

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

TITLE OF INFORMATION COLLECTION: Easy-to-Use Site Card Sort

PURPOSE:

The FTC is creating a new, easy-to-use website to better reach underserved populations with simple and direct consumer information, written for people who have trouble reading. The new site will be located at consumer.gov. Before developing 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 will provide participants with the names of a sample of our consumer advice articles, and ask them to organize the articles into topics that make sense to them, and then name the topics they've created. We will use responses to help determine how best to organize the site. We will conduct two tests: one on the overall organization of topics on the site, and one to validate category names and the organization of articles on the site.

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

DESCRIPTION OF RESPONDENTS:

The FTC's easy-to-use site is intended for consumers with limited reading proficiency who want to avoid frauds and scams and make informed buying decisions. For this test, respondents will be those who work directly with this group: legal services attorneys, English for Speakers of Other Languages (ESOL) teachers, community leaders. Each respondent will first be contacted by a member of the FTC's Legal Services Initiative, staffers with reach into the community, to determine their interest in participating. We will then contact by email those who express interest, 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: Jennifer Leach

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	60	10 minutes	10 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is \$3,415.

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, both within the Division of Consumer and Business Education and those who are part of the FTC's Legal Services Initiative, to reach out to their contacts to ask if they would be willing to participate in the survey. We will focus on the following groups: legal services attorneys, ESOL teachers, and community leaders. Given their day-to-day interaction with underserved populations, we believe these groups are best positioned to make

recommendations for our target audience. We will use this information to build a diverse list of possible participants (making sure that each group is well-represented). Once we have developed the list, we will send 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.

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