

Copy of Business.USA.gov Remote Usability Test

This usability test will be conducted remotely using ChalkMark. Participants will be provided with the password in the invitation.

Participants can skip tasks they do not wish to complete. All tasks will be shown to each participant.



WELCOME

This survey is accessible by invitation with a password only.

Password:

Continue



WELCOME

Welcome to this BusinessUSA study, and thank you for agreeing to participate! BusinessUSA.gov is part of the USA.gov family of websites. Our mission is to provide timely, trusted, and accurate government information from across the government.

This activity shouldn't take longer than 10 to 15 minutes to complete. Your response will help us to organize the content on BusinessUSA.

Paperwork Reduction Act Statement - This information collection meets the requirements of 44 U.S.C. § 3507, as amended by section 2 of the Paperwork Reduction Act of 1995. You do not need to answer these questions unless we display a valid Office of Management and Budget (OMB) control number. The OMB control number for this collection is 3090-0297. We estimate that it will take 30 minutes to read the instructions, gather the facts, and answer the questions. Send only comments relating to our time estimate, including suggestions for reducing this burden, or any other aspects of this collection of information to: General Services Administration, Regulatory Secretariat (MVCB), 1275 First Street, NE., Washington, DC 20417. Attn: IC 3090-0297.

What websites do you use to find information about growing your business? *

Continue



INSTRUCTIONS

Chalkmark tasks are easy - all you need to do is click!

1. We'll give you a task to complete, and an image of a web page to complete it on
2. Imagining you were really carrying out the task, click where you would first look
3. That's it!

Click on the place you think is the best match.

There are no right or wrong answers, just what you think makes the most sense. You can also skip a task if it is too difficult, but we think you'll do just fine.

Ready? Then let's get started.

Continue

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1 of 9 You are thinking about beginning to export, but don't have the experience. Where would you click?

Skip this task

HOME | FAQS | SITE INDEX | DISCUSS | FEEDBACK



Type Ahead Search

Search

Home | Find Resources | Discover Events | Explore Topics | State & Local | Contact Government

Start a business

Begin exporting

Expand exporting

Finance a business

Access to contracts

Taxes and regulations

Grow your business

Catapult your business

We have hundreds of opportunities for you, the entrepreneur and small business owner.

Get Started



Featured Opportunities

[AUTOMATED EXPORT SYSTEM \(AES\)](#)
Department of Commerce

[BUSINESS HELP SITE PROGRAM](#)
Department of Commerce

[SMALL BUSINESS OMBUDSMAN](#)
Small Business Administration



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Featured Events

[GEOINT 101](#)
Dec 1st 2011, Washington DC

[JOINING FORCES FOR SMALL](#)
Nov 11th 2011, Washington DC

[EXPORT TRADESHOW](#)
Nov 1st 2011, Ohio

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2 of 9 You work in the IT Industry. Where would you click?

Skip this task

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Type Ahead Search

[Home](#) | [Find Resources](#) | [Discover Events](#) | [Explore Topics](#) | [State & Local](#) | [Contact Government](#)

Find Resources > Wizard

BEGIN EXPORTING Try a Different Wizard

1 Need > **2 Industry** > 3 Business Profile > 4 Geography

Which industries are you interested in?

| | | |
|---|--|---|
| <input type="checkbox"/> Accommodation and Food Services | <input type="checkbox"/> Health Care and Social Assistance | <input type="checkbox"/> Professional, Scientific, and Technical Services |
| <input type="checkbox"/> Administrative and Support and Waste Management and Remediation Services | <input type="checkbox"/> Information | <input type="checkbox"/> Public Administration |
| <input type="checkbox"/> Agriculture, Forestry, Fishing and Hunting | <input type="checkbox"/> Management of Companies and Enterprises | <input type="checkbox"/> Real Estate and Rental and Leasing |
| <input type="checkbox"/> Arts, Entertainment, and Recreation | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Retail Trade |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Mining, Quarrying, and Oil and Gas Extraction | <input type="checkbox"/> Transportation and Warehousing |
| <input type="checkbox"/> Educational Services | <input type="checkbox"/> Other Services (except Public Administration) | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Finance and Insurance | | <input type="checkbox"/> Wholesale Trade |

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3 of 9 You are located in Wyoming and would like to export to China. Where would you click?

Skip this task

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Type Ahead Search


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Find Resources > Wizard

BEGIN EXPORTING

1 Need > 2 Industry > 3 Business Profile > **4 Geography**

Enter your **company and market location**


Market Location

Business Location

HOME | FAQs | SITE INDEX | DISCUSS | FEEDBACK



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Find Resources > Wizard

BEGIN EXPORTING

Try a Different Wizard

1 Need

2 Industry

3 Business Profile

4 Geography

What **size** is your company?

- Small/Medium (1-500 empl)
- Large (500+ employees)

SKIP

What is your **company maturity**?

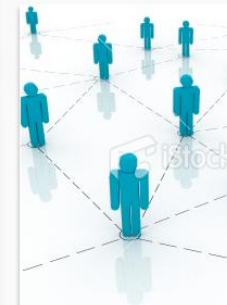
- Pre-Startup
- Startup
- Established

What is your **exporting maturing**?

- Thinking About
- Begin Exporting
- Already Exporting

Tell us about your **company ownership**

- Independent ownership
- For Profit
- US Citizen
- Woman
- Minority
- Socially or economically disadvantaged



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5 of 9 You are U.S. owned and based and have a few dozen employees. Where would you click?

Skip this task

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Find Resources > Wizard

BEGIN EXPORTING

Try a Different Wizard

1 Need

2 Industry

3 Business Profile

4 Geography

What **size** is your company?

- Small/Medium (1-500 empl) Large (500+ employees)

SKIP

What is your **company maturity**?

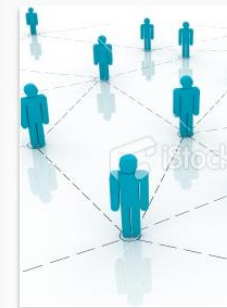
- Pre-Startup Startup Established

What is your **exporting maturing**?

- Thinking About Begin Exporting Already Exporting

Tell us about your **company ownership**

- Independent ownership For Profit US Citizen
 Woman Minority Socially or economically disadvantaged



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6 of 9 From this screen, what would you do next?

Skip this task

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Financing x Health and Personal Care Stores x
Small/Medium (1-500 emp) x Startup x Begin Exporting x
Veteran x Germany x Washington DC x

PROGRAM



Colorado Proof of Concept Grant Program

In the fall of 2005, a research funding program was initiated - the Proof of Concept grant program (POCg). The POCg provides awards to enable pilot stage development and validation of CU inventions that have promising prospects for commercialization.

EVENT



US Export Controls e-Seminar

This seminar series provides both novice and experienced export compliance professionals with an in-depth education on regulations administered by the US Departments of State, Commerce....

PROGRAM



US Export Controls e-Seminar

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Refine by

TYPE

- Program
- Services
- Events
- Data

INDUSTRY

NEED

- Tariffs
- Financing
- Regulations
- Process Improvements
- Connect to foreign buyers
- Data & Analysis

COMPANY SIZE

COMPANY MATURITY

OWNERSHIP

MARKET LOCATION

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Colorado Proof of Concept Grant Program

Learn More

Program Rating ★★★★★ + Add Comment

Purpose

In the fall of 2005, a research funding program was initiated - the Proof of Concept grant program (POCg). The POCg provides awards to enable pilot stage development and validation of CU inventions that have promising prospects for commercialization. For example, three categories of disclosures for which a relatively small amount of research funding may yield a dramatic increase in value for the invention are:

Advancement of hypothesis testing - test an idea or in silico prediction with in vitro experiments, extend in vitro results with in vivo experiments, or build a bench prototype;

- Target validation screen small molecule libraries, produce antibodies, or select target-binding peptides or aptamers; and
- Pre-commercial research - validate academic software code for commercial application, drug formulation, or develop alternative applications for technology

Eligibility

Must be a researcher in the University of Colorado system. "In order to apply for a POCg award (as a pre- or co-requisite) an invention disclosure for the subject technology must be on file with the Technology Transfer Office (TTO).

Related Events



- [HOW TO START A NEW BUSINESS](#)
Dec 1st 2011, Washington DC
- [TRAINING TOPIC2](#)
Dec 1st 2011, Washington DC

Related Articles



- [ARTICLE TITLE](#)
Top Tag1, Top Tag2
- [ARTICLE TITLE](#)
Top Tag1, Top Tag2

Success Stories



[STORY TITLE](#)

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9 of 9 There are too many results on this page. What would you do?

Skip this task

The screenshot shows the Business.USA.gov website interface. At the top, there are navigation links: HOME | FAQs | SITE INDEX | DISCUSS | FEEDBACK. The main header features the BusinessUSA logo and a search bar with the placeholder text "Type Ahead Search" and a "Search" button. Below the header is a horizontal menu with options: Home, Find Resources, Discover Events, Explore Topics, State & Local, and Contact Government. The main content area displays search results for "Wizard". The breadcrumb trail is "Find Resources > Wizard". There are several filter tags: Financing x, Health and Personal Care Stores x, Small/Medium (1-500 emp) x, Startup x, Begin Exporting x, Veteran x, Germany x, and Washington DC x. The results are categorized into three sections: PROGRAM, EVENT, and PROGRAM. The first PROGRAM result is "Colorado Proof of Concept Grant Program" with a document icon and a description. The EVENT result is "US Export Controls e-Seminar" with a camera icon and a description. The second PROGRAM result is also "US Export Controls e-Seminar" with a document icon and a description. On the right side, there is a "Refine by" sidebar with several filter categories: TYPE (Program, Services, Events, Data), INDUSTRY, NEED (Tariffs, Financing, Regulations, Process Improvements, Connect to foreign buyers, Data & Analysis), COMPANY SIZE, COMPANY MATURITY, OWNERSHIP, and MARKET LOCATION. The "Financing" option under the NEED category is checked.



JUST ABOUT FINISHED

And lastly, please answer the question(s) below

Tell us your thoughts about the site you just evaluated. *

Would you use this site to grow your business or overcome business challenges? *

Was there anything you would have liked to have seen on the site that did not seem present? *

Was there any area of the site that seemed confusing or did not use clear language? *

Continue



THANKS

All done, awesome! Thanks again for your participation. Your feedback is incredibly useful in helping to determine how our content should be organized, so we can make our website easier to use.

You may now close this window or navigate to another web page.