

# Attachment D

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## CDC Homepage UX – After Release: Scenarios

### What will be tested?

The following scenarios have been developed to test various aspects of the CDC.gov homepage and 2<sup>nd</sup> 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 – CDChomepageUX060214).**

*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. New CDC.gov Homepage

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	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"> <li>• Is the feature too large?</li> <li>• Do people understand that this is the CDC homepage – or has the feature branded the page?</li> <li>• What do user notice first on the page?</li> <li>• What draws their attention?</li> <li>• What types of information do users expect to find on the CDC.gov homepage?</li> <li>• Are there any types of information that they would like to see that are not included on the page?</li> </ul>	<ul style="list-style-type: none"> <li>• What catches your eye first on this page?</li> <li>• If you came to this site on your own, what would you click on first?</li> <li>• What is your reaction to this page?</li> <li>• What do you like best about this page?</li> <li>• What you like least about this page?</li> <li>• Is there anything missing from this page or anything that you would like to see added?</li> <li>• Do you have any recommendations for improvement?</li> </ul>
2	Recent Outbreak Time: 0:03 min  <i>Follow-up task:</i> •How would you see a full list of recent outbreaks?	<p>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?</p> <p><i>Success:</i> - Outbreaks section</p> <p><i>Follow-up task:</i></p>	<ul style="list-style-type: none"> <li>• Do users notice the outbreaks section?</li> <li>• Can users easily get to the full list of outbreaks?</li> <li>• Will users think the ribbons link to the main outbreaks page?</li> <li>• Are they able to find the outbreak in the list of outbreaks?</li> <li>• What is their reaction to the layout of the outbreaks section?</li> <li>• What do users think of the “germ” icon?</li> </ul>	<ul style="list-style-type: none"> <li>• What do you think of the way the outbreaks are presented on the homepage?</li> <li>• Are they prominent enough? Too prominent?</li> <li>• How would you see a full list of recent outbreaks?</li> </ul>

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
		<p><i>How would you find a list of all of the recent outbreaks going on?</i></p> <p><i>Success:</i> - All Outbreaks</p>	<ul style="list-style-type: none"> <li>•</li> </ul>	
3	<p>Recent News Time: 0:03 min</p>	<p>You heard on the news that <i>[insert recent news item]</i>. How would you learn more about this?</p> <p><i>Success:</i> - News Section</p>	<ul style="list-style-type: none"> <li>• Do users notice the news section?</li> <li>• Are they able to find the news item they are looking for in the list of news?</li> <li>• What is their reaction to the layout of the news section?</li> <li>• What do users think of the “date” icon?</li> <li>• Can users easily get to the full list of news items?</li> </ul>	<ul style="list-style-type: none"> <li>• What do you think of the way the news items are presented on the homepage?</li> <li>• How would you see a full list of recent news items?</li> </ul>
4	<p>What’s New Time: 0:03 min</p>	<p>You’ve been hearing a lot about <i>[insert topic featured in the What’s New section]</i> lately. How would you find out more about this topic?</p> <p><i>Success:</i> - What’s New Section</p>	<ul style="list-style-type: none"> <li>• Do users notice the What’s New section?</li> <li>• What do users think of this section?</li> <li>• What are users’ reaction to the little “flags / tabs” with the labels on them?</li> </ul>	

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
5	Director's Corner Time: 0:02 min	<p>You would like to find information on the latest briefing from Dr. Frieden (the CDC director). Where would you look to find this information?</p> <p><i>Success:</i> - Director's Corner</p> <p><i>Follow-up task:</i> How would you get to Dr. Frieden's Twitter profile from this page? How would you reply to his latest tweet? How would you retweet?</p> <p><i>Success:</i> - CDC Newsroom</p>	<ul style="list-style-type: none"> <li>• Are users able to find the latest briefing from the director?</li> <li>• Can they get to Dr. Frieden's twitter profile?</li> <li>• Will they understand the reply/retweet icons?</li> <li>• What do users think of the section for the Director? Is it helpful? Is there other information that should be added or removed?</li> <li>• Do users notice Dr. Frieden's latest tweet? What do users think of this feature? Would users be willing to reply or retweet?</li> </ul>	<ul style="list-style-type: none"> <li>• What is your reaction to the section for the Director?</li> <li>• Are there other types of information you would like to see about the Director?</li> <li>• What is your reaction to the Dr. Frieden's latest tweet?</li> <li>• What do you think these icons do? Do you know what they mean?</li> <li>• Would you be willing to retweet or reply to one of Dr. Frieden's tweets? Why or why not?</li> </ul>
6	Feature Time: 0:02 min	<p>How would you find more information on <i>[insert featured topic on the homepage]</i>?</p> <p><i>Success:</i> - Feature</p>	<ul style="list-style-type: none"> <li>• Do users notice the feature at the top of the page and will they be aware they can click on it?</li> <li>• What are users' reactions to the feature?</li> <li>• Do users like the tips that appear directly on the</li> </ul>	<ul style="list-style-type: none"> <li>• What would you click on to learn more about this topic?</li> <li>• What do you think about the way this topic is featured?</li> <li>• Is the presentation interesting?</li> <li>• Does it take up too much space on the page?</li> </ul>

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
			<p>homepage?</p> <ul style="list-style-type: none"> <li>• How would users get to the article/feature page? What would they click on?</li> <li>• Would users like to see additional features on the homepage?</li> </ul>	
7a	<p>Mega-Menu, Diseases &amp; Conditions: (Topic listed directly within menu) Time: 0:02 min</p>	<p>A friend of yours was recently diagnosed with diabetes. How would you learn more about diabetes?</p> <p><i>Success: (Please note which path users take)</i></p> <ul style="list-style-type: none"> <li>- Diseases &amp; Conditions: Diabetes</li> <li>- A-Z Index: D</li> </ul> <p><i>Follow-up task:</i></p> <p><i>How would you see a full list of diseases and conditions? (For V3 and V4 ONLY).</i></p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- Diseases &amp; Conditions: More</li> </ul>	<ul style="list-style-type: none"> <li>• Do users notice the mega menus?</li> <li>• Do users go to “Diseases &amp; Conditions”?</li> <li>• What do users think of the topics listed under Diseases &amp; Conditions (on V3 and V4)?</li> <li>• Which topic do users go to on smaller viewports (V1 and V2) when the subtopics aren’t available?</li> <li>• Do users notice the “More” button within the menu (on V3 and V4 only)? Where do they think it will take them?</li> <li>• Do users notice the feature article in the drop down menus (V3 and V4 ONLY)? What do they think of them?</li> <li>• Do users choose to use the A-Z index?</li> </ul>	<ul style="list-style-type: none"> <li>• What do you think of the menu?</li> <li>• What is your reaction to the items contained within the menu?</li> <li>• Does the list of items look intuitive and logical?</li> <li>• Are there any that are unclear or confusing?</li> <li>• What do you think the “More” button will take you (on V3 and V4 only)?</li> <li>• What do you think of the image and information featured within the menu (on V3 and V4 only)? Is this featured article helpful? Is it interesting? What types of content / information would you like to see featured here?</li> </ul>

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
7b	<p>Mega-Menu, Diseases &amp; Conditions: (Topic listed directly within menu)</p> <p>(ALTERNATE to 7A)</p> <p>Time: 0:02 min</p>	<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"> <li>- <i>Diseases &amp; Conditions: STDs</i></li> <li>- <i>A-Z Index: STDs, Sexually Transmitted Diseases</i></li> </ul> <p><i>Follow-up task:</i></p> <p><i>How would you see a full list of diseases and conditions? (For V3 and V4 ONLY).</i></p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Diseases &amp; Conditions: More</i></li> </ul>	<ul style="list-style-type: none"> <li>• (See Above)</li> </ul>	<ul style="list-style-type: none"> <li>• (See Above)</li> </ul>
8a	<p>Mega-Menu, Healthy Living: (Topic listed directly within menu)</p> <p>Time: 0:02 min</p>	<p>Summer is fast approaching and you'd like to get 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"> <li>• (See Above)</li> </ul>	<ul style="list-style-type: none"> <li>• (See Above)</li> </ul>

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
		<ul style="list-style-type: none"> <li>- <i>Healthy Living: Overweight &amp; Obesity, Healthy Weight.</i></li> <li>- <i>A-Z Index: Physical Activity, Obesity, Nutrition, Healthy Weight, etc.</i></li> </ul> <p><i>Follow-up task: How would you see a full list of topics related to healthy lifestyles? (For V3 and V4 ONLY).</i></p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Healthy Living: More</i></li> </ul>		
8b	Mega-Menu, Healthy Living: (Topic listed directly within menu)	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?	<ul style="list-style-type: none"> <li>• (See Above)</li> </ul>	<ul style="list-style-type: none"> <li>• (See Above)</li> </ul>

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
	(ALTERNATE TO 8A) Time: 0:02 min	<p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Healthy Living: Smoking &amp; Tobacco Use</i></li> <li>- <i>A-Z Index: Smoking or Tobacco Use</i></li> </ul> <p><i>Follow-up task:</i> <i>How would you see a full list of topics related to healthy lifestyles? (For V3 and V4 ONLY).</i></p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Healthy Living: More</i></li> </ul>		
9	Mega-Menu, Travelers' Health: Destinations Time: 0:02 min	<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> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Travelers' Health: Destinations</i></li> </ul>	<ul style="list-style-type: none"> <li>• (See Above)</li> </ul>	<ul style="list-style-type: none"> <li>• (See Above)</li> </ul>
10	Mega-Menu, Emergency: (Topic listed directly within	<p>With the recent number of hurricanes last year, you would like to learn more about how to stay safe during a hurricane. Where</p>	<ul style="list-style-type: none"> <li>• Does the label "Emergency Preparedness" describe the topics listed (on V4 only)?</li> <li>• How does the success of this</li> </ul>	<ul style="list-style-type: none"> <li>• Where would you look to find information about natural disasters?</li> <li>•</li> </ul>

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
	menu) Time: 0:02 min	would you look to find this information?  PLEASE DO NOT ALLOW USE OF A-Z INDEX FOR THIS.  <i>Success:</i> - <i>Emergency: Natural disasters &amp; Severe Weather or Preparing for a disaster</i>	scenario vary from V4 (where it is listed in the global nav) to V3 (where it moves into "More CDC Topics") to V1 and V2 (where it is listed in the menu, but without subtopics)?	
11	Mega-Menu More CDC Topics: Data & Stats Time: 0:02 min	You would like to find a list of topics which CDC provides data and/or statistics on. How would you find a comprehensive list of topics that would allow you to find more data from CDC?  PLEASE DO NOT ALLOW USE OF A-Z INDEX FOR THIS.  <i>Success:</i> - <i>Diseases &amp; Conditions: Data &amp; Stats</i> - <i>More CDC Topics: Data and Statistics</i> - <i>Science Section: Data &amp; Stats</i>	<ul style="list-style-type: none"> <li>• Are users able to find the link to Data &amp; Stats?</li> <li>• Where do they expect to find this information?</li> <li>• What do are their reactions to the Data &amp; Stats page? What do they like about the page? What can be improved?</li> </ul>	<ul style="list-style-type: none"> <li>• Where would you look to find data &amp; statistics on the CDC website?</li> <li>• Is the placement logical? Is there a better place for this link?</li> </ul>
12	Mega-Menu, More CDC Topics:	CDC does a lot of work to provide tips to keep people safe from	<ul style="list-style-type: none"> <li>• Do users notice the "More CDC Topics" link? Will they</li> </ul>	<ul style="list-style-type: none"> <li>• Where would you look to find information on injuries?</li> </ul>

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
	<p>Injury Time: 0:02 min</p>	<p>injuries such as drowning, falls, concussions, dog bites, etc. If you wanted to find tips on how to prevent these types of injuries, where would you look?</p> <p>PLEASE DO NOT ALLOW USE OF A-Z INDEX FOR THIS.</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>More CDC Topics: Injury, Violence &amp; Safety</i></li> </ul>	<p>access CIO content (Injury) from here?</p> <ul style="list-style-type: none"> <li>• What types of information do users expect to find in the “More CDC Topics” section?</li> <li>• Are users able to effectively use this menu to find additional information?</li> </ul>	
13	<p>Mega-Menu, More CDC Topics: Workplace Time: 0:02 min</p>	<p>CDC provides a lot of information on how to create a safe and healthy workplace. Using this site, how would you learn more about how to create a safe workplace?</p> <p>PLEASE DO NOT ALLOW USE OF A-Z INDEX FOR THIS.</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>More CDC Topics: Workplace Safety and Health</i></li> </ul>	<ul style="list-style-type: none"> <li>• Do users notice the “More CDC Topics” link? Will they access CIO content (NIOSH) from here? (See Above)</li> </ul>	
14	<p>Mega-Menu, More CDC Topics:</p>	<p>CDC provides a lot of information on the health effects of environmental</p>	<ul style="list-style-type: none"> <li>• Do users notice the “More CDC Topics” link? Will they</li> </ul>	

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
	Environmental Health Time: 0:02 min	hazards such as air pollution, mold and lead poisoning. Using this site, how would you learn more about the health effects of these type of hazards?  PLEASE DO NOT ALLOW USE OF A-Z INDEX FOR THIS.  <i>Success:</i> - <i>More CDC Topics: Environmental Health</i>	access CIO content (NCEH) from here? (See Above)	
15	Mega-Menu, More CDC Topics: Global Health Time: 0:02 min	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?  PLEASE DO NOT ALLOW USE OF A-Z INDEX FOR THIS.  <i>Success:</i> - <i>More CDC Topics: Global Health</i> - <i>CDC in Action / CDC 24/7: "CDC Around the World"</i>	<ul style="list-style-type: none"> <li>• Will people know how to access Global Health content?</li> <li>• See above for probes about menu. Additional questions below about the CDC in Action section.</li> <li>• Do users notice the link to "Around the World" in the CDC 24/7 section? What types of information do they think they will find if they click on this link?</li> </ul>	
16	A-Z Index OR the	You've recently been diagnosed	<ul style="list-style-type: none"> <li>• Do users go to the "Diseases &amp;</li> </ul>	

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
	<p>Diseases &amp; Conditions: More link Time: 0:02 min</p>	<p>with Asthma. How would you learn more about this condition?</p> <p>IF USERS USE THE A-Z INDEX, ASK THEM TO TRY TO FIND THE INFORMATION WITHOUT USING THE INDEX. GOAL IS TO TAKE USERS TO THE DISEASES &amp; CONDITIONS PAGE.</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Health Topics: More Diseases &amp; Conditions</i></li> <li>- <i>A-Z Index: Asthma</i></li> </ul>	<p>Conditions” menu? If so, do they notice the link to “more topics”?</p> <ul style="list-style-type: none"> <li>• Do users tend to go to the A-Z index to find this information?</li> <li>• When users get to the Diseases &amp; Conditions page, what is their reaction to the page? Is it organized logically?</li> </ul>	
17	<p>A-Z Index OR the Healthy Living: More link Time: 0:02 min</p>	<p>A friend of yours recently found out she was expecting a baby, how would you find tips on a healthy pregnancy?</p> <p>IF USERS USE THE A-Z INDEX, ASK THEM TO TRY TO FIND THE INFORMATION WITHOUT USING THE INDEX. GOAL IS TO TAKE USERS TO THE HEALTHLY LIVING PAGE.</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Healthy Living: More Topics</i></li> <li>- <i>A-Z Index: Pregnancy</i></li> </ul>	<ul style="list-style-type: none"> <li>• Do users go to the “Healthy Living” menu? If so, do they notice the link to “more topics”?</li> <li>• Do users tend to go to the A-Z index to find this information?</li> <li>• When users get to the Healthy Living page, what is their reaction to the page? Is it organized logically?</li> </ul>	

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
18	Publications Time: 0:02 min	How would you find the latest copy of a publication CDC develops called Morbidity and Mortality Weekly Report (MMWR)?  <i>Success:</i> - <i>Science Section: MMWR</i> - <i>More CDC Topics: Publications</i>	<ul style="list-style-type: none"> <li>• Are users able to successfully find the publications?</li> <li>• If they go to publication page – get reaction to page.</li> <li>• Do users look for this information in the Science section?</li> <li>• Do users notice the link to Publications in the “More CDC Topics”?</li> <li>• Where do users expect to find this information?</li> </ul>	<ul style="list-style-type: none"> <li>• If they go to publication page – get reaction to page.</li> </ul>
19	About CDC Time: 0:02 min	You’d like to get information on jobs available at CDC. Where would you look to find this information?  <i>Success:</i> - <i>CDC Jobs</i>	<ul style="list-style-type: none"> <li>• Can people find the link to jobs?</li> <li>• If they go to About CDC page – get reaction to page.</li> </ul>	
20	CDC 24x7 Time: 0:02 min	You’d like to learn more about how CDC works to save lives and protects people. What information can you find about this?  <i>Success:</i> - <i>CDC in Action: CDC 24x7</i>	<ul style="list-style-type: none"> <li>• Are users able to find the 24x7 information?</li> <li>• What do users think about this information?</li> </ul>	

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
21	Espanol	<p>If you wanted to view this page in Spanish, how would you do that?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>Espanol link</i></li> </ul>	<ul style="list-style-type: none"> <li>• Are users able to find the link to the Espanol site?</li> </ul>	
22	<p>CDC Newsroom</p> <p>Time: 0:02 min</p>	<p>How would you find the main newsroom page?</p> <p><i>Success:</i></p> <ul style="list-style-type: none"> <li>- <i>CDC Newsroom button</i></li> </ul>	<p>Are users able to find the CDC Newsroom?</p>	
23	<p>Accordion Menu (and alternate approach)</p> <p>Time: 0:02 min</p>	<p>How many issues of Vital Signs are related to HIV/AIDS?</p>	<p>Are users able to find previous issues?</p>	
24	<p>Accordion Menu (and alternate approach)</p> <p>Time: 0:02 min</p>	<p>How many infographics are available in the most recent issue of Vital Signs?</p>	<p>Can users distinguish the current issue from previous issues?</p> <p>Can users locate a specific section in the current issue?</p>	

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
25	Tabs (and alternate approach) Time: 0:02 min	What is the fact for the week of September 16, 2013?	Can users locate facts from previous years?	
	Questions for 2 <sup>nd</sup> Tier pages  Time: 0:05 min	<p>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 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 2<sup>nd</sup> 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:</p> <ul style="list-style-type: none"> <li>• What is your reaction to this page?</li> <li>• What do you think about the layout of this page?</li> <li>• Do you think that there is anything missing from the page? Is there anything additional you would like to see added?</li> <li>• What do you like best about this page? What do you like least?</li> <li>• What recommendations</li> </ul>		

#	TOPIC TO BE TESTED	SCENARIO	ITEMS TO TEST	ITEMS TO PROBE ON
		for improvement do you have?		

## **Post-Test Reactions:**

Now I'd like to take you back to the homepage of the website and ask you a few questions about your experiences today:

- What is your general reaction to this homepage?
- How does it compare to other homepages you used?
- What do you think about the colors and images used?
- What do you think about the size of the text used?
- What is your reaction to the organization of the information on this page?
- What did you like best about the homepage?
- What did you like least?
- Is there anything that you think is missing from the page?
- Do you have any recommendations or suggestions for improvement?