

CFI/FCG OMB CLEARANCE SURVEY MAP

Survey: US Mint Mobile v2

IA#:

Date: 8/24/2021

SURVEY TYPE: Relationship

Survey Q#	Type#	Type Topic
1	Standard	Site Performance - Speed
2	Standard	Site Performance - Completeness
3	Standard	Site Performance - Responsiveness
4	Standard	Look and Feel - Appeal
5	Standard	Look and Feel - Spacing
6	Standard	Look and Feel - Legibility
7	Standard	Product Finding - Ease
8	Standard	Product Finding - Categories
9	Standard	Product Finding - Filtering
10	Standard	Merchandise - Meet Needs
11	Standard	Merchandise - Variety
12	Standard	Merchandise - Preferences
13	Standard	Product Descriptions - Essential Information
14	Standard	Product Descriptions - Clarity
15	Standard	Product Descriptions - Images
16	Standard	Satisfaction - Overall
17	Standard	Satisfaction - Expectations
18	Standard	Satisfaction - Ideal
19	Standard	Return
20	Standard	Purchase Online
21	Standard	Purchase Offline
22	Standard	Recommend
23	Custom	Role
24	Custom	Reason for Collecting Coins
25	Custom	Time Collecting
26	Custom	How Purchase Coins
27	Custom	Initial Interest
28	Custom	Anything Else Collected
29	Custom	Motivations
30	Custom	Primary Reason for Visit
31	Custom	Other Reason for Visit
32	Custom	Coin Product Information
33	Custom	Other Coin Product Information
34	Custom	Coin Type
35	Custom	Customer Service
36	Custom	Other Customer Service
37	Custom	Purchase Timing
38	Custom	Add Item to Cart
39	Custom	Checkout
40	Custom	Checkout Success
41	Custom	Checkout Difficult
42	Custom	Make a Purchase
43	Custom	Why Purchase
44	Custom	Purchase Quality
45	Custom	Times Purchased from US Mint
46	Custom	Previous Purchases
47	Custom	Most Recent Purchase
48	Custom	Why Not Purchase
49	Custom	Other Why Not Purchase
50	Custom	Still Deciding
51	Custom	Additional Info
52	Custom	Issues
53	Custom	Technical Error
54	Custom	Accomplish Task
55	Custom	Why Not Accomplish
56	Custom	Do Next
57	Custom	Visit Frequency
58	Custom	Site Awareness

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Survey Q#	Type#	Type Topic
59	Custom	How Referred to Site
60	Custom	How Interact with Site
61	Custom	Other Interact with Site
62	Custom	Age
63	Custom	Gender
64	Custom	Income
65	Custom	Improvements