

# Voice-of-Customer Surveys for Usability.gov

## Site-Level Survey for Visitor Feedback

### Introductory Text

The screenshot shows a web browser window with the URL <http://www.usability.gov/survey/feedback/index.html>. The page header features the Usability.gov logo and a search bar. A navigation menu includes links for Home, Basics, Methods, Templates, Resources Across Government, Articles & Discussion, Guidelines, and About Us. The main content area is titled "How was your visit to Usability.gov?" and includes a breadcrumb trail: Home > Surveys > How was your visit to Usability.gov?. The survey text asks: "Could you please take a few minutes to let us know what we can do to improve our website? Click 'Next Page' to participate in this quick survey." A small text block provides information about the Paperwork Reduction Act of 1995, the OMB control number 0990-0379, and the estimated 5-minute response time. A "Next Page >>" link is provided. The footer contains links for Accessibility, Privacy Policy, Viewers & Players, and USA.gov, along with a statement that the site is an official U.S. Government Web site managed by the U.S. Department of Health & Human Services.

### Questions

1. What were you looking for on Usability.gov today?
  - Learn about user centered design
  - Research user experience guidelines
  - Find website development documents and templates
  - Find information on how to do usability testing
  - Research or identify user experience tools

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 5 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

- *I had no agenda in mind when I came to the website today.*
  - *Other: \_\_\_\_\_*
2. *For whom were you looking for information on Usability.gov?*
    - *Myself*
    - *Work*
    - *My spouse, partner or significant other*
    - *My parents*
    - *A relative*
    - *A friend*
    - *No one in particular*
  3. *Were you able to find what you were looking for?*
    - *Yes*
    - *Partially*
    - *No*

**[If Q3 response is YES]**

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

**[If Q5 response is YES]**

6. *What did you like best about the content?*
7. *Based on today's visit, how would you rate the following?*
  - *Overall site experience*
  - *Site design*
  - *Ease of navigation*
8. *What can we do to make Usability.gov better?*
9. *Would you recommend Usability.gov to a family member or friend?*

**[If Q5 response is PARTIALLY or NO]**

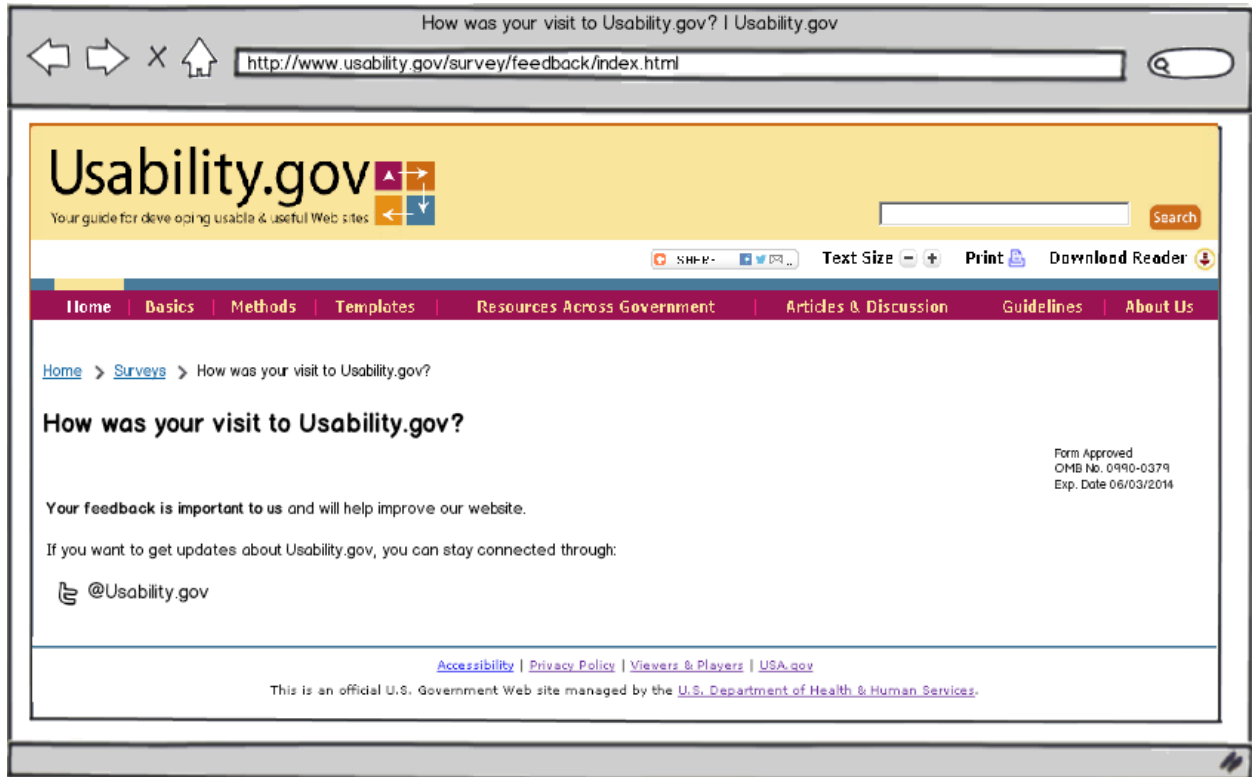
6. *What can we do to make the information more helpful?*
7. *Based on today's visit, how would you rate the following:*
  - a. *Overall site experience*
  - b. *Site design*
  - c. *Ease of navigation*
8. *What can we do to make Usability.gov better?*
9. *Would you recommend Usability.gov to a family member or friend?*

**[If Q3 response is PARTIALLY or NO]**

4. *Are there questions in general you didn't find the answer to? If yes, what are they?*
5. *Based on today's visit, how would you rate the following:*
  - a. *Overall site experience*
  - b. *Site design*

- c. Ease of navigation
6. What can we do to make Usability.gov better?
  7. Would you recommend Usability.gov to a family member or friend?

## Thank You Text



## Page-Level Survey

### Layout

Form Approved  
OMB No. 0990-0379  
Exp. Date 06/03/2014

Was this page helpful?

Yes  No

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Was this page helpful?

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

Other:

[Next >>](#)

Was this page helpful?

What can we do to improve this page?

Enter feedback here..

Submit

### Questions

1. Was this page helpful?

- Yes
- No

#### [IF Q1 RESPONSE is YES]

2. 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 clearly
- Other: .....

3. What can we do to improve this page?

#### [IF Q1 RESPONSE is NO]

2. I did not find this page helpful because the content on the page: (check all that apply)

- a. Had too little information
- b. Had too much information
- c. Was confusing
- d. Was out-of-date
- e. Other: .....

3. What can we do to improve this page?