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10/31/2021

MODERATOR'S GUIDE

cdc.gov/std
User Experience Interviews

Adult Populations Disproportionately Affected by STDs

Introduction (3 minutes)

Thank you for participating in this interview today. My name is _____ and I am a researcher with _____. Today you'll be checking out the Centers for Disease Control and Prevention (CDC) Division of Sexually Transmitted Disease Prevention's website. The CDC is a government health agency. This website focuses on sexually transmitted diseases or STDs, which are diseases like syphilis, gonorrhea, and chlamydia that are passed from one person to another through vaginal sex, anal sex, oral sex, and other types of intimate physical contact.

The pages you will see and click on are of the live site and have the same information you would see if you went to the site at home or at the library.

I will ask you questions and give you some tasks to complete using the website. Your comments and feedback will help the design team improve the site. I am a researcher and did not create the site, so please do not feel like you have to hold back on your thoughts to be polite to me. I'm interested in what you like and what you don't like about the site. Any trouble you may run into reflect issues with the design of the site, not your skills or abilities. Please keep in mind this is not a test of you or your knowledge, but it's a test of the website. You are helping us to see how it can be improved. The entire session will last about an hour and 15 minutes. Do you have any questions so far?

Let's cover a few things before we get started.

- We are making a video recording of the computer screen during this session, but your name and personal information will not be put together with the recordings or your responses.

- I am interested in your thoughts and reactions as we proceed. This is important because I'll be able to see how you're using the website, but I won't know why you are doing what you're doing. So I need your help. While you are working, I would like you to think aloud. If you would, please describe the steps you're taking and what you're thinking about as you are using the site.
- I also want to make sure that my wording of the questions and tasks is not confusing. Throughout the interview, please let me know if anything is unclear so we can better word the questions and tasks for future participants.
- There are no right or wrong answers, and your comments and opinions will only be used together with the feedback that we get from other people.
- Do you have any questions?

Ok, we are ready to begin. I would like you to share your screen by clicking on the share screen button in [insert screenshare software name]. I would like you to start by asking you some background questions.

Questions and Tasks

Section 1: Getting to know the participant (10 minutes)

Goal: To get to know participants and explore their relevant past behavior.

When we talked about you joining this study you indicated that you are (choose one: [18-24 years old] [a gay or bisexual man] [pregnant]).

- 1.1. What type of information would [someone your age, someone like you, women like you] want to see on a CDC website about STDs? Again, just for background, STDs are diseases like syphilis, gonorrhea, and chlamydia that are passed from one person to another through sex and other types of intimate physical contact.
- 1.2. What type of information might you need from a CDC website on STDs? [Probe for topics and type of resources]
- 1.3. What is the most useful information you would want to see when you first open CDC's STD website? [Probe for content/resources]
- 1.4. Have you ever been to the CDC's STD website? [If so] What was your experience like using the website?
- 1.5. Do you use any other similar websites or online resources for sexual health information? [If so] What are those resources and what was your experience using them?
- 1.6. Is there any information that you've found on other websites that you would like to see included on the CDC STD site? [If so] What information would you like to see included?

- We just completed the first set of questions. Is there anything you would change about that last set of questions? Why would you change it?
- Was there anything confusing or unclear about the questions in this section?

Section 2: Open Card Sort (15 minutes)

For our next activity, I'll ask you to sort various topics. The feedback you'll provide will help organize the information on the site. This activity should take about 15 minutes.

Step 1. Take a look at the list of topics below. I'd like you to sort them into groups that make sense to you. There are no right or wrong answers. Just do whatever makes sense to you.

Step 2. Drag an item into the area to create your first group.

Step 3. At any point, you can create a label for the groups you have created.

Step 4. You can continue to add items to a group by dropping them on top. Please think aloud as you're sorting the topics into the groups of your choosing.

Table 1. Topics for card sort

Introduction to CDC's Division of STD Prevention	How to prevent STDs	Hepatitis information
STD testing recommendations for pregnant women	Statistics on STDs and teens	How to get your sex partner medicine for an STD if they can't see a healthcare provider
How to talk to your partner if you have an STD	Information for MSM on STDs	STD & HIV testing recommendations
Charts and graphs about STDs	Video on gonorrhea symptoms and treatment	What to know when just diagnosed with an STD
Treatment for chlamydia	When to talk to a healthcare provider about STDs	Fact sheet on STDs and oral sex
Explanation of different STDs	HPV vaccine	Find a location to get tested
Condom dos and don'ts	Podcast on genital herpes	Guidelines for teens seeking treatment
HPV vaccine recommendations	Statistics on STDs among gay and bisexual Men	Things to know about STDs and difficulty/inability to get pregnant

Facts on syphilis

[If a participant does not understand a card topic, moderator should use this as an opportunity to learn more about the participant: "I am interested in what it might mean to you. What do you think it might mean?" and then, "Please just go ahead with it as if I weren't here."]

2.1. Can you tell me about how you have grouped the cards?

2.2. Can you tell me about the names you created for your groups?

- Okay, now we are finished with that. Was there anything confusing or unclear about that sorting activity?
- Were you ever unsure about how to move forward? (IF YES then ask: When were you unsure about what to do?)

Section 3: First impressions of the website (5 minutes)

Starting Page: DSTDP Homepage

Goal: To evaluate users' first impressions.

Now let's go to the CDC STD website. Please type in www.cdc.gov/std into your web browser.

3.1. What are the first three words that come to your mind when looking at this page?

3.2. What was the first thing that caught your eye?

3.3. What are your other first thoughts about the site?

- Was there anything confusing or unclear about the questions I just asked you about the CDC website?

Section 4: Free exploration of the DSTDP website (5 minutes)

This section will vary in length depending on the participants' frequency of use and variety of tasks they complete on the site.

Starting Page: DSTDP Homepage

Goal: To evaluate how users typically engage and interact with the site

I'm going to take a step back now and let you check out the site.

- 4.1. Please go ahead and do what you typically do (would do) when you come to the site as if I weren't here. Please remember to think aloud as you're using the site. [Probe for all tasks they had mentioned wanting to do on the site in Section 1.]
- 4.2. Is there anything else that you typically do (would do) on the site?
 - Was there anything confusing or unclear about this activity of exploring the website on your own?
 - Were you ever unsure about how to move forward? (IF YES then ask: When were you unsure about what to do?)

Section 5: Common Tasks (10 minutes)

Audience: All participants will receive these tasks

Starting Page: DSTDP Homepage

Goal: To evaluate the overall usability, learnability, and usefulness of the DSTDP site by observing participants completing common tasks.

In this next section I am going to ask you to complete a few specific tasks.

- 5.1. Please show me where you would find information about treating gonorrhea.
Ideal paths: → Scroll down → Gonorrhea → Treatment and Care (or Treatment)
OR → Diseases and Related Conditions → Gonorrhea → Treatment and Care (or Treatment)
 - 5.2. How would you find information about what STD tests you should get?
Ideal paths: → Scroll down → Prevention → Scroll down → Knowing your STD status...
OR → Scroll down → Prevention → Which STD Tests Should I Get?
 - 5.3. Please show me how you would find information about STDs and [18-24 year olds] [gay or bisexual men] [pregnancy].
Ideal paths: → Adolescents & Young Adults
→ Gay, Bisexual & Other MSM
→ STDs during Pregnancy
 - 5.4. Now can you show me how you would find fact sheets about STDs to share with your friends or family members?
→ STD Fact Sheets
OR → Scroll down → Tools & Materials → STD Fact Sheets
 - 5.5. Please show me how you would watch an online video about preventing STDs.
→ Scroll down → Tools & Materials → Videos and Podcasts
- Was there anything confusing or unclear about the tasks I just gave you?

- Were you ever unsure about how to move forward to complete a task? (IF YES then ask: When were you unsure about what to do?)

Section 6: Audience-Specific Tasks (15 minutes)

Starting Page: DSTDP Homepage

Goal: To evaluate the overall usability, learnability, and usefulness of the DSTDP website by observing participants completing audience-specific tasks.

Young adults (18-24 years of age)

In this section I'm going to give you a few short scenarios or "what ifs" and ask you to show me how you would find the information.

- 6.1. Let's say you think you may have an STD and want to find out what you should do to get tested. Please go ahead and find the information you need.
 Ideal paths: → Adolescents & Young Adults → Adolescents and STDs Fact Sheet (left nav) → Scroll down → Get Tested (below "Where can I get tested?" header)
 OR → Scroll down → Prevention → Scroll down → Knowing your STD status...
 OR → Scroll down → Prevention → Which STD Tests Should I Get?

 - 6.2. Now assume that you have recently learned you have syphilis. Your doctor told you a lot during your last office visit but you're overwhelmed and looking for more information about what to do next. How would you go about finding this information?
 Ideal paths: → Scroll down → Syphilis
 OR → Adolescents & Young Adults → Adolescents and STDs Fact Sheet (left nav) → Scroll down → Where can I get more information?

 - 6.3. You recently learned you have herpes. You want to find out if there is a treatment for it. How would you find out?
 Ideal paths: → Scroll down → Genital Herpes → Treatment and Care (left nav)
 OR → Scroll down → Genital Herpes → Treatment (tile on right-side)

 - 6.4. Let's say you know that STDs are a problem, especially among young adults, and you are looking for STD information that's helpful to you. Specifically, you want to know how to protect yourself. Please show me how you would find this information.
 Ideal paths: → Scroll down → Prevention
 OR → Adolescents and Young Adults → Adolescents and STDs Fact Sheet → What can I do to protection myself?
- Was there anything confusing or unclear about the tasks in this section?
 - Were you ever unsure about how to move forward to complete a task? (IF YES then ask: When were you unsure about what to do?)

Men who have sex with men

In this section I'm going to give you a few short scenarios or "what ifs" and ask you to show me how you would find the information.

- 6.5. Let's say you think you may have an STD and want to find out what you should do to get tested. Please go ahead and find the information you need.
Ideal paths: → Gay, Bisexual & Other MSM → Gay Men & STDs Fact Sheet (left nav) → Scroll down → How will I know if I have an STD?
OR → Scroll down → Prevention → Scroll down → Knowing your STD status...
OR → Scroll down → Prevention → Which STD Tests Should I Get?
- 6.6. Now assume that you have recently learned you have syphilis. Your doctor told you a lot during your last office visit but you're overwhelmed and looking for more information about what to do next. How would you go about finding this information?
Ideal paths: → Scroll down → Syphilis
OR → Gay, Bisexual & Other MSM → Gay Men & STDs Fact Sheet → Scroll down → Where can I get more information?
- 6.7. You have learned you have gonorrhea. You are afraid of shots and so you're looking for information about other treatment options for the disease. What would you do to find this information?
Ideal paths: → Scroll down → Gonorrhea → Treatment and Care (left nav)
OR → Scroll down → Gonorrhea → Treatment (tile on right-side)
- 6.8. Let's say you are looking for STD information that's relevant to you. Specifically, you want to know how to protect yourself from getting a STD. Please show me how you would find this information.
Ideal paths: → Scroll down → Prevention
OR → Gay, Bisexual & Other MSM → Gay Men & STDs Fact Sheet → How can I protect myself?
- Was there anything confusing or unclear about the tasks in this section?
 - Were you ever unsure about how to move forward to complete a task? (IF YES then ask: When were you unsure about what to do?)

Pregnant Women

In this section I'm going to give you a few short scenarios or "what ifs" and ask you to show me how you would find the information.

- 6.9. Let's say you think you may have an STD and want to find out what you should do to get tested. Please go ahead and find the information you need.
Ideal paths: → STDs during pregnancy → Detailed Fact Sheet → Scroll down
OR → Scroll down → Prevention → Scroll down → Knowing your STD status...

OR → Scroll down → Prevention → Which STD Tests Should I Get?

- 6.10. You've recently learned you have syphilis, and of course, you're also pregnant. You're not sure how the STD you have could affect your health and your pregnancy. You're looking for information about what you can do to stay healthy during your pregnancy. Please show me how you would find this information.

Ideal paths: → STDs during pregnancy → Treatment and Care → Syphilis During Pregnancy

OR → Scroll down → Treatment → 2015 STD Treatment Guidelines → Syphilis → Syphilis During Pregnancy

OR → Scroll down → Syphilis → Treatment and Care → Scroll down → Syphilis During Pregnancy

- 6.11. Let's say you are pregnant and your partner has a STD. You want to avoid getting that STD. You want to find information to share with your partner—some written information, but also a video that you could watch together. What would you do to find this information?

Ideal paths: → Scroll down → Prevention

- Was there anything confusing or unclear about the tasks in this section?
- Were you ever unsure about how to move forward to complete a task? (IF YES then ask: When were you unsure about what to do?)

Section 7: Follow-up questions (10 minutes)

- 7.1. What stands out to you about your experience using this site? What worked well; what did not work well? [Probe: what you liked most/least; about observations made during the interview]
- 7.2. Based on your review of the site and the navigation menus, how well did the organization of the content match what you expected? [Probe: What do you think about the way the information on the site was organized?]
- 7.3. What information on the site was most valuable to you, and why? [Probe for specific content]
- 7.4. Was there anything missing from the site that you expected to see, or expected to have access to, but didn't?
- 7.5. If we were to develop a homepage that fit your needs best, what would you include on it?
- 7.6. What do you think about the words that are used on the site? [If necessary] Were there any terms that were confusing or unclear? Were there any terms that were inappropriate or offensive?
- 7.7. Do you trust the information on this site? Why? [Probe for what would make the site more trustworthy]
- 7.8. Where would you go or what would you do after using this site?

7.9. If you could change one thing on the site, what would it be?

- During the introduction I mentioned that we wanted to make sure that the questions and tasks are clear to participants. How clear or unclear did you find the questions and tasks that I provided to you today?
- Was there anything confusing or unclear about the questions, activities, or tasks that we haven't already discussed?

Thank you for your time. It was great to meet you and we appreciate your feedback. It will definitely help make the CDC website better. We will be sending you a \$40 online gift card by email. If you don't receive it within a week, please check your junk mail and then contact us so we can make sure you get it. Again, thank you so much. Hope you have a good [day, evening].