Usability Study
SaferCar.gov
October 15, 2012

SaferCar.gov Usability Study Scenarios

SaferCar.gov Website Usability Study
Moderator Scenarios

	Notes

Scenario #1 – Evaluate the website homepage
Key Objectives
• Evaluate the overall ease of use of the homepage.
• Gather feedback on the overall visual design.
• Assess users' knowledge of sharing and subscription features.
 	
Testing Notes
• All respondents to complete Tasks 1 & 2
• Respondents randomly assigned to Tasks 3, 4 or 5
 	
Task 1: General homepage review
The purpose of this task is to obtain initial impressions of the home page. This will lend insight into whether or not they would use the site in their research if they came to it via search engine.
 	
You're on the internet looking for information about vehicle safety and click on a link that takes you to the page shown here. Spend a few minutes exploring the page, then I'll ask some questions. Please stay on the homepage at this time, we'll explore additional sections later.
 	
Intended User Steps:
1. Scroll up and down on the homepage providing feedback on what they see. No other actions needed at this time. [*http://www.safercar.gov/*]
 	
Supporting Questions:
• Tell me your first impression of this page.
• What website is this?
• Who runs this website? How do you know? On a scale of 1 to 5 (5 being most confident), how confident or not confident are you?
• Have you visited this website before?
   o What were your reasons for visiting the website?
   o Do you remember how you found the website?
   o How was your experience using the website?
• What type of content do you expect to find on this site?
   o Do you see the type content you expect?
• Is the page design appealing or unappealing?
• Is the content easy or difficult to read?
• Would you say the page is well organized or cluttered?
• What, if anything, do you find confusing about this page?
• Is there content you feel is not necessary?
• Looking only at the homepage, on a scale of 1 to 5 (5 being the easiest), how easy do you believe this website is to use?
   o What would improve the ease of use of the website?	

Task 2: Connect with NHTSA
The purpose of this task is to understand whether or not users would connect with NHTSA beyond this site and how easy or hard it is to do so.

You are looking to receive ongoing information from NHTSA. How would you go about establishing this connection?

Intended User Steps:
1. Identify the social networking connection links
2. Click on either Facebook or Twitter
-or-
1. Click on Contact Us at the bottom of the page [http://www.nhtsa.gov/Contact]

Supporting Questions:
- How easy or hard was it to find a way to connect with NHTSA?
- If you wanted to receive more information from NHTSA, what would be your preferred method to receive that information?
- If you wanted to receive information about updates to this specific website, what is your preferred method of receiving these updates?
- How likely are you to use social networking tools to connect with NHTSA?
- What would motivate you to connect with NHTSA?

Return to the homepage. *[http://www.safercar.gov/]*

Task 3: Evaluate the homepage navigation – Vehicle Shoppers
The purpose of this task is to gauge how easy or hard it is to use the top menu navigation from the home page for users in the purchase mindset.

Imagine you are in the process of buying a car and want more information about what to look for to ensure you buy a safe vehicle. Where on this website would you go for that information? Tell me aloud the steps you go through.

Intended User Steps:
1. Click on Vehicle Shoppers [*http://www.safercar.gov/Vehicle+Shoppers*]
2. Identify the information on landing page that is important when buying a new vehicle

Supporting Questions:
- How easy or hard was this to find?
- What, if anything, would you change to make it easier?
- What information would you most likely search for on this page?
- Is the landing page consistent with your expectations?
- Is the content organized or disorganized?
- Is the information too in depth or not in depth enough?

Return to the homepage. *[http://www.safercar.gov/]*

Task 4: Evaluate the homepage navigation – Vehicle Owners
The purpose of this task is to gauge how easy or hard it is to use the top menu navigation from the home page for users who want safety information about their current vehicle.

Now I'd like you to look for safety information about your primary vehicle.

Intended User Steps:
1. Click on Vehicle Owners [http://www.safercar.gov/Vehicle+Owners]
2. Identify the information on landing page that is important when buying a new vehicle

Supporting Questions:
- How easy or hard was this to find?
- What, if anything, would you change to make it easier?
- What information would you most likely search for on this page?
- Is the landing page consistent with your expectations?
- Is the content organized or disorganized?
- Is the information too in depth or not in depth enough?

Return to the homepage. *[http://www.safercar.gov/]*

Task 5: Evaluate the homepage navigation – Parents Central
The purpose of this task is to gauge how easy or hard it is to use the top menu navigation from the home page to find information on keeping children safe in vehicles. This will also explore the ease in which users can go between SaferCar.gov and Parents Central, which have different navigation menus.

Now imagine you have a teenaged child getting ready to get their driver's license. You want to find more information on how to keep them safe. Where would you find that information on this website? Tell me aloud the steps you are taking to find this.

Intended User Steps:
1. Click on Parents Central [http://www.safercar.gov/parents/index.htm]
2. Find information on teen drivers in the At the Wheel section
   [http://www.safercar.gov/parents/AttheWheel.htm]
3. Return to Parents Central homepage
   [http://www.safercar.gov/parents/index.htm]
4. Return to SaferCar.gov homepage *[http://www.safercar.gov/]*

Supporting Questions:
- How easy or hard was this to find?
- What, if anything, would you change to make it easier?

Return to the Parents Central homepage.
[http://www.safercar.gov/parents/index.htm]
- Is the landing page consistent with your expectations?
- Is the content organized or disorganized?
- Is the information too in depth or not in depth enough?

Return to the homepage. *[http://www.safercar.gov/]*
- How easy or hard was it to get back to the homepage?

• What, if anything, would you change to make it easier?	

Scenario #2 – Crash Avoidance and Crash Protection Safety Technologies
Key Objectives
- Evaluate the ease of accessing the crash avoidance and crash protection technologies page.
- Evaluate the value of the information provided on the crash avoidance and crash protection technologies page.
- Determine the likelihood that a user returns to SaferCar.gov to obtain information on crash avoidance and crash protection technologies.

Testing Notes
- All respondents to complete all tasks

Task 1: Identify where crash technologies information can be found on the home page.
The purpose of this task is to identify how easy or hard it is to find crash avoidance technology information from the homepage of SaferCar.gov.

You were recently talking with a friend who bought a new model year vehicle. They mentioned the car has a great crash avoidance feature called lane departure warning. Using this site, find more information on this technology. Tell me aloud the steps you take to find this.

Intended User Steps
1. Click "Safety Technology" image on homepage.
   [*http://www.safercar.gov/staticfiles/safetytech/st_landing_ca.htm*]
-or-
1. Click on Vehicle Shoppers [*http://www.safercar.gov/Vehicle+Shoppers*]
2. Click on "Safety Technology" item in left menu
   [http://www.safercar.gov/staticfiles/safetytech/st_landing_ca.htm]
-or-
1. Click on Vehicle Shoppers [*http://www.safercar.gov/Vehicle+Shoppers*]
2. Click on "Crash Avoidance Technologies" link in Safety Technology section of landing page
   [http://www.safercar.gov/staticfiles/safetytech/st_landing_ca.htm#st_tabs]

Supporting Questions
- How easy or hard was it to identify where the crash avoidance and crash protection safety technologies live on the homepage?
- How could the page be better organized in a way that makes it easier to find these technologies?
- When you arrive on the landing page, is this where you expected to be taken?
- In your own words, what is the difference between crash avoidance and crash protection technologies?
- Does this page provide you with the information you need about this topic?
- How do you feel about the level of content on this page? (too much, too little, too in depth, not in depth enough)
- How helpful or unhelpful is the information provided to you on crash avoidance and crash protection technologies?
- What, if anything, would you change to make this page more useful for you?
- Given your experience identifying the crash avoidance and crash protection technologies page, how likely are you to return to this site in the future?
- What would motivate you to return to this site in the future?

| Return to the homepage. [*http://www.safercar.gov/*] | |

Scenario #3 5-Star Safety Ratings Search Tool
Key Objectives
- Evaluate the ease of accessing 5-Star Safety Ratings.
- Evaluate the 5-Star Safety Ratings search tool ease of use.
- Determine the likelihood that a user returns to SaferCar.gov to obtain information on 5-Star safety ratings.

Testing Notes
- All respondents complete Task 1
- Respondents randomly assigned to Tasks 2 & 3 or Task 4
- How familiar are you with the government 5-Star Safety Ratings on new vehicles?

Task 1: Identify information on the 5-Star Safety Ratings program.
The purpose of this task is to gauge how easy or hard it is to navigate to the safety ratings tool.

NHTSA is the agency responsible for the 5-Star Safety Rating program. Using this website, please find information about these ratings.

Intended User Steps:
1. Click on the 5-Star Safety Ratings image on homepage
   [http://www.safercar.gov/Safety+Ratings]
-or-
1. Click on Vehicle Shoppers [http://www.safercar.gov/Vehicle+Shoppers]
2. Click on 5-Star Safety Ratings item in left menu
   [http://www.safercar.gov/Safety+Ratings]
-or-
1. Click on Vehicle Shoppers [http://www.safercar.gov/Vehicle+Shoppers]
2. Click on 5-Star Safety Ratings link on landing page
   [http://www.safercar.gov/Safety+Ratings]

Supporting Questions:
- How easy or hard was it to identify the 5-Star safety ratings from the homepage?
- Based on what you see here, what are the 5-Star safety ratings and how are they derived?
- How do you think this search tool will work?
- What, if any, additional information do you need about this topic?
- Based on what you see, what is the difference between "1990 – 2010" 5-Star Safety Ratings and "2011 – Newer" 5-Star Safety Ratings?
- What, if anything, would you change about how information is presented on this page?
- Would it be more helpful for you if this information is in a PDF format, video format or presented on a separate page on this website?

Task 2: Search for the 5-Star Safety Ratings for an older model year vehicle
The purpose of this task is to gauge how easy or hard it is to find the safety ratings and supporting information for a specific vehicle.

Imagine you are in the process of buying a used vehicle and you want to know the 5-Star Safety Ratings of those you are considering. One of these vehicles is a 2004 Hyundai Santa Fe. Search for these 5-Star Ratings and tell me aloud the steps you take to do so.

Intended User Steps:
1. Click 1990-2010 Vehicles [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles]
2. Click search by model
3. Select make, model & year
4. Click go [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Search-Results?searchtype=model&make=HYUNDAI&model=SANTA+FE&year=2004]
5. Click on 2004 Hyundai Santa Fe [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Vehicle-Detail?vehicleId=1160]

-or-
1. Click 1990-2010 Vehicles [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles]
2. Click search by class
3. Click SUV [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Search-Results?searchtype=class&vclass=SUV]
4. Find 2004 Hyundai Santa Fe on list [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Vehicle-Detail?vehicleId=1160]

-or-
1. Click 1990-2010 Vehicles [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles]
2. Click search by manufacturer
3. Select Hyundai
4. Click go [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Search-Results?searchtype=manufacturer&manufacturer=109]
5. Find 2004 Hyundai Santa Fe on list [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Vehicle-Detail?vehicleId=1160]

Supporting Questions:
- How easy or hard was it to find the ratings for this vehicle?
- What, if anything, would you change to make this easier?
- Tell me about the ratings for this vehicle.
- What do you believe the triangle with an exclamation point means?
- Does the footnote provide enough information about what a "safety concern" means?
- For this particular vehicle, what was the safety concern? How easy or hard was this to find?
- How do you feel about the way the information is organized? Would you say it is well-organized or cluttered?
- How do you feel about the level of content on this page? (too much, too

little, too in depth, not in depth enough)
- What, if anything, would you change about this page to make it easier for you to use?
- Is there anything on this page that is unclear or confusing?

Task 3: Compare 5-Star Safety Ratings
The purpose of this task is to gauge how easy or hard it is to compare safety ratings across two vehicles in the same class.

Now imagine another vehicle you are considering is a 2006 Honda CR-V. Using this website, compare the ratings for the 2006 CR-V with those of the 2004 Santa Fe. Tell me aloud the steps you take to do so.

Intended User Steps:
1. Return to 5-Star Safety Ratings search tool [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles]
2. Click "Compare Safety Ratings"
3. Enter appropriate information for 2004 Hyundai Santa Fe and 2006 Honda CR-V
4. Click go [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Search-Results?searchtype=compare2&make1=HONDA&model1=CR-V&make2=HYUNDAI&model2=SANTA+FE&year1=2006&year2=2004]

-or-
1. Return to search results
2. Click "Add" for 2004 Hyundai Santa Fe
3. Conduct a new search for 2006 Honda CR-V [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Search-Results?searchtype=model&make=HONDA&model=CR-V&year=2006]
4. Click "Add" for the 2006 Honda CR-V
5. Click "Compare" in comparison list on left menu [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Search-Results?searchtype=comparemultiple&compcars=1160%2C1843%2C]

- How easy or hard is it to compare two vehicles that you are considering purchasing?
- What, if anything, would you change to make this easier?
- Which vehicle do you believe is safer?
- What reasons do you have for selecting this vehicle?

Task 4: Search for a new model year vehicle's 5-Star Safety Ratings
The purpose of this task is to gauge how easy it is to search for the ratings for a new model year vehicle and how useful the additional information provided is for users.

Now I want you to imagine you are in the process of purchasing a new 2013 Acura MDX and you want to understand how safe it is. Tell me aloud the steps you take to find this information.

Intended User Steps:
1. Click ratings search tool for 2011 or newer vehicles [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/2011-Newer+Vehicles]
2. Click search by model
3. Select make, model & year
4. Click go [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/2011-Newer+Vehicles/Search-Results?searchtype=model&make=ACURA&model=MDX&year=2013]
5. Click on 2013 Acura MDX [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/2011-Newer+Vehicles/Vehicle-Detail?vehicleId=7262]

-or-
1. Click ratings search tool for 2011 or newer vehicles [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/2011-Newer+Vehicles]
2. Click search by class
3. Click SUV [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/1990-2010+Vehicles/Search-Results?searchtype=class&vclass=SUV]
4. Click on 2012 Acura MDX [http://www.safercar.gov/Vehicle+Shoppers/5-Star+Safety+Ratings/2011-Newer+Vehicles/Vehicle-Detail?vehicleId=7262]

Supporting Questions:
- How easy or hard was it to find this information?
- What, if anything, would you change to make this easier to find?
- Looking at the Recommended Advanced Technology Features section, what does this mean to you?
- Is this information clear or confusing?
- Given your experience identifying 5-Star safety ratings for a vehicle of your choice, how likely are you to return to this site to obtain safety information for other vehicles?
- What would make you more likely to return to this site to obtain safety information for other vehicles?

Return to the homepage. *[http://www.safercar.gov/]*

Scenario #4 – Identify Information on Vehicle Recalls
Key Objectives
- Evaluate the ease of identifying the recall search tool on SaferCar.gov.
- Evaluate the ease of conducting a search on vehicle recalls.
- Evaluate the quality of content obtained through a vehicle recall search.
- Determine the likelihood of returning to SaferCar.gov for future information on vehicle recalls.

Testing Notes
- All respondents to complete Task 1
- Respondents randomly assigned to Task 2 or Task 3

- Where do you typically see, read or hear about vehicle recalls?
- Have you ever had a vehicle that was part of a recall?
    - o   [YES] – What did you do for more information?
    - o   [NO] – If you heard something about a recall for a vehicle you own, what would you do to find information?

Task 1: Find general information on safety recalls
The purpose of this task is to identify how easy or hard it is for users to find information about vehicle recalls.

On the news, you heard about a recall on a vehicle. After hearing this, you decide you want to understand what these recalls mean and why a vehicle or its parts may be recalled. Using this site, find information on safety recalls. Tell me aloud the steps you take to find this information.

Intended User Steps:
1.   Click on Vehicle Owners [http://www.safercar.gov/Vehicle+Owners]
2.   Click on Safety Recalls in left menu [http://www-odi.nhtsa.dot.gov/recalls]

Supporting Questions:
- How easy or hard was this to find?
- Does this page provide you with the information you need about this topic?
- Is this content easy or difficult to understand?
- Is the content organized or disorganized?
- Is the information too in depth or not in depth enough?

Return to the homepage. *[http://www.safercar.gov/]*

Task 2: Search for recall and potential investigation information for a specific vehicle
The purpose of this task is to identify how easy or hard it is for users to search for a specific recall from the homepage.

The recall you heard about was for a 2006 Honda CR-V. Someone you know drives this vehicle and you want to find specific information about the recall. Tell me aloud the steps you take to find this information.

Intended User Steps:
1. Use the Safety Recalls box to search for a vehicle recall [http://www-odi.nhtsa.dot.gov/cars/problems/recalls/recallsearch.cfm?type=VEHICLE&SearchType=DrillDown&step=2]
2. Using the search tool enter 2006 Honda CR-V
3. Click Retrieve Recalls [http://www-odi.nhtsa.dot.gov/cars/problems/recalls/results.cfm]

Supporting Questions:
- How easy or hard was it to find information on recalls or potential investigations for this vehicle?
- Does the vehicle have an existing recall or potential recall investigation?
- What, if anything, would you change to make this tool more helpful for you?
- Is there any information missing that you would want to see when searching for recalls?
- Print the results.

Return to the homepage. [*http://www.safercar.gov/*]

Task 3: Search for new recalls
The purpose of this task is to identify how easy or hard it is for users to search for new recalls from the homepage.

Since you're hearing all this information about recalls, you want to know what vehicles or parts have been recalled so far this month. Tell me aloud the steps that you take to find this.

Intended User Steps:
1. Use the Safety Recalls box to search for recalls since 1st of the month [http://www-odi.nhtsa.dot.gov/recalls/results.cfm?SearchType=DateSearch&date=8/01/2012&SCR323=false&summary=true]

Supporting Questions:
- How easy or hard was it for you to find information about recent recalls?
- What, if anything, would you change to make this easier?
- Do you believe this page is well-organized or cluttered?
- Is there any other information or content you would have expected to see during this task?
- On a scale from 1 to 5 (5 being most likely) how likely would you be to return to SaferCar.gov for vehicle recall information in the future?

Return to the homepage. [*http://www.safercar.gov/*]

Scenario #5 – Making a Vehicle or Child Seat Complaint
Key Objectives
- Evaluate the ease of identifying the Making a Vehicle or Child Seat Complaint page on SaferCar.gov.
- Evaluate the ease of making a vehicle or child seat complaint.
- Determine the likelihood of returning to SaferCar.gov to make a vehicle or child seat complaint in the future.

Testing Notes
- Respondents randomly assigned to Task 1 or Task 2

Task 1: Make a vehicle complaint
The purpose of this task is to gauge how easy or hard it is to report a defect using SaferCar.gov.

Imagine you were in a crash and your air bags did not deploy properly. You want to file a complaint and found out you can do so using this website. File this complaint and tell me aloud the steps you take to do so. DO NOT SUBMIT.

Intended User Steps:
1. Click on Vehicle Owners [http://www.safercar.gov/Vehicle+Owners]
2. Click File a Complaint in the left menu [https://www-odi.nhtsa.dot.gov/ivoq/]
3. In Vehicle Complaint, click Begin Online Form [https://www-odi.nhtsa.dot.gov/VehicleComplaint/index.xhtml]

Supporting Questions:
- How easy or hard was it to find how to make a complaint?
- What information do you need to complete this report?
- Was this task easy or hard to complete?
- What, if anything, would you change about this process to make it easier?
- Does this page provide you with the information you need about making a complaint?
- What, if any, additional information do you need?
- Have you ever made a vehicle complaint?
  - [YES] What steps did you take to make this report?
- If you were to make a vehicle complaint, what would be your preferred channel (phone, internet, mail, in –person) to report it?
- If you wanted to file a complaint over the phone, what phone number would you dial?
- Can you explain, in your own words, SaferCar.gov's privacy statement regarding your personal information?

Return to the homepage. [*http://www.safercar.gov/*]

Task 2: Make a child seat complaint
The purpose of this task is to gauge how easy or hard it is to make a child seat complaint using SaferCar.gov.

Now imagine you are having trouble securing your child safety seat and believe there is a problem with the seat. File this complaint and tell me aloud the steps you take to do so. DO NOT SUBMIT.

Intended User Steps:
1. Click on Vehicle Owners [http://www.safercar.gov/Vehicle+Owners]
2. Click File a Complaint in the left menu [https://www-odi.nhtsa.dot.gov/ivoq/]
3. In Child Seat, Equipment or Tire Complaint click Begin Online Form [https://www-odi.nhtsa.dot.gov/ivoq/online.cfm]
4. Click Begin Form [https://www-odi.nhtsa.dot.gov/ivoq/Complaint.cfm]

Supporting Questions:
- How easy or hard was it to find how to make a complaint?
- What information do you need to complete this report?
- Was this task easy or hard to complete?
- What, if anything, would you change about this process to make it easier?
- Does this page provide you with the information you need about making a complaint?
- What, if any, additional information do you need?
- Have you ever made a child seat complaint?
  - o [YES] What steps did you take to make this complaint?
- If you were to report a child seat defect, what would be your preferred channel (phone, internet, mail, in –person) to report it?
- If you wanted to file a complaint over the phone, what phone number would you dial?
- Can you explain, in your own words, SaferCar.gov's privacy statement regarding your personal information?

Return to the homepage. [*http://www.safercar.gov/*]

Scenario #6 – Identifying a Child Car Seat Inspection Station and Registering a Child Car Seat

Key Objectives
- Evaluate the ease of identifying the Child Car Seat Inspection Station Locator and the Register a Child Car Seat page on SaferCar.gov.
- Evaluate the ease of finding a child car seat inspection station.
- Evaluate the ease of registering a child car seat.
- Evaluate the ease of navigation when redirected to NHTSA.gov
- Determine the likelihood of returning to SaferCar.gov to find a child car seat inspection station or register a child car seat.

Testing Notes
- Respondents randomly assigned to Task 1 or Task 2

Task 1: Identify a child seat inspection station near home

Your child just grew out of their child seat, so you bought a new one and you want to make sure you properly install it. Using this website, find a child car seat inspection station near your hometown.

Intended User Steps:
1. Click on the Child Car Seat Inspection Station Locator [*http://www.nhtsa.gov/cps/cpsfitting/index.cfm*]
2. Enter state or zip code and click "Search on Map for Stations" [http://www.nhtsa.gov/cps/cpsfitting/ak/map/FindFitting.cfm? q_State=&q_Zip=22314]

-or-
1. Click Parents Central [http://www.safercar.gov/parents/index.htm]
2. Click Car Seats [http://www.safercar.gov/parents/CarSeats.htm]
3. Click Child Seat Inspection Locator [http://www.nhtsa.gov/cps/cpsfitting/index.cfm]
4. Enter state or zip code and click "Search on Map for Stations" [http://www.nhtsa.gov/cps/cpsfitting/ak/map/FindFitting.cfm? q_State=&q_Zip=22314]

Supporting Questions:
- How easy or hard was this to find?
- Tell me your first impression of this page.
- You may have noticed that you were taken to a different website - does this make it easier to use, harder to use or does it make no difference?
- Are there any additional search options that would make this easier for you?
- For what reasons did you choose to use (map/list) view?
- What, if anything, would you change to help you more easily find a child car seat inspection near your hometown?
- If you needed to find a child car seat inspection station in the future, would you return to this site to do it? Why/why not?

Return to the homepage. [*http://www.safercar.gov/*]

Task 2: Register a child car seat
The purpose of this task is to gauge how easy or hard it is to register a car seat using SaferCar.gov.

Now that you've had the car seat inspected, you want to register the car seat. Tell me aloud the steps you take to do so.

Intended User Steps:
1. Click on the Register Your Child Seat link on homepage [http://www-odi.nhtsa.dot.gov/recalls/register/childseat/]
-or-
2. Click on Vehicle Owners [http://www.safercar.gov/Vehicle+Owners/]
3. Click Safety Recalls [http://www-odi.nhtsa.dot.gov/recalls/]
4. Click Child Restraint Registration [http://www-odi.nhtsa.dot.gov/cars/problems/recalls/register/childseat/]

Supporting Questions:
- How easy or hard was this to find?
- Based on the information provided, how comfortable are you with registering a child car seat?
- What information is necessary to register a child car seat?
- On a scale of 1 – 5 (5 being the easiest), how easy or hard was it for you learn how to register a child car seat?
- Using the same scale, if your child car seat's brand isn't listed on the page, how easy or hard is it to register your child car seat?
- What additional information, if anything, would make it easier for you to understand how to register a child car seat?
- How likely are you to return to this site in the future if you needed to register a child car seat?
- How likely are you to refer a friend to this site to get more information on registering a child car seat?

Debrief

- Overall, on a scale of 1 to 5 (1 is difficult, 5 is easy), how would you rate the ease of use of this website? What reasons do you have for providing this rating?
    - [IF NOT 5] In general, what, if anything, could be done to improve your rating?
- What would motivate you to visit this website?
- Have you visited other websites on this topic?
    - [IF YES] How is the information at NHTSA.gov similar or different from the information you've seen at other sources dedicated to the topic of vehicle safety?
- Is there any other information or tools we could add to the site to make it more useful for you? [MODERATOR PROBE FOR 2 KEY CHANGES]
- Do you have any questions?

Before we finish, I'd like you to fill out this sheet. For each measure, please circle the number that best corresponds with the rating you would provide SaferCar.gov based on what you saw today.

Based on what you saw today, please circle the rating you would give NHTSA.gov on each of the following measures.

ORGANIZATION	1 *Cluttered*	2	3	4	5 *Well-organized*
INFORMATION	1 *Uninformative*	2	3	4	5 *Informative*
READABILITY	1 *Difficult to read*	2	3	4	5 *Easy to read*
APPROACHABILITY	1 *Intimidating*	2	3	4	5 *Inviting*
RELEVANCE	1 *Irrelevant to me*	2	3	4	5 *Relevant to me*
ATTRACTIVENESS	1 *Unattractive*	2	3	4	5 *Attractive*
INTEREST	1 *Uninteresting*	2	3	4	5 *Interesting*
EASE OF USE	1 *Difficult to find what I need*	2	3	4	5 *Easy to find what I need*