# Usability Study Recruiting Emails

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## Recruitment Email

[NOTE: Use this if you are recruiting based on listservs, etc.]

**SUBJECT LINE:** The U.S. Department of Energy invites you to participate in a website study and earn [$XX]!

Hello,

My name is \_\_\_\_\_\_\_\_\_\_\_, and I’m helping to run a usability study for the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy (EERE). In an effort to improve the website, we’re looking for people who may be interested in trying out a website related to [TOPIC] and giving feedback after using it. If you qualify, you will receive[$XX]to participate.   
  
**What will I be doing in a usability study?**

You will be asked to do several short tasks using a website. You will also be asked questions about your experience and perceptions of the website.

**How long is a session?** One hour

**When and where?**

The study will be held [DAYS, DATES]. You will be asked to participate [in person at our office in XX.] OR [by phone. No traveling is required as this is a remote study that will be performed online. You may participate using your office or home computer.]

**Interested in participating?**

Please reply to this email with your contact information or call me at [ADD PHONE]. I’ll give you a call to ask you some questions to help us determine if you qualify for the study.

If you have any questions, please contact me at [EMAIL].

Thank you for interest,

[NAME AND TITLE]

## Confirmation Email (In Person Study)

[NOTE: This can be sent as an email or in an Outlook meeting notice.]

**SUBJECT LINE:** Confirmation: Your participation in our usability study

Dear [PARTICIPANT NAME]:

Thank you for agreeing to participate to test the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy (EERE) website. As I mentioned, you will be asked to try out the website and give us your thoughts about your experience. You won’t need to prepare anything before the session.

You are scheduled to participate as follows:

**DATE:** [DAY, DATE]

**TIME:** [TIME]

**PLACE:** [ADDRESS, LINK TO MAP]

A few key reminders:

* You will be given [$XX] in exchange for your participation. ***(NOTE: Government employees and/or grantees are not eligible for the honorarium unless you are participating on your own time)***
* During the study, we will ask you to complete some tasks using the website. You’ll talk out loud as you work so the facilitator can follow along.
* With your permission, the session will be recorded. We will only use the recording to decide how to improve the website. Your name will not be used for any purpose beyond this session.

Also, we have only one person scheduled at a time for these sessions so if you find that you cannot participate on your scheduled day, please contact me as soon as possible so I can reschedule your session.

Thanks again!

[NAME OF FACILITATOR AND CONTACT INFORMATION]

## Confirmation Email (Remote Study)

[NOTE: This can be sent as an email or in an Outlook meeting notice.]

**SUBJECT LINE:** Confirmation: Your participation in our usability study

Dear [PARTICIPANT NAME]:

Thank you for agreeing to participate to test the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy (EERE) website. As I mentioned, you will be asked to try out the website and give us your thoughts about your experience. You won’t need to prepare anything before the session.

You are scheduled to participate as follows:

**DATE:** [DAY, DATE]

**TIME:** [TIME]

**PLACE:** Your computer

In a few days, we will send a reminder with your session’s phone number and Web link.

**As soon as possible, please do the following:**

1. **Verify you can use GoTo Meeting**

The study uses screen-sharing software called GoTo Meeting. This Web-based application allows the study facilitator to remotely see what is on your computer screen and record the screen as you navigate the website.

Please verify that you can use GoTo Meeting and perform any necessary installations or updates before the study time. If you have never used GoTo Meeting before, please contact me and we can schedule a time to try it out together before the session.

Tip: It’s best to use a hands free headset or use your phone’s speaker so that you can talk to the facilitator and browse the website at the same time.

1. **Read the Understanding Your Participation document (attached)**

With your permission, the session will be recorded. You will be asked to verbally consent to video recording at the beginning of your session. We will only use the recording to decide how to improve the website. Your name will not be used for any purpose beyond this session.

A few key reminders:

* You will be given [$XX] in exchange for your participation. ***(NOTE: Government employees and/or grantees are not eligible for the honorarium unless you are participating on your own time)***
* During the study, we will ask you to complete some tasks using the website. You’ll talk out loud as you work so the facilitator can follow along.
* Please reserve a quiet space where you will not be disturbed or interrupted during our session.

Also, we have only one person scheduled at a time for these sessions so if you find that you cannot participate on your scheduled day, please contact me as soon as possible so I can reschedule your session.

Thanks again!  
[NAME OF FACILITATOR AND CONTACT INFORMATION]

## Reminder Email (In Person Study)

**SUBJECT LINE:** Reminder: Website study tomorrow

Dear [PARTICIPANT NAME]:

Thanks again for agreeing to help us out with testing the U.S. Department of Energy’s Office of Energy Efficiency and Renewable Energy (EERE) website.  We are looking forward to talking with you.

You are scheduled to participate as follows:

**DATE:** [DAY, DATE]

**TIME:** [TIME]

**PLACE:** [ADDRESS, LINK TO MAP]

A few key reminders:

* You will be given [$XX] in exchange for your participation. ***(NOTE: Government employees and/or grantees are not eligible for the honorarium unless you are participating on your own time)***
* During the study, we will ask you to complete some tasks using the website. You’ll talk out loud as you work so the facilitator can follow along.
* With your permission, the session will be recorded. We will only use the recording to decide how to improve the website. Your name will not be used for any purpose beyond this session.

Also, we have only one person scheduled at a time for these sessions so if you find that you cannot participate on your scheduled day, please contact me as soon as possible so I can reschedule your session.

Thanks again!

[NAME OF FACILITATOR AND CONTACT INFORMATION]

## Reminder Email (Remote Study)

**SUBJECT LINE:** Reminder: Website study tomorrow

Dear [PARTICIPANT NAME]:

Thanks again for agreeing to help us in testing the U.S. Department of Energy’s Office of Energy Efficiency and Renewable Energy (EERE) library.  Here’s a recap of the key information.

**DATE:** [DAY, DATE]

**TIME:** [TIME]

**PLACE:** Your computer

**At least 5 minutes before your scheduled session time, please do the following:**

1. Click on this link to join the GoTo Meeting session: [INSERT LINK]

* Allow GoTo Meeting to run and install any software necessary to join the session.
* Enter your name and email address.
* If a password is required, enter the meeting password: [INSERT PASSWORD]

1. Call into the following audio conference number: [INSERT CALL IN INFO]

A few key reminders:

* You will be given [$XX] in exchange for your participation. ***(NOTE: Government employees and/or grantees are not eligible for the honorarium unless you are participating on your own time)***
* During the study, we will ask you to complete some tasks using the website. You’ll talk out loud as you work so the facilitator can follow along.
* Please reserve a quiet space where you will not be disturbed or interrupted during our session.

Also, we have only one person scheduled at a time for these sessions so if you find that you cannot participate on your scheduled day, please contact me as soon as possible so I can reschedule your session.

Feel free to contact me with questions.

Thanks again!

[NAME OF FACILITATOR AND CONTACT INFORMATION]