


Title of Project: Usability Testing of CDC's Act Against AIDS (AAA) Website

**Attachment 3**

**Screenshots** for Usability Testing of CDC's Act Against AIDS (AAA) Website

Public reporting burden of this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-1027)



Close [x]

### WE NEED YOUR FEEDBACK


Your opinion is very important and will help us to improve the Act Against AIDS site. We have some questions that **should take only a few minutes**. Thank you in advance for your help!

Yes

No

By selecting YES, an additional window will open. Please do not close it if you would like to participate.

Powered by UserZoom - Privacy Policy



Web site Homepage and survey beginning. Respondents will be asked to execute functions to test the navigation of the website. Instructions for the user/respondent will be located at the bottom of the screen and respondents will simply identify information or follow the instructions.

The screenshot shows the CDC Act Against AIDS website homepage. At the top left is the CDC logo and the text "Centers for Disease Control and Prevention CDC 24/7: Saving Lives, Protecting People™". A search bar is located at the top right. Below the logo is a dark blue banner with "Act Against AIDS" and social media icons for Facebook, Twitter, and a plus sign. A "CDC A-Z INDEX" button is also present. A language dropdown menu is set to "English". The main content area features a carousel of three images: a man holding an orange, a woman hugging a child, and a man exercising. To the right is a "Get Tested" widget with a search bar for "Enter ZIP code or City", a "Go" button, and "Help" and "Share" links. Below the carousel are "Campaigns" and "Act Against AIDS" buttons. At the bottom, a survey question is displayed: "What is the most common screening test in the U.S. that looks for antibodies to HIV? (When you are ready to select the answer click OK.)" with a list of options: "- RTD (Rapid diagnostic test)", "- EIA (enzyme immunoassay)", and "- DFA (direct fluorescent antibody stain)". An "OK" button is to the right of the list.

Home | Act Against AIDS | x  
www.cdc.gov/actagainstaids/

CDC Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™

SEARCH

CDC A-Z INDEX

Act Against AIDS

f t +

Language: English

**HIV TREATMENT WORKS**

**Get Tested**  
Find an HIV testing site near you.  
Enter ZIP code or City  
Go  
Help Share

Campaigns Act Against AIDS

What is the most common screening test in the U.S. that looks for antibodies to HIV? (When you are ready to select the answer click OK.)  
- RTD (Rapid diagnostic test)  
- EIA (enzyme immunoassay)  
- DFA (direct fluorescent antibody stain)

OK

## Task 1

The screenshot shows a web browser window titled "UserZoom Study - Google Chrome". The address bar displays "User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S2\_8&". The main content area features a blue UserZoom survey modal. The modal has the UserZoom logo and a "Quit" button in the top right corner. The survey question is: "What is the most common screening test in the U.S. that looks for antibodies to HIV?". Below the question are four radio button options: "RDT (Rapid diagnostic test)", "EIA (enzyme immunoassay)", "DFA (direct fluorescent antibody stain)", and "Could not find the answer". A "Next" button is located at the bottom right of the modal. Below the modal, the text "Survey Powered By UserZoom" is visible. At the bottom of the browser window, the status bar shows "PAGE 2 OF 2", "0 WORDS", and a zoom level of "120%".

UserZoom Study - Google Chrome

User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S2\_8&

userzoom Quit

What is the most common screening test in the U.S. that looks for antibodies to HIV?

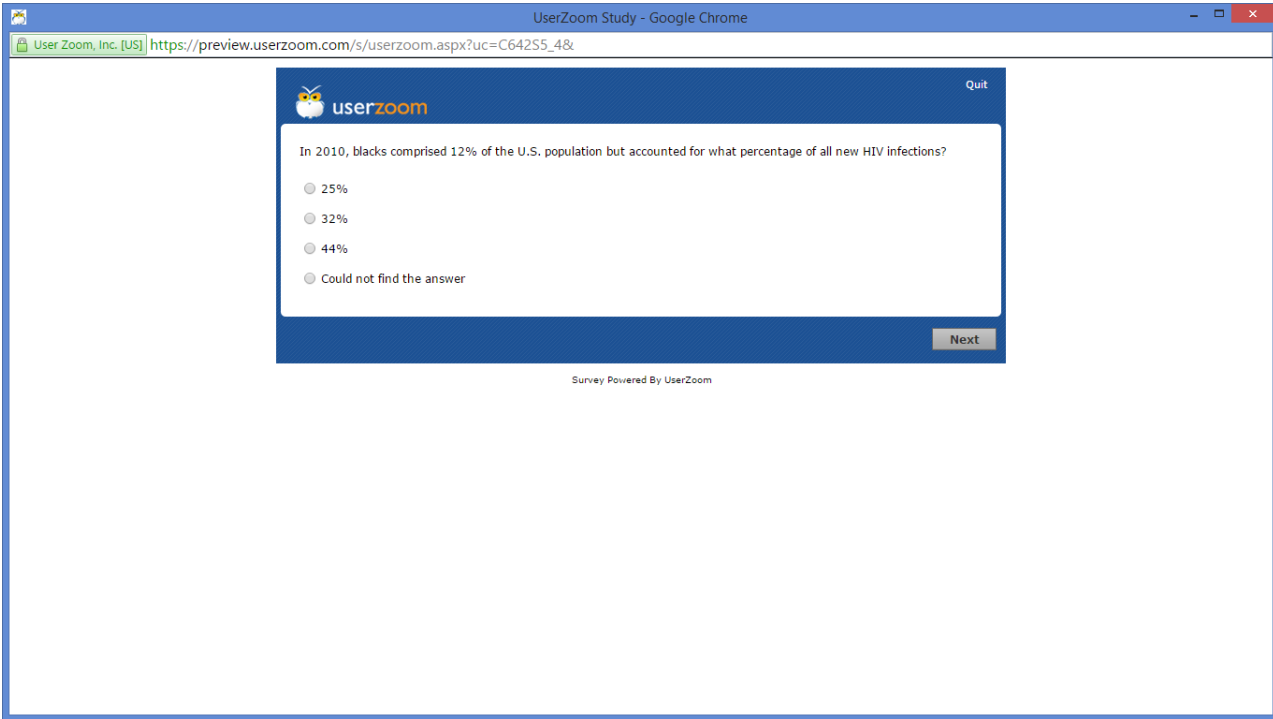
- RDT (Rapid diagnostic test)
- EIA (enzyme immunoassay)
- DFA (direct fluorescent antibody stain)
- Could not find the answer

Next

Survey Powered By UserZoom

PAGE 2 OF 2 0 WORDS 120%

## Task 2



The image shows a screenshot of a web browser window titled "UserZoom Study - Google Chrome". The address bar displays "User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C64255\_48". The main content area features a dark blue header with the "userzoom" logo and a "Quit" button. Below the header is a white question box with a blue border. The question text is "In 2010, blacks comprised 12% of the U.S. population but accounted for what percentage of all new HIV infections?". There are four radio button options: "25%", "32%", "44%", and "Could not find the answer". A "Next" button is located at the bottom right of the question box. Below the question box, the text "Survey Powered By UserZoom" is visible.

UserZoom Study - Google Chrome

User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C64255\_48

userzoom Quit

In 2010, blacks comprised 12% of the U.S. population but accounted for what percentage of all new HIV infections?

- 25%
- 32%
- 44%
- Could not find the answer

Next

Survey Powered By UserZoom

Task 3

The screenshot shows a web browser window with the URL [www.cdc.gov/actagainstaids/](http://www.cdc.gov/actagainstaids/). The page header includes the CDC logo and the text "Centers for Disease Control and Prevention" with the tagline "CDC 24/7: Saving Lives. Protecting People™". A search bar is located in the top right corner. Below the header is a dark blue navigation bar with the text "Act Against AIDS". To the left of this bar are social media icons for Facebook, Twitter, and a plus sign. To the right is a language dropdown menu set to "English". The main content area features a large banner with a grid of diverse people's faces and the handwritten text "Let's stop HIV together." To the right of the banner is a "Get Tested" widget with a search input field for "Enter ZIP code or City", a "Go" button, and a map icon. Below the banner are three small circular navigation dots. At the bottom of the page, there is a dark blue bar with the text "Campaigns" on the left and "Act Against AIDS" on the right. The footer contains a print function icon (an owl) and the text "Find the function to print this page" on the left, and two buttons labeled "Success" (green) and "Abandon" (red) on the right.

Task 4

Home | Act Against AIDS | x  
www.cdc.gov/actagainstaids/

**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™


SEARCH

CDC A-Z INDEX

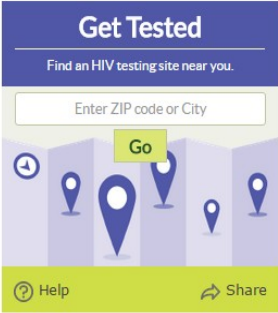
Act Against AIDS

f t +

Language: English



**HIV TREATMENT WORKS**



**Get Tested**  
Find an HIV testing site near you.

Enter ZIP code or City

Go

Help Share

Campaigns

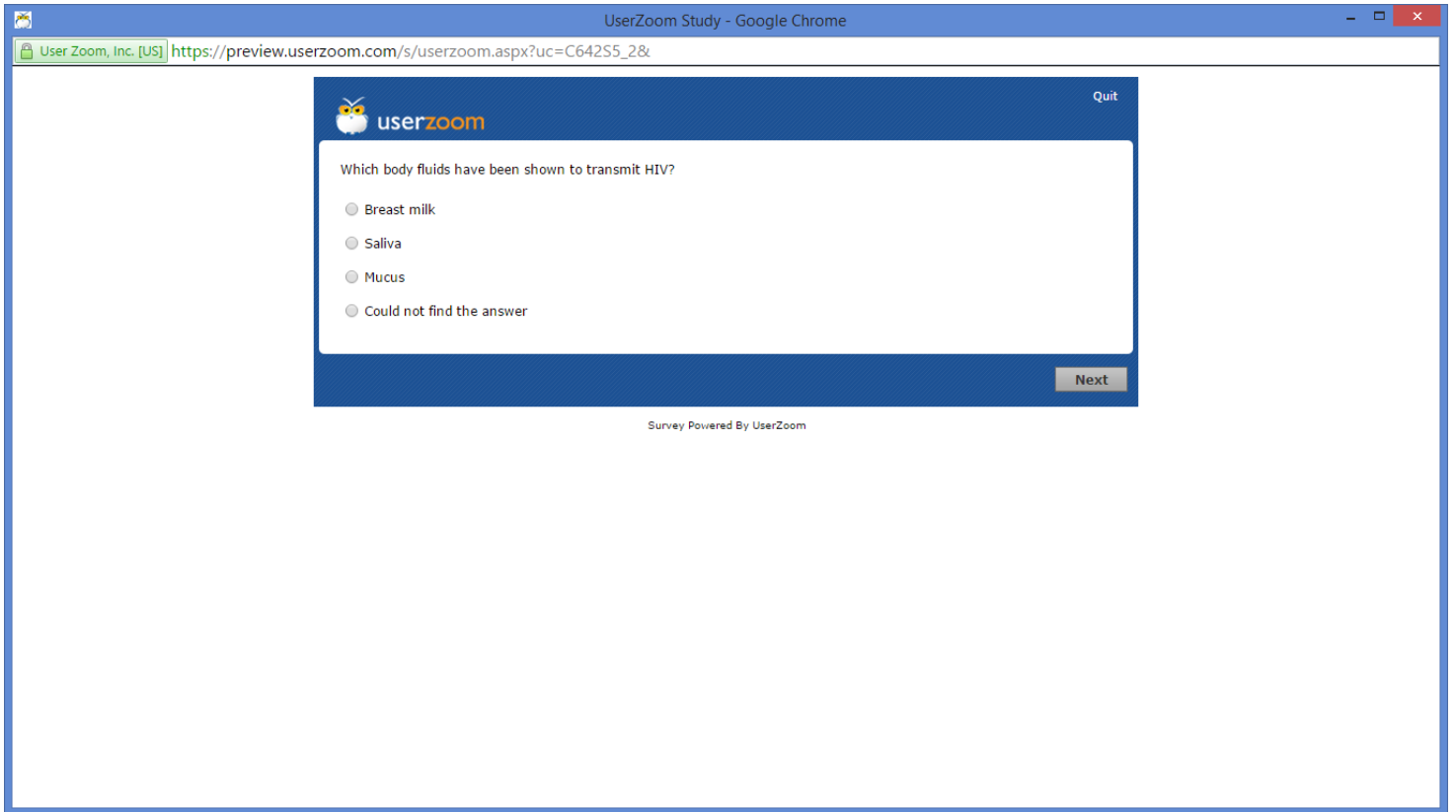
Act Against AIDS

Find a video on HIV AIDS 101.

Success

Abandon

## Task 5



The image shows a web browser window titled "UserZoom Study - Google Chrome". The address bar displays "User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_2&". The main content area features a dark blue header with the "userzoom" logo and a "Quit" link. Below the header is a white survey box with the question "Which body fluids have been shown to transmit HIV?". There are four radio button options: "Breast milk", "Saliva", "Mucus", and "Could not find the answer". A "Next" button is located at the bottom right of the survey box. Below the survey box, the text "Survey Powered By UserZoom" is visible.

UserZoom Study - Google Chrome

User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_2&

Quit

userzoom

Which body fluids have been shown to transmit HIV?

- Breast milk
- Saliva
- Mucus
- Could not find the answer

Next


Survey Powered By UserZoom



## Task 6

UserZoom Study - Google Chrome

User Zoom, Inc. [US] [https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\\_4&](https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5_4&)

Quit

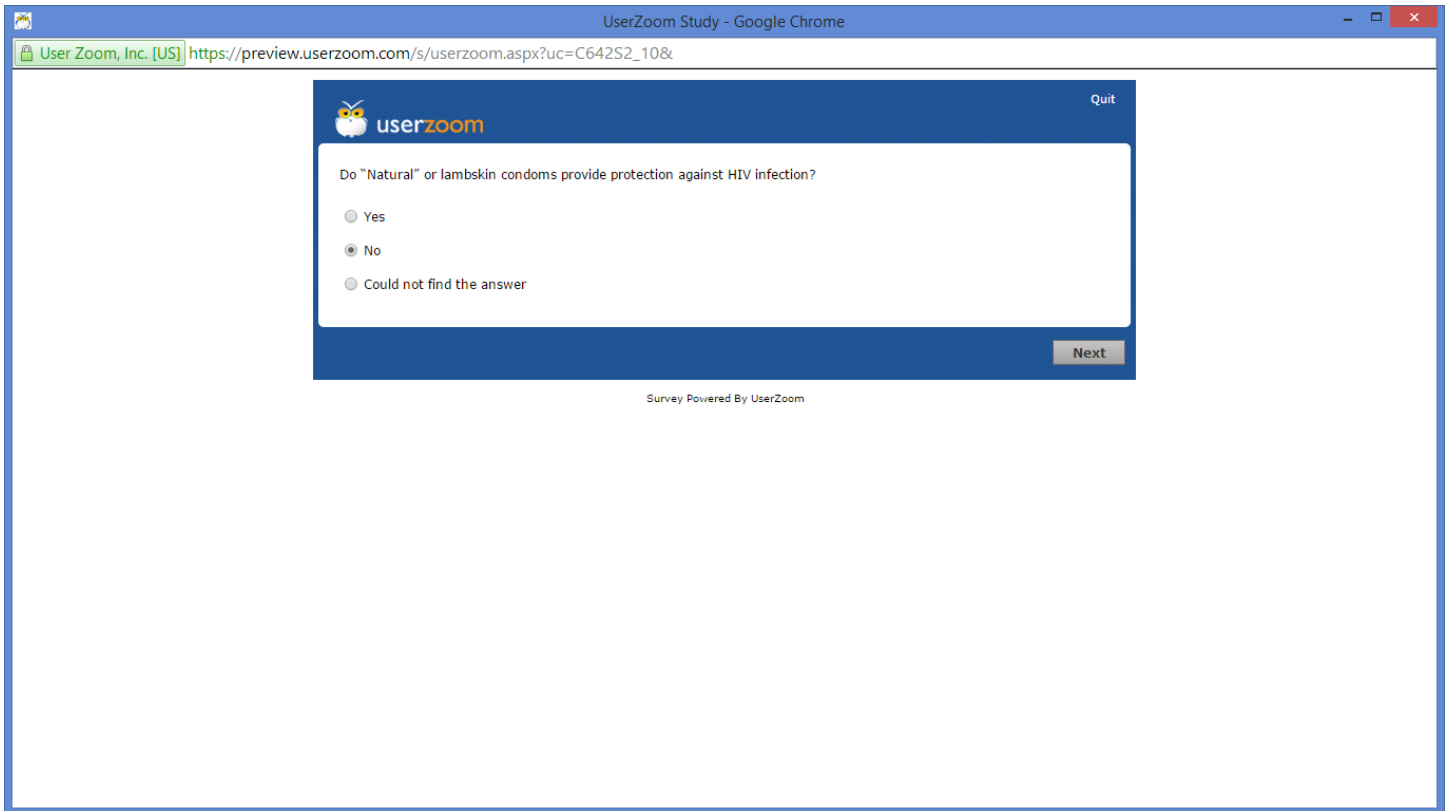
Is the risk of contracting HIV from oral sex MORE than anal or vaginal sex or LESS than anal or vaginal sex or EQUAL to anal or vaginal sex?

- Less than anal or vaginal sex
- More than anal or vaginal sex
- Equal to anal or vaginal sex
- Could not find the answer

Next


Survey Powered By UserZoom

## Task 7



UserZoom Study - Google Chrome

User Zoom, Inc. [US] [https://preview.userzoom.com/s/userzoom.aspx?uc=C642S2\\_10&](https://preview.userzoom.com/s/userzoom.aspx?uc=C642S2_10&)

 userzoom Quit

Do "Natural" or lambskin condoms provide protection against HIV infection?

Yes

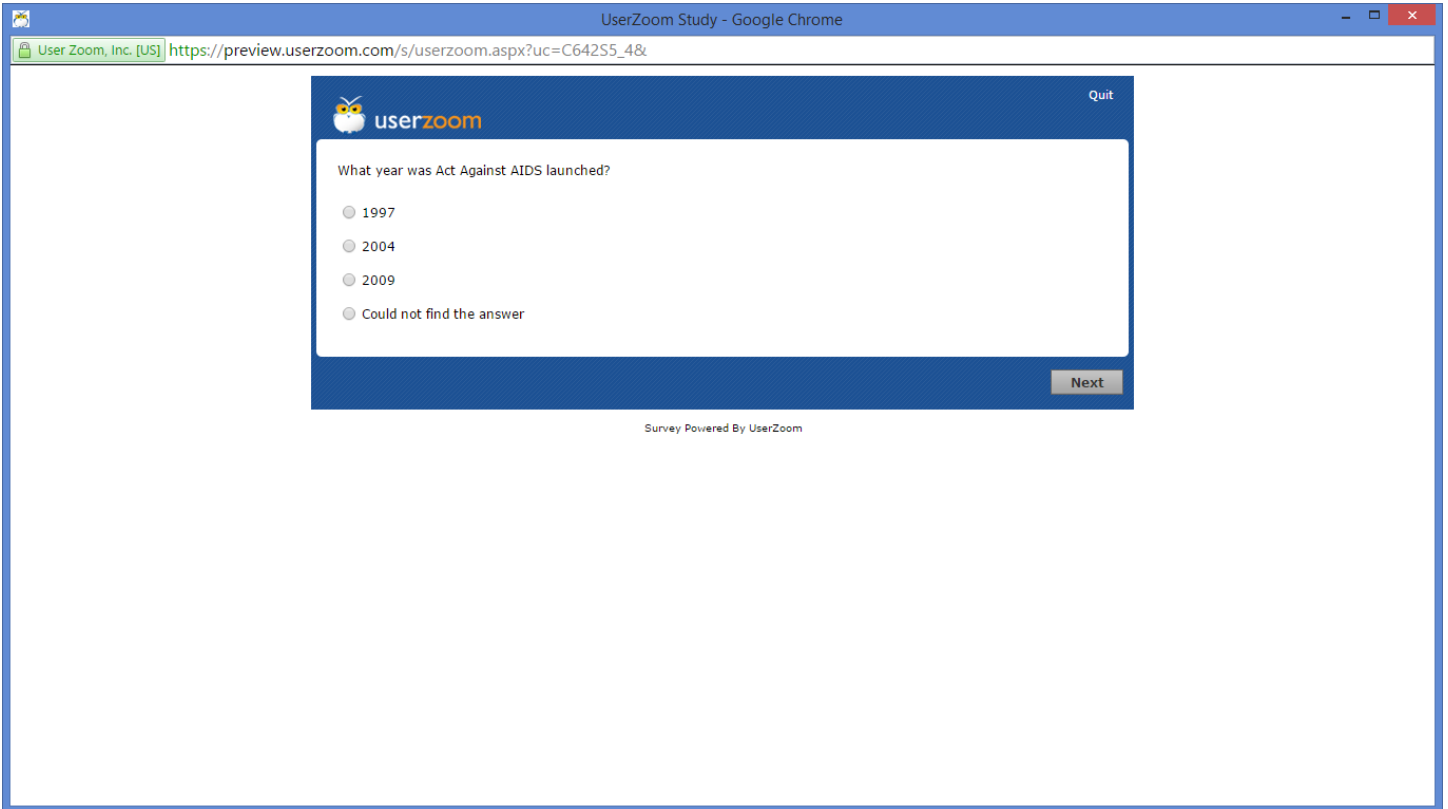
No

Could not find the answer

Next

Survey Powered By UserZoom

## Task 8



The image shows a screenshot of a web browser window titled "UserZoom Study - Google Chrome". The address bar displays the URL "https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&". The main content area features a survey interface with a dark blue header containing the "userzoom" logo and a "Quit" link. The survey question is "What year was Act Against AIDS launched?". Below the question are four radio button options: "1997", "2004", "2009", and "Could not find the answer". A "Next" button is located at the bottom right of the question box. At the bottom center of the page, it says "Survey Powered By UserZoom".

UserZoom Study - Google Chrome

User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&

userzoom Quit

What year was Act Against AIDS launched?

- 1997
- 2004
- 2009
- Could not find the answer

Next

Survey Powered By UserZoom

## Task 9

The image shows a browser window titled "UserZoom Study - Google Chrome". The address bar displays "User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_48&". The main content area features a dark blue header with the "userzoom" logo and a "Quit" link. Below the header is a white box containing the question: "Find a list of campaigns. How many campaigns are listed?". There are four radio button options: "5", "9", "12", and "Could not find the answer". A "Next" button is located at the bottom right of the question box. At the bottom center of the page, it says "Survey Powered By UserZoom".

userzoom Quit

Find a list of campaigns. How many campaigns are listed?

- 5
- 9
- 12
- Could not find the answer

Next

Survey Powered By UserZoom

Task 10

Home | Act Against AIDS | x  
www.cdc.gov/actagainstaids/

**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™


SEARCH

CDC A-Z INDEX

Act Against AIDS

f t +

Language: English



**HIV TREATMENT WORKS**

Get Tested  
Find an HIV testing site near you.  
Enter ZIP code or City  
Go  
Help Share

Campaigns Act Against AIDS


Find the Act Against AIDS campaign materials for your organization.

Success  
Abandon

## Task 11

UserZoom Study - Google Chrome

User Zoom, Inc. [US] | [https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\\_4&](https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5_4&)

Quit

Which one of the following is a campaign partner for "We Can Stop HIV One Conversation at a Time"? (When you are ready to select the answer click OK.)

- Farmworker Justice
- Kaiser Family Foundation
- Magic Johnson Foundation
- Could not find the answer

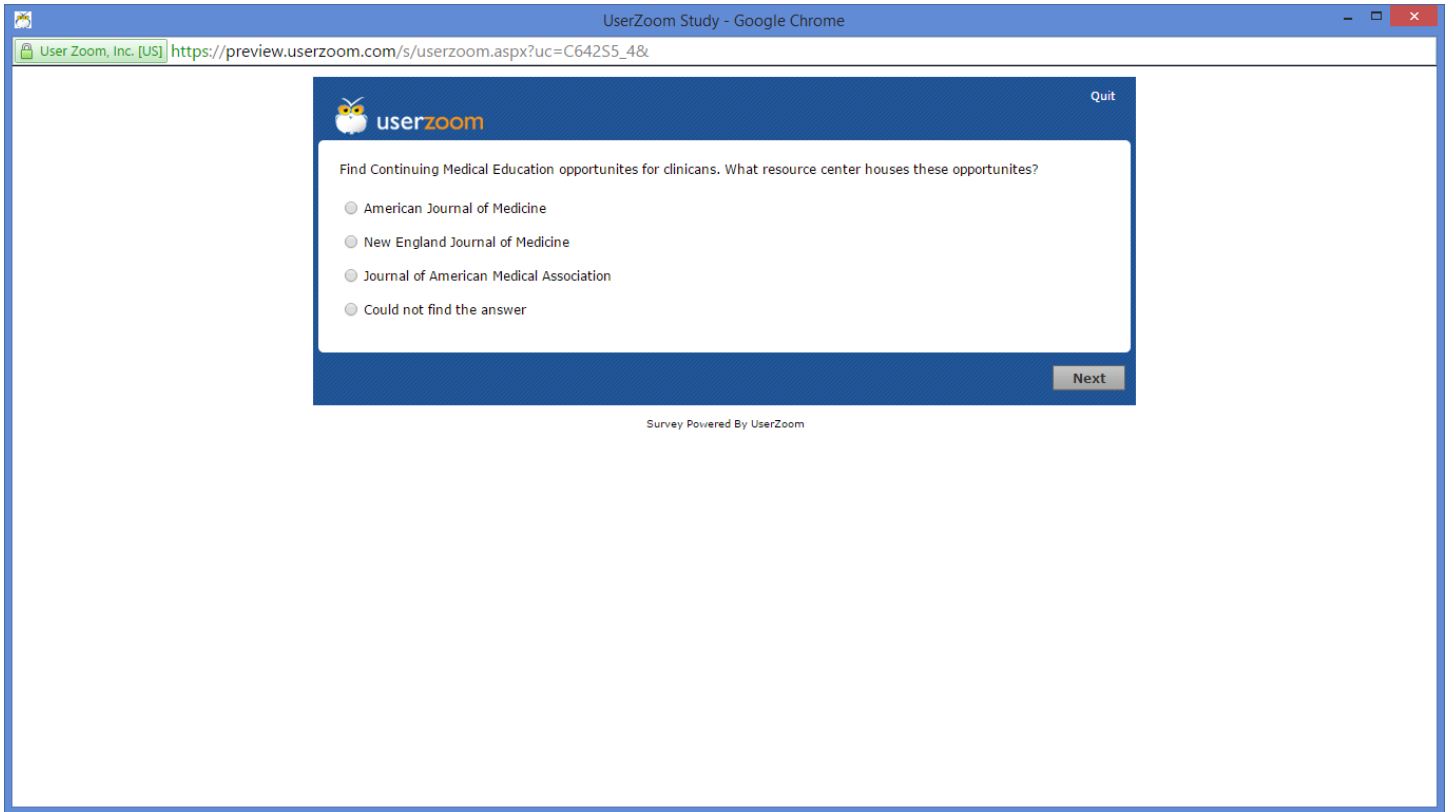
Next

Survey Powered By UserZoom

Task 12

The screenshot shows a web browser window with the URL [www.cdc.gov/actagainstaids/](http://www.cdc.gov/actagainstaids/). The page header includes the CDC logo and the text "Centers for Disease Control and Prevention" with the tagline "CDC 24/7: Saving Lives, Protecting People™". A search bar is located in the top right corner. Below the header is a dark blue navigation bar with the text "Act Against AIDS" and a "CDC-A-Z INDEX" dropdown menu. Social media icons for Facebook, Twitter, and a plus sign are on the left, and a language dropdown set to "English" is on the right. The main content area features a large image gallery of diverse people with the handwritten text "Let's stop HIV together." in the center. To the right of the gallery is a "Get Tested" widget with a search input field for "Enter ZIP code or City", a "Go" button, and "Help" and "Share" links. Below the gallery are two dark blue buttons labeled "Campaigns" and "Act Against AIDS". The footer contains a search bar with the text "Find the top 10 partnership activities to use Act Against AIDS.", a green "Success" button, and a red "Abandon" button.

## Task 13



The image shows a screenshot of a web browser window titled "UserZoom Study - Google Chrome". The address bar displays "User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&". The main content area features a dark blue header with the "userzoom" logo and a "Quit" link. Below the header is a white survey question: "Find Continuing Medical Education opportunities for clinicians. What resource center houses these opportunities?". There are four radio button options: "American Journal of Medicine", "New England Journal of Medicine", "Journal of American Medical Association", and "Could not find the answer". A "Next" button is located at the bottom right of the question area. At the bottom center of the page, it says "Survey Powered By UserZoom".

UserZoom Study - Google Chrome

User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&

userzoom Quit

Find Continuing Medical Education opportunities for clinicians. What resource center houses these opportunities?

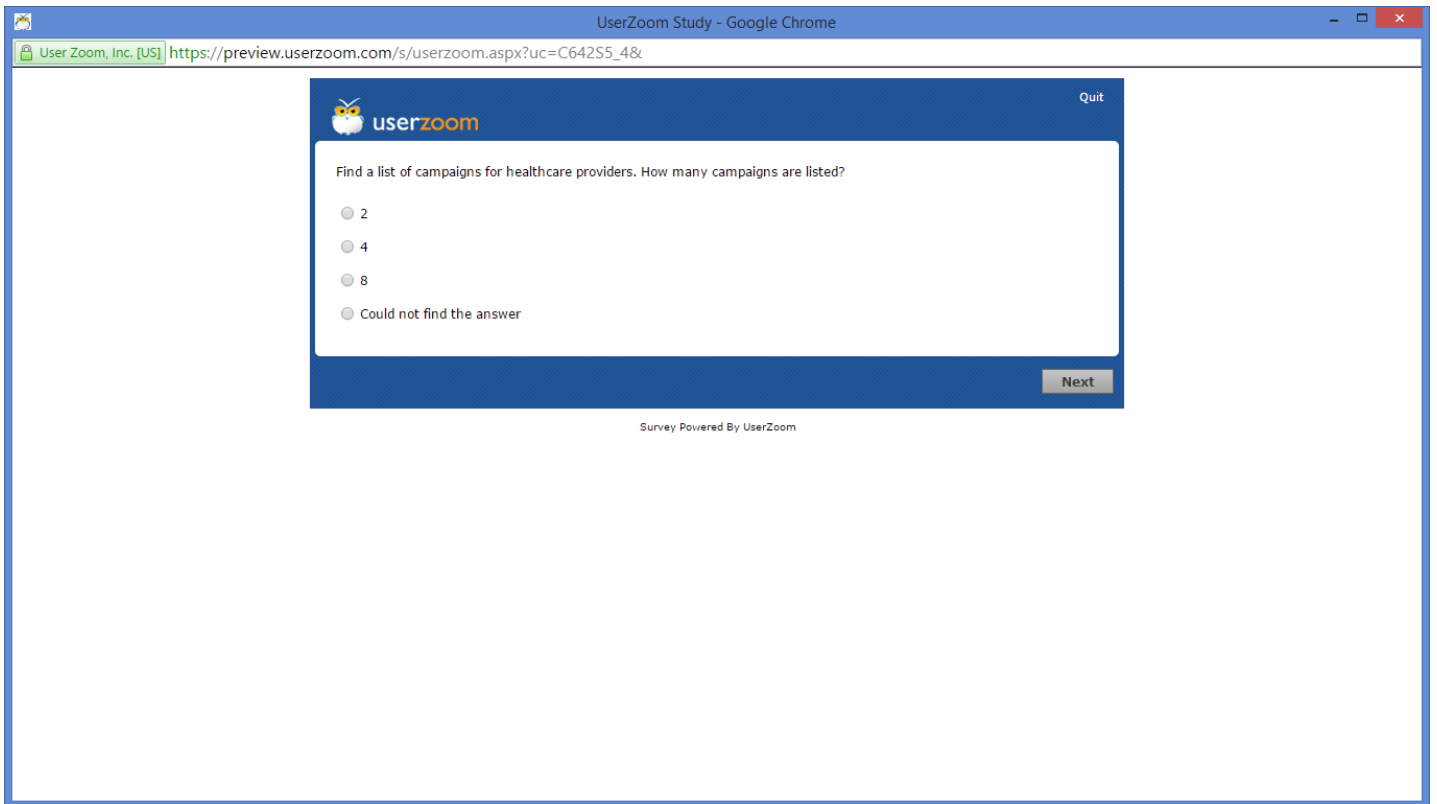
- American Journal of Medicine
- New England Journal of Medicine
- Journal of American Medical Association
- Could not find the answer

Next

Survey Powered By UserZoom



## Task 14



The image shows a browser window titled "UserZoom Study - Google Chrome". The address bar contains the URL "https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&". The main content area features a dark blue header with the "userzoom" logo and a "Quit" button. Below the header is a white survey question box with a blue border. The question is "Find a list of campaigns for healthcare providers. How many campaigns are listed?". There are four radio button options: "2", "4", "8", and "Could not find the answer". A "Next" button is located at the bottom right of the question box. Below the question box, the text "Survey Powered By UserZoom" is displayed.

UserZoom Study - Google Chrome

User Zoom, Inc. [US] | https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&

userzoom Quit

Find a list of campaigns for healthcare providers. How many campaigns are listed?

2

4

8

Could not find the answer

Next

Survey Powered By UserZoom

Task 15

The image shows a screenshot of a web browser window titled "UserZoom Study - Google Chrome". The address bar shows the URL "https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&". The main content area displays a survey interface with the UserZoom logo and a "Quit" button in the top right corner. The survey question is "What is the month and year of the latest newsletter for Act Against Aids?". Below the question are four radio button options: "January 2015", "April 2015", "June 2015", and "Could not find the answer". A "Next" button is located at the bottom right of the question box. At the bottom center of the page, it says "Survey Powered By UserZoom".

userzoom

Quit

What is the month and year of the latest newsletter for Act Against Aids?

- January 2015
- April 2015
- June 2015
- Could not find the answer


Next

Survey Powered By UserZoom

# Final Questionnaire: Question 1

UserZoom Study - Google Chrome

User Zoom, Inc. [US] [https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\\_6&](https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5_6&)

 Quit

Based on your experience with the CDC Act Against AIDS web site during this survey how would you rate your overall satisfaction with the site? Use the rating scale  
(1) Very Dissatisfied, (2) Dissatisfied, (3) Satisfied, (4) Very Satisfied

Very Dissatisfied				Very Satisfied
1	2	3	4	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Next

Survey Powered By UserZoom


## Final Questionnaire: Question 2

The screenshot shows a web browser window titled "UserZoom Study - Google Chrome". The address bar contains "User Zoom, Inc. [US] https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\_4&". The main content area features a blue UserZoom survey overlay. At the top left of the overlay is the UserZoom logo (an owl icon) and the text "userzoom". At the top right is a "Quit" button. The survey question is "Please describe any difficulties you encountered when trying to complete the tasks on the CDC Act Against AIDS web site?". Below the question is a large, empty text input field. At the bottom right of the overlay is a "Next" button. Below the overlay, centered at the bottom of the browser window, is the text "Survey Powered By UserZoom".

### Final Questionnaire: Question 3

UserZoom Study - Google Chrome

User Zoom, Inc. [US] [https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\\_4&](https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5_4&)

 userzoom Quit

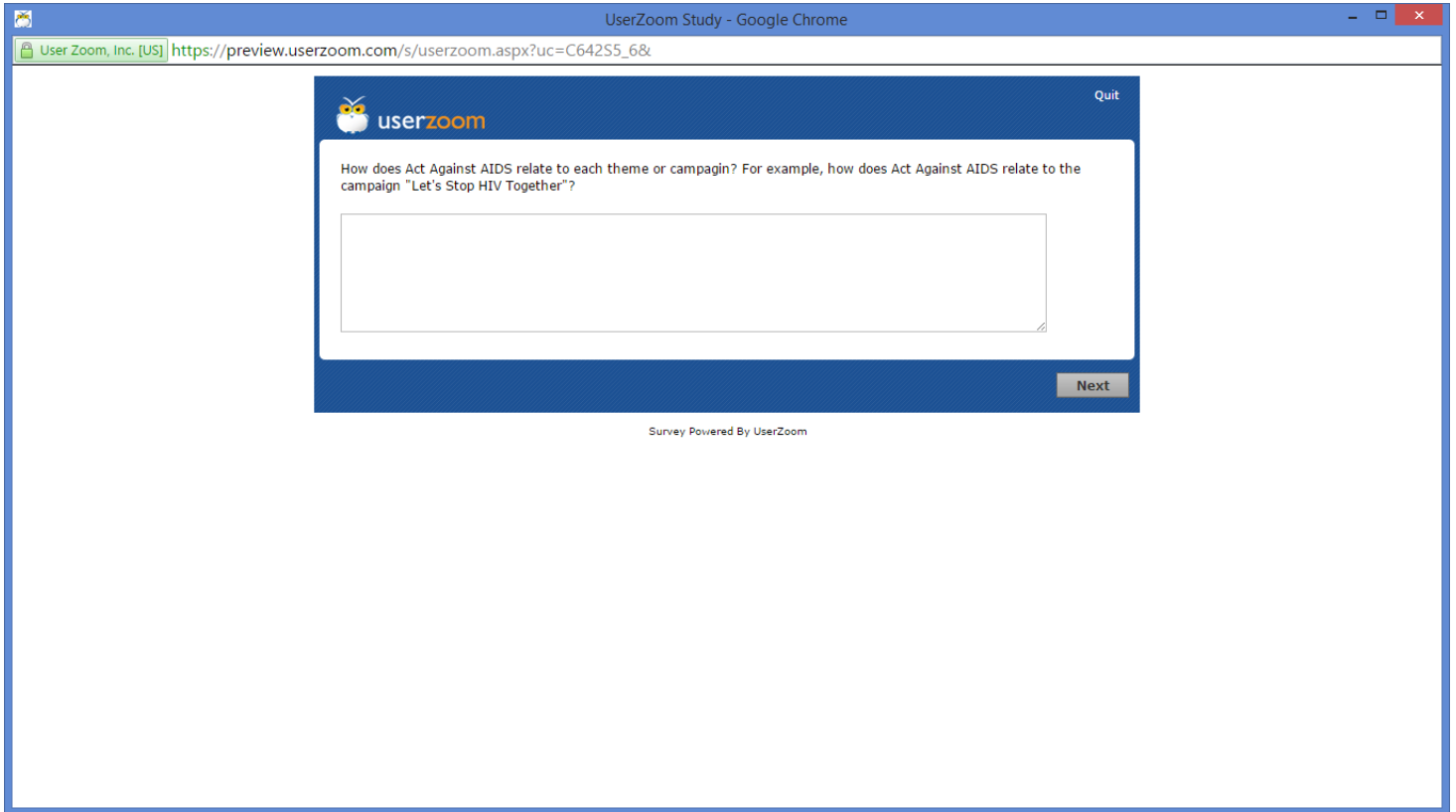
Pick three of the following words that best describe the look and feel of the CDC Act Against AIDS web site. [Check all that apply]

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

Next


Survey Powered By UserZoom

## Final Questionnaire: Question 4



UserZoom Study - Google Chrome

User Zoom, Inc. [US] [https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5\\_6&](https://preview.userzoom.com/s/userzoom.aspx?uc=C642S5_6&)

 **userzoom** Quit

How does Act Against AIDS relate to each theme or campagin? For example, how does Act Against AIDS relate to the campaign "Let's Stop HIV Together"?

Next

Survey Powered By UserZoom