



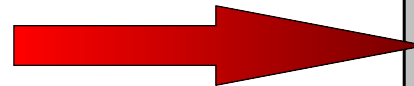
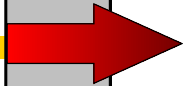


Model Instance Name:  
 IRS ACH  
 MID: h8o8RUZ9Y8kh0k0oBE4IUw4C  
 Partitioned (Y/N)? Y  
 Date: 11/01/2013



**IRS ACH**  
*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>thoroughness of information</b> provided on IRS Direct Pay.	16 What is your <b>overall satisfaction</b> with IRS Direct Pay? (1=Very Dissatisfied, 10=Very Satisfied)	19 How likely are you to <b>recommend IRS Direct Pay</b> to someone else?
2 Please rate how <b>understandable information</b> is on IRS Direct Pay.	17 How well does IRS Direct Pay <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate how well IRS Direct Pay <b>information provides answers to your questions</b> .	18 How does IRS Direct Pay <b>compare to your idea of an ideal pay service</b> ? (1=Not Very Close, 10=Very Close)	20 How likely are you to <b>return to IRS Direct Pay</b> in the future?
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
4 Please rate how <b>quickly pages load</b> on IRS Direct Pay.		
5 Please rate the <b>consistency of speed from page to page</b> on IRS Direct Pay.		
6 Please rate the <b>ability to load pages without getting error messages</b> on IRS Direct Pay.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate how well IRS Direct Pay is <b>organized</b> .		
8 Please rate the <b>options available for navigating</b> IRS Direct Pay.		
9 Please rate how well IRS Direct Pay <b>layout helps you find what you are looking for</b> .		
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		
10 Please rate the <b>visual appeal</b> of IRS Direct Pay.		
11 Please rate the <b>balance of graphics and text</b> on IRS Direct Pay.		
12 Please rate the <b>readability of the pages</b> on IRS Direct Pay.		
<b>Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)</b>		
13 Please rate the <b>simplicity of the process for completing task(s)</b> on IRS Direct Pay.		
14 Please rate the <b>clarity of instructions for completing task(s)</b> on IRS Direct Pay.		
15 Please rate the <b>verification of task completion</b> on IRS Direct Pay.		



Model Instance Name:  
 IRS ACH  
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 Date: 8/14/2015

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underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MAC5167Q001		Is this your <b>first time</b> using IRS Direct Pay?	Yes No	
MAC5167Q002		What <b>features or benefits</b> prompted you to use IRS Direct Pay? (Check all that apply)	Online payment option No fees No registration Look up status, edit or cancel my payment All of the above None of the above Other, please specify	A
MAC5167Q003	A	Please specify <b>other</b> features or benefits that prompted you to use IRS Direct Pay.		
MAC5167Q004		Did you previously use an <b>alternative method</b> to submit payments to the IRS?	Yes No	A
MAC5167Q005	A	Which of the following <b>method(s)</b> did you use? (Check all that apply)	Paper process Online Credit Card Payment EFTPS Other	
CAS0059204		What would be your <b>preferred choice of payment</b> if Direct Pay was not available?	Mail in check Pay in person Credit card Electronic funds transfer (have it taken directly out of your account) Pay when you e-file Don't know	
MAC5167Q006		What is the <b>reason</b> for your payment today?	Installment Agreement Tax Return Estimated Tax Adjusted Balance Due Extension Amended Return Other, please specify	A
MAC5167Q007	A	Please specify <b>other</b> reason for your payment today.		
MAC5167Q008		How <b>easy</b> was the IRS Direct Pay <b>payment transaction process</b> today?	Very easy Somewhat easy Somewhat difficult Very difficult I did not complete a payment transaction at this time No opinion	B B A
MAC5167Q009	A	Please tell us what <b>prevented</b> you from completing the payment transaction today.		
MAC5167Q010	B	Please describe the <b>difficulties you encountered</b> with the payment transaction today. Be as specific as possible.		
MAC5167Q011		From the following list, what <b>additional services</b> would you like to have within IRS Direct Pay?	Save your bank account information for easier future payments Look up your payment history	

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IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			View your outstanding payment balance due to the IRS	A
			Receive an email confirmation	
			Set up recurring payment	
			Other, please specify	
MAC5167Q012	A	What <b>other</b> additional service(s) would you like to have within IRS Direct Pay.		
MAC5167Q013		How can we <b>further improve</b> the IRS Direct Pay feature to better serve your needs in the future?		
LIV0091213		How do you <b>prefer to access</b> the IRS Direct Pay?	Computer/laptop	
			Mobile phone	
			Mobile tablet	
			No preference	
MAC5167Q014		How likely are you to <b>call customer service</b> as a result of your visit today?	1=Very Unlikely	
			2	
			3	
			4	
			5	
			6	
			7	
			8	
			9	
			10=Very Likely	
			Don't know	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, one-up vertical	S	Y		First time
Checkbox, one-up vertical	M	Y	Skip Logic Group*  Mutually Exclusive	Features
Text area, no char limit		N	Skip Logic Group*	Other features
Radio button, one-up vertical	S	Y	Skip Logic Group*	Alternate method
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Methods
Drop down, select one	S	Y		Preferred payment
Drop down, select one	S	Y	Skip Logic Group*	Reason
Text area, no char limit		N	Skip Logic Group*	Other reason
Radio button, one-up vertical	S	Y	Skip Logic Group*	Ease of transaction
Text area, no char limit		N	Skip Logic Group*	Incomplete transaction
Text area, no char limit		N	Skip Logic Group*	Difficult transaction
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Additional services



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N	Skip Logic Group*	Other service
Text area, no char limit		N		Improvement
Drop down, select one	S	Y		Access preference
Radio button, scale, has don't know	S	Y		Customer service

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IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MAC5167Q001		Is this your <b>first time</b> using IRS Direct Pay?	Yes No	
MAC5167Q002		What <b>features or benefits</b> prompted you to use IRS Direct Pay? (Check all that apply)	Online payment option No fees No registration Look up status, edit or cancel my payment All of the above None of the above Other, please specify	A
MAC5167Q003	A	Please specify <b>other</b> features or benefits that prompted you to use IRS Direct Pay.		
MAC5167Q004		Did you previously use an <b>alternative method</b> to submit payments to the IRS?	Yes No	A
MAC5167Q005	A	Which of the following <b>method(s)</b> did you use? (Check all that apply)	Paper process Online Credit Card Payment EFTPS Other	
CAS0059204		What would be your <b>preferred choice of payment</b> if Direct Pay was not available?	Mail in check Pay in person Credit card Electronic funds transfer (have it taken directly out of your account) Pay when you e-file Don't know	
MAC5167Q006		What is the <b>reason</b> for your payment today?	Installment Agreement Tax Return Estimated Tax Adjusted Balance Due Extension Amended Return Other, please specify	A
MAC5167Q007	A	Please specify <b>other</b> reason for your payment today.		
MAC5167Q008		How <b>easy</b> was the IRS Direct Pay <b>payment transaction process</b> today?	Very easy Somewhat easy Somewhat difficult Very difficult I did not complete a payment transaction at this time No opinion	B B A
MAC5167Q009	A	Please tell us what <b>prevented</b> you from completing the payment transaction today.		
MAC5167Q010	B	Please describe the <b>difficulties you encountered</b> with the payment transaction today. Be as specific as possible.		
MAC5167Q011		From the following list, what <b>additional services</b> would you like to have within IRS Direct Pay?	Save your bank account information for easier future payments Look up your payment history	



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IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			View your outstanding payment balance due to the IRS	A
			Receive an email confirmation	
			Set up recurring payment	
			Other, please specify	
MAC5167Q012	A	What <b>other</b> additional service(s) would you like to have within IRS Direct Pay.		
MAC5167Q013		How can we <b>further improve</b> the IRS Direct Pay feature to better serve your needs in the future?		
		How do you <b>prefer to access</b> the IRS Direct Pay?	Computer/laptop	
			Mobile phone	
			Mobile tablet	
			No preference	
MAC5167Q014		How likely are you to <b>call customer service</b> as a result of your visit today?	1=Very Unlikely	
			2	
			3	
			4	
			5	
			6	
			7	
			8	
			9	
			10=Very Likely	
			Don't know	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, one-up vertical	S	Y		First time
Checkbox, one-up vertical	M	Y	Skip Logic Group*  Mutually Exclusive	Features
Text area, no char limit		N	Skip Logic Group*	Other features
Radio button, one-up vertical	S	Y	Skip Logic Group*	Alternate method
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Methods
Drop down, select one	S	Y		Preferred payment
Drop down, select one	S	Y	Skip Logic Group*	Reason
Text area, no char limit		N	Skip Logic Group*	Other reason
Radio button, one-up vertical	S	Y	Skip Logic Group*	Ease of transaction
Text area, no char limit		N	Skip Logic Group*	Incomplete transaction
Text area, no char limit		N	Skip Logic Group*	Difficult transaction
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Additional services



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N	Skip Logic Group*	Other service
Text area, no char limit		N		Improvement
Drop down, select one	S	Y		Access preference
Radio button, scale, has don't know	S	Y		Customer service

Model Instance Name:

IRS ACH

MID:h8o8RUZ9Y8kh0k0oBE4IUw4C

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IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MAC5167Q001		Is this your <b>first time</b> using IRS Direct Pay?	Yes No	
MAC5167Q002		What <b>features or benefits</b> prompted you to use IRS Direct Pay? (Check all that apply)	Online payment option No fees No registration Look up status, edit or cancel my payment All of the above None of the above Other, please specify	A
MAC5167Q003	A	Please specify <b>other</b> features or benefits that prompted you to use IRS Direct Pay.		
MAC5167Q004		Did you previously use an <b>alternative method</b> to submit payments to the IRS?	Yes No	A
MAC5167Q005	A	Which of the following <b>method(s)</b> did you use? (Check all that apply)	Paper process Online Credit Card Payment EFTPS Other	
		What would be your <b>preferred choice of payment</b> if Direct Pay was not available?	Mail in check Pay in person Credit card Electronic funds transfer (have it taken directly out of your account) Pay when you e-file Don't know	
MAC5167Q006		What is the <b>reason</b> for your payment today?	Installment Agreement Tax Return Estimated Tax Adjusted Balance Due Extension Amended Return Other, please specify	A
MAC5167Q007	A	Please specify <b>other</b> reason for your payment today.		
MAC5167Q008		How <b>easy</b> was the IRS Direct Pay <b>payment transaction process</b> today?	Very easy Somewhat easy Somewhat difficult Very difficult I did not complete a payment transaction at this time No opinion	B B A
MAC5167Q009	A	Please tell us what <b>prevented</b> you from completing the payment transaction today.		
MAC5167Q010	B	Please describe the <b>difficulties you encountered</b> with the payment transaction today. Be as specific as possible.		
MAC5167Q011		From the following list, what <b>additional services</b> would you like to have within IRS Direct Pay?	Save your bank account information for easier future payments Look up your payment history	

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IRS ACH

MID:h8o8RUZ9Y8kh0k0oBE4IUw4C

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IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			View your outstanding payment balance due to the IRS	A
			Receive an email confirmation	
			Set up recurring payment	
			Other, please specify	
MAC5167Q012	A	What <b>other</b> additional service(s) would you like to have within IRS Direct Pay.		
MAC5167Q013		How can we <b>further improve</b> the IRS Direct Pay feature to better serve your needs in the future?		
MAC5167Q014		How likely are you to <b>call customer service</b> as a result of your visit today?	1=Very Unlikely	
			2	
			3	
			4	
			5	
			6	
			7	
			8	
			9	
			10=Very Likely	
			Don't know	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, one-up vertical	S	Y		First time
Checkbox, one-up vertical	M	Y	Skip Logic Group*  Mutually Exclusive	Features
Text area, no char limit		N	Skip Logic Group*	Other features
Radio button, one-up vertical	S	Y	Skip Logic Group*	Alternate method
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Methods
Drop down, select one	S	Y		Preferred payment
Drop down, select one	S	Y	Skip Logic Group*	Reason
Text area, no char limit		N	Skip Logic Group*	Other reason
Radio button, one-up vertical	S	Y	Skip Logic Group*	Ease of transaction
Text area, no char limit		N	Skip Logic Group*	Incomplete transaction
Text area, no char limit		N	Skip Logic Group*	Difficult transaction
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Additional services



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N	Skip Logic Group*	Other service
Text area, no char limit		N		Improvement
Radio button, scale, has don't know	S	Y		Customer service

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IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MAC4961Q001		Is this your <b>first time</b> using IRS Direct Pay?	Yes No	
MAC4961Q002		What <b>features or benefits</b> prompted you to use IRS Direct Pay? (Check all that apply)	Online payment option No fees No registration Look up status, edit or cancel my payment All of the above None of the above Other, please specify	A
	A	Please specify <b>other</b> features or benefits that prompted you to use IRS Direct Pay.		
MAC4961Q003		Did you previously use an <b>alternative method</b> to submit payments to the IRS?	Yes No	A
MAC4961Q004	A	Which of the following <b>method(s)</b> did you use? (Check all that apply)	Paper process Online Credit Card Payment EFTPS Other	
MAC4961Q005		What is the <b>reason</b> for your payment today?	Installment agreement payment (Form 1040) Estimated tax payment (Form 1040-ES) Balance due payment (e.g. Notice CP501) Payment for adjusted balance due (e.g. Notice CP2000) Request for extension of time to file (in lieu of Form 4868) Payment associated with my return (Form 1040) Payment on an amended return for the tax year I selected below (Form 1040X) Look up my payment Other, please specify	A B
MAC4961Q006	A	Within the Payment Lookup, what <b>specifically did you try to accomplish</b> today?	Edit my payment Cancel my payment Other	
	B	Please specify <b>other</b> reason for your payment today.		
MAC4961Q007		How <b>easy</b> was the IRS Direct Pay <b>payment transaction process</b> today?	Very easy Somewhat easy Somewhat difficult Very difficult I did not complete a payment transaction at this time No opinion	B B A
MAC4961Q008	A	Please tell us what <b>prevented</b> you from completing the payment transaction today.		
MAC4961Q009	B	Please describe the <b>difficulties you encountered</b> with the payment transaction today. Be as specific as possible.		
MAC4961Q010		<del>Would you use IRS Direct Pay in the future?</del>	Yes <del>Not sure</del> No	



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IRS ACH CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MAC4961Q011		From the following list, what <b>additional services</b> would you like to have within IRS Direct Pay?	Save your bank account information for easier future payments Look up your payment history View your outstanding payment balance due to the IRS Receive an email confirmation Set up recurring payment Other, please specify	A
MAC4961Q012	A	What <b>other</b> additional service(s) would you like to have within IRS Direct Pay.		
MAC4961Q013		How can we <b>further improve</b> the IRS Direct Pay feature to better serve your needs in the future?		
MAC4961Q014		How likely are you to <b>call customer service</b> as a result of your visit today?	1=Very Unlikely 2 3 4 5 6 7 8 9 10=Very Likely Don't know	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, one-up vertical	S	Y		First time
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Features
Text area, no char limit		N	Anchor Answer Choice Skip Logic Group*	Other features
Radio button, one-up vertical	S	Y	Skip Logic Group*	Alternate method
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Methods
Drop down, select one	S	Y	Skip Logic Group*	Reason
Radio button, one-up vertical	S	Y	Anchor Answer Choice Skip Logic Group*	Lookup
Text area, no char limit		N	Skip Logic Group*	Other reason
Radio button, one-up vertical	S	Y	Skip Logic Group*	Ease of transaction
Text area, no char limit		N	Skip Logic Group*	Incomplete transaction
Text area, no char limit		N	Skip Logic Group*	Difficult transaction
<del>Radio button, one-up vertical</del>	S	Y		Use again



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Checkbox, one-up vertical	M	Y	Skip Logic Group*	Additional services
Text area, no char limit		N	Skip Logic Group*	Other service
Text area, no char limit		N		Improvement
Radio button, scale, has don't know	S	Y		Customer service