

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB#: 0925-0468 ExpDate:03 /2018)**

TITLE OF INFORMATION COLLECTION:

National Institute of Dental and Craniofacial Research (NIDCR) Website Usability Study

PURPOSE:

The National Institute of Dental and Craniofacial Research (NIDCR) is in the process of redesigning its website and the way the information is currently organized. The new design will include an updated organizational structure and a new look and feel. In addition, the updated website will have a new layout to help organize content in a way that is easy for users to understand. The new design will also be “responsive” in that the website will be optimized for the various types of devices that users may operate when visiting the website, including smartphones and tablets.

A growing number of people are using mobile devices to find and use information on health topics. More than half of NIDCR’s website users access the site via mobile devices. NIDCR recognizes that its audiences may use mobile devices to search for information related to dental research, dental health, dental topics, dental research funding, etc. The Institute is working to create a newly redesigned website that could help NIDCR reach its goals. It is NIDCR’s hope that the redesigned website will help to increase overall knowledge and interest in the Institute, and to provide necessary resources for its primary audiences – biomedical researchers, health professionals, university-level educators and graduate students, and other oral health research stakeholders.

NIDCR recognizes that it serves many different customers with different roles, and that these users are looking for different types of information. Therefore, the organization of the website must work for many different audiences. To that end, NIDCR would like to conduct a usability study to gather feedback from these different customers. The study will request feedback on the new organizational structure for the NIDCR website by asking customers to provide opinions on the new categories and topics.

The NIDCR website usability study will be promoted via email, social media, website features, and dental forums. Site users will receive an email inviting them to participate and to provide feedback on NIDCR’s navigation structure, or they may see the invitation on social media channels, forums, or on the NIDCR website, itself. The invitation will ask users to volunteer their time and to click on a link that will take users to a webpage where they can complete the study. The information collected from customers will help ensure that they will have an effective and satisfying experience with the newly redesigned NIDCR website. This feedback will provide insights into users’ perceptions, experiences, and expectations of the website. These collections will allow for ongoing, collaborative and actionable communications between the Agency and the users of its website.

The survey (Attachment 1) consists of 22 tasks and 12 post-test questions related to the NIDCR website and take approximately 30 minutes to complete electronically. Screenshots of the questions are on the other NIDCR document.

DESCRIPTION OF RESPONDENTS:

This is a voluntary survey. We expect to survey up to 400 users – 18 years old or older – who represent the website’s customers and generally fall into the following groups: – biomedical researchers, health professionals, university-level educators and graduate students, and other oral health research stakeholders.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group
- Customer Satisfaction Survey
- Small Discussion Group
- Other: _____

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.
6. 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: Ann Poritzky

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Note: users will **NOT** be required to provide any personally identifiable information. At the end of the study, users will be asked to provide an email address if they wish to provide additional feedback in future usability studies. This will be optional.

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Researchers, Health Professionals, Educators and Students	400	1	30/60	200 hours
Totals	400			200 Hours

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Researchers, Health Professionals, Educators and Students	200	\$75/hr	\$15,000
Totals	200	\$75/hr	\$15,000

*Cite source per bls.gov if applicable

<http://www.bls.gov/news.release/wkyeng.t05.htm>

<http://www.bls.gov/news.release/pdf/wkyeng.pdf>

FEDERAL COST: The estimated annual cost to the Federal government is \$15,000

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Chief, Science Communication & Digital Media Branch	14/6	\$60.87/hr	1%		12 hours = \$730.44
Digital Content Strategist	13/5	\$50.04/hr	1%		15 hours = \$750.6
Contractor Cost		\$158.32/hr	44 hr		\$6,966
		\$89.19/hr	53 hr		\$4,727
Travel	NA				
Other Cost	NA				
Total					\$12,497

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

1. 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?

- Invitations will be sent via email to users who have subscribed to receive email updates from the NIDCR. Participation is completely voluntary and may be completed by any user who chooses to click on the link within the email to complete the survey. In addition, invitations will be posted on social media channels, including Twitter, as well as dental forums. Lastly, a link to the study may be posted as a feature on the current NIDCR website.

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