

Model Instance Name:
 FTC ComplaintAssistant

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: 6/26/2009

Model questions utilize the ACSI methodology to determine scores and impacts

| ELEMENTS (drivers of satisfaction) | | CUSTOMER SATISFACTION | | FUTURE BEHAVIORS | |
|---|---|--|--|--|--|
| Instructions for Completion (1=Poor, 10=Excellent, Don't Know) | | Satisfaction (1=Poor, 10=Excellent) | | Recommend (1=Not Very Likely, 10=Very Likely) | |
| 1 | Please rate the simplicity of instructions for completing the ComplaintAssistant process. | 23 | What is your overall satisfaction with the ComplaintAssistant process? | 26 | How likely are you to recommend the FTC ComplaintAssistant process to someone else? |
| 2 | Please rate how well the instructions for completing the ComplaintAssistant process provide answers to your questions. | 24 | How well does th ComplaintAssistant process meet your expectations ? | | |
| 3 | Please rate the clarity of instructions for completing the ComplaintAssistant process. | 25 | How does the ComplaintAssistant process compare to your idea of an ideal complaints process ? | 27 | |
| Look and Feel (1=Poor, 10=Excellent, Don't Know) | | | | | |
| 7 | Please rate the visual appeal of the ComplaintAssistant process. | | | | |
| 8 | Please rate the balance of graphics and text throughout the ComplaintAssistant process. | | | | |
| 9 | Please rate the readability of the pages in the ComplaintAssistant process. | | | | |
| Navigation (1=Poor, 10=Excellent, Don't Know) | | | | | |
| 10 | Please rate how well the ComplaintAssistant process is organized . | | | | |
| 11 | Please rate the options available for navigating the ComplaintAssistant process. | | | | |
| 13 | Please rate the number of clicks it takes to complete the ComplaintAssistant process. | | | | |
| Site Performance (1=Poor, 10=Excellent, Don't Know) | | | | | |
| 14 | Please rate how quickly pages load in the ComplaintAssistant process. | | | | |
| 15 | Please rate the consistency of speed from page to page in the ComplaintAssistant process. | | | | |
| 16 | Please rate the ability to load pages without getting error messages in the ComplaintAssistant process. | | | | |

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

FTC ComplaintAssistant CUSTOM QUESTION LIST

| QID (Group ID) | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi |
|-------------------|------------------------|--|---|-------------|-------------------------------|--------------------|
| | | Were you aware of the FTC ComplaintAssistant before visiting the site today? | Yes No Not sure | B C C | Radio button, one-up vertical | Single |
| | B | If you were aware of the FTC ComplaintAssistant process, how many times have you used it in the past to register a complaint? | 0 1 2 3 or more | | Radio button, one-up vertical | Single |
| | C | If you were not aware of the FTC ComplaintAssistant before today, how did you find us? | FTC Website FTC Publication Search engine Another website Referral from another agency, please specify Friend/family member Contacted the FTC Other, please specify | | Checkbox, one-up vertical | Multi |
| | A | Please let us know how you found us. | | | Text area, no char limit | |
| | | Was the FTC ComplaintAssistant easy to use ? | Yes No Not sure | D D | Radio button, one-up vertical | Single |
| | D | If it was not easy to use , what did you find difficult? | I did not understand which category I should have selected (i.e. automobile, internet, etc.). I did not understand what I was supposed to do. I was unable to submit my complaint. Other, please specify | A | Checkbox, one-up vertical | Multi |
| | A | Please let us know what other difficulties you had. | | | | |
| | | If you could make one improvement to the FTC ComplaintAssistant process, what would it be? | | | Text area, no char limit | |



| Required Y/N | Special Instructions |
|-----------------|-------------------------|
| Y | Skip Logic Group |
| Y | Skip Logic Group |
| Y | Skip Logic Group |
| N | Skip Logic Group |
| Y | Skip Logic Group |
| Y | Skip Logic Group |
| | Skip Logic Group |
| N | |