**User Research Discussion Guide**

**USAspending.gov, Bureau of the Fiscal Service**

**Topic**

Homepage MVP Hero Mid-Fidelity Mockups

**Audience**

New / Novice Users

**Goal**

1. Understand which homepage hero concepts resonate with new users

**Session dates**

January 2022

--

**Before the session**

* Test screenshare
* Ask for recording permission
* Start recording

--

**Discussion guide**

1. Before we begin, would you mind telling me a little about yourself?
   1. *Where do you live?*
   2. *How do you spend most of your time?*
   3. *What do you like to do for fun?*
2. We’re working on some updates to USAspending.gov. Have you used this website before? If not, that is totally fine. We're looking for feedback from all types of people, including folks who have never used the site.
   1. **[ If yes ]** *Could you describe how you’ve used USAspending.gov?*
   2. **[ If no ]** *Have you ever looked up information about federal spending before?*
      1. **[ If yes ]** *What resources have you used?*

Now we’re going to show you two potential designs for the top section of the USAspending.gov homepage. You’ll notice that we removed color from these designs. This is so that we can focus on the content in each design.

After you view each design for \_**[ dependent on animation ]**\_ seconds, we’ll ask you a few follow-up questions.

**[ Begin screenshare and show first design. Repeat questions 3 – 8 after each design. ]**

1. What is your first impression of this website?
   1. *What are three words that describe this website?*
      1. *Why did you choose these words?*
2. What kind of information would you expect to find on this website? Please give as many detailed examples as you can—there are no wrong answers.
3. In general, what do you like about this design?
4. What do you not like about this design?
5. Does it seem like anything is missing?
6. Now I’ll ask you to rate this design in the following three questions:
   1. **[ Comprehension ]**
      1. *On a scale of one to five, how easy is it to understand this design’s content? One being not easy at all, five being very easy.*
         1. *Could you explain your answer?*
         2. *Did anything in particular seem confusing to you?*
   2. **[ Interest ]**
      1. *On a scale of one to five, how would you rate your interest in this design’s content? One being you have no interest, five being you are very interested.* 
         1. *Could you explain your answer?*
         2. *Did anything stand out to you as being particularly interesting?*
   3. **[ Retention ]**
      1. *On a scale of one to five, how likely is it that you would use this website? One being not likely at all, five being very likely.*
         1. *Could you explain your answer?*
         2. *Is this a website that might appeal to your work colleagues?* 
            1. **[ If yes ]** *Tell us about them and what they may be interested in.*
         3. *Is this a website that might appeal to your friends or family members?*
            1. **[ If yes ]** *Tell us about them and what they may be interested in.*
         4. **[ If the participant doesn't know anyone personally who might be interested in USAspending ]** *What kinds of people would be interested in this website?*

--

**Wrap up**

1. How would you rank the two designs according to your preference, with your first choice being your favorite?
   1. *Could you explain your ranking?*
2. Anything else you want to mention?
3. We’re looking to add to our list of participants we reach out to for feedback sessions. Do you have any colleagues who you think could provide feedback in a future session?

--

**USAspending Persona Attributes (Background questions)**

*Sent via email to the participant after a session is scheduled*

1. What city and state do you live in?
   * City:
   * State:
2. What is your job title and place of employment?
   * Job title:
   * Place of employment:
3. Could you rate your **knowledge of federal spending**on a scale from 1 – 5?
   * 1 = no knowledge of federal spending
   * 2 = some knowledge of federal spending
   * 3 =  moderate knowledge of federal spending
   * 4 = strong knowledge of federal spending
   * 5 = expert knowledge of federal spending
4. Could you rate your **level of tech savviness** on a scale from 1 – 5?
   * 1 = no tech savviness
   * 2 = some tech savviness
   * 3 =  moderate tech savviness
   * 4 = strong tech savviness
   * 5 = expert tech savviness
5. How frequently do you use USAspending.gov?
   1. Daily
   2. Weekly
   3. Monthly
   4. A few times a year
   5. Never
6. (If applicable) How do you typically access USAspending.gov?
   1. Computer
   2. Tablet
   3. Phone
7. (If applicable) In a few words, could you describe the information you’re typically looking to find when you visit USAspending.gov?