

Model Instance Name:

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CDFI Fund

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: 6/27/2013



## Welcome and Thank You Text

### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

### Welcome Text

Thank you for visiting the **CDFI Fund** website. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### DEFAULT Thank You Text

~~Thank you for taking our survey—and for helping us serve you better.—We appreciate your input!~~

### ALTERNATE WEB Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit [publicaffairsoffice@cdfi.treas.gov](mailto:publicaffairsoffice@cdfi.treas.gov).

## Examples

### Welcome Text Example

The screenshot shows a web browser window displaying a survey page. The page title is "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkg100h5w". The page content includes the ForeSee logo, the title "Customer Satisfaction Survey", and a welcome message: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve." Below this is a request for feedback: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A note states "Required questions are denoted by an \*". The first question is: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." The response options are a scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option.

### Thank You Text Example

The screenshot shows a survey question and a thank you message. The question is: "16: What size and style of jean were you shopping for today?" It has two sub-questions: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size options are radio buttons for 1, 3, and 5. The style options are radio buttons for Boot cut, Low rise, and Flare. Above the question are two dropdown menus for "Football" and "Hockey", both set to "Please Select". Below the question is a yellow callout box with the text: "web site' has been corrected to now read 'website' in the text to the left". Below the callout is the thank you message: "Thank you for taking our survey - and for helping us serve you better." followed by a note: "Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." At the bottom are "Cancel" and "Submit" buttons, and a footer with "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support".

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Partitioned (Y/N)?

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*Model questions utilize the ACSI methodology to determine scores and impacts*

MQ Label	ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> provided on this site.	16 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 How likely are you to <b>return to this site</b> in the future?
2 Site Information - Understandable	Please rate how <b>understandable</b> this site's information is.	17 How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .	18 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	20 How likely are you to <b>recommend this site</b> to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.		21 How likely are you to use this site as your <b>primary resource for obtaining information from this agency</b> ?
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.		<b>Apply (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.		22 How likely are you to <b>apply</b> to one of the CDFI Fund's programs after visiting this site?
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		
Functionality - Usefulness	Please rate the <b>usefulness of the website tools</b> (i.e. site index or search) <b>provided</b> on this site.		
Functionality - Convenient	Please rate the <b>convenient placement of the website tools</b> (i.e. site index or search) on this site.		
Functionality - Variety	Please rate the <b>variety of website tools</b> (i.e. site index or search) on this site.		
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.		
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.		
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.		
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
Navigation - Organized	Please rate <b>how well the site is organized</b> .		
Navigation - Options	Please rate the <b>options available for navigating</b> this site.		
Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for</b> .		

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

CDFI Fund CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How frequently do you visit the CDFI Fund site?	First time Daily weekly Monthly Every 2 months or less often		Drop down, select one	Single	Y		Frequency
		Which one best describes your <b>role</b> in visiting the CDFI Fund site today?	Program applicant or potential applicant Program awardee Certification applicant Foundations or other CDFI Funder Community development organization Congressional staff Researcher General public		Drop down, select one	Single	Y		Role