




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
<p><b>Welcome Text - Tablet / Phone</b></p> <p>Thank you for visiting ftccomplaintassistant.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.</p>
<p><b>Thank You Text - Tablet / Phone</b></p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p><b>Example Mobile</b></p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"><div style="text-align: center;"><p>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.</p><p>Required questions are denoted by an *</p><hr style="border-top: 1px dashed black;"/></div><div style="text-align: center;"><p>Thank you for taking our survey - and for helping us serve you better.</p><div style="display: flex; justify-content: center; gap: 20px;"><span>Cancel</span><span>Submit</span></div><p><small>ForeSee <a href="#">ForeSee Privacy Policy</a></small></p></div></div>

Model Name FTC Complaint Assistant Mobile  
 Model ID  
 Partitioned Yes - 2MQ  
 Date 9.26.2019  
 Model Version 17.3.Y

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



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>Return (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return	How likely are you to <b>return to Consumer.FTC.gov</b> in the future?
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1= Falls Short, 10=Exceeds)</i>		<b>Recommend (NPS) (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	Satisfaction - Ideal	How does this site <b>compare to an ideal mobile site</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend	How likely are you to <b>recommend the FTC Complaint Assistant</b> to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.			Primary Resource	How likely would you be to <b>use the FTC Complaint Assistant as a resource</b> in the future?
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
Navigation - Organized	Please rate <b>how well the site is organized</b> .				
Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout	Please rate <b>how well the site layout helps you find what you need</b> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> provided on this site.				
Site Information - Understandable	Please rate how <b>understandable</b> this site's <b>information</b> is.				
Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				
	<b>Task Process (1=Poor, 10=Excellent, Don't Know)</b>				
Task Process - Time	Please rate the <b>time it takes to complete task(s)</b> on this site.				
Task Process - Procedures	Please rate the <b>site procedures</b> to accomplish tasks on this site.				
Task Process - Efficiency	Please rate the <b>number of steps needed</b> to complete task(s) on this site.				

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
			How often do you visit the FTC Complaint Assistant?	This is my first visit A few times a year Monthly Weekly Daily	A Z, Y Z, Y Z, Y Z, Y		Y	Radio button, one-up ver	Skip Logic Group*	Frequency
		Z	How many times have you used the complaint assistant in the past to register a complaint?	0 1 2 3 or more			Y	Drop down, select one	Skip Logic Group*	Prior complaints
		Y	Did you notice any changes to the FTC Complaint Assistant today?	Yes No Not sure			Y	Radio button, one-up ver	Skip Logic Group*	Notice Changes
		A	Were you aware of the FTC Complaint Assistant before visiting the site today?	Yes No Not sure	C C		Y	Radio button, one-up ver	Skip Logic Group*	Awareness of CA
		C	How did you find the FTC Complaint Assistant site?	FTC Website FTC Publication Search engine Another website Referral from another agency Friend/family member Contacted the FTC Other, Please Specify	E F D		Y	Radio button, one-up ver	Skip Logic Group*	How Did You Find
		D	Please let us know how you found us.				N	Text area, no char limit	Skip Logic Group*	OE_How Found
		E	What specific search terms did you use to try to find the FTC Complaint Assistant site?				N	Text field, <100 char	Skip Logic Group*	OE_Search Terms
		F	What other agency referred you?				N	Text area, no char limit	Skip Logic Group*	OE_Agency Referral
			Did you intend to file a complaint today?	Yes No			Y	Radio button, one-up vertical	Skip Logic Group*	Plan to File
		Z	What did you intend to do today?		Z		N	Text area, no char limit	Skip Logic Group*	OE_What Else Plan to Do
			What category did you submit a complaint for today?	Scams and rip-offs Unwanted telemarketing, text, or SPAM Mobile devices or telephones Internet services, online shopping, or computers Jobs and making money Credit and debt "Other" Complaint category not listed. Please describe.	A		Y	Radio button, one-up vertical	Skip Logic Group*	Complaint Category
		A	What category did you attempt to submit a complaint for today?				N	Text field, <100 char	Skip Logic Group*	OPS_Complaint Category
			Was the FTC Complaint Assistant easy to use?	Yes No Not sure			Y	Radio button, one-up vertical		Easy to Use
			Did you experience any of the following challenges during your visit today? (Please select all that apply.)	I did not understand <b>which category</b> I should have selected (i.e. identity theft, unwanted telemarketing, other, etc.) There was <b>no complaint category listed</b> that covered my complaint  I <b>did not understand</b> what I was supposed to do The form <b>required information that I did not know</b> The form <b>required information that was unrelated to my case</b>  The <b>form/fields would not accept what I entered</b> While on the site, I <b>received a blank screen</b> While on the site, I <b>received a time-out message</b> While on the site, I <b>received an error message</b> Other (please specify) I did not experience any challenges today	A B		Y	Checkbox, one-up vertical	Skip Logic Group*	Challenges
		A	What was the error message?				N	Text area, no char limit	Skip Logic Group*	OE_Error Message
		B	Please let us know what other difficulties you had.				N	Text area, no char limit	Skip Logic Group*	OE_Challenges-Other
	accomplish		Were you able to accomplish your reason for visiting today?	Yes No		yes no	Y	Radio button, one-up ver	Skip Logic Group*	Accomplish
	why_not_accomplish	A	Please tell us more about what you were unable to accomplish today.		A, B		N	Text area, no char limit	Skip Logic Group*	OE_Unable To Accomplish
		B	What will you do next in your efforts to file a complaint?	Try again later Try to call the agency for help Give up Other (please specify)			Y	Radio button, one-up ver	Skip Logic Group*	Do Next
		C	Please specify what you will do next.		C		N	Text area, no char limit	Skip Logic Group*	OE_Do Next
	improve		Thinking about your experience with the FTC Complaint Assistant site today, what one improvement would you suggest?				N	Text area, no char limit		OE_One Improvement

Attribute	Value
Channel	Mobile
Touchpoint Name	Informational
Hierarchy	No
Model Type	PredCSAT Mobile Info
Journey Phase	Awareness
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT_NPS
Look and Feel	Single Page
Theme Color	#009fea