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

Attachment 5

Sample Participation Invitations for Usability Testing of CDC's Act Against AIDS (AAA) Website

Sample invitation to participate in the in-person study:

[Participant],

I am an employee with Axiom Corporation on assignment at the Centers for Disease Control and Prevention (CDC) to assist in improving their Act Against AIDS website (http://www.cdc.gov/actagainstaids/). As part of our work, we are conducting a study to find out how this web site can be more effective and user-friendly. Your input is extremely valuable to us!

Qualified respondents will receive a link and a specific amount of time to complete the exercise. The activity will take approximately 60 minutes. You will be asked to complete specific tasks on the CDC Act Against website. 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.

All information gathered during the interview will be kept strictly confidential. Your answers to the questions will be combined with others and used without identifying you specifically. The results of the research study will be shared with CDC personnel, but your name will not be used. If you choose not to participate or to withdraw from the exercise at any time, you can do so without penalty or loss of benefit.

If you have any questions or concerns about completing the questionnaire or participating in the study, you may contact [person] at [email addresses]. If you choose to participate in this study, please copy the content in blue below and reply all to email. Once we receive your consent we will contact you to schedule the interview.

Thank you for your participation!

I have read this letter and I fully understand the contents of this email and voluntarily consent to participate. All of my questions concerning this study have been answered. If I have any questions in the future about this study, the investigator listed below or his/her staff will answer them.

I understand that the reply to this email implies my consent to participate in this study.

**********PLEASE REPLY TO THIS EMAIL WITH YOUR CONSENT**********

Sample invitation to participate in the online UserZoom study:

Hello and thank you for your interest in helping us.

We are revising the CDC Act Against AIDS website (http://www.cdc.gov/actagainstaids/) and we want to determine the strengths and weaknesses of the current web site. We want to know what works well for you and what does not, so that we can further improve CDC.gov/actagaisntaids.

During this session, we'll

1. Ask you about your background

2. Ask you to perform a series of tasks to find information on the Web site

3. Ask you to give us feedback on the current 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.gov/actagainstaids website. The whole exercise will take approximately 30 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.

By clicking the link [or button] below, you are consenting to participating and the use and release of this information.

{place button or link here}