| Model Name | Dept of State Desktop V3 |
|---|---|
| Model ID | Roo95plIkQolEspUZZcUMg4C |
| Partitioned | 2MQ |
| Date | 6/10/2021 |
| 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 | Confidence in Info | Please rate your **level of confidence** in the information provided on State.gov. |
| 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 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 State.gov** in the future? |
| | **Choose one NPS/LTR Question** | **Recommend (NPS) (1=Very Unlikely, 10=Very Likely)** | | | **Look and Feel (1=Poor, 10=Excellent, Don't Know)** | | | **Primary Resource (1=Very Unlikely, 10=Very Likely)** |
| 4 | Recommend | How likely are you to **recommend State.gov to someone else**? | 8 | Look and Feel - Appeal | Please rate the **visual appeal** of the pages that you visited. | 19 | Primary Resource | How likely are you to **use State.gov as your primary resource** for information about the Department of State? |
| | | | 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. | | | |
| | | | | | **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)** | | | |
| | | If the client wants to calculate an NPS score, add (NPS) to the latent name for the question the client wants to use for the NPS calculation. | 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. | | | |

**Model Instance Name:**
*Dept of State Desktop V3*

**Date:** 6/10/2021
**MID:** Roo95pIIkQolEspUZZcUMg4C

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*underlined & italicized*: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

## Dept of State Desktop V3 CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Required Y/N | Special Instructions |
|---|---|---|---|---|---|---|---|
| SBD9287Q001 | | How frequently do you visit this site? | First time | | Radio button, one-up vertical | Y | |
| | | | Daily | | | | |
| | | | About once a week | | | | |
| | | | About once a month | | | | |
| | | | Every 6 months or less | | | | |
| SBD9287Q002 | | What is your primary purpose for visiting this site? | Looking for a job | | Radio button, one-up vertical | y | OPS Group |
| | | | Visa or passport information | | | | |
| | | | Human rights information | | | | |
| | | | Foreign policy information | | | | |
| | | | Country information | | | | |
| | | | Latest news/press releases | | | | |
| | | | Business information | | | | |
| | | | Research for school or personal use | | | | |
| | | | Travel information or alerts | | | | |
| | | | Learn about the State Department | | | | |
| | | | Contact Secretary of State | | | | |
| | | | Document Authentication / Apostille | | | | |
| | | | Embassy information | | | | |
| | | | Grant/funding information | | | | |
| | | | Other, please specify: | A | | | |
| SBD9287Q003 | A | Other primary purpose: | | | Text field, <100 char | N | OPS Group |
| SBD9287Q004 | | What best describes your role in relation to your visit to state.gov today? | Government Employee | B | Radio button, one-up vertical | y | Skip Logic Group* |
| | | | Non-governmental Organization | | | | |
| | | | Press/Journalist | | | | |
| | | | Researcher | | | | |
| | | | Student | | | | |
| | | | Teacher/Educator | | | | |
| | | | Job Seeker | | | | |
| | | | General Public | | | | |
| | | | Other, please specify: | A | | | |
| SBD9287Q005 | B | For what type of government agency do you work? | Federal Government - Not Department of State | | Radio button, one-up vertical | Y | Skip Logic Group* |
| | | | Federal Government - Department of State | | | | |
| | | | State, Regional, or Local Government | | | | |
| | | | Other | | | | |
| SBD9287Q006 | A | Please specify your role in relation to your visit today. | | | Text area, no char limit | N | Skip Logic Group* |
| SBD9287Q007 | | Did you look for or read information related to COVID-19/coronavirus while on the site today? | Yes | A | Radio button, one-up vertical | Y | Skip Logic Group* |
| | | | No | | | | |
| SBD9287Q008 | A | Were you able to find the COVID-19/coronavirus-related information you were looking for? | Yes | | Radio button, one-up vertical | Y | Skip Logic Group* |
| | | | Partially | B | | | |
| | | | No | B | | | |

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## Dept of State Desktop V3 CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Required Y/N | Special Instructions |
|---|---|---|---|---|---|---|---|
| SBD9287Q009 | B | Please tell us what specific COVID-19/coronavirus-related information you were unable to find. | | | Text area, no char limit | N | Skip Logic Group* |
| SBD9287Q010 | | Did you find what you were looking for? | Yes | | Radio button, one-up vertical | Y | Skip Logic Group |
| | | | No | J | | | |
| | | | Partially | J | | | |
| | | | Still looking | J | | | |

| Attribute | Value |
|---|---|
| Channel | Web |
| Touchpoint Name | Informational |
| Hierarchy | No |
| Model Type | CSAT+FB Web |
| Journey Phase | Awareness |
| Touchpoint Type | Standard |
| Partner Involved | No |
| Replay | No |
| Version Number of Model Template | 18.1.J |

| | |
|---|---|
| Survey Type | PredCSAT_NPS |
| Look and Feel | Multi-page |
| Theme Color | #009fea |