# General Services Administration
# Website Satisfaction

Desktop Questionnaire Final

## Pop-Up Invitation Text

**[GSA Logo] [CFI Logo]**

Thank you for visiting our website!  You have been randomly selected to take part in a brief customer satisfaction survey. The feedback obtained from this survey will help us enhance our website. Please take a moment to tell us about your experience.

After selecting "Continue" you may continue browsing our website. You will then be redirected to the survey upon exiting the site.

This survey is conducted by an independent company, CFI Group.

## Pop-Under Text

**[GSA Logo] [CFI Logo]**

**Please do not close this window.**

This survey is about your entire website visit.  Please leave this window open and continue browsing our site.  When you are finished, the survey will appear in this window.  Thank you in advance for your feedback!

This survey is conducted by an independent company, CFI Group.

## Navigation

Thank you for visiting GSA.gov. Please base your answers to the survey on your current visit to GSA.gov, and not other GSA sites linking from GSA.gov such as GSA Advantage!, GSA eLibrary, Airline City Pairs Search, etc.). This survey is authorized by U.S. Office of Management and Budget Control No. 1090-0007, which expires May 31, 2018.

To begin, please think about your ability to navigate the website. Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate:

**[PN: Randomize order of questions]**

(Select one for each row)

|  |  | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don't Know / NA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NAV_ORG | How well the site is organized |  |  |  |  |  |  |  |  |  |  |  |
| NAV_OPTN | The options available for navigating the site |  |  |  |  |  |  |  |  |  |  |  |
| NAV_LAY | How well the site layout |  |  |  |  |  |  |  |  |  |  |  |

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| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | helps you find what you are looking for | | | | | | | | | | | |
| NAV_CLCK | The number of clicks to get where you want on the site | | | | | | | | | | | |

## Site Performance

Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate:

**[PN: Randomize order of questions]**

(Select one for each row)

| | | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don't Know / NA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| PRF_QUIK | How quickly pages load on the site | | | | | | | | | | | |
| PRF_CONS | The consistency of speed from page to page on the site | | | | | | | | | | | |
| PRF_ERR | The ability to load pages without getting error messages on the site | | | | | | | | | | | |

## GSA Web Content

Now, please think about all the content and information presented on the website. Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate:

**[PN: Randomize order of questions]**

(Select one for each row)

| | | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don't Know / NA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CNT_ANSW | How well the information viewed today provided answers to your questions | | | | | | | | | | | |
| CNT_QUAL | The quality of information you viewed on the site | | | | | | | | | | | |
| CNT_UND | How understandable the information was that you viewed today | | | | | | | | | | | |

## Functionality

Please think about the website features and functionality. Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate:

**[PN: Randomize order of questions]**

(Select one for each row)

| | | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don't Know / NA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FCT_USE | The usefulness of the website tools (Per Diem Lookup, search, social media tools, etc.) provided | | | | | | | | | | | |
| FCT_CONV | The convenient placement of website tools | | | | | | | | | | | |
| FCT_VARI | The variety of website tools | | | | | | | | | | | |

## Look and Feel

Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate:

**[PN: Randomize order of questions]**

(Select one for each row)

| | | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don't Know / NA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LKF_VIS | The visual appeal of the site | | | | | | | | | | | |
| LKF_BAL | The balance of graphics and text on the site | | | | | | | | | | | |
| LKF_READ | The readability of pages on the site | | | | | | | | | | | |

## Customer Satisfaction Index (CSI)

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OVERSAT  Now, please consider your overall experience with the website. Using a 10-point scale where 1 means "Very Dissatisfied" and 10 means "Very Satisfied," overall how satisfied are you with the GSA website?

| | Very Dissatisfied 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Satisfied 10 |
|---|---|---|---|---|---|---|---|---|---|---|
| Overall Satisfaction with the website | | | | | | | | | | |

EXPECT  Using a 10-point scale where 1 now means "Falls Short Of Your Expectations" and 10 means "Exceeds Your Expectations," to what extent has the GSA website fallen short of or exceeded your expectations?

| | Falls Short Of Your Expectations 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Exceeds Your Expectations 10 |
|---|---|---|---|---|---|---|---|---|---|---|
| How well the website has met your expectations | | | | | | | | | | |

IDEAL  Now, think about an ideal website. Using a 10-point scale where 1 means "Not Very Close to the Ideal," and 10 means "Very Close to the Ideal," how well do you think the GSA website compares with that ideal website?

| | Not Very Close to the Ideal 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Close to the Ideal 10 |
|---|---|---|---|---|---|---|---|---|---|---|
| Satisfaction with the website compared to an ideal website | | | | | | | | | | |

## Future Behaviors

On a scale from 1 to 10 where 1 means "Not at All Likely" and 10 means "Very Likely," please indicate how likely you are to:

| | | Not at All Likely 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Likely 10 | Don't Know |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| RETURN | Return to this site | | | | | | | | | | | |
| RECOM | Recommend this site to someone else | | | | | | | | | | | |

## Additional Questions

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**RESTYPE**  (CAML002955) What best describes you? (If you are unsure about which answer option best describes you, please select "General public")

| | | |
|---|---|---|
| GSA employee | 1 | |
| Federal government employee (civilian) | 2 | |
| Member of the armed forces (military) | 3 | |
| State/local/tribal government employee | 4 | |
| Small business vendor/contractor | 5 | |
| Large business vendor/contractor | 6 | |
| Non-government real property professionals (for example, realty specialists, community planners, facility managers, architects, engineers, etc.) | 7 | |
| General public (for example, tax professional, non-federal government traveler, retired military, student/academic, non-profit, etc.) | 8 | |

**LOCINFO**  (CAML002959) Did you locate the information you were looking for on this visit?

| | | |
|---|---|---|
| Yes | 1 | |
| No | 2 | |

**PURPSE**  (CAML002957) Please indicate the primary purpose of your current visit to GSA.gov:

| | | |
|---|---|---|
| Auctions/surplus property | 1 | |
| Building information | 2 | |
| GSA agency information (for example, contacts, regions, news, organization, etc.) | 3 | |
| Forms | 4 | |
| Jobs | 5 | |
| Per diem and/or travel (mileage rates, airfare, lodging, etc.) | 6 | |
| Policy and/or regulations | 7 | |
| Purchase and/or look for information on purchasing products and/or services | 8 | |
| Sell and/or look for information on selling products and/or services | 9 | |
| Small business contracting and/or partnering | 10 | |
| Training and/or events | 11 | |
| Other, please specify | 12 | |

**FREQVIS**  (CAML002956) On average, how often do you visit gsa.gov?

| | | |
|---|---|---|
| This is my first time ever | 1 | |
| Frequently (once a month or more often) | 2 | |
| Infrequently (less often than once a month) | 3 | |

**LOOK**  (CAML002961) On this visit, how did you primarily look for information on gsa.gov?

| | | |
|---|---|---|
| Bookmarks | 1 | |
| Browse using navigation (click on tabs and links) | 2 | |
| Click on home page links | 3 | |
| GSA.gov site search | 4 | |
| Outside search (e.g. Google, Bing, Yahoo, etc.) | 5 | |

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**GOVCONT**  Do you currently have a government contract? **[Ask if RESTYPE = 5 or 6]**

| Yes | 1 | |
|---|---|---|
| No | 2 | |

**PROPINFO**  Are you trying to: **[Ask if PURPSE = 1]**

| Obtain/purchase property | 1 | |
|---|---|---|
| Sell/dispose of property | 2 | |

**GSAINFO**  Were you looking for a specific contact with a phone number and/or email address to help you? **[Ask if PURPSE = 3]**

| Yes | 1 | |
|---|---|---|
| No | 2 | |

**CLOSE**    How can GSA.gov be improved to better meet your needs? Please be as specific as possible. **[Capture open-end response] [Optional]**

Those are all the questions we have. Please click "Submit" below to finalize your responses. Thank you for your participation!

## Post-Survey

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.