

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 Pilot.

PURPOSE:

The purpose of the pilot would be to validate the **Direct Express®** cardholders’ transaction data during the period of the pilot (purchases, deposits, and other transaction types such as transaction reversals/disputes, etc.) and obtain feedback on user experience with the mobile app. This mobile app may add value to complement the **Direct Express®** program as we prepare for future roll-out. The pilot would mean that the users would be able to download the mobile app on their personal mobile device. They would each register their **Direct Express®** account(s) to the mobile device and use their personal mobile device to check balances, view transaction and deposit history, locate ATMs, and manage alerts.

DESCRIPTION OF RESPONDENTS: **Direct Express®** Cardholders with iPhone and Samsung/Android cellphones who reside in St. Louis, MO, and who participated in the previously approved mobile app test.

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: _____

Bruce A. Sharp

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

BURDEN HOURS

Category of Calls	No. of Respondents	Participation Time	Burden Hours
Pilot Preparation Call with users	12 maximum	1 hour	12 hours
Weekly Feedback Call (4 weeks)	12	30 minutes	24
Wrap Up Call	12	1 hour	12
TOTALS			48

The burden hours include telephone preparation calls, weekly feedback calls, and the wrap up calls.

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

Based upon the positive feedback from the usability test participants from St. Louis, MO, they have been chosen to participate in the pilot. Participants that are willing and available to participate in the pilot will receive access to a mobile app to monitor their **Direct Express®** account/s. Participation is voluntary.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - 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.

There are no scripts; however, see the overview for some sample questions that may be asked.