



FTC Focus Group Script

CLIENT: FTC
PREPARED BY: CHIEF
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*Please find our recommended focus group script here. This document will serve as the basis for both in-person tasks, English and Spanish. **Once the English version is approved, CHIEF will work with FTC to determine next steps for translating this script into Spanish.***

*Given the nature of in-person activities, it is possible that the conversation may go in directions which we do not expect; as such, it's important to note that the final conversation will only be **based on the questions provided here.***

INTRODUCTION

The introduction of the focus group can also be used as a contract for participants; it will not be read directly out loud but will serve as the basis of the introduction of the activity.

Purpose

The Federal Trade Commission is conducting user research under the supervision of Agency CHIEF and UserWorks. You are invited to participate. The purpose of today's session is to determine your needs as a web user. Specifically, we want to understand what you look for when navigating this kind of website, such as navigation structure, site search or on-page content. We will use this information to update content relationships and design for FTC web properties.

Procedure

If you participate in this study, you will be in a group of approximately nine other people to start. From there, small breakout groups of 2-3 individuals will occur. There will be a facilitator who will ask questions and facilitate the discussion and note-takers to write down the ideas expressed within the group. If you volunteer to participate in this focus group, you will be asked some questions relating to your experience with fraud, using websites or your familiarity with the Federal Trade Commission. These questions will help us to better understand how you wish to use websites and how you wish to gain information about fraud and other consumer issues.

Your participation is voluntary. You may withdraw from this study at any time without penalty; however, you will not receive your promised compensation should you choose to leave before the focus group is complete.



Benefits & Risks

Your participation may benefit you and other consumers by providing the FTC with feedback on your information gathering requirements. No risk greater than those experienced in ordinary conversation are anticipated.

Everyone will be asked to respect the privacy of the other group members. All participants will be asked not to disclose anything said within the context of the discussion, but it is important to understand that other people in the group with you may not keep all information private and confidential.

Confidentiality

Anonymous data from this study will be analyzed by FTC and CHIEF staff. No individual participant will be identified or linked to the results. The results of this study may be presented to additional FTC representatives; however, your identity will not be disclosed. All information obtained in this study will be kept strictly **confidential**. All materials will be stored in a secure location within the FTC and access to files will be restricted to paid professional staff.

Rules

These rules will be explained to users prior to the activity.

- First name basis
- Respect the answers of others
- No right or wrong answers
- We are not recording or transcribing, but we are taking notes
- Role of moderator is to simply move the conversation along, we will not be biased towards any types of answers
- Feel free to talk directly to each other

QUESTIONS

Group Questions

Ice breakers

- Introduction: First name, where you're from and favorite hobby
- Optional if it still feels really cold: Favorite activity or place in the DMV-area. What would you tell visitors to "not miss"?

General: IA & Design

- What do you like about using websites // consuming content online?
- Where do you typically go to receive information online?
 - Related: What device are you typically using when using the internet?

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- Specifically, when you're facing a personal or financial problem, where do you go online to seek out help?
 - Can you list examples of your favorite websites to use? Why?
 - Think of a website you use often and trust. What in particular resonates with you about this website? Why do you trust it?

Brand

- Are you familiar with the Federal Trade Commission? If you are, please give a brief description of what this agency does.
- How inclined are you, in general, to trust government agencies to provide you with accurate information? Can you elaborate on your answer?
- Did you ever have a question about a scam or fraud, or think you were the victim of a scam or fraud? Where did you look for help or information?
- Did you come across any information from the FTC?
 - Alternate: Thinking back to how often you think about fraud or even a time you may have been a victim of fraud.
 - Follow-up Alternate: Would you trust the FTC, or any government agency, to provide assistance during that time?
 - Examples of fraud for context: fake job ads, credit card scams, identity theft, or phone calls from someone pretending to be the IRS.

FTC: IA & Design

- How often do you visit the FTC main website or other related properties, such as Do Not Call or Consumer Center?
- Why are you using the websites?
- What content are you hoping to find? Or task you are hoping to perform?
- Tell us about an experience when you couldn't find something you were looking for on the FTC websites. Or could not complete a task you were trying to perform. What was difficult?
- React to different color palettes/layouts of different sites. What kind of website would you expect [this] to be? What do you like or dislike about it?

Fraud

- Are you worried about fraud? How often do you think about scams and/or fraud? Which scams/fraud?
- Do you know where to go to find help if you are/were ever the victim of fraud?
- Have you ever been a victim of fraud? Tell us what happened and how you were able to find help.
- (Or, if no one has been defrauded): What kind of information would be helpful if you were defrauded?

Breakout Questions

The types of questions will remain the same regardless of how we break the users out and will be based on elements of group questions that seem to need more exploration. Example questions are below. The



goal of these questions in breakout groups will be to identify any overlap in content needs, no matter who the questions are posed to. Therefore, the questions matter more than the groups, by definition.

- Walk me through your step-by-step process of how you got help when you were dealing with fraud, like how many numbers you had to call or sites you visited online. Tell me what you wish you had known before.
 - With computer: Walk us through how you would find information online about [specific reference]?
- If you could create one website to help you when faced with issues like [specific reference], what would you put on it? What would be helpful information?
- You mentioned earlier that [specific reference] was your favorite informational website because [specific reference]. Can you go into more detail about this?
- We didn't have an opportunity to finish talking about your experience finding content or performing a task on an FTC website. Can you tell us in more detail what was so difficult/easy to find and why? What would have made that experience better?
- We'd like to dive more into your reaction to the color palettes we presented earlier. Can you explain your reaction in more detail?
- Can you recall any times when the FTC helped or could have helped you?
- What is the one thing the FTC could do to improve its communication with you?

Group Options - to be determined onsite

Group 1: Familiar with FTC, but non-website users

Group 2: Familiar with FTC and website users

Group 3: Not familiar with FTC

OR

Group 1: Attorney, media, small business owner, law enforcement

Group 2: Over 65, consumer intermediary

Group 3: Members of the general public, Military