

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1009)**

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**TITLE OF INFORMATION COLLECTION:**

WISQARS Data Visualization Usability Testing Customer Feedback

**PURPOSE:**

The Web-based Injury Statistics Query and Reporting System (WISQARS) is an interactive Internet-based injury data system. Users can search, sort, and view the injury data and create reports, charts, maps, and slides. CDC’s National Center for Injury Prevention and Control (NCIPC) conducted a portfolio review of WISQARS in 2015 showing the web site receives on average 2,150 visits per day. The [WISQARS web site](#) is used extensively by a variety of audiences. Public health professionals, scientists/researchers, students, health care providers, and teachers/educators are the top 5 audiences accessing WISQARS, according to a 2015 online evaluation. The information and data needs vary among these groups but WISQARS can serve them all by enhancing visual data interpretations.

[WISQARS Data Visualization](#) displays fatal injury data in a new interactive, visual format. It provides new capabilities for injury data analysis, comprehension, and communication. While the current user interface has had informal user testing, WISQARS Data Visualization has not yet been formally tested with external audiences.

The purpose of this request is to gather timely feedback from target audience groups to determine if the information architecture of the website allows users to easily find information. The target audience includes up to a total of 36 interviews with internet users who have experience with health topics. Feedback gathered, including satisfaction with delivery and content, will be used to improve the organization of the violence prevention webpages and determine any gaps in information. The information collected will help identify areas of improvement without such data collection this information would be unknown. Participation in the usability testing will be voluntary. Users will provide feedback to CDC during in person usability testing sessions.

Information gathered will be used only internally for general service improvement and is not intended for release outside of the agency. Information gathered will not be used for the purpose of substantially informing influential policy decisions. Without this type of feedback, the Agency will not have timely information to adjust its services to meet customer needs.

**DESCRIPTION OF RESPONDENTS:**

Participation in the usability testing is voluntary. Participants for the usability testing will be selected from adults registered with an online panel provider owned by a commercial vendor. These databases include local and state health departments, non-profit organizations, foundations, and educational institutions.

**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: Karen Angel

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

**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

Privacy Act does not apply for this information collection request. Personally identifiable information (PII) is not collected. No questions will be asked that are of a personal or sensitive nature. Participants to the survey are already registered with an online panel provider. Information of participating panelists was previously collected by the online panel provider, and will not be included on the dataset submitted to CDC. At no time does CDC have access or will receive potentially identifiable information. At no time is this information linked or linkable to usability testing information. All procedures have been developed, in accordance with federal, state, and local guidelines, to ensure that the rights and privacy of participants will be protected and maintained.

**Gifts or Payments:**

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

Participants to the survey are already registered with an online panel provider. The panel uses an incentive payment system. Each respondent that arrives in person and on time for their scheduled user session is compensated a with \$25 value via a Visa Debit card, which can be redeemable online or at retail. The contractor handles the payment and logistics for all payment situations.

**BURDEN HOURS**

The target respondents will be internet users who have experience with health topics.

Respondents to the survey are preregistered active participants of the online panel provider. This usability testing effort will draw from existing 20,000 + databases in the Southeast owned by a

commercial vendor. The respondents will provide feedback during in person usability testing at the vendor’s location. The vendor will be responsible for identifying and inviting respondents to participate in the usability testing effort (Att. 1). The respondents who accept the invitation will be asked to complete tasks that will determine their overall navigational experience.

Prior to completing the tasks, respondents will be asked to respond to 2 questions related to their background and familiarity with health websites and WISQARS. Each respondent will then be given a total of 32 questions/tasks related to the assets being tested. The user will be asked to find information about:

- WISQARS Fatal Injury Data Visualization - Explore
- WISQARS Fatal Injury Data Visualization - Compare
- WISQARS Nonfatal Injury Data Visualization

After completing the 32 questions/tasks, the respondent will be asked to respond to 8 survey questions related to their experience as well as general satisfaction (Att. 2).

Category of Respondents	Form Name	No. of Respondents	Participation Time (hours)	Burden (hours)
Online panel user	Participant Screener (Att. 1)	50	10/60	8
	In Person Usability Testing (Att. 2)	36	1	36
<b>Total</b>				<b>44</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$8,245.08

**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

If the answer is yes, please provide a description of both below (or attach the sampling plan).

Respondents to the survey are preregistered active participants of the online panel provider; the commercial vendor will be responsible for inviting participants to participate in the usability testing effort (Att. 2). The most appropriate potential users will be identified (Att. 1) and invited to participate in usability testing prior to launching usability testing efforts. These usability testing sessions will be composed of internet users who have experience with health topics. Each testing session should be composed of 1-on-1 individual sessions suitable for usability testing.

### **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

Will interviewers or facilitators be used?  Yes  No