## Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-0956)

**TITLE OF INFORMATION COLLECTION:** CDC Flu Site – Card Sort

**PURPOSE:**

The Digital Media Branch (DMB) has currently released a responsive design template for use by the CDC.gov websites, including the CDC Flu site. The CDC Flu site has not had a redesign in several years and many of the categories of topics listed on the site have not been evaluated for as many years. In order to prepare for a redesign of the CDC Flu site it is important to verify that Flu content is listed and organized in a manner in which visitors are easily able to navigate. This is especially important since the Flu site is one of the most heavily trafficked sites at CDC and Flu season will be starting back up in a few months.

We would like to conduct a card sort activity to see if the topics are organized appropriately, named correctly, and meet the needs of the CDC.gov users to find information on flu. The card sort would inform us what is working well as well as where additional improvements could be made.

Card sorting is a user-centered design method for increasing a web site’s findability. The process involves sorting a series of cards, each labeled with a piece of content or functionality, into groups that make sense to users or participants.

For more information on the protocol for administering the card sort, as well as the additional documentation provided please refer to attachment **A-PROTOCOL-CDCFluCardSort060214**

# List of Attachments

* A-PROTOCOL-CDCFluCardSort060214
* B-RECRUITMENT-EMAIL- CDCFluCardSort060214
* C-Recruitment Message on CDC Flu Website-CDCFluCardSort060214
* D-SCREENSHOTS-CDCFluCardSort060214

**DESCRIPTION OF RESPONDENTS**:

This is a voluntary survey--participants generally fall into the following groups:

* Healthcare Providers, (Doctor, Nurse, Physician’s Assistant, Nurse Practitioner, etc.)
* Public Health Professionals (Epidemiologist, Health Educator, Health Researcher, Health Scientist, Health Communication Specialist, etc.)
* Individuals or general consumers interested in health issues

**TYPE OF COLLECTION:** (Check one)

[ ] Customer Comment Card/Complaint Form [ ] Customer Satisfaction Survey

[x] Usability Testing (e.g., Website or Software) [ ] Small Discussion Group

[ ] Focus 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

**BURDEN HOURS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category of Respondent**  | **No. of Respondents** | **Participation Time** | **Burden** |
| Healthcare Providers | 30 | 30 /60 | 15  |
| Public Health Professionals  | 30 | 30 /60 | 15  |
| Individuals or general consumers interested in health issues | 30 | 30 /60 | 15  |
| **Totals** | **90** |  | **45** |

**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?

The CDC Flu Web Team has several distribution lists in which they will use to send out a recruitment email for voluntary participants (see **B-RECRUITMENT-EMAIL- CDCFluCardSort060214**). Each voluntary participant will be asked to self identify as either a: Physician, or Physician’s Assistant, Nurse, or Nurse Practitioner, Public Health Professional, Scientist or Researcher Student, Educator OR Individual or general consumer interested in health issues.

In addition, a link will be added to the CDC Flu site (see **C-RECRUITMENT-LINK on WEBSite-CDCFluCardSort060214**). Each voluntary participant will be asked to self identify as either a: Physician, or Physician’s Assistant, Nurse, or Nurse Practitioner, Public Health Professional, Scientist or Researcher Student, Educator OR Individual or general consumer interested in health issues.

**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

1. Will interviewers or facilitators be used? [] Yes [ x ] No

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

Attachments are:

* A-PROTOCOL-CDCFluCardSort060214
* B-RECRUITMENT-EMAIL- CDCFluCardSort060214
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