

Welcome and Thank You Text

Welcome Text

Thank you for visiting CIA Careers. 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.

Thank You Text

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



Customer Satisfaction Survey

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.

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

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

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Model Name CIA Careers Site V4
 Model ID TBD
 Partitioned Yes - 2 MQ
 Date 6.21.16

Red & Strike-through: Delete
 Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Rerword



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.	Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return	How likely are you to return to cia.gov/careers?
Look and Feel - Readability	Please rate the balance of graphics and text on this site. Please rate the readability of the pages on this site.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend cia.gov/careers to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Apply for Job (1=Very Unlikely, 10=Very Likely) How likely are you to use cia.gov/careers to apply for a specific job or student program?
Site Performance - Loading	Please rate how quickly pages load on this site.			Apply for Job	
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Organized	Please rate how completely the page content loads on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Options	Please rate how well the site is organized. Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you need.				
	Job Browsing (1=Poor, 10=Excellent, Don't Know)				
Job Browsing - Sort	Please rate the ability to sort job(s) by criteria that are important to you on this site.				
Job Browsing - Narrow	Please rate the ability to narrow choices to find the job(s) you are looking for on this site.				
Job Browsing - Features	Please rate how well the features on the site help you find the job(s) you need.				
	Job Descriptions (1=Poor, 10=Excellent, Don't Know)				
Job Descriptions - Understandable	Please rate how understandable job descriptions are on this site.				
Job Descriptions - Detail	Please rate the level of detail of job descriptions on this site.				
Job Descriptions - Answers	Please rate how well the job descriptions provide answers to your questions.				

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 Blue: Rework



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	Primary Reason - Federal Government or International		What is your primary reason for visiting cia.gov/careers today?	Student programs	B,C	Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
				Full-time job opportunities					
		A	Please specify the other reason for your visit.	I have another reason for visiting	A	N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
		B	What is your current education level?	Less than a High School Senior High School Senior Undergraduate Freshman or Sophomore Undergraduate Junior or Senior Graduate School None of the above		Y	Radio button, one-up vertical	Skip Logic Group*	Current Grade
		C	What student program(s) did you review today? (Select all that apply)	Undergraduate co-op program Undergraduate internship program Undergraduate scholarship program Graduate scholarship program Graduate studies program None of the above		Y	Checkbox, one-up vertical	Skip Logic Group*	Student Program
			What type of job or student program information did you need today? (Select all that apply)	Benefits Eligibility requirements Description of jobs or student programs Application process Deadline for applying Location of jobs or student programs Military transition Life at CIA I needed something else		Y	Checkbox, one-up vertical	Skip Logic Group*	Type of Information
		A	Please tell us what type of information you needed.		A	N	Text field, <100 char	Skip Logic Group*	Type of Info-Other
	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	OE_Accomplish	A	Please tell us why you were unable to accomplish your task today.		A	N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
			Did you use the Job Fit Tool - a tool designed to help you find potential careers with the CIA - during your visit today?	Yes No Don't remember/ don't know what it is	A B	Y	Radio button, one-up vertical	Skip Logic Group*	JFT
		A	Were you satisfied with the Job Fit Tool?	Yes No	A C	Y	Radio button, one-up vertical	Skip Logic Group*	JFT Satisfaction
		C	Please tell us how we can improve the Job Fit Tool.			N	Text field, <100 char	Skip Logic Group*	JFT-Improve
		B	What is your primary reason for not using the Job Fit Tool?	I couldn't find it I did not need to use it during this visit I had technical difficulties when I tried to use it I have another reason		Y	Radio button, one-up vertical	Skip Logic Group*	JFT-DidNotUse
		B.1	Please specify why you did not use the Job Fit Tool.		B.1	N	Text field, <100 char	Skip Logic Group*	JFT-DidNotUse
			Did you watch the Application Process video today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Watch App Video
		A	Did this video help you understand the process of applying for a job with the CIA?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Understand App Video
		B	Please tell us how we can improve the Application Process video.		B	N	Text field, <100 char	Skip Logic Group*	App Video Improvement
			Did you apply for a job or student program today?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Apply
		A	What was your primary reason for not applying today?	I am not eligible to work for the CIA I do not understand the application process I missed the deadline for a student program I could not login or create an account to apply I did not intend to apply today I am not able to relocate to Washington D.C. I have another reason for not applying		Y	Radio button, one-up vertical	Skip Logic Group*	No Apply
		B	Please tell us why you did not apply today.		B	N	Text field, <100 char	Skip Logic Group*	No Apply-Other

		How did you hear about the job opportunities or student programs with the CIA? (Select all that apply)	CIA.gov website			Radio button, one-up vertical	Skip Logic Group*	Hear About
			Search engine results					
			CIA social network post, tweet, video, etc.					
			Recruiter from CIA					
			Online advertisement not on social media					
			Newspaper or magazine advertisement					
			Other career website (e.g., Indeed, USAJobs)					
			I heard about it from somewhere else		A			
		A	Please tell us how you heard about the opportunities with the CIA.		N	Text field, <100 char	Skip Logic Group*	Hear About - Other
	Visit Frequency	How often do you visit this site?	This is my first visit		Y	Drop down, select one		Visit Frequency
			Once every 6 months or less often					
			Once every few months					
			Monthly					
			Weekly					
			Daily or more often					
	Demographics: Gender	What is your gender?	Male		Y	Drop down, select one		Demographics: Gender
			Female					
			Prefer not to respond					
	Demographics: Age	Which category includes your age?	Under 18		Y	Drop down, select one		Demographics: Age
			18 - 24					
			25 - 34					
			35 - 44					
			45 - 54					
			55 - 64					
			65 or older					
			Prefer not to respond					
		What is your ethnicity?	Hispanic or Latino		Y	Radio button, one-up vertical		Ethnicity
			Not Hispanic or Latino					
			Prefer not to answer					
		What is your race?	American Indian or Alaska Native		Y	Checkbox, one-up vertical		Race
			Asian					
			Black or African American					
			Native Hawaiian or Other Pacific Islander					
			White					
			Prefer not to answer					
	OE_Improve Experience	What else would you like to share with us to help improve your online experience with cia.gov/careers?			N	Text area, no char limit		Improve