

Transportation and Health Tool Website User Satisfaction Assessment

Form Approved
OMB No. 0923-0047
Exp. Date: 12/31/2018

Attachment 5 - User Satisfaction Telephone Interview

Interviewee Start Time

Date of Interview End Time

Interview Guide

Introduction

Welcome & Thank You

Welcome and thank you for taking the time out of your day to do this interview. My name is _____. I am an employee of Shattuck & Associates, which is an independent planning and evaluation firm. We have been contracted by the American Public Health Association (APHA) to conduct these interviews as part of an evaluation of the Transportation and Health Tool website.

Purpose of Interview

We are interviewing you today to learn more about your experiences with the Transportation and Health Tool (THT) website so that we can continue to improve the site. You've been invited to participate because you previously participated in the initial beta testing for the THT. We are interested in your feedback and opinions on the current version of the THT website.

Interview Process

This interview should take approximately 45–60 minutes, but you can take as much time as you need. If you do not understand a question please feel free to let me know and I can reword it. Your participation is voluntary, which means that you don't have to answer any question if you don't want to and you can stop participating in this interview at any time. You might want to have THT website open while we talk.

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Privacy, Note Taking/Audio Recording, & Verbal Consent

Please be aware that everything you say during the interview is private. I am also interviewing other usability testing participants. Your interview responses will be combined with those from the other interviews, and your name will not be used in any report. I will be taking notes and recording the call while we talk so that I can accurately report the information that you will be sharing. Again, this information will be kept private and the recording will be deleted or destroyed once the final report is created. Is it OK with you if I record the interview? (Note: If this is not acceptable, please thank the participant and end the interview here.)

Questions

Do you need time to pull up the THT website? Do you have any questions before we get started with the interview?

Background

- A. Before we get started, can you tell me a little bit about the work you do, especially as it relates to transportation and health?
- B. How did you get involved in the beta testing for the Transportation and Health Tool (THT) website?
- C. Have you participated in a webinar about the THT?
 - a. [If participated] Do you remember who sponsored the webinar (APHA, USDOT, FHWA) or when it occurred?
 - b. [If participated] How, if at all, did the webinar influence your use of the tool?

Comparison to previous experience with THT

- D. Think back to your initial beta testing experience in October 2015. Can you share your general thoughts about the THT after you participated in the initial beta testing?
- E. Can you describe any ways in which the THT website has improved as compared to your previous beta testing experience?
- F. Can you describe any ongoing issues with the THT website that have not been addressed since you participated in the initial beta testing?

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Use of the THT

- G. How often, if at all, have you used the THT website after you participated in the beta testing but before being asked to participate in this interview? [If respondent has not used the THT since the usability testing, skip to QI.]
- H. What kinds of information were you looking for on the THT website?
- I. Which features of the THT website did you use?
Probe for additional features, which include: Indicator data for States, Urbanized Areas, and Metropolitan Statistical Areas; Indicator Profiles; Strategies, Interventions, and Policies; Literature and Resources; Scoring Methodology; Background of the THT; Downloadable data file

Satisfaction with the THT

- J. What do you consider the most useful features of the tool and why? The least useful? Why?
- a. Probe for features not mentioned, which include: Indicator data for States, Urbanized Areas, and Metropolitan Statistical Areas; Indicator Profiles; Strategies, Interventions, and Policies; Literature and Resources; Scoring Methodology; Background of the THT; Downloadable data file
- K. Now I'd like to walk through the different features of the website. I'm going to ask you to rate how easy it was to find the different THT website features and how satisfied you are in terms of the content provided for each feature. You can use a 10-point scale from 1=Not easy at all/Not satisfied at all to 10=Very easy/Very satisfied. Tell me why you picked that rating.
- a. Indicator data for States, Urbanized Areas, and Metropolitan Statistical Areas
b. Indicator Profiles
c. Scoring Methodology
d. Downloadable data file
e. Strategies, Interventions, and Policies
f. Literature and Resources
- L. What suggestions do you have for improving the THT website?
- a. Probe for any areas where they were felt prior issues were not addressed (Question H) or where they were not satisfied (Question K).

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Experience and Perceptions

- M. Has your experience with the THT website had any influence on your knowledge, attitudes, or activities related to transportation and health?
[If needed] For example, do you know more about how a specific region performs with respect to transportation and health? Do you feel more confident that you could discuss how transportation decisions affect health? Have you shared information that you found on the THT website?
- N. How, if at all, do you plan to use the THT website in the future?

Thank you

That's all the questions I have for you. Do you have any other comments or questions related to the THT before we close?

Thank you for your time.