

Attachment D

CDC Homepage UX: Scenarios

What will be tested?

The following scenarios have been developed to test various aspects of the CDC.gov homepage and 2nd Tier mockups. While the participants complete the scenarios, qualitative and quantitative data will be captured by the facilitator and note takers.

PLEASE NOTE:

This copy of the scenarios/questions is the facilitator copy and to be used as a verbal guide by the facilitator. This version will not be provided on paper to participants. Participants will be provided the Participant Scenario List (see E-Participant Scenario List - CDChomepageUX121013).

Prior to the usability scenarios, the facilitator will explain the purpose of the usability test and will conduct all of the pre-test activities.

Each usability test may only include a subset of the questions below. The probing questions (included below) will vary from participant to participant and will be based on the facilitator's judgment of what to test and the time allotted in the session.

The scenarios on the following pages will be provided to the users verbatim, so that all of the participants see the exact same questions. Scenarios may be presented to users in random order in order to avoid learning biases.

Lastly, the estimated times below are simply an estimate of the time it will take for each scenario. Some users may complete tasks faster and others may struggle and not be able to complete all of the following scenarios.

1. Homepage Mockups

Note: Facilitator will explain that the homepage designs are early prototypes and not fully functional. For the purposes of this test, users will be asked to make a click on the page to show where they would click if the page was fully functional.

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|--|--|--|
| 1 | Initial impressions (what captures attention first) Time: 0:05 min | First, I'd like to show you the homepage of the website we'll be working with today. Before you click on anything on this page, I'd like to ask you a few questions about what you think of this page. | <ul style="list-style-type: none">• What catches your eye first on this page?• If you came to this site on your own, what would you click on first?• What is your reaction to this page?• What do you like best about this page?• What you like least about this page?• Is there anything missing from this page or anything that you would like to see added?• Do you have any recommendations for improvement? |
| 2a | Recent Outbreak Time: 0:03 min | You heard on the news that there is an ongoing outbreak of salmonella [or another recent outbreak]. How would you use this page to find more information about this? <i>Success:</i> - What's New (Outbreak section) | <ul style="list-style-type: none">• Do users notice the labels for outbreaks, news, and vital signs?• What do users think of the labels? Are they useful?• Do users notice the section |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|--|--|--|
| | | <p data-bbox="537 250 837 282"><i>- News & Outbreaks section</i></p> <p data-bbox="537 380 1310 444"><i>Follow-up task: How would you find a list of all of the recent outbreaks going on?</i></p> <p data-bbox="537 485 1035 542"><i>Success: - News & Outbreaks section (More Outbreaks)</i></p> | <p data-bbox="1478 250 1776 282">for news and outbreaks?</p> <ul data-bbox="1434 290 1822 818" style="list-style-type: none"> <li data-bbox="1434 290 1822 428">• Are users able to find information on the outbreak they are most interested in learning about? <li data-bbox="1434 436 1822 526">• How could the presentation of this information be improved? <li data-bbox="1434 534 1822 672">• What information would users like to see about outbreaks on the homepage? <li data-bbox="1434 680 1822 818">• What kinds of images would users like to see associated with outbreaks? Maps of the current outbreak areas? |
| 2b | <p data-bbox="226 932 386 964">Recent News</p> <p data-bbox="226 972 407 997">Time: 0:03 min</p> | <p data-bbox="537 932 1373 997">You heard on the news that there's been an increase in the number of people getting measles. How would you learn more about this?</p> <p data-bbox="537 1045 848 1127"><i>Success: - What's New (News section) - News & Outbreaks section</i></p> <p data-bbox="537 1208 1262 1273"><i>Follow-up task: How would you find a list of all of the recent news from CDC?</i></p> <p data-bbox="537 1321 982 1370"><i>Success: - News & Outbreaks section (More News)</i></p> | <ul data-bbox="1434 932 1822 1419" style="list-style-type: none"> <li data-bbox="1434 932 1822 1029">• Do users notice the labels for outbreaks, news, and vital signs? <li data-bbox="1434 1037 1822 1102">• What do users think of the labels? Are they useful? <li data-bbox="1434 1110 1822 1175">• Do users notice the section for news and outbreaks? <li data-bbox="1434 1183 1822 1354">• Are users able to find information on the news item they are most interested in learning about? <li data-bbox="1434 1362 1822 1419">• How could the presentation of this information be |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|-------------------------------------|---|--|
| | | | <p>improved?</p> <ul style="list-style-type: none"> • What news information would users like to see on the homepage? |
| 3 | Director's Corner Time: 0:02 min | <p>You would like to find more information about Dr. Frieden's latest briefing. Where would you look to find this information?</p> <p><i>Success:</i> - Director's Corner</p> | <ul style="list-style-type: none"> • Are users able to find the latest briefing from the director? • What do users think of the section for the Director? Is it helpful? Is there other information that should be added or removed? • Do users notice Dr. Frieden's latest tweet? What do users think of this feature? Would users be willing to reply or retweet? |
| 4a | Feature Time: 0:02 min | <p>How would you find tips on how to prepare for winter weather?</p> <p><i>Success:</i> - Feature</p> | <ul style="list-style-type: none"> • Do users notice the feature at the top of the page? • What are users' reactions to the feature? • Do users like the tips that appear directly on the homepage? • How would users get to the article/feature page? What would they click on? • Would users like to see additional features on the homepage? |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|---|---|--|
| 4b | Feature (ALTERNATE TO 4A) Time: 0:02 min | How would you find out how many people die from lung cancer each year? <i>Success:</i> - Feature | <ul style="list-style-type: none"> • Do users notice the feature at the top of the page? • What are users' reactions to the feature? • Do users like the tips that appear directly on the homepage? • How would users get to the article/feature page? What would they click on? • Would users like to see additional features on the homepage? |
| 5a | Mega-Menu, Health Topics: Topic listed directly within menu Time: 0:02 min | There's recently been a lot of people you know who have come down with the flu. You'd like to find out if it's too late to get a flu shot. Using this website, where would you look for this information? <i>Success:</i> - Health Topics: Influenza - A-Z Index: Influenza or Flu | <ul style="list-style-type: none"> • Do users notice the mega menus? • Do they understand what health topics are? Do they realize that "health topics" are the same as the former "diseases and conditions" section? Is the new label intuitive? Is it clear? • Do users try to select one of the topics within the mega menu (influenza)? If so, what do users expect to happen? |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|---|---|---|
| | | | <ul style="list-style-type: none"> • Do users migrate to the A-Z index? If so, what do users expect will happen when they click/tap on A-Z index? • Are users able to effectively use the newly designed A-Z index? |
| 5b | Mega-Menu, Health Topics: Topic listed directly within menu (ALTERNATE TO 5A) Time: 0:02 min | <p>You're worried that you may have been exposed to a sexually transmitted disease and would like to learn more about STDs. Where would you look to find additional information?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>Health Topics: STDs</i> - <i>A-Z Index: STDs, Sexually Transmitted Diseases</i> | <ul style="list-style-type: none"> • Do users notice the mega menus? • Do they understand what health topics are? Do they realize that "health topics" are the same as the former "diseases and conditions" section? Is the new label intuitive? Is it clear? • Do users try to select one of the topics within the mega menu (influenza)? If so, what do users expect to happen? • Do users migrate to the A-Z index? If so, what do users expect will happen when they click/tap on A-Z index? • Are users able to effectively use the newly designed A-Z index? |
| 6a | Mega-Menu, Healthy | It's January and you've decided to make a New Year's Resolution to get | <ul style="list-style-type: none"> • Do users notice the mega |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|--|--|--|
| | <p>Living: Topic listed directly within menu Time: 0:02 min</p> | <p>active and fit. Using this website, how would you find tips to help you get started?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>Healthy Living: Physical Activity, Obesity, Nutrition, Healthy Weight, etc.</i> - <i>A-Z Index: Physical Activity, Obesity, Nutrition, Healthy Weight, etc.</i> | <p>menus?</p> <ul style="list-style-type: none"> • Do users try to select one of the topics within the mega menu? If so, what do users expect to happen? • Do users migrate to the A-Z index? If so, what do users expect will happen when they click/tap on A-Z index? • Are users able to effectively use the newly designed A-Z index? |
| 6b | <p>Mega-Menu, Healthy Living: Topic listed directly within menu (ALTERNATE TO 6A) Time: 0:02 min</p> | <p>A friend of yours is a smoker and you'd like to find some tips to help them quit smoking. Where would you look to find this information?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>Healthy Living: Smoking Prevention</i> - <i>A-Z Index: Smoking or Tobacco Use</i> | <ul style="list-style-type: none"> • Do users notice the mega menus? • Do users try to select one of the topics within the mega menu? If so, what do users expect to happen? • Do users migrate to the A-Z index? If so, what do users expect will happen when they click/tap on A-Z index? Are users able to effectively use the newly designed A-Z index? |
| 7a | <p>Mega-Menu, Travelers' Health: Map Time: 0:02 min</p> | <p>You're planning a trip to India next year and would like to know what vaccines you should get prior to your trip. How would you find this information?</p> | <ul style="list-style-type: none"> • Do users notice the mega menus? • Do users go to Travelers' |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|---|--|--|
| | | <p>Success:</p> <ul style="list-style-type: none"> - <i>Travelers' Health: Destinations (Map)</i> | <p>Health?</p> <ul style="list-style-type: none"> • Do users know how to use the map feature? • How do users on smaller devices find this information? • Are users able to successfully find the information they are looking for? • Do users notice the list of popular destinations? Do they know how to find other destinations? |
| 7b | <p>Mega-Menu, Travelers' Health: Map (ALTERNATE TO 7A) Time: 0:02 min</p> | <p>You're planning a trip to Venezuela next year and would like to know what vaccines you should get prior to your trip. How would you find this information?</p> <p>Success:</p> <ul style="list-style-type: none"> - <i>Travelers' Health: Destinations (Map)</i> | <ul style="list-style-type: none"> • Do users notice the mega menus? • Do users go to Travelers' Health? • Do users know how to use the map feature? • How do users on smaller devices find this information? • Are users able to successfully find the information they are looking for? • Do users notice the list of popular destinations? Do they know how to find other destinations? |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|---|--|--|
| 8 | Mega-Menu, Emergency: Topic listed directly within menu Time: 0:02 min | <p>With the recent number of tornados last year, you would like to learn more about how to stay safe during a tornado. Where would you look to find this information?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>Emergency: Natural disasters or Preparing for a disaster</i> | <ul style="list-style-type: none"> • Do users notice the mega menus? • Do users try to select one of the topics within the mega menu? If so, what do users expect to happen? • Do users migrate to the A-Z index? If so, what do users expect will happen when they click/tap on A-Z index? Are users able to effectively use the newly designed A-Z index? |
| 9a | Mega-Menu, More Menu Time: 0:02 min | <p>Using this site, how would you find the latest data and statistics from CDC?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>More: Data and Statistics</i> | <ul style="list-style-type: none"> • Do users notice the “more topics” link? • What types of information do they expect to find in the “more topics” section? • Are users able to effectively use this menu to find additional information? • Do users migrate to the A-Z index instead of the “more topics”? |
| 9b | Mega-Menu, More Menu Time: 0:02 min | <p>It’s hockey season! You’d like to learn more information about the symptoms of a concussion. How would you use this website to find this information?</p> | <ul style="list-style-type: none"> • Do users notice the “more topics” link? • What types of information do they expect to find in the |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
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| | | <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>More: Injury</i> - <i>A-Z Index: Concussion, Traumatic Brain Injury</i> | <p>“more topics” section?</p> <ul style="list-style-type: none"> • Are users able to effectively use this menu to find additional information? • Do users migrate to the A-Z index instead of the “more topics”? |
| 9c | <p>Mega-Menu, More Menu</p> <p>Time: 0:02 min</p> | <p>Using this site, how would you learn more about how to create a safe workplace?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>More: Workplace Safety and Health</i> | <ul style="list-style-type: none"> • Do users notice the “more topics” link? • What types of information do they expect to find in the “more topics” section? • Are users able to effectively use this menu to find additional information? • Do users migrate to the A-Z index instead of the “more topics”? |
| 9d | <p>Mega-Menu, More Menu</p> <p>Time: 0:02 min</p> | <p>You’d like to learn more about CDC’s work around the world and its efforts to improve the global health. Where would you look to find this information?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> - <i>More: Global Health</i> | <ul style="list-style-type: none"> • Do users notice the “more topics” link? • What types of information do they expect to find in the “more topics” section? • Are users able to effectively use this menu to find additional information? • Do users migrate to the A-Z index instead of the “more topics”? |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|-----|---|--|---|
| 10a | A-Z Index OR the Health Topics: More Diseases & Conditions Time: 0:02 min | Someone you know was recently diagnosed with Amyotrophic Lateral Sclerosis (ALS) (often referred to as Lou Gehrig's Disease). How would you learn more about this disease? <i>Success:</i> - <i>Health Topics: More Diseases & Conditions</i> - <i>A-Z Index: Amyotrophic Lateral Sclerosis</i> | <ul style="list-style-type: none"> Do users go to the "Health Topics" menu? If so, do they notice the link to "more topics"? Do users tend to go to the A-Z index to find this information? |
| 10b | A-Z Index OR the Health Topics: More Diseases & Conditions (ALTERNATE TO 10A) Time: 0:02 min | You've recently been diagnosed with Asthma. How would you learn more about this condition? <i>Success:</i> - <i>Health Topics: More Diseases & Conditions</i> - <i>A-Z Index: Asthma</i> | <ul style="list-style-type: none"> Do users go to the "Health Topics" menu? If so, do they notice the link to "more topics"? Do users tend to go to the A-Z index to find this information? |
| 10c | A-Z Index OR the Health Topics: More Diseases & Conditions (ALTERNATE TO 10A) Time: 0:02 min | Using this website, how would you learn more about Gonorrhea? <i>Success:</i> - <i>Health Topics: More Diseases & Conditions</i> - <i>A-Z Index: Gonorrhea</i> | <ul style="list-style-type: none"> Do users go to the "Health Topics" menu? If so, do they notice the link to "more topics"? Do users tend to go to the A-Z index to find this information? |
| 11a | A-Z Index OR the Healthy Living: More link Time: 0:02 min | A friend of yours recently found out she was expecting a baby, how would you find tips on a healthy pregnancy? <i>Success:</i> - <i>Healthy Living: More Topics</i> | <ul style="list-style-type: none"> Do users go to the "Healthy Living" menu? If so, do they notice the link to "more topics"? |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
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| | | - <i>A-Z Index: Pregnancy</i> | <ul style="list-style-type: none"> Do users tend to go to the A-Z index to find this information? |
| 11 b | A-Z Index OR the Healthy Living: More link (ALTERNATE TO 11A) Time: 0:02 min | <p>You would like to learn more about how to prevent diabetes. Using this site, where would you look for this information?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <i>Healthy Living: More Topics</i> <i>A-Z Index: Pregnancy</i> | <ul style="list-style-type: none"> Do users go to the “Healthy Living” menu? If so, do they notice the link to “more topics”? Do users tend to go to the A-Z index to find this information? |
| 11c | A-Z Index OR the Healthy Living: More link (ALTERNATE TO 11A) Time: 0:02 min | <p>You have a 2-year old child and would like to find a list of all the immunizations and vaccines that are recommended for your child. Where would you look to find this information?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <i>Healthy Living: More Topics</i> <i>A-Z Index: Immunizations, Vaccines, Child Health, etc.</i> | <ul style="list-style-type: none"> Do users go to the “Healthy Living” menu? If so, do they notice the link to “more topics”? Do users tend to go to the A-Z index to find this information? |
| 12 | Publications Time: 0:02 min | <p>How would you find the latest copy of MMWR?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <i>About CDC: Science menu</i> | <ul style="list-style-type: none"> Are users able to successfully find the publications? Do users look for this information in the Science section? Where do users expect to find this information? |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|----|--|--|---|
| 13 | About CDC Time: 0:02 min | You'd like to find grants offered by CDC. Where would you look to find this information? <i>Success:</i> - <i>About CDC: Funding</i> | <ul style="list-style-type: none"> Are users able to find information using the About CDC menu? |
| 14 | CDC 24x7 Time: 0:02 min | You'd like to learn more about how CDC protects people and saves lives. What information can you find about this? <i>Success:</i> - <i>CDC in Action: CDC 24x7</i> | <ul style="list-style-type: none"> Are users able to find the 24x7 information? What do users think about this information? |
| 15 | A-Z Index of Diseases & Conditions Time: 0:02 min | Start on Health Topics Page: You would like to learn more about carbon monoxide poisoning. Where would you look to find this information? <i>Success:</i> - <i>A-Z Index</i> - <i>More Topics: Environmental</i> | <ul style="list-style-type: none"> Do users use the global A-Z index or do they use the A-Z index on the health topics page? |
| 16 | Post Test Reactions Time: 0:05 min | Let's take another look the webpage we were working with today. <ul style="list-style-type: none"> What is your overall reaction to the homepage? How does this page compare with the current homepage for CDC? What do you like best about this version of the homepage? What do you like least about this version of the homepage? How could this page be improved before it is released? | |
| | Questions for 2 nd Tier pages | NOTE: Many of the tasks will ask users to use second level pages to find information. In most cases, users will not need to navigate all | |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
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Time: 0:05 min

the way down into the site in order to find the appropriate content page. However, in some instances, we will ask users to review a 2nd tier page (i.e. Health Topics and Healthy Living). When a user happens onto one of these two pages, the following probing questions may be asked:

- What is your reaction to this page?
- What do you think about the layout of this page?
- Do you think that there is anything missing from the page? Is there anything additional you would like to see added?
- What is your reaction to the campaigns on the left side of the page? What do you think of this section?
- What do you like best about this page? What do you like least?
- What recommendations for improvement do you have?

Post-Test Comparison of homepages

Please take a minute and review both of the homepages (the proposed homepage and the existing homepage).

Time: 0:02 min

Please select the homepages that best reflects the descriptions below:

| | Homepage A | Homepage B |
|-----------------------|------------|------------|
| Busy | | |
| Attractive | | |
| Cluttered | | |
| Organized | | |
| Hard to Use | | |
| Clean | | |
| Messy | | |
| Modern | | |
| Difficult to Navigate | | |
| Current (Up-to-date) | | |

| # | TOPIC TO BE TESTED | SCENARIO | ITEMS TO PROBE ON |
|---|--------------------|--|-------------------|
| | | Which of the two homepages do you like best? Why? | |
| | | Which of the two homepages do you think is easier to use? Why? | |
| | | Which of the two homepages would you be more likely to use more frequently? Why? | |
