

Attachment C. Screenshots

Instrument
Welcome
Welcome to this Questions study, and thank you for agreeing to participate!
OMB Control No. 0920-1050
Exp. Date 05/31/2022
The public reporting burden of this collection of information is estimated to average 20 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 (0920-1050)
Continue

Do you currently reside in the United States of America?

Yes

No

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[Continue](#)

Introduction and Purpose:

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

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Submit

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 One

Option Two



Option 1

Option 2



- Option 1
- Option 2

Continue

Please review the first option and share what you like or dislike about it.



Option 1



← Back

Continue

Please review the second option and share what you like or dislike about it.



Option 2



← Back

Submit

Welcome

Welcome to this Chalkmark study, and thank you for agreeing to participate!

The activity shouldn't take longer than **5 minutes** to complete.

Your response will **help us to organize the content on our website**. Find out how on the next page...

Continue

Instructions

All you need to do is click!

1. We'll 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!

Continue

Task 1 of 2

[Skip this task](#)

Please click where you would first look for statistical information from the NCIPC.

Start task

Task 1 of 2

[Skip this task](#)

Please click where you would first look for statistical information from the NCIPC.



Option 2

Page last reviewed: January 15, 2020
Content source: Centers for Disease Control and Prevention, National Center for Injury Prevention and Control

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Task 2 of 2

[Skip this task](#)

Please click where you would first look for statistical information from the NCIPC.

Start task

Welcome

Welcome to this OptimalSort study, and thank you for agreeing to participate!

The activity shouldn't take longer than **5 minutes** to complete.

Your response will help us to organize the content on our website. Find out how on the next page...

Continue

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.

OK

The screenshot shows the 'Start Screen' of the OptimalSort interface. On the left, there is a vertical list of 12 cards: Card 11, Card 4, Card 3, Card 2, Card 7, Card 1, Card 9, Card 12, Card 8, Card 6, Card 10, and Card 5. On the right, there are four empty category boxes labeled Category 1, Category 2, Category 4, and Category 3, each with a dropdown arrow and '0 Items' below it. At the top right, there are buttons for 'View instructions', 'Leave a comment', and 'Finished'. A large white box with the text 'Start Screen' is overlaid in the center.

The screenshot shows the 'Finished Screen' of the OptimalSort interface. The cards are sorted into the categories: Category 1 contains Card 11, Card 6, and Card 12 (3 items); Category 2 contains Card 3, Card 10, Card 1, and Card 2 (4 items); Category 4 contains Card 9, Card 5, and Card 4 (3 items); and Category 3 contains Card 8 and Card 7 (2 items). A large white box with the text 'Finished Screen' is overlaid in the center.

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 web page.