### 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.

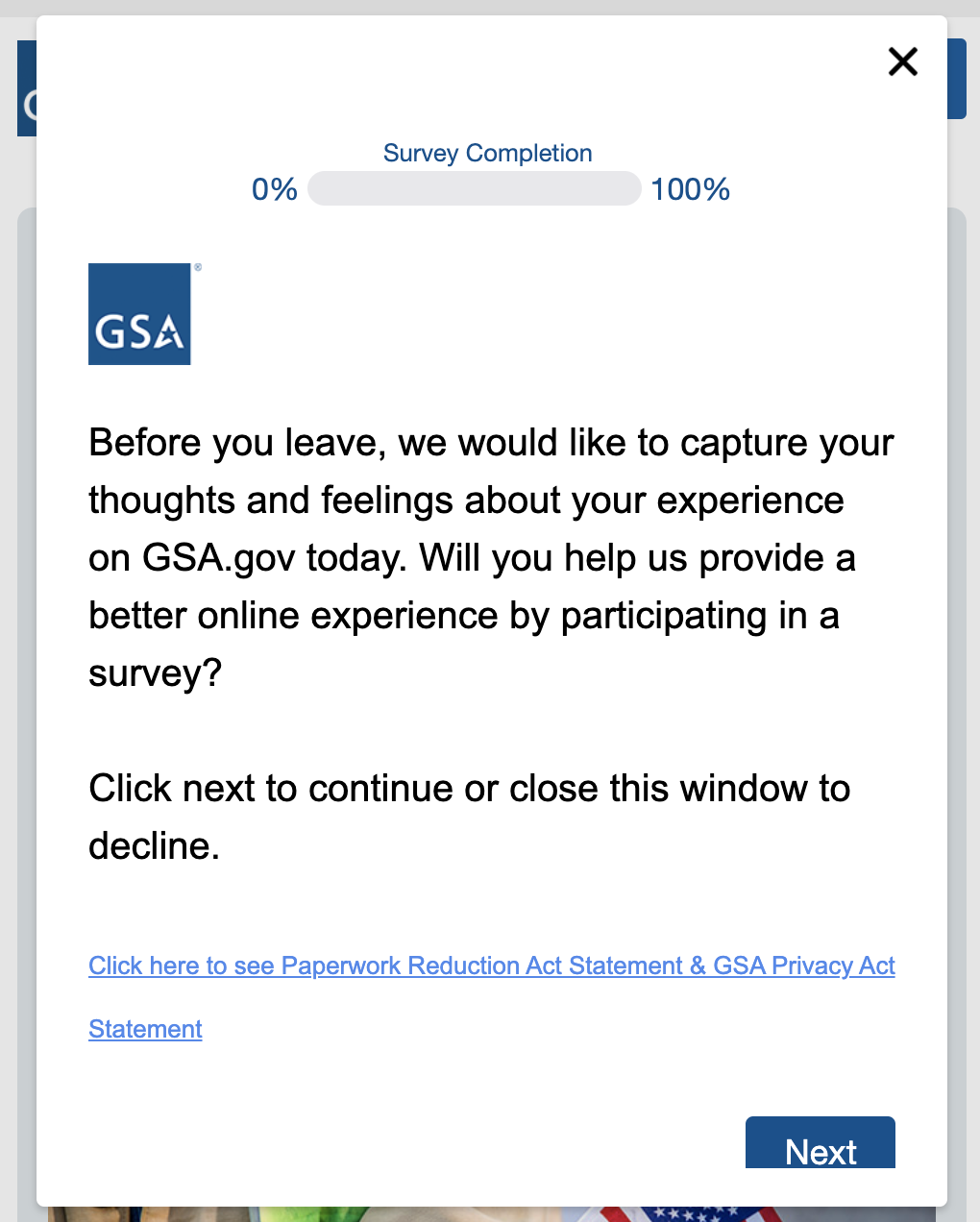
Once live, site visitors will be asked to participate in a survey just before they exit the site. 50% of respondents will be asked questions about the overall website (First Option Survey - General), and 50% will be asked to give feedback about the specific page they are on (Second Option Survey - Page-Level).

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.

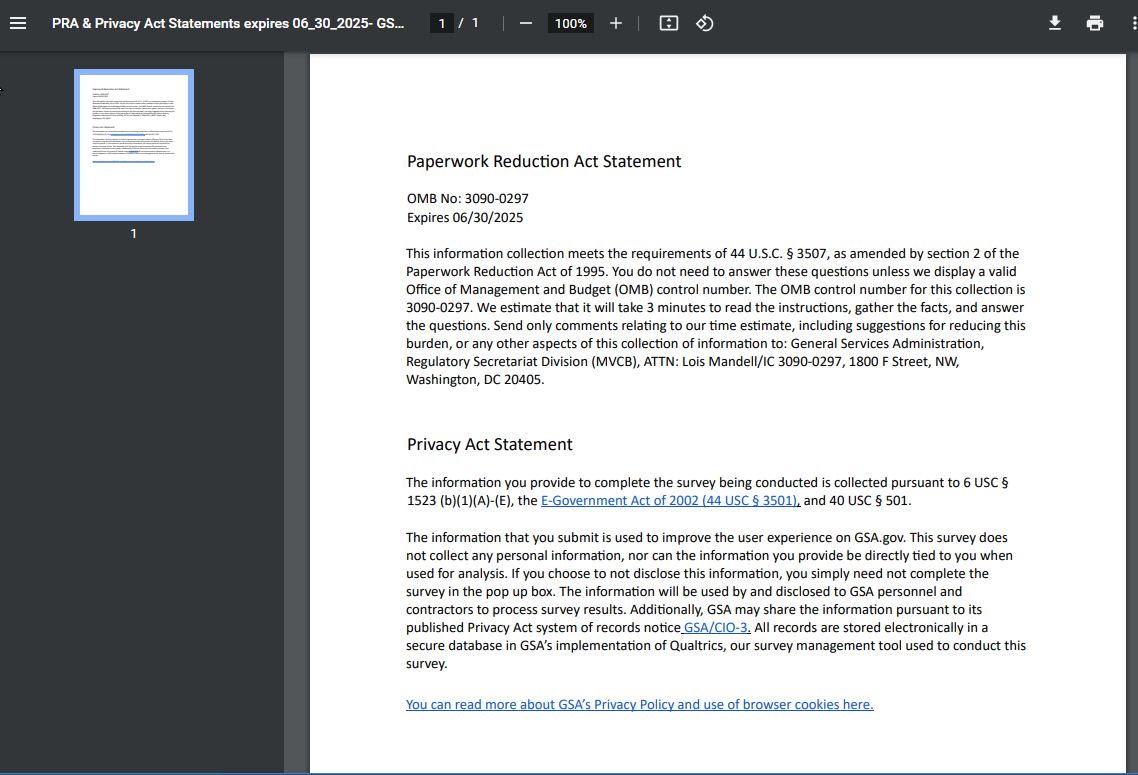
Throughout this document, asterisks (\*) indicate questions respondents must answer to move forward.

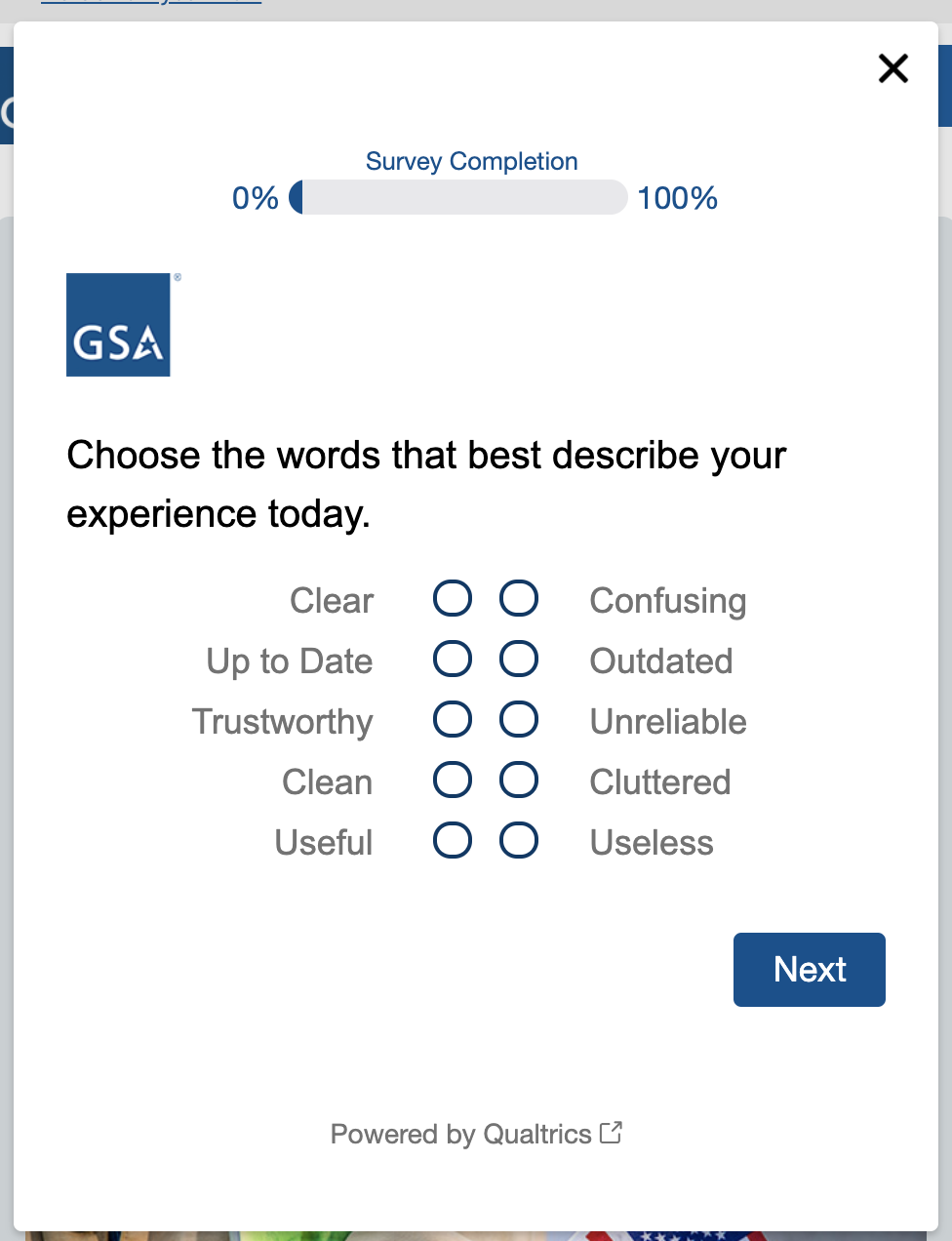
### First Option Survey (General)

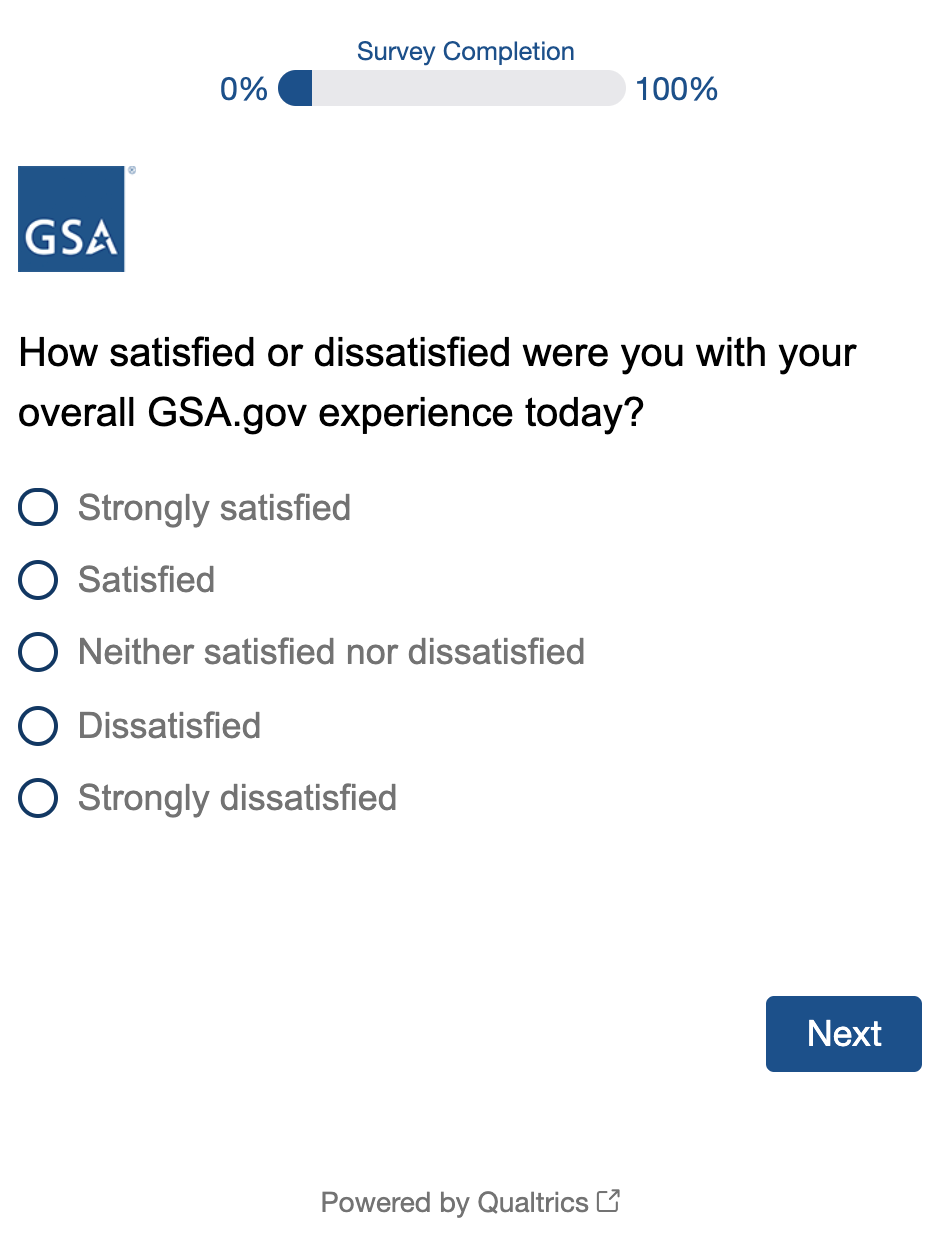
Users will see this prompt when they hover over an exit button (\*):



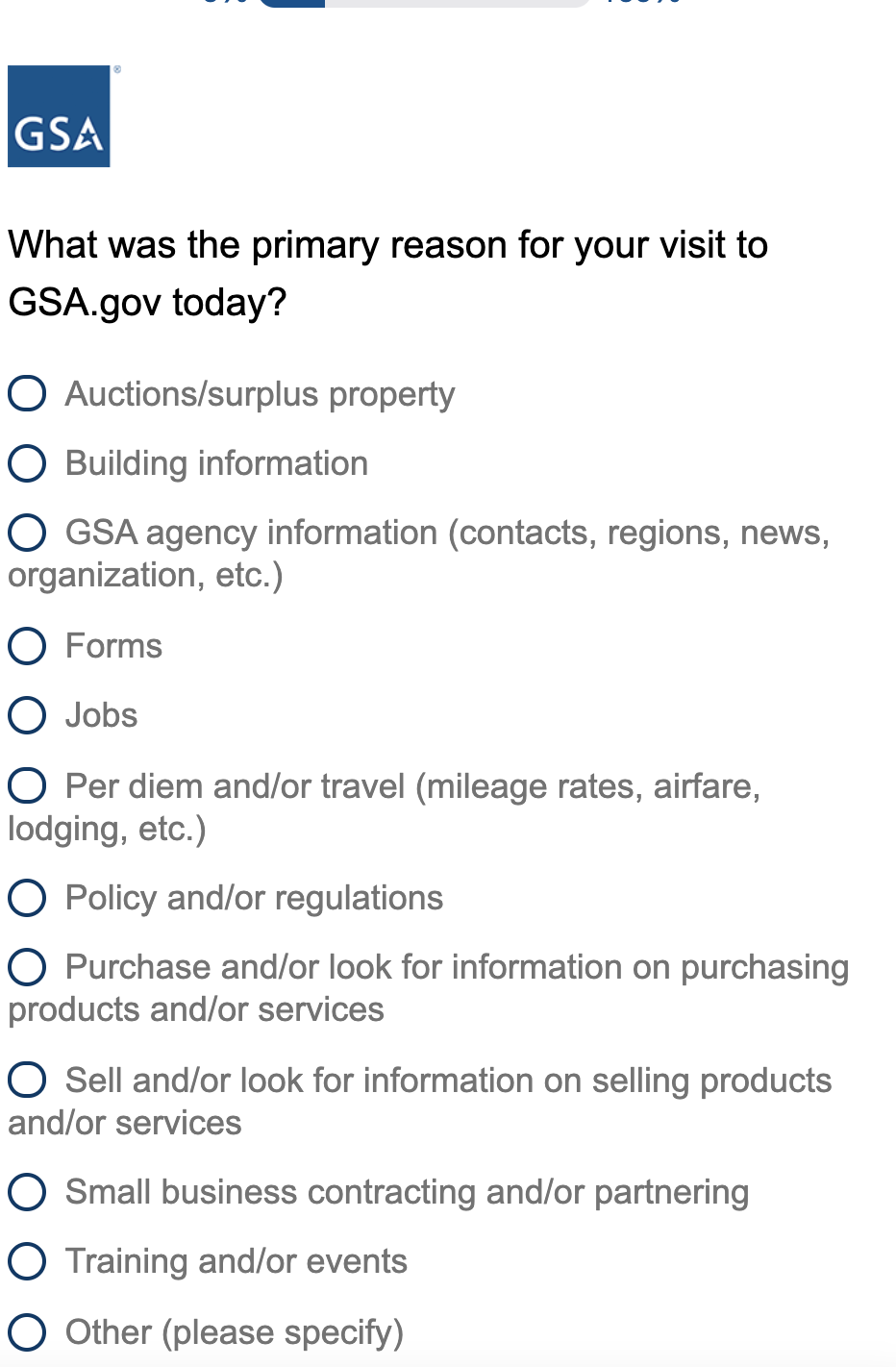
Users who click on the PRA/Privacy link will see this document open in a new window:



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 (\*):

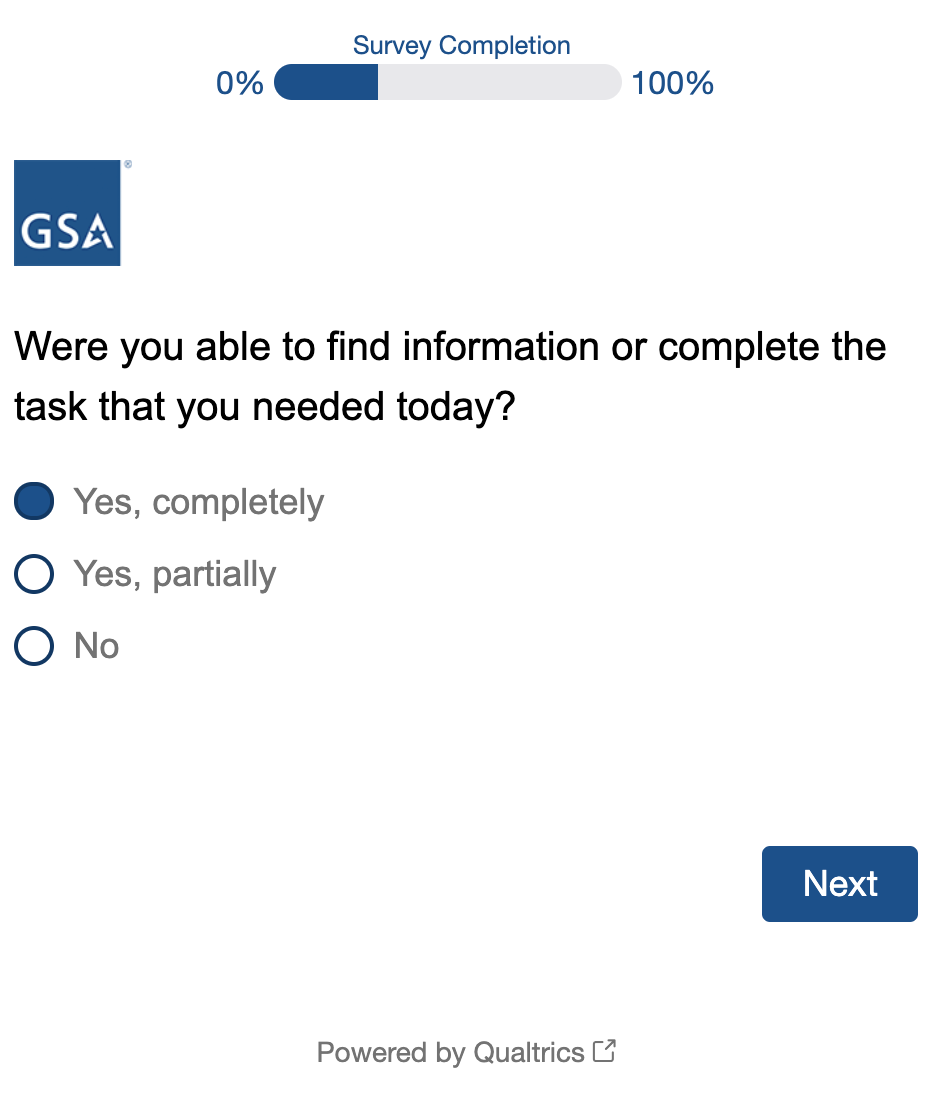
Then, they will select a primary reason for visiting the site (\*):



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



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



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

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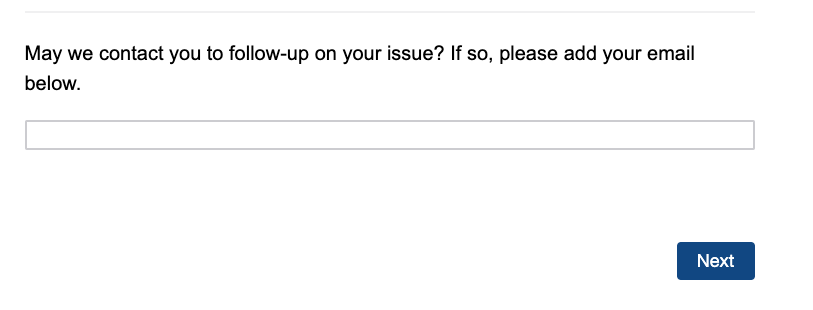
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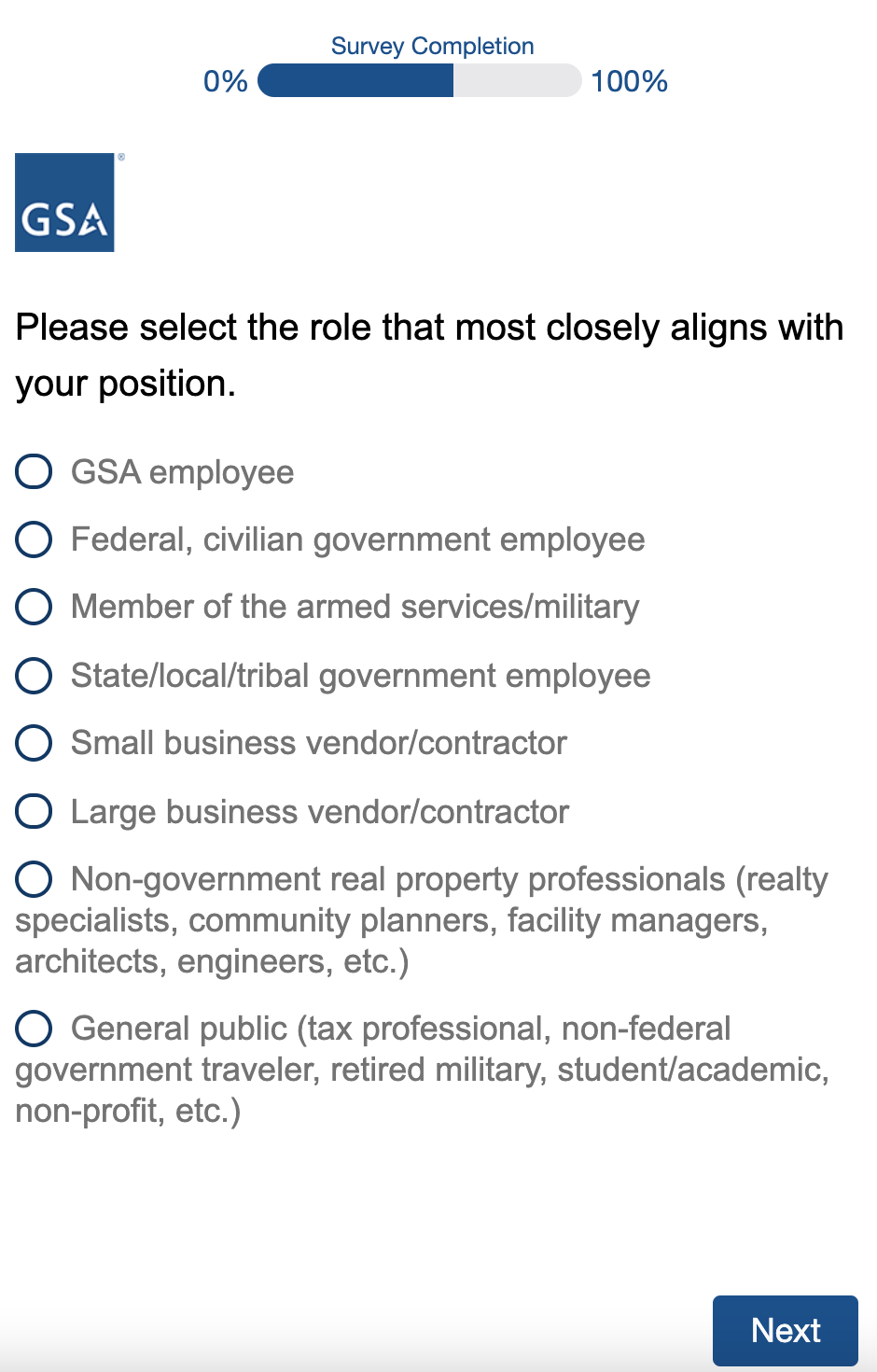
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All participants will be asked to describe their task in a comment box (\*): 

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:



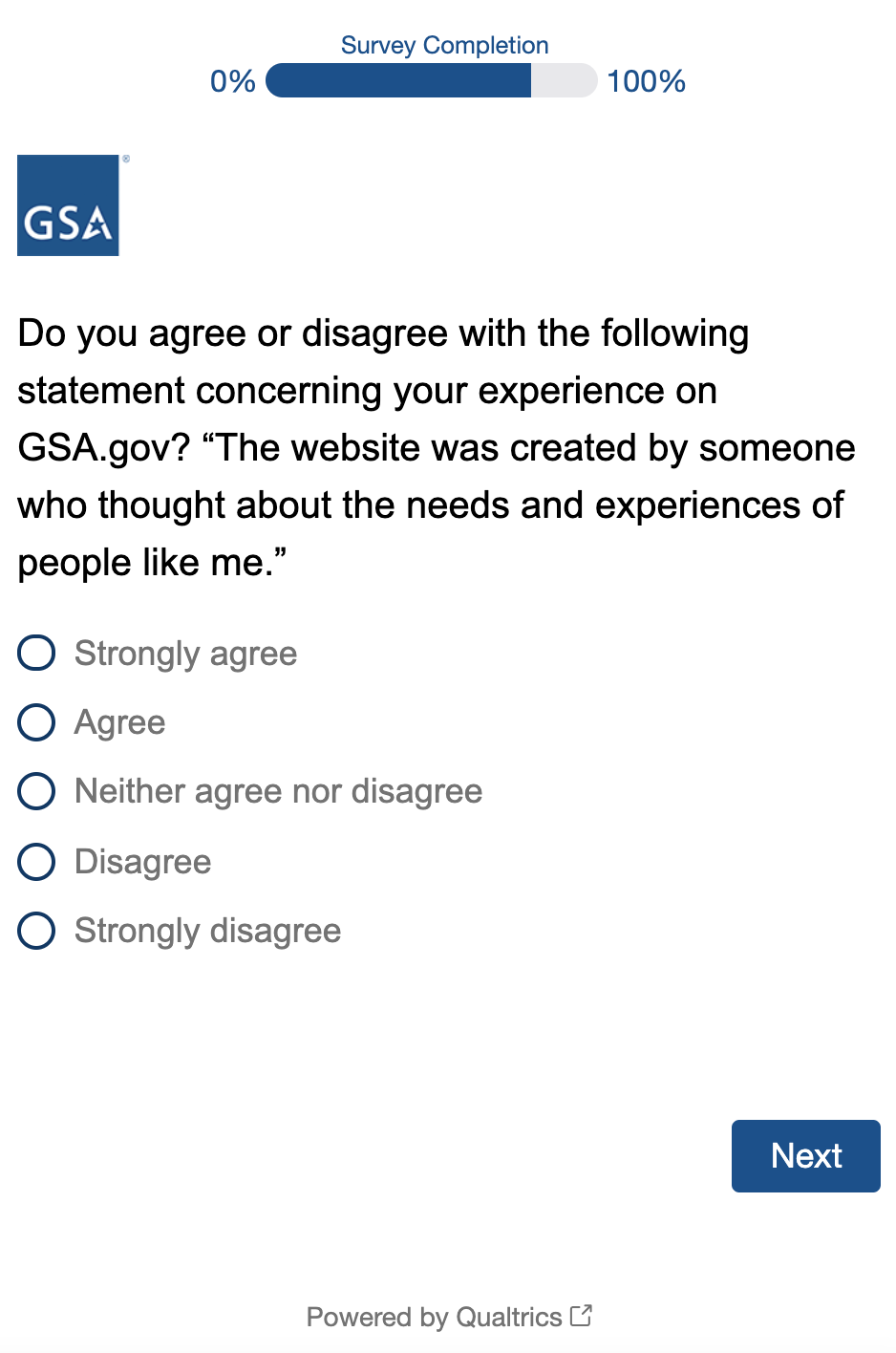
All participants will then be asked to select their role (\*):



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



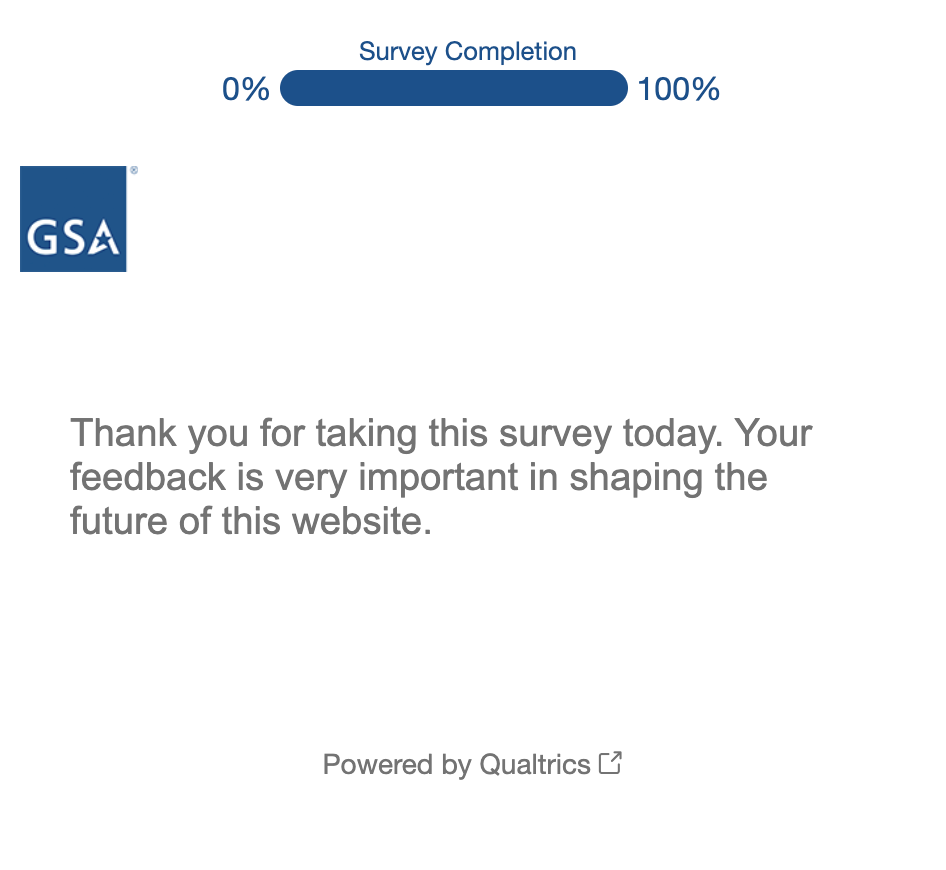
All participants will then be asked to agree or disagree with the following statement (\*):



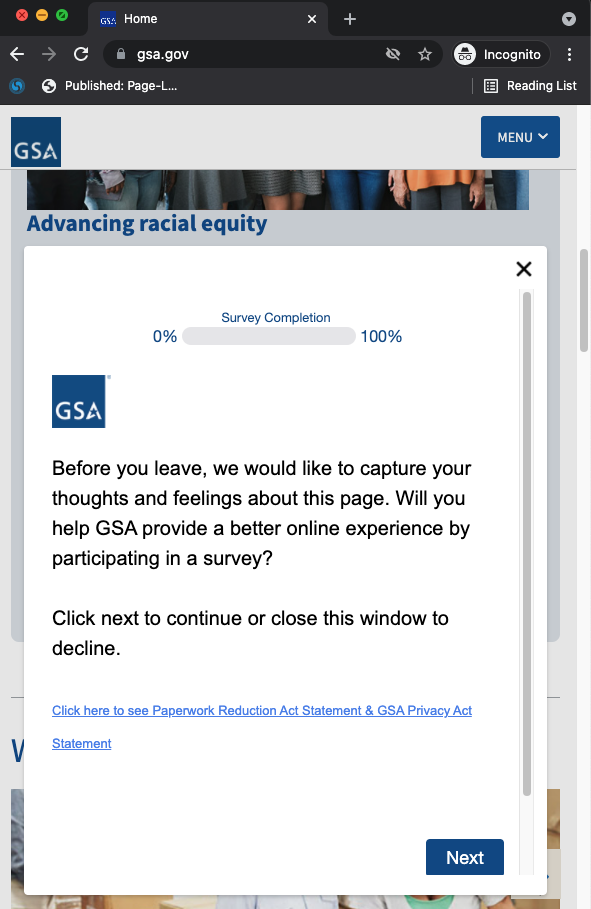
Finally, all participants will have the opportunity leave an open-ended comment about their overall web experience on GSA.gov:



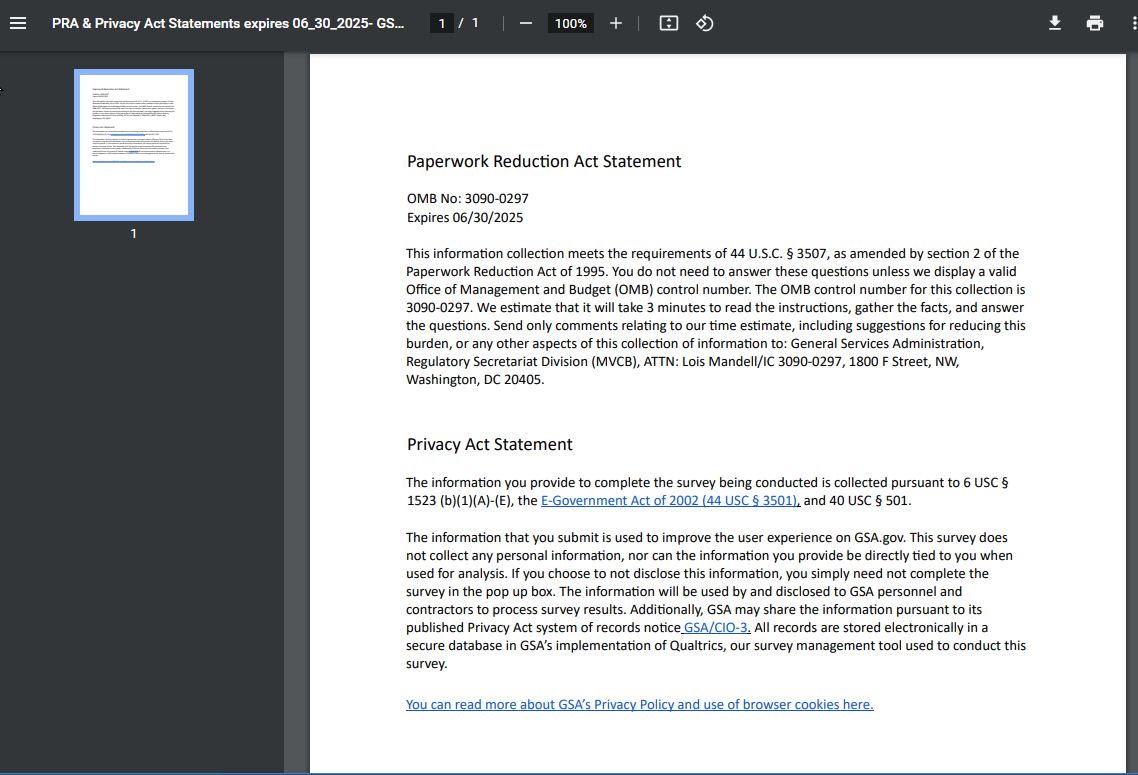
Participants who complete the survey will see this thank you message:



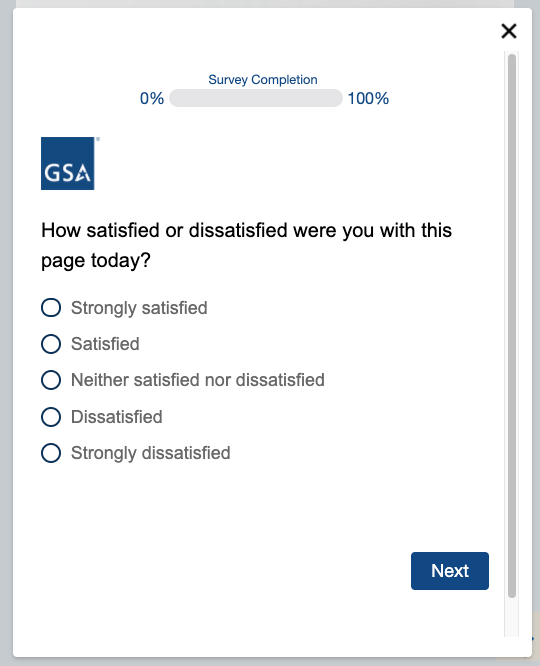
### Second Option Survey (Page-Level)

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

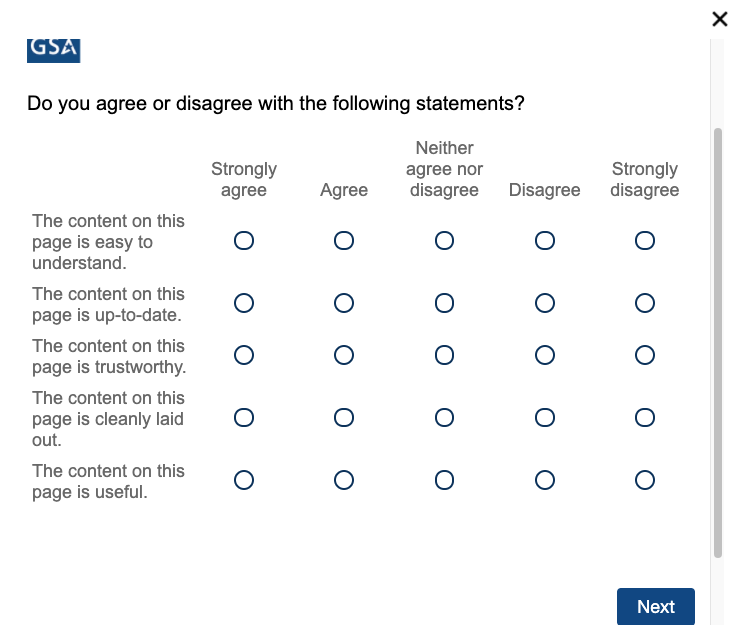
Participants who click on the link will see this document in a new window:



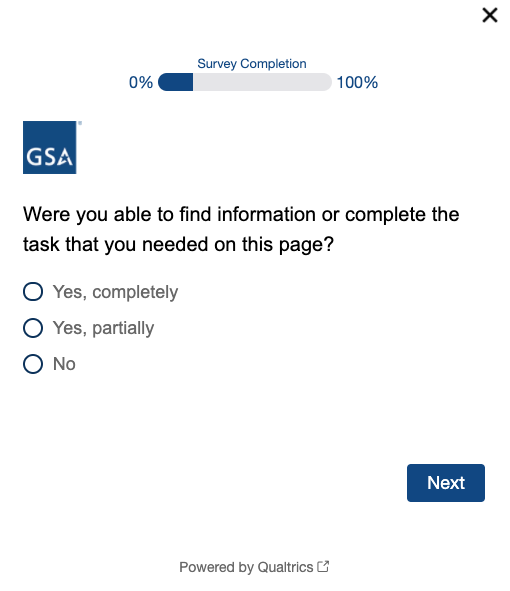
All participants who click *Next* to begin the survey will start with this question (\*):



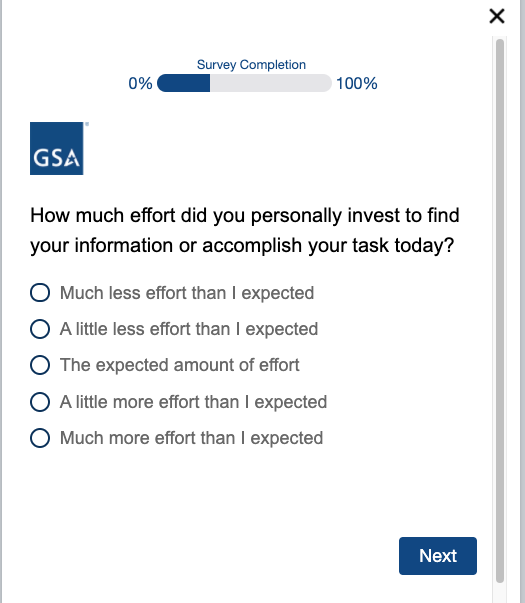
Then, they will then be prompted to agree or disagree with the following statements (\*):

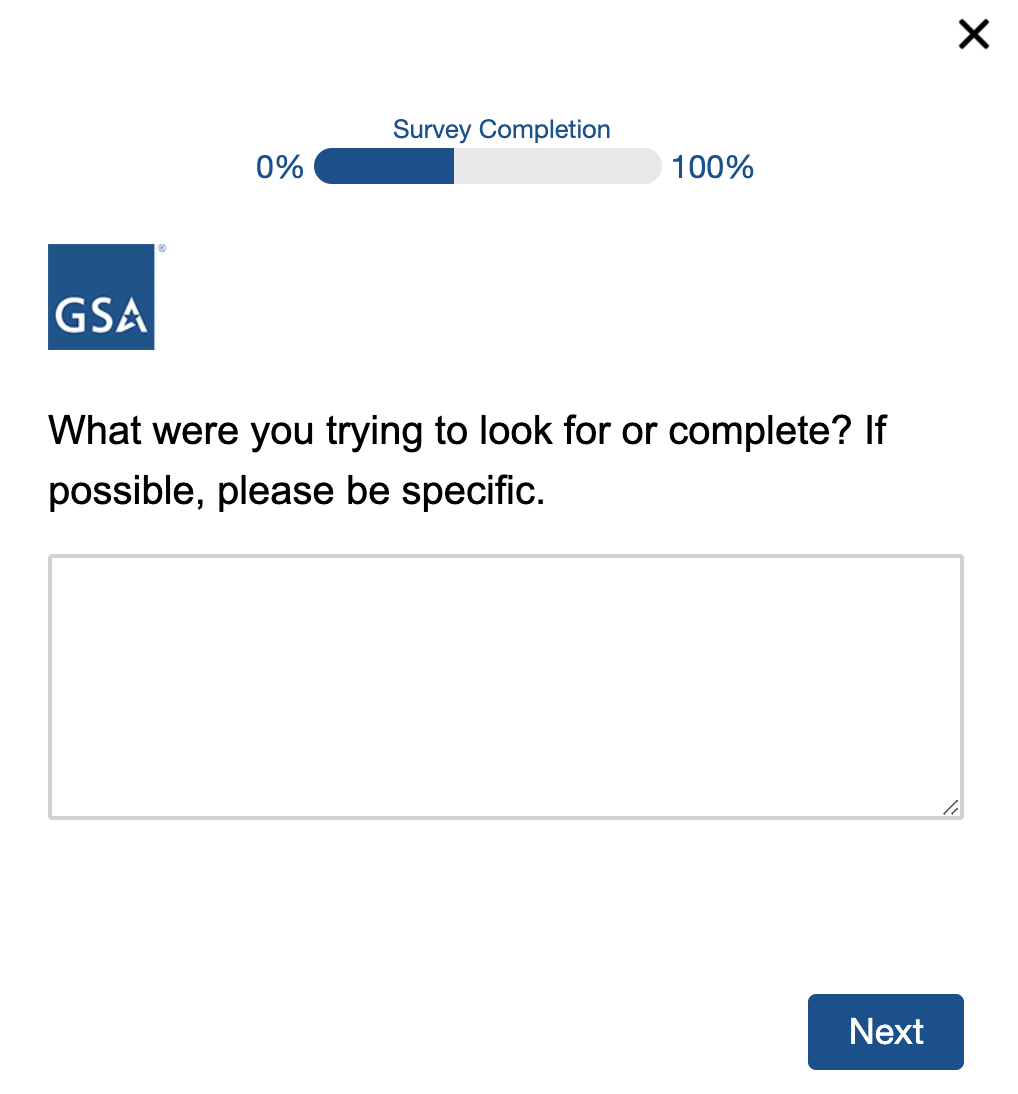


All participants will be asked if they were able to complete their task on the page (\*):

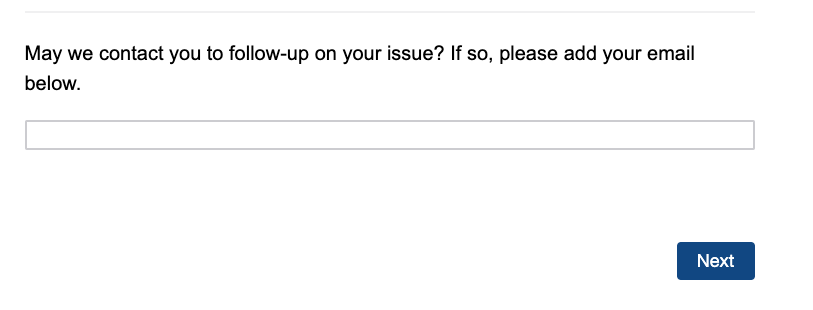


Users who select *Yes, completely* or *Yes, partially* will be asked to select their level of effort (\*):

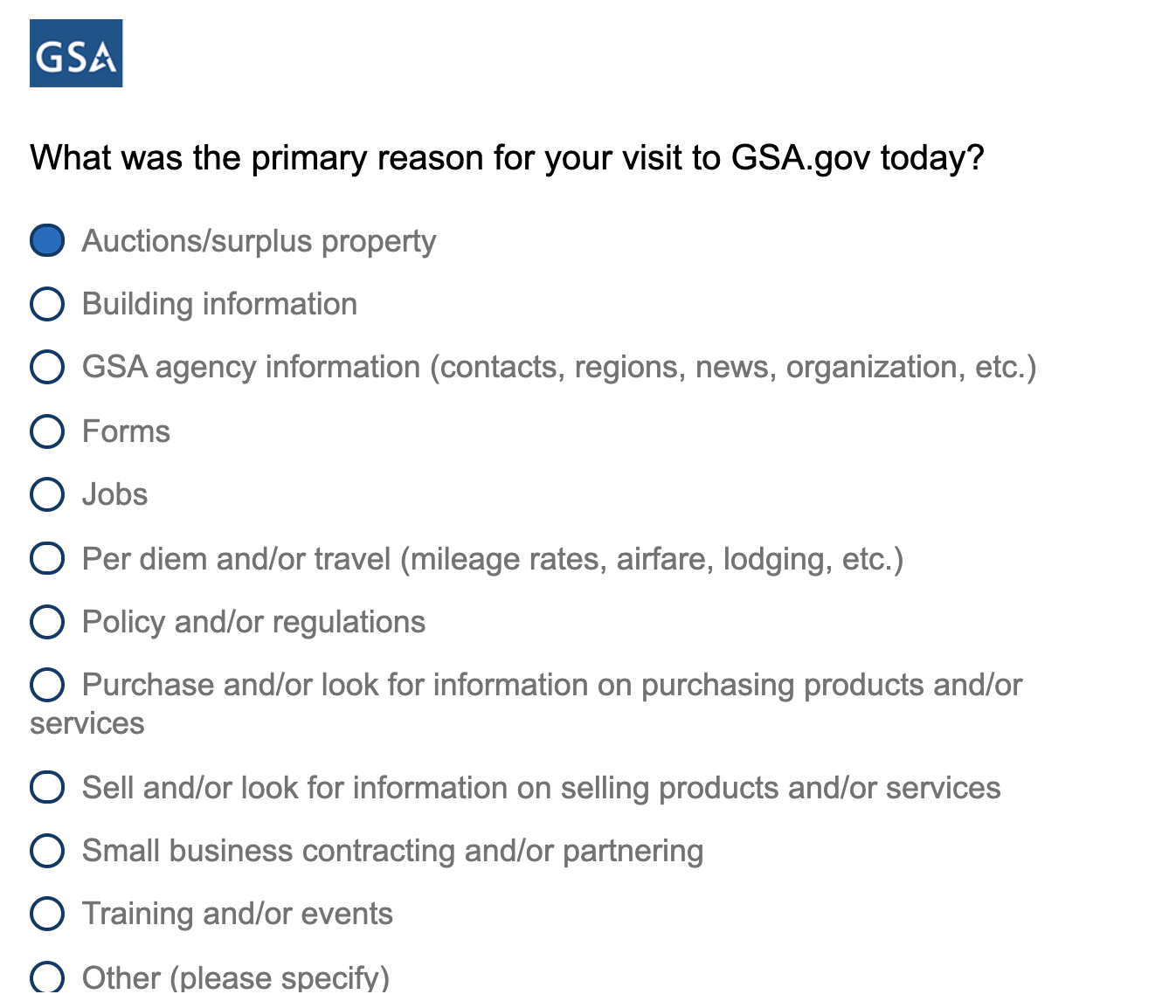


All participants will be asked to specify their task in a comment box (\*):

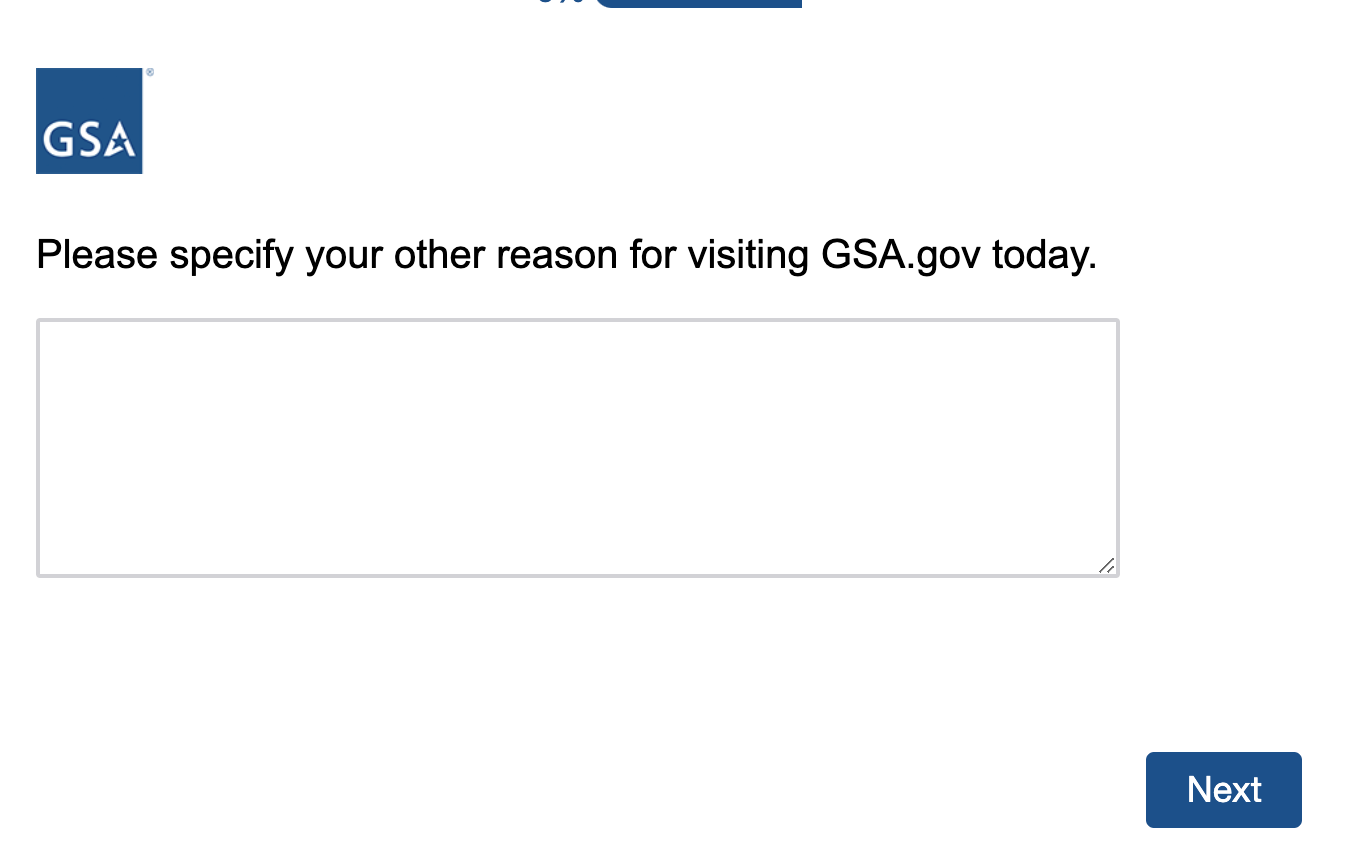
Participants who selected *Yes, partially* or *No* when asked if they were able to complete their task will have the opportunity to supply an email address, so GSA staff may follow up with them as deemed necessary:



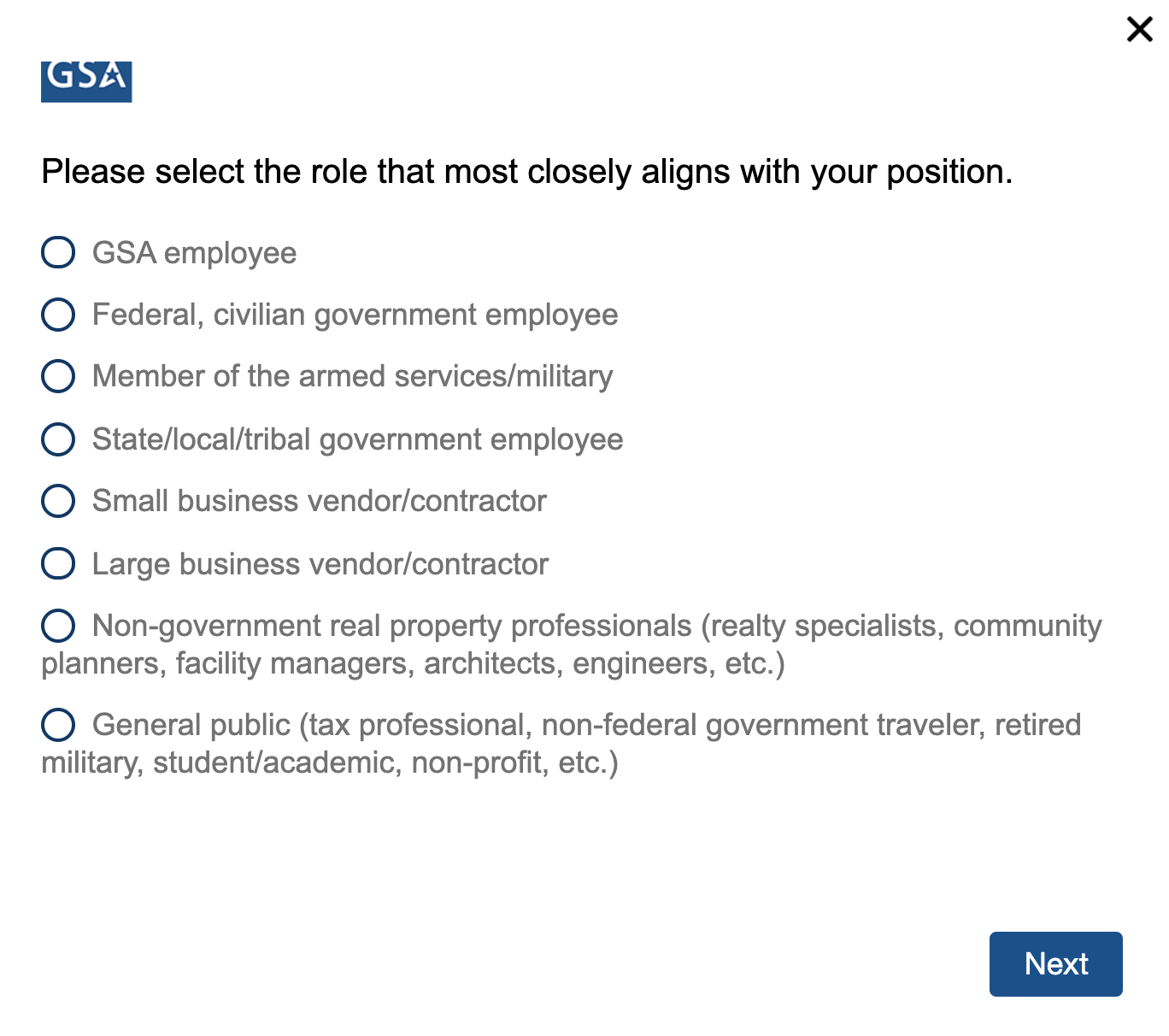
All participants will be asked to select a primary reason for their visit to the website (\*):



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



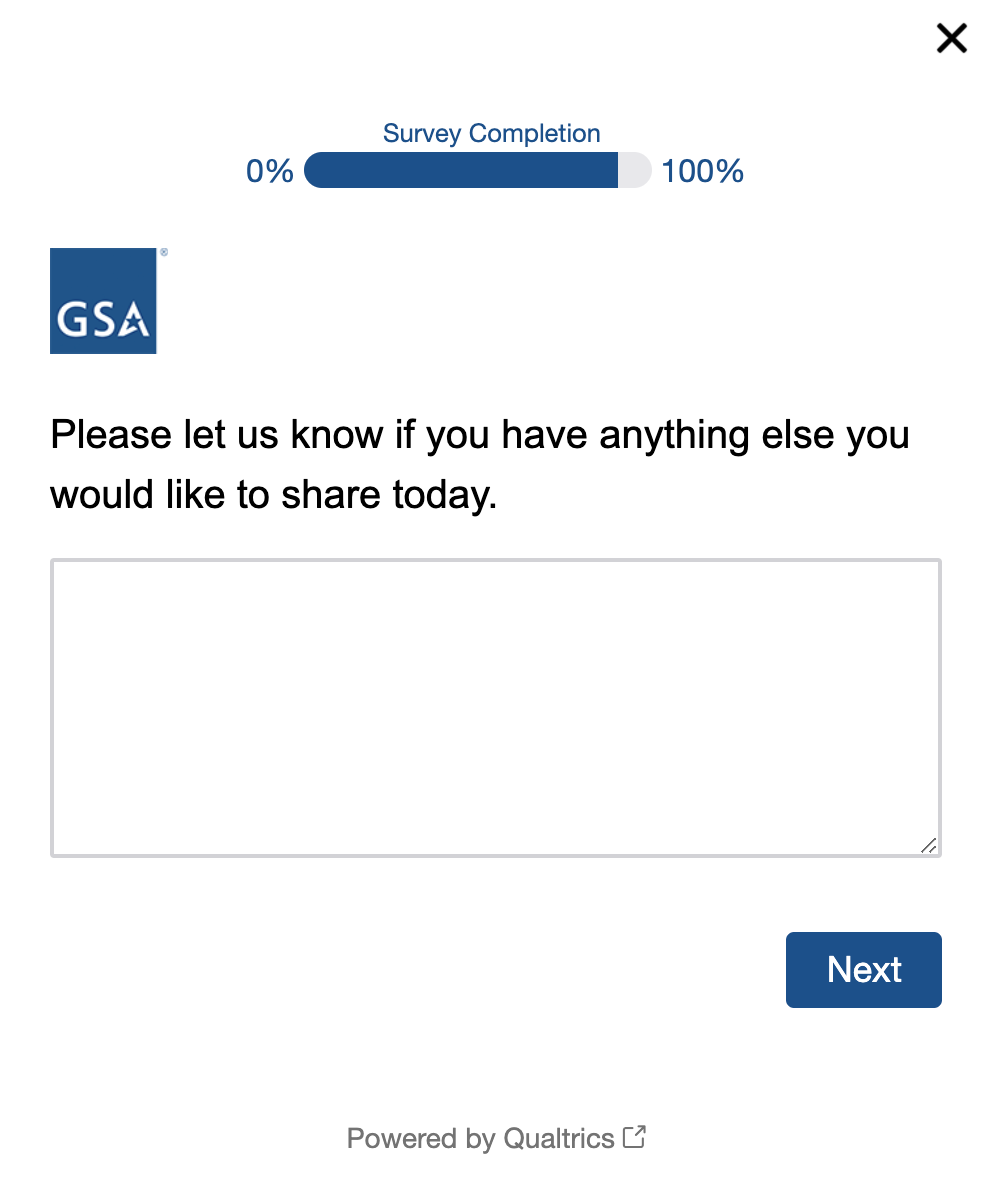
All participants will be asked to select the role that aligns most closely with their position (\*):



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



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



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

