

## Survey Invitation

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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

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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

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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

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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

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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



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## Survey Invitation Text Desktop

~~We'd welcome your feedback!~~

~~Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.~~

~~The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.~~

~~This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.~~

~~(Button text) — No, thanks — Yes, I'll give feedback~~

## Example Desktop

The screenshot shows a survey invitation pop-up window. In the top left corner is the logo for 'abc company' (with 'abc' in orange and 'company' in blue). In the top right corner is the 'FORESEE' logo (a red triangle with the word 'FORESEE' in white) and a close button (a small square with an 'x'). The main text of the pop-up reads: 'We'd welcome your feedback!' followed by 'Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.' Below that is 'The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.' and 'This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.' At the bottom are two buttons: 'No, thanks' and 'Yes, I'll give feedback'. In the bottom right corner is the 'TRUSTe Certified Privacy' logo.

*It please check with your analyst/client manager.*

**Survey Invitation Text (STEP 1)**  
**Tablet / Phone**

**We'd welcome your feedback!**

Can we email ~~or text~~ you later a brief customer satisfaction survey so we can improve your mobile experience?

(Button text)    No, thanks                      Yes, I'll help

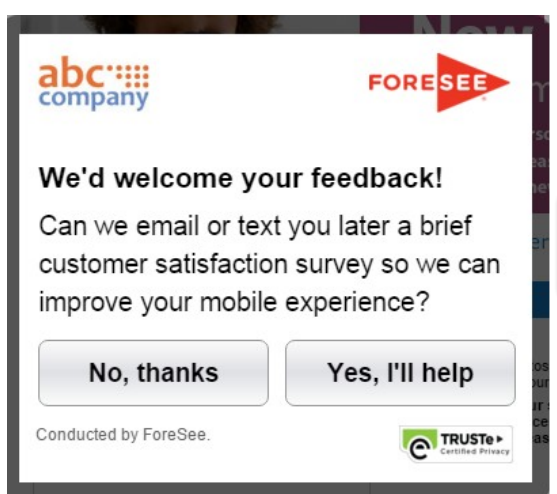
**Survey Invitation Text (STEP 2)**  
**Tablet / Phone**

**Thank you for helping!**

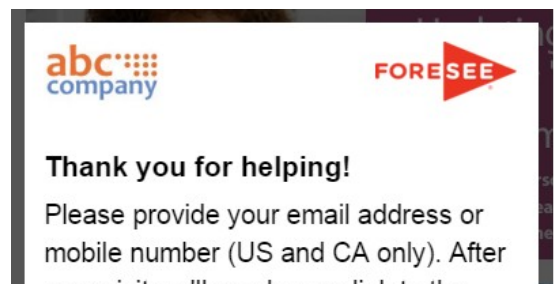
Please provide your email address ~~or mobile number (US and CA only)~~. After your visit we'll send you a link to the survey. ~~Text Messaging rates apply.~~

(Button text)    Cancel                      email/~~text~~ me

**Examples Tablet / Phone**



**Step 1**



**Step**

your visit we'll send you a link to the survey. Text Messaging rates apply.

**Cancel**

**email/text me**

ForeSee's [Privacy Policy](#)



**Step  
2**



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

#### Welcome Text

~~Thank you for visiting makinghomeaffordable.gov. 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.~~

#### Welcome Text - Tablet / Phone

Thank you for visiting makinghomeaffordable.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.

#### Thank You Text

~~Thank you for taking our survey—and for helping us serve you better.~~

~~Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.~~

#### Thank You Text - Tablet / Phone

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

#### Example Desktop

The screenshot shows a desktop view of a survey page. At the top right is the FORESEE logo. Below it is the title "Customer Satisfaction Survey". The main text reads: "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." followed by "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." There is a TRUSTe Certified Privacy logo and the text "Required questions are denoted by an \*". Below this is a question: "Please rate the extent to which the products on this website appeal to you." with a scale from "disagree" to "agree". At the bottom, there are "Cancel" and "Submit" buttons, copyright information for 2016, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

#### Example Mobile

The screenshot shows a mobile view of a survey page. 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." followed by a TRUSTe Certified Privacy logo and "Required questions are denoted by an \*". Below this is a question: "Please rate the extent to which the products on this website appeal to you." with a scale from "disagree" to "agree". At the bottom, there are "Cancel" and "Submit" buttons, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Model Name MHA Mobile 2017  
 Model ID  
 Partitioned Yes - 2MQ  
 Date 5/1/2016

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



Element Questions		Satisfaction Questions		Future Behaviors	
Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Brand Confidence (1=Not At All Confident, 10=Very Confident)</b>
1	<b>Look and Feel - Appeal</b> Please rate the <b>visual appeal</b> of this mobile site.	16	<b>Satisfaction - Overall</b> What is your <b>overall satisfaction</b> with this mobile site? (1= <i>Very Dissatisfied</i> , 10= <i>Very Satisfied</i> )	19	<b>Brand Confidence</b> Please rate your <b>level of confidence</b> in U.S. Department of Treasury - MHA.
2	<b>Look and Feel - Balance</b> Please rate the <b>balance of graphics and text</b> on this mobile site.	17	<b>Satisfaction - Expectations</b> How well does this mobile site <b>meet your expectations</b> ? (1= <i>Falls Short</i> , 10= <i>Exceeds</i> )		<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
3	<b>Look and Feel - Readability</b> Please rate the <b>readability of the pages</b> on this mobile site.	18	<b>Satisfaction - Ideal</b> How does this site <b>compare to your idea of an ideal mobile site</b> ? (1= <i>Not Very Close</i> , 10= <i>Very Close</i> )	20	<b>Recommend Company</b> How likely are you to <b>recommend U.S. Department of Treasury - MHA</b> to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Return (1=Very Unlikely, 10=Very Likely)</b>
4	<b>Site Performance - Loading</b> Please rate how <b>quickly pages load</b> on this mobile site.			21	<b>Return</b> How likely are you to <b>return to makinghomeaffordable.gov</b> using your mobile device?
5	<b>Site Performance - Consistency</b> Please rate the <b>consistency of speed from page to page</b> on this mobile site.				
6	<b>Site Performance - Completeness</b> Please rate how <b>completely the page content loads</b> on this mobile site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7	<b>Navigation - Organized</b> Please rate how <b>well this mobile site is organized</b> .				
8	<b>Navigation - Options</b> Please rate the <b>options available for navigating</b> this mobile site.				
9	<b>Navigation - Layout</b> Please rate how <b>well the mobile site layout helps you find what you need</b> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10	<b>Information Browsing - Sort</b> Please rate the <b>ability to sort information by criteria that are important to you</b> on this mobile site.				
11	<b>Information Browsing - Narrow</b> Please rate the <b>ability to narrow choices to find the information you are looking for</b> on this mobile site.				
12	<b>Information Browsing - Features</b> Please rate how well the <b>features on the mobile site help you find the information you need</b> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13	<b>Site Information - Thoroughness</b> Please rate the <b>thoroughness of information</b> on this mobile site.				
14	<b>Site Information - Understandable</b> Please rate how <b>understandable information</b> is on this mobile site.				
15	<b>Site Information - Answers</b> Please rate how well the <b>information provides answers to your questions</b> .				

Model Instance Name:  
 MakingHomeAffordable.gov  
 MID: NEW  
 Date: 02.17.2017

~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

MakingHomeAffordable.gov CUSTOM QUESTION LIST

QID	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Required Y/N	Type (select from list)	Special Instructions	CQ Label
	Visit Frequency		How frequently do you visit this site?	This is my first visit Daily Weekly Monthly Every few months or less often		Y	Radio button, one-up vertical		Frequency
	Role		What is your <b>role</b> in visiting the site today?	Homeowner (non-military/veteran) Rental property owner Military/veteran homeowner Friend/family member of homeowner Real Estate professional Lender participating in the MHA program Housing Counseling or Community organization Other, please specify	A A A A	Y	Radio button, one-up vertical	Skip Logic Group	Role
		A	Please indicate which of the following <b>describes the current situation(s)</b> . (Please select all that apply.)	Behind/struggling on mortgage payments Considering/need to refinance mortgage (Owe more on home than it is worth) Considering sale of my primary residence (Paying mortgages on multiple properties) Received foreclosure notice from my bank Change in income/job loss Other, please specify		Y	Checkbox, one-up vertical	Skip Logic Group	Situation
		B	Please describe the <b>current situation</b> .			N	Text area, no char limit	Skip Logic Group	OE_Situation
		C	Please describe your <b>role in visiting</b> this site.			N	Text area, no char limit	Skip Logic Group	OE_Role
	Primary Reason		What is the <b>primary reason</b> for your visit today?	Understand the program guidelines Learn how to apply for a modification and what is needed Find the necessary forms to apply for a modification Contact the HOPE Hotline to speak with somebody about my situation Get additional assistance about my current application Report lending misconduct or fraud Learn how to apply for a refinance Get additional help with a current modification Other, please specify	AA B C D E	Y	Radio button, one-up vertical	Skip Logic Group	Reason
		AA	What <b>program</b> are you looking for?	A modification or forbearance program Home Affordable Refinance Program (HARP) or other refinance program Other, please specify		Y	Radio button, one-up vertical	Skip Logic Group	Program Type
		A1	What <b>other program</b> are you looking for?		A1	N	Text area, no char limit	Skip Logic Group	OE Program Type
		B	How likely are you to <b>call the 888-995-HOPE</b> after your site visit today?	1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Y	Radio button, scale, has don't know	Skip Logic Group	Call Hotline
		C	How likely are you to <b>report any misconduct or fraud from your lender</b> via the Hope Hotline?	1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Y	Radio button, scale, has don't know	Skip Logic Group	Report Lender
		D	How likely are you to <b>seek counseling help</b> after your site visit today?	1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Y	Radio button, scale, has don't know	Skip Logic Group	Seek Counseling
		E	Please describe your <b>reason for visiting</b> the site today.			N	Text area, no char limit	Skip Logic Group	OE_Reason
			How did you <b>look for information on/navigate</b> the site today? (Please select all that apply.)	Search feature on MakingHomeAffordable site	S	Y	Checkbox, one-up vertical	Skip Logic Group	Look for Info



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 MakingHomeAffordable.gov  
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MakingHomeAffordable.gov CUSTOM QUESTION LIST

QID	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Required Y/N	Type (select from list)	Special Instructions	CQ Label
				Third-party search engine (i.e., Google, Yahoo, etc.) Navigating the site (i.e., top navigation bar, page links, etc.) Other, please specify	N AA				
		AA S	Please describe <b>how you looked</b> for information. Please tell us about your <b>experience with the site's search feature</b> today. (Please 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 (please explain): Search results were helpful		N Y	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group Skip Logic Group	OE_Look for Info Search Exp
		BB	Please describe your <b>search issue</b> .			N	Text area, no char limit	Skip Logic Group	OE_Search Exp
		N	How would you describe your <b>navigation experience</b> on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels were difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site		N Y	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group Skip Logic Group	OE_Search Exp Nav Exp
		CC	Please describe your <b>navigation difficulty</b> .			N	Text area, no char limit	Skip Logic Group	OE_Nav Exp
			Did you <b>find</b> what you were looking for?	Yes Partially No, please specify		Y	Radio button, one-up vertical	Skip Logic Group	Find
		A	What information were you <b>unable to find</b> ?			N	Text area, no char limit	Skip Logic Group	OE_Info Not Found
	Gender		What is your <b>gender</b> ?	Male Female Prefer not to respond		Y	Radio button, one-up vertical		Gender
	Age		Which category includes your <b>age</b> ?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		Y	Radio button, one-up vertical		Age
			What <b>improvement</b> would you like to see made to this site?			N	Text area, no char limit		Improvement