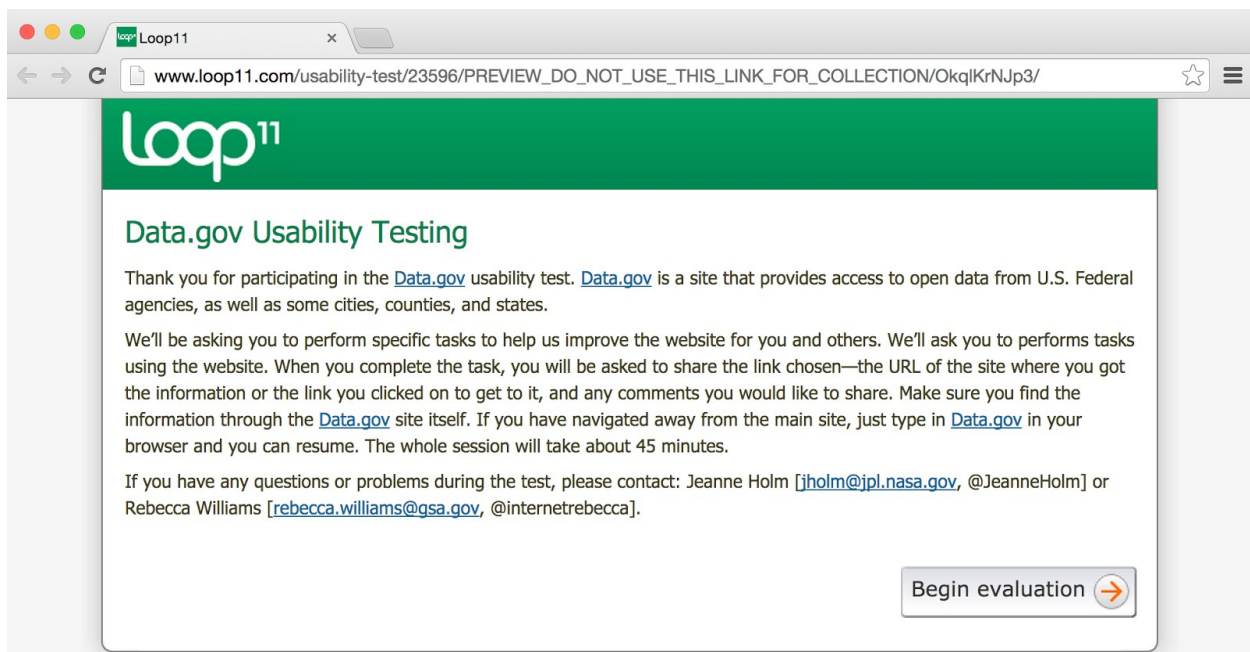


## Usability Testing on Data.gov (Req-14) October 2014

OMB Control No: 3090-0297  
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Public reporting burden of this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Data.gov Program, Office of Citizen Services and Innovative Technologies, General Services Administration, 1800 F Street, NW, Washington, DC 20405.

### **Questions (note headings are for planning purposes only for use by the Data.gov team--not visible to testers)**



Loop11

www.loop11.com/usability-test/23596/PREVIEW\_DO\_NOT\_USE\_THIS\_LINK\_FOR\_COLLECTION/OkqIKrNj3/

## Loop<sup>11</sup>

### Data.gov Usability Testing

Thank you for participating in the [Data.gov](#) usability test. [Data.gov](#) is a site that provides access to open data from U.S. Federal agencies, as well as some cities, counties, and states.

We'll be asking you to perform specific tasks to help us improve the website for you and others. We'll ask you to perform tasks using the website. When you complete the task, you will be asked to share the link chosen—the URL of the site where you got the information or the link you clicked on to get to it, and any comments you would like to share. Make sure you find the information through the [Data.gov](#) site itself. If you have navigated away from the main site, just type in [Data.gov](#) in your browser and you can resume. The whole session will take about 45 minutes.

If you have any questions or problems during the test, please contact: Jeanne Holm [[jholm@jpl.nasa.gov](mailto:jholm@jpl.nasa.gov), @JeanneHolm] or Rebecca Williams [[rebecca.williams@gsa.gov](mailto:rebecca.williams@gsa.gov), @internetrebecca].

Begin evaluation →

loop11

www.loop11.com/usability-test/23596/PREVIEW\_DO\_NOT\_USE\_THIS\_LINK\_FOR\_COLLECTION/OkqIKrNj3/preparation/

## loop<sup>11</sup>

### Data.gov Usability Testing

In this exercise, you will be asked to carry out a number of tasks on a website.

- At the top of the page, you will see the current task you are to complete.

20% Complete Example: Using the website below, find the contact details of the organisation

Abandon Task Task Complete

- To complete each task, you will need to navigate through the website to the page that contains the information for the task or the page that you think best answers or completes the task.
- When you have navigated to the page that contains the information for the task, select 'Task Complete'.

Task Complete

- If you can't find the page or are having difficulty you can select 'Abandon Task'.

Abandon Task

Please remember – we are not evaluating you, we are evaluating the website.  
When you have read these instructions click **NEXT** to begin the first task.

Next

## Your gear:

1. What platform and device are you using for testing?
  - a. Computer
  - b. Mobile phone
  - c. Tablet

0% Complete

What platform and device are you using for testing?

Computer

Mobile phone

Tablet

NEXT


2. What operating system and hardware?
  - a. What app (if applicable)?
  - b. What browser (if applicable)?

3%  
Complete

What operating system and hardware?

What app (if applicable)?

What browser (if applicable)?

NEXT 

### Let's get started!


3. First Impressions: Spend a few minutes exploring Data.gov
  - a. What do you notice first? \_\_\_\_\_
  - b. What is the purpose of this site? \_\_\_\_\_

7%  
Complete

First impressions: Spend a few minutes exploring Data.gov

What do you notice first?

What could you use this site for?


NEXT 

4. Rate your overall satisfaction with the appearance of Data.gov
  - a. 1 Not at all satisfied
  - b. 2
  - c. 3
  - d. 4
  - e. 5 Extremely satisfied
  - f. 0 (Don't know/Does not apply)

10%  
Complete

Rate your overall satisfaction with the appearance of Data.gov


- 1 Not at all satisfied
- 2
- 3
- 4
- 5 Extremely satisfied
- 0 (Don't know/Does not apply)

NEXT 

5. Why did you give the rating you gave for #4? \_\_\_\_\_

13%  
Complete

Why did you give the rating you gave for #4?

NEXT 


6. Rate your overall satisfaction with the menu navigation of Data.gov

- a. 1 Not at all satisfied
- b. 2
- c. 3
- d. 4
- e. 5 Extremely satisfied
- f. 0 (Don't know/Does not apply)

17%  
Complete

Rate your overall satisfaction with the menu navigation of Data.gov


- 1 Not at all satisfied
- 2
- 3
- 4
- 5 Extremely satisfied
- 0 (Don't know/Does not apply)

NEXT 

7. Why did you give the rating you gave in #6? \_\_\_\_\_

20%  
Complete

Why did you give the rating you gave in #6?

NEXT 

### Searching for Open Data:


Search for a dataset that is relevant to your interests, until you find one. If the dataset you find does not apply to the questions below, feel free to search again.

8. Rate your overall satisfaction with the search experience.
- a. 1 Not at all satisfied
  - b. 2
  - c. 3
  - d. 4
  - e. 5 Extremely satisfied
  - f. 0 (Don't know/Does not apply)

23%  
Complete

Rate your overall satisfaction with the search experience.


- 1 Not at all satisfied
- 2
- 3
- 4
- 5 Extremely satisfied
- 0 (Don't know/Does not apply)

NEXT 

9. Why did you give the rating you gave in #8? \_\_\_\_\_

20%  
Complete

Why did you give the rating you gave in #8?

NEXT 

Click on [this dataset](#).

10. Are the dataset's different format types presented clearly?


- a. 1 Not at all straightforward
- b. 2
- c. 3
- d. 4
- e. 5 Extremely straightforward
- f. 0 (Don't know/Does not apply)

30%  
Complete

Search for the Consumer Complaint Database.

Are the dataset's different format types presented clearly?


- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

11. Why did you give the rating you gave in #10? \_\_\_\_\_

20%  
Complete

Why did you give the rating you gave in #10?

NEXT 

12. If applicable: if you came across a broken link or file format not to your preference, was it clear who to contact?

- a. Y
- b. N
- c. Why? \_\_\_\_\_


**37%**  
Complete

Based on what you've found on the website, what would you do if you had a question or problem with this dataset?

Yes

No

Why?


NEXT 

**Navigate to the Topics page of Data.gov and choose a Topic to explore.**

13. For reference, which Topic did you choose? \_\_\_\_\_

**40%**  
Complete

Navigate to the Topics page of Data.gov and choose a Topic to explore. For reference, which Topic did you choose?

NEXT 

14. Rate your overall satisfaction with your chosen Topic in terms of navigation, layout, content, and data
- a. 1 Not at all satisfied
  - b. 2
  - c. 3
  - d. 4
  - e. 5 Extremely satisfied
  - f. 0 (Don't know/Does not apply)



43%  
Complete

Rate your overall satisfaction with your chosen Topic in terms of navigation, layout, content, and data.

- 1 Not at all satisfied
- 2
- 3
- 4
- 5 Extremely satisfied
- 0 (Don't know/Does not apply)

NEXT 

15. Why did you give the rating you gave in #14? \_\_\_\_\_

20%  
Complete

Why did you give the rating you gave in #14?

NEXT 

16. Test Scenarios (pick one):

You want to find the effects of climate change in your community. Find information about the climate.

Rate how straightforward it is to find the top insights and topics related to climate data?

- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

You are investigating alternative fuel development. Find a dataset related to biofuel companies.

Rate how straightforward it is to find the data owner of that dataset.

- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

<p>Rate how straightforward it is to find the most important datasets related to climate?</p> <p>1 Not at all straightforward 2 3 4 5 Extremely straightforward 0 (Don't know/Does not apply)</p>	<p>Rate how straightforward it is to preview the dataset and see if there is a company in New York.</p> <p>1 Not at all straightforward 2 3 4 5 Extremely straightforward 0 (Don't know/Does not apply)</p> <p>Rate how straightforward it is to download the dataset.</p> <p>1 Not at all straightforward 2 3 4 5 Extremely straightforward 0 (Don't know/Does not apply)</p>
<p>You are looking at crime in your city. Locate information about topics and data related to crime or safety.</p> <p>Rate how straightforward it is to find related datasets in XML format.</p> <p>1 Not at all straightforward 2 3 4 5 Extremely straightforward 0 (Don't know/Does not apply)</p> <p>Rate how straightforward it is to find data from Illinois.</p> <p>1 Not at all straightforward 2 3 4 5 Extremely straightforward 0 (Don't know/Does not apply)</p>	<p>You are researching education issues and want to compare U.S. data to data from other countries.</p> <p>Rate how straightforward it is to find a listing of open data sites from other countries.</p> <p>1 Not at all straightforward 2 3 4 5 Extremely straightforward 0 (Don't know/Does not apply)</p>

53%  
Complete

You are interested in information on climate change. Rate how straightforward it is to find the most important datasets related to climate?

- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

57%  
Complete

You are investigating biofuel companies. Rate how straightforward it is to find the data owner of that dataset.

- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

60%  
Complete

Sticking with the same biofuel company dataset, rate how straightforward it is to preview the dataset and see if there is a company in New York.

- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

63%  
Complete

Rate how straightforward it is to download the biofuel company dataset.


- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward

NEXT 

67%  
Complete

You are looking at crime in your city. Locate information about topics and data related to crime or safety. Rate how straightforward it is to find related datasets in XML format.


- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

70%  
Complete

Still looking at crime data, rate how straightforward it is to find data from Illinois.


- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

73%  
Complete

You are researching education issues and want to compare U.S. data to data from other countries. Rate how straightforward it is to find a listing of open data sites from other countries.

- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

### Navigate to Developers on Data.gov.

17. You are creating a new website. Rate how straightforward it is to find web services or APIs that you could use.


- a. 1 Not at all straightforward
- b. 2
- c. 3
- d. 4
- e. 5 Extremely straightforward
- f. 0 (Don't know/Does not apply)

77%  
Complete

Navigate to Developers on Data.gov.

You are creating a new website. Rate how straightforward it is to find web services or APIs that you could use.

- Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward
- 0 (Don't know/Does not apply)

NEXT 

18. Why did you give the rating you gave in #17? \_\_\_\_\_

20%  
Complete

Why did you give the rating you gave in #24?

NEXT

### Finishing Up!

19. Lasting Impressions: Rate the following Data.gov features by how important they are to you as a user:

<p><b>Data Catalog</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5 Extremely important</li> <li>• 0 (Don't know/Does not apply)</li> </ul>	<p><b>Contact Information</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5 Extremely important</li> <li>• 0 (Don't know/Does not apply)</li> </ul>
<p><b>Curated Data Collections or Topics</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5 Extremely important</li> <li>• 0 (Don't know/Does not apply)</li> </ul>	<p><b>Information About Data.gov</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5 Extremely important</li> <li>• 0 (Don't know/Does not apply)</li> </ul>
<p><b>Data Stories or Impacts</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5 Extremely important</li> <li>• 0 (Don't know/Does not apply)</li> </ul>	<p><b>Federal Agency Participation / Policy Compliance</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5 Extremely important</li> <li>• 0 (Don't know/Does not apply)</li> </ul>
<p><b>Data.gov Metrics (Analytics, API calls, Data Request Frequency)</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> </ul>	<p><b>Bulk Downloads of Data.gov's Metadata</b></p> <ul style="list-style-type: none"> <li>• 1 Not at all important</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5 Extremely important</li> </ul>

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• 5 Extremely important</li> <li>• 0 (Don't know/Does not apply)</li> </ul> | <ul style="list-style-type: none"> <li>• 0 (Don't know/Does not apply)</li> </ul> |
|--|---|

83% Complete Please take two minutes to arrange the Data.gov elements on these cards in the order of most importance. If there is an element we have not included that you would like to see, please write it in. Abandon Task Task Complete

OptimalSort View Instructions Leave a comment Finished

- Developer Tools
- News about Data.gov
- Open Data Impact Examples
- Curated data collections or Topics
- Local and International Open Data
- Events (Data Jams, Hackathons) using Open Data
- Data catalog
- Federal agency participation
- Data.gov web analytics
- Open Data policy compliance
- Content for Press
- Applications made with Open Data
- Data about the Data on Data.gov
- Information about the Data.gov site or program

- Not At All Important / No Opinion
- Very Important (Header menu)
- Not Very Important to Me
- Most Important (Body of the Website)
- Important (Footer menu)

20. What type of content or feature that would you like to see added? \_\_\_\_\_

87% Complete

What type of content or feature that would you like to see added?


NEXT →

21. If you could change two things about Data.gov, what would you change? \_\_\_\_\_



90%  
Complete

If you could change two things about Data.gov, what would you change?

NEXT 


22. Rate your overall satisfaction with the feedback mechanisms on Data.gov

- a. 1 Not at all satisfied
- b. 2
- c. 3
- d. 4
- e. 5 Extremely satisfied
- f. 0 (Don't know/Does not apply)

93%  
Complete

Rate your overall satisfaction with the feedback mechanisms on Data.gov.

- 1 Not at all straightforward
- 2
- 3
- 4
- 5 Extremely straightforward

NEXT 

23. Why did you give the rating you gave in #22? \_\_\_\_\_

20%  
Complete

Why did you give the rating you gave in #29?

NEXT 

Loop<sup>11</sup>

Data.gov Usability Testing

Evaluation complete 