

Attachment C

CDC USABILITY & DIGITAL CONTENT: **Testing Plan**

Goals

The primary goal of this project is to modernize CDC's digital content and navigation. The research goals are to better understand our users' needs and wants including but not limited to: individual design elements, site navigation, digital content formats, and messaging.

The study will focus on the presentation of information and visual design of webpage elements as well as digital content. The objective is to learn more about the following:

- Visual design and appeal
- Navigation within a health topic and between other CDC health topics
- Readability, clarity, and ease of scanning of digital content
- Digital content layout and presentation
- Digital content chunking and heading styles
- Friendliness of page design
- Ease of use
- Overall satisfaction
- Etc.

The study may also include comparisons of various webpages, modules, content layout/formatting, and style elements, including:

- Page designs ("splash" page models, overall layouts, visual design, specific elements)
- New module styles (feature modules, crosslinking modules, and more)
- Digital content presentation (large paragraphs of text vs. bulleted text)
- Headings (long statements vs. short nouns)
- Length of documents (long pages of content vs. multi-page navigation styles)
- Mobile user experience (new design ideas)
- Etc.

Website to be tested

- <https://www.CDC.gov>

Participants

Participation in the usability test and digital content test is voluntary. Participants will be people interested in CDC health topics and selected from lists of CDC contacts including state level organizations, partners, CDC programs, or from an existing panel of participants. Participants will be Healthcare Providers (nurses, clinicians, etc.,) Public Health Professionals, Scientists/Researchers, Educators, or members of the General Public. A participant can only participate once.

In-person/Remote

- Some participants will remotely access a web-based testing tool while answering questions and completing activities on CDC websites with no facilitator present.
- Some participants will remotely access a web-based testing tool while answering questions and completing activities on CDC websites with a facilitator present.
- A participant can only participate once.

Devices

During testing, the participants will use a desktop computer or mobile device as well as an internet connection to access the web-based testing tool.

Instructions

Instructions (see **Attachment D: Instructions**) will be included in the web-based testing tool.

Consent Form

Participants will digitally sign the consent form (see **Attachment E: Consent Form**) before the session begins.

Sessions

During each session, the participant will:

- Be asked to sign the consent form.
- Be provided instructions.
- Be asked to provide responses to test questions.
- Complete test activities.

For usability testing sessions, moderated tests are expected to last 40 minutes and unmoderated tests are expected to last 20 minutes.

For digital content testing sessions, moderated tests are expected to last 1 hour and unmoderated tests are expected to last about 30 minutes.

Activities/Follow up Questions

Participants will be asked a set of questions and activities to complete as well as follow up questions. (See **Attachment F: Activities/Follow up questions** for a list of questions and activities the participant may be asked.) All questions and activities will be provided to the participants in the web-based testing tool.