Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 3206-0276)

TITLE OF INFORMATION COLLECTION: Life Experience: Facing a financial shock and becoming newly eligible for critical supports.

PURPOSE OF COLLECTION:
What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

As part of the life experience initiative, we hope to learn directly from members of the public how they experience significant events or transitions that require interactions with multiple federal agencies. The purpose is to understand life experiences from the customer's point of view, including the moments that matter most, the most significant pain points, and the supports and services that work for them.

For the particular experience of facing a financial shock, we hope to learn:

1. What are the key needs and wants of people facing a financial shock?
2. What services and programs best address people's needs and wants when facing a financial shock while also addressing system requirements?
3. What technical, data, and payment models best respond to both people's needs and system requirements?

The project team will sort and synthesize the anonymized data into patterns, themes, insights, ideas, and possibilities. The team may use the data as a foundation for including customers and stakeholders in the ideation process, leading to co-designed recommendations that prioritize actual needs. The team will distill the knowledge and insights into communication artifacts, including but not limited to a customer life experience journey map, a report and/or presentation deck, and customer persona 'story cards'

The team will share insights and opportunities with federal leaders and the PMC for input and guidance to advance the project to subsequent stages, such as design, piloting, and implementation. All of this work is geared towards improving Federal service design and delivery, focusing on the life experience of facing a financial shock and becoming newly eligible for critical supports.

For more detailed information, please see the project overview, research plan, research methods guide, conversation guide, consent form, and notes template included in this submission.

This information collection request is being submitted under 3206-0276 since The Lab@OPM is coordinating across all five life experience teams and is under an IAA agreement with OMB to support life experiences work. Additionally, this collection was developed with The Lab@OPM designers that will support all the life experience teams. Therefore, we believe that it is most appropriate to submit this collection under OPM's A11 280 Clearance.

TYPE OF ACTIVITY: (Check one)

[X] Customer Research (Interview, Focus Groups)
[   ] Customer Feedback Survey
[   ] User Testing

ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)
   - [X] Web-based or other forms of Social Media
   - [X] Telephone
   - [X] In-person
   - [   ] Mail
   - [   ] Other, Explain

2. Who will you collect the information from?

Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them (e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)

Participants in this research will include subject matter experts, frontline staff, and members of the public. The project team will source contacts for outreach and recruitment through: team professional networks and contacts, personal contacts, referrals from organizations and other participants, and contacts provided through an information collection asking for the public to share life experiences.

3. How will you ask a respondent to provide this information?

(e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)

The primary activity for learning about the life experience will consist of 30 to 60-minute semi-structured interviews, which may be conducted in person or via video calls and in-person contextual observation. The purpose of these forms of qualitative human research is to understand people's experiences currently using, providing, and administering services and systems.

4. What will the activity look like?

Describe the information collection activity – e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?

The structure for the primary activity, semi-structured conversations, will be the same for in-person or virtual engagements. The conversations will last between 30-60 minutes. A conversation lead will utilize a discussion guide to orient the conversation and cover key sections. The guide includes the project introduction and context, consent, compensation, sample questions, and wrap-up. The lead interviewer will walk through the required details before starting the conversation. At least one other team member will take notes into a template. The template will not include the interview subject's name or PII. The research team will use a coding system to disassociate interview notes with names and PII. The 'semi' of semi-structured in this project means that the research team seeks to learn about an individual's experience and knowledge around a specific life experience topic. The interviewer will listen and engage the person in an open-ended discussion, following more than directing the conversation. Specific question phrasing and areas of deeper exploration will be determined on an ad hoc basis. At the end of the conversation, the conversation lead will thank the participant and end the engagement.

5. Please provide your question list.

Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

Please see the conversation guide included in this submission.

6. When will the activity happen?
   Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or "This survey will remain on our website in alignment with the timing of the overall clearance.")

The research team will conduct information collections between 4/25/22 and 5/25/22.

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

The compensation model for this information collection will work as followed. The research teams will not double-compensate participants who are already paid for the time they spend in the conversation (e.g., frontline staff member who is at work and speaking about their work). The participants will be compensated $25.00 for a conversation that is 30 minutes or less, and $50.00 for a conversation between 31 and 60 minutes. The research team will use one of two modes of providing compensation, the first is a physical gift card, and the second is through a virtual transfer method, such as PayPal. The research team will provide compensation to the participant before the conversation begins. In the case of virtual conversations, the team may mail a physical gift card that will arrive after the conversation.

The annual cost to respondents is $1,286. The cost was determined by multiplying the annual hour burden (50) by the mean hourly wage across all occupations ($25.72) from Bureau of Labor Statistics Website (http://www.bls.gov/oes/2019/may/oes_nat.htm).

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Frontline staff	15	1 Hour	15
Members of the public	35	1 Hour	35
Totals			**45**

CERTIFICATION:

I certify the following to be true:
1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

Name: Amira Boland, OMB Customer Experience Team Lead

All instruments used to collect information must include:
OMB Control No. 3206-0276
Expiration Date: 12/31/2023

HELP SHEET
(OMB Control Number: 3206-0276)

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.