

**Request for Approval under the
“Generic Clearance for the Collection of Routine Customer Feedback”
OMB Control No. 0690-0030 Expiration Date: 7/31/2020**

TITLE OF INFORMATION COLLECTION:

NOAA Fisheries Usability Test

PURPOSE:

Identify ways to improve our web navigation and web user experience.

DESCRIPTION OF RESPONDENTS:

Target 5 public visitors to our website from each audience group, totaling. Testing would be quarterly for 2 years. Audience groups:

- Fisherman (Commercial & Recreational)
- Public (Educators & Students)
- Industry Professional (NGO Employees & Industry Employees)
- Government Employees

TYPE OF COLLECTION: (Check one)

☐ Customer Comment Card/Complaint Form

☒ Usability Testing (e.g., Website or Software

☐ Focus Group

☐ Customer Satisfaction Survey

☐ Small Discussion 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 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: Kevin Holland

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [X] Yes [] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [X] Yes [] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [X] 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 over 2 years (8 quarters)	Participation Time	Burden Hours
Fisherman (Commercial & Recreational)	40	.5 hr	20
Public (Educators & Students)	40	.5 hr	20
Industry Professional (NGO Employees & Industry Employees)	40	.5 hr	20
Government Employees	40	0.5 hr	20
Totals			80

Ongoing collection? Yes_X__ or No__

In addition to the questions, since we plan to test quarterly, we would like to ask about different information tasks if we want to focus on different usability issues each quarter? This would be a variant of: if you are looking for XYZ information, where would you find it on fisheries.noaa.gov? For example: if you are looking for information on Red Snapper permits in the Gulf of Mexico, where would you find it on fisheries.noaa.gov?

FEDERAL COST: The estimated annual cost to the Federal government is 160 labor hours to oversee the test, estimated to be $35\$/hr \times 160 = \$5,600$

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 [X] 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?

We will reach out to users by publishing feedback opportunities through current email newsletters, an onsite popup featured on fisheries.noaa.gov, social media platforms, online discussion boards, and volunteers from close connections to NOAA Fisheries staff.

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
[X] In-person
[] Mail
[] Other, Explain
2. Will interviewers or facilitators be used? [X] Yes [] No

Required Additional Information (check ROCIS in IC List for this info --- needed for OCIO staff to complete request)

1. Line of Business: **Natural resources**
2. Subfunction: **Conservation, marine and land management**
3. Privacy Act System of Records: Title: **COMMERCE/NOAA-11**
4. Federal Registration citation information: **Volume 82 Pg. No. 3721**

(1/12/2017)
5. Number of respondents for small entities: **5 (fishermen)**

6. Percentage of respondents reporting electronically: **100%** - **The information will be collected in a digital survey tool, a google sheet, and/or screen recorded (With their verbal permission).**