

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1530-0023)

TITLE OF INFORMATION COLLECTION: *Direct Express Mobile App Usability Testing.*

PURPOSE:

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 Samsung phone.

DESCRIPTION OF RESPONDENTS: Direct Express Cardholders with iPhone and Samsung phones who reside in St. Louis, MO

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: Face-to-Face Interviews |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: _____

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

It is generally accepted as a standard industry practice to offer an incentive to individuals who participate in testing groups. Since participants are giving their personal time and have to commute to and from the facility, providing them with an incentive is a way to compensate them for their time and participation. In addition, offering an incentive increases participation rates and in turn reduces recruiting costs.

Direct Express cardholders are individuals who exist primarily on monthly federal benefit payments such as SSA or SSI as the sole source of income. They usually do not have transportation options other than public means (bus, taxi, etc.). We've learned this through previous interview sessions conducted by KRC Research. Therefore there is some added difficulty in recruiting and actually having folks show up. Therefore, for this project, a \$75 incentive will be provided to make it possible to recruit the desired number of participants within a reasonable amount of time.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Direct Express Card Holders with iPhone and Samsung phones	12 maximum	1 hour	24 hours

The burden hours include telephone recruit, commute time to the test facility, and test time.

FEDERAL COST: The estimated one-time cost to the Federal government is \$0.

The selection of your targeted respondents

This research is qualitative and will not employ any statistical techniques or be used to generalize to the entire target audience.

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

We will recruit potential respondents from a list of all Direct Express Cardholders residing in St. Louis, MO. The Direct Express cardholders will be chosen from zip codes designated by Lucas Research as being within their recruiting area. Participants will be screened to ensure they meet the criteria to participate in the tests and be recruited if they meet the criteria, are willing to participate in the test, and are available the day the interviews are scheduled.

Participation is voluntary.

The screening questions, confidential form, and test overview are attached.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone (to recruit)
 - In-person (to conduct test)
 - Mail
 - Other, Explain

2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.