

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

Update Your Custom Questions?

Uncovered new questions to ask
Key areas influence resource use
Data for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



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 treasurydirect.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 TreasuryDirect Browse Web
 Model ID RBEoo1pMg8YpQRZ1NRo5YA4C
 Partitioned Yes - 2MQ
 Date
 Model Version 17.2.G

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Brand Confidence (1=Not At All Confident, 10=Very Confident)
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	19 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Brand Confidence	Please rate your level of confidence in TreasuryDirect.
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	20 Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Return (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	21 Satisfaction - Ideal	How does this site compare to an ideal website? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to return to treasurydirect.gov in the future?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Recommend Company (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.			24 Recommend Company	How likely are you to recommend TreasuryDirect to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				Primary Resource (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.			25 Primary Resource	How likely are you to use this site as your primary resource for obtaining information from TreasuryDirect?
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well this site is organized.				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the 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 site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the 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 provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

Model Name TreasuryDirect Browse Web
 Model ID RBE001pMg8YpQRZ1NR05YA4C
 Partitioned Yes - 2MQ
 Date 1/1/2016

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



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7677Q001	Role		What is your primary role in visiting this site?	Individual saver/investor Bank or credit union representative Member of the press Financial planner Pension fund manager Hedge fund manager Broker Primary dealer Research analyst Other		Y	Drop down, select one		Role
JHR7677Q002			What is your primary reason for visiting the site today?	Perform research (e.g. gather information, savings bonds, value) Purchase a Treasury security Open a TreasuryDirect account for myself Assist someone else in opening a TreasuryDirect account Access my TreasuryDirect account Find info on exchanging paper savings bonds for electronic securities Research how to cash in savings bonds Browsing the site Other	B E E A	Y	Radio button, one-up vertical	Skip Logic Group	Reason
JHR7677Q003		A	Please specify your other reason for visiting the site.			N	Text area, no char limit	Skip Logic Group	Other Reason
JHR7677Q004		B	Which of the following best describes the topic that you were researching on our site today?	Find ways to save for college or other goals Learn about Treasury securities Check rates Learn about TreasuryDirect Learn about T-bills, notes or TIPS View the auction calendar Learn about savings bonds Calculate the current value of savings bonds owned Learn how to exchange paper savings bonds for electronic securities How to cash in/redeem bonds National debt Other	C	N	Radio button, one-up vertical	Skip Logic Group	Topic
JHR7677Q005		C	Please specify the other topic(s) you researched on the site.			N	Text area, no char limit	Skip Logic Group	Other topic
JHR7677Q006		E	How would you rate the overall process of opening an account? (1=Not Easy at all, 10=Very Easy, Don't Know)	1=Not Easy at all 2 3 4 5 6 7 8 9 10=Very Easy Don't Know		Y	Radio button, scale, has don't know	Skip Logic Group	Rate Process
TAR0199449			Did you visit the section of the site for those affected by a disaster?	Yes No		Y	Drop down, select one		Disaster
JHR7677Q007			How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar Tabs at the top of the page (e.g. Home, Individuals, Financial Institutions, Government) Utilizing the shortcut/quick links within the page Search box Page bookmark or favorite link Site map Google or other Search engine Other	B B B, A B B B	Y	Checkbox, one-up vertical	Skip Logic Group	Navigation Method
JHR7677Q008		B	Did you find what you were looking for?	Yes No	C	Y	Radio button, one-up vertical	Skip Logic Group*	Navigation - Find
JHR7677Q009		C	Please tell us what you were looking for that you could not find.			N	Text area, no char limit	Skip Logic Group*	Navigation - Not Find

JHR7677Q010		A	Please tell us about your experience with the site's search feature today. (Select all that apply.)	I had issues with the basic search process (how to use it, terms to enter) I had issues with the visual display of the search results (text size, images) I had issues with search results I received I had issues with sorting, filtering, advanced search, or lack of these options I had technical issues with the search feature I had an issue with the search feature not listed The search feature met my needs today/results were helpful Descriptions of results were helpful Other		Y	Checkbox, one-up vertical	Skip Logic Group*	Search Experience
JHR7677Q011			How would you describe your browsing experience on this site today? (Please select all that apply.)	Could not determine the best link on most pages Could not navigate back to previous information Too many links or navigational choices Links did not take me where I expected Had difficulty finding detailed information Had technical difficulties (e.g. broken links, error messages) Navigation did not support what I was trying to accomplish Navigated to the general area but could not find the specific information I needed Other I encountered no difficulties		N	Checkbox, one-up vertical	Randomize Anchor Answer Choice Mutually Exclusive	Browsing Experience
JHR7677Q012	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
JHR7677Q013	OE_Accomplish	A	Please tell us why you were unable to accomplish your task today.			N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
JHR7677Q014			What other information would you like to see on our site? (Please select all that apply.)	More information on Treasury securities/savings bonds More information on TreasuryDirect More information on values and interest rates Better instructions on using TreasuryDirect Better account instructions Other		Y	Checkbox, one-up vertical	Skip Logic Group	Other info wanted
JHR7677Q015		A	Please specify other information.			N	Text area, no char limit	Skip Logic Group	Other info
JHR7677Q016	Acquisition Source		How were you referred to this site today?	An email from TreasuryDirect A TreasuryDirect social network post, tweet, video, etc. Non - TreasuryDirect social network post, tweet, video, etc. Internet blogs or discussion forums Search engine results Recommendation from someone I know TV or radio advertising Newspaper or magazine advertising Internet advertising Advertising on social networks (Facebook, Twitter) Other (please specify) I was not referred to the site by anything specific		Y	Radio button, one-up vertical	Skip Logic Group Randomize Anchor	Source
JHR7677Q017		A	Please specify how you were referred to the site.			N	Text area, no char limit	Skip Logic Group	Other source
JHR7677Q018	Visit Frequency		How often 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		Y	Drop down, select one		Visit Frequency
JHR7677Q019	Demographics: Gender		What is your gender?	Female Male Prefer not to respond		N	Drop down, select one		Gender
JHR7677Q020	Demographics: Age		Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85 or older Prefer not to respond		N	Drop down, select one		Demos: Age
JHR7677Q021			What is your highest level of education completed?	Some high school or less High school graduate or GED		N	Drop down, select one		Demos: Education

			Some college credit, no degree				
			Associate degree (e.g., AA, AS)				
			Bachelor's degree (e.g., BA, AB, BS)				
			Master's degree (e.g., MA, MS, MEng, MEd, MSW, MBA)				
			Professional degree (e.g., MD, DDS, DVM, LLB, JD)				
			Doctorate degree (e.g., PhD, EdD)				
			Prefer not to respond				
JHR7677Q022	OE_Improve Experience	What else would you like to share with us to help improve your online experience with TreasuryDirect?			N	Text area, no char limit	Improve