

**Request for Approval under the
“Generic Clearance for the Collection of Routine Customer Feedback” (NCI)
(OMB Control Number: 0925-0642-21, Expiration Date 9/31/2014)**

TITLE OF INFORMATION COLLECTION: Usability Testing of the Division of Cancer Prevention (DCP) Website

PURPOSE:

While the Division of Cancer Prevention (DCP) website has been in existence in its current design since late 2006, just one evaluation of usability and expert review has been completed. In December 2009, NCI contractor User Centered Design did a preliminary review of the DCP website with staff interviews, expert review, and a usability evaluation by five research associates affiliated with DCP-funded projects. As a result of this earlier evaluation, some changes to the website were made in early 2010 (first quarter), including removal of three 'boxes' of information at the bottom on the page that were repetitive of main categories, underlining of links, and removing a quick links box that appeared on every page but was specific to the homepage. This proposed new evaluation would determine if changes made as a result of the earlier evaluation have improved the ability of the users to locate information and navigate the website more easily.

DESCRIPTION OF RESPONDENTS:

- Current and potential grantee researchers
- Research staff on DCP-funded network projects
- National Cancer Institute (NCI), National Institutes of Health (NIH), and Department of Health and Human Services (DHHS) staff

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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: _____ Kara Smigel Croker _____

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

Personally Identifiable Information:

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

During recruitment, PII is collected in the form of name and contact information for the purpose of reminding the participants of the time of their usability test. It will be discarded thereafter.

Gifts or Payments:

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

If yes, describe and justify:

BURDEN HOURS

Category of Respondent	Instrument	No. of Respondents	Participation Time (in hours)	Total Burden
Individuals or households	Screener	27	15/60	7
Individuals or households	Usability test	21	60/60	21
Totals				28

Total Burden Hours used for IC's to date: 1287
Total Burden Hours Approved for IC's under 0925-0642: 8750
Total Burden Hours currently requested: 28

FEDERAL COST: The estimated annual cost to the Federal government is \$20,700.

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 No

DCP will generate a list of potential participants and will, in collaboration with Office of Communication and Education (OCE), send out an initial email to invite recipients to participate in the usability evaluation. Those individuals who agree to participate will be contacted, screened for suitability, and scheduled for an evaluation day and time by the contractor.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
- Web-based or other forms of Social Media (Usability Testing)
 - Telephone
 - In-person (Usability Testing)
 - Mail
 - Other, Explain

Respondents will have the opportunity to choose whether they want to do the usability testing in-person or by remote access.

2. Will interviewers or facilitators be used? Yes No

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

Attachment #1 Recruit Email

Attachment #2 Recruitment Screener

Attachment #3 Facilitator's Guide

Attachment #4 Informed Consent Form

Attachment #5 Script for Verbal Informed Consent for Remote Participants