Over the next **two** days, you will have the opportunity to react to and offer feedback on samples of outreach material for Social Security Administration's online services. We are hoping the designs will promote awareness and a "call to action"...to retire online. We believe you are well positioned to help us.

- Are there any questions before we get started?

### Self Introductions/Icebreaker

Let's take a moment now to get to know one another. Please share your favorite television commercial..

Thanks for all of your input, now let's begin the discussion

#### I. DISCUSSION

### Look and Feel

Social Security has developed a few promotional advertisements to promote our online services/website and today we're going to take a look at a few prototypes/samples and I want to get your feedback and impressions.

1. Before we get started, what kinds of promotional ads do you recall seeing that left a lasting impression with you?
  
2. Do you recall seeing any advertisements for SSA?
  - If yes, where?

## Scenarios: Posters/Advertisements

Now I am going to show you a few ads and I want to get your feedback on each.

### Advertisement #1:

1. What is your overall impression of the ad?
2. What do you think about the
  - a. color scheme
  - b. design
  - c. look and feel
  - d. ease of reading (both font style and size)
3. At first glance, does the ad draw your attention?
  - If yes, what aspects drew your attention?
  - If no, what changes to the ad might help?
2. What does the ad want you to do?
3. Before you saw this ad, did you know you could apply online for Social Security retirement benefits?
4. Did the ad convey the message to you that you can apply online for your Social Security retirement benefits?

- a.      Absolutely      5      4      3      2  
         1                      Absolutely no
5. Is the language easy to read?
  6. Does this look like an official government ad?
  7. Do you have any suggestions for this ad?

*Moderator will show 4-5 more samples and ask the same questions.*

Feel free to log back on throughout the day and check for feedback

Great! Thank you so much for your feedback! Again, tomorrow I will share the URL and you'll use your phone to do some navigation of the site. The questions will be ready at 6:00 a.m . EST.

If your schedule allows, please check back in from time to time today to see and react to other participant responses.

See you tomorrow!

## Day 2

### Impact

1. Do you think you the public will pay attention to these ads?
2. How helpful do you think this ad will be for you or your friends?
3. What promotional material (actual or as future improvements) would be most useful to you or other members of the public?

### Conclusion and Thanks

We've reached the end of our discussion. Thank you so much for your time in this research activity. Your feedback is most valuable, as we continue to make improvements before its release. At this time, please feel free to share any additional thoughts for improvement. Otherwise, thank you for your time and be on the lookout for the new billboards soon!

One last reminder: if your schedule allows, please check back in from time to time today to see other participant responses, as well as to check for any follow up questions I may post. Thanks!

**Please read to participants:**

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