

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

TITLE OF INFORMATION COLLECTION: Usability Test for Business.USA.gov

PURPOSE: To collect feedback about task completion for Business.USA.gov. Respondents will use the online tool Chalkmark to participate in a remote usability test. ChalkMark collects a participant’s first click to see if a proposed design helps users start the task correctly. The test will run for approximately 2 weeks, or until sufficient data is captured. The results of the test will be used internally to improve service and website design.

DESCRIPTION OF RESPONDENTS: Approximately 25 individual participants will be recruited through internal and professional networks. The participant list is composed of small business owners who have participated in Administration outreach efforts to the business community and who have expressed an interest in offering feedback on this initiative. Participants will represent organizations of varying maturity and geographic locations. Because the test is intended to measure qualitative user satisfaction with the website, and not quantifiable, statistically validated data, a sampling plan will not be employed. All participants will be small business owners. Participation is voluntary.

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 (<i>e.g.</i> , 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: Sarah Crane

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 [X] No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or households	25	30 minutes	12.5
Totals	25	30 minutes	12.5

FEDERAL COST: USA.gov already has a paid subscription to ChalkMark. There is no additional cost to the federal government.

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?

[X] 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?

The participant list is composed of established partners, specifically small business owners, who have participated in Administration outreach efforts to the business community and who have expressed an interest in offering feedback on this initiative. Participants will represent organizations of varying size, maturity, and geographic locations. Because the test is intended to measure qualitative user satisfaction with the website, and not quantifiable, statistically validated data, a sampling plan will not be employed.

Administration of the Instrument

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

[X] Web-based or other forms of Social Media

[] Telephone

[] In-person

[] Mail

[] Other, Explain

2. Will interviewers or facilitators be used? [] Yes [X] No

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