

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3090-0297) Req-1

TITLE OF INFORMATION COLLECTION: Responsive Design Usability Test for USA.gov and USA.gov/GobiernoUSA.gov.

PURPOSE: To collect feedback about task completion for English and Spanish USA.gov Responsive Design websites (USA.gov and USA.gov/GobiernoUSA.gov). The purpose of the usability test is to gather data on how users interact with the USA.gov responsive websites (both English and Spanish). This data will be used to better understand users’ perceptions of the websites, evaluate users’ abilities to find information, and to inform improvements to the usability of the site.

DESCRIPTION OF RESPONDENTS: Approximately 24 individual participants will be recruited through Focus on U!. The participants will be comprised of individuals who are looking for government information. Of these users, 12 will be English speaking and will provide feedback on the responsive version of USA.gov. The other 12 users’ primary language will be Spanish; these users will provide feedback on the USA.gov/GobiernoUSA.gov website. 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 (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: ____ 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 No

Each participant will be paid with a Visa Gift card \$75 for the hour of their time. Contractor will be responsible for making these payments, not the government.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or households	24	1 hour	24
Totals	24	1 hour	24

FEDERAL COST: The estimated annual cost to the Federal government is ___\$0.00_____

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?

Participants will be recruited from the general population. Participants matching the desired criteria and who also express interest in providing feedback will be selected for these usability tests. As the usability tests are all going to be performed in the Washington D.C. area, advertisements will be posted in local publication. The ad will direct folks who are interested in providing feedback on a “federal government website” to contact Focus on U! (the company who is conducting the usability testing). At which time, they will be screened to see if they are a fit for the desired demographic group (i.e. users of mobile devices, etc.). See attached sampling plan for a copy of the desired demographic matrix.

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.