

Sampling Plan

These sessions will be 1:1 conversations with 5-8 participants. Guerilla participants will consist of HHS employees and contractors. Sessions will be 20-30 minutes and conducted remotely over video conferencing.

The interview structure will be a hybrid of a usability interview and task-based usability observation. Initial interview questions focus on initial impressions of HHS as an agency and the website. The tasks aim to validate qualtrics data on user behavior.

User Recruitment

User research recruitment is key to conducting successful qualitative research and gaining beneficial user research insights. Without timely access to users, this becomes very difficult. It's important to ensure that we establish the process for getting hold of research participants that will deliver the representative participants the research team needs at the time needed.

- Recruit colleagues, friends and professional networks to help with research
- Save costs on recruitment services

Criteria

Generic

- Participants preferably outside DMV
- Want to avoid network bias and have various recruitment sources
- Range of ages
- Balanced gender
- Diverse

Non-Persona

- Must be age 18 and over
- Must not identify as any of the following:
 - Medical Professionals
 - Human Services Professional
 - Grantees
 - Government Employees
 - Academics

Targeted Persona Specific Groups

- Must be age 18 and over
- Must identify as any of the following:
 - Medical Professionals

Questions

1. Are you familiar with the Department of Human Services?
2. Take a look at the HHS.gov homepage. On a scale of 1-10, how would you rate your level of trust in this information? (1 being lowest level of trust, 10 being the highest level of trust)
3. Based on what you see on the homepage, what do think you can accomplish on this website?
4. Tell me 3 words you would use to describe this website.
5. What are your overall impressions of the website?

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