

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1910-5160)

TITLE OF INFORMATION COLLECTION:

Vehicle Technologies Office Online Usability Activity

PURPOSE:

The Vehicle Technologies Office in the Office of Energy Efficiency and Renewable Energy (EERE) within the Department of Energy (DOE) has developed an online usability activity (see attached) to help the Web team understand how core audiences describe and group topics covered on the Vehicle Technologies Office website.

Feedback gathered from this card sort (which is a specific type of usability activity) will help guide an improved design for the website and improve customer service. By using this qualitative data to better understand how the Vehicle Technologies Office’s actual users categorize and describe content on the site, the Office can revise the site to better match their mental models, improving user experience. After this redesign, users should be able to find content they are looking for more quickly and easily than before.

The card sort will be administered using OptimalSort, an online usability tool. The link to the tool will be sent to major stakeholders of the Vehicle Technologies Office, including vehicle researchers, via the mailing lists for the Directions in Engine Efficiency and Emissions Research and Annual Merit Review conference mailing lists. We will also advertise this opportunity on the Vehicle Technologies Office website and the Alternative Fuel Data Center website. The card sort will be available for a period of no longer than six weeks, from May to July 2013 and will be closed once we have reached 150 participants (or six weeks), whichever occurs first.

The attached card sort contains 54 items to sort and will take an estimated 20 minutes to complete. The total burden to the public is estimated to be 50 hours.

Participation in this usability activity is voluntary and data collected will not be publically disseminated. All results will be aggregated before analysis.

DESCRIPTION OF RESPONDENTS:

The respondents will consist of the Vehicle Technologies Office’s core audiences: researchers in advanced vehicle technologies, business owners interested in investing or commercializing advanced vehicle technologies, fleet managers and consultants to fleets that work with Clean Cities coalitions, and consumers interested in reducing their oil use.

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: Shea Shannon Shea

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No (Name/Email/Phone can be provided voluntarily if they wish to be contacted to provide more feedback)
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
Private sector	100	20 min/activity	33.3 hrs
State, local, or tribal governments	20	20 min/activity	6.7 hrs
Individuals/Households	30	20 min/activity	10 hrs
Totals	150	20 min/activity	50 hrs

FEDERAL COST: The total estimated annual cost to the government is less than \$4,000. This includes staff and contractor time for administering and analyzing the activity one time and the cost of the software. The program will use existing staff and contracts to conduct the activity and evaluate the results.

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?

The usability activity will be sent via email to stakeholders who are signed up to receive information about the Directions in Engine Efficiency and Emissions conference and the Vehicle Technologies Office's Annual Merit Review. The Vehicle Technologies Office organizes both

of these conferences and they are heavily attended by researchers interested in vehicle technologies. Clicking on the link within the email to participate in the card sort will be completely voluntary. In addition, we will advertise the card sort on our website as described above.

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

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

Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual 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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.