

Pre Test

What devices do you usually use to <xxx e.g., browse>?
How often on average do you use <xxx, e.g., consumerfinance.gov>?
For what purposes would you use <xxx, e.g., consumerfinance.gov>?
What other resources might you use to find similar information?
Rate your experience using <xxx e.g., current website> on a scale X to Y.
Why do you think <xxx e.g., the current website> is <blank> to use?

Pre Test - Consumer-based questions

What kind of devices do you own?
Have you heard of this website <xxx, e.g., consumerfinance.gov> before?
If yes, how?
If not, what do you think it is for?
What kind of information do you think you can find on <xxx e.g., site, page>?
What is your main <xxx e.g., online financial resource> when you are looking for <xxx e.g., financial information>?
What device do you usually use when looking for <xxx e.g., financial information>?

Actual Test (specific page)

What comes to mind when you look at <xxx e.g., this page>?
What can you do here <xxx e.g., on this page>?
What is the first thing that caught your eye?
What would be the first thing you would interact/select on <xxx e.g., this page>? Why?
If you wanted to find <xxx>, how would you find <xxx>
How would you find <xxx> using <xxx>
How would you <** perform a specific action xxx> (e.g., sign up for the email newsletter)
If you could change one thing about <xxx e.g., this page> to make it work better for you, what would it be?
Select <xxx> (e.g., a blog post, news article, or notice and comment) on this page.
If a/an <xxx> was relevant to <** a specific audience group>, how would you go about sharing it?
Where would you find the related information to this <xxx> (e.g., page, blog post, news article, regulation)
After you read this <xxx>, what would you do next?
How do you go back to the <xxx e.g., blog main page>?
What do you think <** a particular naming/title**> (e.g., 'Watchroom') is? What kind of content would you expect in it? Do you
What <xxx e.g., blogs, news articles> would you be interested in reading?
If you didn't see a/an <xxx> related to <xxx>, how would you try to find it/one?
If you were looking for <xxx>, how would you find it?
If you were interested in <xxx>, how would you find it?
Let's say CFPB <** perform an action** e.g., publish, passed> <xxx (e.g., news article or regulation>, how would you find it?
After you <** perform an action**>, how will you <** perform another action**>?
What is <** asking subject to identify a piece of info** e.g., CFPB's mailing address>? How would you find that information?
What is this <xxx e.g., page> for?
What does it mean if <xxx ** trying to understand user's interpretation of an icon, graphic figure**> ?
If you didn't want to <** perform an action** e.g., use the beta site>, how would you <** perform an alternative action, e.g., g
Before you <** perform an action**>, what do you expect will happen after you do?
When you <** perform an action**>, what does/do <xxx> mean to you?
Are there any <xxx> missing that you would expect <xxx>?
Was it easy to <** perform an action** e.g., read>? If not, how could we improve?
How intuitive and helpful is <xxx e.g., the navigation system>?

Did you notice <xxx e.g., email signup, video, search box>?

What did you think of the <xxx, e.g., font, color> of/on <xxx e.g., the Paying for College Tool >?

Consumer-based questions

What <xxx e.g., key words> would you use to search <xxx e.g., the website>?

What <xxx e.g., search engine> would you use?

What do you usually do when visiting <xxx e.g., a new website? What would be the first thing that you do here <xxx, e.g. land

After reading <xxx, e.g., paragraph, header, navigation label > how easy was it to understand it on a scale X to Y (e.g., easy to

If difficult what <xxx, e.g., word, phrase, image> would you use instead?

What is the purpose of this <xxx, e.g. page, section>?

You landed on <***insert page***> after <***scenario that would drive you to this page based on the outbound content we

<***scenario that would drive you to this page based on the outbound content we actually produce***>. What is the next pi

What other information do you need in order to use <***tool/info on the page***>?

Post Test

On a scale of <xxx e.g., **number**> to <xxx e.g., **number**>, how easy/difficult was it to use <xxx>?

What did you like the most about <xxx>?

What did you dislike the most about <xxx>?

Do you have any other feedback/input that we did not cover?

Was there anything too <xxx, e.g., obtrusive, well-hidden>?

What would encourage you to <xxx, e.g., return to this site in the future>?

If you could change one thing on the <xxx>, what would it be?

What would you do differently on <xxx, e.g. page, section>?

Post Test - Consumer-based questions

Do you feel comfortable using the <xxx, e.g. website, page, navigation, filter>?

Would you recommend <xxx e.g., the website, the Paying for College tool> to <xxx e.g., a relative or friend>?

What <xxx e.g., frustrated, excited> you the most?

?

>B site>?

>. What do you do now?
You're interested in finding?