Focus Group Guidelines and Questions
APPENDIX A

Focus Group Guidelines and Questions

1.0 Group Participant Profiles

- ACB Members (Adults of any age, recruited at ACB convention): 2 Focus Groups of 8 people (various ages)
- NFB Members (Adults of any age, recruited at NFB convention): 1 Focus Group of 3 children, 1 Focus Group of 12 adults and seniors, 1 Focus Group of 6 adults in Baltimore
- Elderly (Age 80+, unaffiliated [not members of ACB or NFB], retirement center residents): 1 Focus Group of 3 people

2.0 Script

Good evening, my name is _______ and I work with ARINC, an independent research firm, under contract to the Bureau of Engraving and Printing. We're conducting this study in order to get a better understanding of how blind and low vision people use U.S. currency. Your answers to some questions about your experiences may help currency users like you in the future.

- Purpose of the discussion
- Only “rules” are for
  - 1) full participation
  - 2) honest opinions
- Session will be audio & video-taped and observed

Today we're conducting this focus group about everyone's favorite topic – money! We will be talking only about bills, not coins. I appreciate your willingness to participate and I hope that this will be a fun and interesting experience for all of us.

Before we start, I'd like to go around and have everyone introduce him or herself. Please tell me your:

- Name
- Age
- Gender
- Do you live alone?
- Occupation
  - Work in retail (accept currency regularly)?
• Nature of Vision Impairment
  • How long have you been blind or had low vision?
  • Can you read any print?
    ▪ Without magnification?
    ▪ With magnification?
  • Do you have any color vision impairment?
  • Do you have any hearing impairment?
  • Do you have any tactile/sensory impairment?
  • Do you have any dexterity impairment, or voluntary or involuntary motor control loss?

**Current Situation**

1. What is your current situation? How do you denominate currency?
2. How do you deal with (sort, organize, store, carry) currency?
3. Do you have difficulties using currency? If so, when do you have difficulties?
4. What are typical places where you might use currency?
5. What about atypical places?
6. Before coming here today, when was the last time you used currency?
7. What are the most difficult situations for using currency?
8. How do you deal with those situations?
9. How frequently do you have difficulties using currency?
10. Have you ever been cheated or suspect that you have been cheated when receiving paper currency as change?
11. **PROBE:** How did you know?
12. **PROBE:** What made you suspicious?
13. Do you do anything special to minimize the risk of being cheated?
14. **PROBE:** Do you try to carry exact change to eliminate the opportunity for being cheated?
15. **PROBE:** Do you ever request specific denominations as change to minimize the risk of being cheated?

16. Do you have difficulty with low-light situations?
17. When might the social situation (having people around you) affect how you deal with currency?
18. **PROBE:** When is it a good thing?
19. **PROBE:** When is it a bad thing?
20. Are there situations that are not difficult?
21. Do you have any issues with bank machines (ATMs)? If you don't use ATMs skip to #15
22. What kinds of ATMs are most difficult?
23. How do you deal with these difficulties?
24. What kinds of ATMs are least difficult?
25. How often do you use debit or credit cards?
26. Would you use debit or credit cards more, less, or the same amount if currency were easier to use?
27. Do you have any issues with using point of sale terminals (for debit or credit card purchases)?
28. What if point of sale terminals were accessible and secure? Would you use debit or credit cards more, less, or the same amount if currency were also easier to use?
29. How about vending machines? Do you have any issues with those?
30. What kinds of vending machines are most difficult?
31. How do you deal with these difficulties?
32. What kinds of vending machines are least difficult?

### Accommodations

33. What kinds of accommodations are or might be helpful to you?
34. What about colors? [Record whether helpful or not]
35. **PROBE:** For Bills?
36. **PROBE:** For the numerals?
37. What about Large Print numbers?
38. **PROBE:** Are the numbers on U.S. currency large enough?
39. **PROBE:** How about with the new $5 bill?
40. When (if ever) do you use sighted assistance?
41. Who do you use in those cases?
42. Is sighted assistance a satisfactory resolution for the situation? **PROBE:** Is it ever not?
43. In what other situations might you use sighted assistance?
44. What kind (or kinds) of accommodations would you prefer to have (if any)?
   [Allow free-form responses first, then probe]
   - Size?
   - Bill Color?
   - Large Print?
     i. **PROBE:** Which color?
   - Tactile
     i. Raised?
     ii. Smooth?
     iii. Braille?
     iv. Lines?
     v. Symbols?
     vi. Vary location or vary texture/pattern?
   - Device? **PROBE:** Which kind of device?

45. Do you have any suggestions for new features for currency?
46. Have you ever used currency from other countries?
47. What features did you notice that might be helpful to you?
48. [If they have any experience with other currencies.]
   How effective is size difference for denomination?
49. Are there any types of accommodations that you think might have their own problems?
50. Are there any special considerations for having different-sized bills?
51. Are there any special considerations regarding use of different-sized bills with vending machines?
52. How about wallets/purses?
54. When do accommodations not work and why not?
   [Use key scenarios defined earlier in the interview – questions #1-13.]

**Use of technology**

55. Do you use a cell phone?
56. [If so] Does your cell phone have a camera?
57. Do you ever use a magnifier of any kind to read currency [glass, hand-held electronic magnifier, CCTV]? When would you use it? When would you not use it?
58. Do you ever use a currency reader (single-function)?
59. I have one here if you'd like to try it out. [Pass around the device with a few bills.]
60. What kind of output do you think would be best for a device like that?
   - Beeps or tones
   - Speech output
   - Lights
• Vibrating pattern that is different for each type of bill
61. Would you use a currency reader like that at home?
62. Would you carry something like that around with you?
63. Do you ever use an OCR flatbed scanner?

### Cost of Technology

64. How much do you think a currency reader might cost?
65. How much would you be willing to pay for a currency reader that is quite reliable?
66. At what price would there be no question that you would buy it?

### Training

67. How did you learn to deal with currency?
68. Have you ever received training on using currency?
   If so
69. How did you receive training on using currency?
70. Is there anything else you would like to suggest, or that you would like us to know?

Thank you for your time and comments.

I would like to remind you again that you have signed an agreement not to disclose to anyone what we have discussed or seen tonight.

Good Bye.