Attachment 2: NCI Cancer.gov Evolution User Research
Triads with Healthcare Professionals, Researchers, and Advocates

Moderator's Guide

I.   WELCOME (5 minutes)

Welcome everyone. My name is [MODERATOR NAME], and I work for AED, a nonprofit organization working on a research project for the National Cancer Institute, or NCI, to help make improvements to their Web site, Cancer.gov. Also on the phone with me is _____ from AED. She will be taking notes today, so we can accurately capture your feedback.

We are talking to healthcare professionals (HCPs)/researchers/advocates (MENTION WHICHEVER GROUP IS PART OF THE DISCUSSION) to gather input from potential users of NCI's Web site during this process. Thank you for coming to this discussion.

1. Is everyone logged into GoToMeeting and able to see a screen that says "Welcome to the Discussion"?

   [IF THERE ARE TECHNICAL DIFFICULTIES, HELP PARTICIPANTS ADDRESS THEM DURING WELCOME]

Before we begin, I'd like to explain a few things about how the discussion will work.

2. We are not trying to sell or promote any product or service to you.

3. There are **no right or wrong answers** -- We want to know your honest opinions.

4. Don't feel like you need to answer every question. But if I haven't heard from you in awhile I may call on you occasionally.

5. As mentioned on the consent form you signed prior to this discussion, we are **audiotaping** the discussion. The recording will be used by AED only to aid in writing a report of findings.

6. Your feedback will be kept confidential. The findings will be reported to the NCI in a summary form and no names or other identifying information will be used.

7. Because we are on a conference call and taping, it is important that you try to **speak one at a time**. I may occasionally interrupt you when two or more people are talking at once in order to ensure that responses are accurately recorded.

8. The discussion will last for no more than **one hour**. I want to be sure not to keep you here any longer, so I may occasionally interrupt the discussion to move us along.

9. If possible, please turn off your beepers, cell phones, and computers to reduce distractions.

10. I do not work for the people who are sponsoring this research, and I was not personally involved in the development of any of the ideas and items that I am going to share with you today. If you have something negative to say, it is all right. Remember, there are no right or wrong answers. We just want to hear your opinions.

11. Do you have any questions before we get started?

II.   INTRODUCTIONS (5 minutes)

1. If each person on this call could introduce themselves to the others including:
    - your first name;
    - where you're from; and
    - what kind of HCP/researcher/advocate you are and where you work.

III. GENERAL DISCUSSION OF CANCER.GOV (5 minutes)

To begin the discussion, I would like to hear about your experiences and expectations looking online for cancer related information.

1. As a HCP/researcher/advocate, what cancer related information and resources have you searched for online?
   a. What Web sites did you visit? What search terms did you use?
   b. How well does the information and resources that you access online meet your needs? For what reasons?

2. Have any of you been to the NCI Web site, Cancer.gov? [IF SOME SAY 'YES,' ASK:]
   a. How often to you visit the site?
   b. Why did you visit Cancer.gov? What were you looking for?
   c. What was your impression of the site? Did you find the information you wanted?
   d. Would you visit the site again or recommend it to a colleague? Why or why not?

   NOTE: People may say "yes" or "I think I have" without really having gone – it is important to judge the tenor and specificity of the comments about the Cancer.gov site when they "last went there."

3. What do you expect Cancer.gov (or for those of you who have not visited that site, the website of the National Cancer Institute of NIH) to offer to HCPs/researchers/advocates?
   a. What information and resources do you think the site provides or should provide?

IV. FEEDBACK ON CANCER.GOV CONCEPTS (40 minutes)

Now I am going to show you [a number] of Web site concepts or ideas that NCI is developing for Cancer.gov. They plan to develop a section of the Web site specifically for HCPs/researchers/advocates. These are the concepts that you should be able to view online as we talk. We are going to look at each concept together one-by-one and I will ask for your feedback on each.

1. Please open up and look at Concept 1. Take a few minutes to review to review these draft Web materials. Consider the overall look and feel, as well as the examples of the type of content that would be offered in this version of the Cancer.gov Web site.
   a. What does this concept communicate to viewers about NCI and Cancer.gov? How does it make you feel?
   b. How appealing is the layout or overall design of this concept? What do you like/dislike about it?
   c. How do you feel about the colors and graphics? What do you like/dislike about them?
   d. How do you feel about the images and graphic used in this concept? Are they helpful? Why/Why not? What other images would be more useful?
   e. What do you think about the headlines and text? Is it easy or difficult to read?
   f. What is your opinion of the tools and resources presented in this concept? Which seem the most useful for users of the Cancer.gov Web site? For what reasons?
   g. How do you feel about the content in this concept? How useful are the ideas presented here to HCPs/researchers/advocates?
   h. What is the most memorable part of this concept? What should NCI definitely include in the development of this new section of Cancer.gov?

NOTE: NCI expects these to change as soon as we have more insights which we are actively seeking through other formative work. These questions and probes will be modified to reflect specific tasks.

[REPEAT QIV.1a-h FOR EACH CONCEPT BEING TESTED WITH THE AUDIENCE. ROTATE THE ORDER OF CONCEPTS PRESENTED BETWEEN TRIADS.]

2. Now that you've seen all of these concepts for the Cancer.gov Web site designed for HCPs/researchers/advocates, I am interested in hearing about your overall favorite concepts and preferred elements. NCI can only develop one of these concepts into an actual Web site so they need your advice.
   a. Which concept do you think is the most appealing? What about this particular one makes it seem the most useful for HCPs/researchers/advocates?
   b. What could be changed to make it better? More useful? More effective?
   c. Which of these is the worst? Why? What, specifically, do you dislike about it?

3. Consider the various ways of presenting and types of information, resources, and tools that are depicted in these concepts.
    a. Which one catches your attention the most? What seems the most useful? Why do you think it would be effective?
    b. Which of these elements should NCI definitely include as part of the future Cancer.gov Web site?
    c. What items seem the least useful to you?

4. Thinking about all of the materials that you have reviewed, was there something missing? What, if any, information, resources, or ideas are important to HCPs/researchers/ advocates but that you do not see in any of these?
    a. Why do you think NCI should include this content?
    b. How would you suggest incorporating it into the Cancer.gov site?

V.   CONCLUSION (5 minutes)

1. Before we conclude, is there anything else you would like to share, or do you have any questions for me?

2. Thank you for sharing your opinions and feedback on the Web site concepts we have shared with you today. We will be using your input to develop and refine final concepts and content for the NCI's Cancer.gov site.

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THANK YOU!

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