

## **Generic Information Collection Request**

**Request:** The Census Bureau plans to conduct additional research under the generic clearance for the collection of routine customer feedback (OMB number 0690-0030). We propose to conduct a usability evaluation of a proposed website page for the online communication campaign to increase survey response. As a part of this current submission we are seeking approval for a remote, asynchronous usability testing data collection by Census Bureau staff.

**Purpose:** To collect data about two versions of a newly designed website page promoting the Census Bureau. When live, the public would access this website from a digital ad. We are interested in whether the website page promotes good will toward the Census Bureau and we are interested in whether it increases the likelihood of responding to a survey from the Census Bureau (if the household is sent an invitation to participate in a survey via the U.S. postal mail.) We will collect self-reported behavior information in this study.

**Population of Interest:** The planned usability evaluation will focus on assessing and improving the user experience for the general population.

**Timeline:** Testing will be conducted in December 2016 until we reach a maximum of 50 testers for each version of the study.

**Language:** Testing will be conducted in English.

**Method:** Participants will be sent up to three emails inviting them to participate in a usability study of a website page. A link to the usability software page will be provided in each email. Loop11 is the application used to collect usability data. One of two versions (A or B) of the webpage will display within the application and several tasks will be given for each participant. Participants will also be asked several opinion questions about the Census Bureau and the website.

**Sample:** We will email a sample of approximately 10,000 people a link to the usability software system with the Census website page. Half of these participants will view version A and the other half will view version B. Participants will be from the general public. These people have opted into participating in Census Bureau research studies. We do not know their characteristics other than the day they opted-in and their email address. We expect a 10 percent response rate to the research request. Participants can respond to the voluntary research study using their mobile device or a PC at a time convenient for them. We hope to get a variety of people using a variety of devices to look at the webpage.

**Recruitment:** Participants have already opted-in to participate in research studies with the Census Bureau. They can unsubscribe at any time.

**Protocol:** Before, during, and after exploring one of two versions of the webpage, participants will be asked to perform simple tasks that will include clicking on objects or answering

questions. These tasks, an example of the Loop11 application, and the two versions of the website can be found in the document “Census Attachment A”.

**Use of Incentive:** There will be no incentive provided.

Below is a list of materials to be used in the current study.

1. Email invitations
2. Webpage with the usability task & Follow up questions.

**Length of interview:** We estimate 10 minutes per respondent, overall.

The contact person for questions regarding data collection and statistical aspects of the design of this research is listed below:

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