

Form Approved
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HRSA Maternal & Child Health Bureau (MCHB) Information Architecture Validation

A preview of the draft version of the instrument is available online at <https://5c8001jy.optimalworkshop.com/treejack/74hz0768>

Introductory message:

Welcome

Thank you for participating in HRSA's Maternal & Child Health Bureau (MCHB) website usability study.

This will take you around **10 minutes** to complete.

Your response will **help us understand how to organize and improve the content on our website to make it more useful for you.**

<Get started> ([Link to Pre-survey Questionnaire](#))

Pre-Survey Questionnaire:

Before We Begin

Please answer the following questions to help us understand how you use the MCHB website, and what content is most important to you.

1. Which of the following best describes you or the organization that you represent? Select all that apply: (*multi-select*) (*Required*)
 - HRSA Grantee
 - State or Local Government
 - Federal Government Agency
 - Professional Association
 - Advocacy Group
 - Health or Social Service Professional
 - Academic Institution
 - Research Institution
 - Media/Public Affairs
 - Foundation
 - Other: (*Text field: "If other, please specify"*)
2. For which Maternal & Child Health content are you likely to search? Select all that apply: (*multi-select*) (*Required*)
 - Specific HRSA Maternal & Child Health programs
 - Maternal and child health data
 - HRSA funding opportunities
 - Research, reports, or publications
 - Technical assistance
 - Other: (*Text field: "If other, please specify"*)

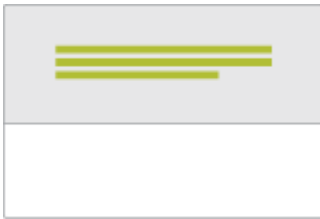
3. Which option best describes how often do you use the [Maternal & Child Health Bureau website](#)?
(single select) (Required)

- Several times a year
- Several times a month
- Several times a week
- I have never used the MCHB website.

<Continue> (Link to Instrument instructions)

Instrument Instructions:

Great, let's get started! Here's how it works:



1.

At the top of the page, you will be given a task, asking you to find a certain item. Below the task, you will be presented with a list of links.



2.

Within each set of links, select the one that you think will help you best accomplish the task.



3.

If you take a wrong turn, you can go back by clicking one of the links above. *Please don't use the back button on your browser.*

Note: This is not a test of your ability; there are no right or wrong answers.

<Continue> (Link to Tasks)

Content Hierarchy

Each task (below) prompts a user to select the term in the hierarchy where they would expect to complete the task. Content is presented in a collapsed hierarchy, forcing users to expand a category to review the terms within. Primary content categories (in bold) are not selectable as an “answer,” forcing users to drill down to select where they would complete the task.

Maternal & Child Health Topics

- Maternal/Women’s Health
- Perinatal/Infant Health
- Child Health
- Adolescent/Young Adult Health
- Children with Special Health Care Needs
- Life Course
- Workforce Training

MCHB Programs

- Autism
- Home Visiting
- Title V Block Grant
- Healthy Start
- Child and Adolescent Health Programs
- Emergency Medical Services for Children Programs
- Genetic Resources and Services Programs
- Health Promotion and Disease Prevention
- MCH Data and Infrastructure Support
- Newborn Screening Systems
- Perinatal and Women’s Health Programs
- Systems of Services for Children, Youth, and Adults with Special Health Care Needs
- Training
- MCH Workforce Centers

Funding Opportunities

- Open Funding Opportunities
- Recent Funding Opportunities
- Technical Assistance

Data

- Title V Information System (TVIS)
- Discretionary Grant Information System (DGIS)
- Home Visiting Information System
- Healthy Start Information System
- National Survey for Children’s Health
- MCH Research

About MCHB

- MCHB Vision and Strategic Goals
- MCHB Measurement Framework
- MCHB Staff & Contact Information

Tasks

Tasks are presented to participants in a randomized order. Tasks offer the option to skip.

1. Register for an upcoming technical assistance webinar for grant applicants.
2. Find tools or references produced by MCHB-funded Resource Centers.
3. You are interested in becoming an MCHB grantee. Where would you look to find information about what types of organizations are currently being funded?
4. Learn where MCHB activities overlap with or supplement the work of other federal agencies.
5. Find details and contact information for state or local programs that offer support to families.
6. Find more information about the outcomes of a specific MCHB program.
7. Where would you look to determine if your organization is eligible to apply for a specific MCHB program?
8. Find interdepartmental policy statements that inform MCHB policy.
9. Where would you look to see if the Maternal and Child Health Bureau has recently funded research in your area of interest?
10. Find out about MCHB's role in reducing infant mortality.

Post-Survey Questionnaire:

(Displays after all tasks are completed and/or skipped)

Just about finished

Thank you for participating in our usability study! Please take a moment to answer the questions below to help us identify additional ways that we can improve your experience on the MCHB website.

1. Tell us about any additional tasks that are important to you when you visit the MCHB website.
(text field input)
2. How can the MCHB site help you better accomplish these tasks? *(text field input)*
3. Please share any additional suggestions for improving the content or structure of the MCHB site.
(text field input)

<Continue> *(Link to Thank You message)*

Thank You Message

Thanks

Thanks again for your participation. Your feedback is essential to making our website understandable, useful and accessible to our users. *(Users redirected back to <http://mchb.hrsa.gov>)*