Department of Labor
Employment and Benefits Security Administration
Wireframe Testing Survey
05/25/2023

Purpose: To gather feedback from the target audience and internal stakeholders about the different design/layouts (wireframes) of the priority EBSA web pages, including the Home Page, Ask EBSA, No Surprises Act (Surprise Billing), Resources, and the Mental Health Parity and Addiction Equity Act (MHPAEA).

Target Audiences:

1) **Multicultural workforce or their beneficiaries**
   - Age range: 18+
   - Has employer-based health insurance and/or employer-based retirement plan OR is a beneficiary of an individual who has them
   - Works at a company with more than 100 employees
   - Ensure diversity in race/ethnicity, geographic location, income levels, ability levels (including visual disabilities), and those who lack access to resources

2) **EBSA Benefits Advisors and other EBSA Stakeholders** (e.g., John Warner)

Methodology: CMRignite will distribute a digital survey in English with a goal of approximately 100-300 respondents.

Assumptions: The survey will show JPEG images of potential wireframes that respondents will view and answer questions.

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(Q1 – Q7 will be asked of the multicultural workforce or their beneficiaries audience only to determine if they qualify and their perceptions of DOL EBSA)

Please answer a few questions to see if you qualify for the survey.

1) What is your age group? *(Select one)*

   Less than 18 years old [Disqualify and end survey]
   18-24
   25-44
   45-67
   68 years old or older

2) Where do you live? [Drop-down list of states] *(Select one)*

I do not live in the United States. [Disqualify and end survey]

3) Do you have job-based health insurance or a job-based retirement plan? *(Select one)*

Yes
No
I don't know

4a) [If No or I don't know on previous question] Do you receive benefits from a family member who has job-based health insurance or a job-based retirement plan? *(Select one)*

Yes
No [Disqualify and end survey]
I don't know [Disqualify and end survey]

4) Does the company/organization you work for (or the insured family member works for) have more than 100 employees? *(Select one)*

Yes
No [Disqualify and end survey]
I don't know [Disqualify and end survey]

5) Do you have coverage through any of these programs: Medicaid, Indian Health Services, Veterans Affairs Health Care, or TRICARE? *(Select one)*

Yes [Disqualify and end survey]
No
I don't know [Disqualify and end survey]

6) What device do you typically use to find information online, such as websites? *(Select the one you use the most)*

Computer/laptop
Tablet (iPad, Microsoft Surface, etc.)
Mobile phone
Other (specify)
None of the above

7) How strongly do you agree with each of the following statements? 1 – Strongly disagree 2 – Disagree 3 – Neutral 4 – Agree 5 – Strongly agree   Don't Know/Unsure

[Randomize]
a) You are familiar with the U.S. Department of Labor, Employee Benefits Security Administration
b) You would visit the U.S. Department of Labor, Employee Benefits Security Administration website in the next 6 months

c) You have seen information online (e.g., social media, online) related to or about the U.S. Department of Labor, Employee Benefits Security Administration, in the last 6 months

d) You are familiar with workers' rights related to job-based health benefit and retirement benefit plans.

e) I trust the U.S. Department of Labor, Employee Benefits Security Administration, to fulfill our country's commitment to people with job-based health benefit and retirement benefit plans.

Thank you for answering these questions. You qualify to take part in the survey.

HOMEPAGE:

In this section, you will see an image of a webpage layout. You will be asked to click on the picture to indicate where you would expect to find information followed by a few other questions.

[Randomize Wireframe display order]

Insert Homepage Wireframe 1

8) If you were looking for information on your health benefit rights, click on the section or area where you would expect to find this information.

(Insert Image of wireframe 1 in a Heatmap format

9) Select all the statements that apply about this webpage: *(Select all that apply)*

[Randomize]
The content is well organized
The layout of the webpage makes sense
The webpage appears easy to navigate
I would return to the website to address future needs
The webpage format works for this type of information
The webpage is easy to read
The content could be useful to me if I was looking for information on health and retirement benefit plans

10) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

Insert Homepage Wireframe 2

11) If you were looking for information on your health benefit rights, click on the section or area where you would expect to find this information.

(Insert Image of wireframe 2 in a Heatmap format)

12) Select all the statements that apply about this webpage. *(Select all that apply)*

The content is well organized
The layout of the webpage makes sense
The webpage appears easy to navigate
I would return to the website to address future needs
The webpage format works for this type of information
The webpage is easy to read
The content could be useful to me if I was looking for information on health and retirement benefit plans

13) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

14) Which webpage layout do you like better?

[Randomize]
Insert Wireframe 1
Insert Wireframe 2

Surprise Billing:

[Randomize Wireframe display order]

Insert Surprise Billing Wireframe 1

15) If you were looking for information on unexpected charges from a recent ER visit, click on the section or area where you would expect to find information that could help you challenge these charges.

(Insert Image of wireframe 1 in a Heatmap format)

16) Select all the statements that apply about this webpage. *(Select all that apply)*

[Randomize]
The content is well organized
The layout of the webpage makes sense
The webpage appears easy to navigate
I would return to the website to address future needs
The webpage format works for this type of information
The webpage is easy to read
The content could be useful to me if I was looking for information on health and retirement benefit plans

17) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

Insert Surprise Billing Wireframe 2

18) If you were looking for information on unexpected charges from a recent ER visit, click on the section or area where you would expect to find information that could help you challenge these charges.

(Insert Image of wireframe 2 in a Heatmap format)

19) Select all the statements that apply about this webpage. *(Select all that apply)*

[Randomize]
The content is well organized
The layout of the webpage makes sense
The webpage appears easy to navigate
I would return to the website to address future needs
The webpage format works for this type of information
The webpage is easy to read
The content could be useful to me if I was looking for information on health and retirement benefit plans

20) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

21) Which webpage layout do you like better?

[Randomize]
Insert Wireframe 1
Insert Wireframe 2

MHPAEA:

[Randomize Wireframe display order]

Insert MHPAEA Wireframe 1

22) If you were looking for information on mental health benefits rights and coverage, click on the section or area where you would expect to find information related to these rights.

(Insert Image of wireframe 1 in a Heatmap format)

23) Select all the statements that apply about this webpage. *(Select all that apply)*

[Randomize]
The content is well organized
The layout of the webpage makes sense
The webpage appears easy to navigate
I would return to the website to address future needs
The webpage format works for this type of information
The webpage is easy to read
The content could be useful to me if I was looking for information on health and retirement benefit plans

24) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

25) If you were looking for information on mental health benefits rights and coverage, click on the section or area where you would expect to find information related to these rights.

   (Insert Image of wireframe 2 in a Heatmap format)

26) Select all the statements that apply about this webpage. *(Select all that apply)*

   [Randomize]
   The content is well organized
   The layout of the webpage makes sense
   The webpage appears easy to navigate
   I would return to the website to address future needs
   The webpage format works for this type of information
   The webpage is easy to read
   The content could be useful to me if I was looking for information on health and retirement benefit plans

27) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

28) Which webpage layout do you like better?

   [Randomize]
   Insert Wireframe 1
   Insert Wireframe 2

ASK EBSA:

[Randomize Wireframe display order]

29) If you were looking to speak to an EBSA benefits advisor, click on the section or area where you would expect to find information to contact an EBSA benefits advisor.

   (Insert Image of wireframe 1 in a Heatmap format)

30) Select all the statements that apply about this webpage. *(Select all that apply)*

   [Randomize]
   The content is well organized
   The layout of the webpage makes sense
   The webpage appears easy to navigate
   I would return to the website to address future needs

The webpage format works for this type of information
The webpage is easy to read
The content could be useful to me if I was looking for information on health and retirement benefit plans

31) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

<mark>Insert Ask EBSA Wireframe 2</mark>

32) If you were looking to speak to an EBSA benefits advisor, click on the section or area where you would expect to find information to contact an EBSA benefits advisor.

(Insert Image of wireframe 2 in a Heatmap format)

33) Select all the statements that apply about this webpage. *(Select all that apply)*

[Randomize]
The content is well organized
The layout of the webpage makes sense
The webpage appears easy to navigate
I would return to the website to address future needs
The webpage format works for this type of information
The webpage is easy to read
The content could be useful to me if I was looking for information on health and retirement benefit plans

34) Looking at the format or layout of the webpage (not the need for images or colors), please share what you like or don't like.

35) Which webpage layout do you like better?

[Randomize]
Insert Wireframe 1
Insert Wireframe 2

RESOURCES:

36) If you were looking for the resource publication **Know Your Rights: Parity for Mental Health and Substance Use Disorder Benefits**, which webpage layout would be easier to navigate to find the publication?

[Randomize]
Insert Wireframe 1
Insert Wireframe 2

About You

These questions help us combine your responses with others like you. Your answers provided will be kept confidential and not shared outside the project team.

37) Do you identify with any of the following statements? (Select all that apply)

    I wear glasses.
    I have difficulty seeing small words or shapes.
    I have difficulty seeing certain colors. (Please specify.)
    I have a vision impairment. (Please specify.)
    I use assistive technologies when I'm on websites (Please specify.)
    I prefer not to answer.
    None of the above

38) What language(s) do you speak? *(Select all that apply)*

    English
    Spanish
    Chinese
    Vietnamese
    Korean
    Haitian Creole
    Polish
    Tagalog
    Arabic
    Russian
    Portuguese
    French
    Other (specify)
    I prefer not to answer

39) Were you born in the United States? *(Select one)*

    Yes
    No
    I prefer not to answer

40) What racial/ethnic group best describes you? *(Select all that apply)*

    American Indian or Alaska Native
    Asian/Pacific Islander
    Black/African American
    Hispanic/Latino/Latina
    White/Caucasian

Other (specify)
I prefer not to answer

41) What is the highest level of school you completed? *(Select one)*

Some high school or less – no diploma or GED
High school diploma or GED
Some college, no degree
College degree or more
I prefer not to answer

42) How do you describe your gender identity? *(Select the best fit)*

Woman, female, or feminine
Man, male, or masculine
Transgender woman, female, or feminine
Transgender man, male, or masculine
Nonbinary, gender queer, or gender fluid
Not listed here/I prefer to self-describe: (specify) _____
I prefer not to answer

43) What is the combined income of all members of your household for the past 12 months (before taxes and from all sources)? *(Select one)*

$25,000 or less
$25,001 to $40,000
40,001 to $60,000
$60,001 or more
I prefer not to answer

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