

Attachment C

CDC FLU USABILITY: Testing Plan

Goals

The primary goal of this Usability Package is to assess the usability and customer satisfaction of the CDC Flu website (www.cdc.gov/flu). The purpose is to make sure that Flu website visitors can successfully navigate www.cdc.gov/flu on both desktop and mobile platforms. The focus is on navigation and findability of diseases and conditions and materials across www.cdc.gov/flu.

The objective is to learn more about customer ease of use and overall satisfaction of www.cdc.gov/flu. In order to measure customer satisfaction, the following aspects of www.cdc.gov/flu will be assessed:

- Visual design
- Web module styles
- Templates and layouts
- Navigation and findability
- Information Architecture
- Presentation including length of content, headings and formatting

Website to be tested

- <https://www.cdc.gov/flu>

Participants

Participation in the usability assessment is voluntary. Participants will be people interested in CDC.gov and/or flu and selected from lists of CDC contacts including state level organizations, partners, CDC programs, or from an existing panel of participants. Participants will be Healthcare Providers (nurses, clinicians, etc.), Public Health Professionals, or members of the General Public. A participant can only participate once.

In-person/Remote

- Participants will remotely access a web-based testing tool while answering questions and completing activities on www.cdc.gov/flu with no facilitator present.
- A participant can only participate once.

Devices

During the assessment, the participants will use a desktop computer or mobile device as well as an internet connection to access the assessment tool.

Instructions

Instructions (see **Attachment D: Instructions**) will be included in the assessment testing tool.

Consent Form

Participants will digitally sign the consent form (see **Attachment E: Consent Form**) before the session begins.

Sessions

During each session, the participant will:

- Be asked to sign the consent form.
- Be provided instructions.
- Be asked to provide responses to assessment questions.
- Be asked to complete assessment activities.

Moderated assessments are expected to last 40 minutes and unmoderated assessments are expected to last 20 minutes.

Activities/Follow up Questions

Participants will be asked a set of questions and activities to complete. (See **Attachment F: Activities/Follow up questions** for a list of questions and activities the participant may be asked.) All questions and activities will be provided to the participants in the web-based assessment tool.