

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

---

**TITLE OF INFORMATION COLLECTION:** *Usability Testing for Consumer.ftc.gov*

**PURPOSE:**

*The FTC is shutting down OnGuardOnline.gov, the federal government’s website to help people be safe, secure, and responsible online. We are moving the content from OnGuardOnline.gov to Consumer.ftc.gov, the FTC’s consumer education website.*

*Usability tests will evaluate how best to organize Consumer.ftc.gov to include content from OnGuardOnline.gov and promote the FTC’s online safety information.*

*In these usability tests, participants will be asked to organize content from Consumer.ftc.gov and OnGuardOnline.gov. Their feedback will be used to re-organize the content and ensure that users can find the information they need.*

*We plan to shut down OnGuardOnline.gov by the end of the first quarter of FY 2016.*

**DESCRIPTION OF RESPONDENTS:**

*We will conduct 6 cards sort (2 open, 2 closed, and 2 reverse) with up to 10 respondents each.*

**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: TJ Peeler

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

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	60	10 minutes	10 hours
<b>Totals</b>			

**FEDERAL COST:** The estimated cost to the Federal government is \$220.

**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.

*We will recruit participants from a list of people who have (a) ordered information from the FTC's Bulk Order site; and (b) opted to allow further communications from the FTC.*

**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