

Attachment B: Usability Testing Instrument

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Welcome

Welcome to this Questions study and thank you for agreeing to participate!

Screener

Do you currently reside in the United States of America?

Testers who do not meet the screener question criteria are rejected and redirected to a thank you page.

Informed Consent

You have been asked to take part in a consumer focus group that is being conducted by The Hatcher Group among adult men and women for the Centers for Disease Control and Prevention (CDC) National Center for Injury Prevention and Control (NCIPC). Your participation in this research is voluntary. If you agree to participate, we ask you to read and agree to this consent form. You may withdraw your consent to participate, for any reason, at any time.

You are the expert on your experience, and your thoughts and opinions are greatly valued and appreciated. We want to learn from you. We encourage you to speak openly and honestly about your experience. There are no right or wrong answers. Details about this study are discussed in the following sections. It is important that you make an informed choice about participating.

Should you agree to participate in the discussion, here are some points you should know:

- **Rights Regarding Participation:** This discussion is completely voluntary. If any questions make you feel uncomfortable, you may choose not to answer.
- **Privacy:** We will take every precaution to protect your identity and ensure your privacy unless required by law. We will not collect your name or any identifying information and your identity will not be disclosed, nor included in any reports. Your contact information and name will not be attached to any of your responses.
- **Benefits:** Your participation in the focus group will not result in any direct benefits to you. However, your input will help to develop effective communication materials.

- **Risks:** The focus group poses minimal, if any, risks to you. You will be asked a series of questions regarding proposed redesigns of the NCIPC homepage. Please be advised that this site addresses topics of child abuse, suicide, and opioid overdose.

Your Consent:

I have read this consent form.

- I agree to participate in the study.
- I do not agree to participate in the study.

Users who opt out of the study are redirected to a thank you page. Users who accept the informed consent will be taken to a questionnaire seeking their opinions on relevant topics regarding the web pages being tested.

Part 1: Questionnaire

Users will be presented with two different options of a new web page or web page section and will be asked which of the two options they prefer.

1. The CDC NCIPC is testing two different web page designs for a new project. Please review the following pages and select which you prefer.
 - Option 1
 - Option 2
2. Please review the first option and share what you like or dislike about it. [Open field]
3. Please review the second option and share what you like or dislike about it. [Open field]

Part 2: First-click test

First-click tasks present users with a specific task they complete by clicking on a screenshot of a web page to select where they would expect to click to complete that task.

Welcome

Welcome to this Chalkmark study and thank you for agreeing to participate. This activity shouldn't take longer than 5 minutes to complete. Your response will help us organize the content on our website. Find out how on the next page.

Instructions

All you need to do is click!

1. We will give you a task to complete and an image of a web page to complete it on.
2. Imagining you were really carrying out the task, click where you would first look.

This is not a test of your ability – there are no right or wrong answers.

Let's get started.

Tasks

1. Task 1: Please click where you would first look for [insert information] from NCIPC.
2. Task 2: Please click where you would first look for [insert information] from NCIPC.

3. Task 3: Please click where you would first look for [insert information] from NCIPC.
4. Task 4: Please click where you would first look for [insert information] from NCIPC.
5. Task 5: Please click where you would first look for [insert information] from NCIPC.

As soon as the user clicks on the screenshot, the system advances to the next task.

Part 3: Card-sorting

Welcome

Welcome to this OptimalSort study and thank you for agreeing to participate. This activity shouldn't take longer than 5 minutes to complete. Your response will help us organize the content on our website. Find out how on the next page.

Instructions

Take a look at the list of items on the left. We'd like you to sort those items into the groups provided on the right. There is no right or wrong answer, just do what comes naturally.

Card Sort

Users are presented a board on which they will complete the card sort. The cards will be labeled with NCIPC topics related to the website URL being tested.

When the user has completed the sort, they will click the Finished button and will be presented with a thank you page.

Thanks

All done, awesome! Thanks again for your participation. Your feedback is incredibly useful in helping to determine how our content should be organized, so we can make our website easier to use. You may now close this window or navigate to another webpage.