Request for Approval under the "Fast Track Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery"
(OMB Control Number: 0704-0553)

TITLE OF INFORMATION COLLECTION: Advana Contractor User Survey

PURPOSE:

The customer experience (CX) evaluation survey is a general survey that will baseline Advana customer segments, needs, tasks, and challenges users face when interacting with the Advana platform. The data will allow us to redesign user workflows on the website to support what users need most in order to learn why they came to Advana.

The System Usability Scale (SUS) survey is a standard, reliable ten-item attitudinal Likert (5-point) scale used for measuring usability and effectiveness. The data will provide us with insight into the effectiveness of the current state UI, functionality of the website, and the potential for changes.

These surveys are a part of a larger effort to improve the customer experience across its many personas and to support scaling of applications and the multiple complex offerings of Advana.

DESCRIPTION OF RESPONDENTS:

Contract employees across DoD that are Advana users, excluding civilian and military employees

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software   [ ] Small Discussion Group
[ ] Focus Group   [x] Other:_____survey_____

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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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:__ Shannon Coleman _____

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [ ] Yes [x] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?   [ ] Yes [x] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [x] No

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
CX Survey: Advana Users across DoD – contractors only	2000	8 minutes	$11,437
SUS Survey: Advana Users across DoD – contractors only	2000	2 minutes	$2,859
Totals			**$14,297**

PUBLIC COST: The estimated annual cost to the public is ___$14,297__

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?
                                                          [x] 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?

Customer list pulled from the Customer Analytics dashboard that includes all contract employee users of Advana, excluding government and civilian employees.

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

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