

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback for NIOSH HHE Program only” (OMB Control Number: 0920-0940)

TITLE OF INFORMATION COLLECTION: Usability Testing of HHE Program Webpages

PURPOSE:

The purpose of this information collection is to conduct usability testing on several webpages about the NIOSH Health Hazard Evaluation Program (<http://www.cdc.gov/niosh/hhe>). The objective of the usability tests are to define how stakeholders are currently using the webpages and identify problem areas and gaze traps. This information will guide recommendations on how to improve the website design and content to better meet user’s needs. Two types of usability testing will be used to gather this information: remote testing using Morae usability software and screen sharing technology and in-person testing using Tobii eyetracking technology.

DESCRIPTION OF RESPONDENTS:

Respondents for both remote and in-person testing are from two target audiences:
Employers
Employees

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.

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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, 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

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

Each participant will be provided with an incentive for participating in the usability study. Incentives encourage participation, and are used to cover the cost of participants taking time away from work and their daily lives to participate in the study. Participants for in-person usability testing will each be provided a \$40.00 incentive. This incentive helps to cover the cost of parking, transportation, childcare, and other costs associated with a metropolitan area. Participants for remote usability testing will each be provided a \$25.00 incentive. This incentive helps cover the cost of internet and phone usage required to participate in the testing.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Employer via in-person testing	2	68 minutes	2.3 hrs
Employee via in-person testing	2	68 minutes	2.3 hrs
Employer via remote testing	3	53 minutes	2.7 hrs
Employee via remote testing	3	53 minutes	2.7 hrs
Totals	10		9.8 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$40,250.21.

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 [x] 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?

Using the participant recruitment screeners (Appendices A and B), the contractor will recruit participants from the Baltimore, Maryland and Washington, D.C. area. A list of business and home telephone numbers will be purchased from Survey Sample International and /or InfoUSA. The list of business numbers will be targeted to the types of industries agreed upon by CDC/NIOSH and the contractor, thought at this time to include manufacturing, service, and healthcare and social assistance industries from within approximately a 20 mile radius of the Baltimore and Washington, D.C. area.

Using the purchased telephone lists, we will randomly recruit 20 participants for usability testing (expecting 10 to show). The participant screeners are attached in Appendix A (in-person testing) and B (remote testing) of the usability testing plan. The recruitment screeners will look for participants who speak and read in English. Once recruitment is complete, we will send a confirmation letter to each participant two weeks before each group. The letter will confirm their participation in the usability testing, provide directions to the facility for those participating in in-person testing, and provide directions on how to access the testing sessions for those participating in the remote testing. We will also contact each participant by phone one week and again two days before their testing session to remind them to attend and to confirm their participation.

No more than 10 participants will be admitted to the usability studies. If more than 10 participants show up or access the website, we will choose the 10 that provide the best mix of participants based on factors cited in the recruitment screener. Those not selected will be thanked and given their incentive. Participants recruited for remote testing will be thanked with a mailed-incentive.

The usability evaluation will include ten total participants; five representative users from the employer user group, and five representative users from the employee user group. Two participants from each user group (four total) will undergo in-person testing using eye tracking technology. Three participants from each user group (six total) will undergo remote testing with Morae usability software while using screen-sharing technology.

Both the employee and employer groups will represent a mix of labor industries. The two employee groups will represent a mix of genders, ages, races, years of work experience, and employer sizes. At least one participant in each of the employee groups will be a union official. The two employer groups will represent a mix of genders, ages, races, years of work experience, and business or organization sizes.

Sessions will be conducted in English.

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