Welcome and Thank You Text

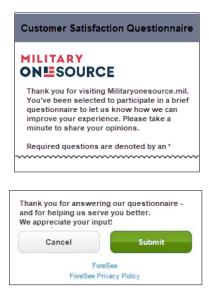### Welcome Text - Phone

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

FORESEE

Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
	Satisfaction		**Site Performance (1=Poor, 10=Excellent, Don't Know)**		**Brand Confidence (1=Not At All Confident, 10=Very Confident)**
1 Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	5 Site Performance - Speed	Please rate the **speed** that pages and content loaded for you.	17 Brand Confidence	Please rate your **level of confidence** in Military OneSource.
2 Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*	6 Site Performance - Completeness	Please rate the consistency of **complete loading** of pages and content.		**Return (1=Very Unlikely, 10=Very Likely)**
3 Satisfaction - Ideal	How does this site **compare to an ideal mobile website**? *(1=Not Very Close, 10=Very Close)*	7 Site Performance - Responsiveness	Please rate the **responsiveness** of the pages to your actions.	18 Return	How likely are you to **return to MilitaryOneSource.mil** using your mobile device?
	Recommend (NPS) (1=Very Unlikely, 10=Very Likely)		**Look and Feel (1=Poor, 10=Excellent, Don't Know)**		**Recommend Company (1=Very Unlikely, 10=Very Likely)**
4 Recommend	How likely are you to **recommend MilitaryOneSource.mil to someone else**?	8 Look and Feel - Appeal	Please rate the **visual appeal** of the pages that you visited.	19 Recommend Company	How likely are you to **recommend Military OneSource** to someone else?
		9 Look and Feel - Spacing	Please rate the **spacing** between items on the pages that you visited.		**Primary Resource (1=Very Unlikely, 10=Very Likely)**
		10 Look and Feel - Readability	Please rate the **legibility** of the pages that you visited.	20 Primary Resource	How likely are you to **use MilitaryOneSource.mil as your primary resource** for information about military life?
			Navigation (1=Poor, 10=Excellent, Don't Know)		
		11 Navigation - Ease	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.		
			Site Information (1=Poor, 10=Excellent, Don't Know)		
		14 Site Information - Relevance	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	COMMENTS
	primary_reason_govt		What is your primary reason for visiting the site today?	Help with taxes			Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason	
				YMCA							
				Find counseling							
				Find spouse employment							
				Find child care							
				Other (please specify)	A						
	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			Y	Checkbox, one-up vertical		Type of Info	
				Education							
				Moving							
				EFMP							
				Recreation							
				Child care							
				Other							
				I was not looking for any specific information							
	accomplish		Did you accomplish what you wanted to do today on this site?	Yes		yes	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish	
				No	A	no					
	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	A	yes	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Attempt	
				No		no					
	login_success	A	Were you able to log in successfully?	Yes		yes	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Success	
				No	C	no					
	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_government		How were you referred to the site today?	A general email or mailing from Military OneSource		client_email	Y	Radio button, one-up vertical	Skip Logic Group*	Acquisition Source	
				Email newsletter from Military OneSource							
				Other social media (e.g., Facebook, Twitter, etc.)		social_media					
				Military OneSource social network post, tweet, video, etc.		client_social_network			Randomize		
				Another government site		other_government_site					
				Search engine results		search_enginer					
				Recommendation from friend or family member		personal_recommendation					
				Recommendation from official military office/source							
				Other (please specify)	A	other_please_specify					
				I was not referred to the site by anything specific		was_not_referred_by_anything_specific			Anchor Answer Choice		
	acquisition_source_government_other	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	A, B, C	yes	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use	
				No		no					
				Don't recall		donot_recall					
	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		results_not_relevant	Y	Checkbox, one-up vertical	Randomize	Search Experience	
				Too many results/I needed to refine my search		too_many_results					
				Not enough results		not_enough_results			Skip Logic Group*		
				Returned NO results		returned_no_results					
				Received error message(s)		received_error_message					
				I experienced a different search issue:	A1	different_issue			Anchor Answer Choice		
				I had no difficulty with search/results were helpful		no_difficulty			Mutually Exclusive		
	search_experience_other	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		yes_navigated_first	Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First	
				No, I went straight to the search feature		no_i_went_straight_to_search					
				Don't recall		donot_recall					
	search_help_locate	C	Did the search feature help you to locate what you were looking for today?	Yes		yes	Y	Radio button, one-up vertical	Skip Logic Group*	Search Help Locate	
				Partially		partially					
				No		no					
	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	L	links_not_useful	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience	
				I had difficulty finding relevant information		difficulty_finding_relevant_info					
				Links and labels were difficult to understand	U	links_difficult_to_understand					
				There were too many links or navigation options to choose from		too_many_links			Randomize		
				I had technical difficulties (error messages, broken links, etc.)	T	technical_difficulties					
				I could not navigate back to previous information		could_not_navigate_back					
				I had a different navigation difficulty	A	a_different_navigation_diff			Anchor Answer Choice		
				I had no difficulty navigating the site		no_difficulty_navigation			Mutually Exclusive		
	nav_experience_other	A	Please specify your navigation difficulty.				N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other	
	nav_not_expected_oe	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_linkes_labels_oe	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_oe	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_not_up_to_date	Y	Checkbox, one-up vertical	Skip Logic Group*	Information Issues	
				Information did not answer my questions	B	information_did_not_answer_questions					
				Information was not presented in a concise format		information_not_concise					
				Wording was not clear		wording_not_clear					
				Text was difficult to read		text_difficult_to_read					
				Other (please specify)	A	other_please_specify					
				No issues reviewing information occurred		no_issues			Mutually Exclusive		
	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	

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)	A	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					