**Assistance Program Outreach and Guidance:  
Usability Testing, Evaluation and Audience Feedback**

1. **Potential ways to identify candidates for Usability Testing**   
   *All asks for time should include some form of incentive, for example gift card*

* Email to subscribers
* Request volunteers at community meetings
* Partners ask if individuals would be interested in participating in evaluation or feedback
* Call center asks random sampling of callers if they would like to participate in evaluation or survey.

1. **Specific Areas of inquiry and possible methods**

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| **Area of Inquiry** | **Possible methods for audience feedback:** |
| Call to action on next round ads  (“Start Here” vs “Request An Application”) | * Prompt email to subscribers with A/B test * Share drafts of ads with individuals, ask if one would make someone more or less likely to apply |
| Barriers/difficulty to starting application process | * Survey * Interviews. |
| “Get Ready” Guidance: Order of 1,2,3 tips, Checklist language and tips, and “How to request an application” language | * A/B test: Share draft fact sheet with customers, see how many of them successfully gather what they need and fill out application? * Send random sample of online customers to second version of Start Page? Track quantity of successful applications submitted * Share checklist with customers, ask them to make a highlight or note any place they are confused? * Summative Survey sent with letters asking for feedback on the ‘get ready’ guidance |
| Application  *(note: Although no changes to application intended at this time, we’d like to capture any feedback that would allow for future revision, or revision to current guidance)* | * Observation of filling out application: ask particpants to allow an observer/researcher how they fillout application online or paper. * Give particpants a ‘feedback worksheet’ that matches the applications steps. Ask participants to make notes at any section they found unclear or confusing |

1. **Additional techniques to consider in general:**

* Followup Survey included with response letters
* Partners and call centers make notes of questions rec’d in person or over the phone (we’d need a standard instrument that would work for each)