

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3084-0159)

TITLE OF INFORMATION COLLECTION: *Feedback Sessions for IdentityTheft.gov Beta Web Application*

PURPOSE:

The FTC is requesting feedback on the design of a new interactive website that will help identity theft victims report and recover from identity theft. The website will collect information from identity theft victims, and use that information to create personal recovery plans for them.

In this usability test, participants will be asked to interact with a beta version of the site. Their feedback will be used to make improvements as we continue to develop the website. We plan to launch the finished site in the second quarter of FY 2016.

DESCRIPTION OF RESPONDENTS:

We will conduct the test with up to 20 participants, who represent a diverse mix of demographics.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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: Nicole Fleming

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No N/A

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

There will be a \$40 incentive. Participation will take approximately 70 minutes per person (including a 10 minute phone screening).

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	20	70 minutes	23 hours
Totals	20	70 minutes	23 hours

FEDERAL COST: The estimated cost to the Federal government is \$21,000.

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 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?

Anyone can become an identity theft victim so our potential target audience is very broad. Potential candidates will be pulled from a database of willing participants who have opted to participate in this type of study. Candidates will be screened by phone and asked if they are willing to participate. We will recruit a diverse mix of respondents.

The sessions will not save personally identifiable information, and responses will be stored anonymously. We will ask participants to use their phone number and email to test parts of the system, but that information will be deleted immediately following the test.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No