

## NAPCS Large MU Spreadsheet Requirements Protocol

### I. Research Questions:

- How do respondents from large MU companies use the current excel template to report revenues for NAPCS products?
- Do respondents from large MUs have a preference for spreadsheet orientation (vertical vs. horizontal)?
- Would the vertical version present any problems for large MU companies in the process of answering the item?
- How do respondents feel about the different designs and how NAPCS products are presented (overall style)?

### II. Before beginning

- Introductions (if necessary)
- *Audio taping – would only be done if interviews take place in a conference room.*
  - *Permission to audio-tape discussion?*
  - *Before we get started: I'd like to audio tape this interview, so I don't have to rely on my memory later. This session is confidential. Only people connected with this project will have direct access to your recording. Is this all right with you?*
- Setting up WebEx:
  - *May I send you an email with a link to a WebEx meeting? You may be asked to download a WebEx client for your browser. (If the respondent cannot or will not use WebEx, email the spreadsheets directly to them).*

### III. Participant Background

- How long have you been with the company?
- What is your title/role?
- What are your major responsibilities?
- What are your government reporting responsibilities?
- What other government surveys or filings, if any, do you also handle?

### IV. Survey Background

- Can you tell me about how you/your company usually handles filling out the economic census?
  - What is your role? How many people are involved?
  - How do you typically gather the data?

### V. Introduction

Today, you are going to be helping us gather feedback on different ways to present some of the questions that you may answer in the next economic census. One of the questions in the economic

census asks you about the goods and services you provide and any revenue they generate. *(Make sure the respondent remembers and/or is familiar with the process)*. If possible, please look over the resources you used to gather data in case you need to refresh your memory of using it.

We are going to look at a couple of ways that we can ask you about this information, and we would like to have you provide us feedback on these ideas.

## **VI. Horizontal Baseline and Data-gathering Process**

First, you are going to see how the current version of the spreadsheet looks within the main spreadsheet. This should look similar to what you may have used in the past in Surveyor. We are going to be focusing on the tab where you would report revenues for the various products/services your company produces/provides.

*Direct respondents to this spreadsheet now.*

I'd like to know more about your process for answering this question in general.

- Can you tell me about that process?
  - *Specific probes if necessary:*
    - How do you download and handle the spreadsheet?
    - Do you make any changes to the spreadsheet for this question before you begin or while you are filling it out, or do you leave it as it is?
      - (if yes to changes) Can you tell me about those changes?
    - What is your process for gathering the data?
    - When gathering the data, do you send the spreadsheet to other people?
      - Can you tell me to whom you send it?
    - Do you print the spreadsheet?
  - Once you have gathered the data for this question, how do you enter it into the spreadsheet?
  - In your own spreadsheets, do you typically have locations listed as columns or rows?

## **VII. Vertical Prototype Walk-through**

Next, you are going to see a rough draft of a new design for this tab that we are considering.

*Direct respondent to the spreadsheet now.*

- Overall, what are your impressions of this design?
- What did you think of how the information was laid out?
  - *If R has not mentioned the vertical alignment, point it out to them.*
  - In this version of the question, we have products in the rows and your locations across the top. Can you tell me how you feel about that?
  - If the rest of the spreadsheet had your locations going down and the questions across the top, how would you feel about this tab being different?
  - In this version of the question, you cannot sort by location, how do you feel about that?
  - Notice at the top of the product column there is a filter. Do you find this filter useful or

not useful?

- Do you think you would be likely or unlikely to use that feature?
- What, if anything, would this version change about your process of gathering and inputting data?
  - (if yes to changes) Can you tell me about those changes?
    - (if not obvious) Would you need to make any changes to the spreadsheet before you begin or while you are filling it out, or would you leave it as it is?
- What changes, if any would you make to this version of the spreadsheet?

### **Preference**

- Now that you have seen the two different ways of presenting this information, do you have a preference for one of them?
  - o (If yes) Which one? Can you tell me about what makes you prefer that one?
  - o (If no) Can you tell me about that?

*(Make sure that the preference does not change based on having to fill out multiple spreadsheets)*

Do you have any other feedback or suggestions for us regarding the economic census?

Thank respondent for his or her time.