

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1027)

TITLE OF INFORMATION COLLECTION: Baseline Usability Testing for DHAP’s Act Against AIDS Website— Online Survey

PURPOSE: The CDC *Act Against AIDS* (AAA) Website (www.cdc.gov/actagainstaids) has had minor usability testing over the last four years, but no comprehensive usability testing has been done to help guide its current and future development. The purpose of this collection is to conduct comprehensive usability testing of the CDC *Act Against AIDS* Website (www.cdc.gov/actagainstaids) to find out how this web site can be made more effective and user-friendly by soliciting online feedback related to usability, delivery effectiveness, visual appeal, overall satisfaction, and problems with existing interfaces, of the CDC *Act Against AIDS* Website. Participants will not provide personally identifiable information. Their responses will be private and collected via a secure online survey instrument. Responses will be analyzed to plan and inform efforts to improve or maintain the quality of service to the public. The feedback from this information collection will provide insights into customer or stakeholder perceptions, experiences, and expectations; provide an early warning of issues with service; or focus attention on areas where changes in navigation, labeling, or infrastructure might improve delivery of information to users of the website. The purpose of easier access to the information and resources is to reduce the number of persons living with HIV (PLWH), get more PLWH into care, and reduce the transmission of HIV.

DESCRIPTION OF RESPONDENTS: Online (**Attachment 1**) participants will comprise health care providers, public health professionals, academics, and the general public. They may be frequent or infrequent users of the CDC *Act Against AIDS* Website. *UserZoom* is the tool used to collect responses from the online participants.

Online (remote) respondents will self-select by responding affirmatively to an electronic request (See Attachment 5). Online participants will be presented with a survey requesting performance of tasks within the website. It is estimated that 100 respondents will participate in the online survey that is estimated to take 30 minutes to complete for a total of 50 burden hours. The survey will be cut-off once 100 responses have been attained.

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 checked="" type="checkbox"/> Other: <u>Online Survey</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.

- 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: Sue Carlson

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

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

No honorarium will be provided for participants of the online survey.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Academic, Public Health Professional, General Consumer, Scientists/Researcher – Online Survey	100	30	50
Totals	100	30	50

FEDERAL COST: The estimated annual cost to the Federal government is: \$117,000.

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)? 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?

Online (remote) respondents will self-select by responding affirmatively to an electronic request that appears randomly to the users of the CDC *Act Against AIDS* Website (www.cdc.gov/actagainstaids). See Attachment 5 and the intercept screenshot in Attachment 3. Online participants will be presented with a survey requesting performance of tasks within the HIV website (See **Attachment 3**).

Online participants will comprise health care providers, public health professionals, academics, and the general public. They may be frequent or infrequent users of the site.

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