

OMB Number: 3170-0024

Expiration Date: 11/30/2018

CF.gov Top Task Usability Test with TryMyUI: Moderator's Guide

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To be Conducted by: TryMyUI Online Tool (unmoderated test)

Please have the following Privacy Act Statement appear above the section that begins the actual UX testing.

Privacy Act Statement

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

The information you provide through your responses on TryMyUI to the Consumer Financial Protection Bureau (“CFPB”) will be used to evaluate various tools on www.consumerfinance.gov.

The CFPB will obtain directly identifying information about study participants. Video recording of the screen and audio recording of participants will be collected.

Information collected will be treated in accordance with the System of Records Notice (“SORN”), [CFPB.021 – CFPB Consumer Education and Engagement Records, 77 F.R. 60382](#). This information will not be disclosed as outlined in the Routine Uses for the SORN. Direct identifying information will only be used to facilitate the study and will be kept private except as required by law.

This collection of information is authorized by Pub. L. No. 111-203, Title X, Sections 1013 and 1022, codified at 12 U.S.C. §§ 5493 and 5512.

Participation in this study is voluntary, you are not required to participate or share any identifying information; however, if you do not include the requested information or do not allow video and audio recordings, you may not participate in the study.

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 30 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.

Tasks

Instructions: You arrive on <http://www.consumerfinance.gov/>. Please go through the following scenarios.

1. Please move the mouse over where you think the most important sections of the site are. Why do you think so?
2. Please describe your experience looking for items in the menu when you select "Consumer Tools," "Educational Resources" or one of the other menu options.
3. You're close to buying a car, and think you've found a good loan option. You'd like to learn about negotiating this type of loan. Where would you go on this site?
4. Navigate to the Blog under About Us. Look specifically at blog posts from October of 2014. Can you find one written in Spanish?
5. Navigate to Amicus Briefs section under Policy & Compliance in the menu. Once on the page, click the link to see the full list of all Consumer Financial Protection Bureau (CFPB) amicus briefs. If you wanted to find a way to look at only Supreme Court cases, other than flipping through pages, is there another way?
6. Please answer by talking out loud: If you found the filtering options under the search, how easy or difficult was it to use them?
7. Navigate to the Research & Reports section under Data & Research in the menu. How many research reports have been done on the topic of "prepaid cards"?
8. Click on the logo at the top of the page to go to the home page. Once there, how would you find out about jobs at this organization?
9. Find a job that you are interested in. Would you be eligible to apply for it?
10. Find a job that you are interested in. What's the next step you'd take to apply for it?
11. Please describe your experience learning about job opportunities at this organization.
12. Please describe your experience learning about how to apply for a job at this organization.

13. You're having trouble getting a mortgage. See if the site can help you find a housing counselor who can advise you.
14. Make sure you're on the Find a Housing Counselor page (If you're not, enter "Find a Housing Counselor" in the search bar and click on "Find a Housing Counselor" in the results). Please enter a zip code near to you to see if there is someone in your area who can help you. What do you think of the results?
15. (Please read all the instructions before continuing) Look at the top of the page and find the "Submit a Complaint" button on the far right. Without clicking on it, what do you think would happen next if you clicked on that button?
16. (Please read all the instructions before continuing) Please click on "Submit a Complaint." Then, start the process of submitting a complaint about this scenario: You were charged a \$100 checking fee from "ABC Bank" for being overdrawn, and you think that is unreasonable. **IMPORTANT: Please STOP at the end of Step 2 - you don't need to complete this form.**
Please answer out loud: What do you think would happen next if you completed this complaint process?
17. (Please read all the instructions before continuing). Click on the CFPB logo to go back to the home page. Click on Consumer Tools on the top navigation. Without clicking on it, what do you think the "Ask CFPB?" item is? What do you think would happen if you clicked on it?
18. Click on "Ask CFPB" under Consumer Tools. Is this what you expected to see? What can you do here?
19. You're trying to reach a settlement with a debt collector who has been calling you for months. How can the site help you do this?
20. Go to the top Menu and click on Consumer Tools, then Prepaid cards. Scroll down and click on "Read the blog announcing the new rule." Watch the video on this page, and then stop it at the end. What did you think?
21. Please look at the (X) link. What do you think will happen if you click on it?
22. Please click on the (X) link. Was this what you were expecting to see?

23. What do you think of this page?

24. Please watch the video and tell us what you think.

25. Where would you go to find the latest information about the CFPB?

26. In the Newsroom section, click on any item. You're now interested in the CFPB and want to follow this organization on Twitter. What would you do?

27. How would you share this Newsroom post on Facebook?

28. You want to contact the CFPB. How would you call them?

29. How would you send mail to the CFPB?

Thank you very much for your help today. Your comments will help us improve our materials and provide better service.