

Public reporting burden of this collection of information is estimated to average **30** minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB Control Number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA 0920-0840.

MODERATOR'S GUIDE

cdc.gov/std
User Experience Interviews

Healthcare Providers
Guide B

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 Centers for Disease Control 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. The pages you will interact with are of the live site and contain the same information you would see if you accessed the site at work or home.

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 both your positive and negative reactions. Difficulties 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 we can improve the site. 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 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 will remind me you talk out loud throughout this session.

- 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 (2 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] in a [Insert one: clinic/private practice] and that your work deals at least somewhat with sexually transmitted diseases.

- 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)

[Intentional omission of Section 2]

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 impressions?
 - 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 interact with 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.]

- 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 (5 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 how you would find information about antibiotic-resistant gonorrhea.
Ideal paths: → Scroll down → Gonorrhea → Antibiotic Resistance (left nav or tile)
- 5.2. Please show me how you would find more information about STDs and adolescents.
Ideal paths: → Adolescents & Young Adults
- 5.3. Now can you show me how you would find fact sheets about STDs to share with your patients.
Ideal paths: → Scroll down → Tools & Materials → Fact Sheets
OR → Scroll down → Select STD from menu → Fact Sheet
- 5.4. Please show me how you would find information if you want to enroll in online training about STD prevention.
Ideal paths: → Scroll down → Training → STD Prevention Courses
- 5.5. Please show me how you would find out about congenital syphilis.
Ideal paths: → Scroll down → Syphilis → Congenital Syphilis Fact Sheet
OR → Scroll down → Tools & Materials → Fact Sheets → Scroll down → Congenital Syphilis Fact Sheet

- 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 (optional, if time allows)

Starting Page: DSTDP Homepage

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

Lead Providers (physicians, physician assistants, nurse practitioners)

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

- 6.1. Let's say you are seeing more young people in your practice and want to see whether you should be testing them for STDs, which diseases, and how often. Please go ahead and find information to help you make these decisions.

Ideal paths: → Scroll down → Treatment → 2015 STD Treatment

Guidelines

OR → Scroll down → Treatment → Additional Resources

- 6.2. Now, assume that you were recently informed by a colleague in your professional organization that CDC offers little booklets with information for clinicians about STDs. How would you go about getting them?

Ideal paths: → Scroll down → Tools & Materials → Provider Pocket

Guides

- 6.3. How would you go about finding detailed information about genital herpes?

Ideal paths: → Scroll down → Genital Herpes → Facts & Brochures → Detailed Fact Sheet

OR → Scroll down → Genital Herpes → Fact Sheet → Detailed Fact Sheet

- 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?)

Support Providers (nurses, health educators, and others who play a significant role in health education)

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

- 6.4. Assume that you want to be sure that you understand the latest findings on treatment for gonorrhea. Please show me how would you find this information.

Ideal paths: → Scroll down → Treatment → 2015 STD Treatment

Guidelines → Gonococcal Infections

OR → Scroll down → Gonorrhea → Treatment and Care → 2015 STD Treatment Guidelines - Gonococcal Infections

- 6.5. Your clinic sees many gay and bisexual men and you want to develop a special educational program for them. Please show me where you would find this information.

Ideal paths: → Gay, Bisexual & Other MSM → Fact Sheets and Brochures

- 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?)

STD Specialists

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

- 6.6. Let's say you want to introduce the CDC STD treatment guidelines to all clinic staff and you are looking for that resource to review. How would you go about finding this resource?
Ideal paths: → Scroll down → Treatment → 2015 STD Treatment Guidelines
- 6.7. You want to develop population-specific STD prevention protocols and want to provide staff with the latest information for adolescents, pregnant women, and gay men. Please show me how you would gather prevention information specific to these groups.
Ideal paths: → Scroll down → Treatment → 2015 STD Treatment Guidelines → Special Populations → Scroll down
- 6.8. Let's say you want to expand the STD training for clinic staff and want to provide them with various options. How would you find that information?
Ideal paths: → Scroll down → Training
- 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 terms 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 \$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].