Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 0503-0024)

TITLE OF INFORMATION COLLECTION: FPAC Website Survey

PURPOSE OF COLLECTION:
What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

The information collected will be used to inform the design and development of the USDA-Farm Production and Conservation (FPAC) "farmers.gov" online customer portal. Farmers.gov design requires ongoing customer feedback to ensure its development meets the needs of the customer accessing USDA-FPAC agencies' programs and services.

TYPE OF ACTIVITY: (Check one)

[   ] Customer Research (Interview, Focus Groups)
[X] Customer Feedback Survey
[   ] User Testing

ACTIVITY DETAILS

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

2. Who will you collect the information from?
Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them(e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)

Information will be collected from visitors to the website farmers.gov who elect to take a voluntary feedback survey. Because the survey results will be used to improve the farmers.gov website, website users are best positioned to give feedback about the website. A respondent is identified as any Farmers.gov website user who is not a USDA employee. The survey invitation will be deployed while the user is using the farmers.gov website. Sampling will not be used; all farmers.gov users will be invited to complete the survey.

3. How will you ask a respondent to provide this information? *(e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)*

We will have a permanent Feedback Button at the bottom of the page, and Website Intercepts for users that come to Farmers.gov to view blog posts specifically or those who click through at least two pages and spend a specified period of time using website features.

4. What will the activity look like? *Describe the information collection activity – e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?*

A pop-up window will ask if the customer would like to submit their feedback for website intercepts. Clicking the feedback button will slide out a survey on the bottom corner of the screen.

If the customer selects the Feedback button, there are two support options presented (if they need technical support or have a general question for AskUSDA). If the customer selects a support option, they are directed to an email or website where they can receive additional support.

A third option asks if they would like to take a 2 minute, 4 question survey. If the user agrees to complete the survey, a short survey appears in the window. After the user submits their survey answers, the survey window closes and the user is returned to the farmers.gov web page they were previously using before starting the survey.

5. Please provide your question list.

<u>Feedback Button Introduction Question:</u>

What kind of feedback do you have?
    I have feedback about Farmers.gov (2-minute survey with 4 questions)
    I'm having an issue with the website (tech support)
    I have general questions about USDA programs

<u>Farmers.gov Feedback Survey and Website Intercept</u>

1. How satisfied are you with your visit to farmers.gov today?
    Satisfied (5)
    Somewhat satisfied (4)
    Neutral (3)
    Somewhat dissatisfied (2)
    Dissatisfied (1)

2. Please indicate your level of agreement with the following statement:
    This visit increased my trust in farmers.gov.
    Agree (5)
    Somewhat agree (4)
    Neutral (3)
    Somewhat disagree (2)
    Disagree (1)

3. Which of these statements apply to your experience? (please select any/all that apply)
    I was able to find or complete what I needed to today.
    It was easy to find or complete what I needed to today.
    It took a reasonable amount of time to find or complete what I needed to today.
    I understood the information on farmers.gov today.
    Other, please specify: _____
    ⊗None of these

4. Please share any additional feedback you have about your visit to farmers.gov today:
    (may leave blank and submit response below)
    _____

Please make sure that all instruments, instructions, and scripts are submitted with the request.

6. When will the activity happen?
Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of

the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or "This survey will remain on our website in alignment with the timing of the overall clearance.")

Starting on 01/01/2020

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

N/A

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Website Users	663,900	2 minutes	22,130
Totals	663,900	2 minutes	22,130

CERTIFICATION:

I certify the following to be true:
1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

Name: Laurie Snow

All instruments used to collect information must include:
OMB Control No. 0503-0024
Expiration Date: 04/30/2023

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.