Usability Findings Report

Broker Flow for CBP Form 7501
Usability Review

- During the usability review, three participants stepped through the design for the online process for the 7501 form. Two of the participants had prior experience as brokers.

- The usability review was unmoderated. Participants stepped through a prototype of the proposed flow and were prompted to provide feedback before and after using the prototype and after completing each major section of the form.

- Participants had favorable feedback about the ease of use of the form and features that saved data entry time versus previous methods for completing and submitting the form.

- Participants also provided feedback on ways to improve the online form and aspects that they found confusing or difficult. All of the feedback is documented in the following sections.

Participant	Prior experience as a broker
1	Broker for a produce importer with 2 years of experience.
2	Broker for a cut flowers importer with 5 years of experience.
3	Product owner (CBP Officer)

Screen/Area	Feedback	Quotes
Overall usability	Overall, participants found the online application process straightforward and easy to follow.	"This was straightforward and asked me to complete the fields that I would expect to complete." "form was easy to understand" "The forms here are straightforward and easy to use"
Data entry	"This was straightforward and asked me to complete the fields that I would expect to complete." "form was easy to understand" "The forms here are straightforward and easy to use"	"I liked not having to enter my information. Made the process feel fast(er)"
Data entry	Participants appreciated that they did not have to enter the same information multiple times.	"I did not have to type basic information like addresses multiple times...thank you!"

Screen/Area	Finding	Recommendation(s)	Severity of Issue	Effort to Change	Justification
Multiple Steps – Default Selections	1/3 participants commented that selections on several of the steps should not have default values to prevent users from accidentally submitting inaccurate information. Quote: "…is it better for the user for the app to default to a response when there are radio button options or is it better not to provide a default response? Wondering if there is a possibility that the user will overlook this and retain a default selection that may be inaccurate?"	Evaluate all current default selections in design. Consider changing or removing default selections to prevent errors.	High	Low	Because the default selections may lead brokers to submit inaccurate information and considering the relatively low developmental effort, the design team highly recommends this change.

Sprint 1

An official website of the United States government Here's how you know ⌄

U.S. Customs and Border Protection

My Dashboard · Forms · My Account ⌄ · Sign Out

1 — Basic Information
2 — Entry Details
3 — Description of Merchandise
4 — Payment & Confirmation

2 Entry Details, **Importer of Record**

Importer of Record

Importer Number

Importer of Record Name

Country

United States

Zip or Postal Code

08902

State or Province

New Jersey

City or Town

New Brunswick

Street

817 Carpenterr Rd

Apt/Suite/Floor

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Sprint 2

An official website of the United States government Here's how you know ⌄

U.S. Customs and Border Protection

My Dashboard · Forms · My Account ⌄ · Resources ⌄ · Sign Out

✓ Your information has been saved in the system. Please continue completing this form.

1 — Basic Information
2 — Entry Details — Substep 4 of 5
3 — Description of Merchandise
4 — Payment & Confirmation

Importer of Record

Importer Number

Importer of Record Name

Country

United States

Zip or Postal Code

08902

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City or Town

New Brunswick

Street

817 Carpenterr Rd

Apt/Suite/Floor

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Based on the findings and recommendations of the usability review, we planned the following next steps:

• Added 5 stories to our Jira backlog

• 2 stories were prioritized and delivered for sprint 2

• For those stories that were delivered, we plan to validate in a new usability review or usability test that the changes implemented address the usability issues identified during the initial review.