

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3084-0159)

TITLE OF INFORMATION COLLECTION: OnGuardOnline.gov Card Sort

PURPOSE:

The FTC is redesigning OnGuardOnline.gov, the federal government’s website for practical information about online safety and security. Before launching the new site, we would like to get input from potential users about the organization of site content by asking them to complete an online card sort.

We have developed four main topic areas for the site. We will provide participants with the proposed topic areas and the names of OnGuard Online articles, and ask them to organize the articles into the topics that make sense to them. We will use their responses to help determine how best to organize the site.

We plan to use OptimalSort.com to host the test.

DESCRIPTION OF RESPONDENTS:

OnGuardOnline.gov has a broad audience; it is intended for home computer users and for those who teach computer security. For this test, respondents will be friends, family, and outside colleagues of FTC employees. We will contact them by email to ask them to participate.

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: Nicole Vincent

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If applicable, has a System or Records Notice been published? Yes No N/A

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Usability Testing	30	10 minutes	5 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is \$2,536.

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

If the answer is yes, please provide a description of both below (or attach the sampling plan). If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them.

We will ask FTC employees to provide the email addresses of friends, family, and outside colleagues who might be willing to participate in this test. We also will ask them to provide a little basic information about possible participants, including their age and familiarity with the site content. We will use this information to build a diverse list of possible participants. Once we have developed the list, we will send select participants an email with a generic link to the online card sort. There will be no record of who clicked on the link to take the survey and the card sort does not ask for any personally identifiable information, so the answers will be anonymous. We understand that this is not a strictly representative sample of our site users, but we feel it is still a useful approximation.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

2. Will interviewers or facilitators be used? Yes No