

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

## TITLE OF INFORMATION COLLECTION: CEDSCI Usability Evaluation

**PURPOSE:** The purpose of this project is to optimize the application’s usability through **iterative usability evaluations during the entire lifecycle of the product design and development**.

Usability will be evaluated in terms of respondent’s **effectiveness** and **efficiency** in survey completion, and **satisfaction** with the experience of interacting with the application. This project is to accomplish the following objectives:

- 1) Minimize potential usability problems during application design phase.
- 2) Identify and address usability problems during application development phase.
- 3) Assess application’s usability upon the completion of development.
- 4) Establish performance benchmarks for the application.

**DESCRIPTION OF RESPONDENTS:** Data users. The usability evaluation research will consist of comprehensive formative usability testing of the existing website data.census.gov on a quarterly basis, using an established set of evaluation tasks for novice or expert data users during the testing sessions. The research will produce standardized performance metrics to track the usability evaluation and reflect on the improvements made by the continuous releases of system updates.

## TYPE OF COLLECTION: (Check one)

☐ Customer Comment Card/Complaint Form

☒ Usability Testing (e.g., Website or Software)

☐ Focus Group

☐ Customer Satisfaction Survey

☐ Small Discussion 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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public as official statistics, but may be presented at research or methodology conferences to inform ongoing research.
5. Information gathered will not be used for the purpose of substantially informing influential 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: \_Kanin Reese\_\_\_\_\_

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

**Personally Identifiable Information:**

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

**Gifts or Payments:**

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

**BURDEN HOURS**

| Category of Respondents | No. of Respondents              | Participation Time | Burden Hours |
|-------------------------|---------------------------------|--------------------|--------------|
| Data Users              | 80 (20 participants x 4 rounds) | 60 minutes         | 80 hours     |
|                         |                                 |                    |              |
| <b>Totals</b>           |                                 |                    | 80 hours     |

**FEDERAL COST:** The estimated annual cost to the Federal government is \_\$0\_\_\_\_\_

**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 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?

Our population of interest are novice and expert users. Novice users are defined as participants with some experience working with datasets or analyzing data, and expert users are defined as participants with at least two years of experience using data.census.gov or American Fact Finder.

Participant inclusion criteria:

- 1) speak fluent English,
- 2) are age between 18 years to 70 years old,

- 3) have at least one year of Internet experience,
- 4) have school education of at least high school diploma,
- 5) have experience working with datasets or analyzing data.

Participants will be recruited using a combination of word-of-mouth, flyers, online and paper advertisements, including, but not limited to, the mailing list of Bureau of Census announcement, the listserv of professional associations such as the American Association of Public Opinion Research.

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### **Administration of the Instrument**

1. How will you collect the information? (Check all that apply)

- ☒ Web-based or other forms of Social Media
- ☐ Telephone
- ☐ In-person
- ☐ Mail
- ☒ Other, Explain \_ remote online sessions

2. Will interviewers or facilitators be used? ☒ Yes ☐ No

### **Required Additional Information**

1. Line of Business: general govt
2. Subfunction: central statistics mgt
3. Privacy Act System of Records: COMMERCE/DEPT-20 Title: DEPT-20, Biographical Files and Social Networks
4. Federal Registration citation information: Volume 78 Pg. No. 64196
5. Number of respondents for small entities:
6. Percentage of respondents reporting electronically: 100%

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed –

OMB Control No. 0690-0030  
Expiration Date: 07/31/2026

The standard PRA Notwithstanding statement informing respondents of the OMB control number's legal significance in accordance with 5 CFR 1320.5(b).