

CDC Website Usability Evaluation

PREVIOUSLY APPROVED SURVEY QUESTIONS

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

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November 12, 2006

List of Attachments

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 4: Consent Forms

Consent Forms

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

Form Approved
OMB No.: 0920-0000
Expiration Date:

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."

Public reporting burden of this collection of information is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX)

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 do you regularly use?

- o PDAs
- o iPod
- o Cell phone

- Blackberry or Treo
- 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?

- Daily
- Weekly
- Monthly
- Almost never
- 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.]

- I choose specific websites that I am already familiar with
- I choose websites that appear on search engines (e.g., Yahoo, Google)
- I click banner ads or referring links from other websites
- I use a health section on a portal website (e.g., MSN Health, Yahoo! Health)
- I choose websites recommended by friends / colleagues / family members
- I look at general health websites (e.g., WebMD, MayoClinic)
- I look at specific drug or treatment websites (e.g., Advair.com, Flovent.com)
- I look at disease-specific consumer advocacy websites (e.g., AAFA.org)
- I look at disease-specific medical association websites (e.g., aaaai.org)
- I look at government health websites (e.g., CDC, NIH)
- I look at websites mentioned in TV, news, or radio reports
- I look at websites mentioned in publications I read
- 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?

- Yes
- No
- Partially
- Still looking

Does the depth of information on this website provide:

- Too much detail
- Just the right amount of detail
- 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:

- o Credible
 - o Strongly disagree
 - o Disagree
 - o Neither agree nor disagree
 - o Agree
 - o Strongly agree
- o Scientific
 - o Strongly disagree
 - o Disagree
 - o Neither agree nor disagree
 - o Agree
 - o Strongly agree
- o Up-to-date
 - o Strongly disagree
 - o Disagree
 - o Neither agree nor disagree
 - o Agree
 - o Strongly agree
- o Relevant to current events
 - o Strongly disagree
 - o Disagree
 - o Neither agree nor disagree
 - o Agree
 - o Strongly agree
- o Research-based
 - o Strongly disagree
 - o Disagree
 - o Neither agree nor disagree
 - o Agree
 - o Strongly agree
- o Easy to understand
 - o Strongly disagree
 - o Disagree
 - o Neither agree nor disagree
 - o 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

Date:

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
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- 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 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
- 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?

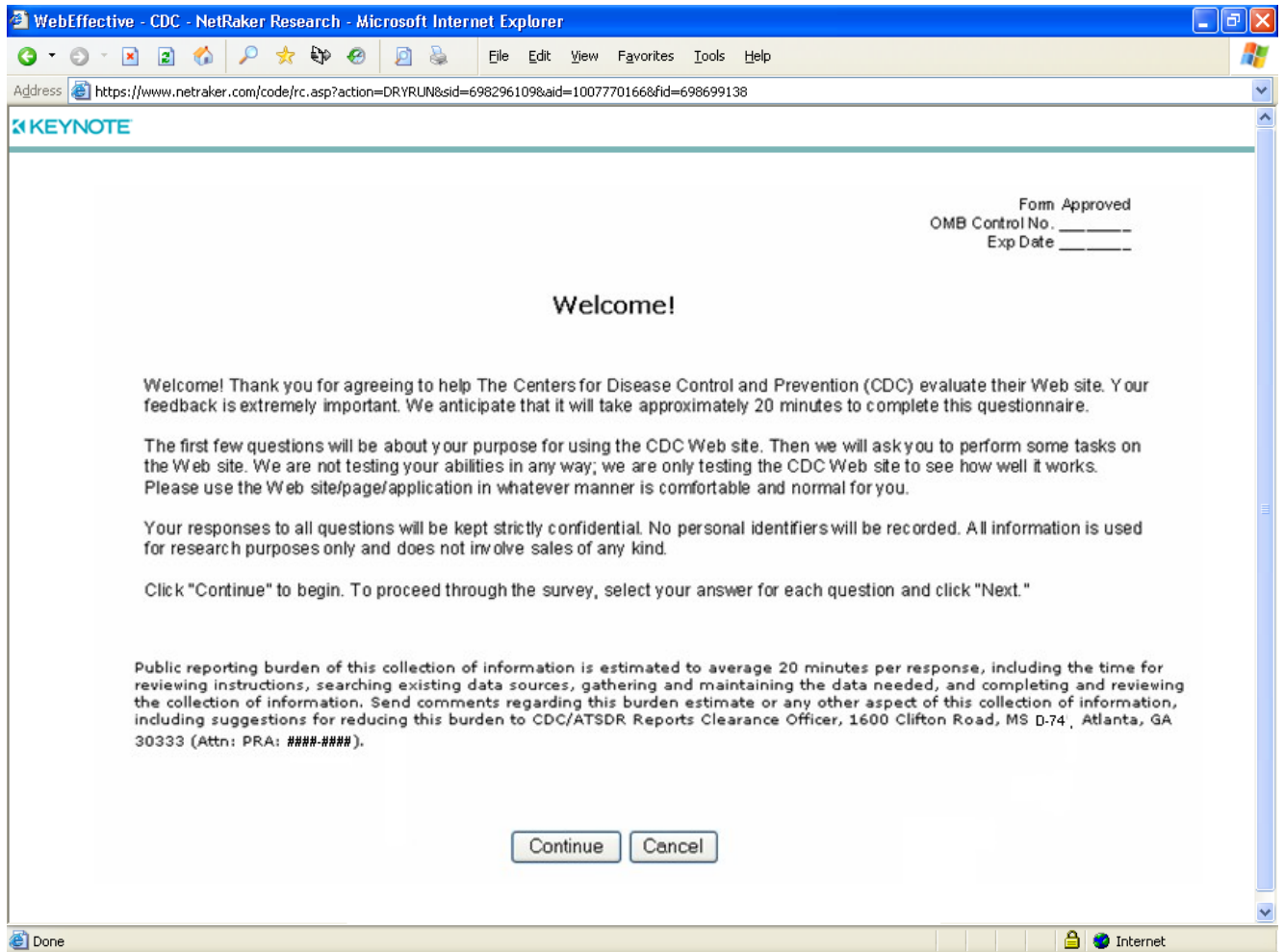
- I did not encounter any difficulties with the search functionality
- Too many results
- I was not sure what words to use in my search
- The descriptions/abstracts were not helpful
- The results were not relevant to my search terms
- The search returned no results
- The results were not relevant to 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.

The screenshot displays a survey question interface. On the left side, there is a task instruction: "Activity 1: Use the CDC Web site to find information on Diabetes." Below this, four radio button options are listed for selection:

- I was able to complete the task by using the Web site.
- I was able to complete the task by recalling prior knowledge or using another Web site.
- I was not able to complete the task.
- I think I was able to complete the task but I'm not sure.

Navigation buttons for "Prev" and "Next" are visible above and below the options. A "Cancel Dry Run" link is located at the bottom of the left panel.

The right side of the screen shows a live view of the Centers for Disease Control and Prevention (CDC) website. The browser window title is "Centers for Disease Control and Prevention - Microsoft Internet Explorer". The address bar shows a URL from nrp.netraker.com. The website header includes the CDC logo and the text "Department of Health and Human Services Centers for Disease Control and Prevention". A search bar is present in the top right corner.

The main content area of the website is organized into several sections:

- Health & Safety Topics:** A list of topics including Birth Defects, Disabilities, Diseases & Conditions, Emergency Preparedness & Response, Environmental Health, Genetics and Genomics, Health Promotion, Injury and Violence, Travelers' Health, Vaccines & Immunizations, and Workplace Safety & Health.
- Publications & Products:** A list of publications including Emerging Infectious Diseases Journal, MMWR, Preventing Chronic Disease Journal, Public Health Image Library, and Public Health Law News.
- Featured Articles:** Several articles are highlighted, such as "Avian Influenza", "Learn the Signs, Act Early", "Attention-Deficit / Hyperactivity Disorder (ADHD)", and "Lifetime Costs of a Single Year of Injuries Top \$406 billion".
- Programs & Campaigns:** A section titled "Programs & Campaigns" includes "Childhood Immunization" and "Family History Initiative".

Each featured article includes a small image and a "more" link for further information.