

VBA Satisfaction Survey

MID: x4BUINAZdIkRh8lxYQVBxw==

Date: 4/23/2010



VBA Satisfaction Survey

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Please rate the accuracy of information on this site.	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	How likely are you to return to this site?
Please rate the quality of information on this site.	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
Please rate the freshness of content on this site.	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	How likely are you to recommend this site to someone else?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Future Participation (1=Very Unlikely, 10=Very Likely)</b>
Please rate the visual appeal of this site.		How likely are you to express your thoughts or ideas to VBA in the next 90 days?
Please rate the balance of graphics and text on this site.		<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
Please rate the readability of the pages on this site.		I can count on VBA to act in my best interests.
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		I consider VBA to be trustworthy.
Please rate how well the site is organized.		VBA can be trusted to do what is right.
Please rate the options available for navigating this site.		<b>Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely)</b>
Please rate how well the site layout helps you find what you are looking for.		How likely are you to use this site for benefits information rather than using other channels (phone, in person, etc.)?
Please rate the number of clicks to get where you want on this site.		
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		
Please rate the usefulness of the features provided on this site (such as calculators, applications, etc.).		
Please rate the convenience of the features on this site (such as calculators, applications, etc.).		
Please rate the variety of features on this site (such as calculators, applications, etc.).		
<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>		
Please rate how thoroughly this website discloses information about what VBA is doing.		
Please rate how quickly VBA information is made available on this website.		
Please rate how well information about VBA's actions can be accessed by the public on this website.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
Please rate how quickly pages load on this site.		
Please rate the consistency of speed from page to page on this site.		
Please rate the ability to load pages without getting error messages on this site.		



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 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING



Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
	How frequently do you visit this site?	This is my first time Daily Weekly Monthly Several times a year or less	A, B A, B A, B A, B	Radio button, one-up vertical
A	Please select the statement which best describes your experience with the redesigned Veteran's Benefit Administration website (www.vba.va.gov/VBA/)	It is easier to find what I am looking for  It is harder to find what I am looking for My experience is no different when looking for information on the new site Don't know		Radio button, one-up vertical
B	Do you like the new look of the redesigned site?	Yes No No opinion	BB	Radio button, one-up vertical
BB	What didn't you like about the redesigned site?			Text area, no char limit
	Which of the following best describes your role in visiting this site today? (Check all that apply)	Veteran Active duty Reservist or National Guard member who has never been mobilized for Federal service Survivor/dependent of a service member or veteran Employer Lender Real Estate Professional Mortgage Servicer School Certifying Official Other, please specify	C, D C, D D D D F F D A, D	Text area, no char limit
A	Please tell us who you are.			Text area, no char limit
C	Are you a disabled service member/veteran?	Yes No		Radio button, one-up vertical
D	What were you trying to accomplish on this site?	Apply for benefits Find a school Find a form Find a publication or manual Find out what programs VA offers Learn about a specific program I'm interested in Check to see if I'm eligible for a specific benefit Find out about benefits for my dependents Find out about my life insurance benefits Contact the Veterans Information Portal (VIP) help desk Find Home Loans Certificate of Eligibility Information Find Information About Specially Adapted Housing Find a Specially Adapted Housing Agent		Checkbox, one-up vertical

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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
		Certify student benefits Other, please specify	DD	
DD	What else were you trying to accomplish?			Text area, no char limit
F	What were you trying to accomplish on this site?	Apply for Lender Appraisal Processing Find a Regional Loan Center (RLC) Frequently Asked Questions Find the Lender's Handbook Find Homes for Sale Find Loan Limits Contact the Veterans Information Portal (VIP) help desk Other, please specify	FF	Checkbox, one-up vertical
FF	What else were you trying to accomplish?			Text area, no char limit



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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
		Call a VA toll free number	C	
		Visit a VA facility		
		Try to contact VA by e-mail		
		Other (please specify)		
C	What else will you do next?			Text area, no char limit

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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
	What was the <del>primary</del> way you looked for information on the VA pages?	Navigated (used links to information) Used Search	A B	Radio button, one-up vertical
A	How would you describe your navigation experience? (Select all that apply)	Had no difficulty Too many links Too few links Links/labels are difficult to understand Often could not determine the best link 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) Navigated to general area but could not find specific content Could not navigate back to previous information Other, please specify	AA	Checkbox, one-up vertical
AA	Please describe your navigation experience.			Text area, no char limit
B	Please tell us about your search experience. (Select all that apply)	Search results were helpful Received no results Results were not relevant Not sure what words to use Search speed was too slow Search results not organized Other, please specify	BB	Checkbox, one-up vertical
BB	Please describe your search experience.			Text area, no char limit
	Please select your age range.	17 or under 18-24 25-34 35-44 45-54 55-64 65+		Radio button, one-up vertical
	Please select your gender:	Male Female		Radio button, one-up vertical
	If you could identify one improvement to this site, what improvement would you suggest?			Text area, no char limit



RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y		
<b>Single</b>	<b>Y</b>	Skip Logic Group	<b>Redesign Experience</b>
<b>single</b>	<b>Y</b>	Skip Logic Group	<b>Redesign Opinion</b>
	<b>N</b>	Skip Logic Group	<b>OE_Redesign</b>
Open	Y	Skip Logic Group	
Single	N	Skip Logic Group	
Single	Y	Skip Logic Group	
Multi	Y	Skip Logic Group	



RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
	Y	Skip Logic Group	
Multi	Y	Skip Logic Group	
	Y	Skip Logic Group	





RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	Skip Logic Group	
Single	Y	OPS Group	Nav to Section
Single	Y	OPS Group	OE Nav to Section
multi	n	OPS Group	Navigation Exp
	N	OPS Group	OE Nav Difficulty
			OE Improve navigation
Single	Y	Skip Logic Group	
Single	Y	Skip Logic Group	
Single	Y	Skip Logic Group	



RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	N		



RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	Skip-Logic-Group	Primarily-Navigate
Multi	Y	Skip-Logic-Group	Nav-Exp
Single	Y	Skip-Logic-Group	OE_Nav-Exp
Multi	Y	Skip-Logic-Group	Search-Exp
Single	Y	Skip-Logic-Group	OE_Search-Exp
Single	N		
Single	N		
Single	N		

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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
	How frequently do you visit this site?	This is my first time Daily Weekly Monthly Several times a year or less	A, B A, B A, B A, B	Radio button, one-up vertical
A	Please select the statement which best describes your experience with the redesigned Veteran's Benefit Administration website (www.vba.va.gov/VBA)	It is easier to find what I am looking for It is harder to find what I am looking for My experience is no different when looking for information on the new site Don't know		Radio button, one-up vertical
B	Do you like the new look of the redesigned site?	Yes No No opinion	BB	Radio button, one-up vertical
BB	What didn't you like about the redesigned site?			Text area, no char limit
	Which of the following best describes your role in visiting this site today? (Check all that apply)	Veteran Active duty Reservist or National Guard member who has never been mobilized for Federal service Survivor/dependent of a service member or veteran Employer Lender Real Estate Professional Mortgage Servicer School Certifying Official Other, please specify	C, D C, D D D D F F D A, D	Text area, no char limit
A	Please tell us who you are.			Text area, no char limit
C	Are you a disabled service member/veteran?	Yes No		Radio button, one-up vertical
D	What were you trying to accomplish on this site?	Apply for benefits Find a school Find a form Find a publication or manual Find out what programs VA offers Learn about a specific program I'm interested in Check to see if I'm eligible for a specific benefit Find out about benefits for my dependents Find out about my life insurance benefits Contact the Veterans Information Portal (VIP) help desk Find Home Loans Certificate of Eligibility Information Find Information About Specially Adapted Housing		Checkbox, one-up vertical

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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
		Find a Specially Adapted Housing Agent Certify student benefits Other, please specify	DD	
DD	What else were you trying to accomplish?			Text area, no char limit
F	What were you trying to accomplish on this site?	Apply for Lender Appraisal Processing Find a Regional Loan Center (RLC) Frequently Asked Questions Find the Lender's Handbook Find Homes for Sale Find Loan Limits Contact the Veterans Information Portal (VIP) help desk Other, please specify	FF	Checkbox, one-up vertical
FF	What else were you trying to accomplish?			Text area, no char limit

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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
	Which section of the VBA site did you <b>primarily</b> visit today?	<del>Education Benefits (GI Bill)</del> <del>Compensation</del> <del>Education &amp; Training</del> <del>Compensation and Pension</del> <del>Vocational Rehabilitation</del> <del>Home Loans</del> <del>Survivors' Benefits</del> <del>Life Insurance</del> <del>Pension</del> <del>Vocational Rehabilitation &amp; Employment</del> <del>Services</del> <del>Fiduciary Program</del> <del>VBA Claims Transformation</del> <del>VOW to Hire Heroes</del> <del>VBA homepage</del> <del>VBA Manuals and Publications-</del> <del>Benefits Reports-</del> Other, please specify General, just browsing	A	Radio button, one-up vertical
A	<del>What other section of this site did you primarily visit?</del>			<del>Text area, no char limit</del>
	How did you get to the section of the site you needed?	Top navigation menu <del>Navigation menu on the left side of the page</del> <del>Quick navigation links at the bottom of the page</del> Used search on the VA website Used a 3rd party search (i.e. Google or Yahoo) Link from another website Other, please specify	A	Dropdown (Select-one)
A	How else did you find the section you needed?			Text area, <100 char
	Did you accomplish what you wanted to on this site?	Yes I wasn't planning to accomplish anything in particular No, I wanted to:	A,B	Radio button, one-up vertical
A	No, I wanted to:			Text area, no char limit
B	What will you do next?	Nothing, although I did not find/complete what I wanted Try the site again later Call a VA toll free number Visit a VA facility Try to contact VA by e-mail Other (please specify)	C	Radio button, one-up vertical
C	What else will you do next?			Text area, no char limit

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Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
	What was the <b>primary</b> way you looked for information on the VA pages?	Navigated (used links to information) Used Search	A B	Radio button, one-up vertical
A	How would you describe your navigation experience? (Select all that apply)	Had no difficulty Too many links Too few links Links/labels are difficult to understand Often could not determine the best link 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) Navigated to general area but could not find specific content Could not navigate back to previous information Other, please specify	AA	Checkbox, one-up vertical
AA	Please describe your navigation experience.			Text area, no char limit
B	Please tell us about your search experience. (Select all that apply)	Search results were helpful Received no results Results were not relevant Not sure what words to use Search speed was too slow Search results not organized Other, please specify	BB	Checkbox, one-up vertical
BB	Please describe your search experience.			Text area, no char limit
	Please select your age range.	17 or under 18-24 25-34 35-44 45-54 55-64 65+		Radio button, one-up vertical
	Please select your gender:	Male Female		Radio button, one-up vertical
	If you could identify one improvement to this site, what improvement would you suggest?			Text area, no char limit



RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y		
Single	Y	Skip Logic Group	Redesign Experience
single	Y	Skip Logic Group	Redesign Opinion
	N	Skip Logic Group	OE_Redesign
Open	Y	Skip Logic Group	
Single	N	Skip Logic Group	
Single	Y	Skip Logic Group	
Multi	Y	Skip Logic Group	





RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
	Y	Skip Logic Group	
Multi	Y	Skip Logic Group	
	Y	Skip Logic Group	



Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	Skip Logic Group	
Single	Y	Skip Logic Group	
Single	Y	OPS Group	
Single	Y	OPS Group	
Single	Y	Skip Logic Group	
Single	Y	Skip Logic Group	
Single	Y	Skip Logic Group	
Single	N		



RESULTS			
Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	Skip Logic Group	Primarily Navigate
Multi	Y	Skip Logic Group	Nav Exp
Single	Y	Skip Logic Group	OE_Nav Exp
Multi	Y	Skip Logic Group	Search Exp
Single	Y	Skip Logic Group	OE_Search Exp
Single	N		
Single	N		
Single	N		

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Skip Logic Label	Question Text
	How frequently do you visit this site?
	Which of the following best describes your role in visiting this site today? (Check all that apply)
A	Please tell us who you are.
C	Are you a disabled service member/veteran?
D	What were you trying to accomplish on this site?
DD	What else were you trying to accomplish?
F	What were you trying to accomplish on this site?

Bxw==  
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Skip Logic Label	Question Text
FF	What else were you trying to accomplish?

Bxw==  
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Skip Logic Label	Question Text
	Which section of the VBA site did you <b>primarily</b> visit today?
A	What other section of this site did you primarily visit?
	How did you get to the section of the site you needed?
A	How else did you find the section you needed?
	Did you accomplish what you wanted to on this site?
A	No, I wanted to:
B	What will you do next?
C	What else will you do next?

Bxw==  
4/23/2010

Skip Logic Label	Question Text
	What was the <b>primary</b> way you looked for information on the VA pages?
<b>A</b>	How would you describe your navigation experience? (Select all that apply)
<b>AA</b>	Please describe your navigation experience.
<b>B</b>	Please tell us about your search experience. (Select all that apply)
<b>BB</b>	Please describe your search experience.
	Please select your age range.
	Please select your gender:
	If you could identify one improvement to this site, what improvement would you suggest?

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Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
This is my first time		Radio button, one-up vertical	Single	Y
Daily				
Weekly				
Monthly				
Several times a year or less				
Depending on which persona is selected below, go on to the question(s) marked in the 1st column with "C," "D," or "F."	C, D C, D D D D F F F D A,D	Text area, no char limit	Open	Y
Veteran				
Active duty				
Reservist or National Guard member who has never been mobilized for Federal service				
Survivor/dependent of a service member or veteran				
Employer				
Lender				
Real Estate Professional				
Mortgage Servicer				
School Certifying Official				
Other, please specify				
		Text area, no char limit	Single	N
Yes		Radio button, one-up vertical	Single	Y
No				
Apply for benefits	DD	Checkbox, one-up vertical	Multi	Y
Find a school				
Find a form				
Find a publication or manual				
Find out what programs VA offers				
Learn about a specific program I'm interested in				
Check to see if I'm eligible for a specific benefit				
Find out about benefits for my dependents				
Find out about my life insurance benefits				
Contact the Veterans Information Portal (VIP) help desk				
Find Home Loans Certificate of Eligibility Information				
Find Information About Specially Adapted Housing				
Find a Specially Adapted Housing Agent				
Certify student benefits				
Other, please specify				
		Text area, no char limit		Y
Apply for Lender Appraisal Processing	FF	Checkbox, one-up vertical	Multi	Y
Find a Regional Loan Center (RLC)				
Frequently Asked Questions				
Find the Lender's Handbook				
Find Homes for Sale				
Find Loan Limits				
Contact the Veterans Information Portal (VIP) help desk				
Other, please specify				



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blue + -->: REWORDING

Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		Text area, no char limit		Y

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Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
Education Benefits (GI Bill)	A	Radio button, one-up vertical	Single	Y
Compensation and Pension				
Vocational Rehabilitation				
Home Loans				
Survivors' Benefits				
Life Insurance				
VBA Manuals and Publications				
Benefits Reports				
Other, please specify				
		Text area, no char limit	Single	Y
Top navigation menu	A	Dropdown (Select-one)	Single	Y
Links within the benefits homepage				
Used search on the VA website				
Used a 3rd party search (i.e. Google or Yahoo)				
Link from another website				
Other, please specify				
		Text field, <100 char	Single	Y
Yes	A,B	Radio button, one-up vertical	Single	Y
I wasn't planning to accomplish anything in particular				
No, I wanted to:				
Nothing, although I did not find/complete what I wanted	C	Radio button, one-up vertical	Single	Y
Try the site again later				
Call a VA toll free number				
Visit a VA facility				
Try to contact VA by e-mail				
Other (please specify)				

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Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
Navigated (used links to information)	<b>A</b>	Radio button, one-up vertical	Single	Y
Used Search	<b>B</b>			
Had no difficulty	<b>AA</b>	Checkbox, one-up vertical	Multi	Y
Too many links				
Too few links				
Links/labels are difficult to understand				
Often could not determine the best link				
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)				
Navigated to general area but could not find specific content				
Could not navigate back to previous information				
Other, please specify	<b>AA</b>	Text area, no char limit	Single	Y
Search results were helpful	<b>BB</b>	Checkbox, one-up vertical	Multi	Y
Received no results				
Results were not relevant				
Not sure what words to use				
Search speed was too slow				
Search results not organized				
Other, please specify				
	<b>BB</b>	Text area, no char limit	Single	Y
17 or under		Radio button, one-up vertical	Single	N
18-24				
25-34				
35-44				
45-54				
55-64				
65+		Radio button, one-up vertical	Single	N
Male				
Female		Text area, no char limit	Single	N





**FORESEE™**  
**RESULTS**

RESULTS	
Special Instructions	CQ Label
Skip Logic Group	



RESULTS	
Special Instructions	CQ Label
Skip Logic Group	
Skip Logic Group	
OPS Group	
OPS Group	
Skip Logic Group	
Skip Logic Group	
Skip Logic Group	



RESULTS	
Special Instructions	CQ Label
Skip Logic Group	Primarily Navigate
Skip Logic Group	Nav Exp
Skip Logic Group	OE_Nav Exp
Skip Logic Group	Search Exp
Skip Logic Group	OE_Search Exp