

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

TITLE OF INFORMATION COLLECTION: FTC.gov Wireframe Usability Testing

PURPOSE:

The FTC is creating a new website to replace the one at FTC.gov. Before developing the new site, we would like to conduct a usability test of wireframes (prototypes of several key pages of the new site). The wireframes have been created based on research and discovery. By testing wireframes we can further refine organization, labeling, and architecture before we enter into the design and development stages.

For the test, we will ask users to complete up to 7 tasks and record any difficulties they have in completing them. We will choose tasks that are representative of the needs of different FTC audiences. We want to be sure that the architecture of the site helps all of our site visitors accomplish tasks quickly and easily. The users will also be asked to give free-form responses to several general questions about their impression of the page prototypes.

The usability testing will be conducted by Rock Creek Strategic Marketing, the FTC’s vendor for the overhaul of FTC.gov, on Jan. 30-31, 2013.

DESCRIPTION OF RESPONDENTS:

The FTC plans to have a mix of internal and external stakeholders participate in the testing exercises. Internal stakeholders will be FTC staff and on-site contractors representing a range of offices and professions. Ideally, external stakeholders would represent a mix of professions and professional interests, including economists, attorneys, consumer advocates, consumers, and others. External stakeholders will be identified by FTC staff. 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: Nat Wood

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
Wireframe Testing (Jan. 30-31, 2013 sessions)	30	25 minutes	12.5 hours
Totals	30	25 minutes	12.5 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$5,000.

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 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 professional and personal contacts who might be willing to participate in this test. We also will ask them to provide very limited basic information about possible participants, including their familiarity with the site content. We will use this information to build a diverse list of possible participants. The participants who indicate interest and availability will come to the FTC headquarters where the testing will be conducted. If individuals are unable to attend on-site usability testing, a remote version of the

same usability test can be performed. 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