

**Attachment A: ODPHP Website Site- and Page-Level  
Surveys Protocol**

1

**ODPHP: Website Site- and Page-Level Surveys Protocol**

OMB Control Number: 0990-0379

# Attachment A: ODPHP Website Site- and Page-Level Surveys Protocol

## Purpose

ODPHP will implement site- and page-level surveys on healthfinder.gov, health.gov, and HealthyPeople.gov. This generic IC is a continuation of a previous study on the same subject.

In this phase of survey implementation, site-level surveys will continue to gather feedback about users' experience with the website overall. Page-level surveys will also gather additional feedback about specific pages, features, or content. (See Attachment D for mock-up screenshots.) These surveys will both help ODPHP continue to make quality improvements and allow ODPHP to assess the impact of changes made from the previous set of surveys. Questions from both the site- and page-level surveys are centered on 6 principles of successful user experience.

## Goal and Objectives of Surveys

With this request for approval, the surveys have been updated since the baseline collection to account for improved question clarity and content changes on the healthfinder.gov, health.gov, and HealthyPeople.gov websites.

The goal of the site- and page-level surveys is to assess users' experience with the website based on:

- Overall experience – Is the site valuable and meaningful?
  - User profile
  - Technical problem
- Utility – Does the site fulfill a need or offer something that other sites don't?
- Usability – Is the site easy to use and understand?
- Look and feel – Do design elements evoke the desired emotion?
- Navigation – Is the site easy to navigate? Is content easy to find?
- Accessibility – Is the site accessible to people with disabilities?
- Credibility – Is the site trustworthy and believable?

Asking questions based on these factors will enable ODPHP to continue to improve customer satisfaction and user experience on our websites.

## Implementation of Surveys

ODPHP will deploy surveys using Qualtrics. ODPHP will implement these surveys in the same way as we did previously. ODPHP will implement site- and page-level surveys over a 3-year period, ending in September 2020. Users will not receive an incentive to fill out a website survey. They will complete a page- or site-level survey voluntarily when they land on a specific page.

With the past round of surveys, ODPHP received an overwhelming response from website visitors. During the previous collection, ODPHP received an average of 1000 site-level responses and 8000 page-level responses per month. With this request, ODPHP has increased the total

# Attachment A: ODPHP Website Site- and Page-Level Surveys Protocol

number of burden hours to allow all interested visitors to complete site- and page-level surveys.

Each month, ODPHP will collect a total of about 1000 site-level survey responses for ODPHP websites (health.gov, healthfinder.gov, and HealthyPeople.gov). ODPHP will also collect about 8000 page-level survey responses 4 months per year for health.gov, healthfinder.gov, and HealthyPeople.gov.

## Site-level surveys:

- Based on the number of responses ODPHP received last collection period (1000 per month), ODPHP plans to collect a total of 36,000 responses over a 3-year period.
- Site-level surveys will be on the websites for the duration of the 3-year period.
- For the site-level survey, ODPHP will implement a maximum of 7 questions from the site-level survey question bank. (See Attachment B for details.)
- Questions will address users' overall satisfaction with the website experience, dimensions of user experience (detailed above), and request feedback on ways to improve the website.
- Visitors access a link to the site-level survey in the footer to voluntarily complete the survey at any time. Visitors are also randomly selected to complete the site-level survey via a pop-up invitation (which includes options to opt in or opt out).
- Each survey page has a header saying, "How was your visit to [website] today?"

## Page-level surveys:

- ODPHP plans to deploy page-level surveys 4 months per year. Based on the number of responses ODPHP received last collection period (8000 per month), ODPHP plans to collect a total of 96,000 responses over a 3-year period.
- Page-level surveys will be placed temporarily (e.g., to capture experiences before and after releasing a new feature), and they will be moved to different pages to gather information about the websites over time.
- Page-level surveys will consist of questions from 1 question block. (See Attachment C for details.)
- ODPHP will implement up to 3 survey questions from a question block (e.g., 1 primary question and 1 or 2 detailed or follow-up questions). Some question blocks have more than 3 question options, but each page-level survey will only have up to 3 questions in order to keep response time to 1 minute or less.
- No instructions are needed for page-level surveys.
- Questions provide a way of getting feedback on specific features or content and address aspects of user experience (detailed above).

# Attachment A: ODPHP Website Site- and Page-Level Surveys Protocol

Form Approved  
OMB No. 0990-0379  
Exp. Date 09/30/2020

- Page-level surveys will be placed on the bottom right of pages.

## Question bank

Please see attachments:

- For site-level surveys: Attachment B: Site-Level Survey Question Bank
- For page-level surveys: Attachment C: Page-Level Survey Question Bank