Web-Based Screener

Thank you for your interest in participating in user experience studies at **Fors Marsh Group**. We are currently seeking individuals that [targeted audience description]. For this study, participants will interact with a website and provide feedback on their experience. One-on-one interviews will take place at our [location placeholder text] from [start date] to [end date], and will be 60-minutes long. Compensation ($75 in the form of a check) will be provided to those who participate.

Paperwork Reduction Act Statement [Link to new window].

[Paragraph below in the new window]

Paperwork Reduction Act text

[Paragraph below included]

Privacy Notice

XXXXXX

Participation in this study is voluntary, you are not required to participate or share any identifying information with Fors Marsh, including name and email address, and you may withdraw participation at any time. However, if you do not include the requested information, you may not participate in the study.

Thank you for your interest.

**[The gray highlighted questions are standard FMG questions]**

Q1. First name: **[Text box]** Last name:  **[Text box]**

Q2. Email **[Text box]**

Q3. Mobile number: **[Text box]**

Q4. Alternate number: **[Text box]**

Q5. Date of birth: **[Text box]**

Q6. What is your gender?

1. Male

2. Female

Q7.Are you Hispanic, Latino, or Spanish origin?

1. No, not of Hispanic, Latino, or Spanish origin

2. Yes, Hispanic, Latino, or Spanish origin

Q8.Please select all of the following that best describes your race:

1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian
5. Native Hawaiian or Other Pacific Islander

Q9. Please select all languages that you’re fluent (can speak, read, and write) in

1. English
2. Spanish
3. Chinese Mandarin
4. Japanese
5. Vietnamese
6. Korean
7. Taglog
8. Russian
9. Arabic
10. Haitian Creole

Q10. What city and state do you live in? **[Text box]**

Q11. Do you currently have or have you ever had or used a: *(Select all that apply)*

1. Mortgage
2. Student loan
3. Credit card
4. Personal bank account/checking account
5. Money transfer service
6. Other personal loan

Q12. What best describes your current occupation? **[Check boxes, select all that apply]**

1. Going to high school
2. Going to community college, 2-year degree program, or trade school (either full-time or part-time)
3. Going to a 4-year college/university (either full-time or part-time)
4. Working full-time
5. Working part-time
6. Homemaker
7. Retired
8. Not employed **[Terminate]**

Q13.What is the highest educational degree that you have earned? **[Radio buttons, select only one]**

1. Less than high school degree or equivalent

2. High school graduate (grade 12, diploma, or GED)

3. Trade school certificate

4. Some college courses completed

5. Graduated with a 2 year degree (Associates)

6. Graduated with a 4 year degree (Bachelors)

7. Some graduate school courses completed

8. Graduated with a post-graduate degree

Q14. What industry do you work in? **[Text box]**

Q15. What is your job title? **[Text box]**

Q16. What devices do you usually use for work and personal use: **[Select all that apply]**

1. Desktop Mac
2. Desktop PC
3. Laptop Mac
4. Laptop PC
5. Tablet [what kind]
6. Mobile phone [what kind]

Q17. What is your annual household income? **[Radio buttons, select only one]**

1. Less than $30K
2. $30K - $50K
3. $50K - $100K
4. $100 - $150K
5. More than $150K

**[If eye tracking: instructions and Q18, Q19]** This study includes eye tracking which will allow researchers to see where participants look on the screen. We will ask you a couple of questions related to this.

Q18. Do you require glasses for reading? **[Radio buttons, select only one]**

1. Yes **[Continue]**
2. No **[Skip to Q20]**

Q19. Can you wear contacts to the session rather than glasses? **[Radio buttons, select only one]**

1. Yes **[Continue]**
2. No **[Terminate]**

Q20. How did you hear about research opportunities with us?

1. Google
2. Facebook
3. Washington Post online
4. Washington Post paper
5. Express newspaper
6. Craigslist.org
7. Restaurants or Cafes in Ballston (e.g., Starbucks, Panera, Buzz Bakery)
8. Friend or Family
9. Other **[Text box]**

Thank you for completing this survey. If you qualify for this study, a user experience team member will contact you to schedule a time that is convenient for you. If you have any questions please contact us at ux@forsmarshgroup.com or call us at 571-858-3817. You can also visit our website at www.forsmarshgroup.com or our Facebook page www.facebook.com/ForsMarshGroup.

Phone-Based Screener (for those who qualify based on web-based screener)

Hello \_\_\_\_\_\_. Thank you for your interest in participating in user experience studies at Fors Marsh Group. My name is \_\_\_\_\_\_\_\_ and I wanted to follow up regarding a web-based screener that you completed recently for an upcoming study about a website. I wanted to ask a couple more questions and see if we can schedule you. Your participation is completely voluntary. Do you have a few minutes?

Q1. Can you please verify your age?

Q2. What is your current occupation?

Q3. You had indicated in the questionnaire that you currently have, have had or used a **[Insert response from Q11].** Would you tell me a little about your experience with that financial product or service?

**[Open ended. Terminate if responses are inconsistent with web screener]**

**Invitation:**

We would like to invite you to participate in our study. We will show you a financial website and ask you to complete tasks using the website. The entire interview should last about an hour, and you will be paid $75 in the form of a check when you are done. Would you be willing to participate in this study?

**Reconfirm participant’s email address.**

**Terminate message: both for web and phone screener**

We are sorry but you do not qualify for this study. Would you like us to contact you for future studies that you qualify for? **[Radio buttons, select only one]**

1. Yes

2. No