

Meals on Wheels Placemat Test #2: Moderator's Guide

Final

Prepared by: User Research Team
Jonathan Rubin

Prepared For: CEE / Older Americans
Erin Scheithe

Introductions

Introduction Option #1 - If they HAVE written on placemat.

I see that you've written on that piece of paper. Do you mind if I ask you a few questions about it?

Introduction Option #2 - If they have NOT written on placemat.

Hi. My name is _____, and my organization helped design that placemat. Do you mind if I ask you a few questions?

Introduction (continued for both options)

I personally didn't create it, and I'd like to hear your honest feedback about it. This should take about 20 minutes. Is this OK? Also, we may take a few pictures in order to learn about how people are using this placemat. Is that OK?

Here is a Privacy Act Statement that discusses how we are going to use your information.

Privacy Notice

The information you provide through your responses will assist the Consumer Financial Protection Bureau ("CFPB") improve the placemat design and educational content. The responses you provide will not be tied to you individually or shared outside of the CFPB.

Participation in this study is voluntary, and you are not required to share any identifying information in order to participate. You may withdraw from participation at any time.

Paperwork Reduction Act Statement

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and notwithstanding any other provision of law 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 3170-0024. It expires on 11/30/2018. The time required to complete this information collection is estimated to average approximately 20 minutes per response. 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 Bureau at the Consumer Financial Protection Bureau (Attention: PRA Office), 1700 G Street NW, Washington, DC 20552, or by email to CFPB_PRA@cfpb.gov.

Top Questions:

- Did completing the activity help you remember the information?
- Did you enjoy the game? Did it introduce new information?
- Who do you think made this? Would you trust them?

Questions

A. Quick Orientation

- How long have you been coming here / living here?
- And how many times do you come here in a typical week?

B. First Impressions

1. In general, what did you think about this?
2. What did you think this was when you first saw it?
3. What do you think this is?
4. What do you see here? What are these pictures of?
 - a. What does this picture mean to you? Why is it here?
5. Have you seen other placemats like this before?

C. Experience (if they've filled it out. If they haven't, skip to D)

6. What was it like filling it out?
 - a. How easy or hard was it?
 - b. How boring or fun was it?
 - c. How helpful were the instructions?
7. Where did you get that pen / pencil?
8. What types of puzzles have you done before?
9. What did you do when you finished writing here?
10. Did you realize there was something on the back?
 - a. How did you know that?
11. What did you think of what's on the back?

D. If they haven't filled it out

12. Was there a reason you didn't fill this out?
(Note: Let them review it for a minute or two before continuing)

E. Comprehension

13. In your own words, how would you describe what's written here?
14. What does that mean to you?
15. Was this easy or hard to understand?
 - a. Is there anything on this document you found confusing or unclear? Why?
 - b. Were there any words or symbols you didn't understand?

16. What do you think this was trying to do or say?
17. How useful or important is this information to you?
18. Was there anything new you learned from this?
19. Are you familiar with the idea of financial scams?

F. Content and Design

20. Who do you think made it?
 - a. What type of group do you think they are?
 - b. How much would you trust a group like this?
 - c. (If they say Consumer Financial Protection Bureau, or CFPB) Have you heard of them before?
21. Why do you think they created it?
22. Is the text large enough for you to read clearly?
23. Is there anything missing? If so, what?
24. For Scramble:
 - a. What do you think Eldercare.gov is?
 - b. Have you been there before?

G. Actions

25. What would you do with this now?
26. If you had a question about your finances, who would you reach out to?
27. If you or someone you knew were a victim of a financial scam, what would you do?
28. If it asked you to dial a phone number to report a financial scam, is this something you would do?
29. If it asked you to go online for more information, is this something you would do?
30. If it asked you to tear off a section, fill in information and mail it in to receive something, would you do that?
31. If you got this information and wanted to learn more, what would you do?

H. Format

32. Can you think of any way to improve this idea?
33. Is this enough information, too much or not enough?
34. Is there any type of information you'd like to see here?

I. Wrapping up

35. (Show other two designs) Here are two other items we created. Which do you like best, and why?
 - a. Which activity?
 - b. Which graphic?

36. Have you heard of the Consumer Financial Protection Bureau before?
37. What type of organization do you think the Consumer Financial Protection Bureau might be?
38. Last question - do you have any other suggestions or ideas for us on how to improve this idea?

Thank you for taking the time to talk with me today. Those are all of the questions I have for you. I'm going to take your helpful information back and make this better. Do you have any questions for me?