

## WINDEXchange User Experience (UX) Audit

### Individuals or Households, Private Sector, and State, Local, and Tribal Governments (User) Survey Questions

#### **Paperwork Reduction Act Burden Disclosure Statement**

This data is being collected to collect voluntary user feedback on the U.S. Department of Energy's WINDEXchange website ([windexchange.energy.gov](https://windexchange.energy.gov)). The data you supply will be used for (to improve user experience and customer satisfaction with the existing website. Public reporting burden for this collection of information is estimated to average 10 minutes per survey response with an optional 45-minute Zoom follow-up interview, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Office of the Chief Information Officer, Enterprise Policy Development & Implementation Office, IM-22, Information Collection Management Program (1910-5160), U.S. Department of Energy, 1000 Independence Ave SW, Washington, DC 20585; and to the Office of Management and Budget (OMB), OIRA, Paperwork Reduction Project (1910-5160), Washington, DC 20503.

Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid OMB control number.

Submission of this data is voluntary.

#### **Background Information**

- a. What city do you live in?
- b. What is your primary role or occupation?
- c. How often do you visit the <https://windexchange.energy.gov/> website?
  - A few times a week
  - About once a week
  - A few times a month
  - Once a month
  - A few times a year
- d. What motivated you to visit the website initially?
- e. Which best describes you?
  - I am involved in wind energy decision making at the local or regional level
  - I am looking for specific information about wind energy (e.g., what happens to turbines when they reach the end of their life)
  - I am interested in installing wind energy for my personal property

OMB control number: 1910-5160  
Current expiration date: 2/28/2026

- I live in a community considering wind energy
- Other (please specify)

### **Website Navigation**

- f. When navigating the WINDEXchange website I can easily find the content I am looking for.  
(Slider – strongly disagree to strongly agree)
- g. What difficulties have you encountered when looking for information on the website?

### **Content**

- h. I find the WINDEXchange website informative.  
(Likert scale – strongly disagree to strongly agree)
- i. Which sections or topics of the website do you find most valuable or relevant to your needs? Select all that apply:
- Basics of wind energy (distributed wind, land-based, and offshore wind)
  - Community Impacts
  - Economic Incentives
  - Environment Impacts
  - Site Selection
  - Maps and Data
  - Models and Tools
  - Publications
  - Education and Workforce Development
  - Guides
- j. How do you use the information you find on the WINDEXchange website?
- k. What questions, if any, do you still have about wind energy that you were unable to find?

### **User Experience**

- l. What device do you typically access the website from?
- Website
  - Tablet
  - Mobile
- m. How would you describe your overall experience with the website?  
(Likert scale- extremely easy to extremely hard)
- n. Are there any features or functionality that you find particularly helpful on the website?
- o. What improvements would you like to see on the <https://windexchange.energy.gov/> website?
- p. Are there any additional tools or resources you believe would enhance the user experience?
- q. How can the website better support your specific needs or goals?
- r. I find the WINDEXchange website visually appealing and engaging. (Likert scale – strongly disagree to strongly agree)
- s. Is there any other feedback you would like to provide about the website that you haven't already given?

### **Follow Up**

- t. Would you be willing to participate in a 45-minute user interview to help us improve the WINDEXchange energy website?

- u. If yes, collect email.
- **Individuals or Households, Private Sector, and State, Local, and Tribal Governments (User) Follow-Up Interview Questions**
  - Internal Notes: Purpose**
    - Narrow/identify the users of the website
    - Identify users' intentions when visiting the site (what did they come to the site for?)
    - Evaluate limitations to site use (Did they find what they were looking for? Could they access everything?)
    - Analyze navigation, experience, and engagement.
  - Introduction (5 Minutes)**

Interviewer introduces herself. The conversation will be treated confidentially and that there are no right or wrong answers. Begin recording, with permission.
  - About the Project (5 Minutes)**

Interviewer shares practical aspects of the project, what we're looking to achieve through these stakeholder interviews, and where we are in the overall process. These in-depth conversations directly tap into users' thoughts, feelings, and motivations. They reveal the "why" behind user behavior, uncovering needs, frustrations, and expectations that surveys or analytics might miss.
  - Questions (20 Minutes)**
    - Audience Engagement**
      - How did you first learn about the WINDEXchange website?
      - What motivated you to visit?
      - Does this information impact your work at all?
      - How often do you visit the WINDEXchange site? What device do you use?
      - In what ways do you currently engage with wind-energy-related content on the site?
    - General User Experience**
      - How would you describe your overall experience on the WINDEXchange website?
      - Do you think this information is easy to understand for nontechnical users?
      - Are you able to easily find the information you are looking for on the site?
    - Content Accessibility and Clarity**
      - Do you find the information on the website easy to understand especially considering the technical nature of wind energy?
      - Are there specific sections or topics where you feel the content could be presented more clearly?

### **Mobile Accessibility**

- Have you accessed the WINDEXchange website from a mobile device?
- If yes, what are your impressions regarding the mobile-friendliness and responsiveness of the site?

### **Information Density**

- How do you perceive the amount of information presented on the WINDEXchange website, particularly in relation to wind energy topics?
- Are there specific pages or sections where you feel the information is too dense or overwhelming?

### **Navigation**

- How clear and easy to understand are the navigation labels at the top of the page?
- Have you encountered any challenges with navigating the site, especially when looking for specific information?
- Are there improvements you would suggest regarding the site's navigation and menu structure?

### **Engaging Different User Types**

- If you represent a community, how does the website address community-specific concerns related to wind energy?
- If you are a decision maker, what additional features or content would be beneficial to support your decision making?

### **Opportunities for Expansion**

- Are there particular areas or topics on the WINDEXchange website that you believe could benefit from additional guides or resources?
- How do you envision the expansion of the site's content in a way that maintains a user-friendly experience?

### **User Feedback Mechanism**

- Apart from the user survey, are you aware of any feedback mechanisms on the WINDEXchange website and have you utilized them?
- If you have a question you can't find the answer to on the website, how would you go about contacting someone to find the answer?

### **Technical Aspects and Performance**

- Have you experienced any technical issues or frustrations when interacting with the website?

### **Specific User Scenarios (Asking the Participant to Share Their Screen)**

- How would you find information about wind resources in your state?
  - What would you expect or want to learn about wind resources in your state?
  - Is there anything missing about wind resources you'd hope to find?

- How easy is it to process the information you see here?
- If you were looking for information on the community benefits of wind, where would you look?
  - o What would you expect or want to learn about community benefits of wind?
  - o Is there anything missing about community benefits you'd hope to find?
  - o How easy is it to process the information you see here?

#### **Community Member Persona**

- You're someone looking for information about installing wind energy on your property (hypothetically).. Where on the website would you go to find this information?
  - o What would you expect or want to learn about?
  - o Is there anything missing you'd hope to find?
  - o How easy is it to process the information you see here?

#### **Decision Maker Persona**

- You're someone looking for information about installing wind energy in or near your community. Where on the website would you go to find this information?
  - o What would you expect or want to learn about?
  - o Is there anything missing you'd hope to find?
  - o How easy is it to process the information you see here?

#### **Follow Up and Wrap Up (5 Minutes)**

Thank the participant for the time. Anything else you would like to share with me before we end? Interviewer to provide contact information.

- **Federal Government (Stakeholder) Interview Questions**

##### **Internal Notes/Goals**

- Narrow/identify the users of the website
- Identify users' intentions when visiting the site (what did they come to the site for?)
- Evaluate limitations to site use (Did they find what they were looking for? Could they access everything?)
- Analyze navigation, experience, and engagement.

##### **Introduction (2 Minutes)**

Interviewer introduces herself. The conversation will be treated confidentially and that there are no right or wrong answers. Begin recording, with permission.

##### **About the Project (2 Minutes)**

Interviewer shares practical aspects of the project, what we're looking to achieve through these stakeholder interviews, and where we are in the overall process. By understanding stakeholder needs and concerns, we can tailor solutions that address them effectively, and we can make informed decisions that consider various perspectives and potential impacts.

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### **Questions (20 Minutes)**

- Tell me about your role with [NREL / WINDEXchange].
  - What impact, if any, does the website currently have on your work? Could you share with me how you currently use the site or how you might like to use the site in the future?
  - What do you believe is the primary goal of the WINDEXchange website?
- I'm going to pull up the website, share my screen and ask you a few questions.
- Who do you think is coming to this website and why?
  - What do you think works well when it comes to the WINDEXchange site?
  - Where do you think the website struggles?
  - Do you find the information on the website easy to understand?
  - Do you think this information is easy for nontechnical users to understand?
  - Have you encountered any challenges with navigating the site, especially when looking for specific information?
  - Are there improvements you would suggest regarding the site's navigation and menu structure?
  - Have you experienced any technical challenges when interacting with the website?
  - What do you believe could be done to make the biggest improvements to this website?
  - Is there anything else that would be helpful for me to know that we haven't already discussed?

### **Follow Up and Wrap Up (5 Minutes)**

Thank the participant for the time. Anything else you would like to share with me before we end? Interviewer to provide contact information.