## **ORGANDONOR.GOV ONLINE SURVEY QUESTIONNAIRE**

Thank you for your interest in taking this survey. Please read the following information.

Public Burden Statement: This survey is designed to gain feedback on a website, and will be used to improve the site to make it better. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 0915-0212 and it is valid until 04/30/2024. This information collection is voluntary. Public reporting burden for this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to HRSA Reports Clearance Officer, 5600 Fishers Lane, Room 14N136B, Rockville, Maryland, 20857 or paperwork@hrsa.gov.

Please note participation in this survey is voluntary. Your feedback will be kept private to the extent allowed by law. Thank you for your feedback.

## Please indicate if you consent to participate:

- I understand this information and agree to participate.
- I would not like to participate in this survey. [terminate]

1.	What is your age group?								
	O 17 or younger [terminate]								
	O 18-29								
	<b>3</b> 0-49								
	<b>O</b> 50-64								
	O 65 or over								
2.	Please indicate which of the following most closely applies to you as it relates to being a registered organ								
	donor.								
	O I am not currently registered	as an organ doi	nor, but w	ould like to	o register				
	O I am not currently registered whether to register	I am not currently registered as an organ donor, but am interested in learning more so I can decide whether to register							
	O I am currently registered as a	I am currently registered as an organ donor [terminate]							
	I am not a registered organ donor and do not have an interest or cannot register at this time [terminate]								
	O I'm not sure/don't remember	if I am register	ed or not						
3.	Please indicate which of the following websites you have visited to research organ donation. (Select all								
	organdonor.gov/donaciondeorganos.gov								
	donatelife.net								
	☐ mayoclinic.org								
	americantransplantfoundation.org								
	l I don't know								
	Other (please specify)								
	= Carrot Aproduce openity								
4.	nd, when researching organ donation online, please indicate how likely you are to use the following								
	devices:								
		Not likely at	Not	Not	Likely	Very	Do not	]	
		all	likely	sure		likely	own		
		1	2	3	4	5			
La	ptop/desktop computer								

Tabict			
Smartphone			
Other (please specify)			

5. Now, please take a couple of minutes and carefully review this screenshot of the **organdonor.gov** website homepage:



What are your initial impressions of this page?

	Do not	Disagree	Not	Agree	Completely
	agree at all		sure		agree
	1	2	3	4	5
It is visually appealing					
It's laid out well/nicely organized					
Top navigation bar contains					
relevant menu selections					

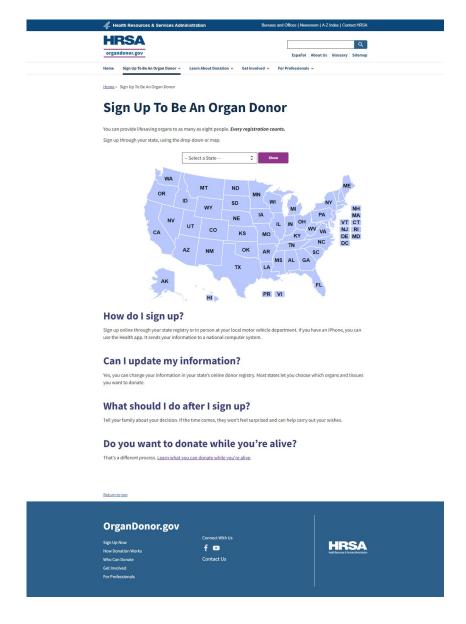
Р	Page content is clear and									
	understandable									
Т	The labels on the page clearly									
d	define associated content									
I can easily tell what is clickable										
6.	<ul> <li>When you land on a homepage like this</li> </ul>	, what are you inc	lined to do <b>f</b>	irst?						
	<ul><li>Scroll the entire page</li></ul>									
	<ul> <li>Explore the top navigation drop-do</li> </ul>	wn menus and bro	owse resultin	g content						
	O Go straight to the search box and e	nter what I'm look	ing for							
7.	'. And, when you navigate a webpage like	this, what best re	sonates with	n you when	content is clickable?					
	O It is underlined									
O It is in a different color than surrounding text and bolded										
	O It is presented in a button or bar									
8.	I. [Display if 'organdonor.gov' is selected	in Q3] You indicat	ed earlier th	at you have	visited this site before					
	How did you first become aware of or l	earn about the <b>or</b> s	gandonor.go	<b>v</b> website?						
	O Internet search engine (Google, Bing, etc.)									
	O Information/advertisement on another website									
	O Ad on Facebook, Twitter or other social media site									
	O Advertisement on TV or radio									
	O Advertisement in a newspaper or magazine									
	O Conversation with a friend, family r	nember or colleag	ue							
	O Content in a blog									
	O Other (please specify)									

Please look at this page again.



- 9. Where would you go on this page to sign up to be an organ donor?
  - O I'd click the "Sign Up To Be An Organ Donor" link on the top navigation bar
  - O I'd click the blue "Sign up" button next to the picture of the man holding a basketball
  - O I'd click on one of the pages in the "Sign Up Process" section to learn more about the process
  - O I'd want to learn more about organ donation before I sign up

10. Now, please take a couple of minutes and carefully review this screenshot of the **organdonor.gov** website "Sign Up To Be An Organ Donor" page:



- 11. Where would you go on this page to sign up to be an organ donor?
  - O I'd click the "Select a State" dropdown to find my state
  - O I'd click on my state on the map
  - O I'd read the information below the map first
  - O I'd want to learn more about organ donation before I sign up

[Display only if 'I'd want to learn more about organ donation before I sign up' is selected in Q9] Please look at this page again.



- 12. Where would you most likely go first on this page to find out more information?
  - O I'd click the "Learn About Donation" link on the top navigation bar
  - O I'd watch the video content in the middle of the page
  - O I'd explore the "How Do I Sign Up" section in the middle of the page
  - Other (please specify)

rollowing topics would be in helping you make the decision to sign up.								
	Not at all	Not	Neutral	Influential	Very			
	influential	influential			influential			
	1	2	3	4	5			
Who can donate								
What can be donated								
How donation works - Donation while								
alive								
How donation works—Donation after								
death								
Life Stories (stories of donors,								
recipients, advocates)								

13. Now, if you were still researching organ donation, please rate how influential you feel each of the

Organ donation history					
FAQs					
Educational videos					
<ol><li>Please tell us any other information y as an organ donor.</li></ol>	ou would like to	o see that wou	ıld help you	ı make a decis	ion to sign up

## **SURVEY TERMINATION**

Ways to get involved
Organ donation statistics

Thank you for sharing your thoughts today. Your feedback is very valuable. <a href="https://www.usabilitysciences.com/privacy-policy">https://www.usabilitysciences.com/privacy-policy</a>