Attachment B

CDC HOMEPAGE UX – AFTER RELEASE: FACILITATOR INTRODUCTION (INSTRUCTIONS)

Note: The following introduction is a sample and will be used as a guide, not read to participants verbatim.
These instructions will be read <u>verbally</u> by the facilitator. They will not be provided to the participant in paper form.

Greet and welcome the participant.

"I am _____, and my job is helping Centers for Disease Control and Prevention improve their websites.

Thanks for giving us your time today and sharing your thoughts with us. Your comments will help CDC improve their home page."

Give the participant the Informed Consent Form.

- € Give them the form. Tell them the key points.

"First I have a consent form for you to go over. Your comments are kept confidential and all the information we collect is only used for research purposes. In addition, we will not store any information about you that could identify you personally. "

- € Ask the participant to sign one copy of the form and keep that for project records.
- € Offer the participant a second copy of the consent form to take with them.

Set expectations.

"We're going to do several things as part of our session today:

- € We are going to take a look some web pages and I'm going to ask you a few questions about them.
- € I will ask you to perform some tasks using the site. I will give you each task, one at a time.
- € What I need to know is how easy or difficult you find using these pages to be so please give me honest feedback. I didn't design these pages so you can feel free to say EXACTLY what you think.
- € The most helpful thing you can do is tell me what you are doing as we go through these pages and also WHY. I will probably ask questions about why you are making certain choices so that I can try to understand your thought process.
- € As we talk I'm going to take notes.
- € You can ask me any questions you like, but I may not be able to answer them until the end of our session.
- € I'll also ask a couple of closing questions at the end. Are you ready to begin?"