



November 25, 2019

Memorandum to: Samuel L. Wice
Policy Analyst
Office of Information and Regulatory Affairs
Office of Management and Budget

From: Manny Cabeza
Regulatory Counsel
Federal Deposit Insurance Corporation

RE: Qualitative Survey on Usability and Design of FDIC’s External Website – FDIC.gov

Under FDIC “fast-track” generic clearance entitled “Occasional Qualitative Surveys” (3064-0127), the FDIC hereby submits for OMB review the generic survey “Qualitative Survey on Usability and Design of FDIC’s External Website – FDIC.gov.” FDIC has engaged an outside vendor (PorterNovelli) to perform user testing on a prototype of the FDIC’s external website - FDIC.gov - for usability and design issues. This testing includes asking external users to perform certain tasks to gauge usability of the website.

The testing will be for our two main types of website users – bankers and consumers. Each will be asked to perform a series of specific tasks to find content they frequently use. Their feedback on the FDIC.gov prototype will provide information to the FDIC about how well the site is designed and how well the content is structured.

The FDIC estimates that there will be approximately 18 respondents in total. The survey will be deployed one time

	<i>Annual Estimated Number of respondents:</i>	
18		
<u>minutes</u>	<i>Estimated Time per response:</i>	<u>60</u>
<i>hours</i>	<i>Total Estimated Annual Burden:</i>	18

Total estimated burden for the annual collection of this information is 18 hours.

If you have any questions, please let me know. Thank you for your consideration.