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MODERATOR'S GUIDE

cdc.gov/std
User Experience Interviews

Public Health Professionals

Introduction

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 (CDC) Division of Sexually Transmitted Disease (STD) Prevention's website. 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 60 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 may remind you throughout the 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 (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: state/local/non-profit setting] 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)
 - 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 (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 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

Information about CDC STD funding opportunities	Links to online continuing education	A tool to estimate the impact of budget changes on an STD program
STD screening recommendations for pregnant women	How to treat antibiotic-resistant gonorrhea	State laws about expedited partner therapy
STD clinical slides	Information about STDs for gay men	STD & HIV screening recommendations
Charts and graphs about STDs	Basic STD facts sheets in multiple languages	Program evaluation guidelines
Information about drug shortages	Internet partner services toolkit	Content on oral sex and STD risk
Detailed scientific information about different STDs	Provider pocket guides to taking a sexual history	STD brochures for patients
STD surveillance data tables	STD treatment guidelines	STD treatment guidelines for teens
Banner images and buttons to use on social media accounts	STD data management & information technology	Questions & answers about STD treatment
National STD prevention conference	STD content to use on other websites	Resources for STD awareness month
Handout for individuals diagnosed with gonorrhea or chlamydia		

[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 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.]
- 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 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 within your community or state.
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, as 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.

STD Directors

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 want to look at the latest national surveillance data so you can compare it to high-risk areas throughout your state/area. How would you go about finding this data?

Ideal paths: → STD Surveillance 2018 → Browse the 2018 Report Online

OR → Scroll down → Data & Statistics → STD Surveillance 2018 → Browse the 2018 Report Online

- 6.2. Assume that you want to develop population-specific STD prevention protocols based on 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

- 6.3. You also want to improve the resources for patients, partners, family members, and caregivers that the state makes available to local providers. You know CDC has resources available. Please show how would you find that information.

Ideal paths: → Scroll down → Tools & Materials

- 6.4. You are responsible for the state STD prevention budget. Please show how would you find resources that can help you estimate the impact of program changes to your budget.

Ideal paths: → Scroll down → Program Management & Evaluation Tools → SPACE Monkey (left nav or link in list)

- 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?)

Health Department Public Information Officer

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.

- 6.5. Let's say you are considering syndicating CDC content on STD prevention. How would you go about finding information on the process and next steps for syndicating content?

Ideal paths: → Scroll down → Tools & Materials → Syndicated Content (left nav or link in list)

- 6.6. Assume that you are planning a regional campaign to increase STD prevention and testing. You're not sure how to prepare for the campaign and want to see what resources might already exist. Please show me how you would gather that information.

Ideal paths: → Scroll down → Tools & Materials

OR → Scroll down → Prevention → Additional Resources → STD Prevention Resources

OR → Scroll down → Program Management & Evaluation Tools → Effective Interventions

6.7. You are looking to learn more about the latest research in the treatment of gonorrhea that may be relevant to share with the public. You're looking for information that is evidence-based yet easy to interpret and communicate to the public. Please show how would you find that information.

Ideal paths: → Scroll down → Gonorrhea → Facts & Brochures → Gonorrhea: The Facts - Brochure

- 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 Advocate

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.

6.8. Let's say you are considering syndicating CDC content on STD prevention. How would you go about finding information on the process and next steps for syndicating content?

Ideal paths: → Scroll down → Tools & Materials → Syndicated Content (left nav or link in list)

6.9. Assume that you are planning a regional campaign to increase STD prevention and testing. You're not sure how to prepare for the campaign and want to see what resources might already exist. Please show me how you would gather that information.

Ideal paths: → Scroll down → Tools & Materials

OR → Scroll down → Prevention → Additional Resources → STD Prevention Resources

OR → Scroll down → Program Management & Evaluation Tools → Effective Interventions

6.10. You are leading a training at a regional event about STD prevention and treatment. You're looking for materials that will help you develop your training curriculum. Please show how would you find that information.

Ideal paths: → Scroll down → Tools & Materials

- 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 \$30 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].