Fleishman-Hillard

The Federal Trade Commission (FTC) Business Center - Moderator Guide: Small Business Owners

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Introductions & Background Questions (<5 Minutes)

Why are we here
I'd like to thank you for spending part of your day talking to us. We'll spend about an hour together. We work for a company called SPARK Experience Design and we are helping our client to improve their website in order to make it more helpful and easier to use.

Some ground rules
I want to mention a few ground rules before we get started.

Everything you share with us today will be completely anonymous. We promise not to attribute anything you say or write down with you personally. All information gathered in this process will be combined with other data to give us a big picture of what everyone had to say.

We want you to feel free to speak your mind. This isn't a test where there is a right or wrong answer. We are here to listen to what you have to say and talk about your opinions. You can ask questions at any time.

We will be recording the session for research purposes. We can't possibly remember everything that you say during the session, so we will be recording today's session. We promise not to share the recordings with anyone except those directly involved with this project.

Do you have any questions before we begin?
Great. Let's begin!

Getting to know you (10 mins)
I would like to find out more about you so that we can have a better understanding of how this website might help you.

Can you briefly describe your business? What services or products do you offer? Probe to check area: (i) Information Technology, (ii) Advertising & Marketing or (iii) Auto Industry.

You mentioned that some of the business compliance issues you deal with are _____. *(Read from list of issues participant mentioned.)* Could you tell me a little more about that?

What resources do you primarily use to look up information related to such business compliance issues on the web?

Home Page Evaluation (5 minutes)
Activity introduction
Next we are going to have a look at a website together and get your opinions on it.

Homepage

I'm going to pull up the webpage now and I would like you to tell me your first impressions, whatever comes to mind. You can feel free to scroll up and down on the page, but please refrain from clicking on anything right now.

Open browser and go to: http://business.ftc.gov/

Who is this website designed for?

What types of information do you think this site covers?

If you want to find information regarding 'telemarketing' where would you click?

If participant did not previously mention tag cloud, point at tag cloud and ask: What do you think about this section?

Where would you go to receive updates from this website? *Probe to see if participant notices "Get Business Center Blog Email Updates" in the carousel.*

Would you trust this website to offer credible information? Which aspects of this website make it appear credible? Which aspects make it appear less credible? Who's responsible for this site?

Is there anything else that you would expect to have on the homepage that you don't see here?

If you wanted to find information related to your business, where would you click first?

Have you visited this website before?

If yes, what tasks did/do you most frequently perform on the website?

Task Performance (30 minutes)
Activity introduction

Now you will have the opportunity to try out the website by performing a few tasks.

Study Flow: Start at homepage. Read task instructions first, have user interact with the web page then ask post-task questions.

Observe:
1. *Where user clicks first and sequence of clicks*
2. *Which path user follows?*
3. *Errors*
4. *Task status:*
   - a) *Passed with no difficulty*
   - b) *Passed with difficulty*
   - c) *Failed*

Task 1: CAN SPAM Act – Part 1

You're setting up an email marketing campaign and you know that there are rules about providing an unsubscribe option. Please go ahead and look for this information. Once you have found it, please let me know.

Expected Path:

Note-taker should pay attention that all Expected Path lists are not exhaustive. Lists are for ease of taking notes. Participant may find a different correct path. Take note if this is the case.

A. Homepage Carousel >> CAN-SPAM Act: A Compliance Guide for Business
B. Homepage >> Advertising & Marketing >> Online Advertising and Marketing >> CAN-SPAM Act: A Compliance Guide for Business
C. Homepage >> Advertising & Marketing >> Online Advertising and Marketing >> Featured Carousel >> CAN-SPAM Act: A Compliance Guide for Business
D. Homepage >> Advertising & Marketing >> Online Advertising and Marketing >> A Common Sense Look At CAN-SPAM
E. Homepage >> Advertising & Marketing >> Online Advertising and Marketing >> "Remove Me" Responses and Responsibilities: Email Marketers Must Honor "Unsubscribe" Claims
F. Homepage >> Multimedia >> View all Videos >> Complying with the CAN-SPAM Act video

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult? Use a scale from 1 to 7, where 1 is extremely difficult and 7 is extremely easy.
3. Is there anything in particular that you would change in the website to make this easier?

Task 2: Telemarketing / Do Not Call

Your business would like to make sales calls to generate new clients. Find out what penalties your business could face for calling someone who is on the Do Not Call list. Please go ahead and look for this information. Once you have found it, please let me know.

Expected Path:
A. Homepage >> Advertising & Marketing >> Telemarketing >> Are You "Do Not Call" Compliant?
B. Homepage >> Advertising & Marketing >> Telemarketing >> Complying with the Telemarketing Sales Rule >> The Do Not Call Provisions
C. Homepage >> Advertising & Marketing >> Telemarketing >> Complying with the Telemarketing Sales Rule >> Penalties for Violating the Rule
D. Homepage >> Advertising & Marketing >> Telemarketing >> Featured Carousel >> Complying with the Telemarketing Sales Rule >> The Do Not Call Provisions

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult?
3. Is there anything in particular that you would change the design to make this easier?

Task 3: Data Security A

Your computer has been hacked and the hacker has access to all of your customers' personal information (including Social Security Numbers). Find out what is the best course of action to follow. Please go ahead and look for this information. Once you have found it, please let me know.

Expected Path:
A. Homepage >> Privacy & Security >> Data Security >> Information Compromise and the Risk of Identity Theft: Guidance for Your Business

B. Homepage Tag Cloud >> Data Security >> Information Compromise and the Risk of Identity Theft: Guidance for Your Business
C. Homepage >> Selected Industries >> Finance >> Information Compromise and the Risk of Identity Theft: Guidance for Your Business
D. Homepage >> Selected Industries >> Human Resources >> Information Compromise and the Risk of Identity Theft: Guidance for Your Business

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult? Use a scale from 1 to 7, where 1 is extremely difficult and 7 is extremely easy.
3. Is there anything in particular that you would change in the website to make this easier?

Task 4: Data Security B

You want to ensure that you protect your customers' information stored in your computers. Find guidelines that will help you do this. Please go ahead and look for this information. Once you have found it, please let me know.

Expected Path:
A. Homepage >> Privacy & Security >> Data Security >> Protecting Personal Information: A Guide for Business
B. Homepage >> Privacy & Security >> Data Security >> Featured Carousel >> Protecting Personal Information: A Guide for Business
C. Homepage Tag Cloud >> Data Security >> Protecting Personal Information: A Guide for Business
D. Homepage Tag Cloud >> Data Security >> Featured Carousel >> Protecting Personal Information: A Guide for Business
E. Homepage >> Privacy & Security >> Data Security >> Security Check: Reducing Risks to Your Computer Systems
F. Homepage >> Multimedia >> Protecting Personal Information: A Guide for Business (interactive tutorial)

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult? Use a scale from 1 to 7, where 1 is extremely difficult and 7 is extremely easy.
3. Is there anything in particular that you would change in the website to make this easier?

Task 5: Data Security – Part 2

If previous task was not completed, follow Path A to Protecting Personal Information: A Guide for Business *and continue...*
If previous task was completed successfully, then continue...
You're giving a presentation on this topic to 200 people. You'd like to distribute copies of this information at your event. What would you do?

Expected Path:
A. Link: Order Free Copies

B. Link: PDF
C. Link: Print

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult? Use a scale from 1 to 7, where 1 is extremely difficult and 7 is extremely easy.
3. FOR PATH A ONLY: If you wanted to print this article, how would you do that?
4. FOR PATHS B AND C ONLY: Did you notice the "Order Free Copies" link? What do you think about the link?
5. Is there anything in particular that you would change in the website to make this easier?

Task 6: Videos

You received bills for a business directory listing that you did not order. Find a video on how to protect your business from scams like this. Please go ahead, look and watch the video.

Expected Path:
A. Homepage >> Multimedia >> View All Videos >> Protecting Your Business from Fraud

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult? Use a scale from 1 to 7, where 1 is extremely difficult and 7 is extremely easy.
3. Is there anything in particular that you would change in the website to make this easier?
4. What did you learn from watching this video?
5. Use one word or phrase to describe the video you just saw.
6. Is the video content valuable? Use a scale from 1 to 7, where 1 is not valuable at all and 7 is extremely valuable.

Task 7: Events

Let's say that you're interested in finding an event on _____. How would you find information on it?

Expected Path:
A. Homepage >> Mark Your Calendar >> _____
   You can also access the calendar from topic and sub-topic pages. (E.g. http://business.ftc.gov/selected-industries and http://business.ftc.gov/selected-industries/automobiles)

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult? Use a scale from 1 to 7, where 1 is extremely difficult and 7 is extremely easy.
3. Is the information provided useful? Use a scale from 1 to 7, where 1 is not useful at all and 7 is extremely useful.
4. Is there anything in particular that you would change in the website to make this easier?

Task 8: Legal Resources

You want to offer a free trial of your service/product. Find out if there are any legal requirements regarding 'free' offers. Please go ahead and look for this information. Once you have found it, please let me know.

Expected Path:
A. Homepage >> Legal Resources >> Laws, Rules and Guides >> Guide Concerning the Use of the Word "Free"
B. Homepage >> Legal Resources >> Laws, Rules and Guides >> Topic: Advertising and Marketing >> Guide Concerning the Use of the Word "Free"
C. Homepage >> Legal Resources >> Laws, Rules and Guides >> Topic: Advertising and Marketing >> Subtopic: Advertising and Marketing Basics >> Guide Concerning the Use of the Word "Free"
D. Homepage >> Legal Resources >> Laws, Rules and Guides >> Topic: Advertising and Marketing >> Subtopic: Online Advertising and Marketing >> Guide Concerning the Use of the Word "Free"
E. Homepage >> Legal Resources >> Laws, Rules and Guides >> Topic: Advertising and Marketing >> Subtopic: Health Claims >> Guide Concerning the Use of the Word "Free"
F. Homepage >> Legal Resources >> Laws, Rules and Guides >> Topic: Advertising and Marketing >> Subtopic: Telemarketing >> Guide Concerning the Use of the Word "Free"

Post-task Questions:
1. How confident are you that you clicked on the right area? Use a scale from 1 to 7, where 1 is not confident at all and 7 is extremely confident.
2. What are your impressions of this task? Easy? Difficult? Use a scale from 1 to 7, where 1 is extremely difficult and 7 is extremely easy.
3. Is there anything in particular that you would change in the website to make this easier?

Post Experience Evaluation (5 minutes)

Based on your experience with the site, please rate your agreement with the following statements. Circle the level of agreement that applies (1 means strongly disagree, 4 means neither disagree nor agree, and 7 means strongly agree).

Emotional Evaluation	Strongly Disagree Neutral Strongly Agree
I feel confident that I can use the website to find what I am looking for	1-------2-------3-------4-------5-------6-------7
I would be curious to explore the website further to discover things I might also be interested in	1-------2-------3-------4-------5-------6-------7
It feels like this website is designed for someone like me	1-------2-------3-------4-------5-------6-------7

Visual Evaluation	Strongly Disagree Neutral Strongly Agree
I thought the website had a professional look and feel	1-------2-------3-------4-------5-------6-------7

	Strongly Disagree	Neutral	Strongly Agree
The site does **not** look too busy or cluttered	1------2------3------4------5------6------7		
The site has a consistent look and feel	1------2------3------4------5------6------7		

Functional Evaluation	Strongly Disagree	Neutral	Strongly Agree
The site provides information that is useful to me	1------2------3------4------5------6------7		
The site's navigation was always clear & easy to use	1------2------3------4------5------6------7		
The content on the site was easy to skim or read	1------2------3------4------5------6------7		
The website presents information that I didn't realize the FTC offered	1------2------3------4------5------6------7		
Based on my experience today, I would likely use the web site in the future	1------2------3------4------5------6------7		

Debrief (5 minutes)

1. Did you notice the blog?

2. *If participant did not notice, point at blog and ask:* What type of information do you expect to see in this blog?

3. What type of content would cause you to sign up for blog updates?

4. Which task(s) did you find the **easiest** to perform?

5. Which were some of the more **challenging** tasks to perform?

6. Did you find anything particularly interesting or useful about the **resources** that the website provides?

7. Let's talk about the **navigation** on the website:
   a. Did the links seem to be logically organized?
   b. Would you organize them differently?
   c. Were there any links that you were unsure about?

8. What did you like most about the site?

9. What did you like least about it?

10. If you could change anything about it, what would you change?

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11. What would make you visit the site again?

That brings us to the end of the session.

We really appreciate the time you have taken to participate in this study your participation will assist us in developing a better site.

Thank you once again!