



Direct Express® Mobile App Usability Testing Overview

Objective

MasterCard® and Comerica® are planning a series of Direct Express® mobile app usability testing sessions. The purpose of these tests is to test general usability of the application including look and feel, flow of screens, content of the screens, and overall added value to complement the Direct Express® program. The goal is to have 12, 60 minute one on one test sessions with Direct Express® cardholders. Half the recruits should have an iPhone and the other half should have a Samsung phone.

Testing Details

- Testing will take place at the Lucas Market Research building located at 4101 Rider Trail N, Earth City, MO 63045. A potential back up location would be at Lucas Market Research building in Chicago, Illinois.
- Testers will be paid a fee of \$75 per recruit. The recruits will be paid in cash upon arrival at the test facility.
- Testing will take place in early January 2015 from 9:00 AM – 6 PM CT according to the schedule below:

	January 2015 – Day 1	January 2015 – Day 2
	iPhone Users	Samsung Users
9:00 – 10:00AM	General Population	General Population
10:30 – 11:30AM	General Population	General Population
12:00 – 1:00PM	Disabled	Disabled
LUNCH		
2:00 – 3:00PM	Rep Payee	General Population
3:30 – 4:30PM	General Population	General Population
5:00 – 6:00PM	Rep Payee	Rep Payee



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Recruiting Firm & Criteria/Specifications

MasterCard uses a market research firm, Lucas Market Research, LLC (URL: <http://www.lucasresearch.net/>) to help in the recruitment of the Direct Express® cardholders for the purposes of the testing. The testing will be broken down as follows:

- Complete a total of 12, 60 min. one-on-one lab sessions over the course of 2 days
 - o 7 Sessions with General participants
 - o 2 Sessions with Disabled participants (we are aiming for visual impairments and hand/finger impairments)
 - o 3 Sessions with Representative Payee participants
- Recruit 2 participants with equal criteria for the same session time slot, **if possible**. (Note: All recruits will be paid regardless of whether they participate or not)
- Any additional Direct Express® recruits above the 12 will be paid and will not be able to participate in the testing.

Recruiting Criteria

- Recruits will be benefit recipients or Representative Payees of Federal Government benefits via Direct Express® Card.
- All recruits will have some digital fluency / minimal mobile savviness ability.
- If possible, recruit ½ male and ½ female for each segment.
- General Population participants will be above 35 years of age - Direct Express cardholder
- Disabled participants will be 21 - 55+ years of age - Direct Express cardholder
- Representative Payee participants will be 18 - 55+ years of age - Direct Express cardholder
- None will work or have family members work in marketing, public relations, banking (including credit & prepaid cards), and computer or technology industries.
- None will have participated in a market research study in the past 6 months

Functionality Tested

- 1) Registering for the mobile app
- 2) Reaction and feedback to account detail (balance, deposits, and transaction history)
- 3) Password reset process
- 4) PayPerks
- 5) Any additional general comments