

Enrollment Usability Discussion v2

Set-up

Goals:

Test overall direction of the second round of information on the application
Test flow of filling out the application, review benefits and applying
Test understanding of content, language and questions on the screens

Participants:

5-8 Intercepts at MLK Library

We will interview people waiting in the lobby or computer room for about 45 minutes in-person. We will also capture photos/audio recording.

Materials Checklist:

- Prototype on phone
- Consent forms
- Research guide

Test Recording and Documentation:

Interviewers: Two people (1 will lead the call/show the wireframes, 1 will be recording/taking notes)

Things to watch for:

- Clicking on Navigation
- Organization of information (Sections)
- Labeling
- Information hierarchy
- ID Verification - confusing?
- Citizenship - explanation confusing?
- Language/terms confusion
- Titles and content make sense together
- Do people print from their phone
- Readability
- Scrolling/ what fits on the screen

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Internal Considerations:

- Allow participants to think and talk their process out loud
- Recognize when they would naturally continue to search or exit out of a task
- We will not know a lot about participants background or situation when filling out the application
- Participants may have limited amount of time to provide us feedback or not complete the entire flow and tasks

What are we measuring:

- Approachability
- Application order
- Expressions of frustration
- Expressions of pleasure
- How many people complete the tasks successfully (go through the complete flow)
- Usability problems (areas they get stuck or don't understand)

Section 1: Introduction

Hi, thanks for joining us today. My name is [NAME] and we also have [NAME OF OTHERS OBSERVING] interested in getting feedback to improve the experience for people filling out an application to receive benefits on behalf of Health and Human Services Department. We want to know what works and what doesn't and would love to hear your honest feedback. It's currently still in development so what we will show will not work. Also, don't worry about hurting our feelings.

The team wants to evaluate some parts of the enrollment experience to make sure it is helpful and easy to use. We'll ask you questions throughout and there is no right or wrong answer. We are testing the application, not you. Your answers are kept confidential and only shared with internal team. This should take about 30-40 minutes. Feel free to stop and ask any questions or take a break if you need one.

Any questions?

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Questions

Introductory Questions (3 min)	
Before we begin, I'd like to ask you a couple of questions. 1. Tell me about the last time you filled out an application.	
2. Have you filled out a form online desktop or phone, paper or over the phone?	
3. What type of device do you use/have?	
4. Optional: What kind of gov forms filled out before? What was your experience?	

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Evaluation Instructions (2 min)

While the screen is in front of you, we'd like to have you say your thoughts out loud. That gives us an idea of what you're thinking. Just narrate what you're doing, sort of a play-by-play, telling me what you're doing and why you're doing it.

We have designs on the phone and it will be a little weird because its not clickable, which we understand.

Section 2: First Welcome Screen (3 min)	
Okay, now let's imagine that your name is RED RANGER, who came to this website on your phone to learn more about benefits.	<i>Show Screen 1 - Benefits</i>
1. Describe to us what you're looking and first impressions. -What do you think and feel about this?	<i>positive, neutral, negative responses?</i>
2. What do you think this section means? -What do these "benefits" mean?	
3. What do you think "eligible" means?	
4. Is any part confusing or unclear that could be make easier?	
5. What do you expect to happen next when you hit "Am I eligible" button?	<i>before moving onto the next screen</i>

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Section 2: Instructions/Before You Apply Screen (2 min)	
1. Now we will look at the next screen, what are your first impressions?	<i>positive, neutral, negative responses?</i>
2. What does this information on the screen mean to you?	
3. Is there any part that is unclear or confusing?	
4. Is there anything you would do to improve this screen or make it more useful? What?	
5. What information would you expect to see, but didn't?	
6. What do you expect to see next when you hit "Get Started" button?	

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Section 3: Eligibility Application (25 min)	
<p>Now let's look at the screen to see if you are eligible for benefits. Please go ahead as if you are filling this information out in the application. We are evaluating the form, not you.</p>	<p><i>Show Screens 3-20 Repeat Questions for You, ID Verification, Citizenship, Household, Income</i> <i>Screen 8: imagine you use your CC to verify</i> <i>Screen 16 - Imagine Blue Ranger is NPL and here on a work VISA</i> <i>Screen 17: You & Blue Ranger have health insurance</i></p>
<p>1. Tell me what you see on this screen. What do you think and feel? What are your first impressions?</p>	
<p>2. What information stands out to you most? What do you like/dislike? Why?</p>	
<p>3. Is there any part or words that is confusing or unclear? Are there any parts that you think is optional to fill out?</p>	<p><i>language, labels, words, buttons, navigation, citizenship explanation?</i></p>
<p>4. What does this step X mean here? TASK: How would you go back to the previous screen? Show me</p>	<p><i>do they know where they are in the stepper? ID Verification?</i></p>
<p>5. Is there anything you would do to improve this screen or make it more useful to you?</p>	
<p>6. Is this information trustworthy and reliable? How do you feel filling out this information on the screen?</p>	
<p>7. What do you expect to happen next? Why?</p>	

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Section 4: Review, Edit (3 min)	
Now that you finished the application, please go head to the next section to review and see if what you qualify for.	<i>Screen 17 & 18: Review & Edit Household Finances</i>
1. Please describe what you see on the screen. How does this make you feel and think?	<i>positive, neutral, negative responses?</i>
2. Is there any part that does not make sense or seem confusing?	<i>Language, words, buttons, navigation, hierarchy?</i>
3. Are there any aspects of that are difficult to read?	
4. TASK: If you were to edit your household income, how would you do so?	
5. Is there anything you would do to improve this screen or make it more useful to you?	
6. What do you think “Looks Good” on the button means?	
7. What do you expect to happen after filling out the application?	

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Section 5: Results & Final Screens (10 min)	
Now that you reviewed your information, let's move on the next screen. Please go ahead and continue. Remember to think your thoughts out loud.	<i>Screens: Results, Doc upload, legal, sign, submit and last screen</i>
1. Please describe what you think and feel about this screen. What are your impressions? What did you like/dislike?	<i>positive, neutral, negative responses?</i>
2. What do you think this screen is about?	<i>do they understand their eligibility means and application so far</i>
3. Is there any part that is unclear or confusing?	<i>language, words, labels, buttons, pre-selected checkmarks?</i>
4. What information would you expect to see, but didn't?	
5. Is there anything you would do to improve this screen or make it more useful to you?	
6. What is the most important information on the page? What is the least important?	
7. What do you expect to happen next when you hit "X" button?	<i>Apply Now button, Submit your application button, Email/Print/Save a copy buttons?</i>

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Section 6: Overall feedback (2 min)	
1. Overall, tell us about your experience in filling out the application for benefits.	<i>positive, neutral, negative responses?</i>
2. How does this compare to other types of applications you've filled out? Optional: Have you applied to benefits before?	
3. What didn't you understand or frustrated about the application you tried today?	
4. What else would you change or add to this application? Anything else you'd like to share?	

Wrap-up

That is the end of my questions. Thank you very much for participating in this study. Your responses will be very helpful and everyone really appreciates the time you took to be with us today.