

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 Mobile v2
 Model ID TBD
 Partitioned Yes - 2 MQ
 Date 6.21.16

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



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? (1=Very Dissatisfied, 10=Very Satisfied)	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.	Satisfaction - Ideal	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	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)
Site Performance - Loading	Please rate how quickly pages load on this site.			Apply for Job	How likely are you to use cia.gov/careers to apply for a specific job or student program ?
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Content	Please rate how completely the page content loads on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Organized	Please rate how well the site is organized .				
Navigation - Options	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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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* Anchor Answer Choice	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* Anchor Answer Choice	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* Anchor Answer Choice	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* Randomize Anchor Answer Choice	Type of Information
		A	Please tell us what type of information you needed.			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.			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	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	B	Y	Radio button, one-up vertical	Skip Logic Group*	Understand App Video
		B	Please tell us how we can improve the Application Process video.			N	Text field, <100 char	Skip Logic Group*	App Video Improvement
			How did you hear about the job opportunities or student programs with the CIA? (Select all that apply)	CIA.gov website 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			Radio button, one-up vertical	Skip Logic Group*	Hear About
		A	Please tell us how you heard about the opportunities with the CIA.		A	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 Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Drop down, select one		Visit Frequency
Demographics: Gender	What is your gender?	Male Female Prefer not to respond		Y	Drop down, select one		Demographics: Gender
Demographics: Age	Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		Y	Drop down, select one		Demographics: Age
	What is your ethnicity?	Hispanic or Latino Not Hispanic or Latino Prefer not to answer		Y	Radio button, one-up vertical		Ethnicity
	What is your race?	American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander White Prefer not to answer		Y	Checkbox, one-up vertical		Race
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