

# Attachment E

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## CDC Homepage UX – After Release: 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 have heard about some other outbreaks worldwide. How would you find a list of all of the recent outbreaks going on?

3. You heard on the news that [insert recent news item]. How would you learn more about this?

4. You've been hearing a lot about [insert topic featured in the What's New section] lately. How would you find out more about this topic?

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this

collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0956).

5a. You would like to find information on the latest briefing from Dr. Frieden (the CDC director). Where would you look for this information?

5b. How would you get to Dr. Frieden's Twitter profile from this page?

How would you reply to his latest tweet?

Would you retweet?

6. How would you find more information on [insert featured topic on the homepage]?

7a. A friend was recently diagnosed with diabetes. How would you learn more about diabetes?

7b. How would you see a full list of diseases and conditions?

Alternate 7a. 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?

Alternate 7b. How would you see a full list of diseases and conditions?

8a. 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?

8b. how would you see a full list of diseases and conditions?

Alternate 8a. 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?

Alternate 8b. How would you see a full list of topics related to healthy lifestyles?

9. 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?

10. With the recent number of hurricanes last year, you would like to learn more about how to stay safe during a hurricane. Where would you look to find this information?

11. 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?

12. CDC does a lot of work to provide tips to keep people safe from 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?

13. 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?

14. CDC provides a lot of information on the health effects of environmental hazards such as air pollution, mold, and lead poisoning. Using this site, how would you learn more about the health effects of these types of hazards?

15. 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?

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

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

18. How would you find the latest copy of a publication CDC develops called the Morbidity and Mortality Weekly Report (MMWR)?

19. You'd like to get information on jobs available at CDC. Where would you look to find this information?

20. You'd like to learn more about how CDC works to save lives and protect people. What information can you find about this?

21. If you wanted to view this page in Spanish, how would you do that?

22. How would you find the main newsroom page?

23. How many issues of Vital Signs are related to HIV/AIDS?

24. How many infographics are available in the most recent issue of Vital Signs?

25. What is the fact for the week of September 16, 2013?