



# FORS | MARSH GROUP

## Screenener USITC.gov Usability Study Focus Group

### Quota

- ▶ Twenty-four adults (18 years of age and older) from six audience segments:
  1. Importers/Exporters/Manufacturers/Distributors/Customs brokers
  2. Corporations, Businesses/Small Businesses
  3. Government
  4. Law firms/Consultants
  5. Academic researchers
  6. Media
- ▶ Recruit for a mix of gender, race, ethnicity, income, and education.

Participants	Location
Twenty-four adults from the six audience segments. Recruit a mix of usage frequency, gender, race, and ethnicity.	Arlington, VA or remote
Four adults who hold positions in foreign government/government	Remote
Four adults who are importers, exporters, manufacturers, distributors, or customs brokers.	Remote
Four adults who hold positions in corporations, businesses, or small businesses.	Remote
Four adults who hold positions in law firms and legal consulting.	Remote

Four adults who are academic researchers.	Remote
Four adults who are members of the media.	Remote

## Recruitment Plan

1. We will place a site intercept screener (see Web-Based Screener below) on the usitc.gov website using JavaScript from the vendor Ethnio.
2. Visitors to usitc.gov will see a pop-up window for the screener that will ask them if they would like to participate in an in-depth interview.
3. Website visitors who click the button on the pop-up window to proceed will be presented with the screener questions.
4. Screener respondents who qualify and do not exceed the quotas will be contacted by the Fors Marsh Group (FMG) recruitment team and administered the phone-based screener.
5. The FMG recruitment team will schedule qualified respondents for a predetermined interview time slot.
6. After participating in the interview, participants will be mailed a \$75 Visa gift card as their honorarium for participation.

## Pop-Up Window (NOTE: Items in gray are FMG standard recruiting items)

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### **Interested in providing feedback on the USITC website?**

Receive a \$75 Visa gift card for your participation in a 90-minute focus group interview

Fors Marsh Group is a market research firm that is conducting interviews with visitors of the USITC website. Participants will have the option to participate in the interview in person at the FMG office in Arlington, Virginia, or remotely via phone and web-based screen-sharing software. Interviews are scheduled to be held in October 2016. During the interview, participants will be asked to (1) respond to questions about how they use the website, (2) complete tasks using the website, and (3) discuss their overall experience using it. Click *Continue* to complete a brief questionnaire to determine if you qualify to participate. If you are selected to participate, an FMG researcher will call you to review your responses and schedule you for an interview at a time that is convenient for you. The \$75 gift card will be provided or sent to you after the completion of the interview. Thank you for your interest.

Paperwork Reduction Act Statement

## Paperwork Reduction Act

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to, respond to a collection of information unless it displays a valid OMB control number. The OMB control number for this collection is 3117-0222. It expires on 9/30/2017. The time required to complete this information collection is estimated to average approximately five minutes per response. Responding to this collection of information is voluntary. Comments regarding this collection of information, including the estimated response time, suggestions for improving the usefulness of the information, or suggestions for reducing the burden to respond to this collection should be submitted to the United States International Trade Commission (Attention: PRA Office), 500 E Street SW, Washington, DC 20436, or by email at PRA@usitc.gov.

## Privacy Act Statement

5 U.S.C. 552(a)(e)(3)

The information you provide through your responses to Fors Marsh Group will assist the survey sponsor, the United States International Trade Commission (USITC), in the evaluation of the [www.usitc.gov](http://www.usitc.gov) website.

USITC will not obtain or access any directly identifying information from Fors Marsh Group about study participants. The agency will only obtain and access de-identified results and aggregated analyses of those results.

Information collected on behalf of USITC by Fors Marsh Group will be treated in accordance with the [System of Records Notice \("SORN"\)](#). Directly identifying information will only be used by Fors Marsh Group to facilitate the study and will be kept private except as required by law.

Participation in this survey is voluntary; you are not required to participate or share any identifying information with Fors Marsh Group, including name and email address, and you may withdraw participation at any time. However, if you do not include the requested information, you may not participate in the study.

# Web-Based Screener

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**Question Type:** Check boxes

**Q1.** Are you able to participate in the interview in person or remotely between **[Insert dates]**?

Value	Value Label
1	Yes, I can participate in person at the Fors Marsh Group office in Arlington, Virginia <b>[Link to address]</b> .
2	Yes, I can participate remotely via phone and screen-sharing software. I understand that at the time of the interview I will need to have access to a phone as well as a computer with high-speed internet in order to share my computer screen.
3	No, I am not available to participate.

**Question Type:** Long open-ended response box

**Q2.** What are you coming to usitc.gov to do today?

**Question Type:** Radio buttons/Drop down

**Q3.** How often do you use usitc.gov? **[Radio buttons, select only one]**

Value	Value Label
1	This is my first time
2	Every six months or less
3	About once a month
4	About once a week
5	Daily
6	More than once a day

**Question Type:** Check boxes

**Q4.** Which section(s) of the website do you typically visit?

Value	Value Label
1	About USITC

2	Press Room
3	Import Injury
4	Intellectual Property
5	Industry/Economic Analysis
6	Tariff Affairs
7	Not applicable; this is my first time to the site
8	Other: <b>[Please specify]</b>

**Question Type:** Long open-ended response box

**Q5.** What do you typically do when you come to the website? **[Text box]**

**Question Type:** Radio buttons/Drop down

**Q6.** Which of the following best describes your role?

<b>Value</b>	<b>Value Label</b>
1	U.S. Government
2	Foreign Government
3	Law Firm/Legal Consulting
4	Academic Researcher
5	Media
6	Importer
7	Exporter

8	Customs Broker
9	Manufacturer
10	Logistics
11	Distributor
12	Freight Forwarder
13	Visiting the site for personal use
14	Other: <b>[Please specify]</b>

**Question Type:** Short open-ended response box

**Q7.** How many years of experience do you have in this role or a similar one?

**Question Type:** Short open-ended response box

**Q8.** What is your job title?

**Question Type:** Long open-ended response box

**Q9.** Please take a few sentences to describe your job responsibilities:

**Question Type:** Long open-ended response box

**Q10.** Please describe the specific job responsibilities that lead you to visit the USITC website:

**Question Type:** Short open-ended response box

**Q11.** What industry do you work in?

**Question Type:** Short open-ended response box

**Q12.** What city and state do you live in?

**Question Type:** Radio buttons/Drop down

**Q13.** What is your age?

Value	Value Label
1	18-25 years old
2	25-34 years old
3	35-44 years old

4	45-64 years old
5	65+ years old

**Question Type:** Radio buttons/Drop down

**Q14.** What is your gender?

Value	Value Label
1	Male
2	Female

**Question Type:** Short open-ended response box

**Q15.** First and last name:

**Question Type:** Short open-ended response box

**Q16.** Email address:

**Question Type:** Short open-ended response box

**Q17.** Primary phone number:

Thank you for completing this survey. If you qualify and are selected, we will contact you via phone or email within 10 days. Due to the large number of responses, only a limited number of people will be selected to participate. If you have any questions, please contact us at [ux@forsmarshgroup.com](mailto:ux@forsmarshgroup.com). You can also visit our website at [www.forsmarshgroup.com](http://www.forsmarshgroup.com).

## Phone-Based Screener (for those who qualify and are selected based on the web-based screener)

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Hello \_\_\_\_\_. My name is \_\_\_\_\_ and I'm calling about your interest in participating in an interview about the USITC website. I wanted to ask you a couple more questions to make sure you qualify and then we can schedule you for a time that is convenient for you. Your participation is completely voluntary and this phone call will take less than five minutes to complete.



Q1. **[If the person visits the site for work-related purposes]** Could you tell me about the job responsibilities that lead you to the USITC website?

Q2 **[If the person visits the site for non-work-related purposes]** Could you tell me about your reasons for visiting the USITC website?

Q3. What do you typically do on the USITC website?

Q4. How often do you visit the USITC website?

**Invitation:**

We would like to invite you to participate in an interview. We will ask you questions about how you typically use the website, provide you with tasks to complete using the website, and get your feedback about your overall experience using it. The entire interview should last about 90 minutes, and you will be paid \$100 in the form of a prepaid Visa gift card when you are done. Would you like to be scheduled for an interview? **[After scheduling the interview]** Please do not do anything to prepare for the interview—there is nothing to do in advance. I will send you an email shortly confirming your scheduled time. The email will also contain information regarding:

**[If in-person]** driving directions and parking instructions.

**[If remote]** the phone number and web conference link to participate remotely.

Let me confirm your email address before you go.

**Terminate message for phone and web screener**

I'm sorry; unfortunately, you don't qualify for this particular interview. Would you like us to contact you about future studies regarding the USITC website that you may qualify for? **[Radio buttons, select only one]**

1. Yes

2. No