

LMR #: 158-1111
November 23, 2011

FSA Digital Discussion Guide

1. Introduction and set up
2. I am going to show you various items on your screen and then we can discuss them. This is a very casual conversation and everything you say is important. This discussion is being recorded as you will soon hear. **RECORD**

Show both home page designs side-by-side

3. Please select the one approach that you feel is most likely to capture your attention if you were to see it online.

SHOW ONLY SELECTED PAGE (Remove other website)

4. What about this website makes you say that it is more captivating than the other?
5. What is the very first thing you noticed about this page?
6. Please tell me what you think is the main focus and message of this homepage.
7. What organization sponsors this website?
8. What, specifically, is it telling you about the organization?
PROBE: What else is it saying to you?
9. What is the first action you would take on this homepage?
10. What do you, personally, identify with on this page?
- What else do you connect with? What else is most relevant to you?

Based upon answer to Q.10...

11. What would you recommend this say or show that might improve how readily and effectively you connect with this part of the page?
- PROBE: The graphical component
- PROBE: The words, phrases and references

SHOW PAGE NOT SELECTED (Remove preferred page)

12. And what is it about this homepage that made it less appealing to you overall?

13. Are there any favorable or appealing elements on this page that you think should be included in the other page?

SHOW PREFERRED PAGE AGAIN

14. Here is the page you preferred. Now, let's imagine you were to click to find out more. **But, before** we do that, I would like to get a sense of ...

- What information would you expect or want to find on the upcoming page?
PROBE FULLY

SHOW RELEVANT SEGMENTATION PAGE

15. Okay, now let's show what might be on that next page.

16. Do you see all the information you were expecting?

17. What is here that you were hoping/wanting to see?

18. What is missing?

- What specifically do you want to see or learn that is not addressed on this page?

Show YouTube alternatives side by side and ask...

21. Which would you prefer to see if you linked to this site directly from YouTube.com?

22. (For one selected) Does this change anything about the way you feel about the organization sponsoring the website?

Show Facebook alternatives side by side and ask...

23. Which would you prefer to see if you linked to this site directly from Facebook.com?

24. (For one selected) Does this change anything about the way you feel about the organization sponsoring the website?

25. Overall, what additional information would you expect to learn from these sites?

Thank and conclude.