

# Attachment A

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## CDC Flu Vaccine Website User Experience (UX): Protocol

### Website Description

#### Flu Vaccines

This section of the flu website helps consumers and healthcare professionals with their decisions to get vaccinated. The site provides key information on vaccine safety, effectiveness, how the vaccine is made and basic key facts.

#### 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 Flu vaccine website. This feedback will provide insights into our user's 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 and indicate where they would navigate to find information on the website. Once completed the data will be used to make improvements to the findability, labeling and organization of the site's structure.

#### Participants

- CDC will aim to recruit up to 400 users who volunteer to participate and will not compensate users for their time or provide an incentive for participation. Participants may be recruited online, at local conferences, through friends and family, through colleagues, through schools and universities, etc.

## Sessions

- Each session will last approximately 10 minutes. During the session, participants will:
  - Provide their initial impressions of the application
  - Work through an outbreak scenario
  - Provide feedback, ideas, and recommendations on how the application can be improved
- Facilitators will verbally provide instructions to participants (see attachment B).
- Consent Form:
  - Participants will be asked to sign a consent form before testing begins (see attachment C).
- Questionnaire:
  - Participants will be asked to answer 10 quick questions about themselves before beginning the sessions (see attachment D).
- Conducting the sessions:
  - Participants will be asked to use one of the mobile devices provided by CDC staff to review the application. (See attachment F)
  - Scenarios and questions will be provided to the users verbally by the facilitator (not via the computer). (See attachment E)
  - Facilitator will observe the participant during the session to monitor comments, frustrations, ideas, and recommendations; elicit overall reactions to the application; and thank the participant at the end of the sessions.