# Usability & Focus Group Participant Recruitment for ERS Online Services

# Statement of Work

[Date]

The Economic Research Service (ERS) is one of four agencies in the Research, Education and Economics (REE) Mission Area of the U.S. Department of Agriculture. The agency has approximately 500 employees and is the main source of economic information from the USDA. Its mission is to inform and enhance public and private decision-making on economic and policy issues related to agriculture, food, natural resources, and rural development. To accomplish this mission, ERS economists and social scientists develop and disseminate economic, social scientific, and statistical information to the public. The program encompasses research; analyses of food and commodity markets; policy studies; development of estimates, forecasts, and other economic and statistical indicators; and development of data sets compiled from diverse sources. ERS disseminates its information to the public through a variety of outlets, including the ERS Web site (www.ers.usda.gov), which provides access to all ERS publications, economic and statistical indicators, and data sets

ERS intends to conduct usability and focus group studies for its Web site at a location of its choice in the Washington, DC area and needs contractor support for recruiting, scheduling, and compensating participants to take part in these studies. The participants will be representative of potential users of ERS Web sites, will be drawn from the Web-using public, and will be recruited according to other reasonable demographic screening criteria to be specified by ERS.

## Tasks

This project consists of the following two tasks:

* Task 1: Usability Testing Participant Recruitment
* Task 2: Focus Group Participant Recruitment

The contractor shall provide reports and documentation for all tasks in written and electronic format and will provide monthly written progress reporting.

### Task 1: Usability Testing Participant Recruitment

### FFP: $\_\_\_\_\_\_\_\_\_\_\_\_\_

Task 1 – Deliverables Date due: As specified by ERS

The contractor shall recruit, schedule, and compensate 15 participants to take part in Web usability testing studies. These participants will meet the following three criteria:

1. Represent potential users of ERS Web sites (agricultural analysts and consultants, agribusiness professionals, industry media representatives, and university researchers dealing with agricultural issues),
2. Drawn from the Web-using public, and
3. Recruited according to other reasonable demographic screening criteria to be specified by ERS.

The participants will be scheduled in groups for sessions that will last two hours each. The sessions will be scheduled for dates and times to be specified by ERS. The contractor will be given a lead time of at least two calendar weeks prior to the sessions in order to recruit and schedule the needed participants.

With regard to the contractor’s recruiting and scheduling of participants, the following will apply:

* **No Show Participants**: There will be no charge for any participant who fails to show up for a scheduled session.
* **Change of Date**: If the date of the study is changed after participants have been recruited, the contractor will attempt to reschedule or replace participants. In this case, the contractor will be paid an additional recruitment fee to replace each participant who is unable to reschedule for the new date. In addition, a fee of $20 per participant will be charged to cover the recruiter's labor in rescheduling participants.
* **Cancellation of Study**: If the study is canceled after participants have been recruited, the contractor will be reimbursed the full recruitment fee plus a flat fee of $100 to cover the recruiter's labor in canceling participants.
* **Cancellation of Scheduled Participants**: If the decision is made not to utilize selected scheduled participants within less than 24 hours of the time that they had been scheduled to participate, the contractor will be paid the full recruitment fee plus the full incentive amount to the affected participants.

The contractor will also supply cash incentives for the usability testing participants at the rate of $100 per participant. A courier will deliver these cash incentives to ERS at least one day before the sessions begin.

### Task 2: Focus Group Participant Recruitment

**FFP: $\_\_\_\_\_\_\_\_\_\_\_\_\_**

Task 2 – Deliverables Date due: As specified by ERS

The contractor shall recruit, schedule, and compensate 18 participants to take part in Web focus group studies. These participants will meet the following three criteria:

1. Represent potential users of ERS Web sites (agricultural analysts and consultants, agribusiness professionals, industry media representatives, and university researchers dealing with agricultural issues),
2. Drawn from the Web-using public, and
3. Recruited according to other reasonable demographic screening criteria to be specified by ERS.

The participants will be scheduled in groups for sessions that will last two hours each. The sessions will be scheduled for dates and times to be specified by ERS. The contractor will be given a lead time of at least two calendar weeks prior to the sessions in order to recruit and schedule the needed participants.

With regard to the contractor’s recruiting and scheduling of participants, the following will apply:

* **No Show Participants**: There will be no charge for any participant who fails to show up for a scheduled session.
* **Change of Date**: If the date of the study is changed after participants have been recruited, the contractor will attempt to reschedule or replace participants. In this case, the contractor will be paid an additional recruitment fee to replace each participant who is unable to reschedule for the new date. In addition, a fee of $20 per participant will be charged to cover the recruiter's labor in rescheduling participants.
* **Cancellation of Study**: If the study is canceled after participants have been recruited, the contractor will be reimbursed the full recruitment fee plus a flat fee of $100 to cover the recruiter's labor in canceling participants.
* **Cancellation of Scheduled Participants**: If the decision is made not to utilize selected scheduled participants within less than 24 hours of the time that they had been scheduled to participate, the contractor will be paid the full recruitment fee plus the full incentive amount to the affected participants.

The contractor will also supply cash incentives for the focus group participants at the rate of $100 per participant. A courier will deliver these cash incentives to ERS at least one day before the sessions begin.