Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1513–0132)

TITLE OF INFORMATION COLLECTION:

TTB Formulation Online Guidance Usability Analysis and Card Sort Activity

PURPOSE:

TTB regulations require formula approval for some alcohol beverages, most commonly when flavoring or coloring materials are added.

The TTB website, TTB.gov, contains guidance on alcohol beverage formulation. However, TTB has noted that a high percentage of formula applications must be sent back to the applicant for correction. As a result, TTB wants to reorganize and augment the formulation guidance on TTB.gov, with the goal of improving the percentage of formula applications that may be approved as submitted.

To that end, TTB has developed an online usability activity to help its Web team and formulation experts understand how core audiences describe and group topics in formulation guidance. Feedback gathered from this "card sort," which is a specific type of usability activity, will help guide TTB in developing an improved design for the TTB website and improve customer service. By using this qualitative data to better understand how actual users of the TTB website's actual users categorize and describe formulation-related content on the site, TTB can revise the site to better match their mental models, improving user experience. After this redesign, users should be able to find content they are looking for more quickly and easily than before.

The card sort will be administered using OptimalSort, an online usability tool. The link to the tool will be sent to industry members via the TTB Newsletter and through other means. We will also advertise the opportunity to participate in this usability activity on the TTB website. The card sort will be available for a period of no longer than 6 weeks, from August to September 2016, and it will be closed once we have reached 100 participants or 6 weeks have passed, whichever occurs first.

The attached card sort contains 48 items to sort and will take each respondent an estimated 20 minutes to complete. The total burden to the public is estimated to be 33 hours.

Participation in this usability activity is voluntary and data collected will not be publically disseminated. All results will be aggregated before analysis.

DESCRIPTION OF RESPONDENTS:

The respondents will consist of alcohol industry members who file formulas with TTB or believe they will need to file formulas with TTB in the future.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[X] 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: Susan Evans Susan Evans________________________________.

To assist review, please provide answers to the following questions:

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 [ ] No [X] N/A
3. If "Yes," has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [ ] No [X] N/A

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
Private Sector	100	20 minutes	33 hours
Totals	**100**	**20 minutes**	**33 hours**

FEDERAL COST: The total estimated annual cost to the government is less than $4,000. This includes staff and contractor time for administering and analyzing the activity one time and the cost of the online service. The program will use existing staff and contracts to conduct the activity and evaluate the results.

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.

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.

Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx.)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group).

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.