

Fixing the User Experience of the Center for Disease Control and Prevention Website (Fixing the UX of the CDC Website)

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Deliverable: Problem Statement (30 points)	1
describe the company/organization	1
what is the problem you would like to solve?	
will instruction solve the problem?	1
Provide evidence that instruction (teaching and training) is the proper method to address the learning gaps of the audience.	2
Include a detailed plan for a needs assessment (this is a proposal of a needs assessment since you will not be able to execute your needs assessment) and a goal analysis (identify the aim, set the goals, refine your goals, rank and refine your goals).	2
Needs Assessment Plan	2
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Deliverable: Problem Statement (30 points)

Describe the performance problem that you wish to address with your instructional design project.

1. Provide the background on the instructional design problem (describe the company/organization, what is the problem you would like to solve? will instruction solve the problem?).

- a. describe the company/organization

- i. The Centers for Disease Control and Prevention (CDC) is a United States federal agency under the Department of Health and Human Services, headquartered near Atlanta, Georgia. Its main goal is to protect public health and safety through the control and prevention of disease, injury, and disability in the US and internationally. The CDC maintains several departments concerned with occupational safety and health, such as the Center for Injury Prevention and Control. The CDC focuses national attention on developing and applying disease control and prevention. It especially focuses its attention on infectious disease, foodborne pathogens, environmental health, occupational safety and health, health promotion, injury prevention and educational activities designed to improve the health of United States citizens. In addition, the CDC researches and provides information on non-infectious diseases such as obesity and diabetes and is a founding member of the International Association of National Public Health Institutes.

- ii. <http://www.cdc.gov/genomics/sitemap.htm>

- b. what is the problem you would like to solve?

- i. Although, the Centers for Disease Control and Prevention (CDC) public website provides a vast amount of information, it is not readily accessible. The design of the website, content and formatting make it difficult for the untrained eye to navigate the hidden content. Our goal is to use a detailed web design checklist to improve the accessibility of the layers of content. The CDC (and Prevention) has great content available online through their public facing website, many benefactors are unaware of the information currently available. To bridge this gap, an awareness needs to be created about the plethora of content available.

- c. will instruction solve the problem?

- i. Instruction will not solve the website user experience. The design checklist will consist of the following:
 1. The content

- a. Consistency of Information
 - b. Formatting and Structured
 - c. Details easy to find
 - d. No hidden content
 2. Usability of the website
 3. Accessibility of the website
 - a. Ideas for exploring the design
 - b. find the areas where it is working
 - c. what areas can it be improved
2. Provide evidence that instruction (teaching and training) is the proper method to address the learning gaps of the audience.
 - a. Source: http://www.unl.edu/gradstudies/current/teaching/Teaching_Strategies.pdf
 - b. <https://www.smashingmagazine.com/2009/06/45-incredibly-useful-web-design-checklists-and-questionnaires/>
 - c. [ForeSee_Experience_Index_eGov-Q4-2016.pdf](#)
3. Include a detailed plan for a needs assessment (this is a proposal of a needs assessment since you will not be able to execute your needs assessment) and a goal analysis (identify the aim, set the goals, refine your goals, rank and refine your goals).
 - a. Needs Assessment Plan
 - i. Objectives
 1. To improve the user experience of the general population on the CDC website, and better engage clients through social media in a consistent and efficient way on an ongoing basis.
 - ii. Target Audience
 1. The local community members and targeted demographics.
 - iii. Sampling Procedure
 1. Community members in high traffic areas will be surveyed through mixed methods.
 - iv. Data Collection Strategy & Tactics
 1. Focus Group (3)
 - a. Size
 - i. Multiple focus groups of six to ten participants.
 - b. Length
 - i. Focus groups will last between 20 and 30 minutes.
 - c. Moderators
 - i. Will be skilled, trained, interested in the conversation, and create an atmosphere that is spontaneous, non-evaluative and non-threatening.
 - d. Participants
 - i. Will be selected and paired up randomly.
 - ii. Participants in each group are relatively homogeneous. Besides gender, other demographics may include education, level of income or social class, literacy and political affiliation.
 - e. Method
 - i. Monitored guided discussion

2. One-on-One Interview (15)

- a. Size
 - i. One-on-one includes one participant. Each person will have the opportunity to share insights and observations, which will be documented. This will also allow for more in-depth discussion.
- b. Length
 - i. The one-on-one interviews will last between 20 and 30 minutes.
- c. Moderators
 - i. Will be skilled, trained, interested in the conversation, and create an atmosphere that is spontaneous, non-evaluative and non-threatening.
- d. Participants
 - i. Will be selected at random from focus groups.
- e. Interview Questions may include: (sourced from:
<http://www.uxforthemasses.com/online-survey-questions/>)
 - i. What was your first impression when you entered the website?
 - ii. How did you first hear about us?
 - iii. Are you likely to recommend this website to friends or Family?
 - iv. Would you recommend <website / product> to a friend?
 - v. How would you describe <website / product> in one or more words?
 - vi. If <website / product> were a car, what car would it be?
 - vii. How does <website / product> compare to <competitor>?
 - viii. If you were to review <website / product> what score would you give it out of 10?
 - ix. What do you find most frustrating about <website / product>?
 - x. Overall, how easy to use do you find <website / product>?
 - xi. Why have you come to <website>?
 - xii. If you could change one thing about <website / product> what would it be and why?
 - xiii. What features could you not live without?
 - xiv. What do you like best about <website / product>?
 - xv. What do you like least about <website / product>?
 - xvi. Which features could you live without?
 - xvii. How can we improve <website / product>? Send us your ideas and suggestions.
 - xviii. Anything else you care to share or get off your chest?

3. Survey (100)

- a. Size
 - i. Fifty-to-One Hundred participants.
- b. Length
 - i. The survey will consist of 6-10 questions.
- c. Moderators
 - i. This will be distributed through email listservs.

d. Participants

- i. Participants will be selected randomly.
- ii. Participants in each group are relatively homogeneous. Besides gender, other demographics may include education, level of income or social class, literacy and Political affiliation.

e. Questions will include:

- i. Which company comes to mind first in the Health Information market?
- ii. Which company comes to mind first in the Health Information market?
- iii. Which company comes to mind first in the Training and Development market?
- iv. Which other companies come to mind?
- v. Which company do you view as the leader in the laptop computer market?
- vi. Which factors led you to mention [Piped Text Company Name] as the leader?

v. Instruments & Protocols

1. Focus Groups made up of community members which will address the planned questions.
2. One-on-one interviews will be conducted with some focus group members.
3. Surveys may be conducted through current social media outlets.

vi. Procedure Implementat

1. Our moderators will also review papers or other publications that have been collected based on the CDC's effectiveness. CDC's Director of Marketing will work with us to ensure the gap addressed within this needs assessment proposal are analyzed and corrected. A final report will be Provided within three months of the proposal being accepted.

b. Goal Analysis

- i. Inquiry submissions, having a good system, measureable to determine the effectiveness of the website. Creating goals for the website, through a tracking system. Programs such as Google Analytics help to asses site assessment goals, engagement and configure the data for specific needs.
- ii. The Aim of the website is to provide high quality information to current and potential clients. To promote and market the CDC's services.

c. Set the Goals

- i. Specific enhancements and functionality of the website to include access to data to increase efficiency and improve data access.
- ii. Improve customer journey mapping, through cell phone applications, and web development.
- iii. Track user activity on the website to improve customer satisfaction.
- iv. Relevant information to engage the CDC site user.
- v. Timely updates to the website.

d. Refinement of Goals

Enhance the user experience through

1. Improved web development
2. Develop an application for smartphones
3. Engage the user through improved systems navigation

e. Rank

1. Specific enhancements and functionality of the website to include access to data to increase user traffic patterns

2. Track website user activity and build on ways to improve data access.
3. Improve customer journey mapping, through cell phone applications, and web development.

f. Refinement of Goals

Improve the content and navigation of the website

Develop an application to improve the user experience through access to website through a phone application.

To provide high quality information to current and potential clients.

To promote and market the CDC's services.