UNITED STATES MINT
WEBSITE USABILITY TESTING/FOCUS GROUPS
11/14/2011

Purpose of the Research

The purpose of the research is to collect information from United States Mint customers and non-customers about their opinions concerning usability of the Mint's Website. The United States Mint plans to conduct qualitative research (i.e., focus group interviews) to assess performance of the United States Mint website and identify specific enhancement opportunities that will improve satisfaction and/or usage propensity.

Qualitative Research Topic Outline

The topics planned for discussion are:

1. User impressions of the website.

2. Website scenarios/tasks.

3. Questions during website tasks (if applicable).

4. Follow-up questions to website tasks.

5. Overall reactions to using the website.

6. User ratings of satisfaction after using the website.

Sample Design and Methodology

A total of no more than 96 web usability interviews (focus groups) will be conducted during the next 12 months. A small portion of the interviews will be conducted remotely (16), and the remainder of the interviews (80) will be conducted in three cities (8 in each city). All of the interviews will be conducted with a mix of United States Mint customers and non-customers.

Methods to Maximize Response Rates

We expect one out of every seven customers contacted will agree to participate in the study. Cities will be selected based on concentration of customers. By recruiting in cities with a higher number of United States Mint customers, the likelihood of participation increases. Appropriate screeners will be set up to guarantee selection of the right customers for the study. A monetary incentive will be offered. This is a common industry practice.

Estimate of the Burden Hours

The collection of information will involve up to 96 web usability interviews. A total of 96 respondents will participate in the focus groups. These focus group interviews are expected to last 60 minutes. Total estimated burden hours are:

	Web Usability Interviews - Annual
All respondents	96
Average interview minutes	60
Total estimated burden	**96**