Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 3145-0215)

TITLE OF INFORMATION COLLECTION: NSF.gov User Research for Site Redesign

PURPOSE:

NSF last updated its web site, nsf.gov, approximately 2014. The way internet users consume information is constantly evolving.

Contractor CivicActions was brought on to modernize NSF.gov to better meet the needs of both internal and external users; move to a robust, maintainable, open-source content management system (CMS); and eventually migrate to cloud hosting. This will have a direct impact on all users of the NSF site.

The team has begun an iterative process of developing a new website, which includes detailed information architecture surrounding the careers section, funding and awards, news, and research areas (directorates and divisions). We are focusing on improving both the end-user and content-authoring experience. Following website design best practices, NSF plans to conduct user research on proposed designs in order to better understand user needs and priorities.

DESCRIPTION OF RESPONDENTS:

We plan to conduct research studies with NSF staff and contractors as well as members of the public. The data will be used by NSF staff and contractors to develop design system and functional requirements for www.nsf.gov.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [ ] Customer Satisfaction Survey
[X] 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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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:___Suzanne H. Plimpton, NSF Reports Clearance Officer_____

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or households	157	15.2 minutes	40 hours
Totals	**157**		**40 hours**

FEDERAL COST: The estimated annual cost to the Federal government is considered part of maintaining the web site.

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?
<div align="center">[X] Yes   [ ] No</div>

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?

We'll gather qualitative and quantitative data in our user testing. We'll employ the following methods where appropriate:

User Interviews - The primary method we'll user test will be through interviews—all capped at thirty minutes. We'll ask users to visit a prototype and narrate as they complete tasks for each section. This will provide direct insight into how users are engaging with our proposed designs.

Tree Testing, Card Sorting, and Surveys - These three methods will be used to help determine site structure and information architecture. These will be automated through web-based tools such as Optimal Workshop.

Type of Research Activity	Number of Participants	Time per Participant	Total time
Interviews	7	:30	3:30
Tree Tests	50	:15	12:30
Card Sorting	50	:15	12:30
Surveys	50	:15	12:30
Totals	157		40 hours

Computer science teachers, postsecondary
Mathematical science teachers, postsecondary
Engineering teachers, postsecondary
Biological science teachers, postsecondary
Atmospheric, earth, marine, and space sciences teachers, postsecondary
Chemistry teachers, postsecondary
Physics teachers, postsecondary
Economics teachers, postsecondary
Sociology teachers, postsecondary

Respondent universe, sampling, or other selection procedures
Documentation will be provided for each collection instrument falling under this information collection in order to capture the accurate information and range of methods to be used. Some surveys could be simple customer feedback and employ no statistical methods.

Procedures for collection of the information
Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. NSF expects to use a variety of methodologies for these collections. For example, NSF or its contractors may use commercial survey-specific software to automate its collection and analysis of feedback. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of NSF's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used.

Methods to maximize response rates and to minimize non-response rates
For those projects using a web survey, we will use emails as appropriate to maximize response rates.

Tests or procedures
Pre-testing may be done with internal staff, a limited number of external colleagues, and/or customers familiar with the programs and products. If the number of pre-test respondents exceeds nine members of the public, NSF will submit the pretest instruments for review under this generic clearance.

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
   [X] Web-based or other forms of Social Media
   [X] 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.

Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

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