

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 pl*

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

ease check with your analyst/client manager.

Survey Invitation Text (STEP 1)

Tablet / Phone

We'd welcome your feedback!

Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?

(Button text) No, thanks Yes, I'll help

Survey Invitation Text (STEP 2)

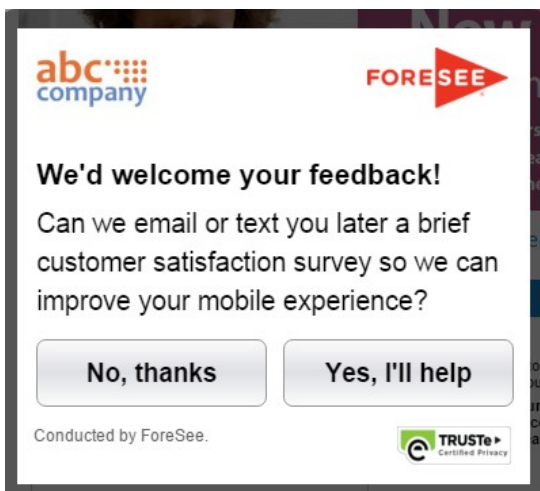
Tablet / Phone

Thank you for helping!

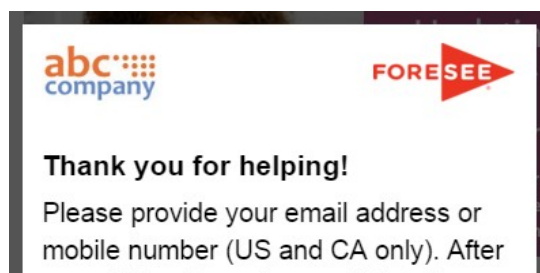
Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

(Button text) Cancel email/text me

Examples Tablet / Phone



Step
1



Step
2

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](#)



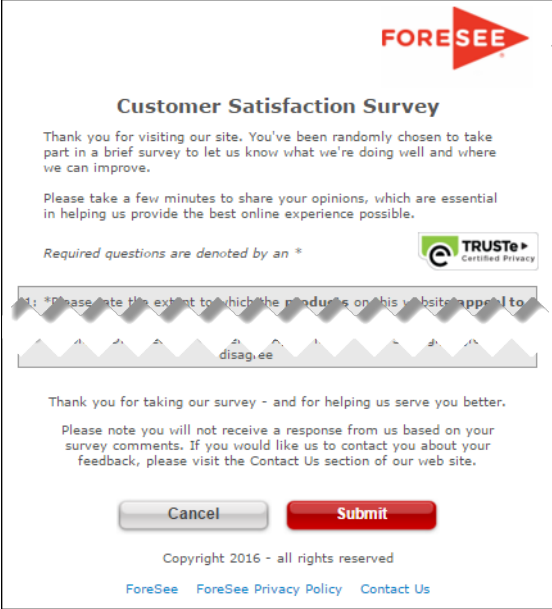
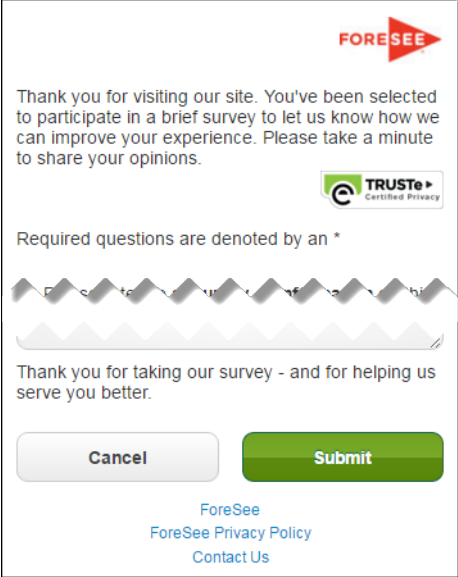
Sign Up

Sign Up



The text you see here will appear at the top and bottom of your survey, examples below.

Our proposed mobile text is in the right cells and you may modify this text as needed. **IDEALLY MOBILE TEXT SHOULD BE AS CONCISE AS POSSIBLE**

Welcome and Thank You Text	
<p>Welcome Text -current browse survey</p> <p>Thank you for visiting our site. You have been randomly selected to take part in this survey to let us know what we are doing well and where we need to do better. Please take a minute or two to give us your opinions. The feedback you provide will help us enhance our site and serve you better in the future. Your responses are anonymous.</p>	<p>Welcome Text - Phone</p> <p>Thank you for visiting USAJOBS. You've been randomly selected to participate in a brief survey which helps us to improve the site. Your responses are anonymous, and the survey should take just a couple minutes.</p>
<p>Thank You Text - current browse survey</p> <p>Thank you for your time in completing this survey. Your input is very valuable and we will use it to improve our site.</p>	<p>Thank You Text - Phone</p> <p>Thank you for taking our survey - and for helping us serve you better.</p>
Example Desktop	Example Mobile
	

Model Name USAJOBS Mobile
 Model ID YQENJZFQ0og9hVYA1IJMAQ4C
 Partitioned Yes - 2MQ
 Date 1/23/2017

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 USAJOBS.gov using your mobile device?
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 USAJOBS.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 this mobile site as a primary resource to find a job?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.				Apply for Job (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this mobile site.			22 Apply for Job	How likely are you to use this mobile site to apply for a specific job?
	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 .				
	Job Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Job Information Browsing - Sort	Please rate the ability to sort through jobs by criteria that are important to you on this mobile site.				
11 Job Information Browsing - Narrow	Please rate the ability to narrow choices to find the jobs you are looking for on this mobile site.				
12 Job Information Browsing - Features	Please rate how well the features on the mobile site help you find the jobs you need .				
	Job Information (1=Poor, 10=Excellent, Don't Know)				
13 Job Information - Thoroughness	Please rate the thoroughness of job descriptions on this mobile site.				
14 Job Information - Understandable	Please rate how understandable job descriptions are on this mobile site.				
15 Job Information - Answers	Please rate how well the job descriptions provide answers to your questions .				

Model Name USAJOBS Mobile
 Model ID YQENJZFQ0og9hVYA1IJMAQ4C
 Partitioned Yes - 2MQ
 Date 3/20/2017

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



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
HAJ7264Q001	Primary Reason: Federal Government or Informational Non-Profit		What is your primary reason for visiting the site today?	Search job opportunities Apply for specific job(s) Check on status or update a prior job application Create a USAJOBS profile Create or change a saved job search Upload or change a searchable resume Find general information about USAJOBS Update/edit my USAJOBS profile Look for events Explore opportunities for a specific group (student, veteran, etc.) Reset password Learn about Federal employment Other		Y	Radio button, one-up vertical		Primary Reason
HAJ7264Q002	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No	A B	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
HAJ7264Q003		A	Was it easy to accomplish what you wanted to do?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
HAJ7264Q004		A1	Please briefly describe what was difficult to accomplish.			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
HAJ7264Q005	OE_Accomplish	B	Please tell us why you were unable to accomplish your task today.			N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
HAJ7264Q006			Please rate the relevance of job search results on this mobile site.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't Know		Y	Radio button, scale, has don't know	Skip Logic Group	Job Search Relevance
HAJ7264Q007	Role		Do any of these groups describe you? (Please select all that apply.)	Federal Employees (current or former) Veterans Students and recent graduates Individuals with disabilities Former overseas federal employees Land Management Military spouses National Guard Native Americans Peace Corps or AmeriCorps Vista (current or alumni) Senior executives General public	C C C C C C C C C C	Y	Checkbox, one-up vertical	Skip Logic Group*	Role
HAJ7264Q008		C	Did you explore the hiring paths/site information for any of the groups you selected?	Yes No, I was not aware of any such information No, I did not need to	C1	Y	Radio button, one-up vertical	Skip Logic Group*	Role Info Access
HAJ7264Q009		C1	Was the information you found pertinent to what you were looking for?	Yes No, I had to go elsewhere to find the information I needed.		Y	Radio button, one-up vertical	Skip Logic Group*	Role Info Useful
HAJ7264Q010			Did you find and apply to one or more jobs today?	Yes No		Y	Radio button, one-up vertical		Applied to Job

HAJ7264Q011	Visit Frequency		How frequently do you visit this site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often	A	Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
HAJ7264Q012		A	Did you create a USAJOBS account during your visit?	Yes No Not Sure	B	Y	Radio button, one-up vertical	Skip Logic Group	Create Account
HAJ7264Q013		B	Did you have any difficulty setting up the account?	Yes No Not Sure	C	Y	Radio button, one-up vertical	Skip Logic Group	Account Difficulty
HAJ7264Q014		C	Which of the following difficulties did you encounter while creating an account?	Account creation timed-out Difficulty with username and/or password creation Difficulty with email address validation Other		Y	Checkbox, one-up vertical	Skip Logic Group	Specific Difficulty
HAJ7264Q015			Did you use the site's search feature during your visit today?	Yes No Don't recall	Y	Y	Radio button, one-up vertical	Skip Logic Group*	Search Access
HAJ7264Q016		Y	Please tell us about your experience with the site's search feature today. (Select all that apply.)	Results were not relevant/not what I expected 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 I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience
HAJ7264Q017			Which of these job search filter options do you use most often on USAJOBS? (Choose up to three most-used features.)	Salary Pay Grade Hiring Path Location Department and Agency Type of Work or Work Schedule Occupational Series or Job Category Appointment Type Security Clearance Travel Percentage Relocation Assistance Supervisory position None of the above	A A A A A A A A A A A A	Y	Checkbox, one-up vertical	Skip Logic Group Allow up to 3 choices Mutually Exclusive	Filter Usage
HAJ7264Q018		A	Are the filters options easy to use?	Yes No Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Filter Usage Easy
HAJ7264Q019		A1	Which filter options are most difficult to use? (Select up to three.)	Salary Pay Grade Hiring Path Location Department and Agency Type of Work or Work Schedule Occupational Series or Job Category Appointment Type		Y	Checkbox, one-up vertical	Skip Logic Group* Allow up to 3 choices	Filters with Difficulty

				Security Clearance					
				Travel Percentage					
				Relocation Assistance					
				Supervisory position					
				Don't recall					
HAJ7264Q020			Which of the following features/functions is most in need of improvement?	Login		Y	Radio button, one-up vertical	Mutually Exclusive	Focus feature
				Uploading Documents					
				Profile					
				Search					
				Resume Builder					
				None of these					
HAJ7264Q021	OE_Improve Experience		We value your feedback! Please share any ideas on how we could most improve this mobile site.			N	Text area, no char limit		OE_Improve Experience

Orrison, Tracy L.:

