



The text you see here will appear at the top and bottom of your questionnaire, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text

Welcome Text - Phone

Thank you for visiting MilitaryOneSource.mil. You've been selected to participate in a brief questionnaire to let us know how we can improve your experience. Please take a minute to share your opinions.

Thank You Text - Phone

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

Example Mobile

Customer Satisfaction Questionnaire

MILITARY ONESOURCE

Thank you for visiting Militaryonesource.mil.
You've been selected to participate in a brief
questionnaire to let us know how we can
improve your experience. Please take a
minute to share your opinions.

Required questions are denoted by an *

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

Cancel

Submit

ForeSee
[ForeSee Privacy Policy](#)

Model Name Military OneSource Mobile Browse
 Model ID
 Partitioned Yes - 2MQ
 Date
 Model Version 17.3.Y

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



Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
1 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Site Performance - Speed	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate the speed that pages and content loaded for you.	17 Brand Confidence	Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in Military OneSource.
2 Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1= Falls Short, 10=Exceeds)</i>	6 Site Performance - Completeness	Please rate the consistency of complete loading of pages and content.	18 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to MilitaryOneSource.mil using your mobile device?
3 Satisfaction - Ideal	How does this site compare to an ideal mobile website ? <i>(1=Not Very Close, 10=Very Close)</i>	7 Site Performance - Responsiveness	Please rate the responsiveness of the pages to your actions.	19 Recommend Company	Recommend Company (1=Very Unlikely, 10=Very Likely) How likely are you to recommend Military OneSource to someone else?
4 Recommend	Recommend (NPS) (1=Very Unlikely, 10=Very Likely) How likely are you to recommend MilitaryOneSource.mil to someone else ?	8 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of the pages that you visited.	20 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use MilitaryOneSource.mil as your primary resource for information about military life?
		9 Look and Feel - Spacing	Please rate the spacing between items on the pages that you visited.		
		10 Look and Feel - Readability	Please rate the legibility of the pages that you visited.		
		11 Navigation - Ease	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate the ease of finding what you were looking for.		
		12 Navigation - Layout	Please rate the page layout on displaying content and links where you could find them.		
		13 Navigation - Links	Please rate the links on taking you where you needed to go.		
		14 Site Information - Relevance	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the relevance to your interests of the information that you found.		
		15 Site Information - Thoroughness	Please rate the thoroughness of the information that you found.		
		16 Site Information - Readability	Please rate the readability of the information that you found.		

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
	primary_reason_govt		What is your primary reason for visiting the site today?	Help with taxes YMCA Find counseling Find spouse employment Find child care Other (please specify)			Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
	primary_reason_other	A	Please specify the other reason for your visit.				N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
	primary_reason_other		What type of information were you looking for? (Please select all that apply.)	Financial Education Moving EFMP Recreation Child care Other I was not looking for any specific information			Y	Checkbox, one-up vertical		Type of Info
	accomplish		Did you accomplish what you wanted to do today on this site?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	why_not_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
	login_attempt		Did you try to log in to MilitaryOneSource.mil today?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Attempt
	login_success	A	Were you able to log in successfully?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Success
	why_not_login	C	What prevented you from logging in to the site today?				N	Text area, no char limit	Skip Logic Group*	Why Not Log In
	acquisition_source_govt		How were you referred to the site today?	A general email or mailing from Military OneSource Email newsletter from Military OneSource Other social media (e.g., Facebook, Twitter, etc.) Military OneSource social network post, tweet, video, etc. Another government site Search engine results Recommendation from friend or family member Recommendation from official military office/source Other (please specify) I was not referred to the site by anything specific		client_email social_media client_social_network other_government_site search_engine personal_recommendation other_please_specify was_not_referred_by_anything_specific	Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Acquisition Source
	acquisition_source_govt	A	Please specify how else you were referred to the site.				N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	search_use		Did you use the search feature during your visit today?	Yes No Don't recall	A, B, C	yes no donot_recall	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
	search_experience	A	Please tell us about your experience with the site's search feature today. (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) I experienced a different search issue: I had no difficulty with search/results were helpful		results_not_relevant too_many_results not_enough_results returned_no_results received_error_message different_issue no_difficulty	Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience
	search_experience_o	A1	Please specify the search issue you experienced.				N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
	search_nav_first	B	Did you try using the site's navigational links before using the search feature today?	Yes, I navigated first No, I went straight to the search feature Don't recall		yes_navigated_first no_i_went_straight_to_search donot_recall	Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First
	search_help_locate	C	Did the search feature help you to locate what you were looking for today?	Yes Partially No		yes partially no	Y	Radio button, one-up vertical	Skip Logic Group*	Search Help Locate
	nav_experience		How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty I had no difficulty navigating the site	L	links_not_useful difficulty_finding_relevant_info links_difficult_to_understand too_many_links technical_difficulties could_not_navigate_back a_different_navigation_diff no_difficulty_navigation	Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Experience
	nav_experience_o	A	Please specify your navigation difficulty.				N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
	nav_not_expected_o	L	Please describe any specific navigation links or paths that did not take you where they should have.				N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected
	nav_links_labels_o	U	What specific links or labels were difficult to understand?				N	Text area, no char limit	Skip Logic Group*	Nav Links and Labels
	nav_tech_issue_o	T	Please describe the technical difficulty you encountered (include as much detail as possible).				N	Text area, no char limit	Skip Logic Group*	Navigation Technical Issue
	info_issues		Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date Information did not answer my questions Information was not presented in a concise format Wording was not clear Text was difficult to read Other (please specify) No issues reviewing information occurred		information_not_up_to_date information_did_not_answer_questions information_not_concise wording_not_clear text_difficult_to_read other_please_specify no_issues	Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Information Issues
	other_info_issues	A	Please describe the issue you experienced reviewing information.				N	Text area, no char limit	Skip Logic Group*	Information Issues - Other
	info_looking_for	B	What information were you looking for that you could not find?				N	Text area, no char limit	Skip Logic Group*	Information Looking For

COMMENTS

role_govt		What is your primary role in visiting the site today?	General public	general_public	Y	Radio button, one-up vertical	Skip Logic Group*	Role	
			Service member						
			Veteran						
			Spouse of a service member						
			Other family member of a service member (non-spouse)						
			Friend of a service member						
			Service provider or military leadership						
			Government employee (federal, state or local)	government_employee					
			Other (please specify)	other_please_specify					
other_info_issues	A	What is your role in visiting the site today?			N	Text area, no char limit	Skip Logic Group*	Role - Other	
visit_frequency		How often do you visit this site?	This is my first visit	first_visit	Y	Radio button, one-up vertical		Visit Frequency	
			Once every 6 months or less often	six_months					
			Once every few months	few_months					
			Monthly	monthly					
			Weekly	weekly					
			Daily or more often	daily					
visit_frequency		Where are you accessing this site today?	Home	first_visit	Y	Drop down, select one		Where Accessing	
			Work	six_months					
			In transit	few_months					
			Other	other					
improve		What else would you like to share with us to help improve your online experience with MilitaryOneSource.mil?			N	Text area, no char limit		improve	
demos_gender		What is your gender?	Male	male	N	Radio button, one-up vertical		Demos: Gender	
			Female	female					
			Prefer not to respond	prefer_not_to_respond					
demos_age		Which category includes your age?	Under 18	under_18	N	Drop down, select one		Demos: Age	
			18 - 24	18_24					
			25 - 34	25_34					
			35 - 44	35_44					
			45 - 54	45_54					
			55 - 64	55_64					
			65 or older	65_or_older					
			Prefer not to respond	prefer_not_to_respond					
a11_satisfaction		Please rate your level of agreement with the following statements about your experience on the website today. I am satisfied with the service I received from Military OneSource.	1=Strongly Disagree	1_strongly_disagree	N	Radio button, scale, no don't know		A11 Satisfaction	no change
			2	2					
			3	3					
			4	4					
			5=Strongly Agree	5_strongly_agree					
a11_confidence		This interaction increased my confidence in Military OneSource.	1=Strongly Disagree	1_strongly_disagree	N	Radio button, scale, no don't know		A11 Confidence	no change (Can use Trust question below as an alternative)
			2	2					
			3	3					
			4	4					
			5=Strongly Agree	5_strongly_agree					
a11_quality		My need was addressed.	1=Strongly Disagree	1_strongly_disagree	N	Radio button, scale, no don't know		A11 Quality	no change
			2	2					
			3	3					
			4	4					
			5=Strongly Agree	5_strongly_agree					
a11_ease		It was easy to complete what I needed to do.	1=Strongly Disagree	1_strongly_disagree	N	Radio button, scale, no don't know		A11 Ease	no change
			2	2					
			3	3					
			4	4					
			5=Strongly Agree	5_strongly_agree					
a11_efficiency		It took a reasonable amount of time to do what I needed to do.	1=Strongly Disagree	1_strongly_disagree	N	Radio button, scale, no don't know		A11 Efficiency	no change
			2	2					
			3	3					
			4	4					
			5=Strongly Agree	5_strongly_agree					
a11_equity_digital		I was easily able to access the website on my device.	1=Strongly Disagree	1_strongly_disagree	N	Radio button, scale, no don't know		A11 Equity Digital	I was treated fairly. (Equity/Transparency)
			2	2					
			3	3					
			4	4					
			5=Strongly Agree	5_strongly_agree					
a11_helpful_digital		The website helped me do what I needed to do.	1=Strongly Disagree	1_strongly_disagree	N	Radio button, scale, no don't know		A11 Helpful Digital	Employees I interacted with were helpful. (Employee Interaction)
			2	2					
			3	3					
			4	4					
			5=Strongly Agree	5_strongly_agree					