

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 3090-0297)
Req-8**

TITLE OF INFORMATION COLLECTION: USA.gov and Gobierno.USA.gov home page usability test.

PURPOSE: To determine how effectively the home page design helps visitors accomplish tasks defined in our home page user stories. Such as:

- Do our visitors have a clear first click path to top level topics so they can accomplish a specific task?
- Can a visitor locate the search box to perform a search?
- Can a visitor find contact information for a specific government agency?
- Can a visitor locate information to reach the contact center?
- Are top tasks readily available and findable?
- Is it easy for visitors to toggle between English and Spanish content?
- Do people notice our featured content?

DESCRIPTION OF RESPONDENTS: Respondents will be:

- English and native Spanish speakers
- Between the age of 18-65
- Income between \$0-\$150,000+
- Males and females
- Located inside the United States
- Any level of web expertise
- Using any operating system

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (<i>e.g.</i> , Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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.
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.

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

If PII is collected, please provide a brief statement regarding why PII is necessary, how it will be stored and for how long, and how it will be destroyed once the collection is over.

Gifts or Payments:

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

The usability test will be conducted using a web service called usertesting.com. For a fee, usertesting provides the testing platform, session recordings, and recruitment of participants. It is my understanding that the contractor pays test participants a nominal amount for their time. There is no direct incentive payment between the government and the test participants.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
English speaker using desktop	10	15 minutes (.25 hours)	2.5 hours
English speaker using mobile	10	15 minutes (.25 hours)	2.5 hours
Spanish speaker using desktop	10	15 minutes (.25 hours)	2.5 hours
Spanish speaker using mobile	10	15 minutes (.25 hours)	2.5 hours
Totals	40	600 minutes (10 hours)	10 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$4,000.00.

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?

Test participants will be reflective of the general population of the United States, by recruiting people who are not government employees, English and native Spanish speakers between the age of 18-65, with an income between \$0-\$150,000+, who are

males and females, located inside the United States, with any level of web expertise, and who use any computer operating system. These individuals will be recruited by a 3rd party recruiting service at usertesting.com.

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
2. Will interviewers or facilitators be used? Yes No

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