

Client:
Project:

Client: FWS
Project: Public Website Redesign

Interviewee:
Role:

Interviewee: [Interviewee]
Role:

Moderator:
Notetaker:

Moderator: [Moderator]
Notetaker: [Notetaker]

Screener Info

Introduction

Hello [Interviewee],

Thank you for participating in this discussion today.

My name is [Moderator], and my colleague, [Notetaker], is also on the line. We are in the process of working with the U.S. Fish & Wildlife Service to redesign their public facing websites.

As part of that process, we are interviewing people who represent target audiences to which the Service would like to provide more relevant information, services, or resources. Our goal in talking with you today is to better understand your role as a _____(insert role description from screener) and what type of information, services, or activities someone in your position might be interested in providing to students (or young audiences) via your organization.

Today I have prepared a series of questions I would like to go through with you to gather some information regarding your needs and how you do or might interact with the Service.

Some key things to remember as we go along today:

- Read PRA Statement: Paperwork Reduction Act Statement: A Federal agency may not conduct or sponsor and a person is not required to respond to a collection of information unless it is associated with a currently valid OMB control number. OMB has approved this information collection and assigned OMB control number 1090-0011, which expires August 31, 2018. Your participation is voluntary. We estimate that it will take you 1 hour to respond to these questions, including time to collect and maintain information and complete the survey. You may send comments on any aspect of this information collection to: Information Collection Clearance Officer, U.S. Fish and Wildlife Service, Mail Stop BPHC, 5275 Leesburg Pike, Falls Church, VA 22041-3803.

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- There are no right or wrong answers. I am not evaluating you or your knowledge; rather you are helping us to understand how things are now and how they can be improved going forward.
- Many of the questions are intentionally broad in order to give maximum flexibility in answering, but if at any point you're unsure how to answer, feel free to ask for clarification.
- Your comments and opinions will only be used in combination with the feedback that we get from other people, so nothing you say will be attributed to you.
- We would like to record this session so that we can help insure accuracy in our data. Is that OK with you?
- [ONCE THEY CONFIRM, START RECORDING, AND THEN TELL THEM RECORDING HAS STARTED]

Do you have any questions?

Moderator's Guide Notes

- The moderator will guide the user only to begin the relevant task. Clarifying questions will be asked to identify intent and expectations, but the user will be leading the discussion - using "think-aloud" protocol.
 - During the interview all environmental activities will be noted (artifacts, hardware, physical environment, etc.)
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Introductory Questions

Language

What is your primary language?

- _____

Device/Hardware

What device do you used to browse the web most frequently?

- Desktop

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- Laptop
- Tablet
- Phone
- Other _____

Online Habits/Proficiency

Are there standard activities that you complete online, such as:

- Performing research
- Shopping
- Filling out forms
- Paying a bill or ticket
- Other major activities done online? _____

Social Media Usage

What social media channels or sites do you use?

- Blogs
- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Pinterest
- Tumblr
- Other _____

What are some of the major reasons that you chose to use social media vs the web?

When looking for information about wildlife and/or conservation are you typically interested in local or regional information, or are you looking for information that is more broadly focused across the US or international?

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- Local
- Regional
- US - Nationwide
- International
- All of the above
- Other _____

FWS Brand Recognition & Mission Clarity

- Can you describe what you know about the Service, if anything?
 - *Ex: what the Service does, what programs and activities it offers to the public?*
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Aspirational Target Audience Specific Questions

Please briefly describe the work you do.

What type of programming does your organization currently provide?

- *Ex: field trips, outdoor activities, visits to public spaces/land, etc.*

Is your program currently educating students on wildlife and conservation?

- If yes, please describe services/programming/activities currently being provided.

Would you be interested in providing wildlife and/or conservation activities or information as part of your programming?

What wildlife/conservation/outdoor information/resources/activities might kids in your program(s) be interested in?

What wildlife or conservation related information and/or resources do you wish you could provide to your students?

What are the biggest obstacles you typically face when trying to develop new programming?

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Do you have the ability to build new partnerships or form relationships to support your programming, or does that responsibility belong to someone else (another role) in your organization?

What support would you need to have in place to develop a relationship/partnership with a Federal agency like FWS? (funding, internal approval, etc.)

Wrap Up - If Relevant

Note: If interviewee currently provides wildlife/conservation programming / or / wants to discuss issues related to creating new partnerships, ask the following:

ANCHORS: Describe the most difficult part of your wildlife/conservation programming.

SAILS: Describe the most pleasant parts of your wildlife/conservation programming.

KING: Describe what you would change about your wildlife/conservation programming.

- Would you prefer more things to be available/achievable online (if they aren't currently)?
 - What are similar interactions do you have with other entities that work better or worse?
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In Closing

Thank you again. Your input is valuable in helping us take steps to improve the FWS websites and how they address the needs of the public. We appreciate you taking the time out of your schedule to meet with us.

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KEY TAKEAWAYS

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