Title of Project Post-Launch Usability Testing for the Division of HIV/AIDS Prevention Website Redesign

Attachment 4

Facilitator's Script for **In-Person** Post-Launch Usability Testing for the Division of HIV/AIDS Prevention Website Redesign

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GENERAL CONSENT FORM

We have revised the Centers for Disease Control and Prevention (CDC) HIV Web site and would like you to "try out" the new Web site. We want to know what works well for you and what does not, so that we can further improve The CDC HIV Web site.

During this session, we'll
1. Ask you to perform a series of tasks to find information on the Web site
2. Record your voice but not your face or physical likeness
3. Capture your computer screen movements and mouse clicks
4. Ask you to give us feedback on the new Web site

We will keep track of your interactions with the Web site, so that we can find ways to improve the system. The information that is captured only will be used to make changes to the CDC HIV Web site. The whole exercise will take approximately 60 minutes to complete.

When analyzing and reporting the results, no personal identifiers will be linked to the data and your signed consent form will be stored separately.

To consent to the use and release of this information, please sign your name below.

Name _____   Date: _____

CONSENT FORM FOR AUDIO TAPING

Understanding Your Participation

Please read this page carefully.

You are being asked to participate in a usability study for the CDC HIV Web site. By participating in this evaluation, you will help us improve our products. This evaluation will take 60 minutes to complete.

We will observe you and record information about how you work. We may record your comments and actions using written records, audio recording, and screen recording.

By signing this form, you give your permission for our organization to use:
- recorded voice   (if you consent to this, initial here _____)

- verbal statements   (if you consent to this, initial here _____)

- screen recording   (if you consent to this, initial here _____)

This data will be used solely for the purposes of product design and development. Your full name will not be used during any presentation of the results of this study.

Any information you acquire about our products is confidential and proprietary and is being disclosed to you only so you may participate. By signing this form, you agree not to talk about this product to anyone. You may tell them that you helped to evaluate an Internet web site.

You may withdraw from the evaluation at any time. If, at any time, you need a break, please inform the observer immediately. If you have questions, you may ask at any time.

If you agree with these terms, please indicate your agreement by signing below.

Name (Printed)   _____

E-mail Address   _____

Signature   _____

Date   _____

POST-LAUNCH IN-PERSON USABILITY TESTING SCRIPT

For each of the core questions, the target stakeholder(s) are listed as well as the multiple choice answer options. The following questions are all in accordance with the OMB core question, page 45

Respondents may be asked to click through the specific Web site, social media, mobile-based or other electronic communication channels to complete an activity / task. For each activity question, there may be a series of followup questions to evaluate the participant's ease or difficulty in finding the answer to the question. Examples of activity / task questions and follow up questions are shown below. The actual activity/tasks used for each usability evaluation will be created to suit a particular evaluation scenario.

Participant Group	Activity
Consumer Academic	Where would you click to find information on ways HIV/AIDS in contracted?
Consumer PHP HCP Academic	Where would you click to find information on HIV and gay men?
Consumer PHP HCP Academic	Where would you click to find an HIV Testing location in your area?
Academic PHP HCP	You're interested in a CDC presentation on African-Americans and HIV. Where would you click first to find this information? Where would you click second?
PHP HCP	Where would you find the recommendations for HIV testing for pregnant women?
Consumer Academics	Where would you click to find information on protection and condom usage?
HCP	You need information on protecting coworkers against contracting HIV from infected patients. Where would you click to find information?

Academics HCP PHP	Where would you click to find an article on the latest findings in HIV studies?
Consumer PHP HCP Academic	Where would you click to find statistics on HIV in Georgia?
Consumer PHP HCP Academic	Where would you click to find a list of fact sheets, brochures, articles, etc. that are available on the CDC HIV web site?
Consumer PHP HCP Academic	How do you get back to the CDC HIV home page?
PHP	Where would you click to find funding opportunities?
HCP PHP	Where would you click to find seminars to attend for career development?

FOLLOW-UP QUESTIONNAIRE

Based on your experience with the CDC HIV web site during this survey how would you rate your overall satisfaction with the site?
- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

Please describe any difficulties you encountered when trying to complete the tasks on the CDC HIV web site?

Pick three of the following words that best describe the look and feel of the CDC HIV web site.
- Attractive
- Busy

- Clean
- Cluttered
- Modern
- Overwhelming
- Organized
- Out-of-date
- Sophisticated
- Unfriendly