Attachment A

CDC Zika Website User Experience (UX): Protocol

Website Description

Zika Website

This section of the CDC website on Zika (www.cdc.gov/zikz/) provides consumers, healthcare providers and public health professionals with valuable information on the Zika virus, prevention, symptoms, transmission, and more… The site is an important communication tool in the fight against Zika, and keeping users informed on how best to protect themselves and their loved one from a serious disease.

Goals of the Usability Test:

- The information collected in the study will help ensure that users have an effective and satisfying experience when using the Zika website. This feedback will provide insights into user perceptions, experiences and expectations and will allow for ongoing, collaborative and actionable communications between the Agency and the users of the website. It will also allow feedback to contribute directly to the improvement of the site.

Website to be tested

- During the usability study, participants will complete tasks on the existing and redesigned Zika website. Once completed the information will be used to make improvements to the findability, labeling and organization of the website and improve the experience for our website users.

Participants

- CDC is contracting with a company to recruit participants. A total of 50 participants will be included in the usability testing.
  Participants will include:
    o   15 Healthcare providers
    o   35 General consumers

- 35 of the participants will complete the testing in-person and 15 will complete the testing remotely.

In-person/Remote

- In-person participants will conduct the usability evaluation at the test location (CDC offices).

- Remote participants will utilize screen sharing software and a conference line so the facilitator is able to view the screen of their device (desktop/laptop) as well as talk to them via the conference line. On the day of testing, Facilitator will start the screen sharing software and will give control to participant to share his/her screen. Participant agrees to shares screen.

Devices

- During testing, the participants will use a mix of their own devices so that the website can be tested in multiple views. The types of devices to be included is as follows:
    20 Smartphones
    o   5 Mini-tablets
    o   5 Large tablets
    o   20 Desktop/laptops (for remote participants)

Sessions

- Each session will last approximately 60 minutes. During the session, participants will:
    o   Provide their initial impressions of web site
    o   Perform a series of tasks using the web site.
    o   Provide reactions to the web site.
    o   Scenarios and questions will be provided to the users _verbally_ by the facilitator (not via the computer). (**See attachment D for male tasks & E for female tasks & G for specific audiences**) Scenarios may be presented to users in random order in order to avoid learning biases. Participants will not be asked all tasks, only a selection of tasks that match their background, with a maximum of 10-12 tasks per session.
    o   As each scenario is provided verbally to the participant, the participant will try to complete the scenario by clicking on the web link on their device.

- Facilitator will observe the participant during the session and take notes to monitor comments, frustrations, ideas, and recommendations; elicit overall reactions to the application; and thank the participant at the end of the sessions. (**See attachment F**)

- Consent Form:
  - In-person participants will be asked to sign a consent form before testing begins (**see Attachment B**). Remote participants will be asked to sign and digitally return consent form before the session begins.

- Questionnaire:
  - Participants will be asked to answer questions about themselves before beginning the sessions (**see attachment C**).