Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0920-1050)

Instruction: This form should be completed by the primary contact person from the Program sponsoring the collection.

DETERMINE IF YOUR COLLECTION IS APPROPRIATE FOR THIS GENERIC CLEARANCE MECHANISM:

Instruction: Before completing and submitting this form, determine first if the proposed collection is consistent with the scope of the Collection of Routine Customer Feedback generic clearance mechanism. To determine the appropriateness of using the Collection of Routine Customer Feedback generic clearance mechanism, complete the checklist below.

If you select "yes" to all criteria in Column A, the Collection of Routine Customer Feedback generic clearance mechanism __can__ be used. If you select "yes" to any criterion in Column B, the Collection of Routine Customer Feedback generic clearance mechanism __cannot__ be used.

Column A	Column B
The information gathered will only be used internally to CDC. [X] Yes [ ] No	Information gathered will be publicly released or published. [ ] Yes [X] No
Data is qualitative in nature and not generalizable to people from whom data was not collected. [X] Yes [ ] No	Employs quantitative study design (e.g. those that rely on probability design or experimental methods) [ ] Yes [X] No
There are no sensitive questions within this collection (e.g. sexual orientation, gender identity). [X] Yes [ ] No	Sensitive questions will be asked (e.g. sexual orientation, gender identity). [ ] Yes [X] No
Collection does not raise issues of concern to any other Federal agencies. [ ] Yes [ ] No	Other Federal agencies may have equities or concerns regarding this collection. [ ] Yes [X] No
Data collection is focused on determining ways to improve delivery of services to customers of a current CDC program. [X] Yes [ ] No	Data will be used to inform programmatic or budgetary decisions, for the purpose of program evaluation, for surveillance, for program needs assessment, or for research. [ ] Yes [X] No
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. [X] Yes [ ] No	

Did you select "Yes" to all criteria in Column A?

> If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism may be appropriate for your investigation. You may proceed with this form.

Did you select "Yes" to any criterion in Column B?

> If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism is __NOT__ appropriate for your investigation. Stop completing this form now.

TITLE OF INFORMATION COLLECTION:
2022 CDC Usability Testing and Digital Content Testing

PURPOSE:
The Office of the Associate Director for Communication's (OADC) Division of Digital Media (DDM) has oversight of CDC's digital media communication (including websites) and has also served as the COVID response JIC Web Team and JIC Social Media team. DDM is leading CDC's multi-year Digital Communication Modernization effort to improve CDC's digital/web content creation, content management, and content delivery during large scale emergencies and day-to-day digital content activities/needs of the agency. OADC's Division of Communication Science and Services (DCSS) provides agency support for communication services and ensures CDC's digital communication is clear, equitable, accessible, and actionable by providing expertise in message/content development and evaluation. Both DDM and DCSS work together to ensure that CDC effectively uses digital media to communicate, disseminate, educate, and engage on a variety of health topics.

CDC's Digital Communication Modernization efforts should be built on the cornerstone of solid evaluation and testing. Part of this effort is to research and revisit existing content and guidelines for future content as well as navigational trends and best practices for digital/web channels on both mobile and desktop. The quality of CDC digital content and navigation has a huge impact on whether website visitors can find and use CDC's health information. It is vital that CDC's digital content is easy to find, clear, and actionable.

In order to ensure the findability and clarity of important CDC health content, we need to perform usability testing and digital content testing on a variety of CDC websites/digital channels so we can observe behavior and impressions. The information collected from participants will help ensure that CDC visitors can successfully use CDC content and navigation across many different types of CDC websites and health topics.

Sessions will be conducted in Fall 2022 through Fall 2023 as needed and based on participant availability. Usability testing and digital content testing will be conducted remotely using web-based tools and sessions will be either moderated (with a facilitator present) or unmoderated.

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. A participant can only participate once.

For additional information please refer to the following:

List of Attachments
1. A-Fast Track Form (this form)
2. B-PRA – Part 2
3. C-Testing Plan
4. D-Instructions
5. E-Consent Forms
6. F-Activities

DESCRIPTION OF RESPONDENTS:

Participation in usability and digital content testing 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.

TYPE OF COLLECTION: (Check one)
Instruction: Please sparingly use the Other category

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

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.

Name:_____

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974?   [ ] Yes [ ] No
3. If Applicable, has a System or Records Notice 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

If Yes: Please describe the incentive. If amounts are outside of customary incentives, please also provide a justification

BURDEN HOURS

Category of Respondent	Form Name	No. of Respondents	Participation Time	Burden
Individuals or Households	Usability Testing and Digital Content Testing Form (Moderated, Unmoderated)	Usability Testing: 1000 unmoderated participants	Usability Testing: 20 minutes per unmoderated test	Usability Testing: 333 hours.
Individuals or Households	Usability Testing and Digital Content Testing Form (Moderated, Unmoderated)	Usability Testing: 100 moderated participants.	Usability Testing: 40 minutes per moderated test.	Usability Testing: 67 hours.
Individuals or Households	Usability Testing and Digital Content Testing Form (Moderated, Unmoderated)	Digital Content Testing: 1,800 unmoderated participants	Digital Content Testing: 30 minutes per unmoderated test	Digital Content Testing: 900 hours
Individuals or Households	Usability Testing and Digital Content Testing Form (Moderated, Unmoderated)	Digital Content Testing: 1,800 moderated participants	Digital Content Testing: 1 hour per moderated test.	Digital Content Testing: 1,800 hours.
Total		**4,700**		**3,100 hours**

FEDERAL COST: The estimated annual cost to the Federal government is **$41,500.**

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?

                                                                    [ ] Yes [x] No

If Yes: Please provide a description of both below (or attach the sampling plan)
If No: Please provide a description of how you plan to identify your potential group of respondents and how you will select them or ask them to self-select/volunteer.

CDC plans to select potential participants from lists of CDC contacts including state level organizations, partners, CDC programs, or from an existing panel of participants that CDC has access to.

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? [x] Yes [ ] No

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

Instructions for completing Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback"

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a concise description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a concise description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument. The 'Other' category should be used only in the contexts in which the provided categories cannot reasonably apply.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions.

Gifts or Payments: As a general matter, incentives are not appropriate for customer service collections; however, incentives may be appropriate for focus groups or in-depth usability studies, especially when participants must travel to a site to participate. In the latter circumstance, the incentive should include travel costs. Customary incentives for focus groups in the Federal government are $40 for a one-hour interview and $75 for a 90-minute focus group. If you answer yes to the question, please describe the incentive and provide a justification for amounts other than those cited above; justifications should be limited to Federal studies of a similar design and subpopulation.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.
No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

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