

Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts. Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data

- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

Focus Area #2: Aligning Data to Business Strategies

- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

Focus Area #3: Strategic and Tactical Value

- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

Why

- Analysis
- Top-Pri
- Open-e
- Shift w
- Inform
- Evaluat

Making Changes

Simply make the change that you desire and highlight that change with a different color text. **Red** works well because it stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

Update Your Custom Questions?

Uncovered new questions to ask
Key areas influence resource use
Seek for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

Welcome and Thank You Text

Welcome Text

Thank you for visiting this site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve. Please take a few minutes to let us know how we can improve your mobile experience.

Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Example Mobile Welcome Text




Customer Satisfaction Survey

Thank you for visiting this site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve. Please take a few minutes to let us know how we can improve your mobile experience.

Example Mobile Thank You Text

Thank you for taking our survey - and for helping us serve you better.
We appreciate your input!

Acker, Maria:
Will ovc.gov change per the site that this survey is placed on? We have 3, ovc.gov; crimevictims.gov; ovc.ncjrs.gov. Are you able to look back and see how we handled this in 2013?

Model Name	DOJ OVC Mobile Browse	<u>Red & Strike-Through</u> : Delete <u>Underlined & Italicized</u> : Re-order <u>Pink</u> : Addition <u>Blue</u> : Rerword	
Model ID	pAhsZ8pJQ1JxAEU00QRBA4C		
Partitioned	Yes - 2Mq		
Date	9/12/2016		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary online resource regarding information for victims of crime?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	17 Satisfaction - Expectations	How well does this site meet your expectations? <i>(1= Falls Short, 10=Exceeds)</i>	Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the future?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend Site	Recommend Site (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
4 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.				
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.				
7 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this site is organized.				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you need.				
10 Information Browsing - Sort	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
13 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

For ovc.gov and ovc.ncjrs.gov; I think we can use ovc.gov as reference, but what should be done for crimevictims.gov? How was this handled in 20113?

A:Used "this site". We can go back to that if you wish.

Model Name	DOJ OVC Mobile Browse	OMB Approval REQUIRED	Red & Strike-Through: Delete	
Model ID	pAhs28pJQ1JxAEU00QRBA4C		Underlined & Italicized: Re-order	
Partitioned	Yes - 2MQ		Pink: Addition	
Date	9/12/2016		Blue: Reword	

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	NOTES
HAJ7022Q001	Primary Reason: Federal Government or Informational Non-Profit		My primary reason for visiting the Department of Justice Office for Victims of Crime (OVC) website today was to...	Find a victim services/assistance program Obtain information on program grants or funding Learn about crime victim rights or legal remedies Find training/technical assistance for victim service providers Learn about program information or best practices Access OVC publications, videos, or other reference material Find events, forums or conferences Conduct research or find statistics on a topic or issue Find an evaluation about the victim assistance field Just browsing Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	Primary Reason	
HAJ7022Q002		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other	
HAJ7022Q003	Accomplish		Did you find the information you were looking for on ovc.gov?	Yes No I wasn't looking for anything in particular		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish	
HAJ7022Q004		A	Please tell us specifically what you were unable to find.			N	Text area, no char limit	Skip Logic Group*	Accomplish - Did Not OE	
HAJ7022Q005		A	What will you do next?	Continue looking on this site or try again later Contact OVC by telephone Contact OVC by email Contact OVC by regular mail Try another website or other resource Nothing Other		Y	Radio button, one-up vertical	Skip Logic Group*	Do Next	
HAJ7022Q006		B	Please describe what you will do next.			N	Text area, no char limit	Skip Logic Group*	Do Next - Other	
HAJ7022Q007			What method(s) did you use to locate information on this site?	I used the main navigation tabs/headings near the top of the home page I opened the Topics A-Z tab first, then browsed by Topic links within that menu I used links in the center of the home page (News & Features/Tools/Current Resources, etc.) I used the Site Search box at the top right of the screen I used another search feature on the site (Publication search, Frequent questions, etc.) I used a Web search engine, such as Google or Bing I used the Site Map Had specific page bookmarked Other Not sure		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Methods	
HAJ7022Q008		A	What other method did you use to look for the information you wanted/needed?			N	Text area, no char limit	Skip Logic Group*	Navigation Method - Other	
HAJ7022Q011		S	Please tell us about your experience with the ovc.gov search feature today. (Select all that apply.)	I had issues with the basic search process (how to use it, terms to enter) I had issues with the visual display of the search results (text size, images) I had issues with search results I received I had issues with sorting, filtering, advanced search, or lack of these options I had technical issues with the search feature I had an issue with the search feature not listed I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Search Experience	
HAJ7022Q012		B	Please specify the search issue you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other	
HAJ7022Q013		S	If you could make one improvement to the search feature, which of the following would you make?	Narrow results by a specific date Sort results by the most popular to least popular Narrow by searching within the first set of results I receive Search by document type, pdf, mp3/mp4, etc. Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Search Improvements	
HAJ7022Q014		C	Please specify your suggestion to improve search.			N	Text area, no char limit	Skip Logic Group*	Search Improvement - Other	
HAJ7022Q015			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 I had difficulty finding relevant information		Y	Checkbox, one-up vertical	Skip Logic Group*	Browse Experience	

			Links and labels were difficult to understand		U			Randomize	
			There were too many links or navigation options to choose from					Anchor Answer Choice	
			I had technical difficulties (error messages, broken links, etc.)		T			Mutually Exclusive	
			I could not navigate back to previous information						
			I had a different difficulty while browsing		A				
			I had no difficulty browsing the site						
HAJ7022Q016		L	Please describe any specific links or paths that did not take you where they should have.			N	Text area, no char limit	Skip Logic Group*	Browse Links Not Expected OE
HAJ7022Q017		U	What specific links or labels were difficult to understand?			N	Text area, no char limit	Skip Logic Group*	Browse Labels OE
HAJ7022Q018		T	Please describe the technical difficulty you encountered (include as much detail as possible).			N	Text area, no char limit	Skip Logic Group*	Browse Tech Issue OE
HAJ7022Q019		A	Please tell us about your other browsing difficulty.			N	Text area, no char limit	Skip Logic Group*	Browse Experience - Other
NEW			Did you use any of the following resources during your visit today?	Helping Victims of Mass Violence & Terrorism Toolkit (MVT Toolkit)	A	Y	Checkbox, one-up vertical	Skip Logic Group*	Resources Used
				Vicarious Trauma Toolkit	B				
				Model Standards for Serving Victims & Survivors of Crime	C				
				Existe Ayuda Toolkit	D				
				None of these				Mutually Exclusive	
NEW		A	How useful were the materials provided in the Mass Violence & Terrorism Toolkit?	Not at all useful		Y	Radio button, one-up vertical	Skip Logic Group*	Resources Rate - MVT
				Somewhat useful					
				Very useful					
		A	How could we improve the Mass Violence & Terrorism Toolkit?			N	Text area, no char limit	Skip Logic Group*	OE_Resources Improve MVT
NEW		B	How useful were the materials provided in the Vicarious Trauma Toolkit?	Not at all useful		Y	Radio button, one-up vertical	Skip Logic Group*	Resources Rate Vicarious Trauma
				Somewhat useful					
				Very useful					
		B	How could we improve the Vicarious Trauma Toolkit?			N	Text area, no char limit	Skip Logic Group*	OE_Resources Improve Vicarious Trauma
NEW		C	How useful were the materials provided in the Model Standards for Serving Victims & Survivors of Crime?	Not at all useful		Y	Radio button, one-up vertical	Skip Logic Group*	Resources Rate Model Standards
				Somewhat useful					
				Very useful					
		C	How could we improve the Model Standards for Serving Victims & Survivors of Crime?			N	Text area, no char limit	Skip Logic Group*	OE_Resources Improve Model Standards
NEW		D	How useful were the materials provided in the Existe Ayuda Toolkit?	Not at all useful		Y	Radio button, one-up vertical	Skip Logic Group*	Resources Rate Existe Ayuda
				Somewhat useful					
				Very useful					
		D	How could we improve the Existe Ayuda Toolkit?			N	Text area, no char limit	Skip Logic Group*	OE_Resources Improve Existe Ayuda
HAJ7022Q020	Acquisition Source		What prompted your visit to the site today?	I have been on the site previously		Y	Radio button, one-up vertical	Anchor Answer Choice	Acquisition Source
				An email from Department of Justice Office for Victims of Crime				Skip Logic Group*	
				As a victim, was referred by doctor, nurse, therapist, counselor, etc.					
				As a victim, was referred by legal or law enforcement professional					
				Department of Justice Office for Victims of Crime social network post, tweet, video, etc.	B			Randomize	
				Non - Department of Justice Office for Victims of Crime social network post, tweet, video, etc.	B				
				Internet blogs or discussion forums					
				News source (magazine/newspaper/radio/television)					
				Referred by a friend or family member					
				Referred by a professional or academic acquaintance					
				Search engine results (e.g. Google, Bing)					
				Other	A			Anchor Answer Choice	
				None of these				Anchor Answer Choice	
HAJ7022Q021		A	Please tell us what else prompted your visit today.			N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
HAJ7022Q022		B	Which social network led you to ovc.gov today?	Facebook		Y	Radio button, one-up vertical	Skip Logic Group*	Social Network
				Twitter					
				YouTube					
				Other	C				
HAJ7022Q023		C	Please tell us the other social network that led you to ovc.gov today.			N	Text field, <100 char	Skip Logic Group*	Social Network - Other
HAJ7022Q024			Have you ever shared information found on OVC with others?	Yes		Y	Radio button, one-up vertical		Share Info
				No					
HOP0301868			Are you interested in following OVC on social media?	Yes, I'm interested	A	Y	Radio button, one-up vertical	Skip Logic Group*	Social Media
				I'm already signed up	B				

HOP0301887		A	You can find OVC on Twitter, Facebook, and YouTube. Are there other social media platforms you would prefer?	No, I'm not interested		N	Text area, no char limit	Skip Logic Group*	Social Media Prefer
HOP0301888		B	Which of these social media channels do you use to follow OVC? (Please select all that apply.)	Twitter Facebook YouTube Not sure		Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Social Media Follow
HAJ7022Q026			Which of the following best describes you in relation to your visit to ovc.gov today?	Victim of crime Friend or family member of crime victim Victim services provider/professional Law enforcement officer or official Attorney/Legal Services professional Corrections/Probation/Parole officer or official Educator or academic administration Student Medical/Nursing/Health service professional Mental health professional Social worker/counselor General public Other		Y	Drop down, select one	Skip Logic Group*	Role
HAJ7022Q027		A	Please briefly describe your other role.			N	Text field, <100 char	Skip Logic Group*	Role - Other
HAJ7022Q028	Visit Frequency		How often do you visit this site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Drop down, select one	Skip Logic Group*	Visit Frequency
RAJ0430836		A	We redesigned our site in late June 2020. Please tell us whether you agree or disagree with the following statements about the new site: The new site look and feel is visually pleasing.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Visually Pleasing
RAJ0430837		A	The new site made it easier to determine which section I needed to navigate to.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Easier Navigation
RAJ0430838		A	The new layout on the site made it easier to find the information I was looking for.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Easier Find
RAJ0430839		A	The new site design is an improvement over the previous design.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Improvement
RAJ0430840		A	Is there anything additional you'd like to share with us about the redesigned site?			N	Text area, no char limit	Skip Logic Group*	OE_Redesign
HAJ7022Q029	OE_Improve Experience		What else would you like to share with us to help improve your online experience with this site?			N	Text area, no char limit		Improve

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	NOTES
HAJ7022Q001	Primary Reason: Federal Government or Informational Non-Profit		My primary reason for visiting the Department of Justice Office for Victims of Crime (OVC) website today was to...	Find a victim services/assistance program Obtain information on program grants or funding Learn about crime victim rights or legal remedies Find training/technical assistance for victim service providers Learn about program information or best practices Access OVC publications, videos, or other reference material Find events, forums or conferences Conduct research or find statistics on a topic or issue Find an evaluation about the victim assistance field Just browsing Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	Primary Reason	
HAJ7022Q002		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other	
HAJ7022Q003	Accomplish		Did you find the information you were looking for on ovc.gov?	Yes No I wasn't looking for anything in particular		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish	
HAJ7022Q004		A	Please tell us specifically what you were unable to find.			N	Text area, no char limit	Skip Logic Group*	Accomplish - Did Not OE	
HAJ7022Q005		A	What will you do next?	Continue looking on this site or try again later Contact OVC by telephone Contact OVC by email Contact OVC by regular mail Try another website or other resource Nothing Other		Y	Radio button, one-up vertical	Skip Logic Group*	Do Next	
HAJ7022Q006		B	Please describe what you will do next.			N	Text area, no char limit	Skip Logic Group*	Do Next - Other	
HAJ7022Q007			What method(s) did you use to locate information on this site?	I used the main navigation tabs/headings near the top of the home page I opened the Topics A-Z tab first, then browsed by Topic links within that menu I used links in the center of the home page (News & Features/Tools/Current Resources, etc.) I used the Site Search box at the top right of the screen I used another search feature on the site (Publication search, Frequent questions, etc.) I used a Web search engine, such as Google or Bing I used the Site Map Had specific page bookmarked Other Not sure		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Methods	
HAJ7022Q008		A	What other method did you use to look for the information you wanted/needed?			N	Text area, no char limit	Skip Logic Group*	Navigation Method - Other	
HAJ7022Q011		S	Please tell us about your experience with the ovc.gov search feature today. (Select all that apply.)	I had issues with the basic search process (how to use it, terms to enter) I had issues with the visual display of the search results (text size, images) I had issues with search results I received I had issues with sorting, filtering, advanced search, or lack of these options I had technical issues with the search feature I had an issue with the search feature not listed I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Search Experience	
HAJ7022Q012		B	Please specify the search issue you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other	
HAJ7022Q013		S	If you could make one improvement to the search feature, which of the following would you make?	Narrow results by a specific date Sort results by the most popular to least popular Narrow by searching within the first set of results I receive Search by document type, pdf, mp3/mp4, etc. Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Search Improvements	
HAJ7022Q014		C	Please specify your suggestion to improve search.			N	Text area, no char limit	Skip Logic Group*	Search Improvement - Other	
HAJ7022Q015			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 I had difficulty finding relevant information		Y	Checkbox, one-up vertical	Skip Logic Group*	Browse Experience	

			Links and labels were difficult to understand	U			Randomize	
			There were too many links or navigation options to choose from				Anchor Answer Choice	
			I had technical difficulties (error messages, broken links, etc.)	T			Mutually Exclusive	
			I could not navigate back to previous information					
			I had a different difficulty while browsing	A				
			I had no difficulty browsing the site					
H AJ7022Q016		L	Please describe any specific links or paths that did not take you where they should have.		N	Text area, no char limit	Skip Logic Group*	Browse Links Not Expected OE
H AJ7022Q017		U	What specific links or labels were difficult to understand?		N	Text area, no char limit	Skip Logic Group*	Browse Labels OE
H AJ7022Q018		T	Please describe the technical difficulty you encountered (include as much detail as possible).		N	Text area, no char limit	Skip Logic Group*	Browse Tech Issue OE
H AJ7022Q019		A	Please tell us about your other browsing difficulty.		N	Text area, no char limit	Skip Logic Group*	Browse Experience - Other
H AJ7022Q020	Acquisition Source		What prompted your visit to the site today?		Y	Radio button, one-up vertical	Anchor Answer Choice Skip Logic Group*	Acquisition Source
			I have been on the site previously				Randomize	
			An email from Department of Justice Office for Victims of Crime					
			As a victim, was referred by doctor, nurse, therapist, counselor, etc.					
			As a victim, was referred by legal or law enforcement professional					
			Department of Justice Office for Victims of Crime social network post, tweet, video, etc.	B				
			Non - Department of Justice Office for Victims of Crime social network post, tweet, video, etc.	B				
			Internet blogs or discussion forums					
			News source (magazine/newspaper/radio/television)					
			Referred by a friend or family member					
			Referred by a professional or academic acquaintance					
			Search engine results (e.g. Google, Bing)					
			Other	A			Anchor Answer Choice	
H AJ7022Q021		A	Please tell us what else prompted your visit today.		N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
H AJ7022Q022		B	Which social network led you to ovc.gov today?		Y	Radio button, one-up vertical	Skip Logic Group*	Social Network
			Facebook					
			Twitter					
			YouTube					
			Other	C				
H AJ7022Q023		C	Please tell us the other social network that led you to ovc.gov today.		N	Text field, <100 char	Skip Logic Group*	Social Network - Other
H AJ7022Q024			Have you ever shared information found on OVC with others?		Y	Radio button, one-up vertical		Share Info
			Yes					
			No					
H OP0301868			Are you interested in following OVC on social media?		Y	Radio button, one-up vertical	Skip Logic Group*	Social Media
			Yes, I'm interested	A				
			I'm already signed up	B				
			No, I'm not interested					
H OP0301887		A	You can find OVC on Twitter, Facebook, and YouTube. Are there other social media platforms you would prefer?		N	Text area, no char limit	Skip Logic Group*	Social Media Prefer
H OP0301888		B	Which of these social media channels do you use to follow OVC? (Please select all that apply.)		Y	Checkbox, one-up vertical	Skip Logic Group*	Social Media Follow
			Twitter					
			Facebook					
			YouTube					
			Not sure				Mutually Exclusive	
H AJ7022Q026			Which of the following best describes you in relation to your visit to ovc.gov today?		Y	Drop down, select one	Skip Logic Group*	Role
			Victim of crime					
			Friend or family member of crime victim					
			Victim services provider/professional					
			Law enforcement officer or official					
			Attorney/Legal Services professional					
			Corrections/Probation/Parole officer or official					
			Educator or academic administration					
			Student					
			Medical/Nursing/Health service professional					
			Mental health professional					
			Social worker/counselor					
			General public					
			Other	A				
H AJ7022Q027		A	Please briefly describe your other role.		N	Text field, <100 char	Skip Logic Group*	Role - Other
H AJ7022Q028	Visit Frequency		How often do you visit this site?		Y	Drop down, select one	Skip Logic Group*	Visit Frequency
			This is my first visit					
			Once every 6 months or less often	A				
			Once every few months	A				
			Monthly	A				
			Weekly	A				
			Daily or more often	A				
NEW		A	We redesigned our site in late June 2020. Please tell us whether you agree or disagree with the following statements about the new site: The new site look and feel is visually pleasing.		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Visually Pleasing
			Strongly Disagree					

				Disagree					
				Neutral					
				Agree					
				Strongly Agree					
				Don't know					
NEW		A	The new site made it easier to determine which section I needed to navigate to.	Strongly Disagree		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Easier Navigation
				Disagree					
				Neutral					
				Agree					
				Strongly Agree					
				Don't know					
NEW		A	The new layout on the site made it easier to find the information I was looking for.	Strongly Disagree		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Easier Find
				Disagree					
				Neutral					
				Agree					
				Strongly Agree					
				Don't know					
NEW		A	The new site design is an improvement over the previous design.	Strongly Disagree		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign - Improvement
				Disagree					
				Neutral					
				Agree					
				Strongly Agree					
				Don't know					
NEW		A	Is there anything additional you'd like to share with us about the redesigned site?			N	Text area, no chat	Skip Logic Group*	OE_Redesign
HAJ7022Q029	OE_Improve Experience		What else would you like to share with us to help improve your online experience with this site?			N	Text area, no char limit		Improve

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	NOTES
HAJ7022Q001	Primary Reason: Federal Government or Informational Non-Profit		My primary reason for visiting the Department of Justice Office for Victims of Crime (OVC) website today was to...	Find a victim services/assistance program Obtain information on program grants or funding Learn about crime victim rights or legal remedies Find training/technical assistance for victim service providers Learn about program information or best practices Access OVC publications, videos, or other reference material Find events, forums or conferences Conduct research or find statistics on a topic or issue Find an evaluation about the victim assistance field Just browsing Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	Primary Reason	
HAJ7022Q002		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other	
HAJ7022Q003	Accomplish		Did you find the information you were looking for on ovc.gov?	Yes No I wasn't looking for anything in particular		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish	
HAJ7022Q004		A	Please tell us specifically what you were unable to find.			N	Text area, no char limit	Skip Logic Group*	Accomplish - Did Not OE	
HAJ7022Q005		A	What will you do next?	Continue looking on this site or try again later Contact OVC by telephone Contact OVC by email Contact OVC by regular mail Try another website or other resource Nothing Other		Y	Radio button, one-up vertical	Skip Logic Group*	Do Next	
HAJ7022Q006		B	Please describe what you will do next.			N	Text area, no char limit	Skip Logic Group*	Do Next - Other	
HAJ7022Q007			What method(s) did you use to locate information on this site?	I used the main navigation tabs/headings near the top of the home page I opened the Topics A-Z tab first, then browsed by Topic links within that menu I used links in the center of the home page (News & Features/Tools/Current Resources, etc.) I used the Site Search box at the top right of the screen I used another search feature on the site (Publication search, Frequent questions, etc.) I used a Web search engine, such as Google or Bing I used the Site Map Had specific page bookmarked Other Not sure		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Methods	
HAJ7022Q008		A	What other method did you use to look for the information you wanted/needed?			N	Text area, no char limit	Skip Logic Group*	Navigation Method - Other	
HAJ7022Q009		F	How often do you use the "A to Z" topic pages?	Every time I visit the site Most of the time when I visit the site About half the time I visit the site Occasionally when I visit the site This is the only time I have used them		Y	Radio button, one-up vertical	Skip Logic Group*	A to Z-Topic-Use Frequency	
HAJ7022Q010		F	What information did you expect to find on the topical page you reviewed?			N	Text area, no char limit	Skip Logic Group*	A to Z-Topic Expectations-OE	
HAJ7022Q011		S	Please tell us about your experience with the ovc.gov search feature today. (Select all that apply.)	I had issues with the basic search process (how to use it, terms to enter) I had issues with the visual display of the search results (text size, images) I had issues with search results I received I had issues with sorting, filtering, advanced search, or lack of these options I had technical issues with the search feature I had an issue with the search feature not listed I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Search Experience	
HAJ7022Q012		B	Please specify the search issue you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other	
HAJ7022Q013		S	If you could make one improvement to the search feature, which of the following would you make?	Narrow results by a specific date Sort results by the most popular to least popular Narrow by searching within the first set of results I receive Search by document type, pdf, mp3/mp4, etc.		Y	Radio button, one-up vertical	Skip Logic Group* Randomize	Search Improvements	

			Other	C			Anchor Answer Choice	
H AJ7022Q014		C	Please specify your suggestion to improve search.		N	Text area, no char limit	Skip Logic Group*	Search Improvement - Other
H AJ7022Q015			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 I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different difficulty while browsing I had no difficulty browsing the site	L U T A	Y Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Browse Experience
H AJ7022Q016		L	Please describe any specific links or paths that did not take you where they should have.		N	Text area, no char limit	Skip Logic Group*	Browse Links Not Expected OE
H AJ7022Q017		U	What specific links or labels were difficult to understand?		N	Text area, no char limit	Skip Logic Group*	Browse Labels OE
H AJ7022Q018		T	Please describe the technical difficulty you encountered (include as much detail as possible).		N	Text area, no char limit	Skip Logic Group*	Browse Tech Issue OE
H AJ7022Q019		A	Please tell us about your other browsing difficulty.		N	Text area, no char limit	Skip Logic Group*	Browse Experience - Other
H AJ7022Q020	Acquisition Source		What prompted your visit to the site today?	I have been on the site previously An email from Department of Justice Office for Victims of Crime As a victim, was referred by doctor, nurse, therapist, counselor, etc. As a victim, was referred by legal or law enforcement professional Department of Justice Office for Victims of Crime social network post, tweet, video, etc. Non - Department of Justice Office for Victims of Crime social network post, tweet, video, etc. Internet blogs or discussion forums News source (magazine/newspaper/radio/television) Referred by a friend or family member Referred by a professional or academic acquaintance Search engine results (e.g. Google, Bing) Other	B B A	Y Radio button, one-up vertical	Anchor Answer Choice Skip Logic Group* Randomize Anchor Answer Choice	Acquisition Source
H AJ7022Q021		A	Please tell us what else prompted your visit today.		N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
H AJ7022Q022		B	Which social network led you to ovc.gov today?	Facebook Twitter YouTube Other	C	Y Radio button, one-up vertical	Skip Logic Group*	Social Network
H AJ7022Q023		C	Please tell us the other social network that led you to ovc.gov today.		N	Text field, <100 char	Skip Logic Group*	Social Network - Other
H AJ7022Q024			Have you ever shared information found on OVC with others?	Yes No	Y	Radio button, one-up vertical		Share Info
NEW			Are you interested in following OVC on social media?	Yes, I'm interested I'm already signed up No, I'm not interested	A B	Y Radio button, one-up vertical	Skip Logic Group*	Social Media
NEW		A	You can find OVC on Twitter, Facebook, and YouTube. Are there other social media platforms you would prefer?		N	Text area, no char limit	Skip Logic Group*	Social Media Prefer
NEW		B	Which of these social media channels do you use to follow OVC? (Please select all that apply.)	Twitter Facebook YouTube Not sure		Y Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Social Media Follow
H AJ7022Q025			Do you subscribe to any email updates or RSS feeds from OVC?	I subscribe to both email updates and RSS feeds from OVC I subscribe only to email updates I subscribe only to RSS feeds No, but I intend to use at least one of them in the future No, nor do I intend to		Y Radio button, one-up vertical		Subscribe
H AJ7022Q026			Which of the following best describes you in relation to your visit to ovc.gov today?	Victim of crime Friend or family member of crime victim Victim services provider/professional Law enforcement officer or official Attorney/Legal Services professional Corrections/Probation/Parole officer or official Educator or academic administration Student Medical/Nursing/Health service professional Mental health professional Social worker/counselor General public		Y Drop down, select one	Skip Logic Group*	Role

			Other	A				
HAJ7022Q027		A	Please briefly describe your other role.		N	Text field, <100 char	Skip Logic Group*	Role - Other
HAJ7022Q028	Visit Frequency		How often do you visit this site?		Y	Drop down, select one		Visit Frequency
			This is my first visit					
			Once every 6 months or less often					
			Once every few months					
			Monthly					
			Weekly					
			Daily or more often					
HAJ7022Q029	OE_ Improve Experience		What else would you like to share with us to help improve your online experience with this site?		N	Text area, no char limit		Improve