

## 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  
Seek 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

The screenshot shows a survey invitation for 'abc company'. The layout includes the company logo, the FORESEE logo, and the following text:

**We'd welcome your feedback!**

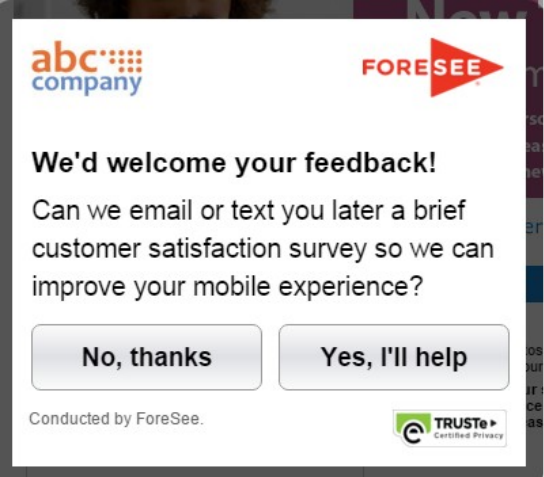
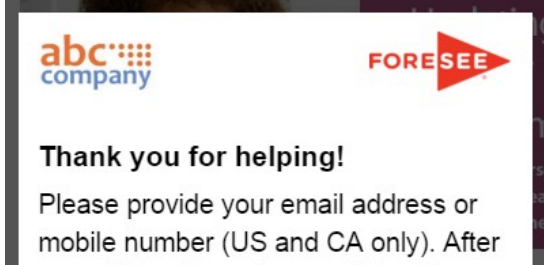
Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

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.

At the bottom, there are two buttons: "No, thanks" and "Yes, I'll give feedback". A TRUSTe Certified Privacy logo is located in the bottom right corner.

*ct please check with your analyst/client manager.*

Survey Invitation Text (STEP 1) Tablet / Phone	
<p>We'd welcome your feedback!</p> <p>Can we email <del>or text</del> 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>	
Survey Invitation Text (STEP 2) Tablet / Phone	
<p>Thank you for helping!</p> <p>Please provide your email address <del>or mobile number (US and CA only)</del>. After your visit we'll send you a link to the survey. <del>Text Messaging rates apply.</del></p> <p>(Button text)    Cancel                      email/<del>text</del> me</p>	
Examples Tablet / Phone	
	
	

your visit we'll send you a link to the survey. Text Messaging rates apply.

**Cancel**

**email/text me**

ForeSee's [Privacy Policy](#)



**Step  
2**



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 makinghomeaffordable.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.~~

#### Welcome Text - Tablet / Phone

Thank you for visiting makinghomeaffordable.gov. 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

~~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.~~

#### Thank You Text - Tablet / Phone

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

#### Example Desktop

The screenshot shows a desktop survey interface. At the top right is the FORESEE logo. Below it is the title "Customer Satisfaction Survey". The main text reads: "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." followed by "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." Below this is a TRUSTe Certified Privacy logo and the text "Required questions are denoted by an \*". A question is partially visible: "Please rate the extent to which the products on this website appeal to you". Below the question is a row of radio buttons with labels "Strongly Dislike", "Dislike", "Neutral", "Like", and "Strongly Like". At the bottom, there are "Cancel" and "Submit" buttons, copyright information "Copyright 2016 - all rights reserved", and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

#### Example Mobile

The screenshot shows a mobile survey interface. At the top right is the FORESEE logo. Below it is the text: "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." followed by a TRUSTe Certified Privacy logo. Below this is the text "Required questions are denoted by an \*". A question is partially visible: "Please rate the extent to which the products on this website appeal to you". Below the question is a row of radio buttons with labels "Strongly Dislike", "Dislike", "Neutral", "Like", and "Strongly Like". At the bottom, there are "Cancel" and "Submit" buttons, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Model Name MHA Mobile 2017  
 Model ID xJMMRI4Jht1tVo44IVAIVw4C  
 Partitioned Yes - 2MQ  
 Date 5/1/2016

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



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

Model Instance Name:  
MHA Mobile 2017  
MID: xJMMRI4Jht1tVo44IVAIvW4C  
Date: 02.17.2017

~~red & strike-through~~: DELETE  
undeline & italicized: RE-ORDER  
pink: ADDITION  
blue + -->: REWORDING

MHA Mobile 2017 CUSTOM QUESTION LIST

QID	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Required Y/N	Type (select from list)	Special Instructions	CQ Label
HAJ7214Q001			How frequently do you visit this site?	This is my first visit Daily Weekly Monthly Every few months or less often		Y	Radio button, one-up vertical		Frequency
HAJ7214Q002	Role		What is your role in visiting the site today?	Homeowner (non-military/veteran) Rental property owner Military/veteran homeowner Friend/family member of homeowner Real Estate professional Lender participating in the MHA program Housing Counseling or Community organization Other, please specify	A A A A C	Y	Radio button, one-up vertical	Skip Logic Group	Role
HAJ7214Q003		A	Please indicate which of the following describes the current situation(s). (Please select all that apply.)	Behind/struggling on mortgage payments Considering/need to refinance mortgage (Owe more on home than it is worth) Considering sale of my primary residence (Paying mortgages on multiple properties) Received foreclosure notice from my bank Change in income/job loss Other, please specify		Y	Checkbox, one-up vertical	Skip Logic Group	Situation
HAJ7214Q004		B	Please describe the current situation.			N	Text area, no char limit	Skip Logic Group	OE_Situation
HAJ7214Q005		C	Please describe your role in visiting this site.			N	Text area, no char limit	Skip Logic Group	OE_Role
HAJ7214Q006	Primary Reason		What is the primary reason for your visit today?	Understand the program guidelines Learn how to apply for a modification and what is needed Find the necessary forms to apply for a modification Contact the HOPE Hotline to speak with somebody about my situation Get additional assistance about my current application Report lending misconduct or fraud Learn how to apply for a refinance Get additional help with a current modification Other, please specify	AA B C D E	Y	Radio button, one-up vertical	Skip Logic Group	Reason
HAJ7214Q007		AA	What program are you looking for?	A modification or forbearance program Home Affordable Refinance Program (HARP) or other refinance program Other, please specify		Y	Radio button, one-up vertical	Skip Logic Group	Program Type
HAJ7214Q008		A1	What other program are you looking for?			N	Text area, no char limit	Skip Logic Group	OE Program Type
HAJ7214Q009		B	How likely are you to call the 888-995-HOPE after your site visit today?	1=Very Unlikely 2 3 4 5 6 7 8 9 Very Likely=10 Don't Know		Y	Radio button, scale, has don't know	Skip Logic Group	Call Hotline
HAJ7214Q010		C	How likely are you to report any misconduct or fraud from your lender via the Hope Hotline?	1=Very Unlikely 2 3 4 5 6 7 8 9 Very Likely=10 Don't Know		Y	Radio button, scale, has don't know	Skip Logic Group	Report Lender
HAJ7214Q011		D	How likely are you to seek counseling help after your site visit today?	1=Very Unlikely 2 3 4 5 6 7 8 9 Very Likely=10 Don't Know		Y	Radio button, scale, has don't know	Skip Logic Group	Seek Counseling
HAJ7214Q012		E	Please describe your reason for visiting the site today.			N	Text area, no char limit	Skip Logic Group	OE_Reason
HAJ7214Q013			How did you look for information on/navigate the site today? (Please select all that apply.)	Search feature on MakingHomeAffordable site Third-party search engine (i.e., Google, Yahoo, etc.) Navigating the site (i.e., top navigation bar, page links, etc.)	S N	Y	Checkbox, one-up vertical	Skip Logic Group	Look for Info



Model Instance Name:  
MHA Mobile 2017  
MID: xJMMRI4Jht1tVo44IVAIvW4C  
Date: 02.17.2017

~~red & strike-through~~: DELETE  
undefined & italicized: RE-ORDER  
pink: ADDITION  
blue + -->: REWORDING

MHA Mobile 2017 CUSTOM QUESTION LIST

QID	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Required Y/N	Type (select from list)	Special Instructions	CQ Label
				Other, please specify	AA				
HAJ7214Q014		AA	Please describe <b>how you looked</b> for information.			N	Text area, no char limit	Skip Logic Group	OE_Look for Info
HAJ7214Q015		S	Please tell us about your <b>experience with the site's search feature</b> today. (Please select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain): Search results were helpful	BB	Y	Checkbox, one-up vertical	Skip Logic Group mutually exclusive	Search Exp
HAJ7214Q016		BB	Please describe your <b>search issue</b> .			N	Text area, no char limit	Skip Logic Group	OE_Search Exp
HAJ7214Q017		N	How would you describe your <b>navigation experience</b> on this site today? (Please select all that apply.)	Links often did not take me where I expected Had difficulty finding relevant information Links/labels were difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site	CC	Y	Checkbox, one-up vertical	Skip Logic Group mutually exclusive	OE_Nav Exp Nav Exp
HAJ7214Q018		CC	Please describe your <b>navigation difficulty</b> .			N	Text area, no char limit	Skip Logic Group	OE_Nav Exp
HAJ7214Q019			Did you <b>find</b> what you were looking for?	Yes Partially No, please specify	A	Y	Radio button, one-up vertical	Skip Logic Group	Find
HAJ7214Q020		A	What information were you <b>unable to find</b> ?			N	Text area, no char limit	Skip Logic Group	OE_Info Not Found
HAJ7214Q021	Demographics: Gender		What is your <b>gender</b> ?	Male Female Prefer not to respond		Y	Radio button, one-up vertical		Gender
HAJ7214Q022	Demographics: Age		Which category includes your <b>age</b> ?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		Y	Radio button, one-up vertical		Age
HAJ7214Q023	OE_Improve Experience		What <b>improvement</b> would you like to see made to this site?			N	Text area, no char limit		Improvement