

Attachment C

CDC DIGITAL CONTENT CUSTOMER SATISFACTION SURVEY: TESTING PLAN

Goals

The primary goal of this project is to regularly assess the visitor experience across CDC.gov websites in accordance with CDC's mission to provide accurate and trusted health information "at the right place and the right time."

This online survey will focus on presenting a short, random self-select survey to a portion of visitors on CDC.gov. The objective is to learn more about the following:

- Overall satisfaction with CDC.gov experience
- Issues with finding information (Information Browsing)
- Issues with navigation
- Issues with content quality
- Performance issues with webpage load
- Visitor demographic information such as age, gender, and role

Websites to be evaluated

- <https://www.cdc.gov>
- <https://thecommunityguide.org>

Participants

Survey participation is completely voluntary. A subset of visitors to CDC sites (i.e. 50% of visitors who have visited 2 or more pages) will be randomly presented with the survey invitation. The invitation will appear as a popup on-screen requesting their participation.

Instructions

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

Consent Form

Participants can consent to their understanding of the survey participation by clicking “Yes, I’ll give feedback” to the survey invite (**see Attachment E: Consent Form**) before the survey begins.

Sessions

During each survey, the participant will:

- Be asked whether they consent to participating in the survey.
- Upon selecting “Yes” to providing feedback, a second popup window appears requesting users to complete their session on CDC.gov. Once they finish, they can come back to the popup window and begin the survey.
- Be asked to provide responses to survey questions.

Surveys are expected to between 1-3 minutes per participant. No personally identifiable information is collected and no followups will ever be conducted.