Attachment A

CDC Homepage UX: Protocol for CDC Homepage UX

Dec. 10, 2013

Participants

- CDC is contracting with a company to recruit participants. A total of 24 participants will be included in the usability testing (30 participants will be recruited to account for "no-shows"). The final mix of participants will include:
    - o   8 Healthcare providers
    - o   8 Public health professionals
    - o   8 General consumers

- 17 of the participants will complete the testing in-person and 7 will complete the testing remotely.

In-person/Remote

- In-person participants will conduct the usability evaluation at the test location (CDC offices).

- Remote participants will utilize screen sharing software and a conference line so the facilitator is able to view the screen of their device (desktop/laptop) as well as talk to them via the conference line. On the day of testing, Facilitator will start the screen sharing software and will give control to participant to share his/her screen. Participant agrees to shares screen.

Devices

- During testing, the participants will use a mix of their own devices so that the website can be tested in multiple views. The types of devices to be included is as follows:
    - o   7 Smartphones
    - o   5 Mini-tablets
    - o   5 Large tablets
    - o   7 Desktop/laptops (for remote participants)

Sessions

- Each session will last approximately 60 minutes. During the session, participants will:
    - o   Provide their initial impressions of web prototypes
    - o   Perform a series of tasks using the web prototypes.
    - o   Provide reactions to the proposed designs and the website improvements.
- Facilitators will _verbally_ provide instructions to participants (see attachment **B - Instructions - CDChomepageUX121013 – OMB**).

- Consent Form:
    - o   In-person participants will be asked to sign a consent form before testing begins (see attachment **C-Consent Forms -CDChomepageUX121013 – OMB**). Remote participants will be asked to sign and digitally return consent form before the session begins.

- Web prototypes will be accessed via the users' devices by web url. The web prototypes are CDC urls (web pages) to be evaluated.

- Scenarios to complete and questions will be provided to the users _verbally_ by the facilitator (not via the computer). Scenarios may be presented to users in random order in order to avoid learning biases. See attachment **D-Scenarios -CDChomepageUX121013 – OMB** for facilitator copy of the scenarios/questions to be provided verbally. The participant will have a list of scenarios on paper to refer to if they choose (see **E-Participant Scenario List - CDChomepageUX121013**).

- As each scenario is provided verbally to the participant, the participant will try to complete the scenario by clicking on the web prototype on their device.

- Facilitator will

    - o   monitor the participant's actions (on web prototype), comments, frustrations, etc.,
    - o   monitor time so that there is time at the end for final questions,
    - o   elicit overall reactions to web prototypes and answers to specific end-of-session questions and thank the participant.