

Model Name: IRS v3
 Model ID MNctApFhltD0k9IUoMFsA4C
 Partitioned: Yes 2MQ
 Date: 6/8/2015

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Reword



Element Questions	Satisfaction Questions	Future Behaviors
Look and Feel (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the visual appeal of this site.	16 What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	19 How likely are you to return to this site?
2 Please rate the balance of graphics and text on this site.	17 How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the readability of the pages on this site.	18 How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	20 How likely are you to recommend this site to someone else?
Site Performance (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate how quickly pages load on this site.		21 How likely are you to use this website as your primary resource for tax information?
5 Please rate the consistency of speed from page to page on this site.		
6 Please rate how completely the page content loads on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
7 Please rate how well the site is organized .		
8 Please rate the options available for navigating this site.		
9 Please rate how well the site layout helps you find what you need .		
Information Browsing (1=Poor, 10=Excellent, Don't Know)		
10 Please rate the ability to sort information by criteria that are important to you on this site.		
11 Please rate the ability to narrow choices to find the information you are looking for on this site.		
12 Please rate how well the features on the site help you find the information you need .		
Site Information (1=Poor, 10=Excellent, Don't Know)		
13 Please rate the thoroughness of information provided on this site.		
14 Please rate how understandable this site's information is.		
15 Please rate how well the site's information provides answers to your questions .		

CUSTOM QUESTIONS

IRS v3

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IRS v3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special instructions
MHM6185Q001		How frequently do you visit the IRS.gov website?	First time Daily About once a week About once a month Every 6 months or less		Drop down, select one	Y	
MHM6185Q002		Which category best describes you? Are you ...?	An individual taxpayer A business (corporation, partnership, small business, etc.) A charity or non-profit organization (tax exempt entity, government entity, etc.) A tax professional (accountant, attorney, bank trust officer, enrolled Other, please specify:	A	Radio button, one-up vertical	Y	Skip logic
MHM6185Q003	A	Please specify what best describes you.			Text field, <100 char	N	Skip logic
MHM6185Q004		What was your primary reason for visiting the IRS.gov website today ?	Amended tax return status or change my previously filed return EIN (Employer Identification Number) Tools for tax professionals (i.e., e-services) Filing a return Free File information Credits and deductions information General tax information Received a notice from IRS News and events Affordable Care Act information Payments PTIN (Preparer Tax Identification Number) Refund status Tax forms, publications, or instructions Tax return or account transcript Other, please specify:	C1 W W W F1 F1 F1 F1 F1 F1 B1 W C1 E1,F1 D1,D3,D4,D7 A	Radio button, one-up vertical	Y	Skip logic Randomize Anchor answer choice
MHM6185Q005	A1	Please specify your reason for visiting the IRS.gov website today.			Text area, no char limit	N	Skip logic
MHM6185Q006	F1	Did you find the information you were looking for ?	Yes No	F3 F2	Drop down, select one	Y	Skip logic
MHM6185Q007	F2	Please describe any difficulties that prevented you from finding what you needed.			Text area, no char limit	N	Skip logic
MHM6185Q008	F3	Please describe any confusion encountered in making sense of the information you found today.			Text area, no char limit	N	Skip logic
MHM6185Q009	B1	What were you trying to accomplish with regard to payments ?	Set up online payment agreement, installment agreement or payment plan Seek information about online payment agreement, installment agreement or payment plan Make an installment payment Modify existing agreement Other, please specify:	B7 B2,B9 B5,B7 B7 B4	Radio button, one-up vertical	Y	Skip logic
MHM6185Q010	B2	What type of information about an online payment agreement, installment agreement or payment plan were you seeking?	Learn how to qualify for an online payment agreement, installment agreement or payment plan Learn how to apply for an online payment agreement, installment agreement or payment plan Check on approval of my application for an online payment agreement, installment agreement or payment plan		Checkbox, one-up vertical	Y	Skip logic

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			Review terms of my current online payment agreement, installment agreement or payment plan (due dates, amounts, bank accounts, etc.)				
			Other, please specify:	B3			
MHM6185Q011	B3	What type of information about an online payment agreement, installment agreement or payment plan were you trying to find?			Text area, no char limit	N	Skip logic
MHM6185Q012	B4	Please specify what you were trying to accomplish with regard to payments.			Text area, no char limit	N	Skip logic
MHM6185Q013	B5	Which payment method(s) you used to make your payment today?	Electronic Federal Tax Payment System (EFTPS)		Checkbox, one-up vertical	Y	Skip logic
			IRS DirectPay				
			Pay by Debit or Credit Card				
			Other, please specify:	B6			
MHM6185Q014	B6	Please specify what other method did you use to make your payment today.			Text area, no char limit	N	Skip logic
MHM6185Q015	B7	To what extent were you able to complete your task(s) today?	I was able to complete all my task(s)		Drop down, select one	Y	Skip logic
			I was able to complete most of my task(s)				
			I was able to complete some of my task(s)	B8			
			I was unable to complete any of my task(s)	B8			
MHM6185Q016	B8	What prevented you from accomplishing your task(s) today?			Text area, no char limit	N	Skip logic
MHM6185Q017	B9	Were you able to find the information about an online payment agreement, installment agreement or payment plan you were looking	Yes		Drop down, select one	Y	Skip logic
			No	B10			
MHM6185Q018	B10	Please describe what prevented you from finding information about an online payment agreement, installment agreement or payment			Text area, no char limit	N	Skip logic
MHM6185Q019	C1	What were you trying to accomplish with regard to refund status ?	Check status of refund	C3,C5,C7,C8	Radio button, one-up vertical	Y	Skip logic
			Check status of amended return	C3,C5,C7,C8			
			Research more information about refund	C9			
			Review refund FAQs	C9			
			Other, please specify:	C2			
MHM6185Q020	C2	Please specify what you were trying to accomplish with regard to refund status.			Text area, no char limit	N	Skip logic
MHM6185Q021	C3	How would you classify the ease of use for the refund status feature?	Very easy		Radio button, one-up vertical	Y	Skip logic
			Somewhat easy				
			Somewhat difficult	C4			
			Very difficult	C4			
MHM6185Q022	C4	Why did you classify the usage of the refund status feature as somewhat or very difficult ? Please provide specific details of your experience.			Text area, no char limit	N	Skip logic
MHM6185Q023	C5	Did the refund status feature provide you with sufficient information/messaging about your refund status?	Yes		Drop down, select one	Y	Skip logic
			No	C6			
MHM6185Q024	C6	Please specify what the IRS could do better in informing you about your refund status.			Text area, no char limit	N	Skip logic
MHM6185Q025	C7	What other ways did you use to check on your refund status?			Text area, no char limit	N	Skip logic
MHM6185Q026	C8	How many times did you use the refund status feature during the tax season?	This is my first time		Radio button, one-up vertical	Y	Skip logic
			2-4 times				

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			5-9 times				
			10 or more times				
MHM6185Q027	C9	Were you able to find the refund information you were looking for?	Yes	C10	Drop down, select one	Y	Skip logic
			No				
MHM6185Q028	C10	Please describe what prevented you from finding the refund information you were looking for.			Text area, no char limit	N	Skip logic
MHM6185Q029	D1	What was your main reason for requesting a transcript today?	Higher education/student aid	D2	Drop down, select one	Y	Skip logic
			Mortgage related				
			Federal tax preparation				
			Immigration				
			FEMA/Disaster related				
			State licensing				
			Small business loan				
			Housing assistance				
			State or local tax issue				
			Income verification				
			Health care				
			Other, please specify:				
MHM6185Q030	D2	Please specify your other reason(s) for requesting a transcript today.			Text area, no char limit	N	Skip logic
MHM6185Q031	D3	What type of transcript were you interested in?	Account		Drop down, select one	Y	Skip logic
			Record of Account				
			Return				
			Verification of Non-Filing				
			Wage & Income				
MHM6185Q032	D4	Did you encounter any difficulty ordering transcripts?	Yes	D5	Radio button, one-up vertical	Y	Skip logic
			No				
MHM6185Q033	D5	What type of difficulty did you encounter while ordering a transcript today?	There is an ID Theft Condition put the account	D6	Radio button, one-up vertical	Y	Skip logic
			There were technical difficulties with application				
			Received an authentication error				
			The system/application was down				
			Session expired too early				
			Unable to submit request/order transcript				
			Tax year wanted was unavailable				
			Transcript type wanted was unavailable				
			Other, please specify:				
MHM6185Q034	D6	Please specify the type of difficulty you encountered while ordering a transcript today.			Text area, no char limit	N	Skip logic
MHM6185Q035	D7	What could the IRS do to make the Get Transcript feature better in the future?			Text area, no char limit	N	Skip logic
MHM6185Q036	E1	What were you trying to accomplish with regard to forms, publications, or instructions ?	Download current year tax forms	E2	Checkbox, one-up vertical	Y	Skip logic
			Download prior year tax forms				
			Print current year tax forms				
			Print prior year tax forms				
			Better understand tax rules and procedures				
			Order tax forms				
			e-file my forms				
			Find examples of completed forms				
			Other, please specify:				

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MHM6185Q037	E2	Please specify what you were trying to accomplish with regard to forms, publications, or instructions.			Text area, no char limit	N	Skip logic
MHM6185Q038	W	To what extent were you able to complete your task(s) today?	I was able to complete all my task(s)		Drop down, select one	Y	Skip logic
			I was able to complete most of my task(s)				
			I was able to complete some of my task(s)	X			
			I was unable to complete any of my task(s)	X			
MHM6185Q039	X	What prevented you from accomplishing your task(s) today?			Text area, no char limit	N	Skip logic
MHM6185Q040		How did you search for information on the IRS.gov website today? (Please mark all that apply.)	IRS.gov website search	A,C	Checkbox, one-up vertical	Y	Skip logic
			Advanced search	A,C			
			Forms and publications area	A,C			
			Site navigation	D			
			Links on a page	D			
			Internet search engine (Google, MSN Search, Yahoo! Search, etc.)	A,C			
MHM6185Q041	A	Please describe your search experience today.	Search delivered the expected results		Checkbox, one-up vertical	N	Skip logic
			Top recommendations were helpful				
			Too many results returned				
			No results returned				
			Results irrelevant to search terms				
			Unsure of search terms to use				
Other, please specify:	B						
MHM6185Q042	B	Please provide specific details about your search experience today.			Text area, no char limit	N	Skip logic
MHM6185Q043	C	What specific search term(s) did you use to find information on the IRS.gov website?			Text area, no char limit	N	Skip logic
MHM6185Q044	D	Please describe your navigational experience today.	Navigation worked as expected		Checkbox, one-up vertical	N	Skip logic
			Navigation terms were intuitive/easy to follow				
			First-level navigation was intuitive, but subsequent levels were less intuitive				
			Expected links were not present on Web pages				
			Links did not take me where I expected				
			Navigating through site and determining location on site was difficult				
			Encountered technical difficulties (links didn't work, received error messages, etc.)				
Other, please specify:	E						
MHM6185Q045	E	Please provide specific details about your navigational experience today.			Text area, no char limit	N	Skip logic
MHM6185Q046		Please tell us what the IRS could do to make this website more successful and satisfactory in the future.			Text area, no char limit	N	



CQ Label

Frequency

Role

Other role

Reason

Other reason

Tax Info
Found info

Tax Info
Difficulties

Tax Info
Confusion

Payments

Payments
Info Type



CQ Label

Payments Other info type
Other payments
Payments Method
Payments Other method
Payments Accomplish task
Payments Prevented task
Payments Find info
Payments No info found
Refund
Other refund
Refund Ease of use
Refund Difficult use
Refund Sufficient info
Improve refund
Refund Other ways
Refund # times used



CQ Label

Refund
Find info

Refund
No info found

Transcript Reason

Transcript
Other reason

Transcript types

Transcript
Encounter difficulty

Transcript difficulties

Transcript
Other difficulties

Improve transcript

Forms accomplish



CQ Label

Forms
Other accomplish

Task accomplishment

Prevented task

Method

Search diff

Other search diff

Search terms

Navigation diff

Other nav diff

Improvement