

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3084-0159)

TITLE OF INFORMATION COLLECTION: Survey of Consumers and Various Target User Groups

PURPOSE:

The FTC is preparing for a major migration from the Drupal 7 to the Drupal 8 web content management system for its public informational website, such as FTC.gov. CHIEF, the contractor it has selected for this task, is evaluating website user needs to determine the best strategy to focus the design/build of the new Drupal 8 websites on user needs and tasks. We are conducting user research to listen to the voice of the customer.

This user survey will be used to reach a broad consumer base to determine their general needs and wants from the FTC web properties and whether and how they do or do not self-identify with the subject matter on the FTC web properties.

Additional user research activities will be submitted for Fast Track Clearance from the feedback received from consumers in this survey.

DESCRIPTION OF RESPONDENTS:

The respondents for this survey will be any consumer and a variety of target user groups. These respondents either will have experience with the FTC or may have experience with the FTC in the future. The formal breakdown of consumer groups is defined as:

- *Active duty service member or veteran*
- *State or local law enforcement professional*
- *Educator, advocate or trainer*
- *Attorney or legal services professional*
- *Media or journalism professional*
- *Business owner*
- *General Public*

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input 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: Christine Noonan Sturm, FTC Website Manager, Office of Public Affairs

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

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 [] No
3. If Applicable, has a System or Records Notice been published? [] Yes [] No [X] N/A

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households	200	15 minutes	50 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is (one-time, not annual) \$10,000.

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?
[X] Yes [] No

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?

Utilizing the vendor, UserWorks, we would utilize its participant database of volunteers and, if necessary, reach out more specifically to target populations. The database lists about 7,000 people locally and about 25,000 people nationwide who have opted in to be called upon for remote studies. All are computer users and have email, but they otherwise represent a wide range of demographics, occupations, and computer literacy.

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

Please make sure that all instruments, instructions, and scripts are submitted with the request.