



FTC IdentityTheft.gov Usability Test

Moderator's Guide



Please note: The blue text is for the moderator's use only. Participants will only see/hear the black text. The study administrator will use this document as a guide for moderating each session; however, each session will be conversational in nature and, therefore, unique.

Introduction & Set Up [5 Minutes]

We're evaluating a government website that helps people report and recover from identity theft. We are trying to find out if the website is easy to use and understand. In order to get your feedback, I'm going to ask you to perform several tasks on the site.

First, a word about your privacy:

- **Everything we discuss today is anonymous.** We're talking to a number of people and we will report general feedback from everyone, without attributing your feedback to you individually.
- **We will be recording today's session.** When we write our report, we will refer to the recording to catch anything we missed in our notes. We promise not to share the recording outside our project team.

Before we begin, I have a few things to go over:

- **I will be sharing my computer screen, so you can see the web site and interact with it.**
- **Please think aloud.** This helps me understand your expectations, your actions, and any confusion you may have. Feel free to ask questions at any time.
- **There are no right or wrong answers.** I am not evaluating you, I am evaluating the website. Watching you use it and hearing your feedback helps me understand how well it is working. I didn't design the site, so you can't hurt my feelings by being candid.

Today's session will run about 60 minutes.

Do you have any questions before we get started?

Screenshare: Join the GOTO MEETING

[IF ALREADY ON THE GOTO MEETING, SKIP] Please join the Goto Meeting by clicking the link in the email we sent you. It runs in your web browser, but asks your permission before running. Answer "Yes" or "Ok" to allow this.

Can you see my screen? Okay, I am going to share control of my screen so you can move my mouse and use the keyboard.

Could you please move your mouse so I can make sure you have control?

Consent Form

[IF WE HAVE CONSENT FORM, SKIP] Confirm that we have received the participant's signed informed consent form (If they have not received the consent form, e-mail them a copy and have them review and consent before proceeding).

Do we have your permission to start the recording?

Okay, let's get started.

Opening Questions

Has your identity been stolen or do you know someone whose identity was stolen? Did someone make charges on your credit card, or was it something else?

What do you expect a federal government website can do for a victim of identity theft?

Homepage [5 Minutes]

Please take a look at the IdentityTheft.gov homepage.

- What is your first impression? What word would you use to describe this site?
- Who is this website designed for?
- What options do you see for identity theft victims?
- Would you trust this website? Why or why not?
- Is there anything else that you would expect to have on the homepage that you don't see here?

Scenario 1: Data Breach Notice [5 Minutes]

Okay, here's your first task. Suppose you got a letter in the mail that says your Social Security number was exposed in a data breach. The letter says that there's information at IdentityTheft.gov that can help you. Where would you look?

Expected Path: [Get Started OR Data Breaches & Lost Info](#)

Scenario 2: New Credit Card Account Opened in Your Name [15 minutes]

Great. Here's a different scenario: Yesterday, you were denied a loan because of an unpaid debt. You discover that someone created a credit card account in your name and charged over \$10,000. You're certain you didn't create this account. You have no idea who did. You search Google for how to report identity theft and find IdentityTheft.gov.

You have **not** contacted the bank or the credit reporting agencies yet. Your goal is to report the new card and the \$10,000 bill, close the card, and remove the debt. In short, you want to fix it. I've pasted the important details in the chat window:

- Someone created a credit card in your name at ABC Bank.
- The account was opened on 05/10/2015. You discovered this on 7/21/15.
- The total amount charged was \$10,234.

There may be several steps involved in this task, so don't forget to think out loud and take your time. I may ask a few questions as you proceed.

Expected Path: [Get Started > File a Complaint > Create an Account](#)

Allow the user to explore the site. If after several minutes of exploration the user hasn't clicked the "Get Started" button, say: Did you see the "Get Started" button? What do you think that does? Let's try it now.

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Once users click "Get Started," allow them to answer questions and move through the complaint screens. Make note of any screens or questions that cause confusion.

If needed, remind users that they don't know who stole their identity and they haven't contacted the police yet.

Personal Information Screen

You don't have to fill this out. Are there any questions here that surprise you?

Account Creation Screen

[If account created] Why did you opt to create an account? Did you notice you can skip it? Would you have skipped it if you could, or is creating an account important to you?

[If account skipped] What influenced your decision to skip the account step?

NOTE: We want them to create an account, but we also want to see if they think they should. Let them proceed without direction, then correct if they skip it.

[Prod if needed]: Go ahead and create an account for yourself.

Confirmation Screen

Please read over this page for a moment.

- What do you think you've accomplished so far?
- What else does this page tell you?

Login Screen

The email doesn't really work, so I'll provide you the temporary password in the chat:

Lhn_r9vE(G\$!

Two-Factor Authentication

Pretend you got a text message. I'm pasting your code in the chat window:

847574

Create a Password

Just type the word "password."

Recovery Plan/Dashboard

You've finish the task. Let me ask a few questions about this page, and then about the task overall.

POST TASK QUESTIONS:

- What is your reaction to this page?
- What can you do from here?
- What do you have left to do to fix your identity theft situation?
- Thinking of the process overall, what was the hardest part?
- Was there anything that surprised you?
- If you were doing this for real, how long do you think it would take you?
- Is there anything you would change in the process?

Scenario 3: Return to the Site to Complete a To-Do [10 Minutes]

For your next task, let's say it's two weeks later, and you've been busy. You filed a police report, and you spoke to the bank that issued the credit card. The bank said you must send a dispute in writing. How would you use the site to complete this task?

Expected Path: [Log in](#) > [To-Do List](#) > [Send a Dispute Letter](#)

Account Login Screen

Just type the word "password." This isn't a real account.

Verification Code Screen

Pretend you receive a text message. I'm putting your code in the chat window: 847574

Bank Dispute Letter Form Screen

Please fill out this form using your own information. I have pasted additional information you need in the Goto Meeting chat window.

ASK: Is there any information here that would be hard to get?

Bank Dispute Letter Preview Screen

Take a look at the attachments. Do you know what all of these attachments are?

POST TASK QUESTIONS:

- What was the hardest part of this task?
- Would you actually send this letter to your bank (in our scenario)?

Scenario 4: Learning More [5 Minutes]

SKIP IF LESS THAN 15 MINUTES REMAINS

Suppose you were looking for information for a friend. She's afraid she might be a victim of identity theft, and she wants to know what the basic recovery process is. Where would you look for information to give her?

Expected Path: [Browse All Recovery Steps](#)

POST TASK QUESTIONS:

- What is your reaction to this page?
- Which steps on this page seem most important?

Scenario 5: Forgot Password [5 Minutes]

SKIP IF LESS THAN 15 MINUTES REMAINS

We're going to do another scenario now. Two weeks have passed and you want to login, but you can't remember your password. What would you do?

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POST TASK QUESTIONS:

- When you have forgotten your password on other sites, did you have to follow a similar procedure?
- How did you feel about the security of this procedure, compared to your other experiences? Was it: less secure, just as secure, or more secure?

Debrief [10 Minutes]

That's all the tasks we have today. I have a few closing questions.

SITE QUESTIONS:

- At the beginning of our session, I asked what you expected from a government website. Would you say this site exceeded your expectations, met your expectations, or fell short of your expectations?
- Overall, can you summarize what this site offers?
- Were you surprised by anything the site offered?
- Was there something missing that you expected to see on this site?
- What, if anything, should be changed about the site?

SUMMARY QUESTIONS:

- If your identity was stolen, do you think this site would help you reach resolution with your bank and the credit reporting companies? Why or why not?
- If a friend or family member told you their identity was stolen, would you recommend this site to them? Why or why not?

That's all I have for you today, so now I will stop the recording.

[Stop the recording.]

Thank you very much for your time. Your participation will help us make this site better for everyone.

[After stopping the recording, the moderator will confirm the participant's information for the sending of his or her incentive.]