

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0990-0379)

TITLE OF INFORMATION COLLECTION:

Tree Testing the SAMHSA Store (<https://store.samhsa.gov/>)

PURPOSE:

The purpose of this information collection tool is to determine an ideal information architecture (IA) structure for content categories on <https://store.samhsa.gov/>.

We will do this by using an online tool called TreeJack to perform a tree test. Tree testing is a usability technique for evaluating the findability of topics in a website. Participants will complete a tree testing activity online using their own computer. They will be asked to nominate where they'd expect to find the answers to a series of tasks using the proposed information architecture.

DESCRIPTION OF RESPONDENTS:

We would like 100, US residents over the age of 18, to volunteer to participate in this survey.

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: An online tree test establish the site IA

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: Summer King

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

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
SAMHSA/Stores TreeJack online survey	50	15/60	12.5 hrs
TOTAL			12.5 hrs

FEDERAL COST: The estimated annual cost to the Federal government is none.

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?*

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

Please make sure that all instruments, instructions, and scripts are submitted with the request.

NOTE: Please see attachment (For OMB_Tree Testing the SAMHSA Store 072717 RLM) for instructions and tasks.