

Model Name Dept of State Mobile
 Model ID whFQ5NkUM5J1ttIRIREoog4C
 Partitioned Yes - 2MQ
 Date 7/8/2021
 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
	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 mobile site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	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 ? <i>(1=Falls Short, 10=Exceeds)</i>	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 ? <i>(1=Not Very Close, 10=Very Close)</i>	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?
	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)		
		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.		

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QID	AP Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
SBD9298Q001			How frequently do you visit this site?	First time Daily About once a week About once a month Every 6 months or less			Y	Radio button, one-up vertical		Visit Frequency
SBD9298Q002			What is your primary purpose for visiting this site?	Looking for a job 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:			Y	Radio button, one-up vertical		Primary Purpose
SBD9298Q003		A	Other primary purpose:		A		N	Text area, no char limit		Other Primary Purpose
SBD9298Q004			What best describes your role in relation to your visit to state.gov today?	Government Employee Non-governmental Organization Press/Journalist Researcher Student Teacher/Educator Job Seeker General Public Other, please specify:	B A		Y	Radio button, one-up vertical	Skip Logic Group*	Role
SBD9298Q005		B	For what type of government agency do you work?	Federal Government - Not Department of State Federal Government - Department of State State, Regional, or Local Government Other			Y	Radio button, one-up vertical	Skip Logic Group*	Role - Govt
SBD9298Q006		A	Please specify your role in relation to your visit today.				N	Text area, no char limit	Skip Logic Group*	Other Role
SBD9298Q007			Did you look for or read information related to COVID-19/coronavirus while on the site today?	Yes No	A		Y	Radio button, one-up vertical	Skip Logic Group*	COVID19
SBD9298Q008		A	Were you able to find the COVID-19/coronavirus-related information you were looking for?	Yes Partially No	B B		Y	Radio button, one-up vertical	Skip Logic Group*	COVID19 FIND
SBD9298Q009		B	Please tell us what specific COVID-19/coronavirus-related information you were unable to find.				N	Text area, no char limit	Skip Logic Group*	COVID19 UNABLE OE
SBD9298Q010			Did you find what you were looking for?	Yes No Partially Still looking	J J J		Y	Radio button, one-up vertical	Skip Logic Group	Find
SBD9298Q011		J	What information were you unable to find?				N	Text area, no char limit	Skip Logic Group	OE Did Not Find
SBD9298Q012			What source brought you to the site today?	Internet search engine (Google, Bing, etc.) Link from social media (Facebook, Twitter, etc.) Email from U.S. Department of State Link from a website other than a U.S. Government website Link from a U.S. Government website Link from a news story Referred by a friend or colleague Already familiar with the site Other, please specify:			Y	Radio button, one-up vertical	Skip Logic Group Randomize Anchor Answer Choice	Source
SBD9298Q013		X	Please share with us what other source brought you to the site today.		X		N	Text area, no char limit	Skip Logic Group	OE_Source
SBD9298Q014			Did you use the site's search tool today?	Yes No	B		Y	Radio button, one-up vertical	Skip logic group	Search Used
SBD9298Q015		B	Please describe your search experience. (Please 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 was not sure what words to use in my search. Other Search results were helpful	D		Y	Checkbox, one-up vertical	Skip Logic Group mutually exclusive	Search Experience
SBD9298Q016		D	What other search experience did you have? Please be specific.				N	Text area, no char limit	Skip Logic Group	Other - Search Experience
SBD9298Q017			Please describe your navigation experience. (Please select all that apply.)	Could not navigate back to previous information I felt lost, did not know where I was I had difficulty finding related information Too many links or navigational choices			Y	Checkbox, one-up	Skip Logic Group	Experience

				I had technical difficulties (e.g. broken links, error messages, etc.)	B					
				Links did not take me where I expected						
				Could not get started or did not know where to begin						
				The navigation did not support what I was trying to accomplish						
				Navigated to general area but could not find the specific content needed						
				Other	A					
				No difficulties encountered					mutually exclusive	
SBD9298Q018		B	What type of technical difficulty did you experience? (Select all that apply.)	Broken link	D	Y	Checkbox, one-up vertical	Skip Logic Group		Navigation - Technical Difficulty
				Error message						
				Other	C					
SBD9298Q019		D	Please describe the broken link (what page, what was the link for, etc.).			N	Text area, no char limit	Skip Logic Group		OE_Broken Link
SBD9298Q020		C	Please describe the other type of technical difficulty.			N	Text area, no char limit	Skip Logic Group		OE_Type Technical Difficulty
SBD9298Q021		A	What other navigation experience did you have?			N	Text area, no char limit	Skip Logic Group		OE_Navigation Experience
SBD9298Q022			How could we improve this site?			N	Text area, no char limit			Improve site

Attribute	Value
Channel	Mobile
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