FDIC.gov UX Testing Script – Bankers

Introduction (5 minutes)

Welcome and thank you again for participating in this session! Before we begin, I'd like to introduce myself and give a brief overview of what we will discuss today. I'm _____, and I work at Porter Novelli, a communications consultancy. Today we're going to spend about an hour talking about a website.

Specifically, we are interested in what you think about the website:
- What do you like or dislike about the website?
- How easy or difficult is it to use the website?
- Does the website work how you would expect it to?
- Does the information make sense to you?
- Does it present any new or unexpected information of interest to you?
- How relevant is the information to you?
- How likely are you to visit the website?

First, you'll have some time to explore the web pages on your own. Then, we will complete some tasks using the website and talk about them. Our main goal today is to test the website, so this means there are no right or wrong answers, we're just looking for your opinion and feedback. I don't work for the organization whose website we will be reviewing, so you won't hurt my feelings, no matter what you say about the site.

I also want to remind you that we are being [audio/video recorded]. We're doing that because I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the recordings when writing the report so that your opinions are accurately captured. Additional project staff may also watch the recordings at a later date to get a good understanding of today's discussion. However, your identity will remain private – we won't use your name in any reports, and we won't attribute anything you say directly back to you or your employer.

Note that when you follow some links, you'll see that the site design changes. You'll be looking at a prototype of a redesigned site that includes links to the previous site design. Also, the search function on the website is not a part of this test so it will not be available for this session.

Do you have any questions before we begin?

Open Site Exploration (5 minutes)

Let's get started. We will start on the home page. Please take the next few moments to explore the website. It will be important for you to "think out loud" and narrate your thoughts and actions as you explore. This will help us understand what is working or not with the website, and how we can improve it if needed.

[Participant explores prototype for up to 1-2 minutes.]

1) Based on what you just saw, what is the website for?

2) What are your initial impressions about the website? Did anything stand out?

Tasks (40 minutes; 5 minutes per task)

Now that you have explored the website, we will complete a series of tasks. As I mentioned before, it is important that you think out loud as you complete each task. Again, there are no right or wrong answers. Our main goal is to test the website.

Order of tasks will be randomized to account for any order effects.

3) Find news on new regulations and policies affecting banks.
4) Please navigate to Bank Call Report Information.
5) Learn about regulations that govern FDIC-insured institutions.
6) Find information on the Bank Secrecy Act.
7) Find the latest Quarterly Banking Profile.
8) Learn about the FDIC's technology initiatives.
9) Find a schedule of upcoming FDIC events.
10) Subscribe to email updates for bankers.

[For each task, ask the following set of questions:]

- How easy was it to find this information? What worked well?
- How difficult was it to find this information? What got in the way?
  - *How would you change this to make it easier to find?*
    - *For example, should the information be located somewhere else on the website?*
    - *Should the information be called something different?*
- What type of information did you expect to find?
  - How did this information compare to your expectations?

Overall Impressions (10 minutes)

Great! Now, let's discuss your overall thoughts and feedback about the website.

11) What did you like most about the website?
    a. *What stood out about the website?*
    b. *What were main strengths of the website?*
    c. *Was anything there new or unexpected of interest?*
12) What did you like least about the website?
    a. *What could be improved about the website to improve your experience?*
    b. *What could be clearer?*
    a. *Is there any language that could be changed to improve your experience using the website? (Note: Probe on "Topics," for example.)*
13) How relevant is this website in your work?
    a. *Who is it intended for?*
    b. *How would you use it in your work?*
    c. *Would it be helpful to you?*
    d. *Did the website meet your expectations?*

14) How likely are you to use this information in your work?
    a. *How likely are you to tell others, like colleagues, about this website?*
15) Is there anything else about the website that you would like to share?

FDIC.gov UX Testing Script – Consumers

Introduction (5 minutes)

Welcome and thank you again for participating in this session! Before we begin, I'd like to introduce myself and give a brief overview of what we will discuss today. I'm _____, and I work at Porter Novelli, a communications consultancy. Today we're going to spend about an hour talking about a website.

Specifically, we are interested in what you think about the website:
- What do you like or dislike about the website?
- How easy or difficult is it to use the website?
- Does the website work how you would expect it to?
- Does the information make sense to you?
- Does it present any new or unexpected information of interest to you?
- How relevant is the information to you?
- How likely are you to visit the website?

First, you'll have some time to explore the web pages on your own. Then, we will complete some tasks using the website and talk about them. Our main goal today is to test the website, so this means there are no right or wrong answers, we're just looking for your opinion and feedback. I don't work for the organization whose website we will be reviewing, so you won't hurt my feelings, no matter what you say about the site.

I also want to remind you that we are being [audio/video recorded]. We're doing that because I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the recordings when writing the report so that your opinions are accurately captured. Additional project staff may also watch the recordings at a later date to get a good understanding of today's discussion. However, your identity will remain private – we won't use your name in any reports, and we won't attribute anything you say directly back to you.

Note that when you follow some links, you'll see that the site design changes. You'll be looking at a prototype of a redesigned site that includes links to the previous site design. Also, the search function on the website is not a part of this test, so it will not be available for this session.

Do you have any questions before we begin?

Open Site Exploration (5 minutes)

Let's get started. We will start on the home page. Please take the next few moments to explore the website. It will be important for you to "think out loud" and narrate your thoughts and actions as you explore. This will help us understand what is working or not with the website, and how we can improve it if needed.

[Participant explores website prototype for up to 1-2 minutes.]

1) Based on what you just saw, what is the website for?

2) What are your initial impressions about the website? Did anything stand out?

Tasks (40 minutes; 5 minutes per task)

Now that you have explored the website, we will complete a series of tasks. As I mentioned before, it is important that you think out loud as you complete each task. Again, there are no right or wrong answers. Our main goal is to test the website.

Order of tasks will be randomized to account for any order effects.

3) Figure out how to determine if all your deposits are insured.
4) Determine which of your financial accounts are protected by deposit insurance.
5) Check to see if deposits at your bank are insured.
6) Learn how to obtain a lien release (what to do if you had a loan at a failed bank which you paid off and the bank's lien on your property was not released.)
7) Learn about job opportunities.
8) Your bank, Resolute Bank, has failed. Learn what steps you need to take.
9) Get information on the FDIC's Trust Through Transparency initiative.
10) Learn how FDIC can help and educate consumers.

[For each task, ask the following set of questions:]

- How easy was it to find this information? What worked well?
- How difficult was it to find this information? What got in the way?
  - *How would you change this to make it easier to find?*
    - *For example, should the information be located somewhere else on the website?*
    - *Should the information be called something different?*
- What type of information did you expect to find?
  - How did this information compare to your expectations?

Overall Impressions (10 minutes)

Great! Now, let's discuss your overall thoughts and feedback about the website.

11) What did you like most about the website?
    a. *What stood out about the website?*
    b. *What were main strengths of the website?*
    c. *Was anything there new or unexpected of interest?*
12) What did you like least about the website?
    a. *What could be improved about the website to improve your experience?*
    b. *What could be clearer?*
    c. *Is there any language that could be changed to improve your experience using the website? (Note: Probe on "Topics," for example.)*
13) How relevant is this website to you?
    a. *Who is it intended for?*
    b. *How would you use it, especially thinking about the banking activities you do for your household?*

       c. *Would it be helpful to you?*
       d. *Did the website meet your expectations?*

14) How likely are you to use this information?
       a. *How likely are you to tell others about this website?*

15) Is there anything else about the website that you would like to share?