

**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 Post Launch Survey

**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 completed development of the website and plans to launch the new page in mid-April. When the homepage launches, we would like to conduct a satisfaction survey of the users in order to gather data about the new homepage as well as to gather feedback for improvements.

**DESCRIPTION OF RESPONDENTS:**

This is a voluntary survey. Participants generally fall into the following groups:

- Individual interested in health
- Public health professional
- Healthcare provider
- Teacher / educator
- Scientist / researcher
- Student

**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 [x] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [ ] Yes [ x] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [ x] No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [ x] No

CDC is not offering an incentive to participants for their participation. The survey will be provided to users who would like to voluntarily opt-in to provide their feedback.

**BURDEN HOURS**

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Physician, or Physician's Assistant, or Nurse, or Nurse Practitioner,	100	5	8
Individuals or general consumers interested in health issues	100	5	8
Public Health Professionals	80	5	7
Teacher/Educator/Student	80	5	7
Scientist/Researcher	40		3
<b>Totals</b>	<b>400</b>		<b>33</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is  
\$1806.52

**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 [ x ] 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 provide a link to the survey on the new homepage of the website. The link will encourage users to “Give us your feedback” and will take users to an opt-in survey where they can voluntarily choose to provide feedback.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
[ x ] Web-based or other forms of Social Media  
[ ] Telephone  
[ ] In-person  
[ ] Mail  
[ ] Other, Explain
2. Will interviewers or facilitators be used? [ ] Yes [ x ] No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**