Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0920-1050)

Instruction: This form should be completed by the primary contact person from the Program sponsoring the collection.

DETERMINE IF YOUR COLLECTION IS APPROPRIATE FOR THIS GENERIC CLEARANCE MECHANISM:

Instruction: Before completing and submitting this form, determine first if the proposed collection is consistent with the scope of the Collection of Routine Customer Feedback generic clearance mechanism. To determine the appropriateness of using the Collection of Routine Customer Feedback generic clearance mechanism, complete the checklist below.

*If you select "yes" to all criteria in Column A, the Collection of Routine Customer Feedback generic clearance mechanism **can** be used. If you select "yes" to any criterion in Column B, the Collection of Routine Customer Feedback generic clearance mechanism **cannot** be used.*

Column A	**Column B**
The information gathered will only be used internally to CDC. [X] Yes [ ] No	Information gathered will be publicly released or published. [ ] Yes [X] No
Data is qualitative in nature and not generalizable to people from whom data was not collected. [X] Yes [ ] No	Employs quantitative study design (e.g. those that rely on probability design or experimental methods) [ ] Yes [X] No
There are no sensitive questions within this collection (e.g. sexual orientation, gender identity). [X] Yes [ ] No	Sensitive questions will be asked (e.g. sexual orientation, gender identity). [ ] Yes [X] No
Collection does not raise issues of concern to any other Federal agencies. [X] Yes [ ] No	Other Federal agencies may have equities or concerns regarding this collection. [ ] Yes [X] No
Data collection is focused on determining ways to improve delivery of services to customers of a current CDC program. [X] Yes [ ] No	Data will be used to inform programmatic or budgetary decisions, for the purpose of program evaluation, for surveillance, for program needs assessment, or for research. [ ] Yes [X] No
The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future. [X] Yes [ ] No	

Did you select "Yes" to all criteria in Column A?

> If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism may be appropriate for your investigation. You may proceed with this form.

Did you select "Yes" to any criterion in Column B?

> If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism is **NOT** appropriate for your investigation. Stop completing this form now.

Note: Use OMB format when asking race/ethnicity as well as gender questions.

TITLE OF INFORMATION COLLECTION: NCIPC Website Usability Testing

PURPOSE:
The Centers for Disease Control and Prevention (CDC) National Center for Injury Prevention and Control (NCIPC) works through its funded programs and activities to collaborate with national organizations, state health agencies, and other key groups to develop, implement, and promote effective injury and violence prevention and control practices. The mission of NCIPC is to prevent violence and injuries through science and action. NCIPC is undergoing a usability redesign process of several websites to provide a digital-first experience for users. As part of this effort NCIPC would like to perform a variety of usability tests to gather feedback and user preferences on websites under review. The primary target audiences for the website are consumers, healthcare professionals, and public health practitioners.

NCIPC will use one instrument with 3 usability testing techniques including open-ended questions, first-click tests, and card sorting exercises. All tasks will be performed via online usability testing platform. Testing will remain anonymous and will include an informed consent to ensure users understand that they do not have to complete the task and there will be no repercussions for non-participation.

Remote usability tests will be performed to assess the following NCIPC websites. We will use a three-part usability testing instrument (Att. B and C), including a questionnaire, first-click test, and card sorting exercise.

Websites	Page URL
Injury website	https://www.cdc.gov/injury/
Suicide Prevention	www.cdc.gov/suicide
Violence Prevention	https://www.cdc.gov/violenceprevention/index.html
Traumatic Brain Injury	www.cdc.gov/traumaticbraininjury
Transportation Safety	www.cdc.gov/transportationsafety
Falls	www.cdc.gov/falls
Drowning	www.cdc.gov/drowning
Drug Overdose	https://www.cdc.gov/drugoverdose/
Heads Up	www.cdc.gov/headsup
Steadi	www.cdc.gov/steadi

The information collected will be used to improve the content and functionality of the websites. The information gathered will not be used to inform policy decisions and will not be released to the public. By gathering this type of feedback NCIPC will be able to adjust the usability redesign process in a timely manner and with minimal expense. The information collected will help identify areas of improvement without such data collection this information would be unknown. Information gathered through the usability testing will be used only internally for general service improvement and is not intended for release outside of the agency. Information gathered will not be used for the purpose of substantially informing influential policy decisions. The information collected will be used to 1) identify use, audience needs and preferences; 2) better understand whether customers are finding what they need on the webpages; 3) improve the efficiency of finding and understanding content on pages; and 4) increase general audience satisfaction of

experience on web pages. With this type of feedback, CDC will have timely information to adjust its services and websites to meet customer needs for important information regarding injury prevention.

DESCRIPTION OF RESPONDENTS: Participation in all usability tests will be voluntary. Participants will be selected from an existing panel of testers, participants are users who are looking for general information about injury prevention for themselves or a family member or friend. These users are the primary audience for the NCIPC websites under review.

TYPE OF COLLECTION: (Check one)
Instruction: Please sparingly use the Other category

[ ] Customer Comment Card/Complaint Form
[X] Usability Testing (e.g., Website or Software
[ ] Focus Group
[ ] Customer Satisfaction Survey
[ ] Small Discussion Group
[ ] Other:_____

CERTIFICATION:

I certify the following to be true:
1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.

Name:_____Karen Angel_____

To assist review, please provide answers to the following question:

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [X] No
3. If Applicable, has a System or Records Notice been published? [ ] Yes [X] No

Personally identifiable information (PII) is not collected. No questions will be asked that are of a personal or sensitive nature. No questions will be asked that are of a personal or sensitive nature. Participants to the survey are already registered with an online panel provider. Information of participating panelists was previously collected by the online panel provider and will not be included on the dataset submitted to CDC. This submission has been reviewed by the NCIPC's Information Systems Security Officer, who has determined that the Privacy Act does not apply (Att. A.). At no time does CDC have access or will receive potentially identifiable information. At no time is this information linked or linkable to usability testing information. All procedures

have been developed, in accordance with federal, state, and local guidelines, to ensure that the rights and privacy of participants will be protected and maintained.

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

If Yes: Please describe the incentive. If amounts are outside of customary incentives, please also provide a justification.

BURDEN HOURS

Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden**
Usability Tester	400	20/60	134
Total			**134**

FEDERAL COST: The estimated annual cost to the Federal government is $4,000.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
   [X] Yes [ ] No

If Yes: Please provide a description of both below (or attach the sampling plan)
If No: Please provide a description of how you plan to identify your potential group of respondents and how you will select them or ask them to self-select/volunteer

Users will be selected from an existing panel of testers. Based on the parameters of the test, and in conjunction with NCIPC personnel, the test panel will be defined based on various demographics including age, gender, geography, race, etc. Users will be provided with an informed consent form at the beginning of the test (Att C). Users who choose not to participate after reviewing the informed consent will be redirected to a thank you page.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [X] Web-based or other forms of Social Media
   [ ] Telephone
   [ ] In-person
   [ ] Mail
   [ ] Other, Explain

Will interviewers or facilitators be used? [ ] Yes [X] No