



06 July, 2023

Advana Platform Customer Experience Improvement Questionnaire

Survey Introduction

Improving the experience for Advana platform users is a critical objective for the Chief Digital and Artificial Intelligence Office (CDAO). Please take a few moments to respond to our customer experience questionnaire. Your feedback will help us improve the current website (advana.data.mil) and platform so that we can better serve our customers throughout the Department of Defense with capabilities that support adoption of data, analytics, and artificial intelligence (AI).

Survey Questions

1. Please indicate your designation below.

(Goal: Validate Persona – are there differences in how each user type uses the platform?)

- a. Military
- b. Civilian
- c. Contractor

2. Please briefly describe your responsibilities in your current job role.

(Goal: User type)

[OPEN ENDED TEXT FIELD]

3. How long have you had access to the Advana platform?

(Goal: User type - experience with platform. Help to inform if tenure can be correlated to pain points/needs/wants)

- ☐ Less than 6 months
- ☐ 6 to 12 months
- ☐ 1-3 years
- ☐ 4-5 years
- ☐ More than 5 years



4. How often do you access the Advana platform?

(Goal: User type - frequency of use. Is frequency correlated to pain points / needs / wants?)

- ☐ Daily
- ☐ A few times a week
- ☐ A few times a month
- ☐ I rarely visit

5. What device(s) do you use to access the Advana platform?

(Goal: Technology use when visiting. Could tie into future design)

- ☐ Laptop
- ☐ Tablet (e.g., a Microsoft Surface Pro)
- ☐ Monitor
- ☐ Other:

Please specify: **[OPEN ENDED TEXT FIELD]**

6. How do you use the Advana platform? Please select all that apply.

(Goal: Validate Persona - self-identify as consumer vs. builder; confirm user data that already exists)

- ☐ a. I make decisions using data, analytics, and/or AI/ML models that come from Advana
- ☐ b. I view and/or interpret data and analytics
- ☐ c. I query/filter data to run reports
- ☐ d. I do basic data wrangling and transformation for analysis
- ☐ e. I build data visualizations
- ☐ f. I build advanced data and analytics applications
- ☐ g. I build artificial intelligence/machine learning (AI/ML) models
- ☐ h. I use the Advana platform other ways:

Please specify: **[OPEN ENDED TEXT FIELD]**

Analysis Plan: IF a = decision maker, IF b/c = consumer, IF f/g = builder, IF d/e or a combination, = mix



7. Are there other functions below you would like to perform or learn how to perform when using the Advana platform?

(Goal: Identify needs/wants)

- a. Interpret data and analytics
- b. Query/filter data to run reports
- c. Do basic data wrangling and transformation for analysis
- d. Build data visualizations
- e. Build advanced data and analytics applications
- f. Build artificial intelligence/machine learning (AI/ML) models
- g. I would like to learn/use the Advana platform other ways:
Please specify: **[OPEN ENDED TEXT FIELD]**
- h. I can do everything I want and need to when using the Advana platform
- i. I don't know what other functions or capabilities I would need on the Advana platform

8. Please describe the top 3 most important work tasks that you perform using the Advana platform. Please be as descriptive as possible.

(Goal: identifies **why** use the platform)

[OPEN ENDED TEXT FIELD 1]

[OPEN ENDED TEXT FIELD 2]

[OPEN ENDED TEXT FIELD 3]

9. On average, how many minutes do you spend on the Advana platform during each session?

(Goal: Length of time to complete tasks – correlated to CES. Who are the “power users” vs who comes in and out quickly)

[DROP DOWN: RANGE 1-500; DK]

- Less than 15 minutes
- 15-30 minutes
- 31-45 minutes
- 46-60 minutes
- More than one hour



10. Overall, how easy is it to find what you need on the Advana platform?

(Goal: The customer effort score is a customer experience metric that measures the ease with which customers can use product/service, resolve an issue, or find the information they need. We can tie the CES score with the SUS survey)

- ☐ Extremely easy
- ☐ Very easy
- ☐ Fairly easy
- ☐ Neither
- ☐ Fairly difficult
- ☐ Very difficult
- ☐ Extremely difficult

11. Please describe the steps you take when you visit the Advana platform to find what you are looking for.

(Goal: behaviors on the platform.)

[OPEN ENDED TEXT FIELD]

12. How would you define a successful outcome when using the Advana platform?

(Goal: behaviors on the platform)

[OPEN ENDED TEXT FIELD]



13. Which of the following community space websites do you visit on the Advana platform?

Please select all that apply.

(Goal: define user types)

- ☐ ARES for Department of Army, DASA FOI (ares.data.mil)
- ☐ Beacon for DHRA (beacon.data.mil)
- ☐ BLADE for Department of Air Force, A4 (blade.data.mil)
- ☐ FASTR for Department of Air Force, SAF FM (fastr.data.mil)
- ☐ Jupiter for Department of Navy (jupiter.data.mil)
- ☐ Pegasus for USTRANSCOM (pegasus.data.mil)
- ☐ Sparta for USSOCOM (sparta.data.mil)
- ☐ I do not visit any Advana community space websites

14. Which of the following functional domains categorize the products you use on the Advana platform? Please select all that apply.

(Goal: define user types)

- ☐ Acquisition Lifecycle Management and Procurement
- ☐ Digital and Information Technology
- ☐ Energy, Installations, and Environment
- ☐ Executive Decision Support
- ☐ Executive Performance
- ☐ Financial Management
- ☐ Innovation
- ☐ Intelligence and Security
- ☐ Logistics
- ☐ People and Health
- ☐ Planning and Programming
- ☐ Policy
- ☐ Readiness and Global Force Management
- ☐ Other

Please specify: **[OPEN ENDED TEXT FIELD]**



15. Which of the following data tools do you use on the Advana platform? Please select all that apply.

(Goal: behaviors/usage of the platform)

- ☐ External Data Loader (EDL)
- ☐ Databricks
- ☐ Data Catalog (Collibra)
- ☐ Data Robot
- ☐ iQuery
- ☐ Master Data Management
- ☐ Tableau
- ☐ Qlik
- ☐ C3.AI
- ☐ Other

Please specify: **[OPEN ENDED TEXT FIELD]**

- ☐ I do not use any of these data tools

16. Please describe what works well when using the Advana platform – what features and/or functionality of the Advana platform do you like? Please provide specific examples.

(Goal: What is working?)

[OPEN ENDED TEXT FIELD]

17. What are the biggest challenges you experience when using the Advana platform? Please provide specific examples.

(Goal: What are the pain points?)

[OPEN ENDED TEXT FIELD]



18. Please provide any additional feedback you would like to share regarding your experience when using the Advana platform.

(Goal: Add'l want/need?)

[OPEN ENDED TEXT FIELD]

DISCLAIMER: We cannot provide confidentiality to a participant regarding comments involving criminal activity/behavior, or statements that pose a threat to yourself or others. Do NOT discuss or comment on classified or operationally sensitive information.

19. Are you interested in being contacted to provide additional details regarding your responses?

- ☐ Yes
- ☐ No

[IF YES] Please provide the following information:

(Note: not all respondents that selected "Yes" will be contacted. The data collected will be used only to follow up for any clarifications and/ or to gather further details on your survey response. Only personnel supporting the BA directorate at the CDAO will handle the information collected thru out the survey)

Name _____

Email address _____