

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3090-0297)

TITLE OF INFORMATION COLLECTION: GSA.gov Mobile Survey

PURPOSE: Administer a brief two-question multiple-choice pop-up survey to visitors who come to GSA.gov using mobile devices. The purpose is to get information on the types of mobile devices used by visitors and what they come to GSA.gov to find. Results will be used to make decisions about, and improve mobile access to GSA.gov.

DESCRIPTION OF RESPONDENTS: Any type of visitor using a mobile device to access GSA.gov

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (<i>e.g.</i> , Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Mobile Survey</u> |

GSA.gov will use javascripts to recognize whether a visitor to the site is using a mobile device or PC. Visits from mobile devices (smart phones and tablet computers) will be presented with the survey in a "pop-up" window.

Requests for pages sent to GSA.gov by visitors' browsers already contain the information we are using to differentiate PCs from mobile devices. _

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. (The collection is targeted to the solicitation of opinions from respondents who will be accessing GSA.gov from a mobile device .)

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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

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
Category 1 - Individuals	65	1 minute	65 min.
Category 2 – Private sector	97	1 minute	97 min.
Category 3 – State, local or tribal governments	48	1 minute	48 min.
Totals	210	1 minute	210 min. (3 1/2 hours)

FEDERAL COST: The estimated annual cost to the Federal government is \$250.00

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?

Respondents are self-selected - the mobile survey will pop up one time when the visitor uses a mobile device to access GSA.gov. They can opt-out of answering the survey.

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 Mobile Device Survey
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Copy of the Survey: May be found in a separate email.