

IdentityTheft.gov Beta 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’s designed to help people report and recovery 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 show you the website and ask you to try out a few things.

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 website 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.

ASK: Do you have any questions before we get started?

Joining the GOTO MEETING

[IF ALREADY ON THE GOTO, 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.

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

ASK: 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).

ASK: Do we have your permission to start the recording?

Okay, let's get started.

- 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?

Scenario 1: Reporting Walkthrough [25 Minutes]

Scenario Introduction

We provided you with a scenario to look over before this call. Have you had a chance to look it over?

Reminder: In the scenario, you are a victim of identity theft. Someone opened two new credit cards and a new mobile phone account in your name. We've provided the company names, account details, and dates of the fraud.

Your task today is to use this website to fix as much of the problem as you can. You'll start on the homepage, and you can go where you want. I may ask a few questions along the way.

Screens: Homepage through Theft Details

Reminders:

- new credit card 1
- new credit card 2
- new mobile phone account

Probe if they miss any of these. Did they forget to do them or not understand how to?

Prod to complete the task for all accounts.

Screens: Your information through Review

ASK:

- [If they skipped anything] I noticed you skipped some questions. Why?
- [If they didn't skip anything] I noticed you didn't skip any questions. Why?
- If you noticed a mistake here, how would you fix it? For example, let's say your street address is missing a number.

Screen: IdentityTheft.gov Account

TASK: Please read this page and decide how to proceed. Let me know what you want to do before you click and why.

Prod to create an account to continue the scenario, even if they decided not to.

Screens: Confirmation through Password Creation

Note: We intentionally skipped required account info (phone number) so it will prompt them to enter it now. Have them enter their real number, since the login procedure requires it.

Screen: Recovery Plan

Let's pause here.

You've finish the first series of tasks. I have a few questions about everything you've done so far.

POST TASK QUESTIONS:

- In terms of the overall task of fixing your identity theft, what is left to do?
- Thinking of the process overall, what was the hardest part?
- Thinking of the process overall, was there anything that surprised you?
- Is there anything you would change in the process?

Scenario 2: Recovery Steps [20 Minutes]

For this part, we are only going to focus on one account. [Tell them which one.]

Screen: Recovery Plan

Looking at the current page but not clicking on anything yet:

- What is your reaction to this page?
- What can you do from here?

Let's proceed with the first step.

Step: Call the company to report the fraudulent account

[Tell them the company did not fix the issue (this will spawn the police report task).]

Step: Place a fraud alert on your credit reports

When you review your credit report, you find that the fraudulent credit card account is listed by Experian but not the other two.

[They should check 'yes' to the last question, which spawns another question.]

[Push them to continue if they don't on their own. Probe as to motivation/confusion.]

Step: Review your credit reports for fraud

[No instructions.]

Step: File a report with your local police department

[Confirm that the noticed this task at all, since it's new]

[Probe on their understanding of this process:]

- Do you know why this task is here?
- Can you do the police report here on the website?

POST TASK QUESTIONS:

What was the hardest part of this task?

Looking at the steps outlined, about how long do you think the real-world process would take (including visiting the police station and contacting the companies)?

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 anything you expected missing?
- What, if anything, should be changed about the site?

SUMMARY QUESTIONS:

- If your identity was stolen, do you think this site would help you? 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.

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