

## 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

### **Update Your Custom Questions?**

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

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



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

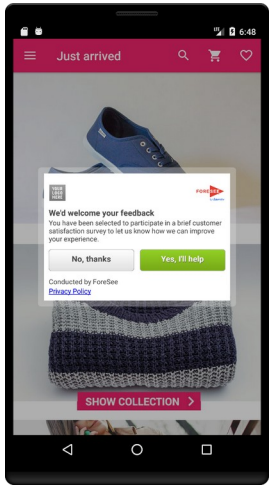
#### Welcome Text - Tablet / Phone

Thank you for using the DOSCareers App. 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 - Tablet / Phone

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

#### Example Mobile App



Model Name Q\_DOSCareers\_Mobile\_App\_20171004  
 Model ID  
 Partitioned Yes - 2MQ  
 Date  
 Model Version 17.2.G

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the visual appeal of this app.	19 Satisfaction - Overall	<b>Satisfaction</b> What is your overall satisfaction with this app? (1=Very Dissatisfied, 10=Very Satisfied)	22 Brand Confidence	<b>Brand Confidence (1=Not At All Confident, 10=Very Confident)</b> Please rate your level of confidence in DOSCareers.
2 Look and Feel - Balance	Please rate the balance of graphics and text on this app.	20 Satisfaction - Expectations	How well does this app meet your expectations? (1= Falls Short, 10=Exceeds)		<b>Use Again (1=Very Unlikely 10=Very Likely)</b>
3 Look and Feel - Readability	Please rate the readability of the pages on this app.	21 Satisfaction - Ideal	How does this app compare to an ideal app? (1=Not Very Close, 10=Very Close)	23 Use Again	How likely are you to use this app again?
	<b>App Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how quickly pages load on this app.			24 Recommend Company	How likely are you to recommend the DOSCareers mobile app to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this app.				
6 Site Performance - Completeness	Please rate how completely the page content loads on this app.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate how well this app is organized.				
8 Navigation - Options	Please rate the options available for navigating this app.				
9 Navigation - Layout	Please rate how well the app layout helps you find what you need.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this app.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this app.				
12 Information Browsing - Features	Please rate how well the features on the app help you find the information you need.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this app.				
14 Site Information - Understandable	Please rate how understandable this app's information is.				
15 Site Information - Answers	Please rate how well the app's information provides answers to your questions.				

Model Name Q\_DOSCareers\_Mobile\_App\_20171004  
 Model ID 0  
 Partitioned Yes - 2MQ  
 Date 10/11/2017

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



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 Informational Non-Profit		What is your primary reason for using this app today?	Find general information regarding DOSCareers  Find a recruiting event Contact a Diplomat in Residence Take a practice test Find test resources Register for a test View process for a specific career path Research a specific career path Watch a video Find employment opportunities Subscribe to notifications Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Primary Reason
		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
	Accomplish		Did you accomplish what you wanted to do today on this app?	Yes No	B A	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
		B	Was it easy to accomplish what you wanted?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
		B1	Why was it difficult to accomplish what you wanted?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
	Acquisition Source		How were you referred to the DOSCareers app?	An email from DOSCareers DOSCareers social network post, tweet, video, etc. Non - DOSCareers social network post, tweet, video, etc. Internet blogs or discussion forums Search engine results Recommendation from someone I know Internet advertising Advertising on social networks (Facebook, Twitter) Other (please specify) I was not referred to the app by anything specific		Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice Anchor Answer Choice	Acquisition Source
		A	Please specify how else you were referred to the DOSCareers app.			N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	Role		Please describe your current role.	Undergraduate student Graduate/Post-graduate student Entry-level professional (1-5 yrs.) Experienced professional (6+ yrs.) Current active duty (military/armed forces/reserves) Veteran Teacher/educator Retired Other Prefer not to answer		Y	Drop down, select one		Role
	OE_Improve Experience		What else would you like to share with us to help improve your online experience with DOSCareers App?			N	Text area, no char limit		Improve
	Demographics: Gender		What is your gender?	Male Female Prefer not to respond		N	Radio button, one-up vertical		Demos: Gender Fed Govt
	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		N	Drop down, select one		Demos: Age
			What is your ethnicity?	Hispanic or Latino Not Hispanic or Latino		N	Radio button, one-up vertical		Demos: Ethnicity Fed Govt

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