

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp., date: 06/2024)

TITLE OF INFORMATION COLLECTION: NHLBI Website Usability Tests

PURPOSE: The purpose of the comprehensive “Content Feedback, Design Feedback, and A/B Comparison” usability tests is to gather reactions and preferences among larger groups of users to improve the NHLBI.NIH.gov website. Conducting these short, 15-minute tests of content and design elements will enable NHLBI to improve its website in smaller, faster increments.

When the need arises to test an element (e.g., new design, label changes, improved content), **NHLBI will use one of the following tests at a time to gather reactions from participants:**

- › **Content Feedback usability test**, to assess readability of content and ways to improve value
- › **Design Feedback usability test**, to gauge reactions to design elements including colors and layout
- › **A/B Comparison usability test**, presenting different design options to see which option users prefer

As an example, during a web page redesign, NHLBI would use the A/B Comparison usability test if two potential designs were being considered, to see which option users preferred. On a separate occasion, our Content Team may want to check the readability of rewritten content, and a Content usability test would be applied.

DESCRIPTION OF RESPONDENTS: Participants will be **Individuals** who look for health information and resources online.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The 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 future.

Name: Kevin Purkiser

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

ESTIMATED BURDEN HOURS and COSTS

| Category of Respondent | No. of Respondents | No. of Responses per Respondent | Time per Response (in hours) | Total Burden Hours |
|----------------------------|--------------------|---------------------------------|------------------------------|--------------------|
| Individuals and Households | 300 | 1 | 15/60 | 75 |
| Totals | | 300 | | 75 |

| Category of Respondent | Total Burden Hours | Hourly Wage Rate* | Total Burden Cost |
|------------------------|--------------------|-------------------|-------------------|
| Individuals | 75 | \$47.00 | \$3,525 |
| Totals | 75 | | \$3,525 |

*Cite source per bls.gov if applicable: **All occupations rate**

Bls.gov Occupational Employment and Wages, http://www.bls.gov/oes/current/oes_dc.htm

FEDERAL COST: The estimated annual cost to the Federal government is 617

| Staff | Grade/Step | Salary | % of Effort | Fringe (if applicable) | Total Cost to Gov't |
|------------------------|------------|-----------|-------------|------------------------|---------------------|
| Commissioned Corps | n/a | \$164,000 | 0.3 | | \$492 |
| | | | | | |
| | | | | | |
| Contractor Cost | | \$125,000 | 0.1 | | \$125 |
| | | | | | |
| Travel | | | | | |
| Other Cost | | | | | |
| | | | | | |

| | | | | | | |
|--------------|--|--|--|--|--|--------------|
| Total | | | | | | \$617 |
|--------------|--|--|--|--|--|--------------|

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

See attached "NHLBI_OMB_Recruitment_Materials.docx".

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 Web-based or other forms of Social Media
 Telephone
 In-person
 Mail
 Other, Explain
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.