MODERATOR'S GUIDE

cdc.gov/std
User Experience Interviews

Healthcare Providers
Guide A

Introduction (3 minutes)

Thank you for participating in this interview today. My name is _____and I am a researcher with _____. Today you'll be helping to evaluate the Center for Disease Control and Prevention (CDC) Division of Sexually Transmitted Disease (STD) Prevention's website. Many visitors to the CDC STD website are healthcare providers and the webpages contain information, such as treatment guidelines and clinical resources.

I will ask you questions and give you some tasks to complete today, but we won't be looking at the actual website. Your comments and feedback will help the design team improve the site. I am a researcher and not with the CDC, so please do not feel like you have to hold back on your thoughts to be polite to me. The entire session will last about 30 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 associated with the recordings or your responses.

- 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 in combination 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 discussed your participation in this study you indicated that you are a [Insert role] role in a [Insert one: clinic/private practice] and that your work deals at least somewhat with STDs.

1.1.   Could you tell me about your responsibilities as a [insert role] that might take you to a CDC website with a focus on STD prevention and treatment? (focus on their responsibilities)

1.2.   As a [insert role] responsible for [insert 1 or more of the responsibilities from 1.1], what type of information do you need from a CDC website on STDs? [Probe for topics and type of resources]

1.3.   Thinking about yourself and other [insert role], 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 used 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 to do your job? [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?

- Was there anything confusing or unclear about the questions in this section?

Section 2: Open Card Sort (17 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 approximately 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

	Brief guide on syphilis treatment and prevention	How to order STD treatment guidelines materials
How to request CDC lab testing		
STD screening recommendations for pregnant women	How to treat antibiotic-resistant gonorrhea	State laws about expedited partner therapy
STD clinical slides	Information for MSM on STDs	STD & HIV screening recommendations
Breaking news on STD outbreaks	Basic STD facts sheets in multiple languages	Facts about congenital syphilis for pregnant women
Drug shortage updates	Where providers can direct requests for STD consultation	Information on oral sex and STD risk
Online modules providing training on STD management	Taking a sexual history booklet	STD brochures for patients
Most recent STD statistics	STD treatment guidelines	Local STD prevalence rates and data
Video for providers and young adults on discussing sex and sexual health	Where to report a suspected gonorrhea treatment failure	Prenatal syphilis screening laws
Handout for individuals diagnosed with gonorrhea or chlamydia	STD vaccines	Links to continuing education

[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?)

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 $100 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].