

**CONSUMER FINANCIAL PROTECTION BUREAU
REQUEST FOR APPROVAL UNDER THE GENERIC CLEARANCE
FOR CONSUMER COMPLAINT AND INFORMATION COLLECTION SYSTEM
(TESTING AND FEEDBACK)
(OMB Control Number: 3170-0042)**

Usability Summary based on Focus Group Results

Testing:

A usability test of the CFPB Inquiries Consumer Satisfaction Survey instrument was administered via a focus group on January 14, 2015.

Fourteen CFPB employees participated in one of three focus group sessions. Twelve of fourteen participants had no prior involvement in the survey development process. Thirteen of fourteen participants had no prior involvement in the questionnaire development process. None of the fourteen participants had heard the survey questionnaire read aloud prior to the focus group.

During the focus group, participants listened as facilitators acted out the survey experience in the roles of a consumer and a trained phone representative. The facilitators read and responded to the all survey questions without interruption from focus group participants.

Feedback:

Focus group participants wrote down comments and suggestions throughout the role-play exercise. At the end of each exercise, focus group participants discussed their reactions to the survey experience.

The survey was revised to reflect consolidated focus group comments. Revisions included wording changes, the deletion of several questions, and the addition of branching and guidance. The overall length of the survey was substantially reduced as a result of focus group feedback. Questions were re-ordered and simplified based on feedback. The number, length, and complexity of answer choices per question were also reduced. Survey wording was altered to be easier to understand and to include less jargon. Overall, changes were made in order to reduce consumer burden and to make the survey easier to understand over the phone.