USAID Private Sector Front Door Website User Testing - Interview Guide

The Privacy Act Statement for this interview guide can be found below under the heading *PRIVACY ACT STATEMENT AND INFORMED CONSENT*. All interviews will be conducted verbally via phone or videoconference, and participants will not see this interview guide.

INTRO:
Thank you for your time to participate in this user testing for a new website dedicated to businesses & industry groups. The purpose of this website is to improve audience understanding of how to collaborate with USAID to achieve commercial and corporate sustainability goals. This session will be about 15-minutes. You will be asked to complete a task and speak your thoughts out loud to describe your reasoning and experience while doing so.

Paper Reduction Act Statement
A Federal agency may not conduct or sponsor an information collection subject to the requirements of the Paperwork Reduction Act unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 04120609 (expires 04/30/2024). Without this approval, we could not conduct this survey. Public reporting for this survey is estimated to be approximately 15 minutes per response. All responses to this survey are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to icrteam@usaid.gov.

PRIVACY ACT STATEMENT AND VERBAL INFORMED CONSENT
In compliance with the Privacy Act of 1974, we are required to read a Privacy Act Statement as part of our informed consent process. We are collecting information on a new website for businesses & industry groups on behalf of USAID. Any information we collect from you today, including personally identifiable information (PII), may be used to inform our development of the user experience and website language of a new website for businesses & industry groups. Any information we collect from you will be stored in a USAID system of records. We plan to publicly publish the beta version of the website by January 2024. Your participation in our research is voluntary, and any information you choose to provide is voluntary. There will be no consequences to you if you do not wish to participate in our research. We anticipate that this interview will require 15 minutes to complete.

BENEFITS

You will receive no direct benefits from participating in this research study. However, your responses may help us learn more about the best user experience for businesses & industry groups seeking to collaborate with USAID.

RISKS: [use as appropriate]

There are no foreseeable risks involved in participating in this study other than those encountered in day-to-day life.

OR

There is the risk that you may find some of the questions to be sensitive.

OR

There is the risk that some questions may cause emotional discomfort.

OR

Some of the interview questions ask about […] and may be distressing to you as you think about your experiences.

OR

The possible risks or discomforts of the study are minimal. You may feel a little [uncomfortable/embarrassed/sad/tired/…] answering [personal/sensitive/many/…] interview questions.

CONTACT

If you have questions at any time about the study or the procedures, you may contact Mandeep Jangi, Managing Director in USAID's Private Sector Engagement Hub, via phone at 202-216-3816 or via email at mjangi@usaid.gov.

If you feel you have not been treated according to the descriptions stated, or that your rights as a participant in research have not been honored during the course of this project, or you have any questions, concerns, or complaints that you wish to address to someone other than the investigator, you may contact Adam Tomasek, Division Chief, USAID Private Sector Engagement Hub at adtomasek@usaid.gov.

INTERVIEW QUESTIONS

- *Say you were to play yourself in this scenario, while navigating the link I just sent you, how would you go about determining if partnering with USAID was a good fit for yourself and your organization?*

- *If you do decide it is a good fit, how would you go about initiating that relationship using this website prototype?*

- *To what degree did the language directing you to our portal make sense to you? What was ambiguous or unclear?*

- *Was any information misleading or missing?*