

## Moderator's Guide for *Paying for College Usability Test* Group A: Students With Offers in Hand

### Introduction

Thank you for participating in this study today. My name is \_\_\_\_\_, and I work with the User Experience Team at Fors Marsh Group. Today we will be evaluating a website that has financial information. I will give you a series of tasks that I would like you to complete using the website. Your comments and feedback will help the developers improve the site. I did not create the website, so please do not feel like you have to hold back on your thoughts to be polite to me. We're interested in both your positive and negative reactions to the website. Difficulties you may run into reflect the design of the website, not your skills or abilities. Please keep in mind that I am not testing you or your knowledge. Rather you are helping us to see how we can improve this site.

The entire session should last about 60 minutes. Do you have any questions so far?

### **Let's cover a couple things before we get started.**

- We are making a video recording of this session. Only those of us associated with this project will see the recordings, and we will not share your name or personal information. The recordings are used as a memory aid for me so I can go back later to recall what happened during each session.
- I am interested in your thoughts and reactions as we proceed. This is important because I can see what you are doing, but I don't know why you are doing it. So I need your help. So while you are working, I would like you to think aloud. I would like you to:
  - Tell me what you are thinking
  - Describe the steps that you are taking.
  - Tell me why you are doing what you are doing, what you are going to do, and why.
  - Tell me if you are looking for something and what it is and whether you can find it or not.
  - Tell me why you click on a link and what you expect to happen.
  - Basically, just tell me everything you are thinking as you work.
- There are no right or wrong answers, and your comments and opinions will only be used in combination with the feedback that we get from other people.
- Any questions so far?

### **We are going to track where you are looking as you work.**

- This is the eye tracker [point to tracker].
- Let's get you situated in your chair in front of the screen in a good position.

- Please try to refrain from making any large head movements during the session. You do not need to remain perfectly still like a statue, but if you move your head too much, the eye tracker may lose your eyes.
- Let's do a quick task so the computer can find your eyes. Please follow the red circle as it moves on the screen [calibration].
- Ok, we are ready to begin. I will work from the other room, and we will communicate through microphones and speakers. I will be able to see you with this camera [point to camera].
- Please complete this questionnaire as I go to the other room now and do a sound check.
- Do you have any questions?
- Can you hear me ok?
- Ok, we are ready to begin. I would like you to start with the first task in front of you and begin by reading the task aloud. Then I will pull up the website, and I would like you to use it to find the information. When you feel you have found it, I would like you to tell me "This is my final answer." Ready?

Notes:

- *All tasks (except pre-task) begin on the home page. Participants will be redirected to the home page at the conclusion of each task.*
- *After the participant reads the task, the moderator will start the eye tracker, and the home page will load. The eye tracker will close the site at the end of each task.*
- *Participants will have the tasks on paper on the desk in front of them. Each task will be on its own piece of paper, in large font.*
- *All participants will begin with the pre-task. After the pre-task, tasks will be randomly assigned to prevent order effects. The moderator will place tasks in the correct order before the session begins.*
- *Accuracy = percent of steps successfully completed for each task.*
- *Path = clicks made*
- *Task Time = page load to end of task (when they verbalize that they found the answer)*
- *The first time participants use search, the moderator will probe about terms they would enter and their expectations (before clicking search).*
- *After 3 tasks, if participants ONLY use search, prompt them with "without using search."*
- *Moderator: Note any inconsistencies between users' terminology and the site's.*

## **Pre-task interview: Process in Comparing Schools**

Let's say you interested in finding out more about the different financial decisions that you need to make about education after graduating high school. What would you do? [If necessary] Who would you talk to? How would you research this? [Moderator: What resources does participant mention? What process? Websites? Search terms they use?]

## **Task 1: Navigation to pay for college/first impressions (Difficulty: Easy)**

Start on main CFPB home screen.

**1a.** Let's say you interested in finding out more about the different financial decisions that you need to make about education after high school. What should happen before you compare schools? (e.g., Apply, Find Financial Aid, FAFSA)

Correct path: home page → Pay for college (or Get started)

**1b.** What are your first impressions of this website?

**1c.** Who is this site for?

**1d.** What would you do next? [Moderator: Probe further – Tell me more about that. What would get you to explore this site?]

## Task 2: Compare colleges (Difficulty: Medium)

Start on *Paying for College*.

- 2a.** Let's say that you have your list narrowed down to the two schools that you have financial aid offers from. You are interested in graduation rates of those two schools. Which university graduates a higher percentage of students who enroll? [Moderator note: \$\$ does not auto-populate. What do they say/do?]

Correct path:

1. Compare Financial Aid Offers → Get Started → Search School X → Click School X → Check 'I have a financial aid offer from this school' → Continue (This school pledged to use the Financial Aid Shopping Sheet.) → Continue → Add another school → Search School Y → Click School Y → Check 'I have a financial aid offer from this school' → Continue (This school pledged to use the Financial Aid Shopping Sheet.) → Scroll to information on page

- 2b.** Let's say you want to keep a copy of this information so you can show it to a family member. Get a copy of this information to use later.

Correct path:

1. Save & Share → enter email address → Send
2. Save & Share → copy URL (will save #s entered) → email to self
3. Ctrl-P

- 2c.** Did you expect to be able to save information on this site?  
What did you expect that to be like?

## Task 3: Compare loans (Difficulty: Medium)

Start on *Paying for College*.

- 3a.** Let's say you have decided on the university you want to attend and you know you're going to need to take out a loan to pay for tuition. What are the different types of loans that are available to you? [Moderator: Which section of the page does the participant use to find this information?]

**Correct Answer:** Federal or Private

Correct path:

1. Student Financial Guides → Scroll to compare federal and private
2. More about student loans (under Student Financial Guides) → Scroll

**3b.** Which is better for you? [Do they understand? Does the content help them?]

**3c.** Ok, you now know that you need to take out a federal loan. What are the approximate interest rates for federal loans?

**Correct Answer:** Interest rates range from 3.86% to 6.41%, depending on the loan program.

Correct path

1. Scroll down → Detailed comparison of federal and private loans → Look at “Interest Rates” section

**3d.** You think your friends would be interested in this information too. How would you share this with them? [What do they do? Share on social media? Bookmark? Print? If print, what would that look like? How do they want it to look? What would they expect?]

**3e.** After you graduate, what would be the debt burden for [THE SECOND SCHOOL THEY ENTER]?

**3f.** After you graduate, what is the monthly payment for the loans you would take out while attending [THE FIRST SCHOOL THEY ENTER]?

**3g.** How much debt burden would you have at [SECOND SCHOOL] vs. [FIRST SCHOOL]?

**3h.** Now enter some basic information about a school that you don't have an offer for. Is this helpful?

## **Task 4: Financial Aid Disbursement (Difficulty: Easy)**

Start on *Paying for College*.

**4a.** Let's say you have found out that you have money left over from your loan after tuition and fees were paid. You have heard that you have a few options for how you can receive this money. What are your options?

**Correct Answer:** Direct deposit to a bank account, to a card that might also double as your student ID, check, or cash.

Correct path:

1. Student financial guides → Student banking → Scroll to "Financial Aid Disbursement" → View Aid Disbursement Options

## Satisfaction Questionnaire (SATQ)

Please circle the numbers that most appropriately reflect your impressions about using this device.

1. Please rate your **overall** experience with the Paying for College website:

Not Difficult At All	Slightly Difficult	Moderately Difficult	Very Difficult	Extremely Difficult
1	2	3	4	5

2. Please rate the clarity of the information presented to you on the Paying for College website:

Not Clear At All	Slightly Clear	Moderately Clear	Very Clear	Extremely Clear
1	2	3	4	5

3. Please rate your difficulty with navigating on the Paying for College website:

Not Difficult At All	Slightly Difficult	Moderately Difficult	Very Difficult	Extremely Difficult
1	2	3	4	5

4. How likely would you be to use this site in the future?

Not Likely At All	Slightly Likely	Moderately Likely	Very Likely	Extremely Likely
1	2	3	4	5

5. How likely would you be to recommend this site to a friend?

Not Likely At All	Slightly Likely	Moderately Likely	Very Likely	Extremely Likely
1	2	3	4	5

6. Please rate the organization of the website in general:

Not Clear At All	Slightly Clear	Moderately Clear	Very Clear	Extremely Clear
1	2	3	4	5

7. Please rate whether the Paying for College website met your expectations:

Did not meet expectations	Met expectations	Exceeded expectations
1	2	3

8. How hard was it to compare colleges using the comparison tool?

Not Difficult

Slightly  
Difficult

Moderately  
Difficult

Very  
Difficult

Extremely  
Difficult

1

2

3

4

5



## Debriefing Questionnaire

(NOTE: Some are used as follow-ups to actions during session and to SATQ responses; participants do not receive all debriefing questions.)

1. How would you describe this site to a friend?
2. What can this organization help you with? What can't they help you with? [Do users understand the difference between this site and Dept of Ed?]
3. Tell me about your overall experience using this website. What worked well; what did not work well? [Probe further as necessary.]
4. Let's imagine you were to use this site on your own. What information would you look for?
5. Would you share any of the information on social media? What would you share?
6. [If participant uses search] Tell me about your experience using Search. Did you get what you were looking for?
7. [Follow up to SATQ4] What could be changed to increase the likelihood that you would use this website?
8. [Follow up to SATQ4] As the website currently is, what is decreasing the likelihood that you would use the Paying for College website?

9. What do you think the “Download action guide” is? [Probe further as necessary.]
10. What do you think about the process of comparing colleges? [Probe further as necessary. Did they like it? What will happen next?]
- Does this seem like something you might use on your own?
  - What did you think when you saw the zeros appear?
  - What else did you expect that you couldn't do?
  - What was the best part?
  - What was the worst part?
  - Is this something you would use in the future?
  - What did you think about the different sections like contributions, federal loans, private loans, etc?
11. What categories in the compare tool were hard to understand?
12. What do you think about the school indicators at the bottom?
- Do you like them?
  - Why did/didn't you pay attention to them?
13. What do you think about this interest rate toggle?
14. Did the compare tool progress in a logical order?
15. What categories were the hardest to work through?
16. Where would you go on this site to find out more information about these various loan options?
17. What else were you expecting to do on this website that you couldn't do? What is missing?

18. [For counselors] What is the one thing you would share with a student who was not concerned with debt associated with college?
  - a. What about with a student who is very concerned with debt?
  
19. What did you think about this process timeline? [If necessary: Is in in the right order? Anything missing?
  
20. What did you think about the questions on the right [show the items in green boxes]?
  
21. [Follow up regarding some of the SATQ items.]
  
22. What would you say is the best thing about this website?
  
23. What would you say is the worst thing about this website?
  
24. How do you think this experience should be different on mobile? If you accessed this site from your phone or tablet, what should be different?
  
25. What information/links should be the same/different?
  
26. Do you think you would use the comparison tool on mobile?