

Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 1225-0093)

TITLE OF INFORMATION COLLECTION: Wireframe Testing for Soliciting Feedback for the Department of Labor Employment and Benefits Security Administration Website

PURPOSE OF COLLECTION: To gather feedback from the target audience and internal stakeholders about the different design/layouts (wireframes) of the priority EBSA web pages, including the Home Page, Ask EBSA, No Surprises Act (Surprise Billing), and the Mental Health Parity and Addiction Equity Act (MHPAEA).

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

ACTIVITY DETAILS

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. Who will you collect the information from?

- Multicultural workforce with employment-based health benefit or retirement benefit plans or their beneficiaries
- EBSA Benefits Advisors and EBSA Stakeholders

3. How will you ask a respondent to provide this information?

The Wireframe Testing survey will be conducted using a digital survey platform, called Qualtrics.

4. What will the activity look like?

EBSA Advisors and stakeholders will be sent a separate email with the link to take the digital survey. If they choose to participate, they will click the link to access the digital survey. All participation is voluntary.

Respondents sourced from a sample provider, M-S-G, will receive an email invitation via the sample provider to click on a survey link to complete the digital Wireframe Testing survey if they choose to participate. Respondents have already opted into activities to complete surveys as part of a research panel maintained by the sample provider.

Respondents will be asked to complete questions (mostly closed-end questions with rating scales) after reviewing images of different website layouts. They will be asked to click on the images to indicate where they would expect to find information. Also, they will be asked which layouts they prefer and what they like or dislike about the layouts.

Please provide your question list.

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

See attached
Consent Form

Survey Questions (The screener questions are included in the survey document, questions 1-5)

5. When will the activity happen?

Respondents sourced from a sample provider, M-S-G, along with EBSA benefits advisors and stakeholders will receive an email via the sample provider to click on a survey link to complete the Wireframe Testing survey if they choose to participate during the timeframe of May 2023 - June 2023

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

Cash incentives are provided by the panel provider to respondents who represent the multicultural workforce or their beneficiaries who successfully complete the survey. The funds are distributed via the online panel provider or directly into their Venmo or

PayPal accounts. For completing this survey, it is estimated they will receive \$5.00. Incentive amounts are determined by the online panel provider based on the length of survey, sample size needed, and estimated incidence rate (number of people who will qualify for the survey).

Cash incentives are not provided to EBSA benefits advisors or other EBSA stakeholders.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Multicultural workforce with employment-based health benefit or retirement benefit plans or their beneficiaries	200	15 minutes	50 hours
EBSA Benefits Advisors and other EBSA stakeholders	100	15 minutes	25 hours
Totals	300	15 minutes	75 hours

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

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All instruments used to collect information must include:

OMB Control No. 1225-0093

Expiration Date: 02/29/2024