

Target audience user testing script

Intro: Today we're going to ask you some questions about personal finance and the ways you might learn about and discuss personal finance topics.

1. To start off with, what methods do you typically use to communicate with your friends and family about anything, not just personal finance? (Examples: getting together at a cafe, shop, or someone's home, talking on the phone, texting, Facebook, WhatsApp, etc.)
2. Do you keep up with news and current events on any topic?
-If so, what type of news or events do you follow?
-What apps or websites do you use to keep up with news and events?
3. Now think of the last time you had to make a personal finance decision. (Examples include a large purchase, taking out a loan or some type of credit, decisions relating to a retirement or investment account, etc.) What was the decision?
4. Thinking of your most recent personal finance decision, what information or advice did you use to make this decision? (Examples: online research, reading brochures or magazines, talking to friends or family members, getting advice from an organization like Legal Services or AARP, or talking to a professional like a financial advisor or banker, etc.) If you did research, which publications or websites did you use?
5. What was the outcome of your personal finance decision?
6. If you had a magic wand and could change anything about the help and information you had when making your personal finance decision, what would you change?
7. Have you heard of the Consumer Financial Protection Bureau (CFPB)? If so, what do you know about the CFPB?