

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	

Types

Text field, <100 char

Text area, no char limit

Drop down, select one

Radio button, one-up vertical

Radio button, two-up vertical

Radio button, three-up vertical

Radio button, scale, has don't know

Radio button, scale, no don't know

Checkbox, one-up vertical

Checkbox, two-up vertical

Checkbox, three-up vertical

Instructions

Randomize

Shared

OPS Group

Matrix Group

Rank Group

Comparative Matrix Group

Skip Logic Group

Multiple Lists Group

Partitioned