

Introduction

The survey outlined in this walkthrough document will collect user feedback on the GSA.gov website. Data collected here will inform our user-centered approach in maintaining and improving our website and digital experience.

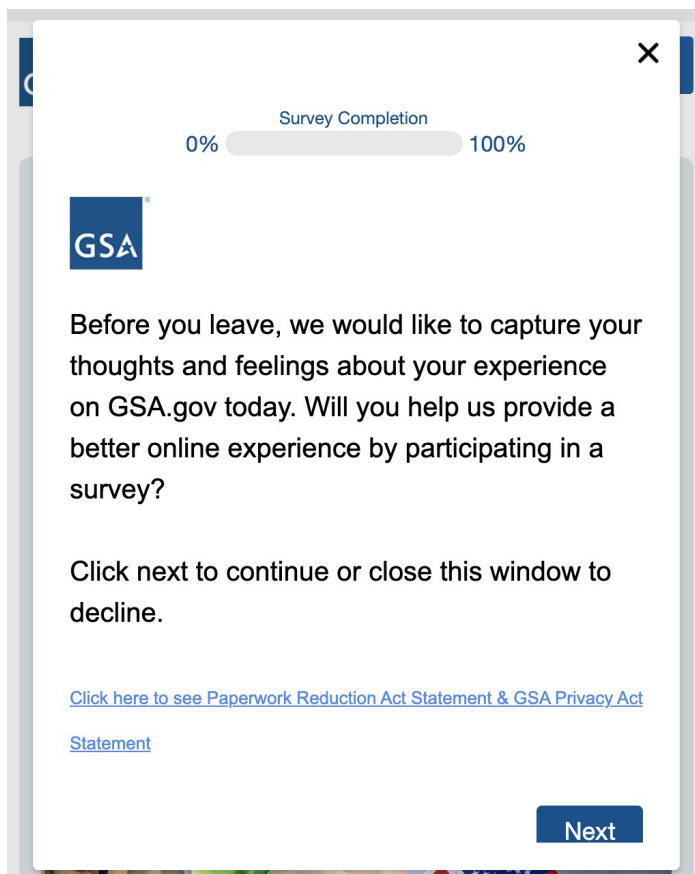
Once live, site visitors will be asked to participate in a survey just before they exit the site. 50% of respondents will be asked questions about the overall website (First Option Survey - General), and 50% will be asked to give feedback about the specific page they are on (Second Option Survey - Page-Level).

Users who have ever taken either survey or saw either survey request in the last 10 days will not be asked to complete a survey during their visit.

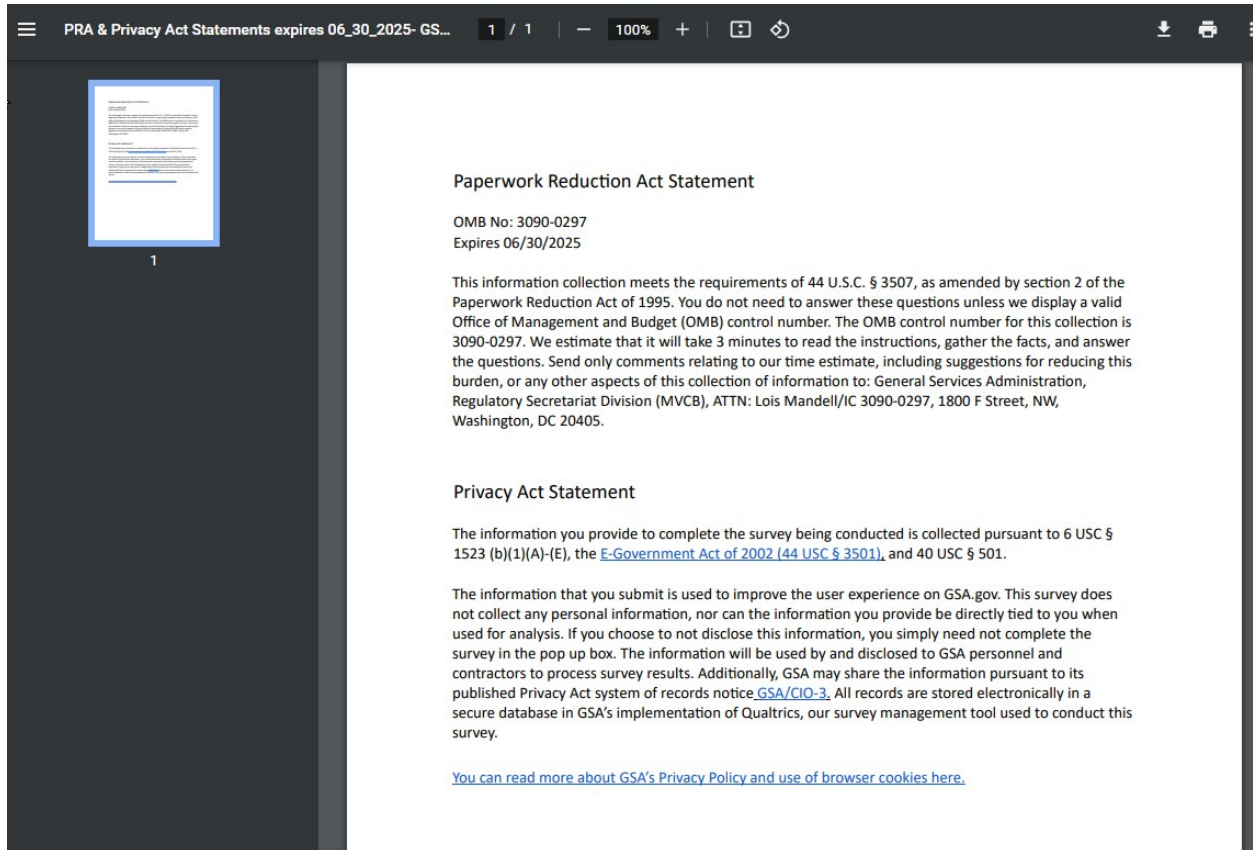
Throughout this document, asterisks (*) indicate questions respondents must answer to move forward.

First Option Survey (General)

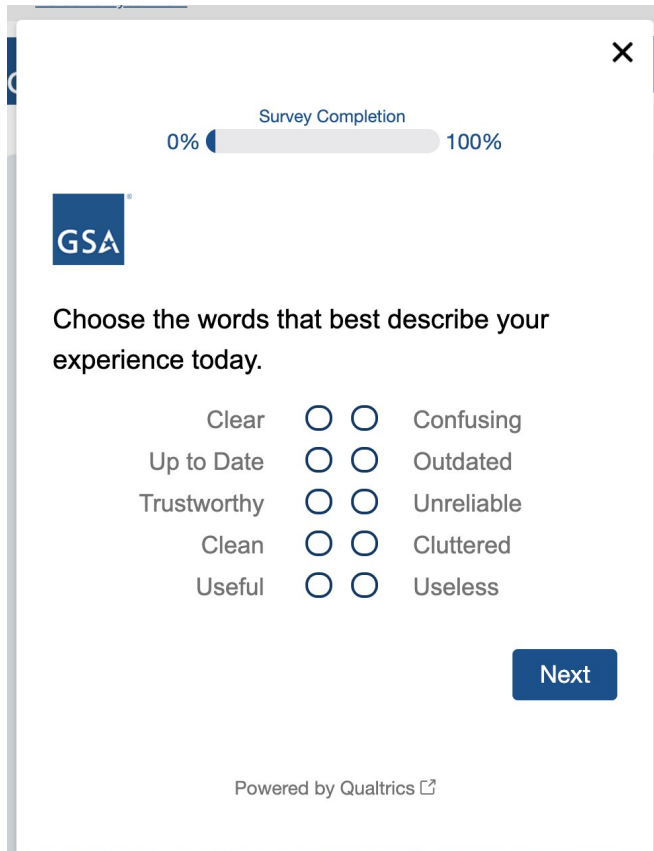
Users will see this prompt when they hover over an exit button (*):



Users who click on the PRA/Privacy link will see this document open in a new window:



Users who click Next will see the first survey question (*):



After they respond to the first question, all users will be asked how satisfied they were with their web experience (*):



How satisfied or dissatisfied were you with your overall GSA.gov experience today?

- Strongly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Strongly dissatisfied

Next



What was the primary reason for your visit to GSA.gov today?

- Auctions/surplus property
- Building information
- GSA agency information (contacts, regions, news, organization, etc.)
- Forms
- Jobs
- Per diem and/or travel (mileage rates, airfare, lodging, etc.)
- Policy and/or regulations
- Purchase and/or look for information on purchasing products and/or services
- Sell and/or look for information on selling products and/or services
- Small business contracting and/or partnering
- Training and/or events
- Other (please specify)

Then, they will select a primary reason for visiting the site (*):

Users who select *Other* will be prompted to provide their reason in a comment box (*):



Please specify your other reason for visiting GSA.gov today.

Next

All participants will then be asked if they were able to complete their task on the site (*):



Were you able to find information or complete the task that you needed today?

- Yes, completely
- Yes, partially
- No

Next

Participants who select *Yes, completely* or *Yes, partially* will be asked how much effort it took them to complete their task (*):



How much effort did you personally invest to find your information or accomplish your task today?

- Much less effort than I expected
- A little less effort than I expected
- The expected amount of effort
- A little more effort than I expected
- Much more effort than I expected

Next



What were you trying to look for or complete? If possible, please be specific.

All participants will be asked to describe their task in a comment box (*):

Next

Participants who selected *Yes, partially* or *No* when asked if they were able to complete their task will have the opportunity to supply an email address, so GSA staff may follow up with them as deemed necessary:

May we contact you to follow-up on your issue? If so, please add your email below.

Next

All participants will then be asked to select their role (*):



Please select the role that most closely aligns with your position.

- GSA employee
- Federal, civilian government employee
- Member of the armed services/military
- State/local/tribal government employee
- Small business vendor/contractor
- Large business vendor/contractor
- Non-government real property professionals (realty specialists, community planners, facility managers, architects, engineers, etc.)
- General public (tax professional, non-federal government traveler, retired military, student/academic, non-profit, etc.)

Next

Participants who select *Small business vendor/contractor* or *Large business vendor/contractor* will be asked if they currently have a contract (*):



Do you currently have a GSA contract?

- Yes
- No

Next

All participants will then be asked to agree or disagree with the following statement (*):



Do you agree or disagree with the following statement concerning your experience on GSA.gov? “The website was created by someone who thought about the needs and experiences of people like me.”

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Next

Finally, all participants will have the opportunity leave an open-ended comment about their overall web experience on GSA.gov:

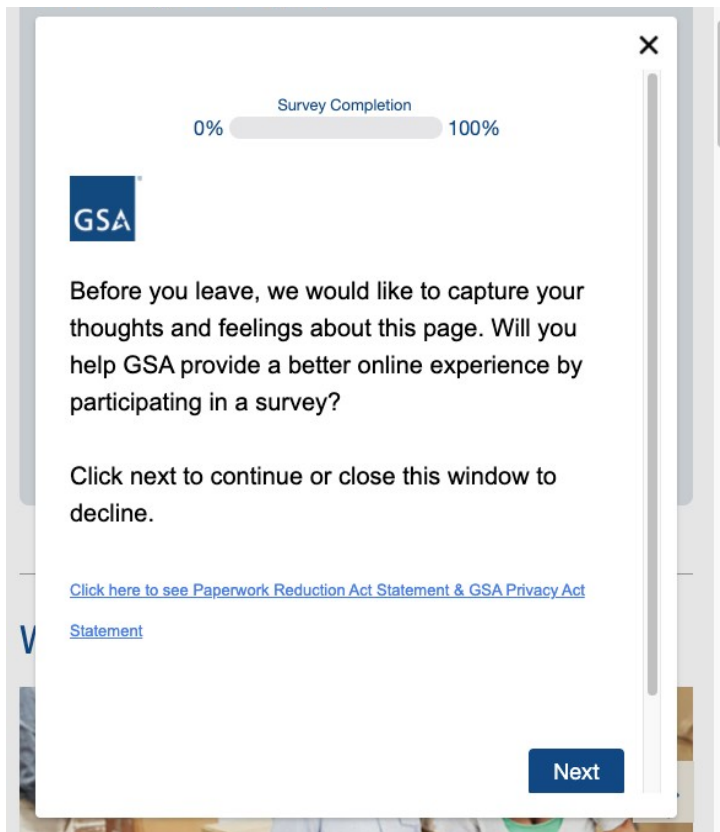


Please let us know if you have anything else you would like to share.

Next

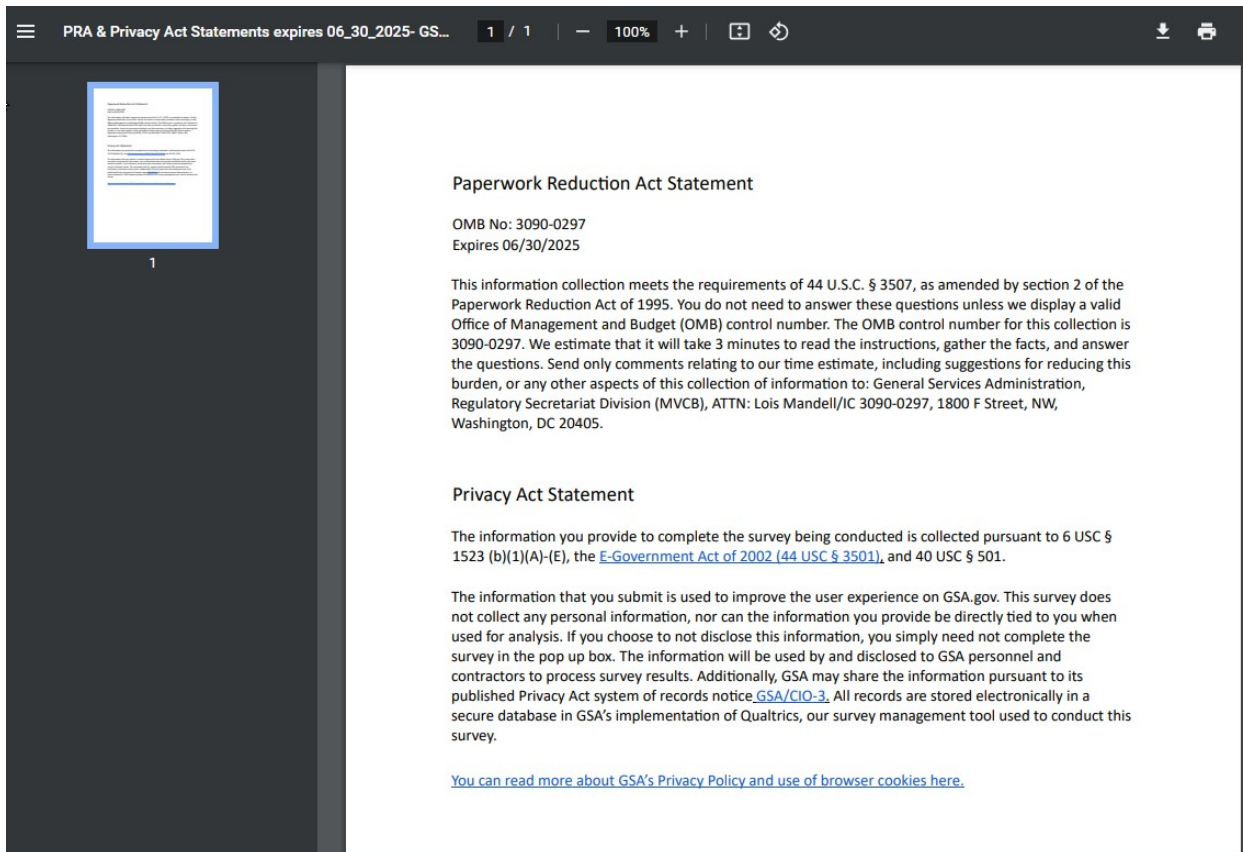
Participants who complete the survey will see this thank you message:

Second Option Survey (Page-Level)



Users who get the page-level survey will see a prompt when they hover over an exit button (*):

Participants who click on the link will see this document in a new window:



All participants who click *Next* to begin the survey will start with this question (*):

X

Survey Completion

0% 100%

GSA

How satisfied or dissatisfied were you with this page today?

Strongly satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Strongly dissatisfied

Next

Then, they will then be prompted to agree or disagree with the following statements (*):

Do you agree or disagree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The content on this page is easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on this page is up-to-date.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on this page is trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on this page is cleanly laid out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content on this page is useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

All participants will be asked if they were able to complete their task on the page (*):



Were you able to find information or complete the task that you needed on this page?

- Yes, completely
- Yes, partially
- No

Next

Users who select *Yes, completely* or *Yes, partially* will be asked to select their level of effort (*):



How much effort did you personally invest to find your information or accomplish your task today?

- Much less effort than I expected
- A little less effort than I expected
- The expected amount of effort
- A little more effort than I expected
- Much more effort than I expected

Next

All participants will be asked to specify their task in a comment box (*):



What were you trying to look for or complete? If possible, please be specific.

Next

Participants who selected *Yes, partially* or *No* when asked if they were able to complete their task will have the opportunity to supply an email address, so GSA staff may follow up with them as deemed necessary:

May we contact you to follow-up on your issue? If so, please add your email below.

Next

All participants will be asked to select a primary reason for their visit to the website (*):



What was the primary reason for your visit to GSA.gov today?

- Auctions/surplus property
- Building information
- GSA agency information (contacts, regions, news, organization, etc.)
- Forms
- Jobs
- Per diem and/or travel (mileage rates, airfare, lodging, etc.)
- Policy and/or regulations
- Purchase and/or look for information on purchasing products and/or services
- Sell and/or look for information on selling products and/or services
- Small business contracting and/or partnering
- Training and/or events
- Other (please specify)

Participants who select *Other* will be prompted to give their reason in a comment box (*):



Please specify your other reason for visiting GSA.gov today.

Next

All participants will be asked to select the role that aligns most closely with their position (*):



Please select the role that most closely aligns with your position.

- GSA employee
- Federal, civilian government employee
- Member of the armed services/military
- State/local/tribal government employee
- Small business vendor/contractor
- Large business vendor/contractor
- Non-government real property professionals (realty specialists, community planners, facility managers, architects, engineers, etc.)
- General public (tax professional, non-federal government traveler, retired military, student/academic, non-profit, etc.)

Next

Participants who select *Small business vendor/contractor* or *Large business vendor/contractor* will be asked if they currently have a contract (*):



Do you currently have a GSA contract?

- Yes
- No

Next

Finally, all participants will have the opportunity to leave an open-ended comment:



Please let us know if you have anything else you would like to share today.

Next

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Participants who complete the survey will see this end of survey message:



Thank you for taking this survey today. Your feedback is very important in shaping the future of this website.

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