CDC Website Usability Evaluation

National Center for Health Marketing (NCHM)
Centers for Disease Control and Prevention

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November 12, 2006

INTRODUCTION

This proposal requests clearance for usability surveys on the Centers for Disease Control and Prevention (CDC) website. Usability surveys are surveys that ask potential or current users of the CDC website to perform various tasks on the website to determine how well CDC's website is performing. Observation and data collection on how users interact with the website is critical in ensuring that users can find information, that the site is easy to use, and that the site is designed to meet the needs of specific audiences. This package requests clearance for two types of surveys: remote or in person. Remote surveys will collect data about how participants interact with CDC's websites electronically. Users will take the survey at their home or work computers. In person surveys will have participants take the survey in a central location where their data can be captured electronically, as with the remote survey, but also the participants can be directly observed. The direct observation of in person surveys allows for enhanced collection of information such as observation of facial expressions and listening to verbal feedback. This package provides a list of generic tasks and questions for the surveys that can be used to develop a survey for a specific CDC website. A list of screening questions (comprised of demographic and introductory questions) is also included in the package, and a subset of these screening questions will be used to create the proper sample for each usability survey. Participants in a usability survey are reflective of a website's target audience.

A. JUSTIFICATION

A-1. Circumstances Making the Collection of Information Necessary
Executive Order 12862 (Attachment 1) directs Federal agencies that provide significant services directly to the public to survey customers to determine the kind and quality of services they need and their level of satisfaction with existing services. The Centers for Disease Control and Prevention (CDC) seeks to obtain approval to conduct usability surveys on pages of the CDC websites on an ongoing basis.

As part of the CDC Futures Initiative, the National Center for Health Marketing (NCHM) was established to help ensure that health information, interventions, and programs at CDC are based on sound science, objectivity, and continuous customer input. We need to be sure the CDC website, its web pages and web applications are designed to be easy to use, easy to access, and effective providers of health information and resources to our target audiences.

CDC is requesting a 3-year generic clearance in order to carry out its mission. Generic clearance is needed to ensure that CDC can continuously improve its websites though regular surveys developed from these pre-defined questions.

Surveying the CDC website on a regular, ongoing basis will help ensure that users have an effective, efficient, and satisfying experience on any of our websites, maximizing the health impact of the information and resulting in optimum benefit for public health. The surveys will ensure that this communication channel meets customer and partner priorities, builds CDC's brand, and contributes to CDC health impact goals.

CDC employees, fellows, full-time contractors, or contract vendors will collect the data for these surveys. The data collected will include background participant information that does not identify individuals, time and routes taken through the website to complete certain online tasks, and overall satisfaction measures. The data will be collected electronically and stored digitally on a secure site or computer.

This survey is authorized under the Public Health Service Act (42 USC 241) Section 301. A copy of the legislation is included (Attachment 2).

A-2. Purpose and Use of the Information Collection

The entire CDC website gets over 150 million hits a month and contains over 200,000 pages of information, products, guidelines, and training focused on diseases, health conditions, and public health. The CDC website is comprised of multiple smaller sites, and most usability surveys will focus on evaluating just one portion of www.cdc.gov. The CDC website is accessible to everyone on the World Wide Web and has many different audiences, including public health professionals, physicians, media, policy makers, and the general public.

By collecting website usability information, CDC will be able to serve and respond to the ever-changing demands of its website users. Additionally, we will be able to determine the best way to present messages on the CDC website. The CDC site is one of CDC's primary channels to raise awareness of important issues for its target audiences.

These users include individuals (such as patients, educators, students, etc.), interested communities, partners, healthcare providers, and businesses. Survey information will augment current Web content, delivery, and design surveys which are used to understand the Web user, and more specifically, the CDC user community.

The purpose of such usability surveys is to judge the Web content and presentation though which CDC communicates scientific health information to its target audiences to help ensure that health impact is maximized through the delivery of a useful, efficient, and effective website.

Primary objectives are to determine whether the CDC website:
(1) Meets the wants, preferences, and needs of its target audiences.
(2) Is an effective vehicle for sending messages to target audiences.
(3) Provides users with the kind and quality of services they need.
(4) Delivers existing services at a satisfying level of quality.

Findings will help to:
(1) Understand the user community and how to better serve CDC website users.
(2) Identify areas of the website requiring improvement in either content or delivery.
(3) Determine how to align Web offerings with identified user need(s).
(4) Determine the kind and quality of services our target audiences need.
(5) Explore new or refined methods for offering, presenting and delivering information most effectively, to enable us to present messages as well as serve the needs of people who are already coming to seek particular information or to learn about a particular topic.

The data collected from this effort will allow us to answer critical usability questions, including:
- What are the Web needs and preferences for our target audiences?
- How often and for what purposes (there can be several simultaneously) do our target audiences typically use the CDC website?
- How satisfied are they with their experience on the CDC website?
- What difficulties do they experience when trying to complete typical tasks on the CDC website?
- In what ways can we improve their speed and ability to find the information they want, expect or need on the CDC website?
- Were messages on the site presented in such a way that they are noticeable, easy to understand, easy to remember, and have an impact on the viewer's behavior plans?
- How does their awareness of, knowledge of, and opinions on a health topic change after viewing the CDC website?
- Did they find information/messages about health issues they weren't initially looking for when viewing information on the site? Did the message have an effect, e.g. change their behavior plans?
- Are they satisfied with the services offered through the CDC website?
- What improvements would the user like to see made to the existing services on the CDC website?
- What other services do they need?

The survey will help ensure that the CDC website meets site visitor and agency needs, build CDC's brand, and contributes to health impact goals. Feedback from the user base is necessary to fully judge the performance of CDC's website. All data collected through the survey will be used to determine whether CDC should revise content, labels, structure, or layout of its Web pages. If indicated, revisions would be intended to increase the success rate of information–seeking website visitors.

A-3. Use of Improved Information Technology and Burden Reduction

All data will be collected electronically to reduce the burden to the respondent.

For most questions in the survey, the respondent will click on a "radio button" or checkbox that corresponds to their response. For open-ended questions in usability surveys, the respondent would be told to enter their answer in the provided text box. We have attempted to keep the format of the survey simple with short questions and clearly labeled and scaled answer choice-sets. There may also be up to 10 specific tasks where we ask the respondent to find an answer to a specific question (Attachment 8). We will be able to determine how they found the answer by using clickstream technology which will lessen their time requirement to complete the survey since they will not have to self-record their movements through the website. Additionally, users will be able to copy and paste from the Website to reduce the time required to answer open-ended questions.

Each survey will contain some questions from the following question sets: at least one option from *Consent Forms* (Attachment 4), up to 4 questions from *Demographic Questions* (Attachment 5), up to 6 questions from *Introductory Questions* (Attachment 6), up to 15 questions from *Core Questions* (Attachment 7), up to 10 questions from *Activity/Task Questions (*Attachment 8), and up to 15 questions from *Follow up Questions* (Attachment 9). There are no "standard questions" which will be asked in every survey because surveys will vary in scope. In the interest of the participant's time and reducing burden to the participant, each survey will ask only those questions which are absolutely necessary to improve the specific program's website. Studies will allow for cross-topic or cross-web page comparison of results, which will provide insight into how to manage the portfolio of pages and topics within the CDC website.

The set of survey questions included in this package were gathered from (1) previous usability surveys conducted at CDC or (2) recommended usability questions used by other usability professionals in other organizations and are considered best practices. In determining which questions to include in the package, usability professionals across CDC were consulted and questions that had poor performance in the past or were not considered best practices were discarded. Because we are requesting a 3-year generic clearance for a wide variety of possible usability surveys on CDC websites, the list of questions is large enough that this package can cover all potential survey scenarios needed. However, as stated above, each survey is limited to a specific number of questions and CDC staff cannot incorporate every question in the survey.

The remote surveys allow CDC to collect data from a variety of audiences across the nation; results are easily captured electronically by recording participants' clicks on the website and their responses to the survey questions. In person surveys allow for more direct observation of users on CDC's website and are needed in some surveys to gain even greater insight into users' web behaviors. During an in person survey, the responses are tracked electronically as they are for the remote surveys; however, these in person surveys also allow CDC to observe where users place their mouse (before clicking), observe physical responses (shock, confused looks, etc.), and allow them to explain why they are clicking on various parts of the website as they are doing it. These responses are recorded using video and audio tapes and are analyzed along with the electronic responses. Observation of the surveys or viewing of video or audio tapes from the surveys is critical in getting web changes implemented by web developers and resolving differences of opinion among staff, senior management, and other involved parties. Use of audio and video tapes is standard protocol by usability professionals.

During initial surveys of CDC's website(s), new innovations, new parts of CDC's website, or highly trafficked or high priority areas of the website, it is important to perform in person surveys to add this enhanced feedback. Remote surveys are typically performed as follow up surveys or on low-trafficked sites.

A-4. Efforts to Identify Duplication and Use of Similar Information

No similar information exists, although some usability surveys have been conducted on a few, specific pages of the CDC website. Such previously approved and conducted surveys are under OMB No. 0920-0572 for health message testing. Approval of this package will greatly expand CDC's ability to perform usability surveys on the CDC website.

A-5. Impact on Small Businesses or Other Small Entities

There is no burden on small businesses or small entities.

A-6. Consequences of Collecting the Information Less Frequently

There are a number of potential negative consequences if these data are not collected. In addition, if the collection is not conducted on an ongoing basis, we will not have valuable data needed to routinely revise messages and reorganize online health information in a way that is most easily understood and accessed by website visitors. Specifically, without this data there would be:

- No performance measures by which to determine effectiveness of the CDC website as a tool for our visitors and a message channel. This results in lowered user satisfaction, fewer return visits, and decreased information dissemination.
- No user data to include in website design decision-making to ensure that user experience on our site is efficient, effective, and enjoyable. This results in an unfocused approach to Web design in which we are unable to determine whether our site is useful or not.
- No two-way communication between CDC website visitors and website coordinators. Two-way communication and user feedback is essential to the proper production and dissemination of health information and it is widely used in the field of public health for non-Web products; we need to implement such a process for our Web-based products, as well.
- Vital feedback regarding customer and/or partner satisfaction with various aspects of the CDC's services will be unavailable.

Usability surveys will only be conducted at intervals considered appropriate to measure the impact of CDC website changes and to monitor the level of performance. In most cases each section of the CDC website will likely conduct usability surveys annually or biannually after the establishment of a baseline. Collection on a less frequent basis than annually or biannually will likely reduce the practical utility of the information and inhibit CDC's ability to monitor changes.

We are only expecting one-time responses from respondents. Therefore, it is not possible to ask participants to fill out the survey less frequently. There are no legal obstacles to reduce the burden.

A-7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

There are no special circumstances with this information collection package. This request fully complies with the guidelines of 5 CFR 1320.5.

A-8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency

A. A 60-day Federal Register Notice was published in the *Federal Register* on Thursday, December

8, 2005, Vol. No. 70, No. 235, pp. 73007-73008 (Attachment 3). No public comments were received.

B. Although no outside consultation was used, extensive review and input was received from Usability Engineers and Web coordinators across the Agency, including:

- Marianne Hartin, Information Specialist, National Center for Environmental Health/Agency for Toxic Substances and Disease Registry, 404.498.0255

- Glen Doyle, Technical Information Specialist, National Institute for Occupational Safety and Health, 513.533.8386

- Susan Leonard, Health Communication Specialist, Division of Nutrition and Physical Activity, 770.488.5233

- Sharon McAleer, Webmaster, National Center for Human Immunodeficiency Virus, Sexually Transmitted Diseases, and Tuberculosis Prevention, 404.639.5089

- Jeanie Barker, Usability Analyst, National Center for Chronic Disease Prevention and Health Promotion, 770.234.6556

- Susan Schuffenhauer, Usability Analyst, National Center for Infectious Diseases, 404.639.2939

- Natalie Ferguson, Health Communication Specialist, National Center for Infectious Diseases, 859.335.6780

- Susan Robinson, Branch Chief, National Center for Environmental Health/Agency for Toxic Substances and Disease Registry, 404.498.0312

- Sandra Bonzo, Technical Information Specialist, National Center for Injury Prevention and Control, 770.488.4228

- Lisa Richman, Usability Analyst, National Center for Health Marketing, 404.498.6118

- Cathy Hogan, Web Coordinator, National Immunization Program, 404.639.8914

- Sara Thrift, Chief - Technical Information Services, National Center for Human Immunodeficiency Virus, Sexually Transmitted Diseases, and Tuberculosis Prevention, 404.639.6122

- Nancy Bryant, Information Specialist, National Center for Human Immunodeficiency Virus, Sexually Transmitted Diseases, and Tuberculosis Prevention, 404.639.6008

- Cari Wolfson, Usability Analyst, Current CDC.gov contract vendor, President of Focus on U!, 850.385.7300

- Janice Nall, Health Communication Specialist, National Center for Health Marketing, 404.498.224

A-9. Explanation of Any Payments or Gift to Respondents

CDC will not directly provide remuneration to respondents. However, some respondents may receive remuneration through recruitment companies contracted to obtain participants. CDC may use these recruitment companies to find participants for larger surveys or when it is difficult to find specific types of audiences willing to participate, e.g. clinicians. It is typical for recruitment companies to provide remuneration to users as part of their practices. The amount of remuneration is based on pay scales these companies follow. CDC will pay a fixed price to a recruitment company for their services and not specifically for any set remuneration. The recruitment company would have full names and addresses of participants but this information would never be supplied to CDC or stored with any survey data or results.

A-10. Assurance of Confidentiality Provided to Respondents

The CDC Privacy Officer reviewed this submission and determined that the Privacy Act does not apply to data collections conducted according to procedures described in this application. All questions for the surveys to be conducted under this OMB approval are included within this Information Collection Request.

Respondents will be advised of the nature of the activity, the length of time it will require, and that participation is purely voluntary. Respondents will be assured that they will not incur penalties if they wish to not respond to the information collection as a whole or to any specific questions. These procedures conform to ethical practices for collecting data from human participants. All information provided by respondents will be treated in a secure manner, unless otherwise compelled by law.

No names or other information that could identify the respondent will be recorded. A code number will be assigned to an individual's responses. For remote surveys and clickstream technology, it is not possible for CDC to link this information to the IP (Internet Protocol) addresses of participants, and the survey software will not do so. Thus, there is no way to identify respondents.

For remote surveys, where CDC has e-mailed, phoned or written to request participation, the names collected for the purposes of contacting potential participants will not be recorded or kept with the survey responses. We will only know that we asked the participant to take the survey, not whether they did, and we will not be able to match results with participants.

For in person surveys, some CDC staff will have the name of the participant in order to grant them access to CDC facilities; however, this information will not be recorded with survey results. Only a code number will be utilized.

All participants will be informed at the beginning of the activity (prior to participation) that their responses will be treated in a secure manner, that all data will be safeguarded closely, and that no individual identifiers are planned to be used in survey reports.

All data will be stored in secured electronic files for at least three years and no longer than 10 years. After 10 years, the tapes and video tapes will be destroyed. Prior to 10 years these tapes will be stored in a locked file cabinet in the National Center for Health Marketing (NCHM) offices. Tapes will be marked only with code number.

This project is exempt from IRB requirements.

A-11. Justification for Sensitive Questions

Questions concerning Race and Ethnicity may considered sensitive by a portion of respondents. Race and Ethnicity questions are included in the set of Demographic questions that may be asked of respondents. Where relevant to the evaluation of website usability, Race and Ethnicity data will be collected consistent with HHS policy and standard OMB classifications.

A-12. Estimates of Annualized Burden Hours and Costs

There will be two lengths of surveys conducted, depending on whether the survey is In Person or Remote. An In Person survey will last an average of 60 minutes and take place at a CDC computer; a remote survey will last approximately 30 minutes and take place at the participant's computer. These estimates were determined through analysis of times from previous usability surveys using similar questions, survey of usability professionals to ascertain average times for users to perform tasks, and a pilot survey of 10 internal users comprised of CDC staff and CDC contractors   Some remote surveys will take much less time. The majority of usability surveys conducted at CDC have been done remotely, thus we estimate that in the future more surveys will be done remotely rather than in person.

Estimate of survey respondents was based on an estimate of the ideal number of usability surveys that CDC would conduct over a 3 year period. Factored in was initial surveys and subsequent follow up surveys utilizing a satisfactory level of participants. Because CDC has not been able to conduct these types of surveys at the level needed previously, it is anticipated that most of CDC's websites will require some sort of usability survey. Additionally, CDC anticipates conducting a number of important baseline surveys for its home page and other highly trafficked sub-sites in order to redesign these pages as part of CDC's priority to more effectively utilize its website.

Estimates of Annual Burden

Survey Type	Number of Respondents	Frequency of Response per Respondent	Avg. Burden Per Response (hrs.)	Burden Hours
In Person Surveys	7,500	1	1	7,500
Remote Surveys	67,000	1	30/60	33,500
Screener Only*	500		5/60	41
Total	**75,000**			**41,041**

*These participants only took the Screener (which will be comprised of *Demographic* and/or *Introductory* Q*uestions*, Attachments 5 and 6) but were not selected for the full survey.

An average hourly salary of approximately $18.09 is assumed for all respondents, including clinicians and scientific users, based on the Department of Labor (DOL) National Compensation Survey. Because of the scope of this generic clearance and the variety of the types of participants, the average salary was utilized rather than attempting to estimate salaries for groups of audiences. With a maximum annual respondent burden of 41,041 hours, the overall annual cost of respondents' time for the proposed interviews is estimated to be a maximum $742,431.69 (41041 hrs x $18.09). There will be no direct costs to the respondents other than their time to participate in each survey.

Total Respondent Hours	Hourly pay rate	Total Respondent Burden
41,041	$18.09	$742,431.69

A-13. Estimates of Other Total Annual Cost Burden to Respondents or Record Keepers

There are no additional costs to the respondents. There is no burden to record keepers.

A-14. Annualized Cost to the Federal Government

Usability surveys will be prepared by contractors or CDC staff (FTE). An FTE manager will review all surveys. Usability teams will vary across CDC web teams but typically an FTE and contractor will work together on survey preparations, coding the surveys electronically, conducting the surveys, and analyzing of data. Additionally, a senior level FTE will typically review and approve the activities. The amount of time staff and contractors spend on surveys will vary depending on the number of participants for each survey, the number of questions, and the site being surveyed. An average number of 125 surveys a year was assumed for estimation purposes. Overall time spent by CDC staff and contractors is lessened as this package provides tasks and questions to be used in the survey; thus, reducing time staff normally would have spent developing these questions.

Staff or Contractor	Average Hours per Study	Average Hourly Rate	Average Cost
Contractor instrument preparation, conduction, analysis (GS-12/GS-13 equivalent)	20/survey	$36.00	$720/yr
FTE survey preparation, conduction, analysis (GS-13)	20/survey	$39.00	$780/yr
FTE manager survey review (GS-14)	5/survey	$45.00	$225/survey
Average Costs per survey			$1725
Average 1 Year Cost (based on 125 surveys per year)			**$215,625**

A-15. Explanation for Program Changes or Adjustments

This is a new data collection for CDC and essential to ensuring that visitors to the CDC website are able to find information.

A-16. Plans for Tabulation and Publication and Project Time Schedule

Activity	Time Schedule
1. Determine which website will be surveyed. 2. Determine survey method and survey questions. 3. Determine target participation, quotas. 4. Determine method of recruitment.	Within 14 days after approval of this package.
5. Recruit participants for survey. (See B-1) 6. Invitation link posted on website and active respondent recruitment begins.	Within 28 days after approval of this package.
7. Completion of surveys.	Up to 60 days after OMB approval.
8. Analysis of surveys.	Up to 21 days after survey completion.
9. Adjustment of website based on results of the survey.	Up to 60 days after survey analysis.

A-17. Reason(s) Display of OMB Expiration Date is Inappropriate

Exemption is not being sought. The OMB expiration date will be displayed.

A-18. Exceptions to Certification for Paperwork Reduction Act Submission

There are no exceptions to certification.

B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

B-1. Respondent Universe and Sampling Methods

The data collection will not use statistical methods to select respondents. The responses are intended to serve as feedback to help ensure the CDC website meets user needs. CDC would consider it unacceptable for Web information to be unclear or hard to find for more than 1 in 5 of its Web users. A convenience sample need not be representative to indicate a need for further message refinement.

Each survey will have a desired quota of respondents, based on the website being studied. All interested in participating will be asked a series of up to 4 *Demographic Questions* (Attachment 5) and up to 6 *Introductory Questions* (Attachment 6). Responses to the screening questions will determine when to stop the survey or to not administer the survey to that type of respondent. When the desired number of respondents is obtained, further surveys will not be administered and the survey will be removed from the site.

There are many possible respondent types, including the general public, public health professionals, and healthcare professionals. Participants will be invited to participate through one of three possible ways:
- Invited through a message and link on a CDC Web page.
- Recruited nationwide from a combination of pre-existing databases of volunteer.
- Recruited from lists drawn from appropriate professional organizations and personal contacts made available through CDC contacts. The participants will be telephoned, sent an e-mail, or mailed a letter and invited to join.

We estimate that approximately 20% of the total number of participants recruited will participate in the survey. This figure is based on a review of literature regarding web-based surveys and the previous results of similar surveys distributed by customer survey professionals and web survey vendors.

The survey will be provided to all participants via one or more of the methods described in Section A-3 of this document, *Use of Improved Information Technology and Burden Reduction*. Respondents will fill out the survey by clicking on the appropriate response, entering text for each question, or attempting to find the answer to specific tasks. The answer will automatically be stored electronically, apart from any personal identifiers.

The data collected will be stratified in different ways during the analysis. Survey data will be examined by profession, geography, frequency of Web usage, information needed, usage of information, answer to task questions, and experience on the website while performing tasks. Demographic data will be used to ensure that participants are selected from a wide range of demographics or from a specific demographic, as needed to represent the target audience for a website. Profession or role (eg. public health professional, practicing physician, mother, care-giver, or student) is one of the primary ways survey data will be stratified since CDC's website has multiple target audiences, each with different goals, wants, needs, and preferences. There will be additional ways of stratifying the data in an individual survey, based on the website's specific target audiences and overall goals.

B-2. Procedures for the Collection of Information

For both remote and in person surveys, responses will be collected automatically by the survey software. Handwritten notes, video, and/or audiotape will be used to supplement data collected during in person surveys. In person surveys will be conducted on government-owned computers or CDC contractor-owned computers and will be facilitated by CDC staff or contractors. Remote surveys will be conducted at the user's computer and cannot be used to identify users as described in A-10.

B-3. Methods to Maximize Response Rates and Deal with Non-response

The usability surveys will be designed to minimize respondent burden. The survey will be logical, easy to read, and relatively quick to complete. The surveys are Web-based, which will allow for a visually appealing layout and remote surveying (in which participants take the survey from their own computer.)

The purpose of the web-based survey is to obtain feedback so each Web page or topic can be judged to determine how to improve information presentation and dissemination. Therefore, we do not always require a high response rate to obtain useful information. Sampling size will vary depending on the website in question and the scope of the usability survey. The lowest sampling size necessary to glean useful data will be used, and no survey will have more than 150 respondents.

B-4. Tests of Procedures or Methods to be Undertaken

We have already performed technical testing to ensure technical quality, ease of use, and proper collection of data for existing usability survey methods at CDC. Principles of user research were used in creating the survey questions. CDC web experts and programmers from all CIOs have reviewed the proposed survey questions. Ten comprised of CDC staff and CDC contractors took pilot surveys. Additionally, all survey questions in this package have been used in previous surveys at CDC or are standard usability questions utilized by web professionals

B-5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

We anticipate the data to be straightforward and not require complex analysis techniques. Each program will obtain input from in-house staff or vendors who are skilled in survey methodology and information systems technology. Data collection and analysis will be performed by CDC FTEs or contracted services. Such persons include: Catherine Jamal (Usability Engineer & Web Communications Strategist, NCHM), Carol Crawford (Internet Communications Branch Chief, NCHM), and Janice Nall (Acting Deputy Director, NCHM).

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List of Attachments

1. Executive Order 12862
2. Public Health Service Act (42 USC 241) Section 301
3. 60-day Federal Register Notice
4. Consent Forms
5. Demographic Questions
6. Introductory questions
7. Core questions
8. Activity/Task questions
9. Follow up questions
10. Example Survey and Screen Shots

Attachment 1: Executive Order 12862

Attachment 2: Public Health Service Act (42 USC 241) Section 301

Attachment 3: 60-day Federal Register Notice

Attachment 4: Consent Forms

Consent Forms
Note: Option 1 or Option 3 will be used. Option 2 will be used, if relevant.

Option 1: Online Welcome Message
Welcome! Thank you for agreeing to help The Centers for Disease Control and Prevention (CDC) evaluate their [insert health topic] website/page/application. Your feedback is extremely important. We anticipate that it will take approximately [insert estimate] minutes to complete this questionnaire.

The first few questions will be about your purpose for using the CDC [insert health topic] website/page/application. Then we will ask you to perform some tasks on the website/page/application. We are not testing your abilities in any way; we are only testing the website/page/application to see how well it works. Please use the website/page/application in whatever manner is comfortable and normal for you.

Your responses to all questions will be kept in a secure manner. No personal identifiers will be recorded. All information is used for evaluation purposes only and does not involve sales of any kind. CDC does not plan to share the data with anyone outside CDC.

Click "Continue" to begin. To proceed through the survey, select your answer for each question and click "Next."

Option 2: Audiotape and Videotape Consent Form
Note: If used, this consent form will be present in conjunction with Option 1 or Option 3.

Purpose: The purpose of this document is to obtain your consent to audiotape and videotape today's usability testing session. We want record the session in order to analyze in depth at a later time the information collected today.

The tape will be used only internally within CDC and CDC does not plan to share the tape with anyone outside CDC. It will not be broadcast or used for any other purpose. The tape may be copied and used internally without further permission. No personal identifiers will be linked to the data and your signed consent form will be stored separately from the recording.

 If you agree with this, please sign where indicated.

Print Name: _____

Signature: _____

Date: _____

Option 3: Participation Consent Form

We are interested in your opinions!

We've revised The Centers for Disease Control and Prevention's (CDC) [insert health topic] website/page/application and would like you to "try out" the new website. We want to know what works well for you and what doesn't, so that we can further improve the revised design.

During this session, we'll
1. Ask you about your background
2. Ask you to give us feedback on the new homepage
3. Ask you to perform a series of tasks to find information on the website

After you finish all of the tasks, we'll also ask you for your thoughts on the new design and suggestions for improvement. The whole exercise will take approximately one hour to complete.

During this session, we are keeping track of your interactions with the website, so that we can find ways to improve the website before it is launched.

The information that is captured will only be used to improve the website and for evaluation purposes. No personal identifiers will be linked to the data and your signed consent form will be stored separately from the recording.

To consent to the use and release of this information, please sign your name below.

Thank you for your time. Your opinion is very valuable to us!

Name _____
Date: _____

Attachment 5: Demographic Questions

Demographic Questions
Note: Up to 4 questions will be used from this section. All questions will be either radio button, freeform, or rating scale.

Are you male or female?
- Male
- Female

How old are you?
- 17 years old or younger
- 18-24 years old
- 25-34 years old
- 35-49 years old
- 50-64 years old
- 65 years old or older

How would you describe your ethnicity and race?
- Hispanic or Latino
- Not Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White or Caucasian
- Don't Know/Prefer not to answer

What is your highest level of education?
- GED
- High school diploma
- Associates degree
- 4-year degree
- Bachelors
- Masters
- Graduate degree
- Post-graduate degree
- Doctoral degree
- Other: _____

In what country were you born?

What is(are) your primary language(s)?

In what country, state, county, and city do you currently live?

Would you describe the area in which you live as rural or urban?
- Rural
- Urban
- I don't know

Attachment 6: Introductory questions

Introductory Questions
Note: Up to 6 questions will be used from this section. All questions will be either radio button, freeform, or rating scale.

What is your job title and role?
- Mother
- Father
- Stay-at-home parent
- Primary Caregiver
- General public
- Retired
- Self Employed
- Non-Health Care Related
- Non-Health Related Business/Industry
- Office and Administrative Support
- Manager
- Business Owner or Operator
- International
- Architecture or Engineering
- Arts, Design, Entertainment, Sports, or Media
- Attorney or other Legal Professional
- Building and Grounds Cleaning and Maintenance
- Computer and Mathematical
- Construction and Extraction
- Correctional Institution
- Food Preparation and Serving Related
- Installation, Maintenance, and Repair
- Insurance Company
- Life, Physical, and Social Science
- Protective Service and Safety Professional (Firefighter, EMT)
- Sales and Related
- Transportation and Material Moving
- Farming, Fishing, Forestry, Ranching, or Agriculture
- Government
    - Law Enforcement/Criminal Justice
    - Policy maker or their staff
    - Military
    - Federal Agency (not military)
        - Centers for Disease Control and Prevention (CDC)
            - FTE
            - Full-time Contractor
            - Part-time Vendor
            - Fellow
            - Grantee
            - Partner
            - Program
            - Research Grantees

- o Local or State government agency besides health department
- o State/Local Health Department
- o Health
  - o Nursing Home
  - o Clinic
  - o Healthcare provider (physician, nurse, physician's assistant, nurse practitioner)
  - o Healthcare Support
  - o Hospital
  - o Medical or Allied Health School or Library
  - o Medical or Scientific researcher
  - o Medicine
  - o Staff at Hospital or Clinic
  - o Nurse/Advanced Practice Nurse
  - o Pharmacy, Physician Assistant
  - o National Model [insert health topic] Center
  - o Public Health
    - Epidemiologist
    - Health Communication
    - Health Education
- o Community/Patient Advocacy
  - o Non-profit Organization
  - o Community and Social Services
  - o Community Based Organization (CBO)
  - o Homeless Shelter
- o Education
  - o Student
  - o Student (Medicine and Allied Health Professions)
  - o School District
  - o Student (non-Medicine and non-Allied Health Professions)
  - o Teacher/Educator
  - o Librarian/Information Specialist
- o Other: _____

How many children do you have and what are their ages?
- o Infants (less than 1 year)
- o Toddlers (1–4 years)
- o Youth (5–12 years)
- o Teens (13–18 years)
- o Adults (over 18 years)

How long have you worked in your current profession?
- Less than one year
- 1 year
- 2 – 5 years
- 6 – 10 years
- More than 10 years

What personal technology devices to you regularly use?
- o PDAs
- o iPod
- o Cell phone

- o   Blackberry or Treo
- o   Other: _____

On average, how much time do you spend using a computer each day?
- More than 4 hours a day
- 1 – 4 hours a day
- Less than 1 hour a day

Where do you use your computer most often?
- At Home
- At Work
- At School
- At Friend's/Relative's
- At Library
- Other: _____

Please tell us about the environment in which you typically use a computer/the Internet:
- Noisy
- Quiet
- Indoor
- Climate-controlled
- Outdoor
- [health topic specific]
- [health topic specific]
- [health topic specific]
- Other:_____

How would you rate your computer experience?
- Novice – I am new to computers and/or I only use one for a specific purpose
- Low – I am somewhat new to computers and/or I am relatively comfortable with one or two software applications/programs (e.g. Microsoft Word, Excel, etc.).
- Intermediate – I am comfortable with computers and/or I have learned and use between three and ten different software applications/programs.
- Expert – I know my way around computers and/or I am comfortable troubleshooting most of the problems that arise with computers and/or I have used many different software applications and have some programming skills.

In general, what are the most frequent computer-related activities you do? (check all that apply)
- Email
- Internet/Intranet
- Software programs/applications. Please describe:
- Other: _____

What resolution is your monitor set to?
- To determine your resolution on a PC: 1. Minimize or close all applications; 2. Right-click on the background of your desktop, select Properties from the menu, select the Settings tab; 3. look for the Screen Area box. Resolution will be shown as "# by # pixels"
- To determine your resolution on a Mac: 1. Click the Apple menu, select Control Panels and choose Monitors & Sound;   2. Click the Monitor icon; 3. Resolution should be displayed as "# by # pixels"

What percentage of your Internet time do you use for the following activities?
- Email: _____
- Web Surfing: _____
- Shopping: _____

- Instant Messaging: _____
- Other: _____

What type of Internet connectivity do you have?
- Dial-up
- Cable modem
- T1
- Wireless
- DSL (Digital Subscriber Line)
- ISDN (Integrated Services Digital Network)
- I don't know
- Other:_____

How much time do you spend using the World Wide Web/Internet per week (including office and personal use)?
- Less than 1 hour
- 1 – 5 hours
- 6 – 10 hours
- 11 – 15 hours
- More than 15 hours

Which activities have you performed online?
- Ordered a product/service from a business, government or educational entity by filling out a form on the Web
- Made a purchase online for more than $100
- Created a Web page
- Customized a Web page for yourself (e.g. MyYahoo, CNN Custom News)
- Changed your browser's "startup" or "home" page
- Changed your "cookie" preferences
- Participated in an online chat or discussion (not including email)
- Listened to a radio broadcast online
- Made a telephone call online
- Used a nationwide online directory to find an address or telephone number
- Taken a seminar or class about the Web or Internet
- Bought a book to learn more about the Web or Internet
- Used Online Help
- Download audio / video files
- Subscribe to email alerts when content changes
- Participate in message boards / chats / blogs
- Attend online training seminars
- Personalize / customize web pages
- Download podcasts
- Subscribe to RSS feeds
- Text message others
- Other: _____

How often do you usually connect to the Internet via a wireless connection?
o Daily
o Weekly
o Monthly
o Almost never
o I don't know

How would you rate your level of experience when it comes to finding information on the Internet?

- Novice – I am new to finding information on the Internet and/or I only use the Internet to find one specific type of information
- Low – I am somewhat new to finding information on the Internet and/or I am relatively comfortable with finding information on the Internet for one or two subjects
- Intermediate – I am comfortable with finding information on the Internet and/or I have used the Internet to find between three and ten different types of Information
- Expert – I know my way around finding information on the Internet and/or I am comfortable troubleshooting most of the problems that arise when finding information on the Internet and/or I regularly find information on the Internet on a variety of topics

Attachment 7: Core questions

Core Questions

Note: Up to 15 questions will be used from this section. All questions will be either radio button, freeform, or rating scale.

What is your typical purpose when searching for [insert health topic] information on the Web? I am looking for…
- Specific [insert health topic] information for myself
- Specific [insert health topic] information for someone else (loved one, family member, patient, client, etc.)
- Vaccination information
- Professional training/education materials
- Patient education materials
- Clinical information/resources
- Hospitals, doctors offices, or clinics located near me
- Symptoms
- Treatment
- Prevention
- Data or statistics
- Registries and Surveillance
- Fact Sheets
- Partners (e.g. Public Health collaborators, Research collaborators, etc)
- Events
- Training
- Outbreak information
- Publications
- Health Disparities
- Legislation
- Diagnostic tools/aids
- Information in other languages
- Program information
- Research activities (e.g. intramural, extramural)
- News
- Funding opportunities (e.g. grant, cooperative agreement)
- Recommendations/Guidelines
- Meeting/Conference information
- Caregiver resources
- Partner/Other Organization opportunities and resources
- Best Practices/Success Stories
- Public Health program specific resources
- General Health Information including prevention and/or treatment
- Other (please specify): _____

Where do you typically acquire [insert health topic] information? Which do you use most? Least?
- Internet/Web
- Radio
- T.V.

- Journal articles
- Textbooks
- Library
- Brochures, Pamphlets
- Healthcare provider (Doctor, Nurse, etc.)
- Friend
- Family
- Online library
- Online journals
- Listservs
- Newsletters
- Magazines
- Newspapers
- Don't consult sources
- Other: _____

Do you use search engines more often than the navigation links on a website?

How do you typically access [insert health topic] information on the Internet/Web?
- Search engine (Examples: Google, Yahoo.)
- Specific websites/pages/applications
- Online Newsletters of Listservs
- Other (please specify): _____

Which website/page/applications do you find useful for acquiring health-related information?
- HHS (Department of Health and Human Services)
- CDC (Centers for Disease Control and Prevention)
- NIH (National Institutes of Health)
- WebMD
- Yahoo! Health
- [insert health topic] specific partner's website
- [insert health topic] specific partner's website
- [insert health topic] specific website
- [insert health topic] specific website
- Other: _____

How do you usually find and select websites - and specific pages on those websites - when researching [insert health topic] information? [Check all that apply.]
   o I choose specific websites that I am already familiar with
   o I choose websites that appear on search engines (e.g., Yahoo, Google)
   o I click banner ads or referring links from other websites
   o I use a health section on a portal website (e.g., MSN Health, Yahoo! Health)
   o I choose websites recommended by friends / colleagues / family members
   o I look at general health websites (e.g., WebMD, MayoClinic)
   o I look at specific drug or treatment websites (e.g., Advair.com, Flovent.com)
   o I look at disease-specific consumer advocacy websites (e.g., AAFA.org)
   o I look at disease-specific medical association websites (e.g., aaaai.org)
   o I look at government health websites (e.g., CDC, NIH)
   o I look at websites mentioned in TV, news, or radio reports
   o I look at websites mentioned in publications I read
   o Other: _____

Have you ever visited the CDC website before?
- Yes

- No
- I'm not sure

Who do you think is the main audience for the CDC website?

Is there any other way you have obtained information from CDC besides using their website?

Have you ever visited the CDC [insert health topic] website/page/application before?
- Yes
- No
- I'm not sure

If yes, how often do you visit the CDC [insert health topic] website/page/application?
- Yearly
- Monthly
- Weekly
- Daily

What was the reason you visited the CDC [insert health topic] website/page/application today? How did you get here?
- Specific [insert health topic] information for myself
- Specific [insert health topic] information for someone else (loved one, family member, patient, client, etc.)
- Vaccination information
- Professional training/education materials
- Patient education materials
- Clinical information/resources
- Hospitals, doctors offices, or clinics located near me
- Symptoms
- Treatment
- Prevention
- Data or statistics
- Registries and Surveillance
- Fact Sheets
- Partners (e.g. Public Health collaboratos, Research collaborators, etc)
- Events
- Training
- Outbreak information
- Publications
- Health Disparities
- Legislation
- Diagnostic tools/aids
- Information in other languages
  - Program information
  - Research activities (e.g. intramural, extramural)
  - News
  - Funding opportunities (e.g. grant, cooperative agreement)
  - Recommendations/Guidelines
  - Meeting/Conference information
  - Caregiver resources
  - Partner/Other Organization opportunities and resources
  - Best Practices/Success Stories
- Public Health program specific resources
- General Health Information including prevention and/or treatment
- Other (please specify): _____

Were you able to find what you were looking for?
- o Yes
- o No
- o Partially
- o Still looking

Does the depth of information on this website provide:
- o Too much detail
- o Just the right amount of detail
- o Not enough detail

In your own words, what is the main purpose of the CDC [insert health topic] website?

Describe the CDC [insert health topic] website/page/application home page.

What [insert health topic] information do you think the CDC [insert health topic] website/page/application contains?
- Specific [insert health topic] information for myself
- Specific [insert health topic] information for someone else (loved one, family member, patient, client, etc.)
- Vaccination information
- Professional training/education materials
- Patient education materials
- Clinical information/resources
- Hospitals, doctors offices, or clinics located near me
- Symptoms
- Treatment
- Prevention
- Data or statistics
- Registries and Surveillance
- Fact Sheets
- Partners (e.g. Public Health collaborators, Research collaborators, etc)
- Events
- Training
- Outbreak information
- Publications
- Health Disparities
- Legislation
- Diagnostic tools/aids
- Information in other languages
  - Program information
  - Research activities (intramural and extramural)
  - News
  - Funding opportunities
  - Meeting/Conference information
  - Caregiver resources
  - Partner/Other Organization opportunities and resources
  - Best Practices/Success Stories
  - Recommendations/Guidelines
- Public Health program specific resources
- General Health Information including prevention and/or treatment
- A means to provide questions, feedback or comments
- Press Releases
- Forms

- Other (please specify): _____

How do you generally use the information from the [insert health topic] website/page/application?
- Read online
- Print for reference
- Print for hand-out
- Email to others
- Refer others to the website
- Other _____

I think the CDC [insert health topic] website/page/application is:
- Credible
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
- Scientific
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
- Up-to-date
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
- Relevant to current events
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
- Research-based
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree
  - Strongly agree
- Easy to understand
  - Strongly disagree
  - Disagree
  - Neither agree nor disagree
  - Agree

- o   Strongly agree
- o   Useful for researching
  - o   Strongly disagree
  - o   Disagree
  - o   Neither agree nor disagree
  - o   Agree
  - o   Strongly agree
- o   Useful for making health decisions
  - o   Strongly disagree
  - o   Disagree
  - o   Neither agree nor disagree
  - o   Agree
  - o   Strongly agree
- o   Related to my profession
  - o   Strongly disagree
  - o   Disagree
  - o   Neither agree nor disagree
  - o   Agree
  - o   Strongly agree
- o   Action-oriented
  - o   Strongly disagree
  - o   Disagree
  - o   Neither agree nor disagree
  - o   Agree
  - o   Strongly agree

Attachment 8: Activity/Task questions

Activity/Task Questions

There will be no more than 10 activity questions relevant to the specific website/page/application. Respondents will be asked to click through the specific website/page/application to complete the activities. For each activity question, there will be a series of follow up questions to evaluate the participant's ease or difficulty in finding the answer to the question. An example of a task question and follow up questions is shown below. All questions will be either radio button, freeform, or rating scale.

Now we are going to ask you to perform some tasks on the website. For each task, the page presented will be reset to the CDC [insert health topic] website/page/application Home page. Please start your task from this page. Click "Next" to proceed to the first task.

[*Example* Activity 1 of 10] Use the CDC website to determine [e.g. the current phase of an influenza pandemic].
- I was able to complete the task by using the website.
- I was able to complete the task by recalling prior knowledge or using another website.
- I was not able to complete the task.
- I think I was able to complete the task but I'm not sure.

[Follow up question 1] Regardless of whether you think you completed the task correctly, what is the title of the last Web page you visited?
- [insert health topic] specific Web page title
- [insert health topic] specific Web page title
- [insert health topic] specific Web page title
- [insert health topic] specific Web page title
- Other: _____

[*Example* Follow up question 2] What is [e.g. the current phase of an influenza pandemic]?
- Phase 1
- Phase 2
- Phase 3
- Other: _____

[Follow up question 3] Please rate the USEFULNESS of the information on this Web page scale of 1 to 10.
       Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

[Follow up question 4] Please rate the EASE OF FINDING of the information on this Web page scale of 1 to 10.
       Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

[Follow up question 5] What difficulties and frustrations, if any, did you encounter in completing this task?

- Link labels were unclear
- Information was unclear
- I was lost on the website
- The task took too long to complete
- There were too many link choices
- Links did not go where I expected them to go
- The information was not where I thought it would be
- I could not find the information
- The search function was difficult to use
- The information was available but not complete
- Information on a topic was located in more than one place on the website
- I had no difficulties or frustrations in completing this task
- The link was broken
- The Web page was outdated
- Other (please specify): _____

[Follow up question 6] Which link labels were unclear? What alternate names would be better?

[Continue with up to 9 more activity questions and follow up questions.]

Attachment 9: Follow up questions

Follow up Questions

Note: Up to 10 questions will be used from this section. All questions will be either radio button, freeform, or rating scale.

What is the main purpose of the CDC [insert health topic] website?

Did you learn anything new from visiting the CDC [insert health topic] website/page/application?

After viewing this website/page/application, do you plan to change your practices regarding [insert health topic] screening? Why or why not?

Please describe any difficulties you encountered when trying to complete tasks on this website/page/application.

Overall what did you like MOST about the website?

Overall what did you like LEAST about the website?

How useful is the [insert health topic] website/page/application to you as
- A repository of [insert health topic] information
- A tool for doing your work for the [insert health topic] program
- A tool for collaborating with other [insert health topic] grantees
- A resource for your staff
- A resource for your partners (e.g. Public Health collaborators, Research collaborators, etc)
- A tool for school
- A way to understand [insert health topic]
- A resource for your family and friends
- A resource for yourself

With which grantees do you regularly interact?
- CDC grantees
- NIH grantees
- All Federal government grantees
- [insert health topic specific]
- [insert health topic specific]
- Other: _____

Would you recommend the CDC [insert health topic website/page/application] to anyone? Who? Why?

Who do you think would find this website/page/application most useful?
1. Mother
2. Father
3. Stay-at-home parent
4. Primary Caregiver
5. General public
6. Retired

7. Self Employed
8. Non-Health Care Related
9. Non-Health Related Business/Industry
10. Office and Administrative Support
11. Manager
12. Business Owner or Operator
13. International
14. Architecture or Engineering
15. Arts, Design, Entertainment, Sports, or Media
16. Attorney or other Legal Professional
17. Building and Grounds Cleaning and Maintenance
18. Computer and Mathematical
19. Construction and Extraction
20. Correctional Institution
21. Food Preparation and Serving Related
22. Installation, Maintenance, and Repair
23. Insurance Company
24. Life, Physical, and Social Science
25. Protective Service and Safety Professional (Firefighter, EMT)
26. Sales and Related
27. Transportation and Material Moving
28. Farming, Fishing, Forestry, Ranching, or Agriculture
29. Government
    a. Law Enforcement/Criminal Justice
    b. Policy maker or their staff
    c. Military
    d. Federal Agency (not military)
        1. Centers for Disease Control and Prevention (CDC)
            a. FTE
            b. Full-time Contractor
            c. Part-time Vendor
            d. Fellow
            e. Grantee
            f. Partner
            g. Program
            h. Research Grantees
    e. Local or State government agency besides health department
    f. State/Local Health Department
30. Health
    a. Nursing Home
    b. Clinic
    c. Healthcare provider (physician, nurse, physician's assistant, nurse practitioner)
    d. Healthcare Support
    e. Hospital
    f. Medical or Allied Health School or Library
    g. Medical or Scientific researcher
    h. Medicine
    i. Staff at Hospital or Clinic
    j. Nurse/Advanced Practice Nurse
    k. Pharmacy, Physician Assistant
    l. National Model [insert health topic] Center
    m. Public Health
        1. Epidemiologist
        2. Health Communication
        3. Health Education
31. Community/Patient Advocacy

       a. Non-profit Organization
       b. Community and Social Services
       c. Community Based Organization (CBO)
       d. Homeless Shelter
32. Education
       a. Student
       b. Student (Medicine and Allied Health Professions)
       c. School District
       d. Student (non-Medicine and non-Allied Health Professions)
       e. Teacher/Educator
       f. Librarian/Information Specialist
33. Other: _____

Is the information on this website/page/application up to date? Please explain your answer.
- Yes
- No
- I don't know

What information did you expect to find on the CDC [insert health topic] website/page/application but did not?

What information and/or functions would you like to see included or highlighted on this website/page/application?
- Specific [insert health topic] information for myself
- Specific [insert health topic] information for someone else (loved one, family member, patient, client, etc.)
- Vaccination information
- Professional training/education materials
- Patient education materials
- Clinical information/resources
- Hospitals, doctors offices, or clinics located near me
- Symptoms
- Treatment
- Prevention
- Data or statistics
- Registries and Surveillance
- Fact Sheets
- Partners (e.g. Public Health collaborators, Research collaborators, etc)
- Events
- Training
- Outbreak information
- Publications
- Health Disparities
- Legislation
- Diagnostic tools/aids
- Information in other languages
- Program information
- Research activities (intramural and extramural)
- News
- Funding opportunities
- Meeting/Conference information
- Caregiver resources
- Partner/Other Organization opportunities and resources
- Best Practices/Success Stories
- Recommendations/Guidelines
- Public Health program specific resources

- General Health Information including prevention and/or treatment
- Other (please specify): _____

Did the link labels on this website seem intuitive and appropriate? Which ones did not? Please explain your answer.

Was the website organized in a way that made it easy for you to find information? Please explain your answer.

Please rate the following statements.
- Overall, I found the website was easy to use
- I found the link labels and terms used in the website clear.
- The health information on this website/page/application was presented in a manner that I could understand.
- It was easy to find the information I was looking for on this website.
- This website was aesthetically pleasing.
- The website contained useful information.
- I would use this website as my primary source for [insert health topic] information.
- The organization of information within the categories (e.g. Basic Information, Data & Statistics, etc.) were appropriate.
- The browsing conditions during the test were optimal.
- I trust the information I found on this website.

Which version of the [insert health topic] website/application did you prefer?

- Version 1
- Version 2
- Version 3
- Version 4
- No Preference

Which version of the [insert health topic] website/application was easier to use?

- Version 1
- Version 2
- Version 3
- Version 4
- No Preference

Which version of the [insert health topic] website/application was more visually appealing?

- Version 1
- Version 2
- Version 3
- Version 4
- No Preference

Did using this website/application/pages require any new skills or challenges? If Yes, please explain.

- Yes
- No

Were you able to concentrate and avoid disruption while using this website/application/pages?

- Yes

- No

When completing the tasks did you feel in control of finding the information?

- Yes
- No

Describe your experience finding the information.

Would you describe finding the information as fast or slow?

- Fast
- Slow

Were there any factors that may have slowed down your progress?

- Small font
- Bad mouse
- Slow browser
- Confusing terminology
- Other (please specify)

Did you find the information correct or incorrect?

- Correct
- Incorrect

Did the website/application provide adequate on-screen help?

Did you always know where you were within the website/application?

- Yes
- No

Did it take a long or short time to find the information?

- Long
- Short

How do you **prefer to navigate this website**?
- Search
- Menu structure
- Text links
- Combination
- Other: _____
- No preference

Did you **encounter difficulties navigating the website**, and if so, what was the primary issue?
- I did not encounter any difficulties navigating the website
- Could not determine the best link on most pages
- Links did not take me where I expected
- Difficulty finding related information
- Technical difficulties (e.g., broken links, error messages, etc.)

- Too many links or navigational choices
- Links/icons/labels are difficult to understand
- Navigated to the general area but could not find the specific content I needed
- Other: _____

Did you **encounter difficulties with the Search feature**, and if so, what was the primary issue?
- I did not encounter any difficulties with the search functionality
- Too many results
- I was not sure what words to use in my search
- The descriptions/abstracts were not helpful
- The results were not relevant to my search terms
- The search returned no results
- The results were not relevant to my needs
- Search speed was too slow
- Other: _____

What is the primary way you get information about [insert health topic] to use for your job? (Examples: textbook, curriculum, colleagues, searching online)

In general, what information or resources do you need to do an effective job? What are the primary tools and/or software you use to do your job?

Can you describe a time when you went to a website to acquire [insert health topic] resources? Specifically why did you go to the website? What were you hoping to find there? What did you like or not like about the experience?

What is the best way to inform other [user type] that this website/application exists?

In what aspect of your job do you find the [insert health topic] website/application assists you? Please explain.

I want to understand how information flows through your group in order for you to do your job. Who are the primary people you interact with and how/why?
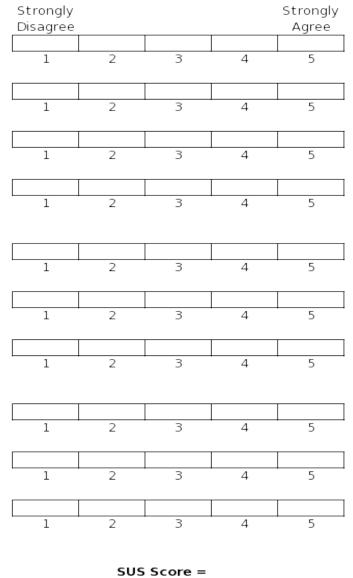
Explain to me the steps involved in completing [a specific task]. What do you need before you begin? Where or from whom do you get that information?

Based on what you saw today, how would you describe the [insert health topic] website/page/application to someone else?

In what situations (if at all) would you find this website useful?

	Strongly Disagree				Strongly Agree

1. I think that I would like to use this website frequently

	1	2	3	4	5

2. I thought the website was unnecessarily complex

	1	2	3	4	5

3. I thought the website was easy to use

	1	2	3	4	5

4. I think that I would need the support of a technical person to be able to use this site

	1	2	3	4	5

5. I thought the functions in the site were well integrated

	1	2	3	4	5

6. I thought there was too much inconsistency with the site

	1	2	3	4	5

7. I would imagine that most people would learn to use this website very quickly

	1	2	3	4	5

8. I found the website very cumbersome to use

	1	2	3	4	5

9. I felt very confident using the website

	1	2	3	4	5

10. I needed to learn a lot of things before I could get going with this website

	1	2	3	4	5

Total score = _____   **SUS Score = _____**

Attachment 10: Example Survey and Screen Shots

Example Survey

Welcome Screen

Welcome! Thank you for agreeing to help The Centers for Disease Control and Prevention (CDC) evaluate their website. Your feedback is extremely important. We anticipate that it will take approximately 20 minutes to complete this questionnaire.

The first few questions will be about your purpose for using the CDC website. Then we will ask you to perform some tasks on the website. We are not testing your abilities in any way; we are only testing the CDC website to see how well it works. Please use the website/page/application in whatever manner is comfortable and normal for you.

Your responses to all questions will be kept in a secure manner. No personal identifiers will be recorded. All information is used for evaluation purposes only and does not involve sales of any kind. CDC does not plan to share the data with anyone outside CDC.

Click "Continue" to begin. To proceed through the survey, select your answer for each question and click "Next."

Survey Questions

Demographic and Introductory Questions
We would like to start by asking you some introductory questions. After these questions you may be asked to do a few tasks on the CDC website.

We would like to get some demographic information about you. This information is for evaluation purposes only, and all responses will be kept in a secure manner. No personal identifiers will be stored with or linked to this information.

Are you male or female?
☐ Male
☐ Female

How old are you?
☐ 17 years old or younger
☐ 18-24 years old
☐ 25-34 years old
☐ 35-49 years old
☐ 50-64 years old
☐ 65 years old or older

What is your profession?
    34. Mother
    35. Father
    36. Government
        a. Policy maker or their staff

        b.   State/Local Health Department

37. Health
        a.   Nursing Home
        b.   Clinic
        c.   Healthcare provider (physician, nurse, physician's assistant, nurse practitioner)
        d.   Hospital
        e.   Public Health
                1.   Epidemiologist
                2.   Health Communication
                3.   Health Education

38. Other

On average, how much time do you spend using a computer each day?

☐ More than 4 hours a day

☐ 1 – 4 hours a day

☐ Less than 1 hour a day

In general, what are the most frequent computer-related activities you do? (check all that apply)

☐ Email

☐ Internet/Intranet

☐ Software programs/applications. Please describe:

☐ Other: _____

Core Questions

What is your typical purpose when searching for health information on the Web? I am looking for…

☐ Professional training/education materials

☐ Patient education materials

☐ Partners (e.g. Public Health collaborators, Research collaborators, etc)

☐ Events

☐ Training

☐ Legislation

☐ News

☐ Meeting/Conference information

☐ Partner/Other Organization opportunities and resources

☐ Other (please specify): _____

Which websites do you find useful for acquiring health-related information in the Internet?

☐ HHS (Department of Health and Human Services)

☐ CDC (Centers for Disease Control and Prevention)

☐ NIH (National Institutes of Health)

☐ WebMD

☐ Yahoo! Health

☐ [insert health topic] specific partner's website

☐ [insert health topic] specific partner's website

☐ [insert health topic] specific website

☐ [insert health topic] specific website
☐ Other: _____

Have you ever visited the CDC website before?
☐ Yes
☐ No
☐ I'm not sure

Activity/Task Questions
Now we are going to ask you to perform three tasks on the website. For each task, the page presented will be reset to the CDC website Home page. Please start your task from this page. Click "Next" to proceed to the first task.

Activity 1: Use the CDC website to find information on Diabetes.
☐ I was able to complete the task by using the website.
☐ I was able to complete the task by recalling prior knowledge or using another website.
☐ I was not able to complete the task.
☐ I think I was able to complete the task but I'm not sure.

What are some things you can do to prevent diabetes?

| |
| |

Please rate the USEFULNESS of the information on this Web page scale of 1 to 10.
Not useful 1 2 3 4 5 6 7 8 9 10 Extremely Useful

Please rate the EASE OF FINDING of the information on this Web page scale of 1 to 10.
Not easy 1 2 3 4 5 6 7 8 9 10 Extremely Easy

What difficulties and frustrations, if any, did you encounter in completing this task?
☐ Link labels were unclear
☐ Information was unclear
☐ I was lost on the website
☐ The task took too long too complete
☐ There were too many link choices
☐ Links did not go where I expected them to go
☐ The information was not where I thought it would be
☐ I could not find the information
☐ The search function was difficult to use
☐ The information was available but not complete
☐ Information on a topic was located in more than one place on the website
☐ I had no difficulties or frustrations in completing this task
☐ Other (please specify): _____

Activity 2: Use the CDC website to find out how many women in Maryland died from lung cancer in 2002.

☐ I was able to complete the task by using the website.

☐ I was able to complete the task by recalling prior knowledge or using another website.

☐ I was not able to complete the task.

☐ I think I was able to complete the task but I'm not sure.

How many women in Maryland died from lung cancer in 2002?

☐ 247

☐ 1090

☐ 1333

☐ 10,660

Please rate the USEFULNESS of the information on this Web page scale of 1 to 10.
Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

Please rate the EASE OF FINDING of the information on this Web page scale of 1 to 10.
Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

What difficulties and frustrations, if any, did you encounter in completing this task?

☐ Link labels were unclear

☐ Information was unclear

☐ I was lost on the website

☐ The task took too long too complete

☐ There were too many link choices

☐ Links did not go where I expected them to go

☐ The information was not where I thought it would be

☐ I could not find the information

☐ The search function was difficult to use

☐ The information was available but not complete

☐ Information on a topic was located in more than one place on the website

☐ I had no difficulties or frustrations in completing this task

☐ Other (please specify): _____

Activity 3: Use the CDC website to determine whether you need a Yellow Fever vaccination if you are traveling to Chile.

☐ I was able to complete the task by using the website.

☐ I was able to complete the task by recalling prior knowledge or using another website.

☐ I was not able to complete the task.

☐ I think I was able to complete the task but I'm not sure.

Do you need a vaccination for Yellow Fever vaccination if you are traveling to Chile?

☐ Yes

☐ No

Please rate the USEFULNESS of the information on this Web page scale of 1 to 10.
Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

Please rate the EASE OF FINDING of the information on this Web page scale of 1 to 10.
Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

What difficulties and frustrations, if any, did you encounter in completing this task?

☐ Link labels were unclear

☐ Information was unclear

☐ There were too many link choices

☐ Links did not go where I expected them to go

☐ The information was not where I thought it would be

☐ Information on a topic was located in more than one place on the website

☐ I had no difficulties or frustrations in completing this task

☐ Other (please specify): _____

Follow up Questions
We'd like to conclude the survey by asking about the experience you just had on the website.

Did you learn anything new from visiting the CDC [insert health topic] website/page/application?

Overall what did you like MOST about the website?

Overall what did you like LEAST about the website?

What information and/or functions would you like to see included or highlighted on this website/page/application?

Did the link labels on this website seem intuitive and appropriate? Which ones did not? Please explain your answer.

Please rate the following statements on a scale of 1 to 10.

Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly Agree

- The health information on this website/page/application was presented in a manner that I could understand. _____
- It was easy to find the information I was looking for on this website. _____
- This website was aesthetically pleasing. _____
- The website contained useful information. _____
- I would use this website as my primary source for [insert health topic] information. _____
- I trust the information I found on this website. _____

Did you **encounter difficulties with the Search feature**, and if so, what was the primary issue?

☐ I did not encounter any difficulties with the search functionality

☐ Too many results

☐ I was not sure what words to use in my search

☐ The descriptions/abstracts were not helpful

☐ The results were not relevant to my search terms

☐ The search returned no results

☐ The results were not relevant to my needs

☐ Search speed was too slow

☐ Other: _____

Please share any additional comments you have about this website/page/application.

Thank you Message

Thank you! You have completed the survey. We appreciate your participation in this evaluation. We value your input and look forward to using your feedback to help us in our ongoing effort to improve our website/page/application.

Example Screen Shot of a Welcome Screen

Example Screen Shot of a Survey Question

During the survey, participants read the task question on the left side of the screen, click through the live website on the right side of the screen, and then select their answer from the choices on the left side of the screen.