

**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: Quantitative Web User Experience Testing (Rapid) Survey for Soliciting Feedback for the Department of Labor Employment and Benefits Security Administration Website.

PURPOSE OF COLLECTION: This will help EBSA meet OMB's Circular A-11 Section 280 Guidance on customer research and user testing. EBSA is submitting a separate PRA notice for a post-transaction customer feedback survey to be deployed on the live website, which will help the agency meet the data reporting requirement in Circular A-11 Section 280. To test hypotheses about the factors influencing a positive UX experience, to identify key drivers of website engagement; to identify information needs and preferred website features; and to establish baseline measurements of key metrics (awareness, perceptions, intentions, behaviors related to EBSA and the website)

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 workers (Spanish, Chinese - simplified and traditional, Vietnamese, and Korean) with employment-based health benefit or retirement benefit plans or their beneficiaries.

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

The format of collection is a digital survey for Web User Experience Testing (rapid). The survey questions assess

respondents' knowledge/awareness of EBSA, its website, and their perceptions, beliefs, intentions, barriers, motivators to engaging with EBSA and the resources available.

The survey respondents will be asked to provide feedback on designated pages on the EBSA website related to content and website format. Questions identify factors to enhance the Web user experience, increase familiarity with EBSA, and influence engaging with EBSA like contacting EBSA and/or recommending the organization/resources to others.

This will be the same previously approved survey (with the additional added question), translated into Spanish, Chinese - simplified and traditional, Vietnamese, and Korean.

What do you do when you run into a website in a language you don't know?

- I use Google translate,
- I use translation settings on my browser like Chrome, Safari, etc.
- I search for the language change on the website (i.e., translation options on the site)
- I avoid websites in languages that I don't know.
- Other, please specify.

4. What will the activity look like?

Marketing Systems Group (MSG) is a third-party sample provider, responsible for sourcing respondents to CMRIgnite. The respondents will be randomly selected based on criteria set for the target audience. Respondents will receive an alert via the sample provider's app to click on a survey link to complete the digital survey if they choose to participate. Respondents have already opted in activities to complete surveys as part of a research panel maintained by the sample provider. The sample provider will randomly select from respondents who closely fit the target audience criteria.

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

5. When will the activity happen?

Respondents sourced from a sample provider, M-S-G, will receive

an alert via the sample provider's app to click on a survey link to complete the digital survey if they choose to participate in July 2023 - September 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 M-S-G, the online sample provider, to respondents who successfully complete the survey. The funds are distributed via the online panel provider's app or directly into their Venmo or PayPal accounts. For completing this survey, it is estimated they will receive \$3.00 provided by the sample provider, M-S-G. 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)

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	500	20 minutes	167 hours
Totals	500	20 minutes	167 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