Welcome and ⁻	Thank You Text
Welcome Text	Welcome Text - Tablet / Phone
	Thank you for visiting Consumer.FTC.gov . You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions. (To give feedback on ftc.gov or ReportFraud.ftc.gov, please visit those sites directly.)
Thank You Text	Thank You Text - Tablet / Phone
	Thank you for taking our survey - and for helping us serve you better. We appreciate your input!
Example Desktop	Example Mobile

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Example Desktop	Example Mobile

odel Name	FTC.gov Consumer Mobile Informational			Red & Strike-Through	: Delete
odel ID	hBkQNdBgVVhJco0Jld51lg4C			Underlined & Italicized	t: Re-order
artitioned	Yes - 2MQ			Pink: Addition	
ate	•			Blue: Reword	
odel Version	17.3.Y				
Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
	Satisfaction		Site Performance (1=Poor, 10=Excellent, Don't Know)		Return (1=Very Unlikely, 10=Very Likely)
	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.	21 Return	How likely are you to return to Consumer.FTC.gov in the future?
	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.		Recommend (NPS) (1=Very Unlikely, 10=Very Likely)
	How does this site compare to an ideal mobile site ? (1=Not Very Close, 10=Very Close)	7 Site Performance - Responsiveness	Please rate the responsiveness of the pages to your actions.	22 Recommend	How likely are you to recommend Consumer.FTC.gov to someone else?
			Look and Feel (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
		8 Look and Feel - Appeal	Please rate the visual appeal of the pages that you visited.	23 Primary Resource	How likely are you to use Consumer.FTC.gov as your primary resource for information?
		9Look 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.	1 1	
		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.		

Date

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

QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label		
BD8853Q001			First time		Y	Drop down, select one		Visit Frequency		
			Daily							
			Weekly							
			Monthly							
			Once every few months							
			Once every 6 months or less							
BD8853Q002		Which of the following topics if any, were you interested in while on the site today? (Please select all that apply)	Money and credit		Y	Checkbox, one-up vertical		Topics		
			Homes and mortgages							
			Health and fitness							
			Jobs and making money							
			Privacy, identity and online security							
			Scams							
			None of these				Mutually Exclusive			
3D8853Q003		What was your primary reason for visiting consumer.FTC.gov today?	File a consumer complaint		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reaso		
			Find out if something is a scam							
			Learn what to do if I was scammed							
			Report a scam							
			Learn about refunds or getting my money back							
			Register for "Do Not Call"	<u> </u>						
			Report identity theft	<u> </u>						
			Get my free credit report							
			Order or download free printed resources	1						
			Sign up for email updates							
			Get tips about a specific topic							
			Other (please specify)	Α						
BD8853Q004	Α	Please specify your other reason for visiting consumer.FTC.gov						OE Primary		
		today.			N	Text area, no char limit	Skip Logic Group*	Reason		
BD8853Q005		Who were you looking for information for today?				Radio button, one-up		Audience		
			Myself		Y	vertical				
			A friend							
			A family member							
			Other							
BD8853Q006		What is your primary role in visiting the site today?				Radio button, one-up		Primary Role		
			Consumer		Y	vertical	Skip Logic Group*	Skip Logic Group*	Skip Logic Group*	
			Consumer advocate or educator							
			Military							
			Academic							
			Other	Α						
BD8853Q007		Please specify your other role in visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Rol		
3D8853Q008		Did you accomplish what you wanted to do today on						Accomplish		
			Yes		Y	Drop down, select one	Skip Logic Group*			
			No	Α						
BD8853Q009	A	Please tell us why you were unable to accomplish your task today.			N	Text area, no char limit	Skip Logic Group*	OE_Not Accompli		
BD8853Q010		How would you describe your experience navigating the site today?	I had no difficulty navigating the site		Y	Radio button, one-up	Skip Logic Croust	Navigation experience-singl		
		iouuy:	Lhad come difficulty paying the site	z	ř	vertical	Skip Logic Group*	corpense singi		
			I had some difficulty navigating the site I had a lot of difficulty navigating the site	Z						
BD8853Q011	Z	What specific problems did you have with the site's navigation?	Links and labels were confusing or didn't take me where expected	2		Checkbox, one-up		Navigation		
5D9922011	2	(Please select all that apply.)			Y	vertical	Skip Logic Group*	experience		
			I had difficulty finding relevant information							
			Too many options to choose from							
			I had technical difficulties (error messages, broken links, etc.)							
			I could not navigate back to previous information							
			I had a navigation difficulty not listed above	A						
			i nau a navigation uniculty not listeu above	A						
BD8853Q012	A	Please specify your other navigation difficulty.		A	N	Text area, no char limit	Skin Logic Groun*	OE_Nav Experience		

ForeSee Results - Confidential and Proprietary

			No I did not use the search feature				
SBD8853Q014	A	Please describe why you did not find the search feature helpful.		N	Text area, no char limit	Skip Logic Group*	OE_Search experience
SBD8853Q015		Which category includes your age?	Under 18	Y	Drop down, select one		Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			Prefer not to respond				
SBD8853Q016		If you could make one improvement to Consumer.FTC.gov,					One Improvement
		what would it be?		N	Text area, no char limit		

Date

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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
BD8853Q001			First time		Y	Drop down, select one		Visit Frequency
			Daily					
			Weekly					
			Monthly					
			Once every few months					
			Once every 6 months or less					
BD8853Q002		Which of the following topics if any, were you interested in while				Checkbox, one-up		Topics
			Money and credit		Y	vertical		
			Homes and mortgages					
			Health and fitness	_				
			Jobs and making money					
			Privacy, identity and online security					
			Scams					
			None of these				Mutually Exclusive	
BD8853Q003		What was your primary reason for visiting consumer.FTC.gov				Radio button, one-up		Primary Reaso
		today?	File a consumer complaint		Y	vertical	Skip Logic Group*	
			Find out if something is a scam					
			Learn what to do if I was scammed					
			Report a scam					
			Learn about refunds or getting my money back					
			Register for "Do Not Call"	-				
			Report identity theft	-				
			Get my free credit report					
			Order or download free printed resources	_				
			Sign up for email updates					
				-				
			Get tips about a specific topic	-				
			Other (please specify)	Α				
BD8853Q004	A	Please specify your other reason for visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
BD8853Q005		Who were you looking for information for today?				Radio button, one-up		Audience
		· · · · · · · · · · · · · · · · · · ·	Myself		Y	vertical		
			A friend					
			A family member					
			Other	-				
BD8853Q006		What is your primary role in visiting the site today?				Radio button, one-up		Primary Ro
000000000000000000000000000000000000000		what is your primary role in visiting the site today?	Consumer		Y	vertical	Skip Logic Group*	Finaly Role
			Consumer advocate or educator	_	T	Vertical	Skip Logic Group	
				_				
			Military	_				
			Academic					
			Other	Α				
BD8853Q007	A	Please specify your other role in visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary R
BD8853Q008		Did you accomplish what you wanted to do today on					Accomplish	
		consumer.FTC.gov?	Yes		Y	Drop down, select one	Skip Logic Group*	
			No	A			Lup Logio Cloup	
BD8853Q009	A	Please tell us why you were unable to accomplish your task		-	N			OE_Not Accomp
000000000		today.			IN	Text area, no char limit	Skip Logic Group*	
BD8853Q010		How would you describe your experience navigating the site	I had no difficulty navigating the site			Radio button, one-up		Navigation
		today?			Y	vertical	Skip Logic Group*	experience-sing
			I had some difficulty navigating the site	Z				
			I had a lot of difficulty navigating the site	 Z				
BD8853Q011	Z		Links and labels were confusing or didn't take me where expected	_		Checkbox, one-up		Navigation
		(Please select all that apply.)			Y	vertical	Skip Logic Group*	experience
			I had difficulty finding relevant information					
			Too many options to choose from					
			I had technical difficulties (error messages, broken links, etc.)					
			I could not navigate back to previous information					
			I had a navigation difficulty not listed above	A				
BD8853Q012	A	Please specify your other navigation difficulty.	i naa a navigaton dimodity not iisted above	-				OE Nav
PP00000QUIZ	~	n case specify your outer navigation unitcuity.			N	Text area, no char limit		Experience

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SBD8853Q014	A	Please describe why you did not find the search feature helpful.		N	Text area, no char limit	Skip Logic Group*	OE_Search experience
SBD8853Q015		Which category includes your age?	Under 18	Y	Drop down, select one		Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			Prefer not to respond				
SBD8853Q016		If you could make one improvement to Consumer.FTC.gov,					One Improvement
		what would it be?		N	Text area, no char limit		

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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label	
SBD8853Q001		How often do you visit this site?	First time		Y	Drop down, select one		Visit Frequency	
			Daily						
			Weekly						
			Monthly						
			Once every few months						
			Once every 6 months or less						
BD8853Q002		Which of the following topics if any, were you interested in while on the site today? (Please select all that apply)	Money and credit		Y	Checkbox, one-up vertical		Topics	
			Homes and mortgages						
			Health and fitness						
			Jobs and making money						
			Privacy, identity and online security						
			Scams						
			None of these				Mutually Exclusive		
BD8853Q003						Dealis hutter and un		Drimon (Booco	
BD8853Q003		What was your primary reason for visiting consumer.FTC.gov today?			Y	Radio button, one-up	Ohim Lawis Onevert	Primary Reaso	
		iouay?	File a consumer complaint		Ŷ	vertical	Skip Logic Group*		
			Find out if something is a scam						
			Learn what to do if I was scammed						
			Report a scam						
			Learn about refunds or getting my money back						
			Register for "Do Not Call"						
			Report identity theft						
			Get my free credit report						
			Order or download free printed resources						
			Sign up for email updates						
			Get tips about a specific topic						
			Other (please specify) A						
BD8853Q004	A	Please specify your other reason for visiting consumer.FTC.gov						OE Primary	
	<u> </u>	today.			N	Text area, no char limit	Skip Logic Group*	Reason	
BD8853Q005		Who were you looking for information for today?				Radio button, one-up		Audience	
			Myself		Y	vertical			
			A friend						
			A family member						
			Other						
BD8853Q006		What is your primary role in visiting the site today?				Radio button, one-up		1	Primary Role
			Consumer		Y	vertical	Skip Logic Group*		
			Consumer advocate or educator		1				
			Military						
			Academic						
			Other	A					
BD8853Q007	Α	Please specify your other role in visiting consumer.FTC.gov						OE_Primary Ro	
000000000		today.			N	Text area, no char limit	Skip Logic Group*		
BD8853Q008		Did you accomplish what you wanted to do today on				, in the stay, the original limit		Accomplish	
		consumer.FTC.gov?	Yes		Y	Drop down, select one	Skip Logic Group*	, 1000mpil311	
			No	A			omp Logio oroup		
BD8853Q009	A	Please tell us why you were unable to accomplish your task			N			OE Not Accompl	
2200332003	~	today.				Text area, no char limit	Skip Logic Group*	CL_Not Accompt	
		How would you describe your experience navigating the site	I had no difficulty navigating the site			Radio button, one-up	Skip Logic Oloup	Navigation	
PD99520010		today?	I had no uniculty havigaling the site		Y	vertical	Skip Logic Group*	experience-sing	
BD8853Q010				-	ř	vertical	Skip Logic Group"	experience-sing	
BD8853Q010			I had come difficulty paying the cite						
BD8853Q010			I had some difficulty navigating the site	Z					
·			I had a lot of difficulty navigating the site	Z					
	Z				Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation experience	
	Z	What specific problems did you have with the site's navigation?	I had a lot of difficulty navigating the site Links and labels were confusing or didn't take me where expected		Y		Skip Logic Group*		
-	Z	What specific problems did you have with the site's navigation?	I had a lot of difficulty navigating the site Links and labels were confusing or didn't take me where expected I had difficulty finding relevant information		Y		Skip Logic Group*		
	Z	What specific problems did you have with the site's navigation?	I had a lot of difficulty navigating the site Links and labels were confusing or didn't take me where expected I had difficulty finding relevant information Too many options to choose from		Y		Skip Logic Group*		
	Z	What specific problems did you have with the site's navigation?	I had a lot of difficulty navigating the site Links and labels were confusing or didn't take me where expected I had difficulty finding relevant information Too many options to choose from I had technical difficulties (error messages, broken links, etc.)		Y		Skip Logic Group*		
3BD8853Q010 3BD8853Q011	Z	What specific problems did you have with the site's navigation?	I had a lot of difficulty navigating the site Links and labels were confusing or didn't take me where expected I had difficulty finding relevant information Too many options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	Z	Y		Skip Logic Group*		
BD8853Q011		What specific problems did you have with the site's navigation? (Please select all that apply.)	I had a lot of difficulty navigating the site Links and labels were confusing or didn't take me where expected I had difficulty finding relevant information Too many options to choose from I had technical difficulties (error messages, broken links, etc.)		Y		Skip Logic Group*	experience	
·	Z	What specific problems did you have with the site's navigation?	I had a lot of difficulty navigating the site Links and labels were confusing or didn't take me where expected I had difficulty finding relevant information Too many options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information	Z	Y				

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