

# DOCUMENTATION FOR THE GENERIC CLEARANCE OF WEBSITE USABILITY TESTING COLLECTIONS

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**TITLE OF INFORMATION COLLECTION: FSA TO6 Mobile Device/PC Phase II Usability Study** (the collection that is the subject of the 10-day review request)

**SURVEY**    **FOCUS GROUP**    **WEBSITE USABILITY TESTING**

## **DESCRIPTION OF THIS SPECIFIC COLLECTION**

Specify all relevant information, including

1. intended purpose,
2. need for the collection,
3. planned use of the data,
4. date(s) and location(s),
5. collection procedures,
6. number of focus groups, surveys, usability testing sessions,
7. description of respondents/participants

## **Purpose of the Research, Need for the Collection, and Planned Use of the Data**

In May 2014, FSA launched a new feature to allow aid recipients to log into the StudentAid.gov website and have access to their federal loan and grant information within the site. Previously, users had to leave StudentAid.gov and log in to a different website, NSLDS.ed.gov, to see their information. As part of a long-term project to streamline and update FSA's websites, this feature begins to achieve that streamlined goal and hopes to offer a better user experience in the process. The study will determine:

- User navigation through the site and ease of content discoverability
- Task completion/efficiency/ease of use to determine the amount of time and number of steps taken to complete a selection of basic tasks (e.g., login and access loan and aid data, find servicer information, etc.), accuracy and recall
- Assessing the user's emotional response – how the user feels about the user interface and design and the completed tasks (e.g., confident, stressed)
- Evaluating the user's likes and dislikes about the site and recommendations for site improvements

## **Dates, Locations, and Collection Procedures**

The sessions will be conducted October 20-23, 2014 (with dates subject to change pending date of OMB approval). The research will be conducted via 45 minute, one-on-one in-person in-depth interviews (IDI). At a professional usability lab, participants will use a mobile device or PC/laptop to access the website. This methodology replicates the experience respondents will have when viewing the live website, and thus minimizes research bias.

## **Description of Respondents/Participants**

The research will be conducted among two core audiences determined by FSA’s communications priorities: student loan borrowers in repayment, and current college/adult students.

**16-24 Total Sample**

- 8 Borrowers in repayment
- 8 Current college students
- Up to 8 back-up participants

Borrowers in repayment must be currently repaying one or more federal student loans.

Current college/adult students must have received a federal student loan or grant; they are not required to be repaying any federal student loans.

**Additional Information: Proposed Incentive**

Participants will receive an incentive of \$40 (and \$40 for back-up participants each to cover a 45-minute shift) to increase the likelihood of participation. The cost of the incentives is already covered under the existing study contract for this study and there is no additional cost to cover the incentive. Note that at the \$40 incentive level set by OMB we cannot guarantee the recruiting rate or the show rate.

**BURDEN HOUR COMPUTATION** (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Participants completing a screener	24	5 minutes (average)	2 hours
Screened but disqualified participants*	8 (one-third of those screened)	3 minutes (average)	0.4 hours
Borrowers in repayment	8	45 minutes	6 hours
Current College/Adult students	8	45 minutes	6 hours
Back-up participants	8	45 minutes	6 hours
<b>Totals</b>	<b>56</b>		<b>20.4 hours</b>

\* An estimate of those who will fall outside of target segment parameters, thus not qualifying to participate in the focus group.

## BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Totals
Borrowers in repayment	8	\$53.20	45 minutes	\$320
Current College/Adult students	8	\$53.20	45 minutes	\$320
Back-up participants	8	\$53.20	45 minutes	\$320
<b>Totals</b>	<b>24</b>	<b>\$1,276.80</b>	<b>135 minutes</b>	<b>\$960</b>

## STATISTICAL INFORMATION

If statistical methods are to be used, fully describe the methodology, sample selection, expected response rates, and any other concepts needed to provide a full understanding of those methods.

Since this is a qualitative study, statistical methods will not be used.

**NAME OF CONTACT PERSON: Mindy Chiat**

**TELEPHONE NUMBER: 202-731-3949**

**MAILING LOCATION:**

500 W Madison; 1510-P; Chicago, IL 60606

**ED DEPARTMENT, OFFICE, DIVISION, BRANCH:**

Federal Student Aid