

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 0920-0956)**

TITLE OF INFORMATION COLLECTION: CDC Homepage UX

PURPOSE:

The Digital Media Branch (DMB) is currently working on a responsive design version of the CDC.gov homepage to be released within the next few months. The new responsive design will allow an optimal viewing experience regardless of the visitor’s viewing device (mobile phones, tablets, desktops, etc.).

In addition, while the CDC.gov homepage was refreshed a few years ago, it has not had a full redesign since 2007. Since that time, CDC web audiences have changed and technologies (specifically mobile) have resulted in different web usage patterns and web site needs. As the “face” of CDC.gov, it is important that the CDC.gov homepage keep up with these changing requirements and remain current in its design and information architecture.

CDC.gov has developed a working prototype of the website. We would like to test the working prototype in its early stages of design to see if it meets audience needs and allows CDC.gov users to find public health information quickly and efficiently. The usability test would inform what is working well as well as where additional improvements could be made.

For more information on the protocol for administering the usability test, as well as the additional documentation provided please refer to attachment **A-PROTOCOL-CDChomepageUX121013**.

List of Attachments

1. A-Protocol
2. B-Instructions
3. C-Consent Form
4. D-Scenarios/Questions (facilitator copy)
5. E-Participant Scenario/Question List (participant copy)

DESCRIPTION OF RESPONDENTS:

This is a voluntary survey, participants generally fall into the following groups:

- Healthcare Providers, (Doctor, Nurse, Physician’s Assistant, Nurse Practitioner, etc.)
- Public Health Professionals (Epidemiologist, Health Educator, Health Researcher, Health Scientist, Health Communication Specialist, etc.)
- Individuals or general consumers interested in health issues

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group

- Customer Satisfaction Survey
- Small Discussion Group
- 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: __Lisa Richman (cyn3)_____

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

CDC is not directly offering an incentive to participants for their participation. However, CDC plans to contract with a company to recruit participants. CDC hasn't specified remuneration; however, the contractor may remunerate in order to get a broad range of participants. If they do, CDC will not be directing them to do so.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Physician, or Physician's Assistant, or Nurse, or Nurse Practitioner,	8	60	8
Individuals or general consumers interested in health issues	8	60	8
Public Health Professionals	8	60	8

Totals	24		24
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FEDERAL COST: The estimated annual cost to the Federal government is
 ___\$3106.52_____

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?

CDC plans to contract with a company to recruit participants. We have instructed the contracting company to identify

- 8 Healthcare providers,
- 8 Public health professionals,
- and 8 General consumers.

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.

Attachments are:

- PROTOCOL-CDChomepageUX121013
- A - Instructions -CDChomepageUX121013 – OMB
- B-Consent Forms -CDChomepageUX121013 – OMB
- C-Scenarios -CDChomepageUX121013 – OMB
- D-Participant Scenario List - CDChomepageUX121013

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 (in minutes) 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 Respondents and the Participation Time then 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.