

3-9-17 - SUPPLEMENTAL for Generic Clearance for the Collection of Routine Customer Feedback on HHS Communications

Types of Respondents including, but are not limited to, a wide range of individuals, households, professionals, public/private sector

Types of Questions including but not limited to.

Background Knowledge

- Before I have you look at anything, let me ask—have you ever heard of [issue/topic]? How would you define [issue/topic]?
- If you were on [AGENCY NAME] website and came across a link titled, “[issue/topic],” what would you expect to see if you clicked the link?”
- What comes to mind when you hear the word [issue/topic]? What are they used for?
- Before you use a [product] for the first time, how often do you read the label? What do you pay attention to on these labels? How easy or difficult is it to understand the label? What do you find confusing?
- Are you familiar with [topic]?

Comprehension

- What is your general impression of this communication product? Do you have any reaction to what you’ve read so far? Is anything catching your attention?
- What catches your attention first? What do you look at after that?
- Who do you think this information is written for?
- How well does this article explain the topic? Was any of the information new or surprising to you?
- How understandable is this statement? Please identify any parts that are confusing or need work?
- Can you summarize in your own words what the communication is telling you about the product?
- What do you think the main message(s) are?

Clarity

- How clear is this article about what consumers should do?
- How well does the communication organize the information? Do you think the most important information is clearly identified and easy to find?
- Is this graphic pretty clear, or is it confusing in some way? What parts? Is the language understandable?
- How clearly does the title describe what the webpage is about? How does the content of each page compare with what you expected to see based on the subheader? Would you change the title or subheaders in any way?

Action

- Does this message make you want to do anything? What?
- If you were looking up this topic online, would you do anything with this information? Would you discuss the information with anyone? What parts and with whom?
- Do you think you would visit this website in the future? Why or why not?

- After reading this communication, what are your thoughts about the topic?
- After reading this pamphlet, will you do anything differently regarding your medicines?

Image Impact

- What do you think of the image that accompanies the article? If you can think of a better image, what would it look like?
- How helpful is the photo in relation to the content of the article?
- What do you think about the visual design of these graphics? Are the colors helpful? How so?
- Did the graphics in the video help keep your attention or not? Do you recall any of the graphics being especially good? What did you like about them? Do you recall any of the graphics being especially bad? What didn't you like about them?

General Suggestions

- Can you think of anything missing from this communication product that would be helpful to you?
- What other suggestions do you have for improving this communication product?
- Now that you have considered both communication templates, which do you prefer? Why is that?