

Model Instance Name: US Dept of Treasury v2  
MID: RN4Ro0xo99FYJJZdpx50oQ==  
Client: U.S. Department of the Treasury  
Date: 1/16/2012

Model Instance Name: US Dept of Treasury v2 MODEL QUESTION LIST  
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION	
MQ Label	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	MQ Label	<b>Satisfaction</b>
1 Content - Accuracy	Please rate the <b>accuracy of information</b> on this site.	24 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)
2 Content - Quality	Please rate the <b>quality of information</b> on this site.	25 Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	26 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		
4 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.		
5 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.		
6 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.		
	<b>Plain Language (1=Poor, 10=Excellent, Don't Know)</b>		
7 Plain Language - Clear	Please rate the <b>clarity of the wording</b> on this site.		
8 Plain Language - Understandable	Please rate how <b>well you understand the wording</b> on this site.		
9 Plain Language - Concise	Please rate this site on its <b>use of short, clear sentences.</b>		
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
10 Navigation - Organized	Please rate <b>how well the site is organized.</b>		
11 Navigation - Options	Please rate the <b>options available for navigating</b> this site.		
12 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for.</b>		
13 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.		
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
14 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.		
15 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.		
16 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.		
	<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>		
17 Online Transparency - Disclose	Please rate how <b>thoroughly this site discloses information</b> about what this agency is doing.		
18 Online Transparency - Quick	Please rate how <b>quickly agency information is made available</b> on this site.		
19 Online Transparency - Access	Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this site.		
	<b>Search (1=Poor, 10=Excellent, Don't Know)</b>		
20 Search - Results Relevance	Please rate the <b>relevance of search results</b> on this site.		
21 Search - Results Organization	Please rate the <b>organization of search results</b> on this site.		
22 Search - Results Help	Please rate how well the <b>search results help you decide what to select.</b>		
23 Search - Feature Narrow	Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.		
			MQ Label
			27 Return
			28 Recommend

**FUTURE BEHAVIORS**

**Return** (1=Very Unlikely, 10=Very Likely)

How likely are you to **return to this site**?

**Recommend** (1=Very Unlikely, 10=Very Likely)

How likely are you to **recommend this site to someone else**?

Model Instance Name: US Dept of Treasury v2

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Client: U.S. Department of the Treasury

Date: 1/27/2012

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Model Instance Name: US Dept of Treasury v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
MMW1351		How frequently do you visit this site?	MMW1351A01 MMW1351A02 MMW1351A03 MMW1351A04 MMW1351A05 MMW1351A06	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	single
MMW1352		What is your role in visiting this site?	MMW1352A01 MMW1352A02 MMW1352A03 MMW1352A04 MMW1352A05 MMW1352A06 MMW1352A07 MMW1352A08 MMW1352A09 MMW1352A10	General Public Investor Compliance Officer Banker or financial institution Small Business Large Business Teacher / Educator / Student Government Press / Media Other	A	Drop down, select one	single
MMW1353	A	Please specify your role/capacity in which you are visiting Treasury.gov today?				Text area, no char limit	
MMW1354		Which of the following best categorizes what you are primarily looking for:	MMW1354A01 MMW1354A02 MMW1354A03 MMW1354A04 MMW1354A05 MMW1354A06 MMW1354A07 MMW1354A08 MMW1354A09 MMW1354A10 MMW1354A11 MMW1354A12 MMW1354A13 MMW1354A14 MMW1354A15 MMW1354A16 MMW1354A17	General information about the U.S. Department of the Treasury Treasury news Forms, reports, or documents Savings bonds information Daily or historical interest rate statistics Currency or coins Wall Street Reform Debt limit/public debt/national debt information How to report fraud, waste, or email scams How to resolve an issue with a U.S. Treasury check OFAC/Sanctions/Specially Designated Nationals List Auction/seized property for sale Cuba Contact information Research about a specific topic or service Freedom of Information Act (FOIA) Information Other		Radio button, one-up vertical	single
MMW1355		What specifically were you looking for? Please be as specific as possible.				Text area, no char limit	
MMW1356		How did you primarily look for the information you wanted?	MMW1356A01 MMW1356A02 MMW1356A03 MMW1356A04 MMW1356A05	Browsed (that is, followed links) Used the site index Used the Treasury search engine Used a third-party search engine (i.e. Google, Yahoo, etc.) SDN Search	C C A,E	Drop down, select one	single
MMW1357	A	When you used the Treasury search engine, which of the following describe your experience?	MMW1357A01 MMW1357A02 MMW1357A03 MMW1357A04 MMW1357A05 MMW1357A06 MMW1357A07	Search results were helpful Returned too many results Returned not enough or no results Search required too many refinements to get what I wanted Search results were not relevant to my search terms/needs I was not sure what words to use in my search Other, please specify:	B	Radio button, one-up vertical	single
MMW1358	B	Other search experience				Text area, no char limit	
MMW1359	E	What search term did you use today to find what you were looking for?				Text area, no char limit	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	
MMW1360	C	When you used <b>navigation</b> (browsed or used the site index) to find information, which of the following describe your experience?	MMW1360A01	Found the information with no difficulty	D	Radio button, one-up vertical	single
			MMW1360A02	Could not determine the best link on most pages			
			MMW1360A03	Could not navigate back to previous information			
			MMW1360A04	Would often feel lost, not know where I was			
			MMW1360A05	Had difficulty finding detailed information			
			MMW1360A06	Too many links or navigational choices			
			MMW1360A07	Links did not take me where I expected			
			MMW1360A08	Could not get started or did not know where to begin			
			MMW1360A09	Had technical difficulties (e.g. broken links, error messages)			
			MMW1360A10	Links/labels are difficult to understand			
			MMW1360A11	Other, please specify:			
MMW1361	D	Other navigational experience					
MMW1362		Did you find what you were looking for?	MMW1362A01 Yes MMW1362A02 No MMW1362A03 Not yet		Drop down, select one	single	
MMW1363		How did you find out about Treasury.gov?	MMW1363A01 Another website/link MMW1363A02 Friend / relative MMW1363A03 Librarian or educator MMW1363A04 Media / news story MMW1363A05 Search engine MMW1363A06 Other		Drop down, select one	single	
MMW1364		If you could <b>improve</b> one thing on this website, what would that be?			Text area, no char limit		
MMW1365		What did you like about Treasury.gov during your current site visit?			Text area, no char limit		

Required Y/N	Special Instructions	Cq Label
Y		
Y	Skip logic	
N		
Y	Skip logic	
Y		Specific info
Y	Skip logic	
N		
N		
N		Search terms

Required Y/N	Special Instructions	Cq Label
N		
Y	Skip logic	
Y		
N		
Y		Like About Treasury

Model Instance Name: US Dept of Treasury v2

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	single	Y
88		What is your role in visiting this site?	Banker or financial institution General Public Government International Visitor Job seeker Press / Media Student Teacher / Educator Other Business Collector	A	Drop down, select one	single	Y
123	A	If you chose 'other' for "what is your role in visiting this site", please specify:			Text area, no char limit		N
4480		Are you looking for property/items to buy which have been seized by the government?	Yes No		Drop down, select one	single	Y
90		What were you primarily looking for when you came to Treasury.gov?	Contact information for government officials Download a Treasury form, report, or document General information about the US Treasury Dept. Treasury news Information about a Treasury office or program Just curious Research about a specific topic SDN List Seized Government property Specific Treasury service Other To do business with Treasury Currency and coins Health Savings Accounts (HSA) OFAC Freedom of Information Act (FOIA) Information		Checkbox, one-up vertical	multi	Y
4735		If you are looking for research on a particular topic, please specify the topic:			Text area, no char limit		N
512		How did you primarily look for the information you wanted?	Browsed (that is, followed links) Used the site index Used the Treasury search engine Used a third-party search engine (i.e. Google, Yahoo, etc.)	C C A	Drop down, select one	single	Y
AED04181	A	When you used the Treasury search engine, which of the following describe your experience?	Search results were helpful Returned too many results Returned not enough or no results Search required too many refinements to get what I wanted Search results were not relevant to my search terms/needs I was not sure what words to use in my search Other, please specify:	B	Radio button, one-up vertical	single	N
AED04182	B	Other search experience			Text area, no char limit		N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
AED04183	C	When you used <b>navigation</b> (browsed or used the site index) to find information, which of the following describe your experience?	Found the information with no difficulty Could not determine the best link on most pages Could not navigate back to previous information Would often feel lost, not know where I was Had difficulty finding detailed information Too many links or navigational choices Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Links/labels are difficult to understand Other, please specify:	D	Radio button, one-up vertical	single	N
AED04184	D	Other navigational experience					
91		<b>Did you find</b> what you were looking for?	Yes No Not yet	A A	Drop down, select one	single	Y
AED04185	A	If you <b>didn't find</b> what you were looking for, please specify information not found.			Text area, no char limit		N
89		<b>How did you find out</b> about Treasury.gov?	Another website/link Friend / relative Librarian or educator Media / news story Search engine Other		Drop down, select one	single	Y
166		<b>If you are looking for seized property</b> , what improvements would you like to see in the auctions website?			Text area, no char limit		N
92		<b>What other types of information</b> do you think should be available on the Treasury site?			Text area, no char limit		N
AED04186		If you could <b>improve one thing</b> on this website, what would that be?			Text area, no char limit		N
ACQOsI000492 2		Please rate the <b>simplicity of the words</b> used on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
ACQOsI000492 3		Please rate the site on its use of <b>short, clear sentences</b> .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent		Radio button, scale, has don't know	S	Y



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ACQOsI000492 4		Please rate <b>how logically text is organized</b> on this site.	Don't know 1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio-button, -scale, has don't know	S	Y
ACQOsI000492 5-		Please rate how well the site's language is <b>focused on a central topic</b> .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio-button, -scale, has don't know	S	Y
ACQOsI000492 6		Please rate how well <b>terminology is explained</b> on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio-button, -scale, has don't know	S	Y
ACQOsI000492 7		Please rate this site's use of <b>language that people like me can understand</b> .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio-button, -scale, has don't know	S	Y
ACQOsI000492 8		Please rate the <b>clarity of the language</b> used on this site.	1=Poor 2 3 4 5 6		Radio-button, -scale, has don't know	S	Y

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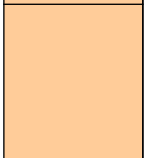
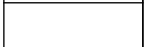
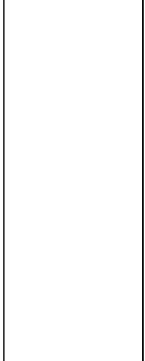
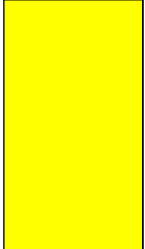
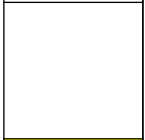
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			7 8 9 10=Excellent Don't know				
ACQOsI0004929		Please rate the consistency of language usage on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, - scale, has don't know	S	Y
ACQOsI0004865		Please rate this site's use of language that the average person can understand.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, - scale, has don't know	S	Y
ACQOsI0004866		Please rate how well this site uses common terms to express ideas.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, - scale, has don't know	S	Y



Special  
Instructions



Special Instructions
Simplicity
Short



**Special Instructions**

Organized

Focused

Explained

Understand

Clarity



**Special  
Instructions**

Consistency

Average Person

Common Terms

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235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	single	Y
88		What is your role in visiting this site?	Banker or financial institution General Public Government International Visitor Job seeker Press / Media Student Teacher / Educator Other Business Collector	A	Drop down, select one	single	Y
123	A	If you chose 'other' for "what is your role in visiting this site", please specify:			Text area, no char limit		N
4480		Are you looking for property/items to buy which have been seized by the government?	Yes No		Drop down, select one	single	Y
90		What were you primarily looking for when you came to Treasury.gov?	Contact information for government officials Download a Treasury form, report, or document General information about the US Treasury Dept. Treasury news Information about a Treasury office or program Just curious Research about a specific topic SDN List Seized Government property Specific Treasury service Other To do business with Treasury Currency and coins Health Savings Accounts (HSA) OFAC Freedom of Information Act (FOIA) Information		Checkbox, one-up vertical	multi	Y
4735		If you are looking for research on a particular topic, please specify the topic:			Text area, no char limit		N
512		How did you primarily look for the information you wanted?	Browsed (that is, followed links) Used the site index Used the Treasury search engine Used a third-party search engine (i.e. Google, Yahoo, etc.)	C C A	Drop down, select one	single	Y
AED04181	A	When you used the Treasury search engine, which of the following describe your experience?	Search results were helpful Returned too many results Returned not enough or no results Search required too many refinements to get what I wanted Search results were not relevant to my search terms/needs I was not sure what words to use in my search Other, please specify:	B	Radio button, one-up vertical	single	N
AED04182	B	Other search experience			Text area, no char limit		N

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AED04184	D	Other navigational experience					
91		<b>Did you find</b> what you were looking for?	Yes No Not yet	A A	Drop down, select one	single	Y
AED04185	A	If you <b>didn't find</b> what you were looking for, please specify information not found.			Text area, no char limit		N
89		<b>How did you find out</b> about Treasury.gov?	Another website/link Friend / relative Librarian or educator Media / news story Search engine Other		Drop down, select one	single	Y
166		<b>If you are looking for seized property</b> , what improvements would you like to see in the auctions website?			Text area, no char limit		N
92		<b>What other types of information</b> do you think should be available on the Treasury site?			Text area, no char limit		N
AED04186		If you could <b>improve one thing</b> on this website, what would that be?			Text area, no char limit		N
NEW		Please rate the <b>simplicity of the words</b> used on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate the site on its use of <b>short, clear sentences</b> .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent		Radio button, scale, has don't know	S	Y



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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
NEW		Please rate how logically text is organized on this site.	Don't know 1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate how well the site's language is focused on a central topic.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate how well terminology is explained on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate this site's use of language that people like me can understand.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate the clarity of the language used on this site.	1=Poor 2 3 4 5 6		Radio button, scale, has don't know	S	Y

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			7 8 9 10=Excellent Don't know				
NEW		Please rate the consistency of language usage on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate this site's use of language that the average person can understand.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate how well this site uses common terms to express ideas.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y

<b>Special Instructions</b>

<b>Special Instructions</b>
Simplicity
Short



**Special  
Instructions**

Organized

Focused

Explained

Understand

Clarity



**Special  
Instructions**

Consistency

Average Person

Common Terms