

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1009)

TITLE OF INFORMATION COLLECTION: VetoViolence Usability Testing

PURPOSE:

The Centers for Disease Control and Prevention (CDC) created the VetoViolence website to provide violence prevention professionals with the latest trainings, resources, and tools for integrating research-based knowledge into the primary prevention of violence in their communities. The primary target audience for the website includes CDC grantees, partners in state, local, and tribal government agencies, and violence prevention practitioners. The secondary audience includes public health practitioners and anyone interested in learning more about violence prevention.

CDC’s Division of Violence Prevention (DVP) will implement remote usability testing with registered and potential VetoViolence users to explore if the design of the VetoViolence website and its applications (trainings and tools) provide users with a satisfactory experience. Participation in the usability testing is voluntary. It will also help CDC assess if the agency is providing appropriate information to the intended audience, while using the most innovative and engaging user design. Information collected from the usability testing will be used to improve VetoViolence and the development of future resources. The data will also inform dissemination and communication.

DESCRIPTION OF RESPONDENTS:

Participation in the usability testing is voluntary. Users will provide feedback to CDC during remote usability testing sessions. Participants for the usability testing will be selected from three lists: DVP grantees, DVP partners, and VetoViolence account holders. The lists include local and state health departments, non-profit organizations, foundations, and educational institutions with a focus on violence prevention.

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.

- 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: _____Karen Angel_____

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

Personally Identifiable Information:

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

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 Respondents	No. of Respondents	Participation Time (minutes)	Burden (hours)
DVP Grantees and Partners, VetoViolence account holders who are not DVP grantees nor partners (professionals from educational institutions or non-profit)	60	60/60	60
Totals	60		60

FEDERAL COST: The estimated annual cost to the Federal government is \$7,678.80

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

- 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).

This usability testing effort will draw from two groups of potential respondents. The first group includes DVP grantees and partners who may or may not have registered user accounts on VetoViolence. DVP staff will be responsible for identifying and inviting grantees and partners to participate in the usability testing effort (Att. 1). The second group includes VetoViolence educational and non-profit users who have registered accounts on VetoViolence. Banyan Communications staff will consult with the DVP Task Order Contracting Officer Representative

to narrow down the types of users (e.g. non-profit employees who work on violence prevention or students using VetoViolence for educational purposes) most appropriate potential users to invite to participate in usability testing prior to launching usability testing efforts (Att. 1). Banyan Communications will invite participants to test the VetoViolence web applications (Att. 2).

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

DVP Project Officers or appropriate DVP staff person with a working relationship with the partner will send recruitment letters to grantees and partners inviting them to participate in the testing effort (Att. 1 and 2). The respondents will be asked to test different applications based on their professional context. For example, a child maltreatment prevention grantee will only be asked to test the overall navigational experience of VetoViolence and applications related child maltreatment, whereas a community violence prevention professional may be asked to evaluate more general applications such as Principles of Prevention and Community HealthSim. Each respondent will be asked to complete up to three task/scenarios related to the assets being tested. For example, in a given testing session, the user may be asked to test the overall navigational experience of VetoViolence site, find information about Principles of Prevention, and find information about EvaluACTION. After completing each task, the respondent will be asked to respond to survey questions related to the task he or she has just completed (Att. 3).

A video including screenshots provides a demonstration of the online survey/user experience with the usability test: <https://youtu.be/7yvXPdZW8Ak> (8:19-12:00). The following is the list of predetermined assets that will be tested:

1. ACEs Snapshot (<http://vetoviolence.cdc.gov/index.php/aces-snapshot/>)
2. ACEs Infographic
3. Dating Matters (<http://vetoviolence.cdc.gov/index.php/dating-matters/>)
4. Dating Matters Capacity Assessment Tool
5. EvaluACTION (<http://vetoviolence.cdc.gov/index.php/evaluation/>)
6. Principles of Prevention (<http://vetoviolence.cdc.gov/index.php/principles-of-prevention/>)
7. Success Stories (<http://vetoviolence.cdc.gov/index.php/success-stories/>)
8. Understanding Evidence (<http://vetoviolence.cdc.gov/index.php/understanding-evidence/>)
9. Overall navigational experience of the VetoViolence site
10. Community HealthSim (<http://newveto.vetoviolence.org/apps/community-healthsim/>)
11. STRYVE Online (<https://vetoviolence.cdc.gov/apps/stryve/>)