

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0925-0642)**

Expiration Date: 08/31/2017

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**TITLE OF INFORMATION COLLECTION:** NIAMS Website Redesign Card Sort Task

**PURPOSE:**

The objectives of the NIAMS website card sort activity are to identify opportunities for improving the organization of content across the redesigned website. NIAMS staff shared during stakeholder interviews that many sections of the site had grown organically, often making content difficult to find. The implementation of a Drupal Content Management System (CMS) is underway and the project is now at a point where we have learned enough about the Institute’s goals, audiences, and content to conduct an online card sort in order to inform future navigation, menus, and possible taxonomies.

**DESCRIPTION OF RESPONDENTS:**

Participants will be recruited from the NIAMS Coalition and will likely represent several types of audience members, including general consumers, researchers, and clinicians. The NIAMS Coalition is an independent consortium of professional and voluntary organizations that partner with NIAMS to raise awareness about the Institute’s research. The NIAMS Public Partnership Blue Book (P2B2) is a web-accessible management application used by the NIAMS OSPPC to maintain the contact information of the NIAMS Coalition organizations and their key employees. Coalition membership eligibility is determined by the Coalition co-chairs and Steering Committee. Members must have an interest in a NIAMS disease area, and be national in scope.

**TYPE OF COLLECTION:** (Check one)

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

**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: Mary Beth Kester, M.S., Health Science Policy Analyst, Office of Science Policy, Planning and Communications

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

**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	100	20 Minutes	<b>33 Hours</b>
<b>Totals</b>	<b>100</b>	20 Minutes	<b>33 Hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$8,270.89.

**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?

Participants will be contacted through the NIAMS Coalition and will be offered the chance to participate in the study through an email sent by NIAMS. See **Appendix A** for the recruitment email.

**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

We will use the OptimalSort online card sort tool by Optimal Workshop to conduct the card sort study. The OptimalSort tool is an industry leader within the user experience/user-research community. The tool is valued for its ease-of-use, both from a participant and administration perspective. The tool automatically segments and aggregates data into an interactive dashboard that saves significant time for conducting results analysis. All data is downloadable and will be under the ownership of NIAMS. There is no additional cost to NIAMS to use the tool.

2. Will interviewers or facilitators be used?  Yes  No

### **3. Index of Appendices**

**Appendix A: Invitation to Participate Letter**

**Appendix B: Card Sort Options**

**Appendix C: Task Instructions**