

**Usability TDIs SCREENER
UNITED STATES MINT NON-CUSTOMER SCREENER**

- () FEMALE
 - () MALE
- } **GET A MIX**

REGION

- () **NORTHEAST** (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, Pennsylvania)
 - () **MIDWEST** (Indiana, Illinois, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)
 - () **SOUTH** (Delaware, D.C., Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas)
 - () **WEST** (Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, Alaska, California, Hawaii, Oregon, Washington)
- } **GET A MIX**

User Type	Recruit
Desktop	20
• Customers	8
• Non-Customers	12
Mobile (Android)	20
• Customers	8
• Non-Customers	12

RESPONDENT NAME: _____

ADDRESS: _____

CITY/STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ CELL PHONE #: _____

Appointment:

DAY/DATE: _____

TIME: _____

SUGGESTED INTRODUCTION: Hello, I'm _____ calling for NAXION, a marketing research and consulting company.

We are conducting a research study for the United States Mint to better understand its website's usability. The research will be conducted online via your desktop or mobile device, and will take no more than 75 minutes in total, including approximately 15 minutes of set-up and 60 minutes of interviewing on two separate days. If you qualify and complete the interview, you will receive \$___ in compensation.

The interview is strictly voluntary. We are also required, by law, to report to you the OMB Control Number for this public information request. That number is OMB #1525-0012-XXXX.

1a. First, we need to ask a few introductory questions for classification purposes. Do you work... **(READ AND SELECT ALL THAT APPLY)**

	Yes	No
For a market research firm or marketing research department of a company?	()	()
For an organization that produces, distributes, or sells collectible coins? (e.g., coin dealer)	()	()

1b. Do you or does someone in your household or immediate family work...

As a journalist / freelance writer? () ()

IF "YES" TO ANY IN 1A OR 1B, THANK AND TERMINATE

2a. In the past year, have you sold any U.S. coins for income purposes other than to round out a personal collection?

Yes ()

No _____ () **SKIP TO Q3**

2b. To confirm, are you a coin dealer?

Yes () **TERMINATE**

No _____ ()

3. Have you ever purchased U.S. coins or other merchandise **directly from the United States Mint**?

Yes ()

No () **SKIP TO Q5**

4. Which of the following purchase methods did you use?

By Phone - 1-800-USA-MINT () **TERMINATE**

U.S. Mint Booth at Coin Conventions/Shows () **TERMINATE**

U.S. Mint Retail Outlets only including: () **TERMINATE**

- Washington D.C. - U.S. Mint Headquarters
- Philadelphia Mint
- Denver Mint

By website - catalog.usmint.gov () **TERMINATE**

Some other way ()

5. Do you currently collect, occasionally save, or sometimes put aside...
(READ AND SELECT ALL THAT APPLY)

- A. America the Beautiful quarters? ()
- B. 50-state quarters? ()
- C. Other current U.S. coins? ()

-
- D. Stamps? ()
 - E. Cards (e.g., baseball cards, etc.)? ()
 - F. Military items/historical memorabilia? ()
 - G. Small, other collectibles? ()
 - H. Other (Specify _____)? ()
 - I. None of them? ()

6. Please indicate how likely or unlikely you would be to **buy** U.S. coins or U.S. collectible coins **for yourself** in the next 12 months using a scale

from "1" to "6" where "1" means "Not at all Likely" and "6" means "Extremely Likely."

RECORD NUMBER

7. Please indicate how likely or unlikely you would be to **buy** U.S. coins or U.S. collectible coins **for someone else** in the next 12 months using a scale from "1" to "6" where "1" means "Not at all Likely" and "6" means "Extremely Likely."

RECORD NUMBER

**FOR EITHER Q6 OR Q7,
MUST HAVE MIX OF "4" THROUGH "6"
PLACE ON HOLD, DISCUSS WITH NAXION IF
"3"**

8. Which type of devices do you use in daily life (e.g., to go online, browse the web)? **(READ AND SELECT ALL THAT APPLY)**

- a) Smartphone ()
b) Laptop or Desktop computer ()

9. Approximately, what percentage of time do you spend on your device(s)? **(READ FOR EACH DEVICE SELECTED IN Q3)**

- a) Smartphone _____ %
b) Laptop or Desktop Computer _____ %

IF MORE THAN 50% FOR "A" THEN:

- RECRUIT AS MOBILE
- SKIP TO Q14 (Mobile Questions)

IF MORE THAN 50% FOR "B" THEN:

- RECRUIT AS DESKTOP
- CONTINUE TO Q5 (Desktop Questions)

IF 50% FOR BOTH "A" AND "B" THEN:

- RECRUIT FOR WHICHEVER HAS FEWER

DESKTOP QUESTIONS

10. How many hours per week do you use your laptop or desktop computer?

- a) 0 - 4 () **TERMINATE**
- b) 5 - 10 ()
- 11 - 15 ()
- d) 16+ ()

11. From your laptop or desktop device, do you... **(READ AND SELECT ALL THAT APPLY)**

- | | <u>Yes</u> | <u>No</u> |
|--|------------|-----------|
| a) Send or receive emails? | () | () |
| b) Download and install software? | () | () |
| c) Look for information about a personal hobby or interest?
() | | () |
| d) Research a product or service before purchasing? | () | () |
| e) Purchase products online from websites such as Amazon?
() | | () |
| f) Other (please specify) | () | () |

MUST ANSWER "YES" TO AT LEAST 2 ROWS, OTHERWISE TERMINATE.

12. How long ago did you purchase your computer that you would use for this remote interview?

- Within the last year ()
- 1-3 years ago ()
- 3-5 years ago ()
- More than 5 years () **TERMINATE**

13. Have you ever used screensharing or conference call software like Zoom, WebEx, and the like?

- Yes () **PREFERRED**
No ()

**PRIORITIZE RECRUITING THOSE ANSWERING "YES"
IF NO, SKIP TO Q15**

14. Which screensharing software have you used? **(READ AND SELECT ALL THAT APPLY)**

- Zoom ()
Go to Meeting ()
WebEx ()
Google Meet ()
Other (please specify): _____

15. Would you be willing to share your screen with a moderator to provide feedback on the U.S. Mint website?

- Yes ()
No () **TERMINATE**

16. Would you be willing to meet with a moderator 1 week prior to your session to set up your device to ensure the screenshare will work? This would take approximately 15 minutes.

- Yes ()
No () **TERMINATE**

17. The session requires you to be connected to WiFi and share your desktop screen. Will you be able to connect to a secure WiFi during the session?

- Yes ()
No () **TERMINATE**

18. The session requires audio, either your computer's microphone and speakers or use of a phone to dial into a conference line. Do you have the ability to: **(READ)**

Dial in via telephone for a period of one hour? ()

Have microphone and speaker capabilities on your desktop/laptop device? ()

Neither () **TERMINATE**

SKIP TO Q28 (General Questions)

MOBILE QUESTIONS

19. What type of mobile device do you own? **(READ)**

Android Phone ()

iPhone () **TERMINATE**

Other () **TERMINATE**

20. How long ago did you purchase your mobile device?

Within the last year ()

1-2 years ago ()

2-3 years ago ()

More than 3 years () **TERMINATE**

21. On a scale of 1-5 (1 being beginner level and 5 expert level) how would you rate your skill with downloading and using mobile apps?

1 () **TERMINATE**

2 () **TERMINATE**

3 ()

4 ()

5 ()

22. Would you be willing to share your screen with a moderator to provide feedback on the U.S. Mint website?

Yes ()
No () **TERMINATE**

23. For this study, you will need your Google Play password to download an app to your device. Do you know your Google Play password?

Yes ()
No () **TERMINATE**

24. Would you be willing to meet with a moderator 1 week prior to your session to set up your device to ensure the screenshare will work? This would take approximately 15 minutes.

Yes ()
No () **TERMINATE**

25. From your mobile device, do you... **(READ AND SELECT ALL THAT APPLY)**

	<u>Yes</u>	<u>No</u>
a) Send or receive emails?	()	()
b) Send or receive text messages?	()	()
c) Download and install apps?	()	()
d) Look for information about a personal hobby or interest? ()		()
e) Research a product or service before purchasing?	()	()
f) Purchase products from websites or apps such as Amazon? ()		()
g) Other (please specify)	()	()

MUST ANSWER "YES" TO AT LEAST 2 ROWS, OTHERWISE TERMINATE

26. Who is your mobile provider? **(READ)**

AT&T	()	
T-Mobile	()	
Verizon	()	
Sprint	()	
Boost	()	TERMINATE
Metro PCS	()	TERMINATE
Cricket Wireless	()	TERMINATE
Straight Talk	()	TERMINATE
Walmart Family	()	TERMINATE
Total Wireless	()	TERMINATE
Other	()	TERMINATE

27. The session requires you to be connected to WiFi and share your mobile screen. Will you be able to connect to a secure WiFi during the session?

- Yes ()
No () **TERMINATE**

GENERAL QUESTIONS

28. The session lasts 1 hour. Do you have a quiet place, free of interruptions with WiFi that is available to you for the session?

Yes ()

No () **TERMINATE**

29. Who is your internet service provider? **(READ)**

AT&T ()

Verizon ()

Xfinity/Comcast ()

Cable One ()

Sprint ()

Century Link ()

Charter Communications ()

Consolidated Communications ()

Cox Communications ()

Frontier Communications ()

Mediacom ()

Other () **CHECK WITH
NAXION**

30. Do you have high-speed internet access with this provider?

Yes ()

No () **TERMINATE**

31. How often do you have trouble streaming videos from your device?
(READ)

Frequently () **TERMINATE**

Sometimes () **TERMINATE**

Infrequently ()

Almost Never ()

32. How often do you have trouble downloading software to your device?
(READ)

Frequently () **TERMINATE**

Sometimes () **TERMINATE**

Infrequently ()

Almost Never ()

33. Is your age:

Under 18, () **TERMINATE**

18 to 30, () **GET**

31 to 45, () **A**

46 to 59, () **MIX**

60 to 70, or () **NO MORE**

Over 70? () **THAN 3-4**

34. The United States Mint is interested in getting the opinions of people of diverse cultural backgrounds, and we would like to ask you a few questions about your background.

Are you:

Latino or Hispanic? Yes () No ()

35. What is your race? **(READ AND SELECT ALL THAT APPLY.)**

American Indian or Alaska Native	()	
Asian	()	GET
Black or African-American	()	A
Native Hawaiian or other Pacific Islander	()	MIX
White	()	

Prefer Not to Answer ()

Note to recruiters: *As part of our ISO certification, we require that the following be read to each respondent.*

Thank you for your time. We look forward to having a discussion with you regarding the United States Mint's website. We want to assure you that it is **NAXION's** policy to keep interviews anonymous and responses confidential. At no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or viewed by others. In rare circumstances, **NAXION** may include an anonymous audio or video clip of a portion of your interview within the report to the client.

For further information on **NAXION's** privacy policy, you can visit their website at <http://www.naxionthinking.com/privacy-policy/naxion-research-participant-privacy-notice>. You can also view their incentive statement at www.naxionthinking.com/incentive-statement.

Please let us know if you have any questions or concerns about your upcoming appointment with **NAXION**.