

GENERIC SUB-STUDY SUBMISSION – 0925-0589

DATE OF REQUEST: March 16, 2009

SUB AGENCY (I/C): NIH/NCI/DCCPS/ARP

TITLE OF SUB-STUDY: Pilot of a Survey Instrument Designed to Assess Users' Perceptions of Website Changes

GENERIC CLEARANCE UNDER OMB#0925-0589-02 **EXP. DATE:** 1/31/2010

TOTAL ANNUAL BURDEN APPROVED: 600 hours
BURDEN APPROVED TO DATE FOR CALENDER YEAR 2009: 100 hours
BURDEN THIS REQUEST: 5 hours

ABSTRACT:

The purpose of the proposed study is to design and test a new survey instrument to assess user perceptions of specific design changes to an existing website. The survey instrument will allow current users who are familiar with both the old and new site design to provide a very quick, direct assessment of the design changes. The survey will need to address whether the new website better meets the needs of the users in terms of finding and using information. Typically in a user-centered process, users are interviewed, the existing design (if available) is evaluated, designers create a new design based on the available data, and changes are recommended. Once the website is launched, feedback on the final design is rarely collected. There are several existing survey instruments that have been used to measure user satisfaction or usability of active websites. However, these instruments are time-consuming for users to complete, resulting in low completion rates when participation is voluntary.

In order to ensure a response rate high, the survey should be brief, probably just 4-5 questions in length, so that a user could complete it in two to three minutes. To our knowledge, such a survey is not in common usage. A pop up survey would be a practical way to obtain user feedback from a large audience of users.

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

YES NO N/A

OBLIGATION TO RESPOND:

VOLUNTARY
 REQUIRED TO OBTAIN OR RETAIN BENEFITS
 MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

WEB SITE
 TELEPHONE INTERVIEW
 MAIL RESPONSE
 IN PERSON INTERVIEW
 OTHER: _____

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