

Survey Invitation

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

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

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

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

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
Use for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



*This is the standard survey invitation.
Default text is included. If you would like to modify this text*

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

abc company

FORESEE

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.

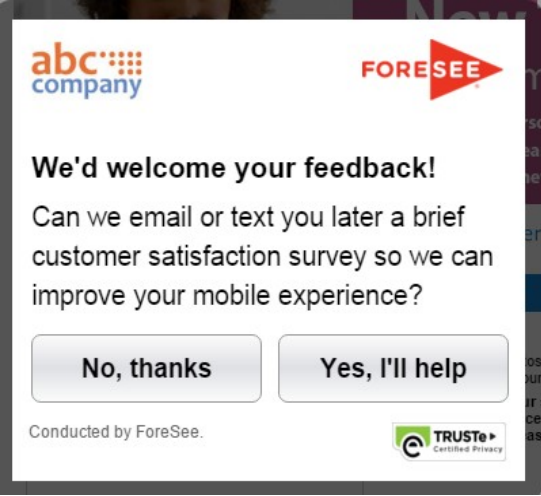
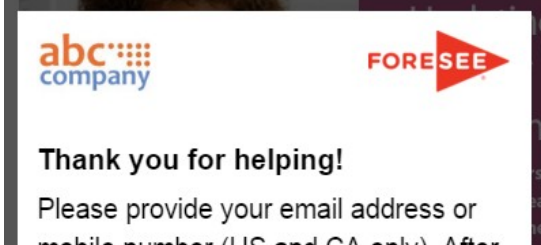
The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.

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

No, thanks **Yes, I'll give feedback**

TRUSTe
Certified Privacy

It please check with your analyst/client manager.

<p align="center">Survey Invitation Text (STEP 1) Tablet / Phone</p>
<p>We'd welcome your feedback!</p> <p>Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?</p> <p>(Button text) No, thanks Yes, I'll help</p>
<p align="center">Survey Invitation Text (STEP 2) Tablet / Phone</p>
<p>Thank you for helping!</p> <p>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.</p> <p>(Button text) Cancel email/text me</p>
<p align="center">Examples Tablet / Phone</p>
 <p>The screenshot shows a survey invitation for 'abc company' and 'FORESEE'. The text reads: 'We'd welcome your feedback! Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?'. There are two buttons: 'No, thanks' and 'Yes, I'll help'. At the bottom, it says 'Conducted by ForeSee.' and has a 'TRUSTe' logo.</p>
 <p>The screenshot shows a 'Thank you for helping!' message. The text reads: '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.'.</p>

**Step
1**

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

**Step
2**

Cancel

email/text me

ForeSee's [Privacy Policy](#)



[Sign Up](#)

[Sign Up](#)



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 Text - Tablet / Phone
<p>We welcome your feedback!</p> <p>Can we email or text you a brief customer satisfaction survey so we can improve your mobile experience?</p> <p>This survey is conducted by an independent company, ForeSee, on GAO's behalf.</p>	<p>Thank you for helping!</p> <p>Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to take the survey. Standard text messaging rates apply.</p>

Model Name GAO Mobile
 Model ID 1cBkwdRBsp9lRo5EIBdIUQ4C
 Partitioned Yes - 2MQ
 Date 5/1/2016

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



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

Model Name	GAO.gov Mobile Site	Red & Strike-Through: Delete
Model ID	1cBkwdRBsp9IRo5EIBdlUQ4C	Underlined & Italicized: Re-order
Partitioned	Yes 2MQ	Pink: Addition
Date	9/26/2016	Blue: Reword

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
HAJ6983Q001	Visit Frequency		How often do you visit the GAO.gov mobile site?	First time Once every 6 months or less Once every few months Monthly Weekly Daily		Y	Radio button, one-up vertical		Visit Frequency
HAJ6983Q002	Role		What is your primary role in visiting the mobile site today?	Congressional staff The press The auditing and accountability community Federal agency Researcher (including student, teacher, faculty) The legal community State or local government Contractor, vendor, other business Private citizen I have a different role		Y	Radio button, one-up vertical	Randomize Anchor Answer Choice	Role
HAJ6983Q003	Primary Reason: Federal Government or Informational Non-Profit		What is your primary reason for visiting the mobile site today?	Look for reports and testimony Research information on a particular topic Look for bid protests, appropriations law or other legal materials Find a specific GAO report online Use Yellow Book, Red Book or other reference Learn more about GAO Report fraud or other misconduct Research a federal agency I have a different reason for visiting	B	Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Visit Reason
HAJ6983Q004		B	What type of bid protest information were you interested in today? (Select all that apply)	Published decisions Status of a case in the bid protest docket How to file a protest Timeline for a bid protest I was interested in something not listed None. I was only interested in appropriations law or other legal materials		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Bid Protest Information
HAJ6983Q005	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
HAJ6983Q006		A	Please tell us why you were unable to accomplish your task.			N	Text area, no char limit	Skip Logic Group*	OE_Accomplish
HAJ6983Q007			How did you look for information or navigate the mobile site today? (Select all that apply)	Top menu bar Bottom menu bar Search feature Links within text Page bookmark or favorite link Google or other search engine I looked for information a different way	F F B,D,E F	Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Look For Information
HAJ6983Q008		B	Please tell us about your experience with the mobile site's search feature today. (Select all that apply)	I had problems with the basic search process (how to use it, terms to enter) I had problems with the visual display of the search results (text size, images) I received irrelevant search results I received too many search results I had technical problems with search I had a different problem with search		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Search Experience

HAJ6983Q009		D	Overall, were you satisfied with the search feature today?	The search met my needs today Yes		Y	Radio button, one-up vertical	Mutually Exclusive Skip Logic Group*	Search Satisfaction
				No					
HAJ6983Q010		E	Did you try using the site's navigational links before using the search feature today?	Yes, I navigated first		Y	Radio button, one-up vertical	Skip Logic Group*	Navigate First
				No, I went straight to the search feature					
				I don't remember					
HAJ6983Q011		F	How would you describe your navigation experience on the mobile site today? (Select all that apply)	Links often did not take me where I expected I had difficulty finding relevant information Link labels were difficult to understand There were too many links or navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a navigation difficulty not listed I had no difficulty navigating the site		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Experience
HAJ6983Q012			Did you watch a video or listen to a podcast on the mobile site today?	Yes, podcast only Yes, video only Yes, both podcast and video No I was unaware of the videos and podcasts on the mobile site		Y	Radio button, one-up vertical		Multimedia
HAJ6983Q013			How likely are you to watch a video or listen to a podcast on the mobile site in the future?	Extremely unlikely Unlikely Neutral Likely Extremely likely		Y	Radio button, one-up vertical		Multimedia Future
HAJ6983Q014			Prior to your visit to the mobile site today, how familiar were you with GAO?	Not at all familiar Slightly familiar Somewhat familiar Moderately familiar Extremely familiar		Y	Radio button, one-up vertical		Familiar Before
HAJ6983Q015			Following your mobile site visit today, how familiar are you with GAO?	Not at all familiar Slightly familiar Somewhat familiar Moderately familiar Extremely familiar		Y	Radio button, one-up vertical		Familiar After
HAJ6983Q016			If you could make one improvement to the mobile site, what would it be?			N	Text area, no char limit		One Improvement
HAJ6983Q017			We're working to improve gao.gov/mobile. Please consider providing your email address for us to contact you for either one of the following reasons: To discuss specific details about your current experience using our website. To request your comments on proposed future changes to our website.			N	Text field, <100 char		Email to Contact