

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

Attachment 2

Facilitator Packet: In-Person Usability Testing of CDC's Act Against AIDS (AAA) Website

(Consent and Script)

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)

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GENERAL CONSENT FORM

We are interested in learning how our audience uses the CDC Act Against AIDS Web site and would like you to "try out" the Web site. We want to know what works well for you and what does not, so that we can further improve The CDC Act Against AIDS 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 Act Against Aids 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 Act Against AIDS 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 _____

IN-PERSON CARD SORT FOR ACT AGAINST AIDS (LABEL NAMES)

Basics	About HIV/AIDS	
	Statistics	
Campaigns and Materials	Act Against AIDS Campaign Materials	
	PEP Can Stop HIV One Conversation at a Time	
	PEP's Stop HIV Together	
	PEP's Stop HIV Together	
	Prevention. Stop HIV.	
	Living with HIV	
	Take Charge. Take the Test.	
About Act Against AIDS	Testing Makes Us Stronger	
Partnerships	HIV Treatment Works	
Act Against AIDS	HIV Screening Standard of Care	
Prevention Videos	Prevention and Linking Minority Patients to Care	
News and Reports	Prevention IS Care	
	One Test. Two Lives.	

IN-PERSON USABILITY TESTING SCRIPT FOR ACT AGAINST AIDS

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.

Task Scenarios for Academics, Public Health Professionals, and Health Care Professionals
What is the most common screening test in the U.S. that looks for antibodies to HIV?
In 2010, blacks comprised 12% of the U.S. population but accounted for what percentage of all new HIV infections?
How would you print this page? (direct participant to AAA home page)
What year was Act Against AIDS launched?
From this page [The "About AAA page"], how would you get to a list of campaigns?
Where would you find Act Against AIDS campaign materials for your organization?

Which of the following is a campaign partner for "We Can Stop HIV One Conversation at a Time"?
Find the top 10 partnership activities to use Act Against AIDS
Where would you find free Continuing Medical Education (CME/CNE) opportunities for clinicians?
Find a list of campaigns for healthcare providers
Where would you find a video on HIV AIDS 101?
When was the latest newsletter for Act Against AIDS?

Task Scenarios for Consumers
Which body fluids have been shown to transmit HIV?
What is the most common screening test in the U.S. that looks for antibodies to HIV?
In 2010, blacks comprised 12% of the U.S. population but accounted for what percentage of all new HIV infections?
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?
Do "Natural" or lambskin condoms provide protection against HIV infection?
How would you print this page? (direct participant to AAA home page)
Where would you find a video on HIV AIDS 101?

FOLLOW-UP QUESTIONNAIRE

How does Act Against AIDS relate to each theme or campaign?

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?

1	2	3	4
Very dissatisfied	Dissatisfied	Satisfied	Very satisfied

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

Pick three of the following words that best describe the look and feel of the CDC Act Against AIDS web site.

- Attractive
 - Busy
 - Clean
 - Cluttered
 - Modern
 - Overwhelming
-

- Organized
 - Out-of-date
 - Sophisticated
 - Unfriendly
-