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C2PO 2010 Census Integrated Communications Research Memoranda Series

No. 14

MEMORANDUM FOR Distribution List

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Subject: 2010 Census Digital Prototype Usability Testing Results and
Insights

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Attached is a C2PO 2010 Census Integrated Communications Research (ICR) document about the 2010 Census Digital Prototype Usability Testing Results and Insights. The purpose of the research was to find out users' expectations of the 2010Census.gov Web site when they visit, how meaningful and helpful the content of the information, and whether the tools and modules on the page communicate well to them.

Attachment

2010 CENSUS

Digital Prototype Usability Testing
Results and Insights

September 24, 2009
Final

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Discussion Flow (Multimedia Module, Language Selector)

Understand response to key functional elements from the home page

MULTIMEDIA MODULE

- Did you notice this area of the page? What is it?
- Is this something you are interested in interacting with? Why or why not?
- What do you think would happen if you engaged with this?
- Is it clear how to navigate this feature?
- What do you think of the content in this module?
- Would you continue to explore this, or not? Why is that the case?
- How would you find other multimedia content? Let's do that (SHOW DESTINATION PAGE)
 - What are your first impressions of this page? Is it clear what this page contains? Do you think you would find this page useful?
 - How is this page organized? Do you like this organization, or would you prefer a different means of organization?
 - What, if anything, would you click on to view?
 - Is there any content that seems to be missing that you would like to see?

LANGUAGE SELECTOR (PLEASE NOTE THAT FOR THE SPANISH LANGUAGE INTERVIEWS, WHEN GREETED BY AN ENGLISH LANGUAGE HOMEPAGE, THIS IS THE FIRST FUNCTIONALITY A SPANISH SPEAKING RESPONDENT WILL PROBABLY ENGAGE WITH)

- Did you notice this area of the page? What is this? What does it do?
- Is this something you would interact with? Why or why not?
- What do you think will happen if you engaged with this?
- Here is another. (SHOW ALTERNATIVE LANGUAGE SELECTOR)
- What, if anything, is different about this?
- Which do you prefer? Why is that?

Discussion Flow (unique pages)

Explore unique pages that serve specific needs

- **LANGUAGE ASSISTANCE GUIDE PAGE (FOR SPANISH INTERVIEWS ONLY)**
 - Here is a page you will view after selecting a language. What does this appear to be?
 - Does this look like something you would use? Why or why not?
 - Does this contain information that would be useful for you? Is there anything missing from this page that you would like to see?
 - Did you notice the PDF file? What did you understand it to be about? Did you understand what a PDF is? Would you download that file?
 - **SEARCH**
 - Do you typically use a site's search functionality when looking for very specific information? Why/why not?
 - IF NECESSARY, Did you notice the search function on this site? I'd like you to try it out and search on "2010 Census."
 - Do these search results look helpful? Why or why not?
 - What about this area (Zone 1) of the site? What is this and do you find this helpful or not? Why is that the case?
 - **CONTACT US**
 - If you were having issues/problems filling out your Census form, what would you do? What else might you do?
 - Can you think of a circumstance under which you would try to communicate or get in touch with the Census? What would that be?
 - IF NECESSARY, Did you notice this Contact Us link? IF NECESSARY, Would you consider using this if you were having issues, or not? Why?
 - What would you expect to find if you clicked that link?
 - Does this meet, fail to meet or exceed your expectations? Why?
 - Would you click on the map or not?
 - **FUN FACT (POLL)**
 - IF NECESSARY, Did you notice this?
 - What is it?
 - Do you think this is valuable to the site? Why or why not?
 - Would you engage with it? Why or why not?
- Did you notice any references to PDF files or Acrobat in the prototype? What does that mean, if anything, to you?

Discussion Flow (Questionnaire, “how it works”)

Explore key functional areas explaining both the form and the overall program

QUESTIONNAIRE SCREEN

- I am now going to show you some content and tools that may be available to you on the website.
- NAVIGATE TO QUESTIONNAIRE PAGE
- Describe to me what you see here. What appears to be the purpose of this page? Why do you say that?
 - Please take a moment to explore this page.
 - Do you think this is valuable to the site? Why or why not?
 - Would you engage with it? Why or why not?
 - Are you surprised by any of the content that you see here? What? Why do you say that?
 - Is there any information that appears to be missing from this page?
 - What does this “Download” pertain to?
- INDICATE “HOW IT WORKS” Did you notice this icon? (This element has been renamed on stimuli to “What you should know”)
 - What do you think would happen if you were to click on this link? Let’s do that.
 - What do you think this is?
 - Is it clear how you would interact with it?
 - How would you close this feature when you were finished with it?
 - Have you seen this feature anywhere else on the site so far?
 - Is this a feature you would find useful? Why or why not?

Discussion Flow (close)

Clarify stated perceptions and compare site performance to overall goals

- **CLOSING**
 - Now that you have had the opportunity to review this site, what, if anything, have you learned about the Census? Is there any information about the Census that you have now that you didn't before or anything that you were surprised by?
 - Can you fill out your Census form online or not?
 - Is there anything that comes to mind that would make it clearer that one cannot fill out the Census online?
 - Do you have any concerns about the Census after looking at this website? Anything else?
 - Do you have any questions or concerns regarding data privacy, or not?
 - Is it clear to you how Census data will be used?
 - Before participating in the research today, would you have been very, somewhat or not very likely to fill out and return the Census form sent to you next year? Why is that the case?
 - Has reviewing this site made you any more or less likely to fill out the Census form or not affected this in any way? Why is that?
 - Has reviewing this site made you feel any more or less prepared in terms of knowledge to fill out the Census form? Why is that?
 - Is there any additional information that you would like to this website provide? What else would be helpful for you to see?
- **THANK & CLOSE**

Stimuli Presentation Methodology

- 11 pages were introduced in clickable prototype form
 - Clickable HTML was presented by the moderator to demonstrate clickable aspects of the screens
 - Some free play was allowed, especially scrolling. Natural clicking occurred and recorded but branching from home was controlled by the moderator
- The creative carried a neutral title and was rotated for each respondent
 - Any screens not exposed to a given respondent was featured for the next in order to create a thorough finding
- Stimuli as presented contained some elements intended to spark discussion and not representative of the actual content anticipated.
 - The “marquee” area, for example, was designed to introduce different versions of two elements: 1) a headline and 2) a media choosing mechanism.
 - The headline was presented to gauge whether respondents aligned with the concept of “nation” or that of “community.”
 - The chooser was designed to discover if users preferred spelled out choices or image-based ones.

Research Headlines

All respondents report that they learned useful information about the Census from their brief exposure and nearly all said they would be more likely to submit their Census form as a result. None stated they would be less likely.

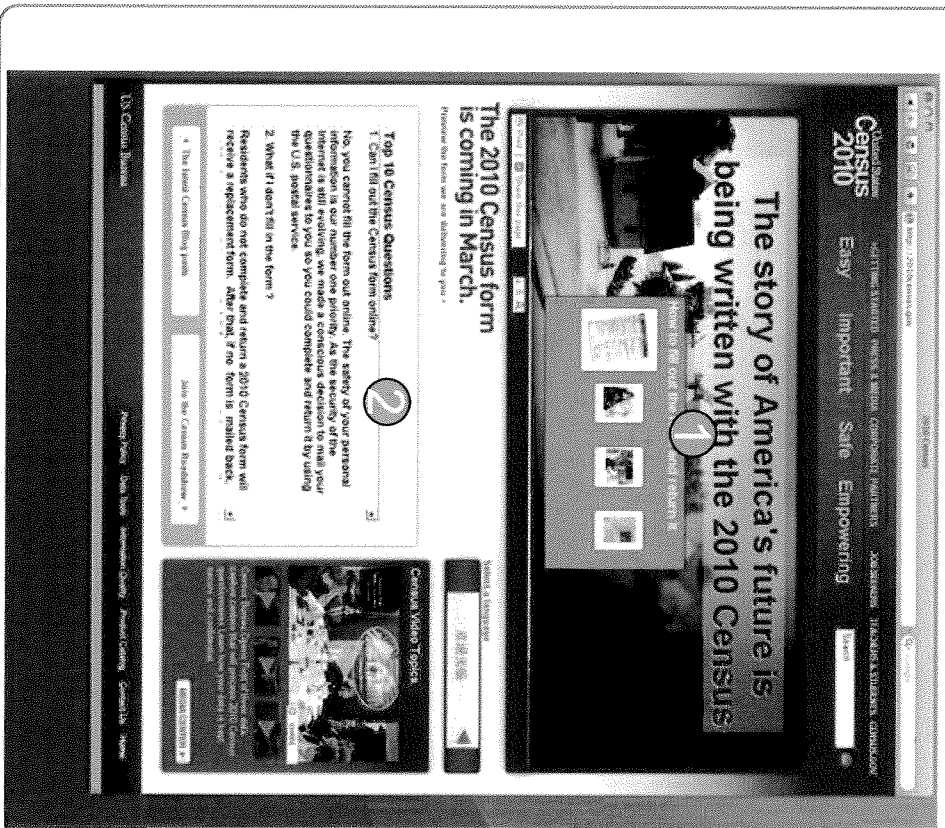
- Nearly all respondents expect the ability to fill out and submit the 2010 Census form online at this site
 - Even after exploring the site, many continue to anticipate this functionality.
 - One reacted by saying “Aren’t there more security concerns with regular mail?”
- Most users said they did not expect to spend much time at the site and often were not convinced that there were scenarios that would get them to go the site
 - After exposure to the site nearly all were transformed to be more supportive of the Census process and more inclined to support the concept of the website.
- Generally, respondents also expect the website to provide statistics and usable information tools based on or comparing current and past Census data
- The top and left nav are visible to respondents and usable.
 - For some, however, the left nav is less noticeable and could be optimized in design.
- Users were supportive of Census security concerns and were themselves worried about identity theft, but none voiced personal concerns about what Census does with data.
- Many site pages were considered very “readable” by respondents. Some said they did not expect this from the government.

Research Headlines

Nearly all users preferred the "plain and simple" versions of feature labeling, even if it meant more verbiage. The same is true for interactions. Nearly all preferred spelled out options over rollover or hidden choices. This affected the users' recognition of a sense of "busy" or cluttered pages but none said there was "too much information on the page" and most said it was "just right."

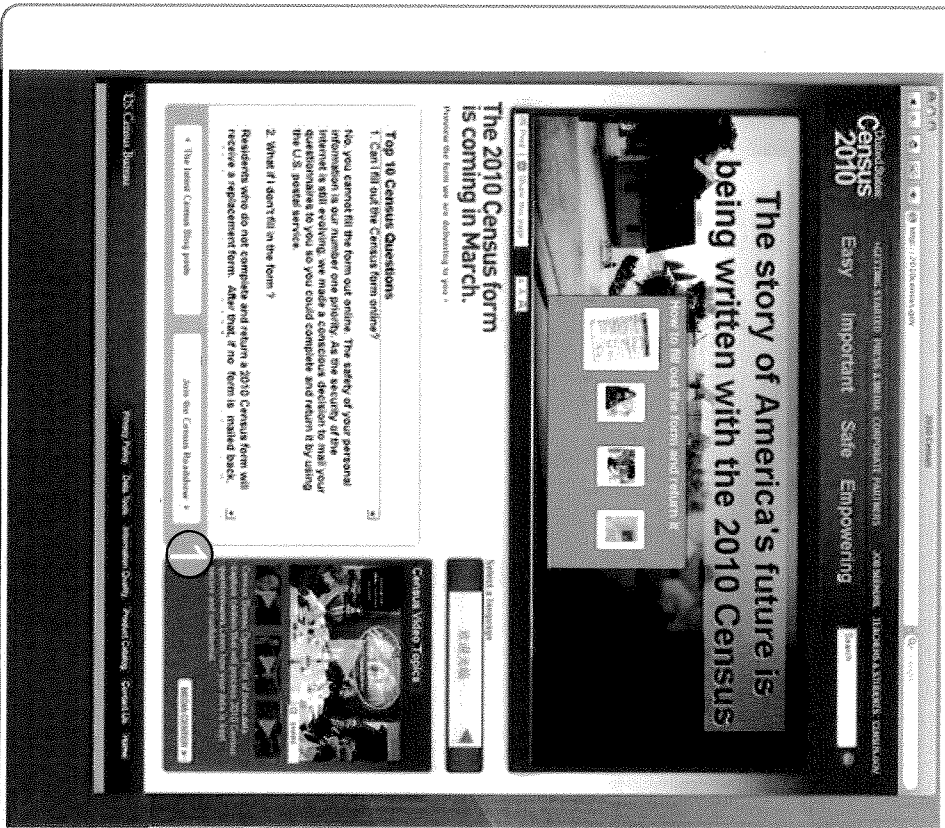
- Overall, users prefer direct, descriptive labels for navigational links.
 - They are willing to excuse lengthier phrases in return for clarity, i.e. "How to fill out the form" instead of "Easy" or "Who is a Census Taker?" instead of "The Census Taker."
- While some respondents are informed as to what the Census is and what the data will be used for, others are not very aware and needed very simplistic definitions
 - Respondents expect this information to be readily available on the site in the form of a basic definitional statement provided on the homepage.
- The language selector leads some respondents to believe that the site in its entirety will be translated into the 50+ languages showcased
 - Nearly all noticed the selector and used it successfully when prompted
 - One perceived the need to wait for a language to appear (in the animated rotation) until clicking
 - One was deeply moved by the use of his second language's name in the original language. After this recognition he was very enthusiastic about the site as a whole.
- More than one user, particularly in the Spanish testing, felt that the "Census Roadshow" meant Census takers spreading out across the country by bus to count people from town to town.
- Latino users felt that an explicit inclusion of the Department of Immigration and Naturalization in the list of government entities that are NOT given personal Census data would be critical to encouraging participation by the undocumented.

Home A



Item	Comment
1	Users scanned page in a predictable fashion, starting with the large center headline and image, progressing to the main user interface at the center of the screen, branching down to the Media Center and the Top Ten Questions area. Along the way nearly all caught the "2010 Census for is coming..." headline and the language selector.
2	Top Ten Questions was preferred as a starting interaction in terms of perceived value in answering questions directly and because of an ability to interact with this item in prototype. The marquee area is not interactive as of this testing but is expected to command greater attention when active.
2	Many users DO NOT notice the first question of the "Top Ten Questions" that they "cannot fill out the form online" but instead scroll the list and are able to repeat information appearing further down.

Home A (continued)

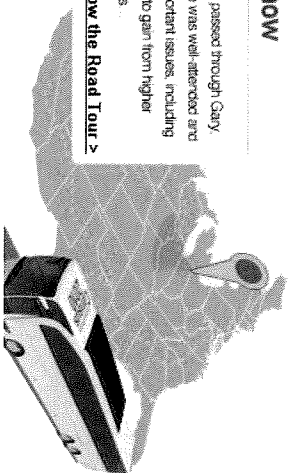


Item	Comment
1	Some users felt the road show was an operational exercise and not promotional. They failed to see relevance to them. The titling was too vague for users to understand what it is all about.

Census Road Show

The Census Road Show just passed through Gary, Indiana. Our Town-Hall there was well-attended and we discussed some very important issues, including what benefits the town stood to gain from higher Census participation numbers.

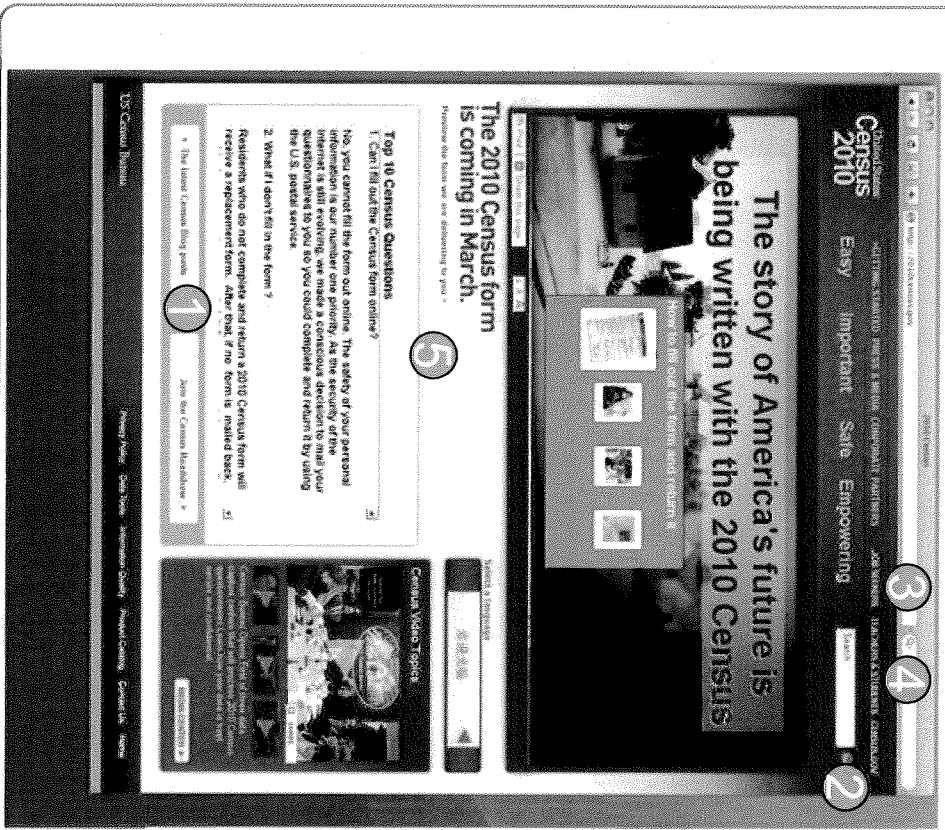
[Follow the Road Tour >](#)



[Top 10 Census Questions](#)

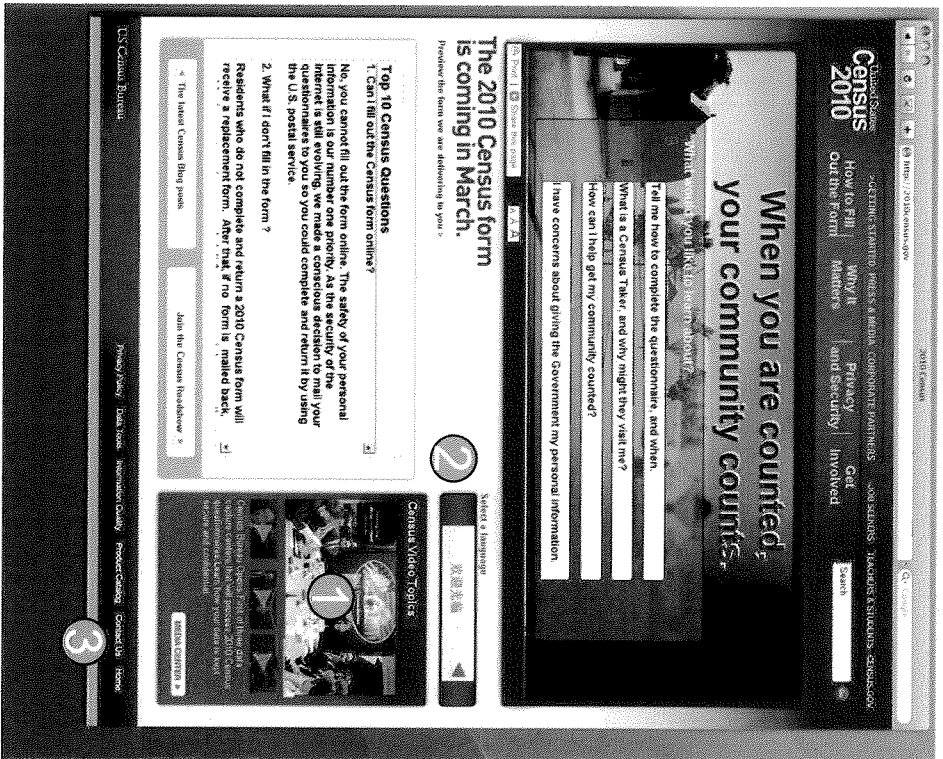
[The Latest Census Blog Posts](#)

Home A



Item	Comment
1	Many users do not notice the reference to the blog or the Census Roadshow, when pointed out, there is little interest in either. One user strongly suggested that the blog but by people close to the conduct of the Census rather than Washington officials. The necessary interaction to advance this panel was understood, however.
2	Opportunities in "Census.gov" link are not well understood by most.
3	Jobs was mentioned by several as interesting to them because of their personal need for or interest in employment.
4	A couple of users questioned the relevance of a "Census in Schools" link, feeling it belonged elsewhere. All understood it's purpose.
5	Almost no one found and used the small link under the subheadline in the English sessions. One Spanish user noticed and would have used the link.

Home B



Item	Comment
1	Respondents are drawn to the video module, but most require a more personal set of video topics rather than the "boring" appearance of official meetings. The main topic chosen on the Media Center page was "2010 Census Information Helps Fund Local Services." Several said if this were the home page video feature they would engage it.
1	Media center was thought to be "for the media" and not the public, said one respondent. The title was changed to "Census Video Topics" during the test and the perception was corrected.
1	The interaction in the Media Center was easily understood. Most identified the media as videos, and understood they could be chosen and played on the page.
1	Some felt official voices were valid and expected in videos from the Census. Many said they would be boring as presented in the prototype yet still preferred an official voice over a peer speaker in videos.
2	The language selector is noticed and appreciated; the rotating text is not seen as distracting, but merely attention-getting.
3	Contact Us" is easily located in the footer

Home A and B Comparison



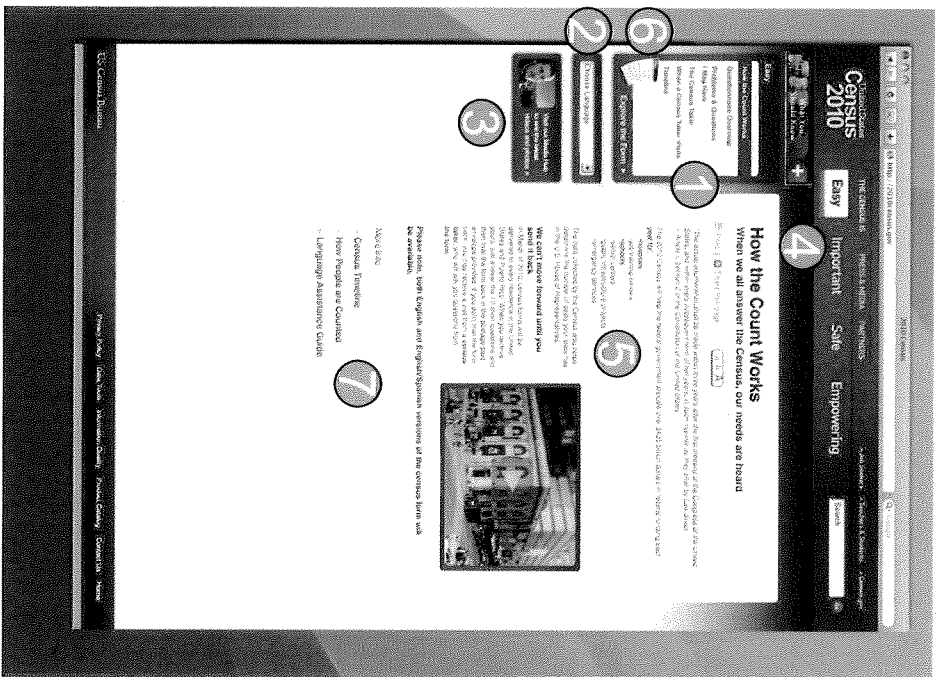
Item	Comment
1	Users are initially drawn to the image and slogan at the top of both homepages
2	Users appreciate the clean look of the icon-based version but prefer not to have the added step of rolling over to find out additional information
3	"How to Fill Out the Form" is more easily understood than "Filling Out the Form," which some construe as allowing them to fill the form out online
4	Users appreciate the clarity of the longer navigational labels
5	One user thought that Privacy and Confidentiality might be similar to "Terms of Service" pages on many sites, and felt it would be a long page of fine print that should be ignored.
6	They like having this information surfaced at the center of the page, but find this treatment too cluttered
7	Users also notice and understand the text size adjustment tool but a label would be recommended.

Home A and B Comparison (continued)



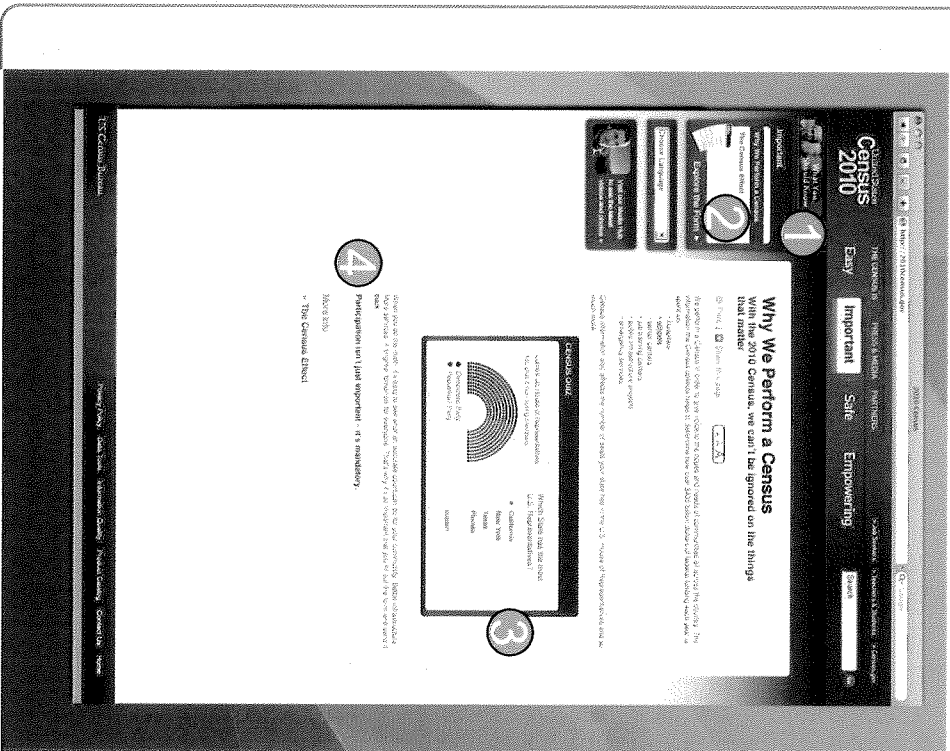
Item	Comment
1	Community outscored America, conceptually. Most users, especially Spanish speakers, felt the community message was most relevant and valuable.
2	The "spelled out" affordances in the screen center were preferred for their "directness" while this screen was perceived by some to be more "busy."
3	Navigation item most frequently chosen as a first destination outside of Home was "Important/Why it matters."
4	Center affordances most often chosen include: How can I get my community counted?" and "I have concerns about giving the government my personal information."
5	Few said they would use search as a critical browsing tool but most said they use site searches from time to time.
6	The well designed quality of the site led a couple of users to request an identifier on the home page or interior pages that signified that this was an official site of the Government and not a commercially sponsored site.
6	One user expected to see the Census Bureau Seal in the center marquee on arrival.

Subpage 1



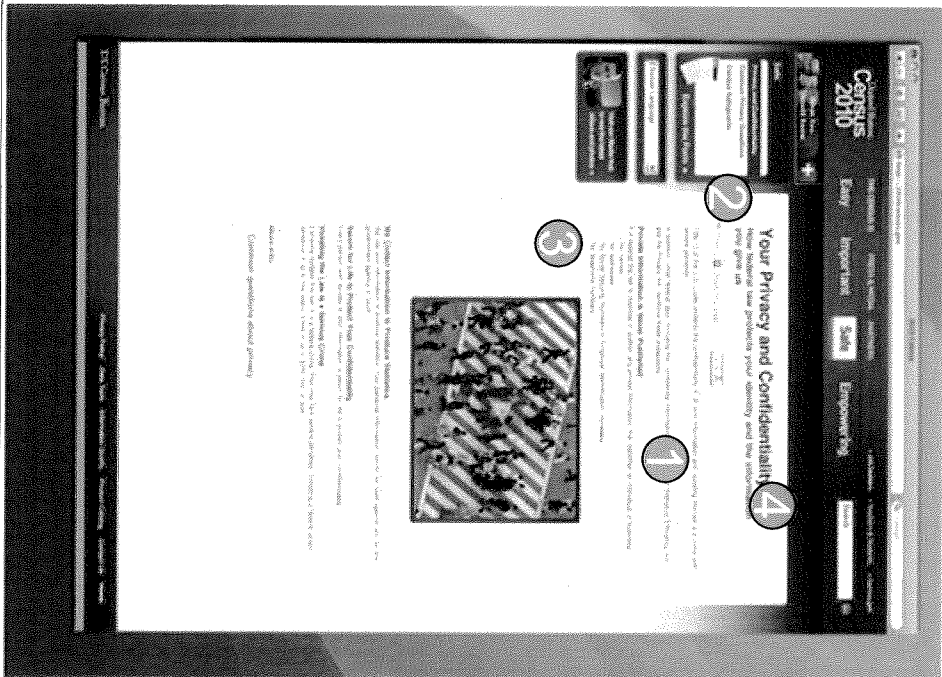
Item	Comment
1	Left-hand navigation is generally noticed, but not immediately, by all
1	There is some confusion regarding the meaning of the "The Census Taker" and "When a Census Taker Visits" links and the difference between them.
2	Respondents also notice this version of the language selector – there is little preference for one version over the other. A "Choose language" label is necessary.
3	The reference to the video page is somewhat apparent to those who have already visited this page since the image provided is the same. This callout was less remarked upon or noticed than the navigation.
4	More than one user identified where they were on the site using the top navigation as a cue and connecting that to the left navigation. No one mentioned or missed breadcrumbs.
5	Content on this page was very clarifying to many users and formed a foundation of understanding they carried through the session.
6	Small callout to explore the form was very successful and should be utilized as-is.
7	Related links were noticed and users asked to use them.

Subpage 2



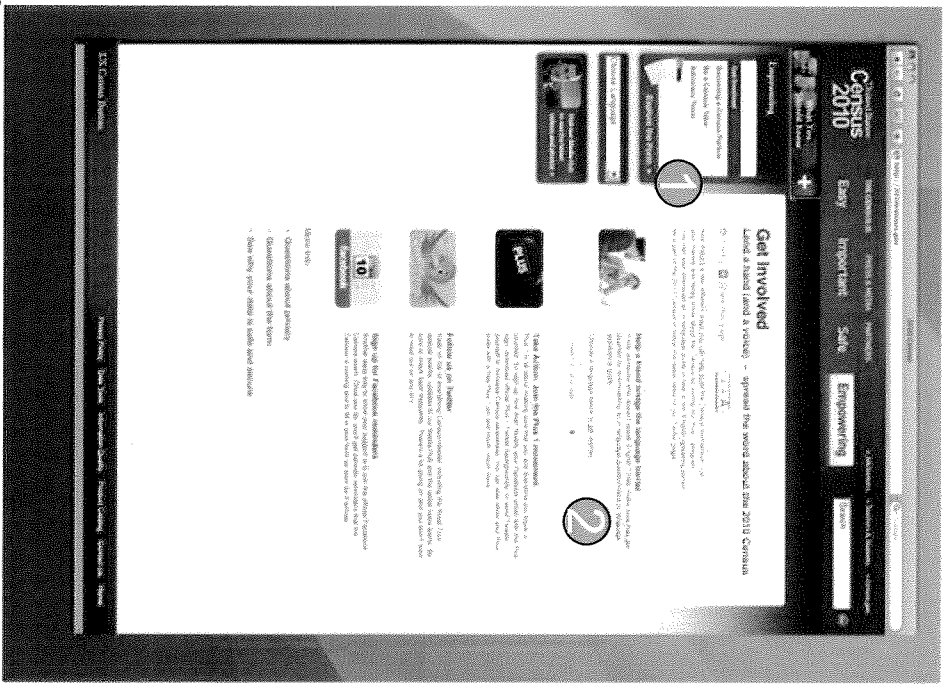
Item	Comment
1	"What you should know" does a better job of communicating the concept "summary of key census information" than "see the stories." Attracting attention to this global feature is more problematic as few remarked on it's current visual design until prompted.
1	"What You Should Know" is less noticed, nor do respondents know what to expect on clicking on this. When shown this feature most state they feel it's valuable and a good idea. A couple feel it is redundant to the site itself and not as relevant for them.
2	The meaning of "The Census Effect" link is unclear yet most people were able to venture a guess that was close to the intended meaning.
3	Many indicate that they would participate in the "Census Quiz." Some said this was a good way to learn about the Census.
4	Some find the "Participation is not just important - it's mandatory" language to be a bit intimidating, but not all notice it. Most are not aware of the mandatory nature of the US Census. All said once they understood this point, they would not hesitate to complete the form in order to fulfill this obligation.
4	Most say that a visit from a Census Taker is much more threatening to them, by comparison, than a message saying "completion is mandatory."

Subpage 3



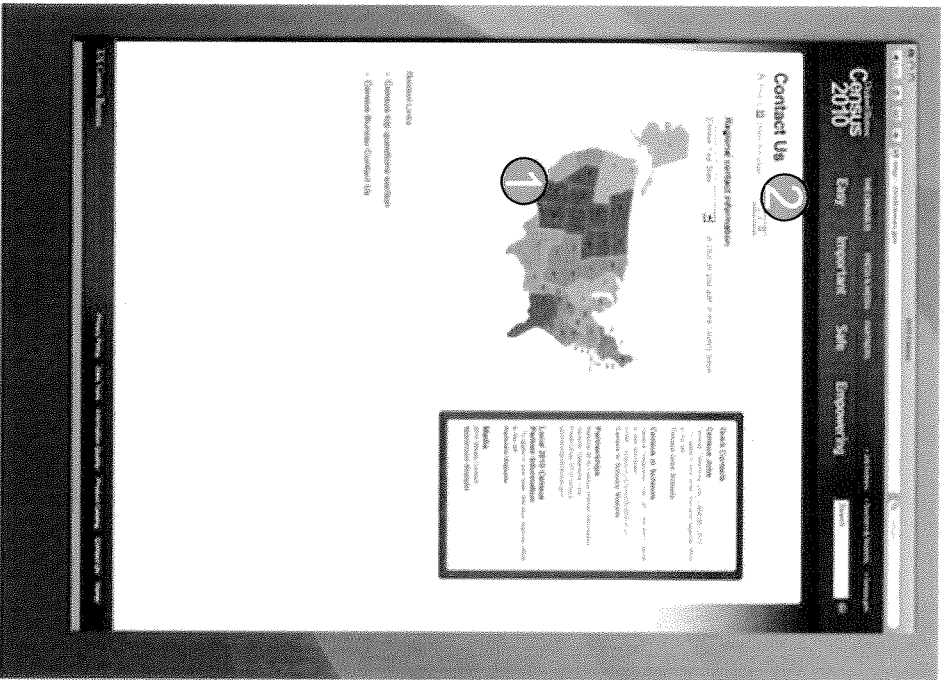
Item	Comment
1	The content of this page is very effective in reassuring these respondents about the security of their personal information, however respondents volunteer at the beginning of most of the interviews that they have concerns about identity theft – a hot button topic for many
2	The meaning of "Census Safeguards" is unclear to some
3	Most said that immigrants are unlikely to be persuaded by the information on this page unless "Dept. of Immigration and Naturalization" was listed as an agency that DID NOT have access to the Census data.
	Respondents stated that the most interesting topics were safety, security and the oath for life statement.
	Respondents who were asked about the Census Taker visiting their home stated that they would feel uncomfortable with someone coming to their home. Some stated that if a Census Taker came to their house, they would feel as if they were in trouble with the law. Many said avoiding the Census taker was more motivating than being required to complete the form by law.
	One respondent commented that she does not know what Title 13 of the U.S. Code stands for. She also suggested that we add information on steps taken if personal information is breached.
4	Nomenclature needs to be made consistent between security, privacy, confidentiality and safety.

Subpage 4



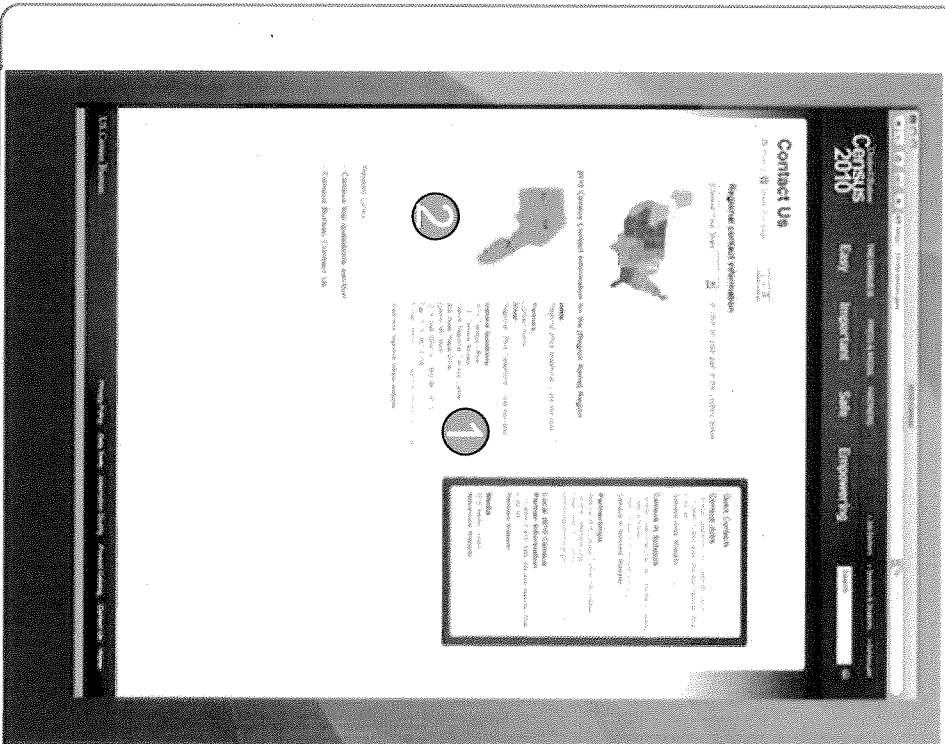
Item	Comment
1	Some respondents are confused by the meaning of "Becoming a Census Partner," "Be a Census Taker," and "Advocacy Tools" links
2	Surprisingly, most people were aware of or used the various social media elements on this page and understood the overall purpose of it.
2	Several said they would likely use these tools once they understood the background information about the Census.

Contact Us



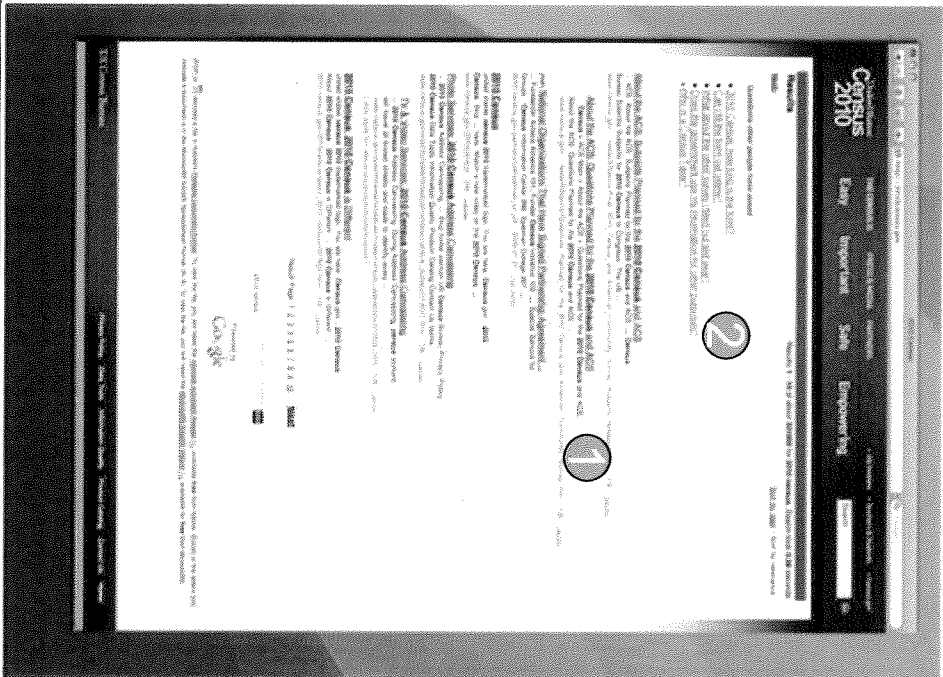
Item	Comment
1	Users understand how to interact with the map, but one user points out that some people are "geographically challenged" and that a state pull-down would help clarify usage. This was added during research.
1	There was some confusion about whether to click a state or a larger area of the map. Region was not clear as an organizing principle but is probably irrelevant.
2	One user said "the only reason I would go to this page is to verify a census taker or the form."

Contact Us (2)



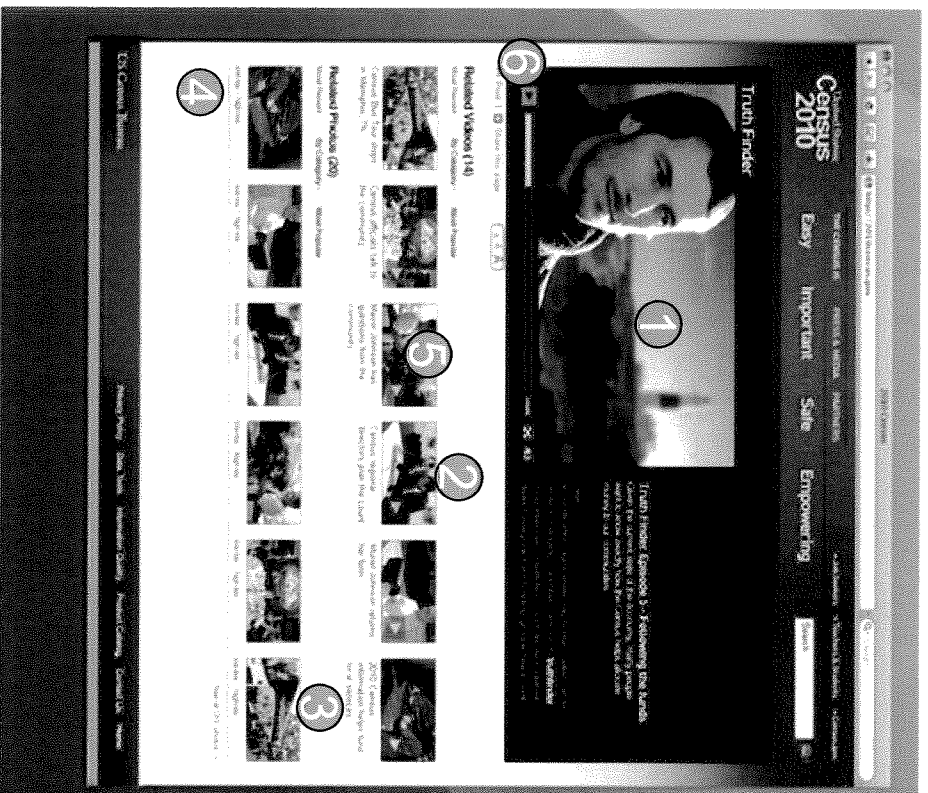
Item	Comment
1	This contact information is seen as useful, although some would like to see contacts by circumstance or situation (such as verifying a Census taker.)
2	Result of map interaction must be above the fold. The map can diminish in size after first use.

Search Response



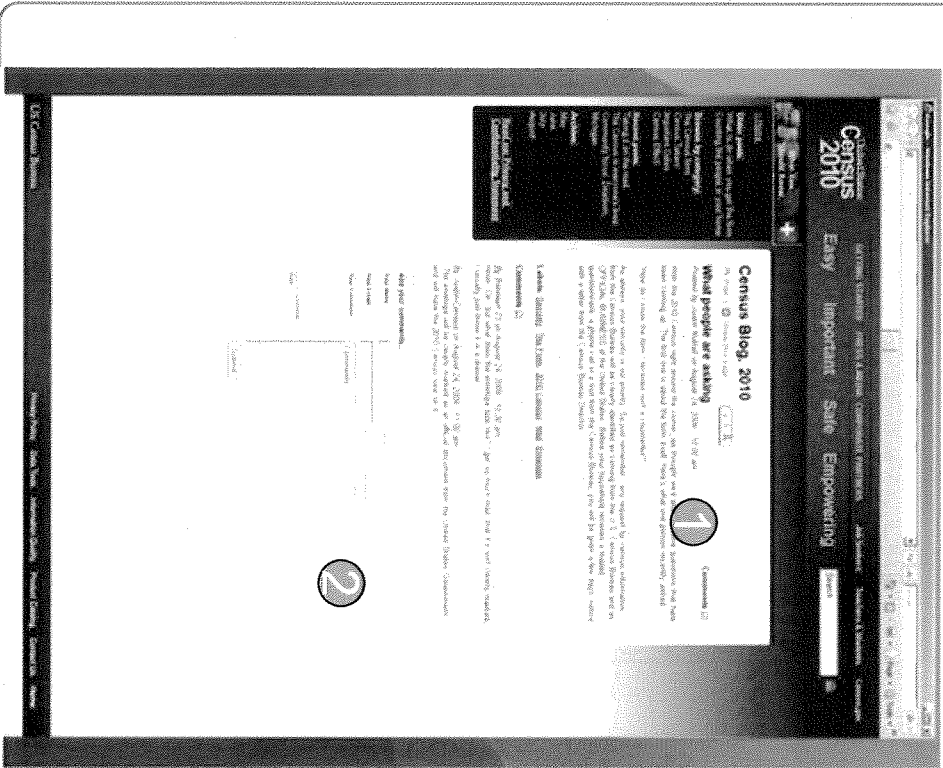
Item	Comment
1	This screen was familiar due to Google implementation.
2	Majority of users notice and like the "Questions other people have asked" results box; they believe it would be useful

Multimedia Page



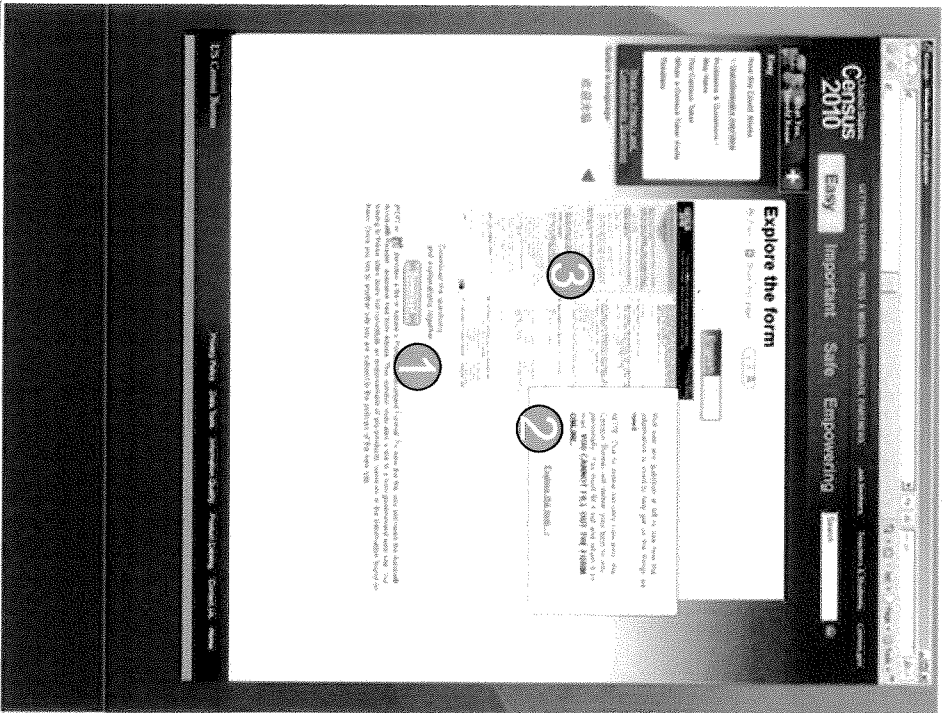
Item	Comment
1	Respondents find this to be an appealing page, especially young women (due to the handsome man in the featured video.)
2	There is an expectation of hearing information directly from Census officials (as opposed to peers) in video, due to government credibility.
3	A majority select the "2010 Census information helps fund local services" video as one they would be interested in viewing
3	Persuasive, topic specific titling on the videos improves relevance.
4	Few mentioned any desire to inspect the photographs.
5	Some pointed out that the video titles indicated a community that was not their own, diminishing their interest.
6	The interaction with videos for this page was understood.

Blog

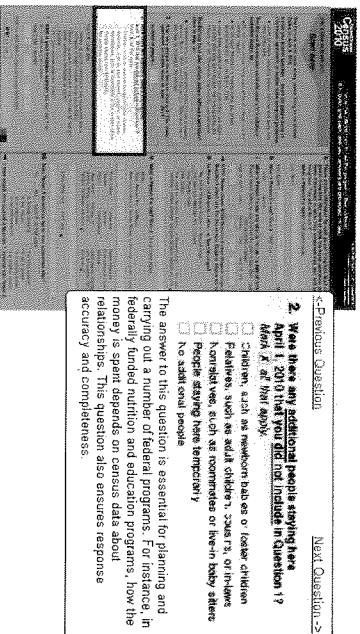


Item	Comment
1	There is little interest in reading a blog based on the 2010 Census because of the perception that this would be an official voice offering little in the way of a personal point of view typical of most blogs.
1	Those who express curiosity are most interested in a blog from the perspective of a Census Taker
2	The format of this page seems restrictive to some users. This was actually expected by some, since it is understood that a government site cannot offer a free-wheeling comment capability easily.

Interactive Form



Item	Comment
1	In keeping with the belief that the Census form can be filled out online, several believe that they will be able to download the form in order to fill it out
2	Respondents do not notice and/or read the instructions on this page
3	The overall form experience was understood and appreciated. The ability to learn about the questions was expected to be used by many respondents.
4	Although the rollover functionality is clear, respondents do not notice the question-by-question navigation option.
4	The need for visual clarity was paramount.



Spanish Language Screen Commentary

Latino/Hispanic Research Methodology

- The same methodology used in English testing was employed for the Spanish language research.
 - The discussion guide used was the same
 - Stimuli was translated into Spanish by the same agency that will translate the website except for:
 - Given that this is a prototype, buttons, functional labels, and detail elements were, in some cases, translated by machine to save budget and time. This was explained to the respondent before the start of each interview.
 - Each interview was 1 hour, to allow greater time for discussion about qualitative aspects of the content such as navigation labeling and concerns about information security as relates to immigration status.
- There was significant agreement in findings between English and Spanish language interviews on many screens.
 - Spanish Screen commentary here are more focused on what may be specifically Spanish language findings. A screen is not included if there is not enough distinct and actionable Spanish Language-relevant commentary.

Home A



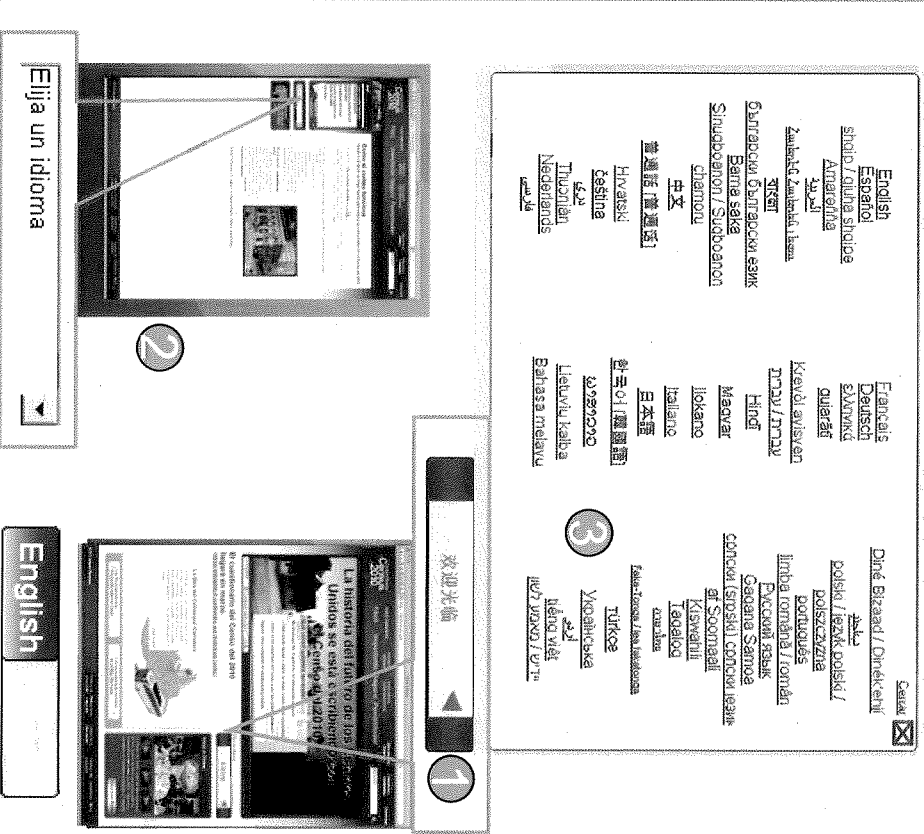
Item	Comment
1	The translation of the word "empowerment" as "posibilitador" creates significant confusion. Most would not use that link because the word is not clear in communicating what they will expect to find. Many preferred the word "participate." However, the word "participate" (participate) communicates a very different meaning. Many thought that this section would give them the ability to "participate" as in filling out the form . The word "involucrase" (get involved) is more successful at communicating the intended meaning of the section but comes across as a bit awkward as it is not a word that Latinos use often in everyday language.
2	The images used for the media center, however, were generally seen as boring. "This seems like it will be a video of a bunch of executives around a table talking about how to conduct the census interviews." I don't really care about how they conduct their business." Latinos would, however, be interested in videos with educational content that would explain information like that which was provided in the Q&A.

Home B



Item	Comment
1	The headline "ayude a construir un mejor futuro para usted y su comunidad con el censo del 2010" was almost always preferred to the alternative because it gives Latinos a sense of helping the Hispanic community, which is something that Latinos generally value. The alternative headline "la historia del futuro de los Estados Unidos se esta escribiendo con el censo del 2010" was not as effective and sees as a bit confusing.
2	The census road tour information was confusing to some users and not very compelling to many. Some felt that it meant that this was a bus that carried the census takers from town to town. Others simply said that they would not really care about a census road tour. The road tour imagery was appealing as opposed to text-based information in this space.

Language Selectors



Item	Comment
1	"Typical" placement and functionality for language selectors was commented on as preferred by some, which generally means a drop down list placed in the upper right portion of the screen. One user said : "I usually see the language selector somewhere on the top, here in the middle it is easy to miss."
2	However, few users had actual trouble finding or using the language selector when it was placed in the middle of the home page nor did they have difficulty with the large language panel display.
1	One user waited for the Spanish word "Bienvenidos" to appear until clicking the selector.
2	Secondary pages were tested with a typical drop down control listing all 59 languages. This was accepted by all and was found in the navigation portion of the left column despite statements about standard placement.
2	Latinos expect the site to be fully available in both English and Spanish. Most of the bilingual Latinos would prefer to use the English site but one was quick to point out that he would want to have the Spanish site to be able to explain it to his relatives, who speak only Spanish. They also expected to have the site fully translated to all other languages. A couple did say that a summary page could be sufficient for the other languages.
4	An ability to directly toggle between English and Spanish is recommended as an optimization to the site as appears on the Interactive Form screen.

Content Choosers

PREGUNTAS MAS FRECUENTES SOBRE EL CENSO

1. ¿Puedo completar el cuestionario del Censo en línea? **2**

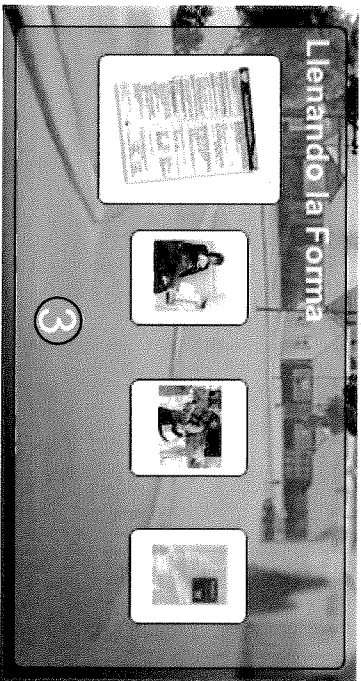
No, usted no puede completar el cuestionario del Censo en línea. La seguridad de su información personal es nuestra mayor prioridad. Debido a que la seguridad en la Internet aún está en desarrollo, hemos decidido enviar los cuestionarios por correo a su hogar de manera que usted pueda completarlos y devolverlos a través del Servicio Postal de los Estados Unidos.

2. ¿Qué sucede si no completo el cuestionario? **1**

Las personas que no completan ni devuelven el cuestionario del

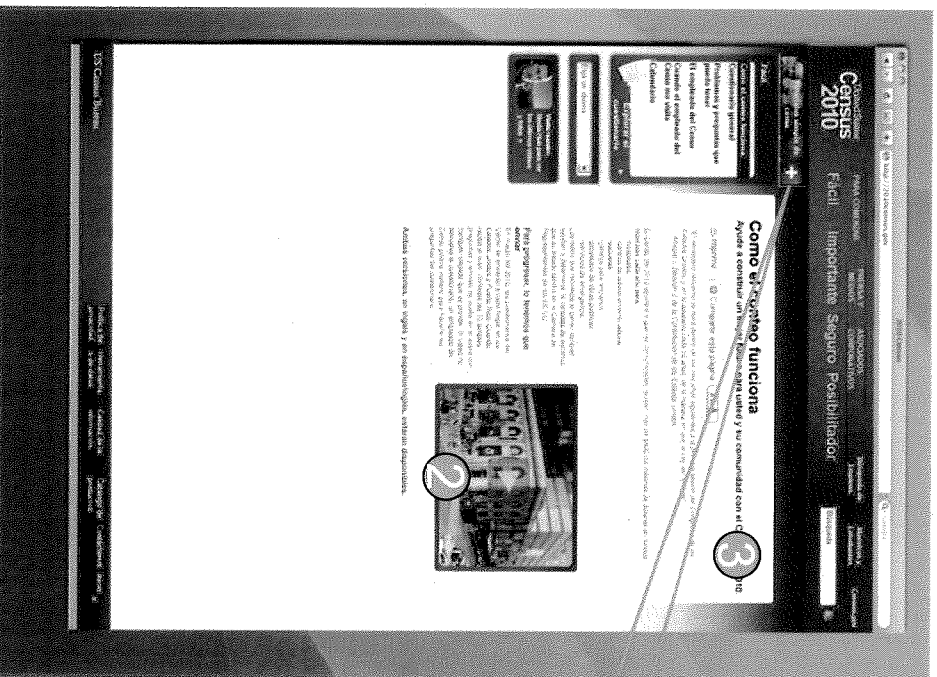
Los mensajes más recientes
en el Blog del Censo

La Gira del Censo por
Carretera

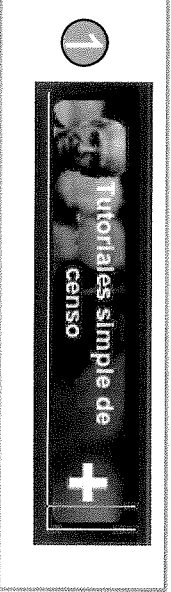


Item	Comment
1	The Q&A section Available on the home page was seen as extremely important and very effective. In fact, some said that this should be the format used for the summary page that is planned to be translated into all the languages. Everyone agreed that the Q&A page should act as the opening segment on the homepage.
2	The Spanish words "en línea" are not always understood because some Latinos use the English word "online" instead. "I am very confused as to what they mean by <i>en línea</i> ; even if I read this I would continue to look to see where you fill out the form."
3	The multimedia selector using rollovers was generally preferred because pictures helped in getting user's attention to the links and were also seen as fitting better with the design of the page.

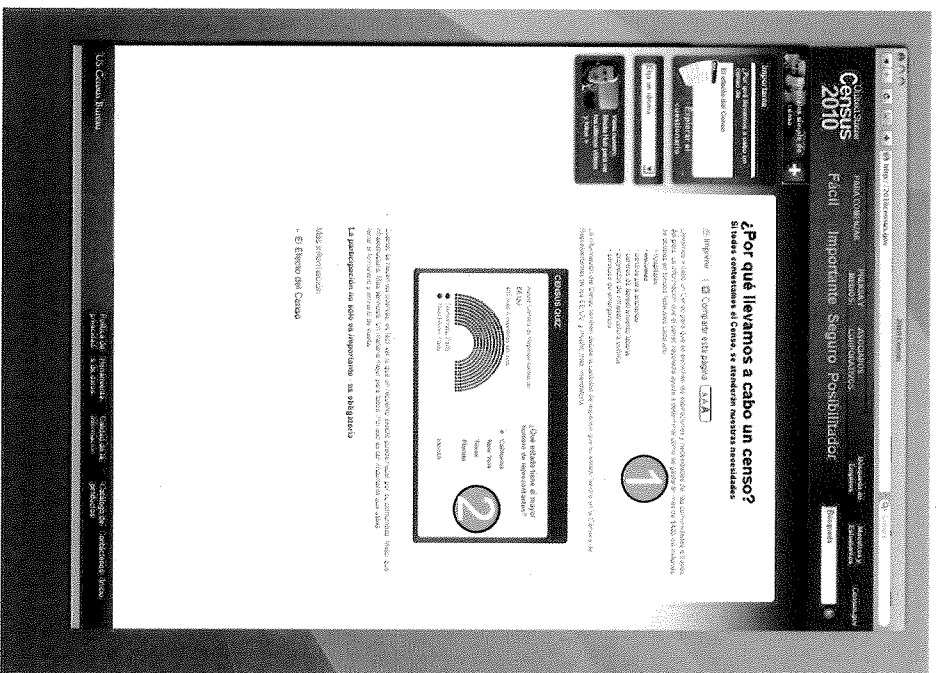
Subpage 1



Item	Comment
1	The word "tutoriales" was not always understood.
2	Arrows indicating video are not always understood as actionable when placed in the center of an image.
3	The "text size tool" needs a label to accompany the symbol.

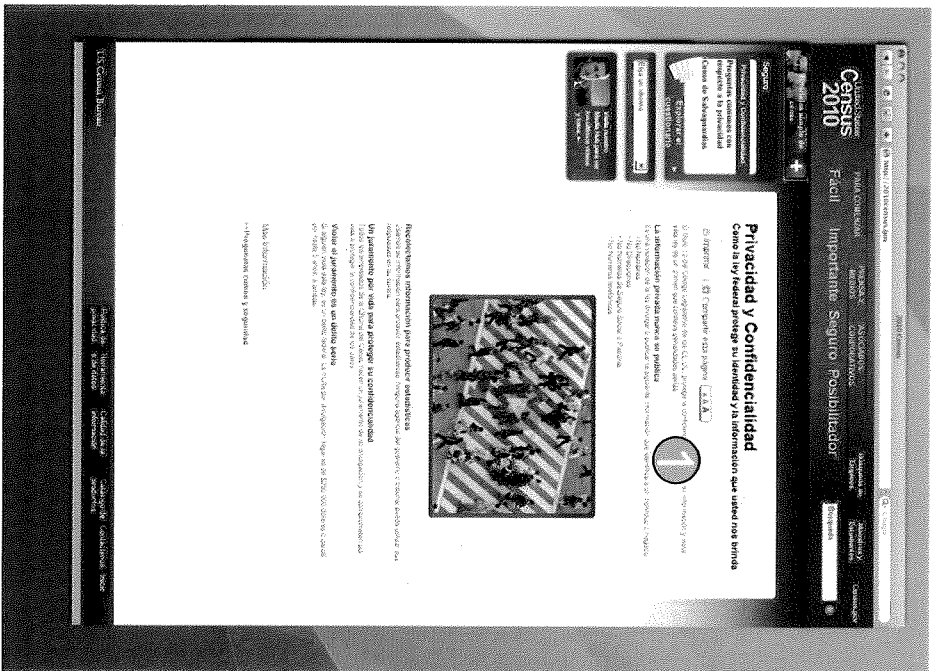


Subpage 2



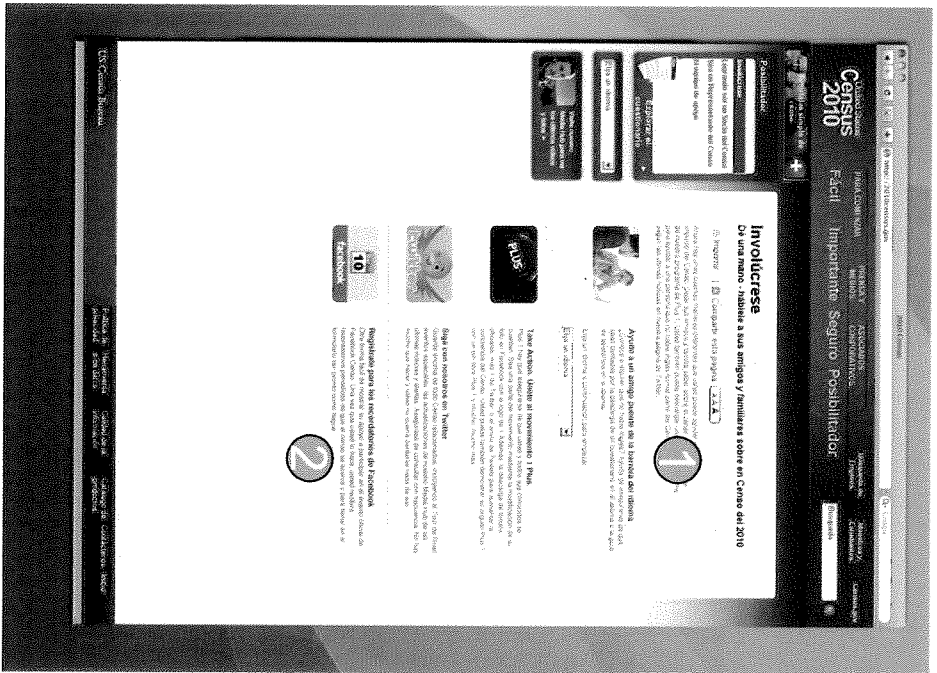
Item	Comment
1	The section explaining why a population census is important and what the information is used for is effective in compelling users to complete the form in a timely manner. The quiz provided in this section was well received; most felt that it constituted an engaging way to learn.
2	Not all Latinos understand the Spanish term for "House of Representatives." This may be because many U.S. Latinos are not familiar with the word "cámara" which is part of the Spanish translation of the term. They would be more familiar with the Spanish translation for "Congress" and that word would be better understood (even though it has a different meaning).

Subpage 3



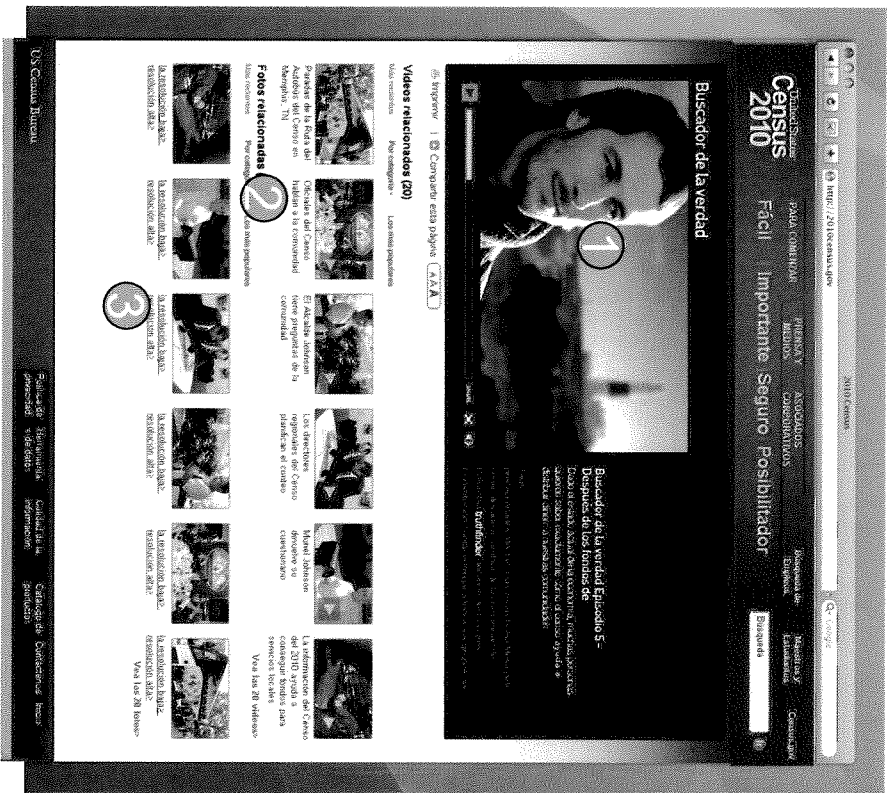
Item	Comment
1	<p>The section on privacy is extremely important to Hispanics and should be emphasized. Many Latinos do worry about the privacy of information. Respondents went out of their way to point out the difficulties that the Census would have in convincing undocumented Latinos (illegal immigrants) to fill out the census form. Many respondents felt that this would be an impossible task regardless of what they are told. However, saying that the information obtained cannot be legally shared with other departments of the government must be emphasized more. Census should consider clearly stating that personal information would not be shared with immigration officials.</p>
	<p>When asked what the census could do to convince undocumented Latinos to participate, some suggested a strong promotional push on Spanish television.</p>

Subpage 4



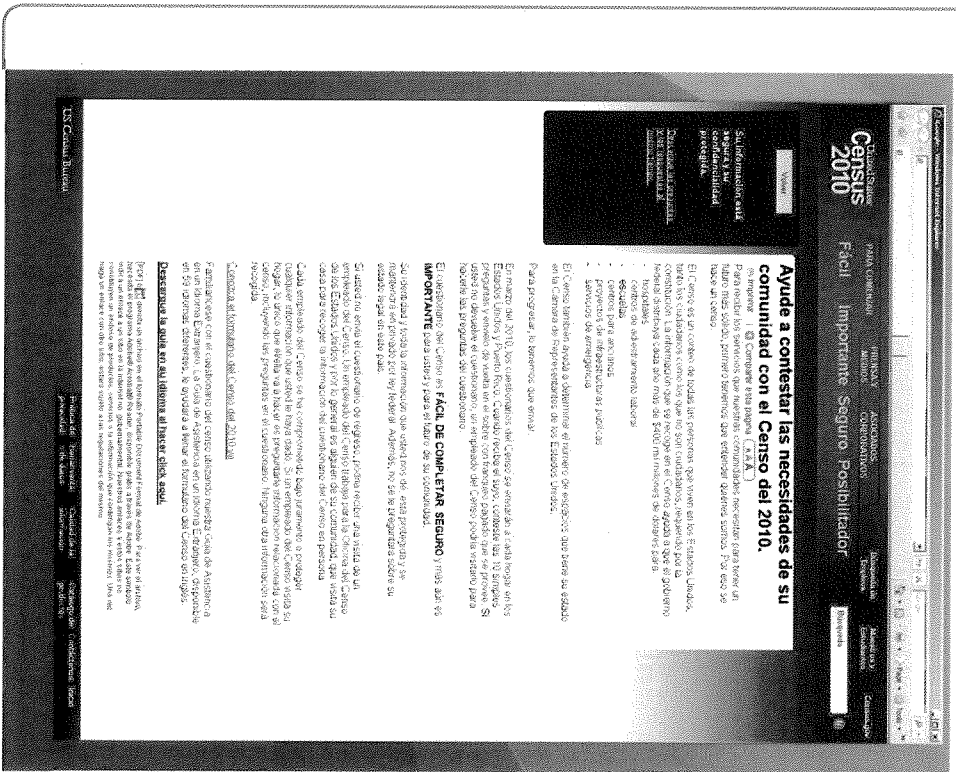
Item	Comment
1	The idea of getting involved in the census was not that appealing to Latinos. Some saw some value in helping neighbors with the language barrier but would not want to be officially involved as volunteers.
2	The ability to register in Facebook was appealing to several. More than one used Facebook or MySpace. None of the respondents interviewed used Twitter.

Multimedia Page



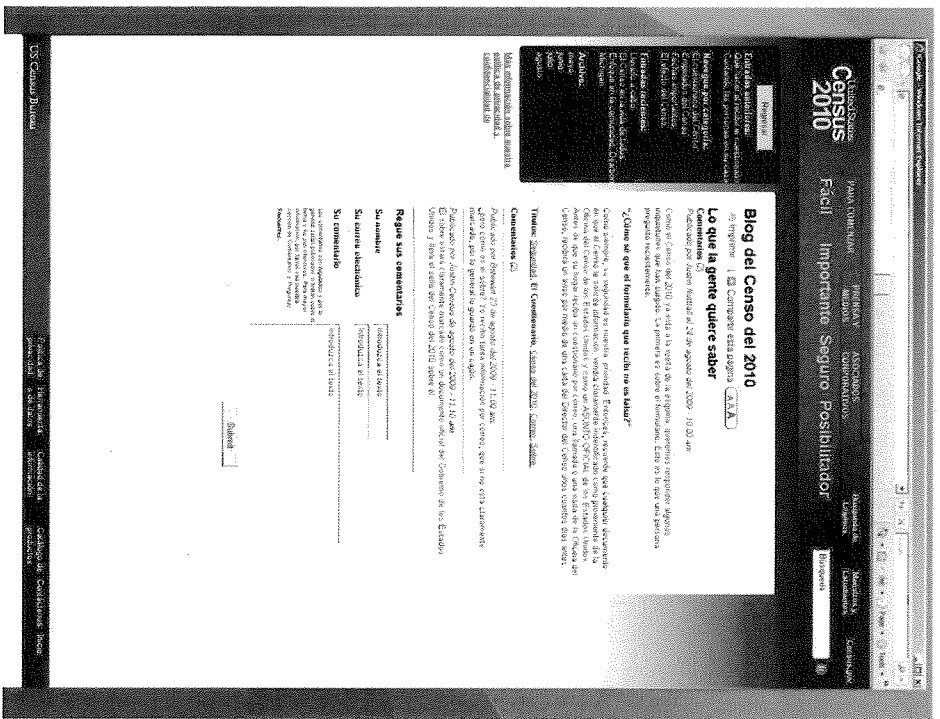
Item	Comment
1	A couple mentioned that celebrity videos would be highly appealing.
2	One user recommended videos that are location-based should be categorized by region. Most people cared less about media that is not local to them.
2	Having video throughout the website is very appealing to most Latinos and some admitted that they would learn better by watching a video in Spanish than by reading the Spanish language text.
3	No one commented on the photographic assets.

In-Language One-page With Language Assistance Guide



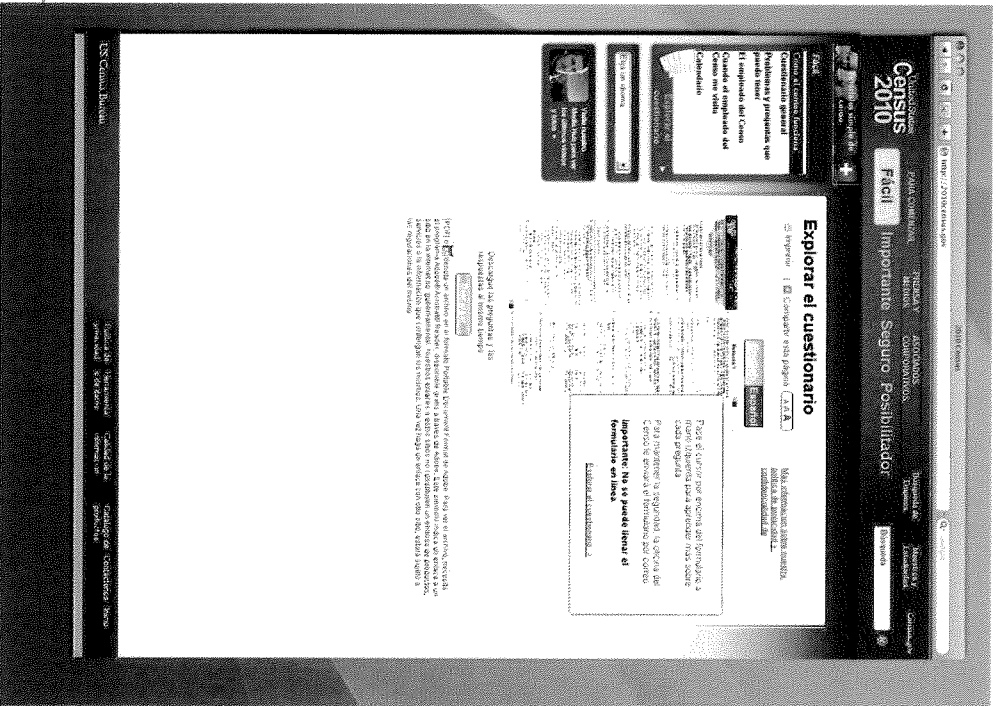
Item	Comment
1	Users felt this page appears wordy and difficult to read. As mentioned earlier, some suggested a Q&A approach to the page structure.

Blog



Item	Comment
1	<p>The idea of a census blog was not at all appealing and most said that they would not click on that link. When asked why many indicated that they would simply not be interested in learning that much about the census and felt that it would be boring to read a blog on this subject. Once the page was shown at least one respondent saw some value in having the ability to post comments but subsequently changed his mind by saying that it would be better to simply give them a call if there was a question or a doubt.</p>

Interactive Form



Item	Comment
1	Users understood and appreciated this page. Instructions were not read very thoroughly by most users on the default screen. Most users better understood that they could not fill out the form online once they started to interact with this page, but some continued to be misinformed throughout the experience despite the bolded announcement on the screen.

Recommendations

Recommendations

- The large language panel and rotating language chooser are recommended as long as the selector is prominent.
 - The word for the name of the language, in the actual language, is the current recommendation instead of “welcome” in the language. This was used as the display in the prototype language listing and was successful.
- A link to “Top Ten Census Questions” or something similar should be included on the homepage – this directly delivered information is appealing to most
- Multiple topics of an informational nature (rather than event or location-based) should populate the Media center presence on the homepage
 - “2010 Census information helps fund local services” was the most popular video title and many wanted it on the home page
- Alternative labels for the “What You Should Know” feature must be explored
- Contact information by situation should be considered as an addition to the Contact Us page
- Focus the blog presence within the “Get involved” and “News” sections of the site.

Recommendations

- Some instruction on **how to answer a question** may be helpful in addition to explanations of why the questions are asked. The ability to see all the questions at once in list form and select the one of greatest concern would be a benefit to users.

The screenshot shows the 2010 Census website interface. The main question is: "1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?" Below the question is a text input field labeled "Number of people =". A callout box is overlaid on the page, providing instructions: "1. <Previous Question Next Question -> This question is not required by federal law. The following are ways we use the information: ensuring response accuracy and completeness, contacting respondents with incomplete or missing information, and assigning cases to census takers."

Recommendations

- It must be clearly stated that “NO you cannot fill the form out online.” “No” is the critical language currently missing in site copy.

“No, you cannot fill out the form online” was added for interviews.

Top 10 Census Questions

1. Can I fill out the Census form online?



No, you cannot fill out the form online. The safety of your personal information is our number one priority. As the security of the Internet is still evolving, we made a conscious decision to mail your questionnaires to you so you could complete and return it by using the U.S. postal service.

2. What if I don't fill in the form ?

Residents who do not complete and return a 2010 Census form will receive a replacement form. After that, if no form is mailed back,

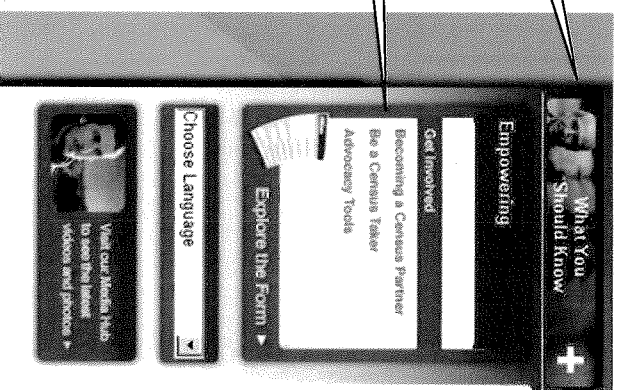


[The latest Census Blog posts](#)

[Join the Census Roadshow](#)

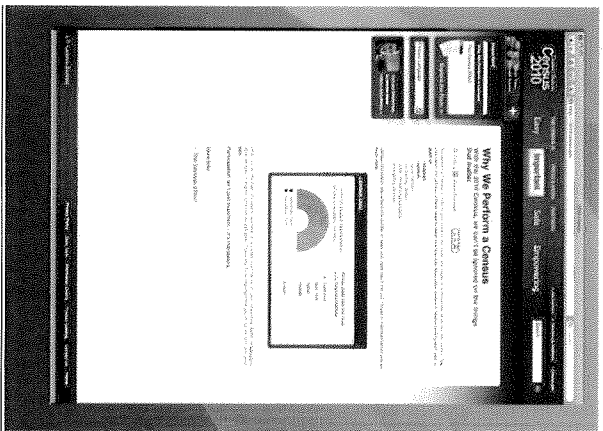
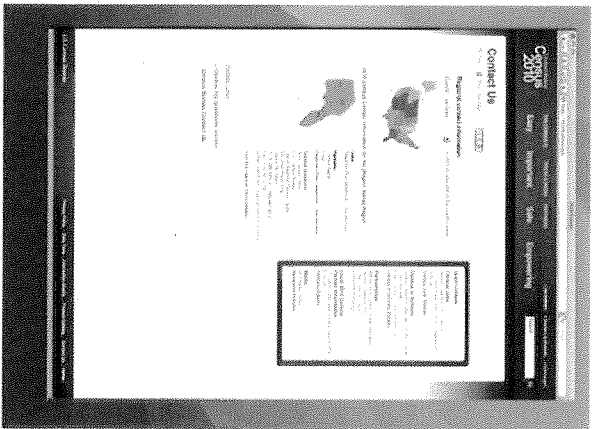
Recommendations

- Add global elements to left column in a more integrated way to increase visibility and likelihood to click.
 - Design a more integrated but noticeable combination of What You Should Know, Navigation section, Navigation (local), Language selector and Video callout.



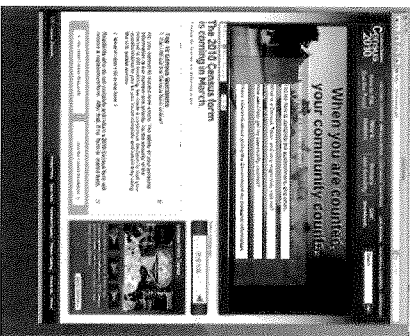
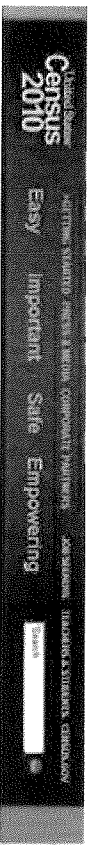
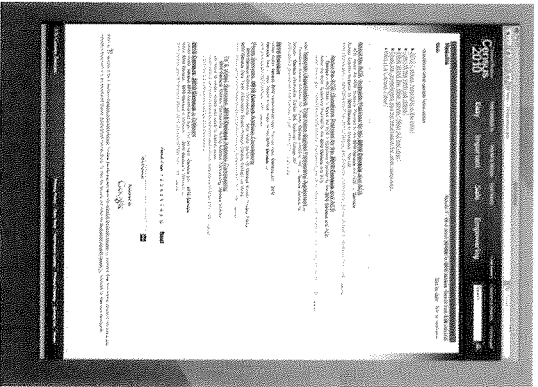
Recommendations

- Contact information should be displayed by context as well as location or office. Specifically, whom one should call to verify a form or a Census Taker.
- Keep “Mandatory” language near top of sub page 1.
- AAA text size should be accompanied by a label “Large Text” and kept separate from the “share” tool visually.



Recommendations

- Categorize search results on the page by 2010 property such as Partners, CIS or Jobs. Build the top section titles out of 6 most frequently used search terms.
- Consider a significant tooltip for Census.gov link that includes a descriptive of the destination.
- Consider adding Census.gov destinations to the “carousel” area at the bottom of the home page.



Spanish Language-Specific Recommendations

- Toggling between English and Spanish is recommended as a longer-term optimization.
 - Different from a presence in the language selector, a toggle could allow switching to Spanish while remaining on the current page.
- Add Immigration and Naturalization to the list of agencies that do not directly receive personal Census information
- Translation of navigation will require as much discussion and consideration of alternatives as the effort to get the English words well defined. There is not likely to be a direct translation of some words/phrases.
- Pictures and video are critical additions for the Spanish speaking (and probably other) cultural groups. Primary information may best be delivered using these media over text.
- Q&A was as successful in Spanish as the English equivalent and could serve as the format of choice for delivering critical information. Video Q&A would be an important option to consider.
- Move the link to download the Language Assistance Guide to the top of the page.

