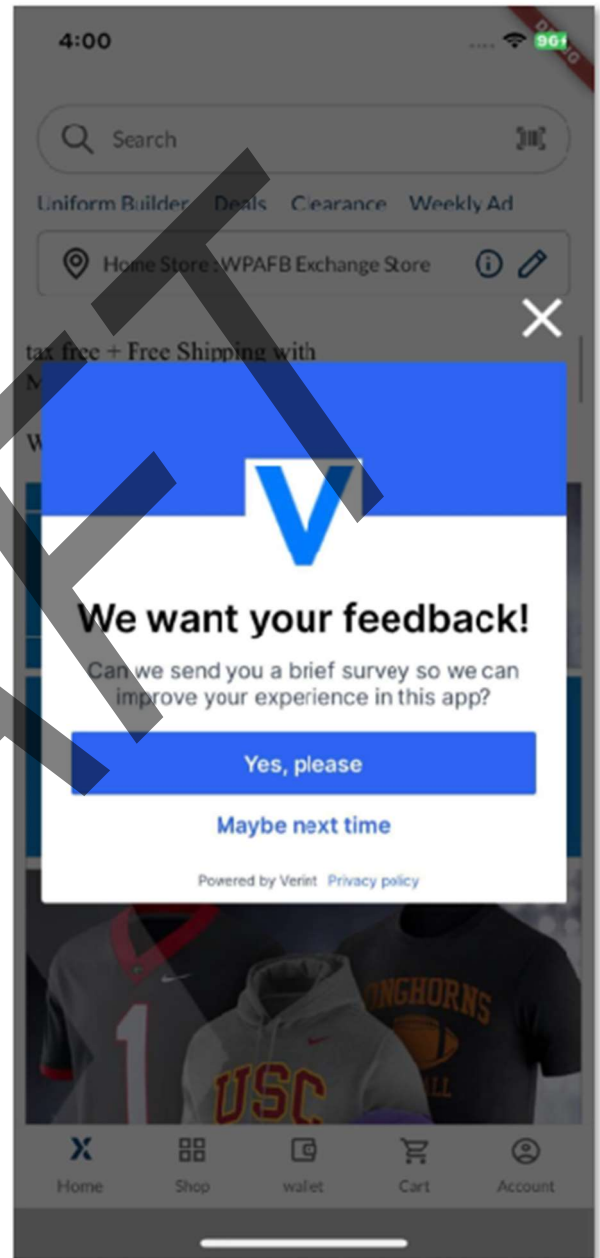
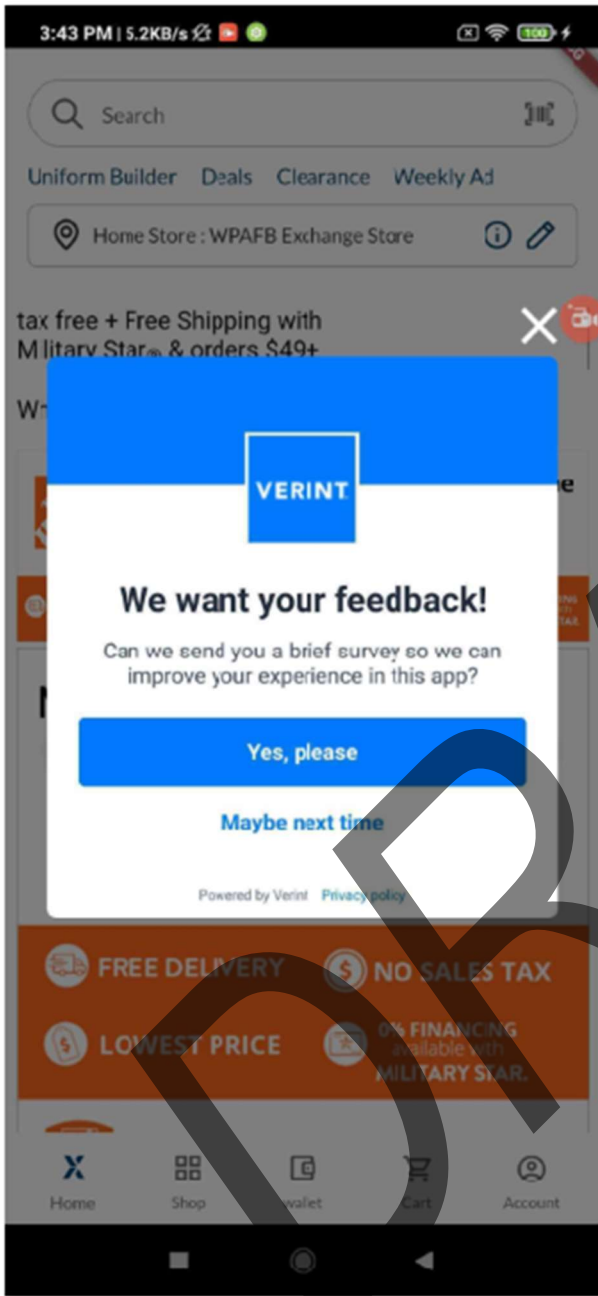


Mobile App presentation of the Exchange Customer Experience Survey.

SME ANDROID APP

SMI IOS APP



The Exchange Mobile App Survey Questions

OMB NO. 0702-0130
OMB approval expires
MONTH XX, 202X

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Please think about your last shopping experience on the Exchange shopping app while answering the questions on the survey. Questions are optional. To start the survey click start. When complete, please press submit.

Model Questions

Satisfaction Questions

- What is your overall satisfaction with The Exchange mobile app?
 - (1=Very Dissatisfied, 10=Very Satisfied)
- How well does The Exchange mobile app meet your expectations?
 - (1=Falls Short, 10=Exceeds)
- How does The Exchange mobile app compare to an ideal mobile webapp?
 - (1=Not Very Close, 10=Very Close)

Recommend (NPS) (1=Very Unlikely, 10=Very Likely)

- How likely are you to recommend The Exchange mobile app to someone else?

Element Questions

App Performance (1=Poor, 10=Excellent, Don't Know)

- Please rate the speed that pages and content loaded for you.
- Please rate the consistency of **complete loading** of pages and content.

- Please rate the responsiveness of the pages to your actions.

Look and Feel (1=Poor, 10=Excellent, Don't Know)

- Please rate the visual appeal of the pages that you visited.
- Please rate the spacing between items on the pages that you visited.
- Please rate the legibility of the pages that you visited.

Product Finding (1=Poor, 10=Excellent, Don't Know)

- Please rate the ease of finding what you were looking for.
- Please rate the product categories on meeting your expectations of where to find items.
- Please rate the filters on showing just the items you were interested in.

Merchandise (1=Poor, 10=Excellent, Don't Know)

- Please rate the extent to which the selection of products meets your needs.
- Please rate the variety of products for you to consider.

CHOOSE ONE OF MQ16: Style OR Preferences

- Please rate the fit to your taste and style of the products you viewed.
- Please rate the fit to your preferences of the products you viewed.

Product Descriptions (1=Poor, 10=Excellent, Don't Know)

- Please rate the presentation of essential product information.
- Please rate the clarity of the product descriptions.

CHOOSE ONE OF MQ19: Images OR Readability (if no images)

- Please rate the product images on displaying the views that you needed.
- Please rate the readability of the product descriptions.

Price (1=Poor, 10=Excellent, Don't Know)

- Please rate the prices of the products, given the quality you expect from this retailer.
- Please rate the competitiveness of the product prices.

Future Behaviors

Use Again (1=Very Unlikely 10=Very Likely)

- How likely are you to use The Exchange mobile app again?

Purchase from App (1=Very Unlikely, 10=Very Likely)

- How likely are you to make a purchase from The Exchange mobile app in the future?

Purchase In Store (1=Very Unlikely, 10=Very Likely)

- How likely are you to make a purchase from The Exchange store in the future?

Purchase Next Time (1=Very Unlikely, 10=Very Likely)

- How likely are you to purchase from The Exchange mobile app the next time you purchase similar merchandise?

Recommend Company (1=Very Unlikely, 10=Very Likely)

- How likely are you to recommend The Exchange mobile app to someone else?

Custom Questions

How often do you visit The Exchange app?

- This is my first visit
- Daily – *trigger next question*
- Several times a week – *trigger next question*
- Weekly - *trigger next question*
- Monthly - *trigger next question*
- Every few months or less often - *trigger next question*
- *(triggered by previous answers)* What is the primary reason for shopping with us over competitors?
 - Savings over other retailers
 - Value-priced merchandise
 - Merchandise selection
 - Merchandise availability
 - Loyalty
 - Tax-free
 - Free shipping policies
 - Sign up for savings

- Home services (Handy)
- Other (please specify) – *trigger next question*
- *(triggered by previous answer)* Please specify your other reason for shopping with us over competitors? *(To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.)*

What are your main reason(s) for visiting The Exchange app today? (Please select all that apply)

- Make a purchase online
- Shop for a gift
- Research specific product/item
- Comparison shopping
- Just browsing
- Check the status of my order
- Manage my account
- Locate a store
- Returning a product/item
- Another reason – *trigger next question*
- Please specify your other reason for visiting today. *(To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.)*

How did you look for information on The Exchange App today? (Please select all that apply.)

- app's search keyword feature – *trigger next question*
- Top navigation bar - *trigger next question*
- Left navigation bar - *trigger next question*
- Links in the page - *trigger next question*
- Featured Items/Categories
- Filtering/Sorting
- Other
- *(if answer is top navigation bar, left navigation bar, or links in the page)* How would you describe your experience on The Exchange app today? (Please select all that apply.)
 - Had difficulty finding detailed information I needed

- Links often did not take me where I expected
- Could not navigate back to previous information
- Had difficulty finding products
- Too many links/navigational options to choose from
- Links/labels are difficult to understand
- Had technical difficulties (error messages, broken links, etc.)
- Other
- I had no difficulty navigating
- *(If answer is app's search keyword feature) How would you describe your experience with the app's search feature today? (Please select all that apply.)*
 - Too many results/I needed to refine my search
 - Returned NO results – *trigger next question*
 - Search speed was too slow
 - Received error message(s)
 - Results were not relevant/not what I wanted
 - Not enough results
 - Other
 - Search results were helpful
- *If your search returned no results, what products were you looking for? (To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.)*

What type of product(s) were you looking for today? (Please select all that apply.)

- | | | |
|--|---|--|
| <input type="radio"/> Clothing & Accessories | <input type="radio"/> Baby & Toys | <input type="radio"/> Patio, Lawn, & Garage |
| <input type="radio"/> Beauty & Health | <input type="radio"/> Household | <input type="radio"/> Furniture & Appliances |
| <input type="radio"/> Class Six | <input type="radio"/> Electronics | <input type="radio"/> Fan Shop |
| <input type="radio"/> Shoes | <input type="radio"/> Gifts & Food | <input type="radio"/> Just Browsing |
| <input type="radio"/> Jewelry & Watches | <input type="radio"/> Military | |
| | <input type="radio"/> Sports & Outdoors | |

Did you find what you were looking for on The Exchange app today?

- Yes
- Partially – *trigger next question*
- No – *trigger next question*
- I wasn't looking for anything in particular
- Please tell us specifically what you were unable to find on The Exchange app *(To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.):*

Were you able to complete your purchase during today's visit?

- Yes
- Partially – *trigger next question*
- No – *trigger next question*
- I wasn't looking for anything in particular
- What was the main reason you did not complete your purchase today?
 - Still considering purchase
 - Product was not offered on app
 - Product was out of stock
 - Size was not available
 - Product color not available
 - Product price was too high
 - Product did not look the same as what was expected
 - Shipping will take too long
 - Login issues with my account
 - Can't ship to my address
 - Checkout process was confusing
 - Technical difficulties during checkout
 - Could not find what I was looking for
 - Needed curbside pickup and it wasn't available for my location
 - Another reason – *trigger next question*
- Please specify the other reason you did not complete your purchase today. *(To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.)*

Do you have a comment or suggestion on how to improve your shopping experience on The Exchange mobile app? *(To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.)*

Which classification most accurately describes you?

- Active Duty Military – *triggers next question*
- Veteran
- Retiree
- National Guard
- Reserve Member
- Military Spouse
- Military Family Member
- Another role: - *triggers next question*
- *(if answered Another Role:) Other classification that describes me is (To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.):*
- *(if answered Active Duty Military) Which best describes your location?*
 - Deployed location
 - Stateside military base
 - Overseas military base
 - Other – *triggers next question*
- *What best describes your location? (To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.)*

Please indicate your sex:

- Male
- Female

Please select the category that includes your age:

- | | | |
|------------------------------------|-------------------------------|---|
| <input type="radio"/> 17 and under | <input type="radio"/> 35 - 44 | <input type="radio"/> 65 and over |
| <input type="radio"/> 18 - 24 | <input type="radio"/> 45 - 54 | <input type="radio"/> Prefer not to respond |
| <input type="radio"/> 25 - 34 | <input type="radio"/> 55 - 64 | |

Where are you located?

- Outside of U.S.
- Puerto Rico
- U.S. Virgin Islands
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- Washington D.C.
- West Virginia
- Wisconsin
- Wyoming

Please share anything else you would like to tell us. *(To protect your privacy, please do not include any personal information [name, SSN#, Account #, or other personal identifiers] in your response.)*