

## 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.

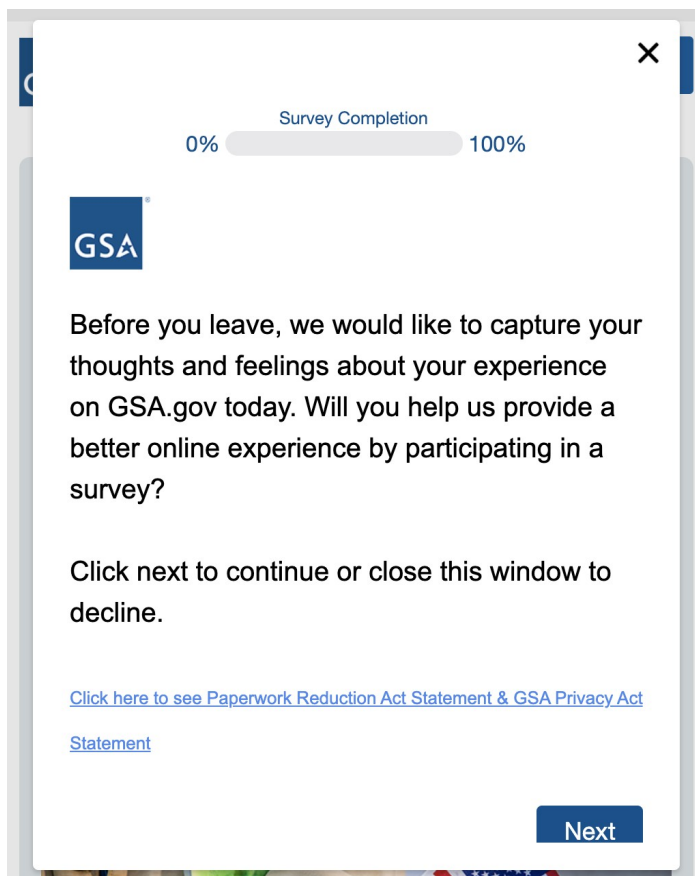
Once live, site visitors will be asked to participate in a survey just before they exit the site. 50% of respondents will be asked questions about the overall website (First Option Survey - General), and 50% will be asked to give feedback about the specific page they are on (Second Option Survey - Page-Level).

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.

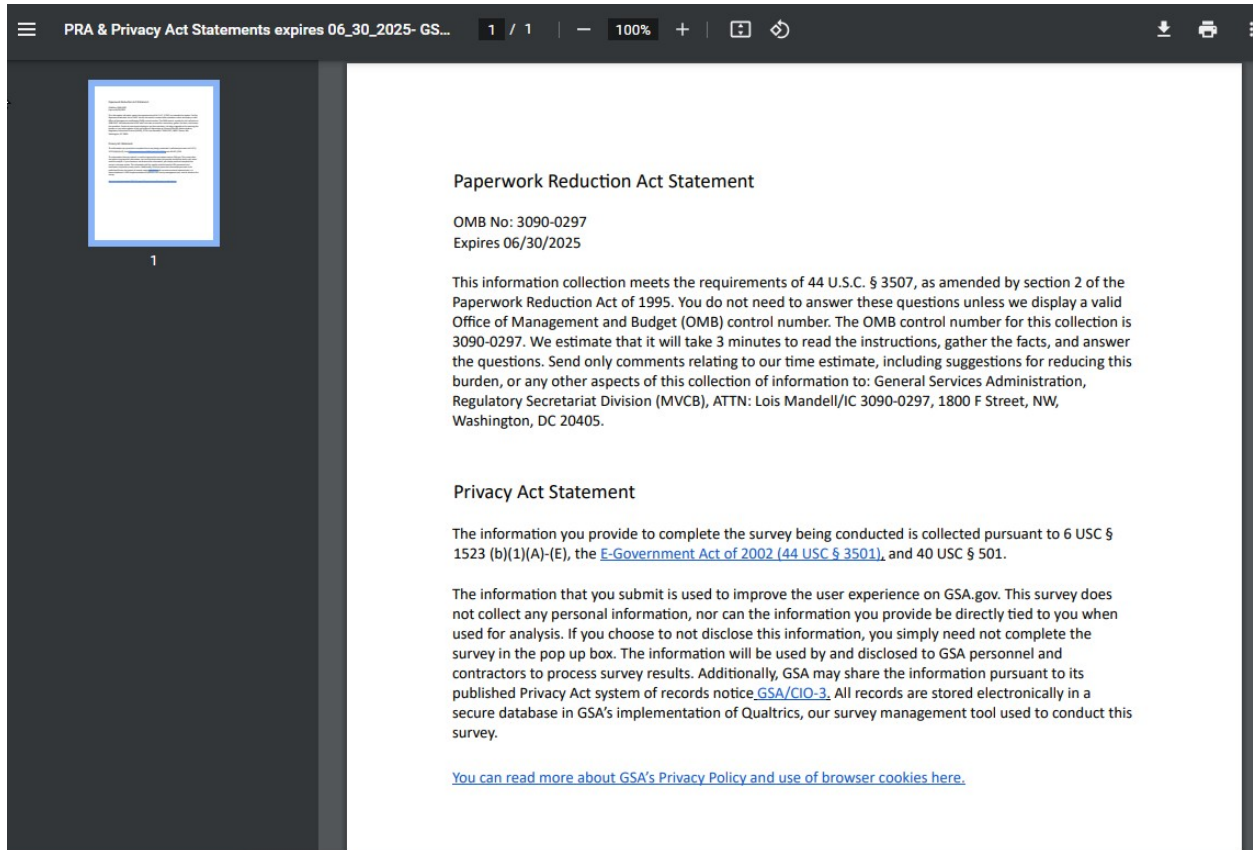
Throughout this document, asterisks (\*) indicate questions respondents must answer to move forward.

## First Option Survey (General)

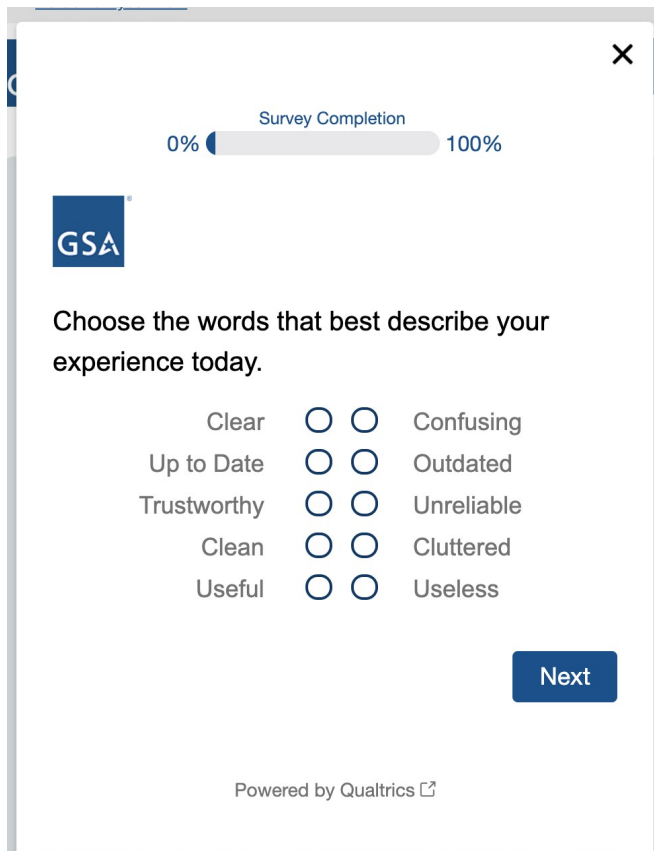
Users will see this prompt when they hover over an exit button (\*):



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:



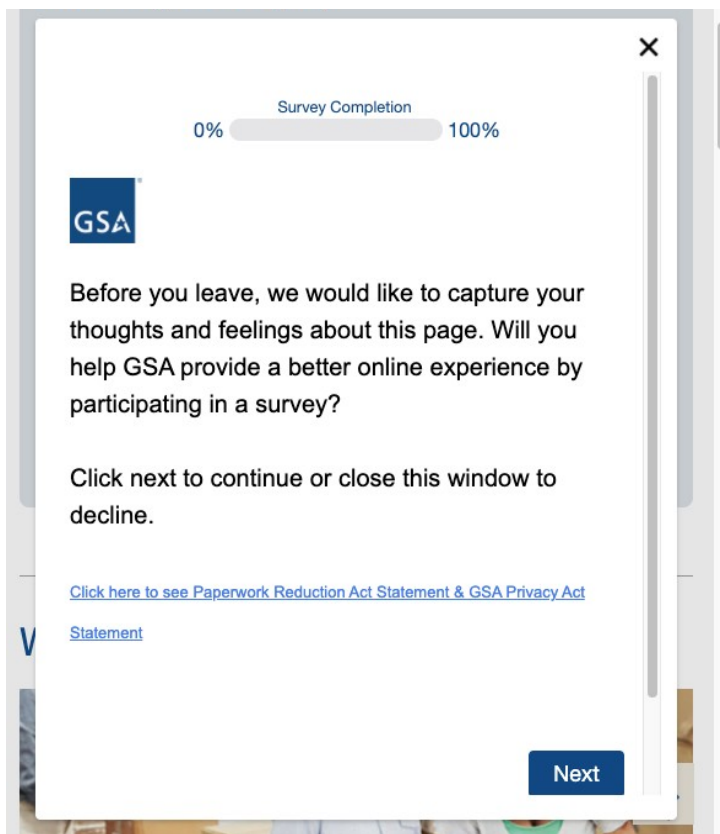
Please let us know if you have anything else you would like to share.

Next

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

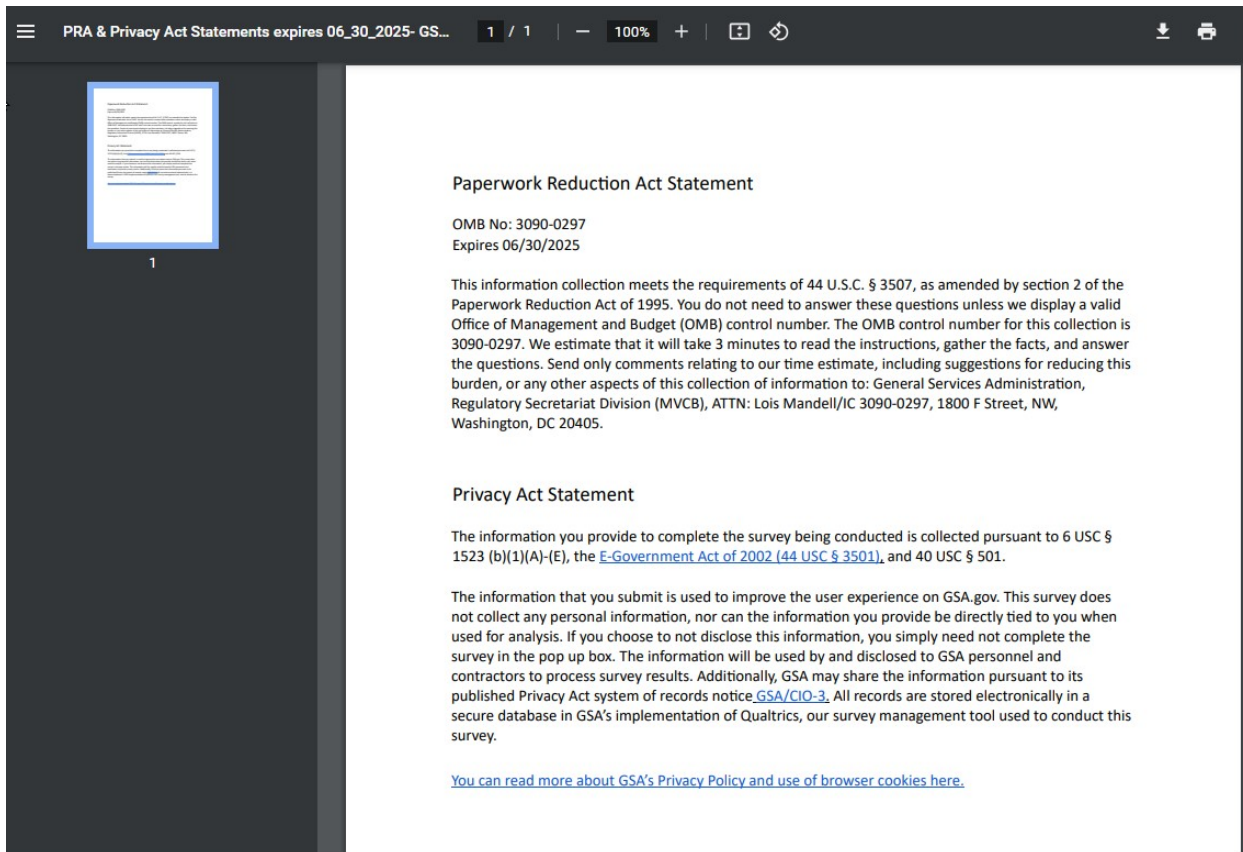


## Second Option Survey (Page-Level)



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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