

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp. Date: 03/31/2018)

TITLE OF INFORMATION COLLECTION:

HMD 2018 Exhibition Program Web Usability Study

PURPOSE:

The purpose of this National Library of Medicine (NLM) Exhibition Program study is to obtain qualitative feedback based on user experiences of online exhibition(s) via desktop and mobile devices. The web user findings from the study will determine the effectiveness of the Exhibition Program’s goal of enhancing user engagement with online exhibition content.

DESCRIPTION OF RESPONDENTS:

Exhibition Program has a contract for recruiting 30 respondents and conducting the usability study remotely or in-person, in order to collect data from a sufficient number of users in each of the 3 user categories:

- General Public
- Researchers (historians)
- Educators

The above user categories reflect top visitors identified in previous web analytics.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" 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.

Name: Jiwon Kim, Exhibition Program/HMD/LO/NLM

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes 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 N/A

Gifts or Payments:

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

To ensure an adequate number of participants, the contractor for this usability study will hold both remote and in-person usability tests. Participants for in-person testing will report to the testing facility located in Baltimore metro areas and will receive \$40 gift card or PayPal payment for their time and effort.

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per response (in hours)	Total Burden Hours
Individuals or Households	10	1	1	10
Private Sector	20	1	1	20
Totals	30	30		30

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals or Households (General Public)	10 hrs.	\$23.86/hour	\$238.60
Private Sector (Educators)	10 hrs.	\$26.21/hour	\$262.10
Private Sector (Researchers)	10 hrs.	\$29.32/hour	\$293.20
Totals			\$793.90

*BLS National Occupational Employment and Wage Estimates

https://www.bls.gov/oes/current/oes_nat.htm

25-0000 Education, Training, and Library Occupations

<https://www.bls.gov/oes/current/oes250000.htm>

19-3093 Historians (Research, analyze, record, and interpret the past as recorded in sources, such as government and institutional records)

<https://www.bls.gov/oes/current/oes193093.htm>

FEDERAL COST: The estimated **annual cost** to the Federal government is: **\$22,591.32**

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Coast to Gov't

Federal Oversight					
Lead Exhibit Specialist	13/06	\$113,132	1%		\$1,131.32
Contractor Cost					
Visitor Study Evaluator			100%	N/A	\$21,460.00
Total					\$22,591.32

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?

NLM’s contractor will recruit and schedule sessions with 30 participants who are recruited from the United States. Participants will be selected from UserHappy’s database and through online resources such as listservs and social media.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - [X] Web-based via moderator led sessions and online survey
 - [] Telephone
 - [X] In-person at the testing facility
 - [] Mail
 - [] Other, Explain.
2. Will interviewers or facilitators be used? [X] Yes [] No.