

If you have a direct line of contact with audience group members:

To: [Audience Member]

From: [Tiger Team Member]

CC: morrissey@forsmarshgroup.com; mark.stevens2@nih.gov; nate.drunic@nih.gov; smannan@forsmarshgroup.com; dyung.le@nih.gov

Subject: Invitation to Participate in User Testing

Hello,

The National Institutes of Health (NIH) Office of Management (OM) is conducting testing on key webpages to improve user experience and we would like to invite you to participate in the testing. The virtual interviews will be 60-minutes and will take place in October. I have cc'ed our partners at Fors Marsh Group (FMG), who are working with NIH OM on this effort. **Please respond directly to this email no later than October 3 to indicate your interest**, and FMG will provide more details and work with you directly to schedule the interview. As allowable, you will receive a \$40 incentive in appreciation for your time.

Please do not hesitate to reach out with any questions.

Thank you,

If you do not have a direct line of contact with audience group members:

To: [Partner or entity who engages audience group]

From: [Tiger Team Member]

CC: morrissey@forsmarshgroup.com; mark.stevens2@nih.gov; nate.drunic@nih.gov;
smannan@forsmarshgroup.com; dyung.le@nih.gov

Subject: Invitation to Participate in User Testing

Hello,

The National Institutes of Health (NIH) Office of Management (OM) is conducting a study to modernize NIH OM webpages to improve the user experience of public-facing pages. We have partnered with Fors Marsh Group (FMG) to conduct this work. We are writing to ask for your assistance in identifying individuals who might be able to assist in this effort and provide feedback on select web pages. We'd like your help in identifying **[insert description of audience group]**. As allowable, they will receive a \$40 incentive in appreciation for their time.

If possible, please provide the names and emails of up to 6 individuals who fit this description and may be interested in providing NIH OM feedback on its websites. FMG will lead all recruitment and cc you on the initial email outreach to the individual for your awareness. **Please provide these names and emails no later than September 30.**

Please do not hesitate to reach out with any questions.

Thank you,