

QUESTIONS FOR 2015 HOME PAGE REDESIGN USER TESTING

First impressions (PC USERS)

1. What is the very first thing you notice on this home page?
2. What are the first three areas or sections of the page your eyes are drawn to?
3. Based on what you see on this page, does it look like an official government website?

Overall appearance [PC users]

1. What do you think of the colors on the home page?
2. What do you think about the overall design/layout of the home page?
3. What concerns, if any, do you have regarding the overall design of the home page?
4. Is there anything else you would like to add about your overall impression of the home page?

Content

1. Is the amount of information presented on the home page too much, too little or about right?
2. Is there any information you would expect to find on the home page, which isn't there? Explain.
3. Do the images with messages at the top of the page invite you to click on them and see where they lead?
4. Do you find the blue "Quote" strip in the middle of the page informative, and would you be likely to click on it? Explain.
5. How about the section at the bottom of the page that presents a block of topics? Would you be likely to click on an item in that section?

Navigation - scenarios

1. Where would you click if you were looking for Frequently Asked Questions (FAQs)?
2. Where would you click to apply for retirement benefits?
3. Where would you click to get a new Social Security card if you lost yours?
4. Where would you click if you needed to get your Social Security Statement?
5. Where would you click if you wanted to change your address?
6. Where would you click to apply for benefits if you were disabled?
7. Where would you click to get an estimate of how much you would receive when you retire?
8. Where would you click to file w-2 forms for your employees if you had your own business?
9. Where would you click to find out if you qualify for Medicare?
10. How would you search for information that you can't find on this home page?

Moderator to read to participant at the end of each survey/focus group:

Social Security estimated that this activity would take 90 minutes to complete. If you would like to send comments on this time estimate to Social Security, I can provide you with the mailing address. Would you like this address?

If yes, read the Paperwork Reduction Act statement below, then go to closing:

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This information collection meets the requirements of 44 U.S.C. §3507, as amended by section 2 of the Paperwork Reduction Act of 1995. The OMB approval number is 0960-0788. You may send comments on this 90-minute time estimate to: Social Security Administration, 6401 Security Blvd., Baltimore, MD 21235-6401.

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First impressions [MOBILE USERS]

1. Are you familiar with Social Security's current website?
2. How would you compare this Social Security website with others you frequent?
3. Does the mobile site look like an official government site?
4. Do you find SSA's website mobile-friendly?

Overall appearance

1. When you first look at the mobile site, what most attracts your attention?
2. What do you think about the colors on the mobile page?
3. What do you think about the overall design/layout of the home page?
4. Is there anything else you would like to add about your overall impression or concerns? Explain.

Content

1. Is the amount of information on SSA's mobile site too much, too little or about right?
2. Is the mobile site easily accessible on your device?
3. How helpful do you think this mobile website will be for you?
4. If any, what deterrents do you think would cause you not use this mobile site?

Navigation

1. Where would you click if you were looking for Frequently Asked Questions (FAQs) or latest News?
2. Where would you click to apply for retirement benefits?
3. Where would you click to get a new Social Security card if you lost yours?
4. Where would you click if you needed to get your Social Security Statement or needed a benefit verification letter?
5. Where would you click to apply for benefits if you were disabled?
6. Where would you click to get an estimate of how much you would receive when you retire?
7. Where would you click to file w-2 forms for your employees if you had your own business?
8. Where would you click to find out if you qualify for Medicare?
9. How would you search for information that you can't find on this homepage?

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