

## SUPPORTING STATEMENT – PART B

### B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

If the collection of information employs statistical methods, it should be indicated in Item 17 of OMB Form 83-I, and the following information should be provided in this Supporting Statement:

#### 1. Description of the Activity

For both the User Testing/Usability Study and the Card Sort/Navigation Study, a targeted outreach email is sent to research vendor/partner's database(s) of potential participants who have previously opted in to receive information on potential military research opportunities. Outreach email includes an online screener link that potential participants can choose to complete. Completion of the online screener is voluntary and is only used to qualify participants for the research study. No generalized data of responses are generated. Screener responses are received and those who meet the qualifications for research are contacted and taken through a phone screen to verify and confirm information. Screener used to recruit is approved by client.

If the research vendor/partner's database cannot support a full sample for the qualitative research, an online social media announcement is posted to research vendor/partner's social media pages to generate more leads for qualified participants. Those who take action on the social media post are informed about the research opportunity and provided the online screener link, which is voluntary.

Given that a statistical sampling approach is not used for the research study, "response rates" in the traditional sense are not applicable.

#### 2. Procedures for the Collection of Information

- a. Statistical methodologies for stratification and sample selection;

Approved screener is used to recruit potential military participants from research vendor/partner's database and social media channels (if needed). Those who meet the profile requirements within the online screener will be taken through a phone screen and those who fully qualify will be eligible to participate in the study.

- b. Estimation procedures;

User Testing/ Usability Study

Targeted email is sent to potential users (via research vendor/partner's databases); Qualified leads are taken through a phone screen; Those who fully qualify via phone screen are scheduled.

## Card Sort/Navigation Study

A targeted email will be sent to potential users via the research vendor/partner's databases. That recruitment email will have a link to the online, approved, screener. Those who fully qualify via the online screen will be redirected to the vendor/partner's platform to complete the study. After it's complete, the participant will be redirected to the incentive page to claim their incentive.

c. Degree of accuracy needed for the Purpose discussed in the justification; NA

d. Unusual problems requiring specialized sampling procedures;

For both collections, if research vendor/partner's database cannot support the full sample, online social media posts are considered, and those leads are provided the online screener and they go through the same recruiting process already mentioned.

e. Use of periodic or cyclical data collections to reduce respondent burden.

## User Testing/ Usability Study

Online screener is estimated to take ~5 minutes and phone screening takes up to ~10 minutes.

## Card Sort/Navigation Study

An online, unmoderated screener was designed for users to take on their own time at their own pace. The estimated time it will take to complete is approximately 5-7.5 minutes.

### 3. Maximization of Response Rates, Non-response, and Reliability

Discuss methods used to maximize response rates and to deal with instances of non-response. Describe any techniques used to ensure the accuracy and reliability of responses is adequate for intended purposes. Additionally, if the collection is based on sampling, ensure that the data can be generalized to the universe under study. If not, provide special justification.

For both collections, online screener responses are used for qualitative recruiting only and no statistical sample approach is used when recruiting.

Recruitment for the research study involves proactive and targeted outreach to military members/spouses who are already in research vendor/partner's database and have opted in to receive emails regarding research opportunities.

Online screener is made available in all targeted outreach and is accessible via the web and the online screener is built with participant's burden in mind.

#### 4. Tests of Procedures

##### User Testing/ Usability Study

One-on-one remote user experience research sessions are conducted with each qualified and schedule participant to assess the ease of use of the website or product being evaluated. An approved discussion guide is utilized to conduct the qualitative research sessions.

##### Card Sort/Navigation Study

The screener and study both provide an unmoderated and remote user experience that participants will be able to complete on their own schedule and at their own pace. The study asks participants to organize the existing website categories according to their preference. This insight will allow the Office of Financial Readiness (FINRED) to better understand how website content should be organized to optimize navigation, improve access and improve overall website architecture.

#### 5. Statistical Consultation and Information Analysis

a. Provide names and telephone number of individual(s) consulted on statistical aspects of the design.

N/A

b. Provide name and organization of person(s) who will actually collect and analyze the collected information.

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