**Subject Line:** Paid Research Opportunity: Test the New Unemployment Insurance Site

**Email Content:**

Hello,

The Department of Unemployment Assistance (DUA), in partnership with GoInvo (a research firm) is conducting a research study to collect feedback from Massachusetts residents on the new state unemployment insurance site.

The goal of this research study is to collect feedback about the new site, where individuals will be able to apply for and manage their unemployment insurance benefits.

[***Would you be interested in participating in this study? If so, please complete this form***](https://www.mass.gov/forms/paid-research-opportunity-provide-feedback-on-new-ma-unemployment-insurance-website)**.**

If you are selected to participate, here is what you can expect next:

* GoInvo would email you to ask you to schedule a 90-minute session either in-person in downtown Boston or virtually.
* After completing the session, you would receive a **$90 virtual gift card** to compensate you for your time.
* During the session, you would be given activities to complete on a test unemployment insurance website on a desktop or mobile device. Researchers will watch you and ask you questions.

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Thank you for your time and for considering signing up to participate in the study.