

Attachment 10:

**Follow-up Telephone Interview for Pre-Test
Technology Transfer Center External Customer Satisfaction Survey (NCI)**

Note: This interview protocol was used in the Pre-test of the survey. Telephone interviews will not be conducted in the full survey. This protocol will not be used when the full survey is administered.

Date of Interview:
Length of Interview:

Introduction

Hello, [insert name]. This is [insert name] calling from The Madrillon Group to conduct the follow-up interview regarding the survey pre-test you participated in for NCI's Technology Transfer Center (TTC). Is this still a good time for you to talk?

My questions— which are being asked of all the pre-test participants—are organized in 4 sections: 1) Accessibility and Navigation, 2) Comprehension and Relevance, 3) Usability, and 4) Acceptability. As mentioned previously, this interview should take about 20 minutes.

Before we begin, do you have any questions for me?

Section 1: Accessibility and Navigation

1. On a scale of "Not Easy at All" to "Somewhat Easy" to "Very Easy," how would you rate your degree of difficulty in accessing the survey?

| | | |
|-----------------|---------------|-----------|
| Not Easy at All | Somewhat Easy | Very Easy |
| 1 | 2 | 3 |

(probe: If accessing the survey was not easy, please describe what trouble(s) you encountered.)

2. Overall, how easy or difficult was it for you to navigate through the survey?
3. What concerns, if any, do you have about professionals like you being able to access or navigate through the survey?
4. Did you have any issues or concerns with the questions not being numbered? ___Yes ___No
5. Do you have any recommendations for changes in the survey navigation?

Section 2: Comprehension and Relevance

- 6. On a scale of “Not Clear At All” to “Somewhat Clear” to “Very Clear”, how would you rate the clarity of the survey questions?

| | | |
|------------------|----------------|------------|
| Not Clear At All | Somewhat Clear | Very Clear |
| 1 | 2 | 3 |

(probe: if not clear at all or somewhat clear, what changes would you suggest?)

- 7. Do you think the questions asked will provide the TTC with the information it needs to determine the satisfaction of its external customers (i.e., were the questions relevant)? If not, please explain.
- 8. Were there any questions you thought should have been asked but weren't? Please describe.
- 9. What concerns, if any, do you have about professionals like you being able to understand the language and/or terminology used in the survey, or its relevance?

Section 3: Usability

- 10. Did you complete the survey all at once, or did you do part of it and then go back and finish it later?

(probe: Did you notice (or what did you think of the location of)the Save and Continue button in the upper right-hand corner of the screens? ___Yes ___No

What did you think of the placement of this button? For individuals who did not complete it in one sitting, did you have any trouble getting back into the survey or figuring out where you left off?)

- 11. Is there anything you suggest we change about the format of any of the survey questions?
- 12. What was your experience with the response options provided for the questions?

(probe: were the options clear? Easy to understand?)

Section 4: Acceptability

- 13. Is there anything in the survey that may be offensive or unacceptable to professionals such as yourself?
- 14. Do you think the survey is culturally appropriate? ___Yes ___No. If not, what suggestions do you have for making it more culturally appropriate?

15. What are your thoughts about whether the web-based survey will provide results that are accurate and precise?

(probe: If concerns expressed, what do you suggest be done to address your concerns?)

16. a. About how long did it take you to complete the survey?

b. What are your thoughts about the amount of time it took to complete the survey? (probe: too long? Just right? too short?)

Final Thoughts

17. Is there anything else you'd like to tell me about your experience with pre-testing the TTC external customer survey that I haven't already asked about?