

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

#### **Attachment 4**

#### **In-Person Recruitment Email** 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)

Subject Line: Invitation to participate in user research for CDC's Act Against AIDS Website!

Dear [Participant Name]

I am an employee with Axiom Corporation on assignment at the Centers for Disease Control and Prevention (CDC) to assist with the evaluation of their Act Against AIDS website (<http://www.cdc.gov/actagainstaids/>). The Division of HIV/AIDS Prevention at CDC is in the process of improving the Act Against AIDS website. As part of our preliminary work on this project, we are conducting a study to find out how this web site can be made more effective and user-friendly. As a potential user of this new website, your input is extremely valuable to us! We hope you will participate in our study so we can create the most effective website possible. Thank you in advance for your time, and for participating in this important effort.

During the interview, you will be asked complete tasks about the web site, asked open-ended questions regarding how you use the Act Against AIDS Web site; and your thoughts on the current site. No prior preparation is needed. Your participation will help us gather feedback and ideas for improvement so that we can provide the best experience possible for our users. The interview should last approximately 45-60 minutes and must be conducted in-person.

All information gathered during the interview will be kept strictly confidential. Your answers to the questions will be combined with others and used without specifically identifying you. The results of the research study will be shared with CDC personnel, but your name will not be used. Your participation is voluntary (and there is no penalty if you do not participate). If you choose not to participate or to withdraw from the study at any time, you can do so without penalty or loss of benefit to yourself.

There is no cost for participation in this study and participation is completely voluntary. If you have any questions or concerns about completing the questionnaire or about being in this study, you may contact me at [**enter email or phone number**]. If you are interested in participating in this study, please respond to this email with your name and phone number.

Thank you for your interest in participating!