

**Attachment A: ODPHP Website Site- and Page-Level  
Surveys Protocol**

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OMB Control Number: 0990-0379

# Attachment A: ODPHP Website Site- and Page-Level Surveys Protocol

## Purpose

ODPHP will be implementing site- and page-level surveys on healthfinder.gov, health.gov, and HealthyPeople.gov. Site-level surveys will gather feedback about users' experience with the website overall — see an example at [StopBullying.gov](http://StopBullying.gov). Page-level surveys will gather feedback about specific pages, features, or content — see an example at the bottom of the page on [Usability.gov](http://Usability.gov). (See Attachment D for example screenshots). Questions on both site- and page-level surveys are centered on 6 principles of successful user experience.<sup>1</sup>

## Goal and Objectives of Surveys

The goal of the site- and page-level surveys is to assess users' experience with the website based on:

- Overall experience – Is the site valuable and meaningful?
  - User profile
  - Technical problem
- Utility – Does the site fulfill a need or offer something that other sites don't?
- Usability – Is the site easy to use and understand?
- Look and feel – Do design elements evoke the desired emotion?
- Navigation – Is the site easy to navigate? Is content easy to find?
- Accessibility – Is the site accessible to people with disabilities?
- Credibility – Is the site trustworthy and believable?

Asking questions along these factors will enable ODPHP to improve customer satisfaction and user experience on their websites.

## Implementation of Surveys

ODPHP will deploy surveys via Voice of Consumer (VoC), ASPA's custom survey tool developed for HHS agency use. Each month, ODPHP will collect up to 100 site-level survey responses for health.gov, healthfinder.gov, and HealthyPeople.gov, respectively. ODPHP will also collect up to 500 page-level survey responses each month for health.gov, healthfinder.gov, and HealthyPeople.gov.

Users will not receive an incentive to fill out a website survey and will complete a page- or site-level survey voluntarily when they land on a specific page.

### Site-level surveys:

- For the site-level survey, we will implement a maximum of 7 questions, one on each dimension of user experience outlined above.
- Questions will address users' overall satisfaction with the website experience and will request feedback on ways to improve the website.
- Visitors can access a link to the site-level survey in the footer to voluntarily complete the survey at any time. Visitors may also be randomly selected to complete the site-level survey via a pop-up invitation (includes options to opt in or opt out).

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<sup>1</sup> <http://www.usability.gov/what-and-why/user-experience.html>

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- Each survey page will have a header saying, “How was your visit to [website] today?”

## Page-level surveys:

- Page-level surveys will consist of 1 question block (see Attachment C for details).
- Each question block contains no more than 3 survey questions, looking across aspects of user experience detailed above (e.g., 1 primary question and 1 or 2 detailed or follow-up questions).
- No instructions are needed for page-level surveys.
- Questions will provide a way of getting feedback on specific features or content.
- Questions can be placed temporarily or long-term, and they can be moved around to gather comprehensive information about the websites over time.

## Question bank

Please see attachments:

- For site-level surveys: Attachment-B\_Site-Level-Survey-Questions\_0990-0379
- For page-level surveys: Attachment-C\_Page-Level-Survey-Questions\_0990-0379