

Attachment E

CDC Homepage UX: Participant Scenario List

1. 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.

2a. 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?

2b. 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?

3. You would like to find more information about Dr. Frieden's latest briefing. Where would you look to find this information?

4a. How would you find tips on how to prepare for winter weather?

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4b. How would you find out how many people die from lung cancer each year?

5a. 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?

5b. 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?

6a. It's January and you've decided to make a New Year's Resolution to get active and fit. Using this website, how would you find tips to help you get started?

6b. 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?

7a. 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?

7b. 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?

8. 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?

9a. Using this site, how would you find the latest data and statistics from CDC?

9b. 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?

9c. Using this site, how would you learn more about how to create a safe workplace?

9d. 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?

10a. 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?

10b. You've recently been diagnosed with Asthma. How would you learn more about this condition?

10c. Using this website, how would you learn more about Gonorrhea?

11a. A friend of yours recently found out she was expecting a baby, how would you find tips on a healthy pregnancy?

11b. You would like to learn more about how to prevent diabetes. Using this site, where would you look for this information?

11c. 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?

12. How would you find the latest copy of MMWR?

13. You'd like to find grants offered by CDC. Where would you look to find this information?

14. You'd like to learn more about how CDC protects people and saves lives. What information can you find about this?

15. You would like to learn more about carbon monoxide poisoning. Where would you look to find this information?

16. Let's take another look the webpage we were working with today.

- 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?

17. Please take a minute and review both of the homepages.

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)		

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?