

## 1. Moderator Checklist

1. Look at and remember person's name prior to going to meet him/her.
  2. Introduce yourself and other team members who might interact with participant (i.e., logger, observation facilitator).
  3. Ask if person would like something to drink and/or to use the restroom.
  4. Ask person to read and sign the consent form.
  5. Reference the OMB Control Number and PRA Statement:  
The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests. The OMB Control Number for this study is 1545-1349. Also, if you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please write to:  
**Internal Revenue Service  
Tax Products Coordinating Committee  
SE:W:CAR:MP:T:T:SP  
1111 Constitution Ave. NW  
Washington, DC 20224**
  6. Talking points to cover in verbal session overview:
    - Discuss the purpose of focus group.
    - Remind participant to be honest and open and willing to share ideas and dislikes with the group/ team.
    - Remind that (s)he is helping us evaluate our application—we are not evaluating him/her.
  7. Ask participants if they have any questions.
  8. Ensure that participant discusses his/her responses. Ask if (s)he has any other comments about the site.
- Have participant sign receipt form and record honorarium check number on signed form.

## Participant Consent Form

The purpose of this study is to help us evaluate the eAuthentication application soon to be offered by IRS. We would like you to help us identify ways we can change the design to make finding information easier. By participating in this study, you will help us shape the future of the IRS.gov Web site.

This session will take approximately 1 hour. You will be given a scenario with data about your life and asked to use the application using this information. One of our user experience specialists will be observing how you interact with the tool.

If you do not want to be in this study, you do not have to participate. You do not have to answer any questions you do not want to, and you may stop at any time without any consequences. All information that you provide in this research study will be kept private to the extent allowed by law and any report of this research will not identify you personally in any way.

If you agree to help us, please sign below.

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*(Signature)*

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*(Date)*

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*(Print Name)*

**Paperwork Reduction Act (PRA) Statement:**

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## Sample Participant Email

Hello \_\_\_\_\_. This [note / call] is just a reminder that you agreed to attend a market research interview tomorrow (date) at (time). As we discussed, this is part of a market research study and you will simply be asked to state your opinions and preferences regarding a series of issues or products that our client is interested in improving using your input along with the input of others. The session will last about (interview length). Please arrive about 15 minutes early so that we can make sure that we are ready for you. Once you have finished the interview you will be compensated with the (incentive) we discussed. If for any reason you are not able to attend the session, or you will be late, please contact (name) at (phone number).

Details on how to find the location are as follows:

[facility location details]



# eAuthentication Persona

## YOUR PERSONAL INFO

Name:	Mimi Imfurst
Social Security No.	211-22-1234
Address:	22567 Main St Herndon, VA 20171
Date of Birth:	October 12, 1957
e-Mail Address:	mimi@yahoo.com
Phone Number:	703-558-4498

## YOUR LEGAL INFO

Tax Return Data:	Filing Status – Married Filing Jointly
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## YOUR FINANCIAL INFO

Credit Card Information:	See Card or Check in Folder
Billing Address:	22567 Main St Herndon, VA 20171

**Thank you for participating!**



**ID:**

## eAuthentication Persona

### YOUR PERSONAL INFO

Name:	Mimi Imfurst
Social Security No.	211-22-1235
Address:	32569 First Ave. Memphis, TN 55487
Date of Birth:	January 12, 1943
e-Mail Address:	mimi@yahoo.com
Phone Number:	502-558-4498

### YOUR LEGAL INFO

Tax Return Data:	Filing Status – Married Filing Jointly
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### YOUR FINANCIAL INFO

Credit Card Information:	See Card or Check in Folder
Billing Address:	32569 First Ave. Memphis, TN 55487

**Thank you for participating!**



**ID:**

## eAuthentication Persona

### YOUR PERSONAL INFO

Name:	Mimi Imfurst
Social Security No.	211-22-1236
Address:	11568 Golden Ave. Orlando, FL 40706
Date of Birth:	March 12, 1981
e-Mail Address:	mimi@yahoo.com
Phone Number:	407-558-5524

### YOUR LEGAL INFO

Tax Return Data:	Filing Status – Married Filing Jointly
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### YOUR FINANCIAL INFO

Credit Card Information:	See Card or Check in Folder
Billing Address:	11568 Golden Ave. Orlando, FL 40706

**Thank you for participating!**



**ID:**

## eAuthentication Persona

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### YOUR PERSONAL INFO

Name:	Mimi Imfurst
Social Security No.	211-22-1237
Address:	55684 Boston Terrace Tampa, FL 44598
Date of Birth:	May 12, 1981
e-Mail Address:	mimi@yahoo.com
Phone Number:	407-788-5524

### YOUR LEGAL INFO

Tax Return Data:	Filing Status – Married Filing Jointly
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### YOUR FINANCIAL INFO

Credit Card Information:	See Card or Check in Folder
Billing Address:	55684 Boston Terrace Tampa, FL 44598

**Thank you for participating!**



## eAuthentication Persona

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### YOUR PERSONAL INFO

Name:	Mimi Imfurst
Social Security No.	211-22-1238
Address:	6684 Main St. Fairfax, WA 79514
Date of Birth:	June 12, 1976
e-Mail Address:	mimi@yahoo.com
Phone Number:	604-788-5524

### YOUR LEGAL INFO

Tax Return Data:	Filing Status – Married Filing Jointly
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### YOUR FINANCIAL INFO

Credit Card Information:	See Card or Check in Folder
Billing Address:	6684 Main St. Fairfax, WA 79514

**Thank you for participating!**





## eAuthentication Persona

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### YOUR PERSONAL INFO

Name:	Mimi Imfurst
Social Security No.	211-22-1239
Address:	6689 Main St. Fairfax, WA 79514
Date of Birth:	June 12, 1976
e-Mail Address:	mimi@yahoo.com
Phone Number:	604-788-5642

### YOUR LEGAL INFO

Tax Return Data:	Filing Status – Married Filing Jointly
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### YOUR FINANCIAL INFO

Credit Card Information:	See Card or Check in Folder
Billing Address:	6689 Main St. Fairfax, WA 79514

**Thank you for participating!**

**eAuthentication User Observations  
 Screener Questionnaire  
 Job #**

<b>First Name:</b>	<input style="width: 95%;" type="text"/>	<b>Date</b>	<input style="width: 95%;" type="text"/>
<b>Last Name:</b>	<input style="width: 98%;" type="text"/>		
<b>Male / Female (NOTE AT BEGINNING OF INTERVIEW):</b>	<input style="width: 98%;" type="text"/>		
<b>Address/Location:</b>	<input style="width: 98%; height: 40px;" type="text"/>		
<b>Telephone #'s:</b>	<input style="width: 60%;" type="text"/>	<b>Appt date</b>	<input style="width: 30%;" type="text"/>
<b>Interviewer:</b>	<input style="width: 60%;" type="text"/>	<b>Appt time</b>	<input style="width: 30%;" type="text"/>
<b>Comments:</b>	<input style="width: 98%; height: 80px;" type="text"/>		

Hello, I'm \_\_\_\_\_ calling on behalf of the Internal Revenue Service. The IRS wants to hear from you. Have you heard about the website IRS DOT GOV? What we would like to do is ask you a few questions to see if you would be able to participate in a 60 minute evaluation of an IRS web site to be scheduled during the week of May 20th. The IRS is interested in finding out your opinions on the way they have designed their site. These evaluations are for research purposes only – we just want your opinions. We also want you to know the IRS will NOT in anyway use your personal information for anything other than the strict usage of it for this particular study. We would pay you to come to the IRS testing facility and provide your feedback and input on how well it works. Would you be willing to answer a few questions to see if you qualify?

**IF NO, SCHEDULE TIME TO CALL BACK. IF YES, CONTINUE.**

**[REFERENCE THE OMB CONTROL NUMBER AND PRA STATEMENT AS NOTED BELOW BEFORE CONTINUING WITH THE INTERVIEW]**

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Because we are seeking a wide variety of people, let me start by asking you some questions about yourself...

1. Have you ever taken part in a market research interview or usability study, either one on one or in a focus group type setting? **IF NO SKIP TO Q4**
2. When was the last time you participated in a market research interview or usability study? **TERMINATE IF LESS THAN 6 MONTHS**
3. Do you or any member of your immediate family currently work for or did they ever work for any of the following?

<input type="checkbox"/>	Marketing, Market Research Firm	<b>IF YES TO ANY TERMINATE</b>
<input type="checkbox"/>	Advertising	
<input type="checkbox"/>	Web Site Design Company	
<input type="checkbox"/> For a city, state or federal government agency? If so, which one? <b>IF IRS, TERMINATE</b>		

4. Do you have access to the internet where you can use it for your own personal use?  
YES  
**NO TERMINATE**
5. On a scale of 1 to 5 where 1 means 'not at all comfortable' and 5 means 'very comfortable', how comfortable are you with... **TERMINATE IF 1 or 2**

using a mouse	1	2	3	4	5
using a keyboard	1	2	3	4	5
using the Internet	1	2	3	4	5
using a scroll bar	1	2	3	4	5

6. Have you currently or in the past personally prepared an income tax return for yourself or your family, or have you always used an outside agency?  
Personally prepare the taxes.....Continue  
Uses an outside agency.....Continue
7. Do you use the Internet to do any of the following?

e-commerce (web shopping)	YES	NO
web site surfing	YES	NO
pay bills online	YES	NO

work related reasons	YES	NO
research	YES	NO
online banking	YES	NO
pay taxes online/software	YES	NO

8. Are you employed? **IF NOT EMPLOYED SKIP TO 8A**

<input type="checkbox"/>	Full time or Part Time outside the home	<b>NEED 3</b>
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If employed:

What is your occupation? \_\_\_\_\_

What industry are you in? \_\_\_\_\_

**GET A GOOD MIX OF DIFFERENT OCCUPATIONS AND INDUSTRIES**

8a. If Not Employed:

<input type="checkbox"/>	Retired
<input type="checkbox"/>	Student
9. <input type="checkbox"/>	What is the highest level of education you have completed? Homemaker
<input type="checkbox"/>	In between jobs

**GET AT LEAST 1 NOT EMPLOYED.**

**DO NOT READ ANSWER CHOICES -**

**GET A MIX**

<input type="checkbox"/>	Some high school or less
<input type="checkbox"/>	High school graduate
<input type="checkbox"/>	Some college, vocational or trade school
<input type="checkbox"/>	College graduate
<input type="checkbox"/>	Graduate school

10. Can you please tell me which of the following categories your age falls into?

**GET A MIX - NO MORE THAN THREE PARTICIPANTS PER AGE GROUP**

Under 18      **TERMINATE**

18-29

30-39

40-49

50-59

60-65

66+

11. On a scale of 1 to 5 where 1 is 'not at all knowledgeable' and 5 is 'extremely knowledgeable', how much do you know and understand about federal income taxes and procedures, i.e. filling out tax forms, etc.

1	2	3	4	5
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**TERMINATE IF 1 – GET A MIX**

12. Have you ever visited the website IRS DOT GOV?

YES

**NO            SKIP TO Q17**

13. What was the nature of your visit to the website?

<input type="checkbox"/>	to find forms
<input type="checkbox"/>	to review tax regulations
<input type="checkbox"/>	to find phone numbers
<input type="checkbox"/>	file downloads
<input type="checkbox"/>	online tax tools
<input type="checkbox"/>	other

14. Approximately how long was the duration of time for your visit to the website?

<input type="checkbox"/>	less than 15 minutes
<input type="checkbox"/>	15 minutes to 30 minutes
<input type="checkbox"/>	30 minutes to 1 hour
<input type="checkbox"/>	longer than 1 hour

15. How many times have you visited the website? \_\_\_\_\_

16. Was the information you were seeking on the website different depending on the season?  
(such as tax filing season or calculating withholding changes)

YES      NO

17. What ways have you ever contacted the IRS?

<input type="checkbox"/>	visited a local branch
<input type="checkbox"/>	phone call
<input type="checkbox"/>	spoken with a specific representative

***Thank you, the following questions are for classification purposes only.***

18. What is your current marital status? **RECRUIT A MIX**

<input type="checkbox"/>	Single
<input type="checkbox"/>	Married/Living with partner
<input type="checkbox"/>	Widowed
<input type="checkbox"/>	Divorced/Separated

**Recruit to obtain 15 to 20 Individuals**

**Mix of men and women**

Thank you for answering my questions. As you can imagine, this survey was part of a larger research project. Your responses to the questions I have asked have prompted me to inquire if you would be interested in further helping by participating in a paid research project. You will receive \$75, simply for sharing more of your opinions with us in a 60 minute evaluation. This is strictly a research project, and we do not, and are not selling anything, ever.

This is how our process works: As part of our research, we will be conducting evaluations sessions with a number of people in your area similar to yourself. You would be attempting tasks on a web site and discussing your experiences w/ that web site. Let me stress again that these evaluations are for research purposes only – we just want your opinions. We also want you to know the IRS will NOT in anyway use your personal information for anything other than the strict usage of it for this particular study. The IRS is just interested in finding out your opinions on the way they have designed their website. Most importantly we want to ensure that the system ends up helping taxpayers.

These evaluation sessions will be held on (May 21 and 22, 2013 at **TIME**) at <INSERT ADDRESS>. They will last approximately 60 minutes. Would you be available for that particular date and time?

No.....      **POLITELY DISCONTINUE**  
Yes.....      **CONTINUE**

Do you have any questions up to this point or special needs for coming to our facility?  
**(Answer inquiries appropriately and thoroughly)**

Again, let me thank you for your participation. This research is important to all of us, and your help and participation is highly appreciated. Here are the rest of the steps in the process:

We will send you a reminder email prior to your scheduled appointment on **(DATE) (TIME)** to re-confirm that you will be attending and that you have no further questions. If we are unable to reach you and we leave a message, please call us back. Because we only schedule a limited number of sessions, and invite a limited number of research participants, it is our policy to continue calling until we do confirm your attendance.

Should something change in your participation availability, please phone our call center at 1-888-xxx-xxxx and reference "XXXXX".