Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (NCI) (OMB Control Number: 0925-0642-18, Expiration Date 9/30/2014)

TITLE OF INFORMATION COLLECTION: Cancer Imaging Program (CIP) Web Site Usability Testing

PURPOSE:

The Cancer Imaging Program (CIP) in the National Cancer Institute's Division of Cancer Treatment and Diagnosis (DCTD) is seeking to test the usability and effectiveness of their Web presence at http://imaging.cancer.gov. The usability test will help determine the usability of the CIP web site in preparation for making improvements to the site. The current CIP web site has been in use since 2004. It has undergone a number of changes since its inception, but the overall skeleton and general content (while updated) have not changed. The web site is a primary means of communication with cancer imaging research investigators, other medical professionals, and patients and the public. The CIP web site has not been the subject of a usability test of any kind since it was built and launched in 2004. A usability test at this time would make it possible to incorporate suggestions and directions for change into a new web site design in a manner that ensures that the site meets the needs of its primary users.

DESCRIPTION OF RESPONDENTS:

CIP is targeting three audiences:

1. Medical imaging investigators
2. Medically knowledgeable visitors (e.g., medical professionals)
3. Patients and other members of the public

A mix of naïve and experienced CIP Web site users will be selected within each audience.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[ ] Customer Satisfaction Survey
[X] Usability Testing (e.g., Website or Software)
[ ] Small Discussion Group
[ ] Focus Group
[ ] Other:_____

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: _____

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [X] Yes [ ] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [X] Yes [ ] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [X] No

Contact information for each usability test subject will be collected in order to schedule individual testing sessions. All contact data will be destroyed at the conclusion of the usability testing, which is scheduled to occur in the Spring of 2013.

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [ ] No

Each non-Federal respondent will be given a $40 gift card as a token of appreciation. This level of incentive is necessary due to the fact that medical researchers and professions are extremely busy and notoriously hard to recruit. Their participation in this study is critical. Given we are asking them for up to one hour of their time, we believe the $40 incentive is necessary to facilitate recruitment.

BURDEN HOURS

Category of Respondent	Instrument	No. of Respondents	Participation Time (in hours)	Total Burden Hours
Individuals	Screener	50	5/60	4
	Usability Test Script/ Guide	24	1	24
Totals				**28**

Total Burden Hours used for ICs to date: 926
Total Burden Hours Approved for ICs under 0925-0642: 8750
Total Burden Hours currently requested: 28

FEDERAL COST: The estimated annual cost to the Federal government is $25,000

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? [ ] Yes [X] No

CIP has indicated a desire to include a mix of naïve and experienced CIP Web site users. Activities designed to recruit experienced users will include: (1) posting a call for volunteers on the CIP Web site in several locations to reach specific target audiences and (2) contacting a list of CIP grantees.

To recruit naïve visitors, NOVA Research Company will (1) ask imaging societies and associations (e.g., Radiological Society of North America (RSNA) to provide a list of potential participants; (2) contact imaging investigators who have not been CIP grantees (identified via NIH RePORT); (3) contact staff engaged in imaging clinical trials (identified via clinical trials.gov); and (4) contact cancer advocates/advocacy groups to request a list of potential participants. Respondents will be selected to participate based on their availability during the two weeks proposed for test administration.

Experienced Users	Naïve Users
Medical imaging investigators • Volunteer box posted on Web site • CIP Grantee list	Medical imaging investigators • Societies/Associations (e.g., RSNA) newsletters • Imaging investigators (never CIP grantees) via NIH RePORT
Medically knowledgeable practitioners • Volunteer box posted on Web site • Clinical trial staff, physicians	Medically knowledgeable practitioners • Societies/Associations (e.g., RSNA) newsletters • Imaging clinical trial staff
General population/patients • Volunteer box posted on Web site	General population/patients • Advocates/Advocacy groups

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [ ] Web
   [X] Telephone (Screener and Individual Usability Tests)
   [X] In-person (Individual Usability Tests)
   [ ] Mail
   [ ] Other, Explain

2. Will interviewers or facilitators be used? [X] Yes [ ] No

List of instruments, instructions, and scripts submitted with this request:

Attachment #1: Informed Consent
Attachment #2: Invitation for Volunteers
Attachment #3: Recruitment Letters
Attachment #4: Screener
Attachment #5: Facilitator's Guide for Usability Testing