| Model Instance Name: USTTB<br>MID: pYBxJxIRVh9AwxIBEZJIpg==<br>Date: | ~~Red & strike-through~~: DELETE<br>Underlined & italicized: RE-ORDER<br>Blue: ADDITION<br>Blue + –>: REWORDING<br>Bold (bold): SKIP-LOGIC |
|---|---|

**USTTB CUSTOM QUESTION LIST**

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip To | Type (drop-down menu, check boxes, radio buttons, open-ended) | Required Y/N | Single or Multi | Special Instructions |
|---|---|---|---|---|---|---|---|---|
| EDO08480 | | My **primary role** in visiting the TTB site today is as (please, select one): | A member of the public<br>An employee of a company regulated by TTB<br>An employee of a trade association representing an industry regulated by TTB<br>A consultant for a company regulated by TTB<br>A consumer of alcohol and/or tobacco products<br>An employee of a government agency<br>Legal assistant/lawyer<br>Small business owner<br>Researcher/scientist<br>International Visitor<br>Other, please specify | A | Radio button, one-up vertical | Y | Single | DPS Group |
| EDO08481 | A | Other primary role | | | Text area, no char limit | N | Single | DPS Group |
| EDO08482 | | *Which of the following represents your* ***primary interest?*** | Wine<br>Beer<br>Distilled Spirits<br>Tobacco<br>Firearms<br>Employment/Job Openings<br>Other (please specify) | B<br>C<br>D<br>E<br>F<br>A | Radio Button | Y | Single | Skip Logic Group |
| EDO08483 | A | Please specify your other primary interest | | | Text area, no char limit | N | Single | Skip Logic Group |
| EDO08484 | B | *What type of wine-related information were you looking for today?* | Apply for a permit<br>Conduct research<br>Submit a sample/formula<br>Pay/determine taxes<br>Get labeling approval<br>Download forms<br>Other (please specify) | B1 | Check box | Y | Multi-select | Skip Logic Group |
| EDO08485 | B1 | Please specify the other wine related information you were looking for today | | | Text area, no char limit | N | Single | Skip Logic Group |
| EDO08486 | C | *What type of beer-related information were you looking for today?* | Apply for a permit<br>Conduct research<br>Submit a sample/formula<br>Pay/determine taxes<br>Get labeling approval<br>Download forms<br>Other (please specify) | C1 | Check box | Y | Multi-select | Skip Logic Group |
| EDO08487 | C1 | Please specify the other beer-related information you were looking for today | | | Text area, no char limit | N | Single | Skip Logic Group |
| EDO08488 | D | *What type of distilled spirits information were you looking for today?* | Apply for a permit<br>Conduct research<br>Submit a sample/formula<br>Pay/determine taxes<br>Get labeling approval<br>Download forms<br>Other (please specify) | D1 | Check box | Y | Multi-select | Skip Logic Group |
| EDO08489 | D1 | Please specify the other type of distilled spirits information you were looking for today | | | Text area, no char limit | N | Single | Skip Logic Group |
| EDO08490 | E | *What type of tobacco information were you looking for today?* | Apply for a permit<br>Conduct research<br>Submit a sample<br>Pay/determine taxes<br>Download forms<br>Other (please specify) | E1 | Check box | Y | Multi-select | Skip Logic Group |
| EDO08491 | E1 | Please specify the other tobacco information you were looking for today | | | Text area, no char limit | N | Single | Skip Logic Group |
| EDO08492 | F | *What type of firearms/ammunition information were you looking for today?* | Conduct research<br>Pay/determine taxes<br>Download forms<br>Other (please specify) | F1 | Check box | Y | Multi-select | Skip Logic Group |
| EDO08493 | F1 | Please specify the other firearms/ammunition information you were looking for today | | | Text area, no char limit | N | Single | Skip Logic Group |
| EDO08494 | | How **frequently** do you visit our site? | First time<br>Daily<br>About once a week<br>About once a month<br>About once a year<br>A few times a year | | Drop down, select one | Y | Single | |
| EDO08495 | | Did you **find** what you were looking for? | Yes<br>No<br>Partially<br>Still looking | | Drop down, select one | Y | Single | |
| EDO08496 | | Did you use the search feature during your visit today? | Yes<br>No<br>Don't recall | L, K | | | single | Skip Logic Group |
| EDO08497 | L | Please tell us what term(s) you used in your search | | | Text area, no char limit | N | Single | Skip Logic Group |
| EDO08498 | K | Please tell us about your **experience with the site's search feature** today. (Please select all that apply.) | The search feature met my needs today.<br>Had issues with the **basic search process** (how to use it, terms to enter).<br>Had issues with the **visual display** of the search results (text size, images).<br>Had issues with the **search results** I received.<br>Had issues with **sorting, filtering, advanced search**, or lack of these options.<br>Had **technical issues** with the search feature.<br>None of these | A<br>B<br>C<br>D<br>E | Checkbox, one-up vertical | Y | Multi | Skip Logic Group |
| EDO08499 | A | *What were your issues with the* ***basic search process?*** (Please select all that apply.) | It was not clear to me how to use the search feature<br>I did not know what terms to use to get the results I wanted<br>There were too many steps or refinements to get to what I wanted<br>Had a different issue with the basic search process: | F | Checkbox, one-up vertical | Y | Multi | Skip Logic Group |
| EDO08500 | F | Please describe your issue: | Open-ended | | Text area, no char limit | N | | Skip Logic Group |
| EDO08501 | B | *What were your issues with the* ***visual display*** *of the search results?* (Please select all that apply.) | I could not see enough of the description to decide which link to choose<br>The text was too small<br>The page was too crowded<br>I could not see much difference between the listings/items<br>The images were too small/not clear<br>Had a different issue with the visual display of results: | G | Checkbox, one-up vertical | Y | Multi | Skip Logic Group |
| EDO08502 | G | Please describe your issue: | Open-ended | | Text area, no char limit | N | | Skip Logic Group |
| EDO08503 | C | *What were your issues with the* ***search results?*** (Please select all that apply.) | Results were not relevant/not what I wanted<br>There were not enough results<br>There were NO results<br>There was too little information in the results to decide what to choose<br>Many of the search results looked the same<br>Couldn't find *item from the catalog/store*<br>Had a different issue with the search results: | H | Checkbox, one-up vertical | Y | Multi | Skip Logic Group |
| EDO08504 | H | Please describe your issue: | Open-ended | | Text area, no char limit | N | | Skip Logic Group |
| EDO08505 | D | *What were your issues with* ***sorting, filtering, or advanced search?*** (Please select all that apply.) | The results were not sorted in a helpful way<br>I want advanced search options<br>I want the following sorting/filtering/advanced option:<br>Had a different sorting/filtering issue: | I | Checkbox, one-up vertical | Y | Multi | Skip Logic Group |
| EDO08506 | I | Please describe your issue: | Open-ended | | Text area, no char limit | N | | Skip Logic Group |
| EDO08507 | E | *What were your* **technical issues** with the search feature? (Please select all that apply.) | Error message(s)<br>Search speed was too slow<br>Had the following technical issue: | J | Checkbox, one-up vertical | Y | Multi | Skip Logic Group |
| EDO08508 | J | Please describe your issue: | Open-ended | | Text area, no char limit | N | | Skip Logic Group |
| EDO08509 | | How would you describe your navigation experience on this site today? (Please select all that apply.) | Had no difficulty navigating/browsing on this site<br>Links often did not take me where I expected<br>Had difficulty finding relevant information/products<br>Links/labels are difficult to understand<br>Too many links/navigational options to choose from<br>Had technical difficulties (error messages, broken links, etc.)<br>Could not navigate back to previous information<br>Had a navigation difficulty not listed above: | A<br>B<br>A<br>C | Checkbox, one-up vertical | | | |
| EDO08510 | C | Please describe your navigation issue: | | | Text area, no char limit | | | |
| EDO08511 | A | Please describe any specific navigation links or paths that did not take you where they should have? | Open-ended | | Text area, no char limit | | | |
| EDO08512 | B | *What specific links/labels were difficult to understand?* | Open-ended | | Text area, no char limit | | | |
| EDO08513 | | Please select all of the difficulties, if any, that you have encountered with the **content** on this site. | Size of font is too small<br>Wording is too technical<br>Content does not seem to relate to the specific section<br>Content is confusing. Please specify: | A | Radio button, one-up vertical | N | Single | DPS Group |
| EDO08514 | A | Content is confusing. Please specify: | | | Text area, no char limit | N | Single | DPS Group |
| EDO08515 | | If you could make one **improvement** to the site what would that be? | | | Text area, no char limit | N | Single | |