

# **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1050)**

**TITLE OF INFORMATION COLLECTION:** CDC Template Navigation

## **PURPOSE:**

The Digital Media Branch maintains the CDC.gov website templates to which all CDC.gov sites must adhere. The web templates provide a common structure, modules (building blocks) and navigation so CDC websites have a similar look and feel and visitors have a similar experience across CDC sites. The web templates are now undergoing a significant redesign effort since the last redesign effort was four years ago. Part of this redesign effort is to research and revisit the template navigation as web/mobile navigational trends and best practices have changed over the last few years, especially as mobile devices are becoming the most popular way people navigate the internet and CDC sites.

The template navigation is one of the most important methods in which CDC visitors find health information on the site and it is vital that the site navigation continues to be easy and intuitive for our visitors. Based on current trends and research, CDC template mobile navigation is currently being redesigned and further optimized for mobile devices and a top navigation may be incorporated for easier navigation on desktops. In order to ensure the success of finding important CDC health content via the revised CDC web template navigation, we need to ask navigation related questions on a variety of CDC sites so we can observe navigational behavior and site impressions across numerous topic sites within CDC and feel confident that the navigation will work for most if not all of CDC’s topic sites.

The information collected from participants will help ensure that CDC.gov site visitors can successfully use the redesigned CDC web template navigation across many different types of CDC sites.

Sessions will be conducted the Spring of 2018 based on participant availability. Each session will last no longer than 60 minutes and will be conducted by a facilitator either in person or over the phone using skype. A participant can only participate once.

For additional information please refer to the following:

## **List of Attachments**

1. A-Fast Track Form (this form)
2. B-PRA – Part 2
3. C-Testing Plan
4. D-Instructions
5. E-Consent Forms
6. F-Activities

## **DESCRIPTION OF RESPONDENTS:**

This is a voluntary survey, participants will fall into the following groups:

- 14 Professionals (Healthcare providers or Public Health Professionals)
- 36 General consumers

**TYPE OF COLLECTION:** (Check one)

- Customer Comment Card/Complaint Form       Customer Satisfaction Survey  
 Usability Testing (e.g., Website or Software)       Small Discussion Group  
 Focus Group       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: Lisa Richman

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Yes, has an up-to-date System of Records Notice (SORN) 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

CDC is not directly offering an incentive to participants for their participation. However, CDC plans to contract with a company to recruit participants. CDC hasn't specified remuneration; however, the contractor may remunerate in order to get a broad range of participants. If they do, CDC will not be directing them to do so.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
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Healthcare Providers (nurses, clinicians, etc.), Public Health Professionals, and General Public	50	60	3000 minutes / 50 hours
<b>Totals</b>	<b>50</b>	<b>60</b>	<b>3000 minutes / 50 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is **\$3,561.52**\_\_

**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

CDC plans to contract with a company to recruit participants. We have instructed the contracting company to identify up to

- 14 Professionals (Healthcare providers or Public Health Professionals)
- 36 General consumers

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