

Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data

- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

Focus Area #2: Aligning Data to Business Strategies

- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

Focus Area #3: Strategic and Tactical Value

- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

Why

- Analysis
- Top-Pri
- Open-e
- Shift w
- Inform
- Evaluat

Making Changes

Simply make the change that you desire and highlight that change with a different color text. **Red** works well because it stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

Update Your Custom Questions?

Uncovered new questions to ask
Key areas influence resource use
Seek for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



This is the standard survey invitation.

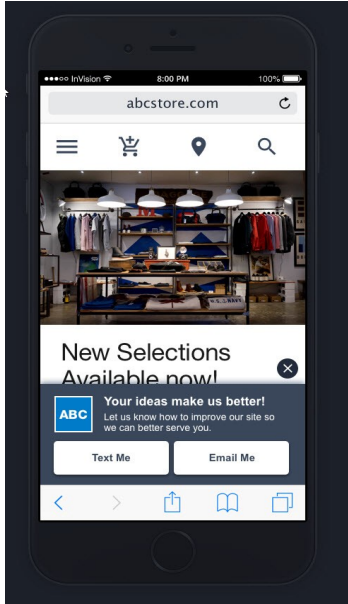
Default text shown. If you would like to modify this text please check with your launch partner/analyst/client manager.

Survey Invitation Text
Mobile

Your ideas make us better!
Let us know how to improve our site so we can better serve you.

(Button text) Text Me Email Me

Example Mobile



Email Message
Mobile

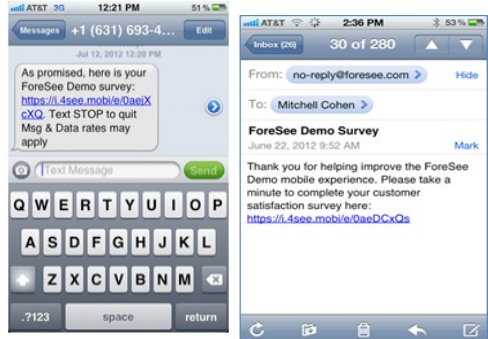
Thank you for helping improve the myRA.gov mobile experience.

Please take a minute to complete your customer satisfaction survey here: \$surveyLink

Text Message - Mobile (U.S. & CA only)
NOTE: *Mobile carriers require that a text does not exceed 160 characters, The survey link requires 32 characters, leaving 128 custom characters (including spaces) for the message.

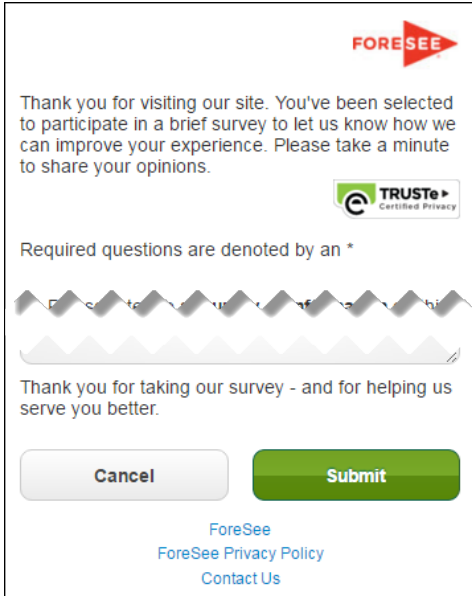
As promised, here is your myRA.gov survey: \$surveyLink.
Text STOP to quit. Msg & Data rates may apply.

Examples Mobile





The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text
<p>Welcome Text - Tablet / Phone</p> <p>Thank you for visiting myRA.gov. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.</p>
<p>Thank You Text - Tablet / Phone</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p>Example Mobile</p> <div data-bbox="363 807 831 1399"><p>The screenshot shows a mobile survey interface. At the top right is the FORESEE logo. Below it is the text: "Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions." To the right of this text is a TRUSTe Certified Privacy logo. Below the text is a note: "Required questions are denoted by an *". There is a decorative wavy line separator. Below the separator is the text: "Thank you for taking our survey - and for helping us serve you better." At the bottom are two buttons: "Cancel" (light gray) and "Submit" (green). Below the buttons are three links: "ForeSee", "ForeSee Privacy Policy", and "Contact Us".</p></div>

Model Name myRA Mobile Browse
 Model ID
 Partitioned Yes - 2MQ
 Date 2/1/2017

~~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		Recommend Company (1=Very Unlikely, 10=Very Likely)
1 Look and Feel - Appeal	Please rate the visual appeal of this mobile site.	19 Satisfaction - Overall	What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	23 Recommend Company	How likely are you to recommend myRA.gov to someone else?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this mobile site.	20 Satisfaction - Expectations	How well does this mobile site meet your expectations ? (1=Falls Short, 10=Exceeds)		Return (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this mobile site.	21 Satisfaction - Ideal	How does this site compare to your idea of an ideal mobile site ? (1=Not Very Close, 10=Very Close)	24 Return	How likely are you to return to myRA.gov using your mobile device?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this mobile site.			25 Primary Resource	How likely are you to use this site as your primary resource for obtaining information about myRA?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.				Apply Online (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this mobile site.			26 Apply Online	How likely are you to submit an application online with myRA.gov in the next 30 days?
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well this mobile site is organized .				
8 Navigation - Options	Please rate the options available for navigating this mobile site.				
9 Navigation - Layout	Please rate how well the mobile site layout helps you find what you need .				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this mobile site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this mobile site.				
12 Information Browsing - Features	Please rate how well the features on the mobile site help you find the information you need .				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
13 Site Information - Thoroughness	Please rate the thoroughness of information on this mobile site.				
14 Site Information - Understandable	Please rate how understandable information is on this mobile site.				
15 Site Information - Answers	Please rate how well the information provides answers to your questions .				

Model Name myRA Mobile Browse
 Model ID 0
 Partitioned Yes - 2MQ
 Date 2/1/2017

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



QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		What is your primary reason for visiting the site today? Moved this question up and revised first answer option per your request. (mobile survey does not have open end followup for this question)	Learn about myRA Enroll with myRA Log in to my account to check status Contribute funds to a myRA account Manage my personal profile Get answers from the FAQ section Download forms Download presentations, flyers or other resource materials Download toolkits Watch informative videos Use myRA savings calculators Find contact information Other		Y	Radio button, one-up vertical	Randomize Anchor Answer Choice	Primary Reason
		Did you accomplish what you wanted to do today on this site?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	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
		What source brought you to the site today? Moved first question to here and reworded. Also added "Tax Preparation Software" answer option no open end followup on Mobile surveyg.	Recommendation from someone I know Search engine I have been to this site before <u>Tax preparation software</u> A news article or press release Another government agency Internet blogs or discussion forums Information on social networks (Facebook, Twitter) Other		Y	Radio button, one-up vertical	Randomize Anchor Answer Choice	Acquisition Source
		How did you look for information or navigate the site today? (Please select all that apply.)	Navigation menu Search feature Clicked on links on the page Page bookmark or favorite link Google or other search engine Other		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Method
	A	Please tell us about your experience with the site's search feature today. (Select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue I had no difficulty with search / results were helpful		Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience
		How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty I had no difficulty navigating the site		Y	Checkbox, one-up vertical	Randomize Anchor Answer Choice Mutually Exclusive	Navigation Experience
		Did using myRA.gov save you from having to call us or e-mail us? ADDED NEW QUESTION HERE PER REQUEST	Yes No, I had to call or email after using the site		Y	Radio button, one-up vertical		Saved Further Contact
		Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date Information did not answer my questions Information was not presented in a concise format		Y	Checkbox, one-up vertical		Information Issues

			Wording was not clear				
			Text was difficult to read				
			Other				
			No issues reviewing information occurred			Mutually Exclusive	
		Which of these best describes you?	Individual	Y	Drop down, select one		Role
		updated citizen to Individual (first answer)	Employer				
			Tax Professional				
			Community Partner				
			Consumer Organization				
			Business Association				
			Media				
			Other				
		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				
		Do you have an existing myRA account?	Yes	Y	Radio button, one-up vertical		Existing account
		Removed Log in question	No				
		Did you attempt to enroll in myRA using a mobile device?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group*
		Added mobile enrollment Q	No				Enroll
	A	Please rate how easy or difficult it was to enroll in myRA using a mobile device.	1 = Very Difficult		Y	Radio button, scale, no don't know	Skip Logic Group*
		Added mobile enrollment rating	2				Enroll_Ease Rating
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10 = Very Easy				
		What else would you like to share with us to help improve your online experience with myRA.gov?		N	Text area, no char limit		Improve
		What is your gender?	Male		N	Radio button, one-up vertical	Demos: Gender Fed Govt
			Female				
			Prefer not to respond				
		Which category includes your household income?	Under \$25,000		N	Drop down, select one	Demos: Income
			\$25,000 - \$49,999				
			\$50,000 - \$74,999				
			\$75,000 - \$99,999				
			\$100,000 or more				
			Prefer not to respond				
		Which category includes your age?	Under 18		N	Drop down, select one	Demos: Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			Prefer not to respond				
		What is your highest level of education completed?	Some high school or less		N	Drop down, select one	Demos: Education
			High school graduate or GED				
			Some college credit, no degree				
			Associate degree (e.g., AA, AS)				
			Bachelor's degree (e.g., BA, AB, BS)				
			Master's degree (e.g., MA, MS, MEd, MSW, MBA)				
			Professional degree (e.g., MD, DDS, DVM, LLB, JD)				
			Doctorate degree (e.g., PhD, EdD)				
			Prefer not to respond				
		What is your ethnicity?	Hispanic or Latino		N	Radio button, one-up vertical	Demos: Ethnicity Fed Govt
			Not Hispanic or Latino				
			Prefer not to answer				

	What is your race? (Please select all that apply.)	American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander White Prefer not to respond		N	Checkbox, one-up vertical	Mutually Exclusive	Demos: Race Fed Govt
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