

**Survey Planning and Design Document
November 2018**

Survey for WWW.USITC.GOV and other USITC.GOV subdomains

The U.S. International Trade Commission (USITC) has procured vendor services to conduct a feedback survey of the USITC’s public website (www.usitc.gov) and the web based applications. The goal of this feedback survey is to obtain deliverable actionable user insights and recommendations pertaining to the entire web site or web application such as (a) information architecture, (b) layout, (c) navigation, (d) nomenclature, and (e) search functionality. The survey responses will be used to assess the effectiveness and improvements of www.usitc.gov, of subpages, or the web based applications

A. The Survey Population

The population involved will be all members of the public who visit the USITC’s public website. This population will be reached via a voluntary, web-based feedback option with survey questions that is available to users who visit the USITC’s website and or web based applications. There will be a voluntarily selectable “Feedback” tab to initiate the survey posted on the USITC’s website or web applications. Those who select the tab will be prompted to complete a 5 - 7 question survey whose questions are designed to allow them to give feedback on their experience using the website or web application.

B. Survey Review & Field Testing

Members of the USITC Web Team reviewed and selected several of the vendor’s proposed survey questions with regard to scope and clarity. The table below identifies individuals from OCIO who were participants for the review of the survey questions.

Name	Organization	Email Address
Allison Hazen	OCIO	allison.hazen@usitc.gov
Kathleen Rumsey	OCIO	kathleen.rumsey@usitc.gov
Joel Moeller	OCIO	joel.moeller@usitc.gov

C. Reporting Burden and Projected Cost

The reporting burden is estimated to be:

Total number of survey respondents: (No.)	Not to exceed 250
Frequency of response: (No.)	1
Average completion time per survey: (hours)	0.05
Total burden: (hours)	12.5 hours
Total cost: (dollars)	\$837.50 (12.5 hours X \$67/per hour)

Note: The hourly cost estimate reflects the average USITC employee hourly cost.

