

Form Approved
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Title of Project: User Insights for NCHHSTP Atlas Website and Tool

Attachment 1

Facilitator's Script for Telephone User Interviews for NCHHSTP Atlas Website and Tool

Public reporting burden of this collection of information is estimated to average 30 minutes 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 currently reviewing the Centers for Disease Control and Prevention (CDC) National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) Atlas Web site and interactive tool, and would like you to give us your opinions on the current platform. We want to know what works well for you and what does not, so that we can further improve the Atlas.

During this session, we will:

1. Ask you a series of open-ended questions to understand how you use the NCHHSTP Atlas
2. Ask you to view the NCHHSTP Atlas page to provide feedback on specific components of the tool
3. Record your voice but not your face or physical likeness
4. Ask you to give us feedback on what additional features you might like to see on the NCHHSTP Atlas

We will ask about your perceptions of and interactions with the tool, so that we can find ways to improve the system. The information that is captured will only be used to make changes to the CDC NCHHSTP Atlas site and interactive tool. 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. All recordings and notes will be deleted at the completion of the study.

If you agree to participate, before the interview begins you will provide verbal consent over the phone to the interviewer for the use and release of this information,

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CONSENT FORM FOR AUDIO AND SCREEN RECORDING

Understanding Your Participation

[To be read by interviewer]

You are being asked to provide your opinion about the CDC NCHHSTP Atlas site and interactive tool. By participating in this evaluation, you will help us improve our products. This evaluation will take 30 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 giving verbal consent over the phone you are agreeing to give your permission for our organization to use:

- Recorded voice
- Verbal statements
- Screen recording

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 verbal agreement by stating that you agree.

ATLAS IN-DEPTH INTERVIEW SCRIPT AND QUESTIONS

INTERVIEW INTRODUCTION SCRIPT:

CDC Atlas Interview Guide, Questions and Probes

Thank you for volunteering to assist the CDC NCHHSTP Atlas team in improving its service offerings. Danya International is working with CDC NCHHSTP to improve understanding of both how we can improve our current data offerings, as well as what new features would most benefit our partners.

During today's conversation, we would like to learn about you, your work role, and about your experiences using data related to (HIV, STD, Viral Hepatitis or TB). Also, we'd like to get a better understanding of your data and information needs surrounding relevant health topics. Lastly, we would like you to hear about your experiences with Atlas interactive tool, and get your thoughts and opinions on some specific components of the platform.

All of your feedback is helpful to improving the platform.

This discussion will be recorded so we can review the information. All responses will remain anonymous, and no identifying information will be used in reporting.

Job and Role at Organization

1. Can you describe your organization, job title, and your role?

Probes: What disease types do you work with in your current role? What at risk populations?

2. Please tell me about your primary responsibilities related to (HIV, STD, Viral Hepatitis and TB) prevention.

Probes: At which level (city, county, state, regional, national) do you deal with information surrounding (HIV, STD, Viral Hepatitis and TB) prevention?

3. Can you describe how you use epidemiological data in your work?

4. At which level do you mostly need this data to do the activities related to your work?

- City
- County
- Regional
- State
- National

Probes: How would you rank the data levels and/or activities according to how important they are for your job?

Information Needs

5. What types of (HIV / AIDS, STD, VH, or TB) data and resources are most important to you for each of these critical activities (from mentioned above)?

6. Which of the following would you like to download or access most?

- Maps
- Tables
- Charts
- A quick fact
- A people graphic
- Datasets
- Data access via API
- Something else- Specify: _____

Probes: Incidence/prevalence rates? Data related to social determinants of health? Raw data for use in APIs? Do you prefer to access data from a specific disease view point first (TB or STD) and then select the display function or prefer to select a display function first (Map, table, chart) and then select disease data sets to view?

Probes: Where do you go first, to get this information? Where do you currently get this information? Have you use the NCHHSTP Atlas to gather this type of information?

Probe: How do you prefer to access this information?

7. What challenges do you face getting this information?

8. You indicated that you also visit other sites (AIDSvu.org, Census.gov, cdc.gov/hiv) for your data needs--how do these sites compare to Atlas as resources for your job?

9. *[For participants who have not indicated Atlas use]* Are there any specific reasons why you have not used the NCHHSTP Atlas?

Atlas Use and Features

[For participants who have indicated Atlas use]

Now I'd like to talk specifically about the Atlas tool. I may ask you to use the cursor to illustrate how or where you might complete a task.

10. Describe how you have used the interactive Atlas tool in the past.

[If participant took online survey] You indicated that you have used (component used: i.e. maps, basic query) from Atlas. What did you use _____ it for? How was your experience?

PROBES:

What specific information do you most look for Atlas to provide?

What's an example of a task or activity you recently performed on the NCHHSTP Atlas page?
How successful are you in retrieving the information you need from the Atlas Website?
Have you completed a basic query? Have you completed an advanced query?
Describe how you got the (map, chart, table)? Did you find it easy to get what you needed?
What are your impressions about the visual layout of the Atlas tool/site?
What do you like about how you can use the Atlas?
What do you find confusing about Atlas? Why?
What do you find frustrating about Atlas? Why?

11. Tasks

If participant has completed a basic query:

[Task 1 (Basic Query)] I'd like to have you walk me through how you would go about doing a basic query. Could you show me how you would find the (HIV, TB, Chlamydia) rate in your state and county for 2013?

[Task 2 (Export function)] Could you show me how you would export a nation-wide map as a PDF?

[Optional task if participant has completed an advanced query]

Using the advanced query tool, can you show me how you would compare HIV rate trend in your state for the years available?

User Wants, Future Services and Content

[optional for online survey participants]

12. You indicated that you are very interested in the following future capabilities for the Atlas: (list from survey). How would you rank these in order of importance to you?

13. If Atlas were to provide tools to share results / AIDS, STD, VH, and TB prevention work activities via social media networks, how interested would you be in using this?

14. Based on your experience or what you see here, what improvements would you like to see to the Atlas?

Probes: With respect to the visualizations of the data (graphs, charts, etc.), is there anything else you'd like to see on Atlas?

Final Thoughts/ Wrap-up

15. Do you have any final comments or suggestions for the Atlas?

On behalf of the CDC Atlas team, thank you again for assisting us in this effort to improve our services.
