

Fleishman-Hillard

The Federal Trade Commission (FTC)

Consumer Center - Moderator Guide:

English

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Introductions & Background Questions

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.

1. **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.
2. **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.
3. **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

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

1. In a typical week, about how many hours do you spend using the Internet?

Less than 3 hours	
3-5 hours	
6-15 hours	
15-30 hours	
More than 30 hours	

2. As I read each of the following, please tell me if this is something you do online using the Internet:

	Yes		Yes
Email / Chatting		Search	
Shopping / Travel		Get news	
Watch videos		Use social network sites	
Financial Transactions		Job search	
Visit a local, state or federal government website		Other	

3. In which of the following areas are you currently employed:

Librarian (Public Library)	
Education (HS Guidance Counselor/Teacher)	
Legal Aid (Community Outreach)	
Consumer Advocate / Credit Counselor	
Other/Unemployed (Skip Question 4)	

4. [FOR SPANISH VERSION ONLY]: Does your work involve speaking in Spanish? Does your work involve using bilingual or Spanish materials?

Work in Spanish	
Materials in Spanish/Bilingual	

Task Performance

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: ENGLISH: www.consumer.ftc.gov, SPANISH: www.consumidor.ftc.gov

1. What is your first impression of this site? What word would you use to describe this site?
2. Who is this website designed for?
3. What types of information do you think this site covers?
4. Where would you go to receive updates from, this website? *Probe to see if participant notices "Stay Connected: Get Email Updates".*
5. 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?
6. [ENGLISH]: How would you find Spanish information on this site?
[SPANISH]: How would you find English information on this site?
7. Is there anything else that you would expect to have on the homepage that you don't see here?
8. Have you visited this website before?
9. If yes, what tasks did/do you most frequently perform on the website?

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 1a: Scam Alerts - Part 1

You want to stay on top of new frauds and scams in order to avoid them. How would you sign-up to get this information on a regular basis?

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 >> Scam Alerts >> Get Scam Alerts By Email

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 is your first impression of this page?

Task 1b: Scam Alerts - Part 2

Stay on Scam Alerts page. A friend of yours has been contacted about a job offer. They promise to find her a job but tell her she has to pay them first. You think this may be a scam. Where would you find information about this?

Expected Path:

- A. Scam Alerts >> Jobs [Tag Cloud]
- B. <http://www.consumer.ftc.gov/topics/job-hunting>

SUCCESS: 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: Report a Scam

You've been victim of a fraud and want to let the FTC know. How would you do that on this site?

Expected Path:

- C. Homepage >> Take Action >> File a Consumer Complaint [Main Body]
- D. Homepage >> File a Complaint with the FTC [Footer]
- E. Homepage >> Video & Media >> How to File a Complaint (video)

SUCCESS: Post-task Questions:

4. 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.
5. 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.
6. Is there anything in particular that you would change in the website to make this easier?

FAIL: Post-task Questions:

1. What are you looking for?
2. Is there anything in particular that you would change in the website to make this easier?

Task 3a: Free Credit Reports – Part 1

Find out how to get a free copy of your credit report.

Expected Path:

- A. Homepage >> Take Action >> Get Your Free Credit Report
- B. Homepage >> Slider >> Free Annual Credit Reports
- C. Homepage >> Money & Credit >> [Slider] Free Annual Credit Reports
- D. Homepage >> Money & Credit >> [Right Menu] Free Credit Reports
- E. Homepage >> Money & Credit >> Credit & Loans >> Free Credit Reports
- F. Homepage >> Video & Media >> Your Source for a Truly Free Credit Report? (video)
- G. Homepage >> Video & Media >> Your Source for a Truly Free Credit Report? (audio)

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 3b: Free Credit Reports – Part 2

Paths A-E: Stay on page. Paths F-G: Go to Path A. You find this article to be very useful and want to have a copy for future reference. How can you do that?

Expected Path:

- A. Free Credit Reports >> [Body Upper Right Corner] Related PDF
- B. Free Credit Reports >> [Right Menu] Building a Better Credit Report PDF Version
- C. Free Credit Reports >> Print

Post-task Questions:

1. 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.
2. Is there anything in particular that you would change in the website to make this easier?
3. Probe on path not chosen. Did participant notice? What are his/her thoughts?

Task 3c: Free Credit Reports – Part 3

Go back to Free Credit Reports. You find this article to be very useful and want to share it with your community. In fact, you want to handout about 200 copies at the next community meeting. How can you do that?

Expected Path:

- A. Free Credit Reports >> [Body Upper Right Corner] Order Free Copies
- NOTE: Participants may follow this path. Which shows information about credit reports but is not exactly the same information as in the task: SECOND PDF: Free Credit Reports >> [Right Menu] Order Free Copies*

Post-task Questions:

1. 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.
2. Is there anything in particular that you would change in the website to make this easier?

Task 4a: Shopping for Jewelry – Part 1

A friend wants to buy his wife a platinum ring for their anniversary. The ring is very expensive and he's not sure what the markings on the ring mean. He asks that you help him figure out whether the price is appropriate. Please find any tips that might help you answer his question.

Expected Path:

- A. Homepage >> Money & Credit >> Shopping & Saving >> [Specific Products and Services] Buying Jewelry >> [Right Menu] Platinum Jewelry

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 4b: Shopping for Jewelry – Part 2

Stay in Path A. Now that you found this information, how can you share it with your friend?

Expected Path:

- A. Platinum Jewelry >> [Top Right] Email
- B. Platinum Jewelry >> [Top Right] Share

Post-task Questions:

1. 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.
2. Is there anything in particular that you would change in the website to make this easier?

Task 5: Identity Theft Part 1

When you checked your credit report, you found errors and suspect that someone is opening new accounts in your name. What steps should you take first to deal with this problem?

- Privacy & Identity -> Repairing Identity Theft -> Immediate Steps to Repair Identity Theft

Task 5B: Identity Theft Part 2

How would you find this article in Spanish?

- Top right -> Veá esta página en español

Blog Evaluation

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 is your impression of this blog?
4. Would this be something that you would read in a regular basis?
5. What type of content would cause you to sign up for blog updates?
6. Do you subscribe to other blogs? If YES, how do you get email updates? Does the email show the entire post or a summary of the post?

Debrief

1. Did you find anything particularly interesting or useful about the resources that the website provides?
2. 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?
3. What did you like most about the site?
4. What did you like least about it?
5. If you could change anything about it, what would you change?
6. What would make you visit the site again?

Post Experience Evaluation

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).

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

<i>Functional Evaluation</i>	<i>Strongly Disagree</i>	<i>Neutral</i>	<i>Strongly Agree</i>
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		

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!