

CEDSCI Usability Testing Protocol

Participant ID	
Interviewer	
Interview date	
Interview time	
Expert/novice	
Desktop/mobile	
Federal worker? (yes/no) NOTE that federal workers will not receive an incentive	
REMINDER: FILL OUT THE INCENTIVE TRACKER AND PREP INCENTIVE EMAIL FOR NON-FEDERAL WORKERS	

Legend:

- INTERVIEWER ACTIONS ARE IN CAPS AND BLUE

Interviewer Reminders:

- INTERVIEWERS SHOULD FOCUS ON TAKING NOTES DURING THE INTERVIEW ON:
 - o THE TIMING OF EACH TASK
 - o THE BIGGER PICTURE OF WHAT HAPPENED
 - o ANY NOTES ABOUT CODES
- NOTE TAKERS SHOULD FOCUS ON:
 - o MORE DETAILS ABOUT WHAT HAPPENED/WHAT WENT WRONG
 - o CODE EACH TASK/TABLE
- WHILE OBSERVING, PLEASE PAY ATTENTION TO HOW PARTICIPANTS INTERACT WITH THE UPDATES AND CHANGES OF THE WEBSITE THAT WE DISCUSSED DURING THE TRAINING (E.G., UPDATES TO HOME PAGE, TOPLINE RESPONSES)
- AFTER THE INTERVIEW, NOTE TAKERS SHOULD FINALIZE THE NOTES HERE AND MOVE THEM TO THE FINALIZED NOTES FOLDER:[[drive link](#)]

Overall Steps:

1. Introduction of observer
2. Review consent
3. Turn on recording
4. Interview introduction
5. Think aloud instructions
6. Example
7. Final instructions

8. Respondent shares screen
9. Respondent completes tasks
10. SUS
11. Advanced search task (if needed)
12. Wrapping up questions
13. Check for observer questions
14. Confirm incentive email (if applicable)
15. End interview

Introduction of observer

Thank you for your time today. My name is [NAME] and I work for the U.S. Census Bureau and I will be conducting your interview. [INTRODUCE OBSERVERS AND GAIN CONSENT FOR OBSERVERS AND NOTE TAKERS ON THE CALL. IF OBSERVERS ARE NOT PRESENT BUT HAVE ACCEPTED INVITE, INDICATE THAT THEY MAY JOIN LATER.]

INTERVIEWER:

- CONFIRM THAT RESPONDENT HAS JOINED THE TEAMS MEETING ON THEIR ASSIGNED DEVICE.
 - o IF THE RESPONDENT IS ASSIGNED TO A MOBILE DEVICE, PLEASE PRIORITIZE HAVING THEM JOIN VIA THEIR PHONE OR THEIR TABLET.
- CONFIRM THAT RESPONDENT IS ABLE TO USE EITHER EDGE OR CHROME. THE RESPONDENT MUST USE ONE OF THESE BROWSERS.
 - o Link to download Chrome: <https://www.google.com/chrome/downloads>
 - o Link to download Edge: <https://www.microsoft.com/en-us/edge>

Review Consent

I emailed you a link to the consent form, which explains the purpose of today's session and your rights as a participant. Did you get a chance to review that and sign it?

- IF YES:
 - o [SUMMARIZE CONSENT USING BULLETS BELOW]
 - o Today you will be taking part in a study to improve the usability of the Census Website.
 - o Your participation is voluntary, and your answers will remain strictly confidential.
 - o In the consent document, we indicated that we would like to take a video and audio recording as you work with our online tool.
 - o We do this to get an accurate record of your feedback for our notes.
 - o Only those of us connected with the project will review the recording and it will be used solely for research purposes. Your name will not be associated with the recording or any of the other data collected during the session.
- IF NO:
 - o [GIVE THE PARTICIPANT TIME TO READ THE CONSENT]
 - o [CONFIRM CONSENT TO RECORD USING BULLETS BELOW]
 - o In the consent document, we indicated that we would like to take a video and audio recording as you work with our online tool.

- o We do this to get an accurate record of your feedback for our notes.
- o Only those of us connected with the project will review the recording and it will be used solely for research purposes. Your name will not be associated with the recording or any of the other data collected during the session.

LINK FOR CONSENT DOCUMENT, IF NEEDED: [share link]

INTERVIEWER: NOTE THAT PARTICIPANT MUST CONSENT TO RECORDING TO PARTICIPATE.

- THEY DO NOT HAVE TO HAVE THEIR VIDEO ON FOR THE RECORDING.

Turn on Recording

- INTERVIEWER:
 - o START RECORDING USING SNAGIT
 - o RE-CONFIRM CONSENT TO PARTICIPATE AND BE RECORDED ONCE THE RECORDING IS STARTED
 - o STATE TIME/DATE AND P NUMBER ON RECORDING

Interview Introduction

- The purpose of our interview today is to evaluate how easy or difficult it is to use the Census Bureau's data site, data.census.gov.
- In doing these interviews, we want to know what works well and what doesn't. This gives us an opportunity to fix any problems
- Today I will give you a set of tasks and you will use the website to try to complete the tasks.
- If you run into any difficulties as you work on the tasks, please don't blame yourself.
- Any difficulties are the result of the design of the website, not your skills or abilities.
- We are going to use your comments and experiences to help improve the website.
- I did not create the website, so don't feel like you have to hold back on your thoughts to be polite to me.
- We appreciate your help so we can make the website work well for everyone.

Think aloud instructions

- During the interview I will send you a task into the chat.
- We will go through several tasks, but I will send them one at a time.
- You will begin each task by reading the task instructions out loud, then perform the task.
- As you work, I'd like you to think aloud as you work on each task.
- I can see what you are doing, but I don't know why you are doing it.
- I need your help to understand the choices you are making.
- While you are working on each task, tell me what you are thinking, what you are about to do, and why you are doing it.
- This may feel unnatural, but it will help us understand how you use the website and what problems there may be.

Example

- Now I would like to share my screen with you to walk through an example.
- [INTERVIEWER: SHARE SCREEN AND PULL UP WIKIPEDIA.COM](#)
- For this example, my task is that I want to find out the state flower of North Carolina.
- I'm going to think aloud while I do this task so you can understand how this works.
- First in the search bar I'm going to type in "North Carolina" to get to the state page with more information.
- Now I'm on that page and I'm going to start looking for information about the state flower.
- I know this information is usually on the right-hand side of the Wikipedia pages, so I'm focused on scanning over here.
- I don't see it in these first few tables.
- As I scroll, I am seeing other state specific items, so I'm going to stop and read this table more closely.
- As I read through this table, I see the state flower is the flowering dogwood. That's my final answer to this task.
- [INTERVIEWER: STOP SCREEN SHARE](#)

Final Instructions

- So in this example, I said out loud what I was looking for and where I was looking and whether I could find the information I was looking for.
- This is exactly what I want you to do during the interview.
- It is especially important for me and my notes if you say out loud what you are clicking on.
- I may prompt you throughout the interview to share more detail by asking "What are you thinking?"
- You can also help by pointing out anything that is confusing or unclear.
- If you find at any point that you are not sure what to do or are trying to figure something out, please tell me.
- I may not be able to answer your questions, but it is really helpful for me to hear this from you.
- This information will help us understand what we can do to improve the website and make it work better.
- We want your honest opinions on what you like or dislike about the website, what works well for you, and what is difficult.
- Once you have found the information for each task, please state your answer aloud, just like I did in the example. For example, say, "My answer is ---" or "This is my final answer."
 - I might ask you "Is this your final answer or would you keep looking?" I will just ask this to confirm if you're done looking, but this does not mean that your answer is right or wrong.
- After each task, I will ask you to return to the home page where you will begin the next task.

- I want to let you know that we only have an hour for this session so I may need to move you on to the next task before you complete the current task.
- Also, I will not be able to tell you whether you have the correct answer or not during the interview. We want to see your unbiased interactions during the interview. I will email you the answers after we complete the interview.
- Do you have any questions before we get started?

Respondent Shares Screen

I am putting the website into the chat. Please copy and paste it into either Chrome or Edge. Let me know when you get to the website. [INTERVIEWER: ENTER data.census.gov INTO THE CHAT.]

Once you've got that open, I want you to share your screen with us. We are going to be able to see everything on your screen. Please close anything you don't want us to see.

AS NEEDED: Have you joined the Teams meeting through the Teams application or through your web browser?

IF PARTICIPANT NEEDS HELP WITH SCREEN SHARING: REFER TO THE TECHNOLOGY HELP FILE.

IF PARTICIPANT NEEDS HELP WITH ACCESSING THE CHAT: REFER TO THE TECHNOLOGY HELP FILE.

TASK 1

AS NEEDED: I'm going to put the first Task in the chat on Teams, so you might need to navigate back and forth between your browser and the Teams window. Also just a reminder, if you could start the task by reading it out loud, just so I know when you're getting started, and think aloud as you're working on it.

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

You are interested in finding out what the typical commute (e.g., mean or median) is in your area, where would you look to find this?

INTERVIEWER VERBALLY CLARIFY THE FOLLOWING:

For this task, we are looking for the average/mean commute time (in minutes)

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	

Terms difficult to understand? (Y/N)	
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INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task.
Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: AFTER THE RESPONDENT HAS EITHER FOUND THE ANSWER, OR THE TIME HAS RUN OUT,
INSTRUCT THEM TO NAVIGATE BACK TO data.census.gov.

TASK 2

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

What percent of the population in the United States graduated from high school?

INTERVIEWER VERBALLY CLARIFY THE FOLLOWING:

For this task, we are looking for the percent of the population that graduated from high school or higher from the most recently available data.

IF RESPONDENT GETS TO CORRECT TABLE, BUT IS CONFUSED ABOUT WHICH NUMBER IS RIGHT:

For this task, we are looking for the percent of the population 25 years and over.

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	

Terms difficult to understand? (Y/N)	
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INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task.
Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: AFTER THE RESPONDENT HAS EITHER FOUND THE ANSWER, OR THE TIME HAS RUN OUT,
INSTRUCT THEM TO NAVIGATE BACK TO data.census.gov.

TASK 3

PART 1

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

You are considering moving to Accomack County in Virginia because you hear the schools are particularly good. You would like to know what the average mortgage payment (e.g., mean or median) is for a house in Accomack County, VA. How would you find this information?

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	
Terms difficult to understand? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task. Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: THERE IS A PART 2 FOR THIS TASK, SO INSTRUCT PARTICIPANTS TO STAY WHERE THEY ARE AND DO NOT RETURN TO HOMEPAGE

PART 2

INTERVIEWER NOTE: ONLY PROCEED WITH PART TWO IF RESPONDENT ARRIVED AT A FINAL ANSWER.
SKIP PART 2 IF YOU HAD TO STOP RESPONDENT DUE TO TIME IN PART 1.

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

You would like to know what a typical mortgage is in a neighboring county to Accomack, Virginia. How would you do this?

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
User was unaware of mapping function? (Y/N)	
Difficulty with using selection tool? (Y/N)	
Unable to get data into table? (Y/N)	
Mismatch between search term and results? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task.
Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: AFTER THE RESPONDENT HAS EITHER FOUND THE ANSWER, OR THE TIME HAS RUN OUT,
INSTRUCT THEM TO NAVIGATE BACK TO data.census.gov.

TASK 4

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

You would like to know how many grocery stores there are in the United States. How would you find this information?

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	
Terms difficult to understand? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task. Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: AFTER THE RESPONDENT HAS EITHER FOUND THE ANSWER, OR THE TIME HAS RUN OUT, INSTRUCT THEM TO NAVIGATE BACK TO data.census.gov.

TASK 5

PART 1

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

You would like to find what the percent of people living in poverty was in the year 2012.

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	
Terms difficult to understand? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 3 MINUTES ON THE TASK: Thank you for your work on this task.

Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: THERE IS A PART 2 FOR THIS TASK, SO INSTRUCT PARTICIPANTS TO STAY WHERE THEY ARE AND DO NOT RETURN TO HOMEPAGE

PART 2

INTERVIEWER NOTE: ONLY PROCEED WITH PART TWO IF RESPONDENT ARRIVED AT A FINAL ANSWER. SKIP PART 2 IF YOU HAD TO STOP RESPONDENT DUE TO TIME IN PART 1.

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

How does the percent of people living in poverty in 2012 compare to the percent of those living in poverty today?

INTERVIEWER VERBALLY CLARIFY THE FOLLOWING:

Today means we are looking for the most recent data.

INTERVIEWER NOTE: IF RESPONDENT TRIES TO COMPARE WITHIN ONE TABLE, MAKE NOTE IN THE OBSERVATION NOTES AND THEN ASK:

Please find the percent from the most recent data. You do not have to compare both numbers within one table.

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	

Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	
Terms difficult to understand? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 3 MINUTES ON THE TASK: Thank you for your work on this task.
Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: THERE IS A PART 3 FOR THIS TASK, SO INSTRUCT PARTICIPANTS TO STAY WHERE THEY ARE AND DO NOT RETURN TO HOMEPAGE

PART 3

INTERVIEWER NOTE: PLEASE PROCEED WITH THIS TASK EVEN IF THE PARTICIPANT DID NOT FIND AN ANSWER IN PART I/II OR IF THEY FOUND THE ANSWER(S) USING THE TOPLINE RESULT.

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

You would like to work with the data table on your computer, how would you get a file of this table onto your own computer?

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	
Terms difficult to understand? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 3 MINUTES ON THE TASK: Thank you for your work on this task.
Due to the time constraints, I would like to move us onto the next task.

FOR NOVICE RESPONDENTS: GO TO SYSTEM USABILITY SCALE

FOR EXPERT RESPONDENTS: AFTER THE RESPONDENT HAS EITHER FOUND THE ANSWER, OR THE TIME
HAS RUN OUT, INSTRUCT THEM TO NAVIGATE BACK TO data.census.gov.

TASK 6

INTERVIEWER: ONLY ADMINISTER THIS TASK TO EXPERT PARTICIPANTS.

PART 1

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

Find the Gini index (a common measure of income inequality) for: all counties in Texas.

IF RESPONDENT GETS ONE VALUE FOR ALL OF TEXAS:

For this task, we are looking for a value for *each* county in Texas.

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	
Terms difficult to understand? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task. Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: THERE IS A PART 2 FOR THIS TASK, SO INSTRUCT PARTICIPANTS TO STAY WHERE THEY ARE AND DO NOT RETURN TO HOMEPAGE

PART 2

INTERVIEWER NOTE: ONLY PROCEED WITH PART TWO IF RESPONDENT ARRIVED AT A FINAL ANSWER. SKIP PART 2 IF YOU HAD TO STOP RESPONDENT DUE TO TIME IN PART 1.

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

Find the Gini index (a common measure of income inequality) for: all tracts in Texas that border Mexico.

INTERVIEWER: IF RESPONDENT DOES NOT SWITCH FILTERS TO TRACTS: As a reminder, for this task we're interested in tracts.

INTERVIEWER: NOTE THAT THE RESPONDENT DOES NOT HAVE TO PHYSICALLY SELECT EACH AND EVERY TRACT BORDERING MEXICO. ONCE THEY'VE GOTTEN TO THE POINT OF SELECTING TRACTS, YOU CAN INSTRUCT THEM TO **JUST SELECT A FEW, AND THEN ASK:**

What would you do next to find the data associated with your selections on the map?

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
User was unaware of mapping function?	

(Y/N)	
Difficulty with using selection tool? (Y/N)	
Unable to get data into table? (Y/N)	
Mismatch between search term and results? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task.
Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: AFTER THE RESPONDENT HAS EITHER FOUND THE ANSWER, OR THE TIME HAS RUN OUT,
INSTRUCT THEM TO NAVIGATE BACK TO data.census.gov.

TASK 7

INTERVIEWER: ONLY ADMINISTER THIS TASK TO EXPERT PARTICIPANTS.

PART 1

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

Find the total number of:

- Single, female headed households
- With children under 18
- Who are receiving SNAP or food stamp benefits
- In Washington, DC.

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	

Terms difficult to understand? (Y/N)	
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INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task.
Due to the time constraints, I would like to move us onto the next task.

INTERVIEWER: THERE IS A PART 2 FOR THIS TASK, SO INSTRUCT PARTICIPANTS TO STAY WHERE THEY
ARE AND DO NOT RETURN TO HOMEPAGE

PART 2

INTERVIEWER NOTE: ONLY PROCEED WITH PART TWO IF RESPONDENT ARRIVED AT A FINAL ANSWER.
SKIP PART 2 IF YOU HAD TO STOP RESPONDENT DUE TO TIME IN PART 1.

INTERVIEWER: COPY AND PASTE THIS TEXT INTO THE CHAT:

Now find the data for all zip codes in Washington DC.

Task time (min):	
Task outcome (success/close to success/failure):	
Reason for failure:	
Answer to the task (if applicable):	
Search method (single/advanced/mix):	
Observation notes:	
Mentioned something positive? (Y/N)	
Mobile-specific issues? (Y/N)	
Table title is not clear? (Y/N)	
Cannot find data within table? (Y/N)	
Mismatch between search term and results? (Y/N)	
Missed correct topline answer? (Y/N)	
Terms difficult to understand? (Y/N)	

INTERVIEWER:

AFTER THE PARTICIPANT HAS SPENT 5 MINUTES ON THE TASK: Thank you for your work on this task. Due to the time constraints, I would like to move us onto the next task.

System Usability Scale

Now you have completed all the tasks. I'd like to ask you to complete a short survey about your experience in using this tool.

INTERVIEWER:

- RESPONDENT SHOULD KEEP SHARING THEIR SCREEN.
- COPY AND PASTE THIS LINK INTO THE CHAT: [share link]
- ASK RESPONDENT TO COPY AND PASTE THE LINK INTO THEIR BROWSER.
- GIVE THEM THEIR ID TO ENTER INTO THE FORM.
- ASK THEM TO FILL OUT THE FORM.
- REMIND THEM:
 - As just a reminder for you as you're filling out this survey, I did not create the website, so don't feel like you have to hold back on your thoughts to be polite to me. We do want your honest feedback.

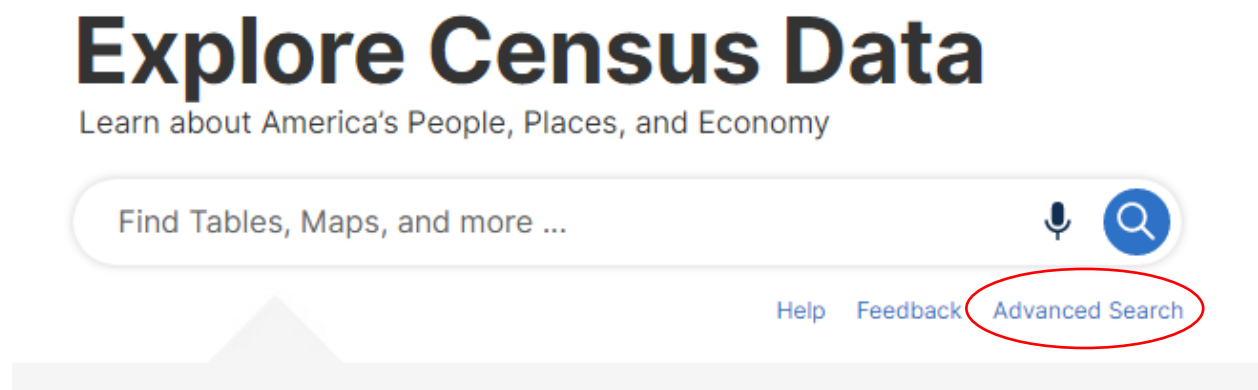
Conclusion

Thank you for answering the short survey. I have a few more questions about your experience:

ADVANCED SEARCH TASK

INTERVIEWER: ONLY ASK PARTICIPANTS TO COMPLETE THIS NEXT TASK IF THEY NEVER CLICKED ON "ADVANCED SEARCH" WHILE DOING THEIR INITIAL SEARCHES. NOTE THAT USING THE FILTERS AFTER SEARCHING DOES NOT COUNT AS "ADVANCED SEARCHING" IN THIS CONTEXT.

OTHERWISE, SKIP TO WRAPPING UP QUESTIONS.



INTERVIEWER:

- FOR FEDERAL WORKERS: NO INCENTIVE
- FOR NON-FEDERAL WORKERS:
 - o SEND AMAZON INCENTIVE THANK YOU EMAIL TO RESPONDENT'S EMAIL

WRAPPING UP QUESTIONS

Overall, what was your impression of the online tool?

Did any of your interactions with the website today surprise you?

[IF NEEDED] What was surprising? Why was that surprising to you?

Other than what we've already talked about, do you have any other feedback for me about the website?

Have you ever participated in any trainings about using the Census Bureau data site?

INTERVIEWER: IF YES, GET SOME DETAILS ABOUT THE FOLLOWING (THIS DOES NOT HAVE TO BE DETAILED, JUST GET SOME BASIC INFORMATION):

- WHAT KIND OF TRAINING
- WHO CONDUCTED OR SPONSORED THE TRAINING
- WHEN THEY TOOK THE TRAINING (DOESN'T HAVE TO BE EXACT)

INTERVIEWER:

- ASK IF THE OBSERVERS HAVE ANY QUESTIONS
- FOR NON-FEDERAL WORKERS:
 - o CONFIRM THEY HAVE RECEIVED THE INCENTIVE AND FILLED OUT THE RECEIPT
- THANK THE PARTICIPANT FOR THEIR TIME
- STOP RECORDING

AFTER THE INTERVIEW:

- Save the recording in the Recordings folder
- Update tracker to complete
- After the interview, note takers should finalize the notes here and move them to the Finalized Notes folder: [\[share link\]](#)
- Send incentive (if applicable) and walkthrough of correct answers/paths:
 - o [Expert Walkthrough](#)
 - o [Novice Walkthrough](#)

