About

This card sort plan outlines our approach for conducting generative audience research for the HRSA Bureau of Primary Health Care (BPHC) website to inform the updated information architecture for the upcoming BPHC website redesign.

Objectives

- 1. Learn how representative audience members organize the content covered by the BPHC website.
- Determine what terms or labels audiences prefer to give categories for the BPHC website.
- 3. Understand which categories, facets, and other functionality-related terms should be used on the website.

Assumptions

- User groups will group information topically.
- Audiences will prefer that we combine data-related content, e.g., Health Center Data and Reporting.
- Information is not organized intuitively to external audiences.
- Users don't understand that some key info (340B, National Health Service Corps, HRSA grants requirements) are not under the Health Center Program; users may not understand the HRSA organizational/web structure.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 30 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

Participants

- Test with up to 35 representative members of the health center workforce and partner organizations that are a part of BPHC's primary audiences:
 - O 15 H80 Health Center Program awardees
 - O 15 Potential awardees (health centers) recruit "look-alikes" or other health centers with no existing relationship to HRSA
 - O 5 partner organizations, such as National Training and Technical Assistance Partners (NTTAP), Health Center Controlled Networks (HCCN), Primary Care Associations (PCA)
- BPHC will recruit testing participants.

Approach

- Sessions will last between 15-20 minutes. We will conduct them remotely using <u>Optimal</u> <u>Sort</u>.
- When the study begins a link will be emailed to participants for them to complete on their own time. After the full complement of responses is collected, survey responses will be screened to remove surveys of less than 75% complete.
- The card sort will be conducted openly, meaning participants will sort cards into groups, and then label the groups themselves.

Optimal Sort Screenshots

Welcome

Form Approved OMB No. 0990-0379 Exp. Date: 09/30/2023

Thank you for participating in HRSA's Bureau of Primary Health Care (BPHC) website study.

This activity will take you between 15 to 20 minutes to complete.

Your response will help us understand how to organize and improve the content on our website to make it more useful for you.

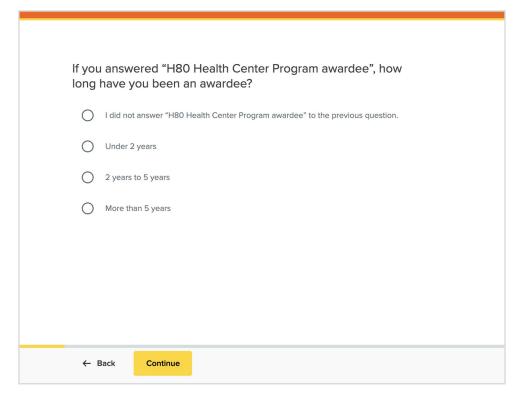
According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 30 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

Continue

Screenshot 1: Welcome Message and PRA OMB Statement

With which of the following do you represent or identify as? Select all that apply.
H80 Health Center Program awardee
Health Center Program Look-alike
Prospective grant applicant
National Training and Technical Assistance Partner (NTTAP) awardee
Primary Care Association (PCA) awardee
Health Center Controlled Network (HCCN) awardee
Continue

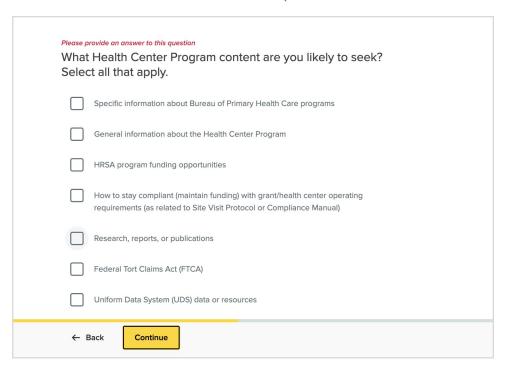
Screenshot 2: Pre-Test Question 1



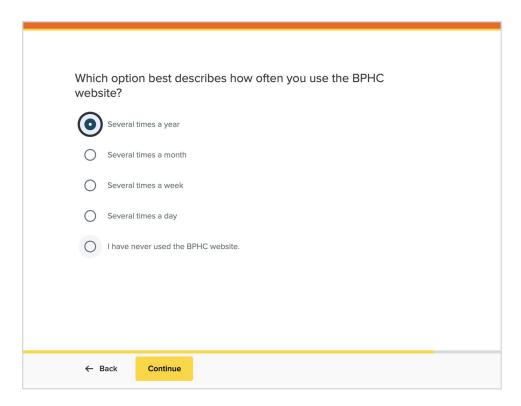
Screenshot 3: Pre-Test Question 2

What Health Center Program content are you likely to seek? Select all that apply.
Specific information about Bureau of Primary Health Care programs
General information about the Health Center Program
HRSA program funding opportunities
How to stay compliant (maintain funding) with grant/health center operating requirements (as related to Site Visit Protocol or Compliance Manual)
Research, reports, or publications
Federal Tort Claims Act (FTCA)
Uniform Data System (UDS) data or resources
Training and Tachnical Assistance from strategic nartnerships
← Back Continue

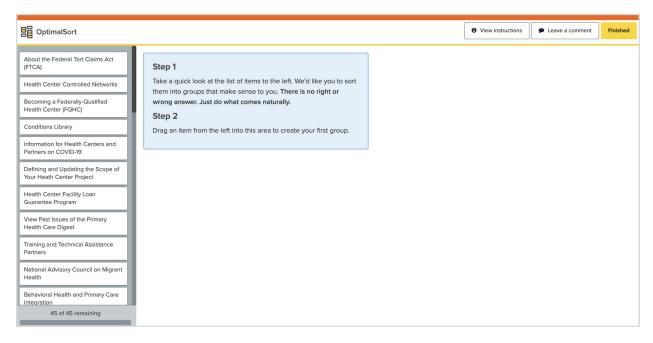
Screenshot 4: Pre-Test Question 3



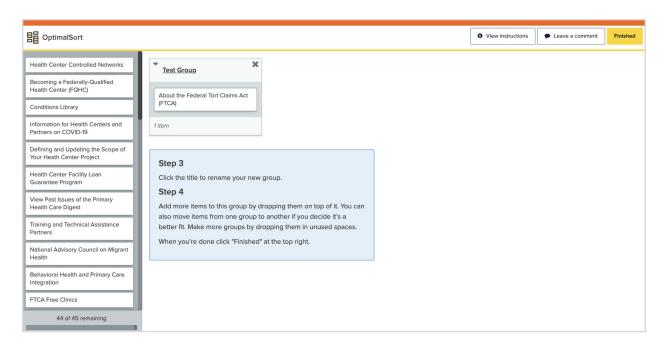
Screenshot 5: Pre-Test Question 4



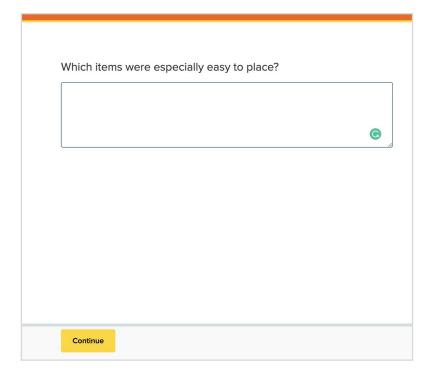
Screenshot 6: Pre-Test Question 5



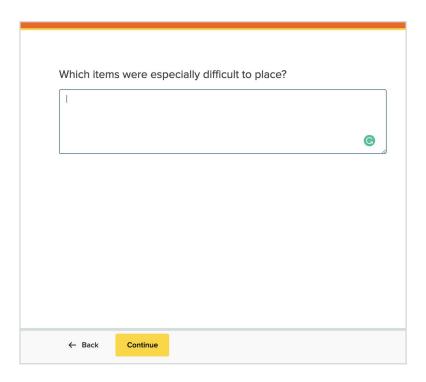
Screenshot 7: Test Screen and Part 1 of Instructions



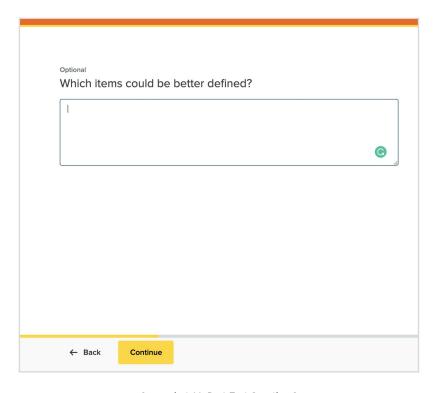
Screenshot 8: Test Screen and Part 2 of Instructions



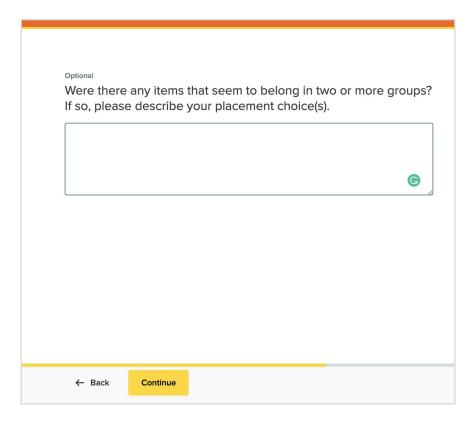
Screenshot 9: Post-Test Question 1



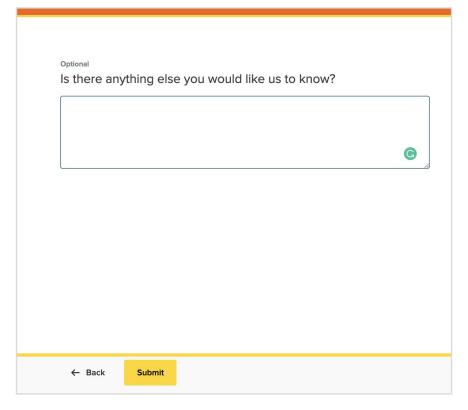
Screenshot 10: Post-Test Question 2



Screenshot 11: Post-Test Question 3



Screenshot 12: Post-Test Question 4



Thanks

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.

Screenshot 14: Completed Test Screen