Discussion Guide
Paycheck Calculator A/B Testing
Prepared by Jonathan Yardley

Tuesday June 21st and Wednesday June 22nd
Times: **930AM, 1030AM, 1130AM, 1230PM, 130PM, 230PM, 330PM**
14 slots over the course of 2 days to net 8-10 interviews

Discussion Guide
The objective of the Discussion Guide is to provide a loose outline of the conversation for the interviews. Questions are not meant to be read word for word, but rather a guide to ensure all relevant points are discussed during the time allotted.

Technology Notes
This will be "remote testing" employing a screen sharing technology (either blue jeans, or similar solution). The stimulus needs to be run on researcher's machine and the user given control.

Background & Purpose
Seeking feedback on 2 concepts for the Payroll Calculator, a product that is intended for individual employees or payroll professionals to enable them to "envision" their paycheck. In ADP language this is considered a "RESTful API that is used to perform stateless and anonymous paycheck calculations based on user provided data."
 The focus of the feedback sought is to address which of the 2 concepts resonates best with user for basics like:

- Ease of data input
- Understandability

Intended Audience

- Employee level
- General population of anyone drawing a paycheck
- Mix of Ages, Education, Employee types etc.

Protocol Outline
1. Intro (2 Mins)
2. Tell me about yourself and your work (user background) (3 Mins)
3. Scenario
4. Present Concept 1
    a. Gather ratings & Explanations
5. Same Scenario
6. Present Concept 2
    a. Gather ratings & Explanations
7. Wrap Up

1. Intro:

First off, thank you for agreeing to meet with me today. My name is Jon, and I'm a researcher here at ADP. Today I'd like to spend about half an hour talking with you. Before we get started, I would like to remind you that I am recording today's session, I hope that's ok.

Today we're going to spend some time talking about you and your work life, and I am going to show you 2 alternatives for what we call a "Payroll Calculator".

This is in no way a test; the only "right" answers are your opinions, so I hope you will share your thoughts openly with me.

Do you have any questions before we get started? Great!

2. User Background

Tell me a little about yourself?

- *Your 90 second elevator pitch (prompt as necessary)*
- What kind of work do you do?
    o How long have you been doing that?
    o Have you always worked in the same industry
    o How many hours on average do you work in a week?
        ▪ Are you currently paid overtime in the event you surpass 40 hours
    o How do you receive your paycheck?
        ▪ *Direct Deposit?*
        ▪ *Live Check*
        ▪ *Paycard etc.*

3. Scenario Presentation

Note: I plan to vary the Scenario dependent on what is discovered in the "User Background".

OK now I am going to present you with a scenario and then show you one of the payroll calculators I mentioned up front and see what you think about it. Sound good?

Scenario 1

You recently heard on the news that President Obama and Secretary Perez from the Department of Labor announced "The Final Rule" which introduces new regulations regarding overtime pay. These will be effective December 1st, 2016. Your paycheck may change and you want to see how your paycheck might look in the future. Your Salary is $45,000 a year. You qualify for overtime pay for any hours beyond 40. You typically work 60 hours in a week, meaning that you are entitled to overtime pay for 20 hours each week @ $22.50 per hour

Scenario 2

Congratulations, you have landed your dream job! You will be moving to Texas and be receiving a 50% increase in your salary. You want to see how your change in location and salary will impact your take home pay.

Scenario 3

Your boss has offered you an opportunity to work part time on an hourly basis in addition to your current salaried position. You will now be receiving 2 pay in 2 different ways and want to see what that will look like.
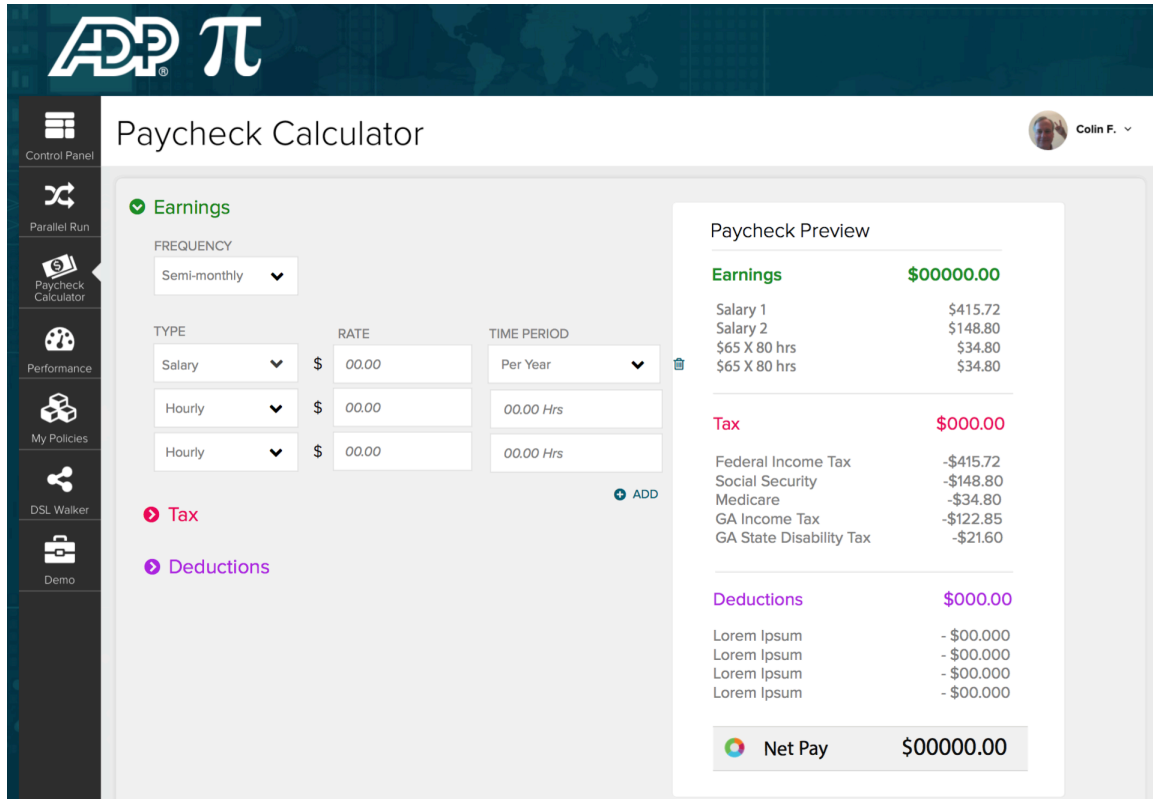
4. Present Concept 1

- What's your initial impression of what you see here?

- What do you expect to do from here?
- (Free Explore) Walk me through what you'd do next...
- *(NOTE: what path does the User take? Do they notice the Menu?)* Why did you choose that?

4. Same Scenario as Above

5. Present Concept 2
   a. Gather ratings & Explanations

- What's your initial impression of what you see here?
- What do you expect to do from here? *Is this same or different than 1st scenario*
- (Free Explore) Walk me through what you'd do next... *Is this same or different than 1st scenario*
- *(NOTE: what path does the User take? Do they notice the Menu?)* Why did you choose that?

6. Wrap up questions

   1. Can you see this being of value to you?
   2. Would you recommend this to a friend or coworker faced with a similar scenario?
   3. Which version did you find it
      a. Easiest to accomplish your task (find what you were looking for)
      b. To be what you expected when I gave you the scenario
      c. Final thoughts? What do you want the designer or developer of this Payroll Calculator to know?

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