# NHLBI Website Usability Tests Content Feedback, Design Feedback and A/B Comparison OMB#: 0925-0648 Exp. Date: 06/2024

## Introduction, Questions & Screenshots

The following pages include the usability test questions and some example screenshots from the Helio.app and Wynter web-based tools that will be used to conduct the unmoderated usability tests.

**Please note:** NHLBI will conduct just one of the following usability tests at a time.

### Introduction

For each usability test, participants will see an introduction screen with instructions, OMB Fast Track number, expiration date, and burden statement, along with a “Let’s Begin” button to start.

Figure 1. Introduction Screen

Graphical user interface, text, application

Description automatically generated

Up to 10 questions would be asked in each usability test.

### Content Feedback Usability Test

1. What would you read (or try) first?  
   *Screenshot from tool*  
   **Graphical user interface, text, application

   Description automatically generated**
2. What information on [topic, condition] is most important to you? Why?  
   *Screenshot from tool***Graphical user interface, text, application

   Description automatically generated**
3. Please rate how easy it is to read the content. *Screenshot from tool* *Graphical user interface, text, application

   Description automatically generated*

***PLEASE NOTE:*** *The remaining questions will use the same structure as those above – screenshot on left / question on right for easy participant reference.*

1. How useful would this be for you? 1 – not useful to 5 – very useful
2. I want to read the next paragraph. 1 – not at all to 5 – very much
3. Please rate the overall clarity of this content. 1 – unclear to 5 – very clear
4. What are your reactions to how this page is laid out or organized?
5. How could we improve this [webpage, menu, content, etc.]?
6. After reading everything, what questions do you still have?

### Design Feedback Usability Test

1. Please click on the first thing that catches your eye on this page.   
   *Screenshot from tool*  
   Graphical user interface, application

   Description automatically generated
2. You arrived on this page from a Google search. How would you find […]? [Please click on the image below to indicate where you would click.]  
   *Screenshot from tool*  
   Graphical user interface, application, Teams

   Description automatically generated

***PLEASE NOTE:*** *The remaining questions will use a similar structure to screenshots above and include the relevant screenshots as needed for easy participant reference.*

1. If you wanted to find […], what would you do first? [Please click on the image below to indicate where you would start.]
2. Why did you choose that [option, label, grouping]?
3. What did you think about the design of this [component – e.g., webpage, menu, image, headings, etc.]?
4. What do you like best about this [component]? [Please click on the item/area you like best.]
5. What are your reactions to how this page is laid out or organized?
6. How could we improve this [webpage, menu, content, etc.]?
7. Is there anything you think is missing from this [component]?
8. Please rate the ‘look and feel’ (i.e., colors, images, fonts, etc.) of this webpage [or design element or content item, etc.].

### A/B Comparison Usability Test

1. Please take a look at these two [webpages, design elements, content items, etc.]. [The main difference between these two items is …] Which do you prefer?  
   *Screenshot from tool*Graphical user interface, application

   Description automatically generated
2. Why did you select the [webpage, design element, etc.] option that you chose?  
   *Screenshot from tool*  
   Graphical user interface, application, Teams

   Description automatically generated
3. If you saw the following list of [items, topics]: […bulleted list of items…] … which label would you choose to describe them? [list possible options and an “Other (please specify):” option]  
   *Screenshot from tool*  
   Graphical user interface, text, application

   Description automatically generated

***PLEASE NOTE:*** *The remaining questions will use a similar structure to screenshots above and include the relevant screenshots as needed for easy participant reference.*

1. Why did you choose that [option, label, grouping]?
2. Please rate the appeal of this webpage [or design element or content item, etc.]. (show Option A)
3. What could be done to improve your satisfaction with this [webpage, design element, etc.]? (show Option A)
4. Please rate the appeal of this webpage [or design element or content item, etc.]. (show Option B)
5. What could be done to improve your satisfaction with this [webpage, design element, etc.]? (show Option B)
6. What is your overall reaction to the pages you saw today?
7. Is there anything you think is missing from this [component]?