

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0923-0047)

TITLE OF INFORMATION COLLECTION: Usability Testing for the National Environmental Public Health Tracking Network

PURPOSE: The purpose of this information collection is to identify recommendations for enhancing the publicly available data query and visualization panel for the Environmental Public Health Tracking Network (Tracking Network). Specifically, this usability testing will examine the Tracking Network’s visualization interface functionality, the ease at which users interact with results, and the comprehension and likability of the available visualization options. Feedback from these user assessments will help the Centers for Disease Control and Prevention (CDC) understand any usability issues and optimize the overall user experience of the new design of the data query tool on the Environmental Public Health Tracking Network page.

There is a gap in our nation’s ability to link environmental hazards and exposures to chronic disease issues because of the way surveillance is conducted and the way surveillance data is stored by our public health and healthcare systems. The Tracking Network was created to address this public health gap, to provide information to a variety of audiences from a nationwide network of integrated health and environmental data that drives actions to improve health outcomes. Since the Tracking Network launched in 2009, it has continued to evolve in content and functionality. One area that has seen regular incremental improvements is the system’s data query and visualization panel (query panel). The query panel allows users from a variety of audiences to explore integrated environmental and health data that drives actions to improve health outcomes. While the current query panel incorporates best practices from the disciplines of graphic design, user interface development, and informatics, it has not yet been formally tested with Tracking Network users.

The query panel can be found here: <https://ephtracking.cdc.gov/showHome.action>

DESCRIPTION OF RESPONDENTS:

Respondents will be selected based on identified user groups: the general public, public health/healthcare professionals, business and media professionals, and policymakers.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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: _____

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

Personally Identifiable Information:

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

Gifts or Payments:

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

The contractor hired to conduct usability testing will provide a token of appreciation up to \$40 in value to respondents. The value of the token of appreciation will vary based on location (e.g. onsite testing vs remote testing) and have higher value for respondents less likely to participate (e.g. physicians and business professionals); however the maximum value will not exceed \$40. Conditional gifts, or tokens of appreciation, are necessary to recruit specific respondents and encourage their participation in usability testing interviews, particularly for respondents traveling to the on-site usability testing facility. CDC has limited time to make use of the contractor’s testing facility. A conditional gift encourages scheduled respondents to show up to the testing facility on time for their scheduled appointment.

A conditional gift also increases the likelihood that respondents will remain engaged and provide meaningful feedback for the full duration of their interview on the Tracking Network. CDC plans on using recommendations from respondents to determine the priority of future enhancements or changes to the data visualization query tool. Enhancements or changes to the query tool have substantial costs to CDC in terms of staff time and other resources. Therefore, ensuring high-quality recommendations is essential for CDC to appropriately plan enhancements over the next several years.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Usability testers: Screeners	100	5 minutes	8.3 hours
Usability testers: Interviews	36	1 hour	36 hours
Totals	136		44.3 hours

FEDERAL COST: The estimated annual cost to the Federal government is: \$100,310.

This is a one-time usability testing of the Tracking Network. The cost includes all components of the usability testing contract with the contractor, User Insight.

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?
[X] 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?

The contractor hired to conduct usability testing, User Insight, will identify respondents based on four broadly defined potential user groups most likely to use the Environmental Health Tracking Network. Screeners for each user group have been attached (Attachment A).

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[] Web-based or other forms of Social Media
[X] Telephone
[X] In-person
[] Mail
[] Other, Explain
2. Will interviewers or facilitators be used? [X] Yes [] No

A total of 36 one-on-one user sessions will be conducted by User Insight, both remotely and in lab, lasting approximately 60 minutes. The Users will be a cross representation from non-expert healthcare workers with an emphasis on public health professionals and nurses, business and industry professionals, and general public. The number of each user type will be as follows:

In Lab Interviews:

- Non-expert Public Health Professionals and Nurses: n=5
- Business and Industry Professionals: n=5
- General Public: n=9

Remote Interviews:

- Public Health Professionals: n=4
- Politicos and Media Professionals: n=9
- Business and Industry Professionals: n=4

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

List of attachments:

Attachment A – Respondent Screeners

Attachment B – Discussion Guide (remote and in-person)

Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

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