

**Request for Approval under the  
“Generic Clearance for the Collection of Routine Customer Feedback” (NCI)  
(OMB Control Number: 0925-0642-22, Expiration Date 9/30/2014)**

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**TITLE OF INFORMATION COLLECTION:** Usability Testing of the Nutritional Sciences Research Group Pages of the Division of Cancer Prevention Website (DCP NSRG)

**PURPOSE:**

While the Division of Cancer Prevention (DCP) website has been in existence in its current design for five years, no large-scale usability testing was ever done on the site as a whole, and none was completed specifically on any research group page. The 11 Research Groups of DCP (<http://prevention.cancer.gov/>) are the core administrative units of the Division, and it is vital to assess how well the information structure of the website is serving the needs of investigators. A usability test of the Nutritional Sciences Research Group (NSRG) web pages, as representative of the 11 research group web pages in the Division of Cancer Prevention, will determine if the Web interface allows users to appropriately and easily navigate the content available on the site. The test will address the categorization of information as well as the navigation of the site, especially as it sits within the greater Divisional navigational structure. Findings will inform discussions of usability improvements to the NSRG web pages, the parallel pages for other research groups in the Division, and the overall divisional navigation structure.

**DESCRIPTION OF RESPONDENTS:**

**Evaluation participants will include:**

- Nutritional science researchers and other investigators seeking funding or to collaborate on nutritional science and cancer prevention-related projects.
- National Cancer Institute (NCI), National Institutes of Health (NIH), and Department of Health and Human Services (DHHS) staff seeking information about ongoing research supported by NSRG.

**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.

- 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:**

- Is personally identifiable information (PII) collected?  Yes  No
- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
- 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)	Burden
Individuals or households	Screener	24	15/60	6
Individuals or households	Usability Test	18	60/60	18
<b>Totals</b>				24

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: 24

**FEDERAL COST:** The estimated annual cost to the Federal government is \$26,938.

**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**

- 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

Potential participants will be identified by the NCI Office of Market Research and Evaluation (MORE), part of the Office of Communications and Education (OCE). OCE will 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 E-mail

Attachment #2 Recruitment Screener

Attachment #3 Facilitator's Guide

Attachment #4 Informed Consent Form

Attachment #5 Script for Verbal Informed Consent for Remote Participants