Voice-of-Customer Surveys

for HHS.gov

# Site-Level Survey for Visitor Feedback

## Introductory Text



## Questions

1. What were you looking for on HHS.gov today?
	* Get information about HHS and offices within HHS
	* Learn more about the HHS Secretary
	* Get health information privacy (HIPAA) information
	* Find job openings within HHS
	* Learn about a specific disease or health condition
	* Get answers for health insurance questions
	* Get news and updates about HHS.gov
	* I had nothing specific in mind when I came to the website today.
	* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Were you able to find what you were looking for?
	* Yes
	* Partially
	* No

**[If Q2 response is YES]**

1. How long did it take to find the information?
	* Immediately
	* Few minutes
	* A long time
2. Did you find the information helpful?
	* Yes
	* Partially
	* No

**[If Q4 response is YES]**

1. What did you like best about the content?
2. Based on today’s visit, how would you rate the following?
	* Overall site experience
	* Site design
	* Ease of navigation
3. How can we improve HHS.gov?

**[If Q4 response is PARTIALLY or NO]**

1. What can we do to make the information more helpful?
2. Based on today’s visit, how would you rate the following:
	1. Overall site experience
	2. Site design
	3. Ease of navigation
3. What can we do to make HHS.gov better?

**[If Q2 response is PARTIALLY or NO]**

1. What information were you looking for and did not find on HHS.gov?
2. Based on today’s visit, how would you rate the following:
	1. Overall site experience
	2. Site design
	3. Ease of navigation
3. What can we do to make HHS.gov better?

## Thank You Text



# Page-Level Survey

## Layout



## Questions

1. Was this page helpful?
	* Yes
	* No

**[IF Q1 RESPONSE is YES]**

1. I found this page helpful because the content on the page: (check all that apply)
	* Had the information I needed
	* Was trustworthy
	* Was up-to-date
	* Was written well
	* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What can we do to improve this page?

**[IF Q1 RESPONSE is NO]**

1. I did not find this page helpful because the content on the page: (check all that apply)
	1. Had too little information
	2. Had too much information
	3. Was confusing
	4. Was out-of-date
	5. Was poorly written
	6. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What can we do to improve this page?