



# MODERATOR'S GUIDE

## FA User Testing Worksheet

Data Collection: [insert dates]



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## Section 1: Introduction

Thank you for participating in this study today. My name is \_\_\_\_\_, and I am a researcher with the Fors Marsh Group User Experience Team. Today we will evaluate a worksheet about getting an auto loan.

I will ask you to review a worksheet that we're working on. It's about shopping for a car loan and we want to see whether it works as intended. Then we will do a scenario about financing a car to test out the worksheet.

Your comments and feedback will help the design team improve the worksheet. I am a researcher and did not create the worksheet, so please do not feel like you have to hold back on your thoughts to be polite to me. I'm interested in both your positive and negative reactions. Difficulties you may run into reflect issues with the design of the material, not your skills or abilities. Please keep in mind that I am NOT testing you or your knowledge. Rather, you are helping us to see how we can improve this document.

The entire session will last about 60 minutes. In accordance with the Papework Reduction Act of 1995, this study has been approved by the Federal government's Office of Management and Budget (OMB) under OMB control number **[Insert control number]**. Without this approval we could not conduct this study. Do you have any questions so far?

Let's cover a couple things before we get started.

- We are making a video recording of this session, but your name and personal information will not be associated with the recordings or your responses.
- Please make sure that you have reviewed the Privacy Act Statement has been provided in hard copy, if you haven't already.
- Any questions? Ok, we are ready to begin. I would like you to start by asking you some background questions.

## Section 2: Questions and Tasks

### Item 1: Planning around auto finance shopping

*Goal: To explore participants' behavior around auto finance shopping.*

1a. You've indicated you're planning on financing a car. Can you tell me about your experience so far with the auto shopping process? Where in the process are you at right now?

1b. Today we'd like to talk to you specifically about shopping for an auto loan. Have you started to think about when and how to get an auto loan?

- o [IF YES] What have you done so far?
- o [IF YES] Can you tell me about any information you've looked at (such as visiting a website or reading a magazine) to help you research and make decisions?
- o [IF NO] Why do you think it hasn't come up?

1c. What comes to your mind when you are thinking about shopping for—and negotiating—an auto loan? [Alternatively] How do you feel about it?

### Item 2: First impressions of worksheet

*Goal: To evaluate consumers' first impressions.*

*Before the scenario, the facilitator provides the participant with the worksheet and, after allowing time for review, asks a few open-ended questions. The goal of these questions is to determine if there's anything preventing the participant from using it. Additional questions about the worksheet will be asked after the scenario.*

We've created a worksheet for people to use when they're thinking about getting an auto loan for a car they're purchasing. In a few minutes, we're going to play out a scenario illustrating what might happen when you're getting a car loan. Before we begin this scenario, I want to give you a few minutes to review the worksheet, which you may want to use.

2a. Have you ever seen a worksheet like this before? [If yes, explain.]

2b. What is the first thing that caught your eye?

2c. What do you think this worksheet is about?

2d. What do you think it's for?

2e. Is there anything you don't understand?

2f. How comfortable would you be using this during a purchase?

### Item 3: Interaction with worksheet during simulated car loan negotiation

*Goal: To evaluate the overall usability, learnability, and usefulness of the auto finance worksheet.*

[Scenario to follow the script below. Participants can respond and act as they actually would or discuss what they would say or do for each of the interaction points in the script. After each instance the participant responds, the moderator will redirect the participant back to the approved script (i.e., only provide the participant with the loan options below).]

So, as I mentioned, we're going to show a scenario about what might happen when you're buying a car and getting a car loan. Imagine you're at your home and you're shopping for a car. You find one that you're interested in – a 2014 mid-level sedan in a silver color. Here is more information about the car you want to purchase. [Provide participant with an information sheet about the vehicle.] I'll give you a couple minutes to familiarize yourself with the car.

3. What would you do next? Would you do anything before you went out to shop for a car? [If necessary] Would you do anything online before you went to the out to shop for a car?

“Ok, for this scenario, you've decided to shop for the car, seek financing for the car, and to trade-in your current car. Let's say you do more research and decide that you want to pay \$19,000 for the car and you want to put \$2,000 down. You ask an appraiser to provide a trade-in value for your 07' hatchback. You head inside to sit down with the salesperson to go over pricing. I'll be playing the role of the salesperson. As I'm presenting information, feel free to do anything you think you would normally would do if you were speaking with the salesperson or at least let me know what you think you would do. For example, if you would pull up any information on your phone, write things down, or make any calls, feel free to do so or let me know what you would do. Ok, are you ready to get started with the scenario?

**Moderator:** This car that you're interested in is really nice. You'll have a lot of upgrades with this vehicle. It's amazing how much of a difference a sunroof can make. Only 30,000 miles on it too! Let me run some figures with you on the price. [Salesperson presents worksheet.] The book value on this vehicle is \$21,900. Our original price was \$20,995. We're running a special on this vehicle so the sales price is \$20,150. Our appraiser assessed your 07' hatchback at a value of \$3,995. The tax amount is here and here are the titling and fees. Here is your subtotal: \$17,314.30. Have you decided how much you would like to put down or borrow?

**Participant:** I'd like to put \$2,000 down.

**Moderator:** Ok, you would have \$15,314 to finance. Have you thought about financing options?

**Participant:** I know I'd like to finance but I haven't explored my options yet.

**Moderator:** Ok, let me run a few payment scenarios for you. We'll use a credit score of about 750 to run these very rough payment scenarios. A 36 month loan (3.9%) would be a monthly payment of roughly \$451. A 48 month loan (4.5%) would be a monthly payment of roughly \$349. A 60 month loan (5.9%) would be a monthly payment of roughly \$295. A 72 month loan (6.89%) would be a monthly payment of \$260. Do you have any questions about the figures?

**Participant:** I think everything is pretty clear.

**Moderator:** Are you ready to move forward with the purchase?

**Participant:** [Participant decides at this point if he/she is going to negotiate.] I'm not too sure about the price of the vehicle. When I look at other cars with these features and mileage, it's a little higher.

**Moderator:** Well, when you look at the sales price we're well under the Book. Ok, let me ask you this, what would we need to do to have you feel comfortable moving forward with your purchase?

**Participant:** I'd need the sales price to be \$500 less.

**Moderator:** Ok, I know that's less than what the leadership team was expecting. Let me just check with them and see if they're willing to accept that offer. Just to confirm, you're ready to move forward with your purchase if they accept your offer.

**Participant:** Yes, that's correct.

**Moderator:** Ok, great. [Moderator leaves the room and reenters after a few seconds.] Congratulations! [Moderator goes to shake the participant's hand.] The leadership team was willing to go to that price. Let me change these numbers around and go through them with you again. [Moderator shows the participant the sales contract and walks through figures again.] I just need your signature here at the bottom. [Don't have the participant actually sign anything.] The next thing we'll need to do is have you complete a credit application. [Moderator hands participant an unfilled credit application.] Let's imagine that a few minutes has gone by and you've completed the application. [Moderator swaps the unfilled credit application with a completed one.] Let me take this application to my finance manager, he'll submit your information to a few lenders and I'll come back to you with a few different options.

**Participant:** Ok, thanks.

**Moderator:** Your payment scenario is actually better than what we had reviewed before. [Moderator presents loan options worksheet.] The lender that came back with the best rate was ABC Bank. For a 36 month loan, you qualify for a 3.75% rate so

your payment for this option would be \$450. For a 48 month loan, you qualify for a 4.1% rate so your payment for this option would be \$346. For a 60 month loan, you qualify for a 5.75% rate so your payment for this option would be \$294. For a 72 month loan, you qualify for a 6.5% rate so your payment for this option would be \$257. Which option would you like to go with?

**Participant:** [Participant decides at this point if he/she is going to negotiate.] I'm not too sure about the interest rate. Can you do any better? I was looking for a payment of \$290 for around a 60 month loan.

**Moderator:** Well, what we can do is go to a 66 month loan which would be a rate of 6.2% which would get you under the \$290 mark and give you a payment of actually \$274.

**Participant:** [Participant decides at this point if he/she is going to push about the interest rate.]

**Moderator:** Ok, let me talk to my leadership team and see if we can offer you a better rate to get you to a \$290 payment for a 60 month loan. [Moderator leaves the room for a few seconds.] Ok, great news, they approved that rate, let me write up the loan contract.

**Moderator:** [The moderator reviews the loan contract with the participant.] I just need your signature at the bottom of the contract. [Don't have participant actually sign.]

## Item 4: Net Promoter Score (NPS)

Please circle the numbers that most appropriately reflect your impressions about using this Worksheet.

On a scale of 1 to 10, with 10 being more likely, how likely is it that you would recommend this worksheet to a friend, colleague, or family member as a place to consult about auto finance?

Why?

1      2      3      4      5      6      7      8      9      10

## Item 5: Post-negotiation review of worksheet

*Goal: To evaluate the participant's perception of the worksheet.*

[After the test, we'll verify that the math is correct.]

5a. How did you do compared to your budget? Why do you think you ended up at this number?

5b. Can you tell me how you used the worksheet during the negotiation? Why?

5c. Would you take this worksheet with you to track offers when going to get a loan? Why or why not?

- [IF YES] How would you take it with you? In which format? Would you print it out?

5d. What thoughts were going through your mind as you negotiated? Did you feel better or worse with the worksheet in hand.

5e. Thinking about the worksheet, what parts were confusing or hard to understand? Why?

5f. Were there parts of the worksheet that were helpful? If so, what were they? Why were they helpful?

5g. [If necessary], were any of the parts that were hard to understand also helpful?

5h. What would you change about the worksheet?

5i. Who do you think produced this worksheet? Do you think it comes from a trustworthy source? Why or why not? [If not] what would make you trust it more?

5j. Is there anything missing from this worksheet that you would want to know?

### Follow up questions as needed

If time allows, observers will be contacted to see if they have any specific questions to ask this participant based on his/her answers.