



Federal Deposit Insurance Corporation
550 17th Street NW, Washington, D.C. 20429-9990

550 17th Street NW, Washington, D.C. 20429-9990

December 11, 2023

Memorandum to: William E. Bestani
Policy Analyst
Office of Information and Regulatory Affairs
Office of Management and Budget

From: Manny Cabeza
Regulatory Counsel
Federal Deposit Insurance Corporation
Legal Division

RE: FDIC.gov User Experience Survey 2024

Under the generic clearance entitled, “Occasional Qualitative Surveys” (3064-0127), the FDIC hereby submits for OMB review and approval the “FDIC.gov User Experience Survey.” This survey will be fielded as a qualitative research effort by FDIC staff. The purpose of the survey is to receive feedback from users of the FDIC.gov website and data APIs, to ensure that the site and the APIs are effectively providing the information needed by various stakeholders and that the APIs remain useful to citizen-developers.

The FDIC recognizes that public confidence in the banking system is strengthened when stakeholders have accurate and timely information available online or through a mobile device. As a result, the Corporation is committed to regularly publishing information on the Financial Institutions it supervises. This information is accessible by all members of the general public on FDIC.gov. Data from this survey will be used to ensure that FDIC.gov website users are finding the correct information in the appropriate places; that any changes to the webpages are made based on metrics received from the user base, and that FDICs APIs are providing the best value to developers and the users of FDIC data (financial professionals, researchers, students, etc.).

This data collection effort will provide FDIC with a baseline of usability of the site, prior to significant changes to the information architecture and user interface. These metrics will be used in conjunction with other collections (web activity statistics, email subscriptions statistics, social media feedback) to determine changes to be made to the site.

Survey users will choose between website-related and API-related questions. Responses are voluntary.

<i>Annual Website unique visitors:</i>	<i>10 million</i>
<i>Annual Estimated Number of respondents:</i>	<i>50,000</i>
<i>Estimated Time per response:</i>	<i><u>2 minutes</u></i>
<i>Total Estimated Annual Burden:</i>	<i>1,667 hours</i>

Total estimated annual burden for this collection of this information is 1,667 hours.

If you have any questions, please let me know. Thank you for your consideration.