

## **APPENDIX B**

### **Recruitment Screener Details for MFHP Usability Study**

## PURPOSE

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Collect feedback from a mid-size group of general population consumers over a longer duration of mobile application use to evaluate application goal fulfillment and effectiveness in assessing and relaying personal cancer risk to users, as well as general usability. Recruit participants for a **4-week remote structured diary study** to evaluate the MFHP: Cancer mobile application.

## RECRUITMENT MIX & PARTICIPANT MATRIX

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We are seeking **20 participants** with a mix of education, age, gender, and known risk of cancer for the following participant role:

- **20 General Public/Consumer Participants**

We are seeking a mix of demographics, including:

- A mix of age
- A mix of education
- A mix of participants who already know they are at an increased risk of cancer and participants who have no known risk
- A mix of race and ethnicity
- A mix of gender
- A mix of Android and iOS users

### Recruitment: Participant Technology Requirements

Participants must meet certain technology requirements to participate in the study. Please see specific screener questions for exact termination criteria but in general, participants must meet the following:

- Participant devices must have reliable, high speed Internet access or cellular service for pre and post study sessions with moderator.
- The participant must be able to install teleconferencing software (e.g., Zoom) on the computer or mobile device before or at the start of the session.
- The participant must be technically capable of installing the mobile application on a phone/tablet/computer.

### Participant Matrix

*Please note the numbers below are targets. It is not imperative to hit each of the targets exactly, but a mix of participants should be recruited to closely resemble these goals as much as possible.*

Characteristics of Participants
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<b>Sex assigned at birth</b> <ul style="list-style-type: none"> <li>• Female</li> <li>• Male</li> </ul>	Mix, but please aim for the following: <ul style="list-style-type: none"> <li>- 55% Female</li> <li>- 45% Male</li> </ul>
<b>Gender</b> <ul style="list-style-type: none"> <li>• Female</li> <li>• Male</li> <li>• Transgender</li> <li>• I use a different term [Free-Text]</li> <li>• Prefer not to answer</li> </ul>	Mix, (there is flexibility for these targets), but please aim for the following: <ul style="list-style-type: none"> <li>- 40% Female</li> <li>- 40% Male</li> <li>- 15% Transgender</li> <li>- 5% I use a different term/Prefer not to answer</li> </ul>
<b>Age</b> <ul style="list-style-type: none"> <li>• 18 - 29</li> <li>• 30 - 49</li> <li>• 50 - 64</li> <li>• 65+</li> </ul>	Mix, but please aim for the following: <ul style="list-style-type: none"> <li>- 20%- 18-29 years old</li> <li>- 50% - 30-49 years old [target range]</li> <li>- 20% - 50-64 years old</li> <li>- 10% - 65+ years old</li> </ul>
<b>Race/Ethnicity</b> <ul style="list-style-type: none"> <li>• American Indian or Alaska Native</li> <li>• Asian</li> <li>• Black or African American</li> <li>• Native Hawaiian or Other Pacific Islander</li> <li>• White</li> <li>• Hispanic or Latino (Ethnicity)</li> </ul>	Recruit for an equal mix, if possible.
<b>Education</b> <ul style="list-style-type: none"> <li>• Some high school</li> <li>• High school degree or GED</li> <li>• Some college, College degree, Advanced degree</li> <li>• Trade school</li> </ul>	Recruit for an equal mix, if possible.
<b>Awareness of cancer risk</b> <ul style="list-style-type: none"> <li>• Already aware of an increased personal risk of cancer</li> <li>• Unaware of their personal risk of cancer</li> </ul>	Mix, but please aim for the following: <ul style="list-style-type: none"> <li>• 40%- Already aware of an increased risk</li> <li>• 60%- no known family history of cancer</li> </ul>
<b>Participant Location*</b> <ul style="list-style-type: none"> <li>• Lives in rural area</li> <li>• Lives in suburban/urban area</li> </ul>	Mix, but please aim for the following: <ul style="list-style-type: none"> <li>• 50%- rural</li> <li>• 50%- suburban/urban</li> </ul>
<b>Platform</b>	Mix, but please aim for the following:

<ul style="list-style-type: none"> <li>• Android</li> <li>• iOS</li> </ul>	<ul style="list-style-type: none"> <li>• 50% - Android</li> <li>• 50% - iOS</li> </ul>
<b>Technology</b> <ul style="list-style-type: none"> <li>• Mobile phone</li> <li>• Tablet</li> </ul>	Mix, but please aim for the following: <ul style="list-style-type: none"> <li>• 80% - mobile phone</li> <li>• 20%- tablet</li> </ul>
<b>Experience with Mobile Apps</b> <ul style="list-style-type: none"> <li>• I am fairly new to using mobile applications</li> <li>• I have some experience, but still have a lot to learn about using mobile applications</li> <li>• I have moderate (average) experience using mobile applications</li> <li>• I have a lot of experience using mobile applications</li> <li>• I have extensive experience using mobile applications</li> </ul>	Mix, but please cap number of participants with below average experience: <ul style="list-style-type: none"> <li>• 60% - average or above average mobile app experience</li> <li>• Up to 40% - below average mobile app experience</li> </ul>

\* Definition of “suburban/urban” and “rural”: “To qualify as an urban area, the territory identified according to criteria must encompass at least 2,000 housing units or have a population of at least 5,000. Rural encompasses all population, housing, and territory not included within an urban area.” (census.gov)

## EXCLUSIONS

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The following will be excluded from this testing:

- Anyone under the age of 18
- Anyone working in the user experience, and/or application/web design fields
- Anyone who does not meet the defined technology requirements and/or is not willing to install and use the necessary software

## LOCATION AND EQUIPMENT

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All sessions will be remote using Zoom for Government and Optimal Workshop. Participants will need a mobile device running on Android or iOS, internet access, and access to Zoom in order to complete study tasks and surveys, as well as join the two required sessions with the study moderator.

## SESSION LOGISTICS

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Dates:

Group 1:

Week 1	Week 2	Week 3	Week 4	Week 5
Day, Month XX, 20XX	Day, Month XX, 20XX	Day, Month XX, 20XX	Day, Month XX, 20XX	Day, Month XX, 20XX

Group 2:

Week 1	Week 2	Week 3	Week 4	Week 5
Day, Month XX, 20XX	Day, Month XX, 20XX	Day, Month XX, 20XX	Day, Month XX, 20XX	Day, Month XX, 20XX

## RECRUITING FIRM TASKS

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- Recruiting firm will recruit a mix of participants that closely match the target goals outlined in the participant matrix.
- Recruiting firm will keep a master spreadsheet detailing recruited participants and their characteristics, as well as who has confirmed participation, and signed the consent form.
- Recruiting firm will call participants at least 24 hours before the pre-study brief session to confirm attendance.
- Recruiting firm will email participants confirmation which will include instruction for installing Zoom for Government.
- Recruiting firm will email participants the consent form which must be signed by each participant before the pre-study brief session (digital signature/written agreement by email is acceptable). Recruiting firm will retain copies of signed consent forms.
- Recruiting firm will compensate participants who successfully completed the study requirements for their time, working with the recruitment contact to confirm participation.
- Recruiting firm will provide recruitment updates every 1-3 days during the recruitment process to Marta Puskarz ([tev5@cdc.gov](mailto:tev5@cdc.gov)) and [contact info of any other team members who should be updated]

## RECRUITMENT DETAILS AND REMINDERS

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**Note:** Please do not ask participants any questions other than those listed below.

**Important:** Please do not tell participants which types of persons we are recruiting or how much you are compensating them. When reading through the questions, please do not indicate to participants that they will not be able to participate in the test if they answer a certain way.

**About the Sessions:** If asked, you may lease tell participants that they will be giving feedback on a mobile application throughout the course of 4 weeks. The time commitment will be about 1 hour a week, plus two meetings with the moderator, each lasting up to an hour long. Do not tell participant this is a “test.”

You may tell participants that a pre and post-study session with the moderator will be required, but will not be recorded. You may also say the sessions will be one-on-one with a moderator, and not a focus group format. You may also tell participants that the other required study activities will be done asynchronously at whatever time is convenient for them within instructed time ranges.