Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 1103-0120)

TITLE OF INFORMATION COLLECTION: User Research for the Civil Rights Reporting Portal

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 purpose of this collection is to receive customer feedback on using the Civil Rights Reporting Portal (civilrights.justice.gov) in order to improve the overall user experience. Artifacts resulting from this collection will include user personas, a journey map of the user experience, and a summary of customer insights to inform future improvements to the Reporting Portal.

TYPE OF ACTIVITY: (Check one)

[x] Customer Research (Interview, Focus Groups)
[ ] 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?)

Who will be	Why they are	How they will be	Screener questions

interviewed	important	recruited	
Past Public Reporting Portal Users	They have direct experience using the Reporting Portal	• Touchpoints recruitment module at the end of a Reporting Portal submission • CRT section outreach contact lists	• Have you submitted a civil rights violation report online, over the phone, or through postal mail to the Civil Rights Division at the Department of Justice? If yes, please share an estimate of how many times you have done so.
Volunteers or employees at non-government groups and organizations focused on civil rights	They have no experience using the Reporting Portal and can provide feedback as novice users	• Professional and social networks (on an individual basis)	• Have you volunteered for or worked with non-government groups/organizations that focus on activities regarding civil rights violations? If yes, please explain.

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)

After a participant is identified, they will be asked to complete an online screener form. Participants that meet screener criteria will receive a Participant Agreement to review and sign. Once the agreement is signed, a 60-minute interview will be scheduled via Microsoft Teams. All communications will be using the research.coordination@usdoj.gov email.

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?

Individual 60-minute interviews where participants walk us through using the Reporting Portal without submitting a real report.

Interviews will happen online via web-browser through Microsoft Teams or Zoom.

5. Please provide your question list.
Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

Refer to Interview guide.

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.")

   - Mid-Jun 2022 and onwards: Launch Touchpoints recruiting module and keep as an ongoing recruitment method
   - Jun 21 - Jul 04, 2022: Interviews with research participants

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?
   [X] Yes [ ] No
   If Yes, describe:
   Monetary e-gift card provided through Nava PBC ($60/hr)

BURDEN HOURS

Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden Hours**
Past Public Reporting Portal Users	15	1 hour	15
Novice Public Users	15	1 hour	15
Totals	**30**		**30**

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.

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All instruments used to collect information must include:
OMB Control No. 1103-0120
Expiration Date: 11/30/2024

HELP SHEET
(OMB Control Number: 1103-0120)

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.