

Attachment C

CDC Template Navigation: Testing Plan

Goals of the Usability Test:

- The information collected in the study will help evaluate the success of finding CDC health content via the revised CDC web template navigation and ensure that CDC.gov site visitors can successfully use the redesigned CDC web template navigation across many different topic sites within CDC.gov.
- To accomplish this, 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.

Website to be tested

- Topic sites across CDC.gov - <https://www.cdc.gov/TOPIC SITE/>

Participants

- CDC is contracting with a company to perform usability testing which includes recruiting participants. A total of 50 participants will be included in the usability testing (55 participants will be recruited to account for “no-shows”). The final mix of participants will include:
 - o 14 Professionals (Healthcare providers or Public Health Professionals)
 - o 36 General consumers
- Most participants will complete the testing in-person. No more than 20 participants 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:
 - o 20 Smartphones
 - o 10 Tablets
 - o 20 Desktop/laptops (for remote participants)

Instructions

- Facilitators will verbally provide instructions to participants (see **Attachment D: Instructions**)

Consent Form

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

Sessions

- Each session will last no more than 60 minutes. During the session...
 - o Participants will:
 - Be asked to sign the consent form.
 - Be provided instructions by the facilitator.
 - Be asked to provide initial impressions of the site.
 - Complete navigation (activities) by using the redesigned template navigation (i.e. clicking selections from the navigation)
 - o Facilitator will
 - monitor the participant's actions (on site), comments, frustrations, etc.,
 - monitor time,
 - elicit overall reactions to site and answers to follow up questions and thank the participant.

Navigation Activities/Follow up Questions

Navigation activities to complete and follow up questions will be provided to the participants verbally by the facilitator. Navigation scenarios may be presented to users in random order in order to avoid learning biases.

As each navigation scenario is provided verbally to the participant, the participant will try to complete the navigation scenario by using the template navigation on the site.

After the navigation activity is complete the participant may be asked a few follow up questions.

(See **Attachment F: Activities/Follow up questions** for list of navigation activities and follow up questions)