Attribute	Value
Channel	Web
Touchpoint Name	Informational
Hierarchy	No
Model Type	PredCSAT Desktop Info
Journey Phase	Awareness
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT
Look and Feel	Single Page
Theme Color	#009fea



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 insurekidsnow.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.

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.

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.

Cancel

Submit

Model Name Model ID Partitioned Date Model Version CMS - InsureKidsNow NEW MEASURE

Yes - 2MQ

7/24/2018 17.3.Y

Red & Strike-Through: Delete Underlined & Italicized: Re-order

Pink: Addition Blue: Reword



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

CMS - InsureKidsNow NEW MEASURE Yes - 2MQ

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



ID											1
	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Туре	Special Instructions	CQ Label	
	primary_reason_he althcare		What is your primary reason for visiting this site today?	Find coverage for my family			Y	Radio button, one-up		Primary Reason	
	aitricare			Find a dentist	+-		+	vertical			
				View initiatives (back-to-school, youth sports, etc.)			1				
				Watch webinars / videos]				
				Find residency, fellowship or other educational opportunities			4				
				Find general information (e.g. FAQ, phone numbers, etc.) Other	+		+				
	accomplish		Did you accomplish what you wanted to do today on this site?	Yes		yes	Y	Radio button, one-up	Skip Logic Group*	Accomplish	
	,							vertical	' - '		
	why_not_accomplis	A	Disease tell us why you were unable to accomplish your tests	No .	A	no	l N	Text area, no char limit	Clin Logio Crount	Why Not	
	h	^	Please tell us why you were unable to accomplish your task today.				IN IN	rext area, no chai iiniit	Skih Eddic Glorih.	Accomplish	
	do_next_insurance		What do you plan to do next?	Call CMS		call	Y	Radio button, one-up		Do Next	1
				Debugge to local distance of the state of th			4	vertical			
				Return to insurekidsnow.gov at a later time Visit other provider/insurance sites	_	return_to_client visit_other_sites	+				Choose to display Medicare or insurance where thi
				Call other providers/insurance		call_other					Choose to display Medicare or insurance where th
				Something else		something_else	1				
	acquicition cource		How were you referred to the site today?	Nothing An email from CMS	_	nothing client_email	- v	Radio button, one-up	Skip Logic Group*	Acquisition Source	-
	acquisition_source_ healthcare		now were you reletted to the site today:	All entail from CWS		Ciletit_ettiali		vertical	Skip Logic Group	Acquisition source	
				CMS social network post, tweet, video, etc.		client_social_media	1				
				Non - CMS social network post, tweet, video, etc.		non_client_social_media	4		D d		
				Internet blogs or discussion forums Search engine results	_	blogs_forums search_engine	-		Randomize		
				Recommendation from friend/family		recommend_friend_family	1				
				Recommendation from a doctor/healthcare professional		recommend_doctor					
				TV or radio advertising		tv_radio_ads	-				
				Newspaper or magazine advertising Internet advertising		newspaper_magazine_ads internet ads	1				
				Advertising on social networks (Facebook, Twitter)		social_network_ads	1				
				Research study conducted by CMS		research_study	1				
				Health insurance company website Current or previous experience with CMS		insurance_company	-				
				Other (please specify)	A	past_experience other_please_specify			Anchor Answer Choice		
				I was not referred to the site by anything specific		not_referred			Anchor Answer Choice]
	acquisition_source_ healthcare other	Α	Please specify how you were referred to the site.				N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other	
	primary_role_insura		What is your primary role in visiting the site today?	Parent/Guardian	_		Y	Radio button, one-up		Role	
	nce		That is your printary role in Visiting the site today.] .	vertical		T.O.C	
				Physician/medical professional/researcher							
				Agent/insurance broker Shopping/obtaining a quote for insurance coverage	_		+				
				I am covered by insurance through this organization			1				
				Other							
	nav_method		How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar		top_navigation_bar	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Method	
			(rouse server an inter appry-)	Left navigation bar		left_navigation_bar	1	Vertical			
				Search feature		search_feature	1				
				Clicked on links on the page		clicked_links_on_page					
				Page bookmark or favorite link Google or other search engine	_	favorite_link search engine	-				
				Other (please specify)	A	other_please_specify	1				
	nav_method_other	А	Please tell us how else you looked for information.				N	Text field, <100 char	Skip Logic Group*	Navigation Method	1
	nav experience		How would you describe your browsing experience on the site	I had no difficulty navigating the site	_		V	Checkbox, one-up	Mutually Exclusive	- Other Navigation	-
	nav_experience		today? (Please select all that apply.)					vertical	INIUtually Exclusive	Experience	
				Links often did not take me where I expected	L				Skip Logic Group*		
				I had difficulty finding relevant information Links and labels were difficult to understand	U						
				There were too many links or navigation options to choose from			+				
							1				
				I had technical difficulties (error messages, broken links, etc.)	т						
				I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	Т				Anchor Anguar Chaica		
	nav experience of	A	Please specify your navigation difficulty.	Their ever-tool may miss of insugation opcous to choose more in had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty	T		N	Text area, no char limit	Anchor Answer Choice Skio Logic Group*	Navigation	
	nav_experience_ot	A	Please specify your navigation difficulty.	I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	T		N	Text area, no char limit		Navigation Experience - Other	
	her	A		I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	T A				Skip Logic Group*	Experience - Other	
	nav_experience_ot her nav_not_expected_	A L	Please describe any specific navigation links or paths that did	I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	T A		N	Text area, no char limit Text area, no char limit	Skip Logic Group*	Experience - Other Navigation Not	
	her	A L U		I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	T A				Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and	
	nav_not_expected_ oe nav_linkes_labels_ oe	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand?	I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	T A		N N	Text area, no char limit Text area, no char limit	Skip Logic Group* Skip Logic Group* Skip Logic Group*	Navigation Not Expected OE Nav Links and Labels OE	
	nav_not_expected_ oe	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered	I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	A		N	Text area, no char limit	Skip Logic Group* Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation	
	nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible).	I had technical difficulties (error messages, broken links, etc.) i could not navigate back to previous information I had a different navigation difficulty			N N	Text area, no char limit Text area, no char limit Text area, no char limit	Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE	
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	nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible).	I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty Site error message			N N	Text area, no char limit Text area, no char limit Text area, no char limit	Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE	
	nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred	I had technical difficulties (error messages, broken links, etc.) i could not navigate back to previous information I had a different navigation difficulty		site_error_message incomplete_load_of_page inconsistent_page_loads	N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE Technical	
	nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred	I had technical difficulties (error messages, broken links, etc.) Loudin or havegate back to previous information I had a different navigation difficulty Site error message Incomplete load of a site page	В	incomplete_load_of_page inconsistent_page_loads other_please_specify	N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE Technical	
	her nav_not_expected_ oe nav_linkes_labels_ oe nav_tech_issue_oe tech_problems_nav	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty Site error message Incomplete load of a site page Incomplete load of a site page Incomplete load of a site page Inconsistent page loads	В	incomplete_load_of_page inconsistent_page_loads	N N N	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE Technical Problems	
	nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today?	I had technical difficulties (error messages, broken links, etc.) Loudin or havegate back to previous information I had a different navigation difficulty Site error message Incomplete load of a site page	В	incomplete_load_of_page inconsistent_page_loads other_please_specify	N N N N N N N N N N N N N N N N N N N	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Skip Logic Group* Mutually Exclusive Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE Technical	
	nav_inkes_labels_oe nav_tech_issue_oe tech_problems_nav	L	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience	I had technical difficulties (error messages, broken links, etc.) Loudin or havegate back to previous information I had a different navigation difficulty Site error message Incomplete load of a site page	В	incomplete_load_of_page inconsistent_page_loads other_please_specify	N N N	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE Technical Problems Technical Technical Technical Technical Technical Technical	
	her nav not expected oe nav inkes labels oe nav tech_issue_oe tech_problems_nav tech_problems_nav other tech_error_messag es	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or tabels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today? Please describe the error message you received.	I had technical difficulties (error messages, broken links, etc.) in could not navigate back to previous information I had a different navigation difficulty Site error message incomplete load of a site page incomplete load of a site page inconsistent page loads Other (please specify) Not echnical problems occurred	В	incomplete_load_of_page inconsistent_page_loads other_please_specify no_technical_problems_occurred	N N N N N N N N N N N N N N N N N N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up vertical Text area, no char limit Text area, no char limit	Skip Logic Group* Mutually Exclusive Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Labels OE Navigation Technical Issue OE Technical Problems Technical Problems Technical Problems Technical Problems Technical Problems Technical	
	her nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe tech_problems_nav tech_problems_nav other	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today?	I had technical difficulties (error messages, broken links, etc.) in could not navigate back to previous information i had a different navigation difficulty in the second of the second	В	incomplete_load_of_page inconsistent_page_loads other_please_specify no_technical_problems_occurred information_not_up_to_date	N N N Y N N N N N N N N N N N N N N N N	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Skip Logic Group* Mutually Exclusive Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Navigation Technical Issue OE Technical Problems Technical Technical Technical Technical Technical Technical	
	her nav not expected oe nav inkes labels oe nav tech_issue_oe tech_problems_nav tech_problems_nav other tech_error_messag es	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or tabels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today? Please describe the error message you received.	I had technical difficulties (error messages, broken links, etc.) in could not navigate back to previous information I had a different navigation difficulty Site error message incomplete load of a site page incomplete load of a site page inconsistent page loads Other (please specify) Not echnical problems occurred	В	incomplete_load_of_page inconsistent_page_loads other_please_specify no_technical_problems_occurred	N N N Y N N N N N N N N N N N N N N N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Mutually Exclusive Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Labels OE Navigation Technical Issue OE Technical Problems Technical Problems Technical Problems Technical Problems Technical Problems Technical	
	her nav not expected oe nav inkes labels oe nav tech_issue_oe tech_problems_nav tech_problems_nav other tech_error_messag es	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or tabels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today? Please describe the error message you received.	I had technical difficulties (error messages, broken links, etc.) in could not navigate back to previous information I had a different navigation difficulty Site error message Incomplete load of a site page Incomplet	В	incomplete load of page inconsistent, page loads other please specify no technical problems occurred information_not_up_to_date information_dd_not_answer_questions	N N N Y N N N N N N N N N N N N N N N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Mutually Exclusive Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Labels OE Navigation Technical Issue OE Technical Problems Technical Problems Technical Problems Technical Problems Technical Problems Technical	
	her nav not expected oe nav inkes labels oe nav tech_issue_oe tech_problems_nav tech_problems_nav other tech_error_messag es	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or tabels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today? Please describe the error message you received.	I had technical difficulties (error messages, broken links, etc.) Loudin or havegabe back to previous information I had a different navigation difficulty Site error message Site error message Incomplete load of a site page Inconsistent page loads Other (please specify) No technical problems occurred Information was not up to date Information did not answer my questions Information did not answer my questions Information was not presented in a concise format	В	incomplete load of page inconsistent page loads other please specify no technical problems occurred information_not_up_to_date information_dd_not_answer_questions information_not_concise	N N N Y N N N N N N N N N N N N N N N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Mutually Exclusive Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Labels OE Navigation Technical Issue OE Technical Problems Technical Problems Technical Problems Technical Problems Technical Problems Technical	
	her nav not expected oe nav inkes labels oe nav tech_issue_oe tech_problems_nav tech_problems_nav other tech_error_messag es	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or tabels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today? Please describe the error message you received.	I had technical difficulties (error messages, broken links, etc.) Loudin or havegabe back to previous information I had a different navigation difficulty Site error message Incomplete load of a site page Incomplete load of a site page Inconsistent page loads Other (please specify) No technical problems occurred Information was not up to date Information did not answer my questions Information was not presented in a concise format Wording was not clear Text was difficulties Text was officult to read	B	incomplete load of page inconsistent page loads other please specify no technical problems occurred information_not_up_to_date information_dd_not_answer_questions information_not_concise wording_not_clear less difficult to read	N N N Y N N N N N N N N N N N N N N N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Mutually Exclusive Skip Logic Group* Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Labels OE Navigation Technical Issue OE Technical Problems Technical Problems Technical Problems Technical Problems Technical Problems Technical	
	her nav not expected oe nav inkes labels oe nav tech_issue_oe tech_problems_nav tech_problems_nav other tech_error_messag es	L U T	Please describe any specific navigation links or paths that did not take you where they should have. What specific links or tabels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) What other type of technical problems did you experience today? Please describe the error message you received.	I had technical difficulties (error messages, broken links, etc.) in could not navigate back to previous information I had a different navigation difficulty Site error message Incomplete load of a site page Incomplete load of a site page Inconsistent page leads Other (please specify) No technical problems occurred Information was not up to date Information was not up to date Information was not presented in a concise format Wording was not clear Text was difficult to read Other (please specify)	B	incomplete load of page inconsistent page loads of ther please specify no technical problems occurred information_not_up_to_date information_not_up_to_date information_not_concise information_not_concise information_not_concise lext_difficult_to_read other_please_specify	N N N Y N N N N N N N N N N N N N N N N	Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group*	Experience - Other Navigation Not Expected OE Nav Links and Labels OE Labels OE Navigation Technical Issue OE Technical Problems Technical Problems Technical Problems Technical Problems Technical Problems Technical	
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