





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><b>Welcome Text</b></p> <p>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. All input you provide is strictly confidential.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p>	<p><b>Welcome Text - Tablet / Phone</b></p> <p>Thank you for visiting . 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><b>Thank You Text</b></p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>Since all responses are confidential, you will not receive a response from us based on your survey comments.</p>	<p><b>Thank You Text - Tablet / Phone</b></p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p><b>Example Desktop</b></p> <div><p><b>Customer Satisfaction Survey</b></p><p>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.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>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 web site.</p><p><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	<p><b>Example Mobile</b></p> <div><p>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.</p><p>Required questions are denoted by an *</p><hr/><p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p><p><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p>ForeSee <a href="#">ForeSee Privacy Policy</a></p></div>



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### Welcome and Thank You Text

#### Welcome Text

Thank you for visiting AF.mil. 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. All input you provide is strictly confidential.

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#### Welcome Text - Tablet / Phone

Thank you for visiting . 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

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#### Thank You Text - Tablet / Phone

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

#### Example Desktop

  
**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.


*Required questions are denoted by an \**

---

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 web site.

#### Example Mobile

  
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.

Required questions are denoted by an \*

---

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

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### Welcome and Thank You Text

#### Welcome Text

Thank you for visiting Marines.mil. 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. All input you provide is strictly confidential.

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#### Welcome Text - Tablet / Phone

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#### Thank You Text

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#### Thank You Text - Tablet / Phone

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#### Example Desktop



#### Customer Satisfaction Survey

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Cancel

Submit

#### Example Mobile



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Cancel

Submit

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[ForeSee Privacy Policy](#)



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### Welcome and Thank You Text

#### Welcome Text

Thank you for visiting Navy.mil. 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. All input you provide is strictly confidential.

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#### Example Desktop



#### Customer Satisfaction Survey

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Model Name	DMA Enterprise v2	Red & Strike-Through: Delete	
Model ID		<u>Underlined &amp; Italicized</u> : Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date	3/16/2018	Blue: Reword	
Model Version	17.3.Y		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Site Performance - Speed	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>speed</b> that pages and content loaded for you.	13 Satisfaction - Overall	<b>Satisfaction</b> What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	16 Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary resource for information</b> ?
2 Site Performance - Completeness	Please rate the consistency of <b>complete loading</b> of pages and content.	14 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1=Falls Short, 10=Exceeds)</i>	17 Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to this site</b> in the future?
3 Site Performance - Responsiveness	Please rate the <b>responsiveness</b> of the pages to your actions.	15 Satisfaction - Ideal	How does this site <b>compare to an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	18 Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site</b> to someone else?
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
4 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of the pages that you visited.				
5 Look and Feel - Spacing	Please rate the <b>spacing</b> between items on the pages that you visited.				
6 Look and Feel - Readability	Please rate the <b>legibility</b> of the pages that you visited.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Ease	Please rate the <b>ease of finding</b> what you were looking for.				
8 Navigation - Layout	Please rate the <b>page layout</b> on displaying content and links where you could find them.				
9 Navigation - Links	Please rate the <b>links</b> on taking you where you needed to go.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
10 Site Information - Relevance	Please rate the <b>relevance</b> to your interests of the information that you found.				
11 Site Information - Thoroughness	Please rate the <b>thoroughness</b> of the information that you found.				
12 Site Information - Readability	Please rate the <b>readability</b> of the information that you found.				

Model Name	DMA Enterprise v2
Model ID	0
Partitioned	Yes - 2Mq
Date	3/16/2018

USMC  
Navy  
AF  
DoD

Marine Corps  
Navy  
Air Force  
Defense.gov

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



QID	Website: USMC, Navy, AF, Defense.gov	QUESTION META TAG	Skip From	Question Text	Website: USMC, Navy, AF, Defense.gov	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	ALL	Visit Frequency		How frequently do you visit this site?	ALL ALL ALL ALL ALL	First time Daily Weekly Monthly Every 2 months or less often		Y	Dropdown (Select-one)		Frequency
	ALL	Role		What best describes your role when visiting this site?	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL	Serving Military Member Retired Military/Military Veteran Military Family Member DOD Civilian DOD Contractor General Public Student Educator Researcher News/Media International Audience Other, please specify:		Y	Radio button, one-up vertical	Skip Logic Group	Role
	ALL	Primary Reason: Federal Government or Informational Non- Profit	A	Other role What is your primary reason for visiting this site today?	DoD DoD Navy DoD DoD AF AF AF, DoD USMC USMC AF AF ALL USMC ALL Navy DoD USMC AF Navy USMC, AF, Navy DoD AF, Navy, DoD USMC, AF, Navy, DoD DoD DoD DoD USMC, AF, Navy USMC, AF DoD ALL	Casualty Reports Contact the DOD Contact Us Contract Awards Contract Opportunities Education Resources Find a specific photo Find Air Force publication of interest Find biographies Find community events or outreach programs Find Marine Corps Orders, publications Get answers to questions Get RSS news feeds Join the Corps Just browsing Learn about Navy Learn about the DOD Learn about training and education information Look up aircraft information Military News Read MARADMINS or ALMARS Read the latest press releases Read the latest top stories Read the news articles Regulations & Publications Research for specific information Search for jobs/careers See Photos & Images DOD Video News Today in DOD View photos View top story clips or videos Watch Videos Other, please specify:	A	N Y	Text field, <100 char Radio button, one-up vertical	Skip Logic Group Skip Logic Group Randomize	Other role Primary Reason
	ALL	Accomplish	A	Other primary reason Did you find what you were looking for?	ALL ALL ALL	Yes Partially No, please specify:		N Y	Text area, no char limit Radio button, one-up vertical	Skip Logic Group Skip Logic Group	Other reason Did You Find
	ALL	OE_Accomplish	A	What were you looking for? What method are you using to find the information on this site? (Please select all that apply.)	ALL ALL DoD USMC, DoD ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL	Site's search feature Advanced search External search engine (e.g. Yahoo, Goggle, MSN, etc.) Bottom navigation bar Just navigating thru the web pages Links in the page Top navigation bar Came from link in e-mail Came from link on Facebook Came from link on Twitter Came from link on YouTube Other, please specify:	A A B B B C	N Y	Text area, no char limit Checkbox One Up Vertical	Skip Logic Group Skip Logic Group	Unable to Find Search Method
	ALL		C	Other search method	ALL	Yes		N	Text field, <100 char	Skip Logic Group	Other method
	ALL		A	Did you have difficulty using the search features on this site?	ALL ALL	Yes No		Y	Radio button, one-up vertical	Skip Logic Group	Search problem
	ALL		D	What type of difficulty did you encounter while using the site's search feature? (Please select all that apply.)	ALL ALL ALL ALL ALL ALL ALL ALL	Returned too many results Returned not enough results Returned no results Returned results that were too similar/redundant Results were not relevant to my search terms or needs I was not sure what words to use in my search Search required too many refinements to get to what I wanted Other, please specify:		Y	Checkbox, one-up vertical	Skip Logic Group Randomize	Search difficulty
	ALL		E	Other search difficulty	ALL	Yes		N	Text area, no char limit	Skip Logic Group	Other search diff
	ALL		B	Did you have difficulty using the navigation on this site?	ALL ALL	Yes No		Y	Radio button, one-up vertical	Skip Logic Group	Nav problem
	ALL		F	What type of difficulty, if any, did you encounter with the navigation on this site? (Please select all that apply.)	ALL ALL ALL ALL ALL ALL ALL ALL ALL	Could not find the appropriate navigational links on most of your web pages Too many links or navigational choices Links did not take me where I expected Had difficulty finding detailed information on your web pages Had difficulty finding related information on your web pages Navigation did not support what I was trying to accomplish Would often feel lost, and did not know where I was on your site Had various technical difficulties (links didn't work, received error messages, etc.) Other, please specify:		Y	Checkbox, one-up vertical	Skip Logic Group Randomize	Nav difficulty
	ALL		G	Other navigational difficulty	ALL	Yes		N	Text area, no char limit	Skip Logic Group	Other nav diff
	ALL			Do you find the content on this website appealing to you?	ALL ALL	Yes No		N	Radio Button One Up Vertical	Skip Logic Group	Appealing
	ALL		A	What could we do to make our content more appealing to you?				N	Text area, no char limit	Skip Logic Group	OE Appealing

ALL	OE_Improve Experience		If you could make one improvement to this site, what would it be?		N	Text area, no char limit		Improvement
ALL			Where are you located?	ALL Deployed location ALL Stateside military base ALL Overseas military base ALL I'm not currently on a military base or in a deployed location	A	Dropdown (Select-one)	Skip Logic Group	Location
ALL		A	In what state do you reside?	ALL Alabama ALL Alaska ALL Arizona ALL Arkansas ALL California ALL Colorado ALL Connecticut ALL Delaware ALL Florida ALL Georgia ALL Hawaii ALL Idaho ALL Illinois ALL Indiana ALL Iowa ALL Kansas ALL Kentucky ALL Louisiana ALL Maine ALL Maryland ALL Massachusetts ALL Michigan ALL Minnesota ALL Mississippi ALL Missouri ALL Montana ALL Nebraska ALL Nevada ALL New Hampshire ALL New Jersey ALL New Mexico ALL New York ALL North Carolina ALL North Dakota ALL Ohio ALL Oklahoma ALL Oregon ALL Pennsylvania ALL Rhode Island ALL South Carolina ALL South Dakota ALL Tennessee ALL Texas ALL Utah ALL Vermont ALL Virginia ALL Washington ALL Washington D.C. ALL West Virginia ALL Wisconsin ALL Wyoming ALL Outside the U.S.	N	Dropdown (Select-one)	Skip Logic Group	States
ALL			Please select the category that includes your age.	ALL 17 and under ALL 18 - 24 ALL 25 - 34 ALL 35 - 44 ALL 45 - 54 ALL 55 - 64 ALL 65 and over ALL I prefer not to respond	N	Dropdown (Select-one)		Age
ALL			What is your gender?	ALL Female ALL Male ALL I prefer not to respond	N	Dropdown (Select-one)		Gender
ALL			Have you ever viewed this website on your cell phone or mobile device?	ALL Yes ALL No	A, B, D, A	Radio button, one-up vertical	Skip Logic Group	Mobile Viewing
ALL		A	How likely would you be to access a mobile-friendly version of this website if it were available?	ALL 1=Not very likely ALL 2 ALL 3 ALL 4 ALL 5 ALL 6 ALL 7 ALL 8 ALL 9 ALL 10=Very likely ALL Don't know	N	Radio button, scale, has don't know	Skip Logic Group	Mobile Access
ALL		B	Which mobile devices have you used to access this site? (Please check all that apply.)	ALL Blackberry ALL iPhone ALL GPhone/Android ALL Windows Mobile (Palm, HP, Motorola) ALL iPad ALL Android Tablet ALL Other, please specify:	Y	Checkbox, one-up vertical	Skip Logic Group	Preferred device
ALL		C	Other mobile devices		C	Text field, <100 char	Skip Logic Group	Other preferred
ALL		D	What content/information do you want to access via your cell phone/mobile device from this website? (Please select all that apply.)	ALL News ALL Photos ALL Videos ALL Press releases ALL Messages ALL Publications ALL Orders & Directives ALL Career information ALL Training and Education ALL Other, please specify:	N	Checkbox, one-up vertical	Skip Logic Group Randomize	Content/info via mobile
ALL		E	Other content/info would access via cell phone/mobile device		E	Text area, no char limit	Anchor Answer Choice	Other content/
ALL		F	What format do you prefer to view mobile content in?	ALL Mobile site (example - m.defense.gov) ALL Full Site ALL Downloadable application (example - iPhone application, GPhone application, Blackberry application)	N	Radio button, one-up vertical	Skip Logic Group	Mobile Format