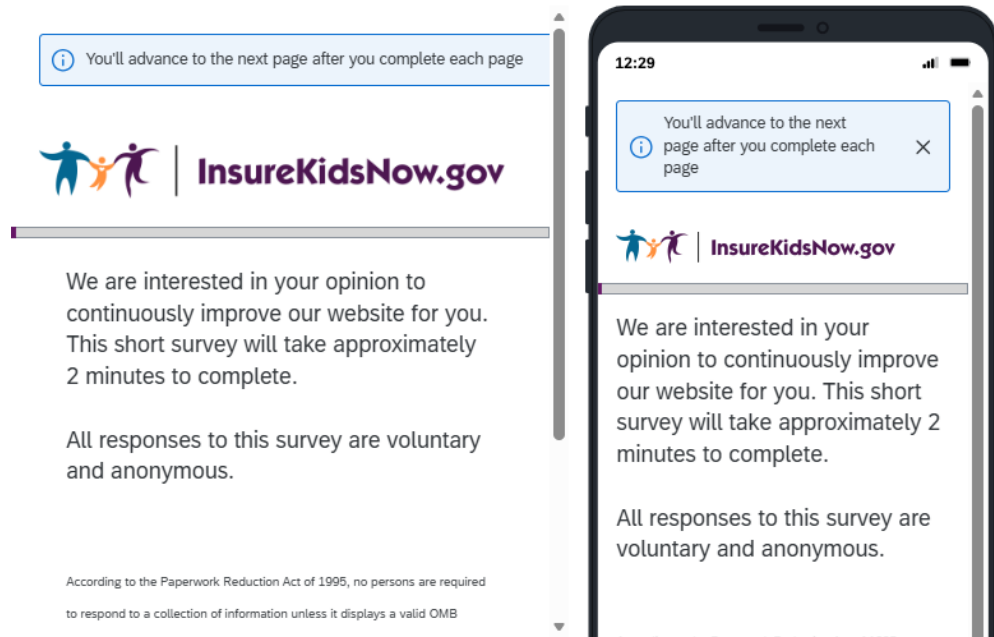
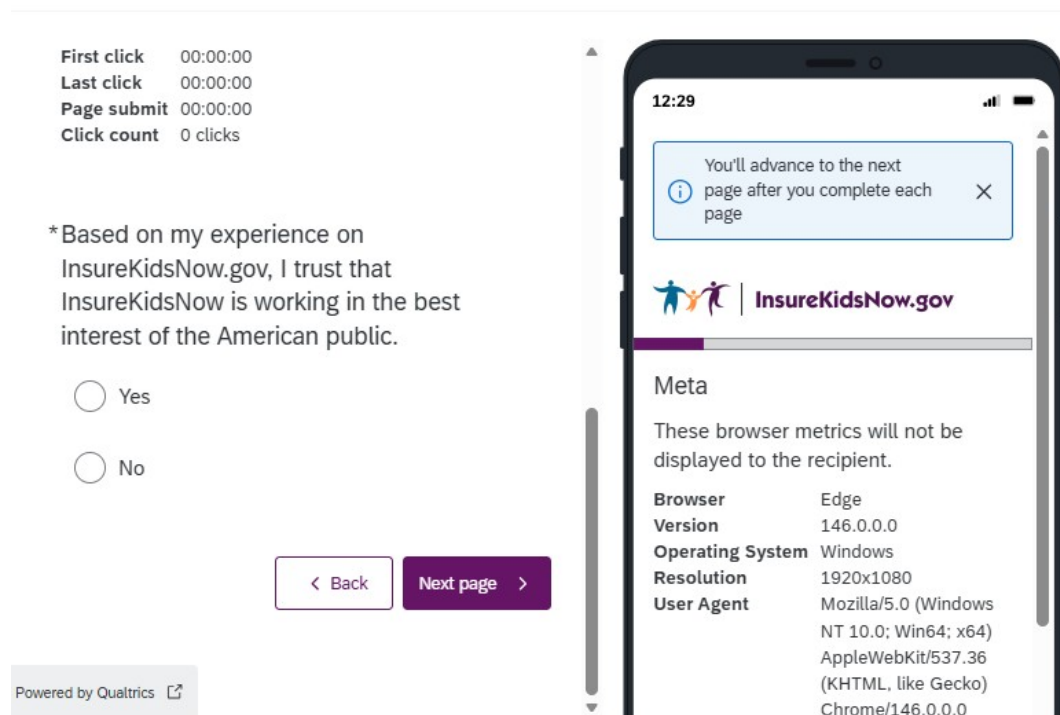


Current IKN Desktop and Mobile Survey

Page 1



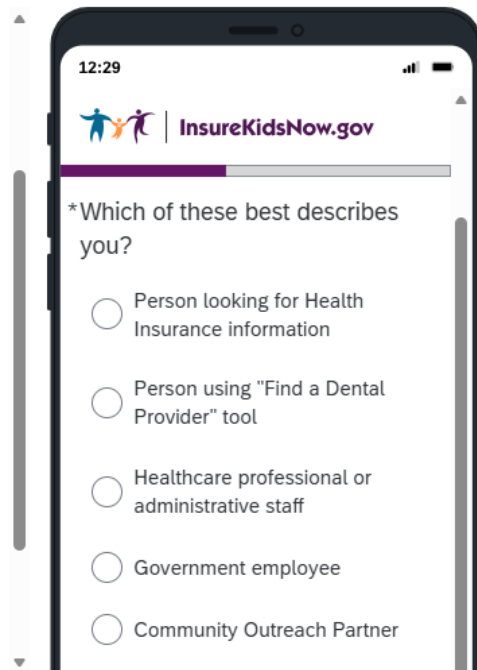
Page 2



Page 3

*Which of these best describes you?

- ☐ Person looking for Health Insurance information
- ☐ Person using "Find a Dental Provider" tool
- ☐ Healthcare professional or administrative staff
- ☐ Government employee
- ☐ Community Outreach Partner
- ☐ Other (Please specify)



A mobile app screenshot showing the same survey question as the desktop version. The app interface includes a status bar at the top with the time 12:29 and signal/battery icons. Below the status bar is a header with the InsureKidsNow.gov logo and a purple progress bar. The survey question and radio button options are displayed below the header. The 'Other' option is visible but the text input field is not fully shown in this view.

*note: if "Other" is selected, the user can enter free-text

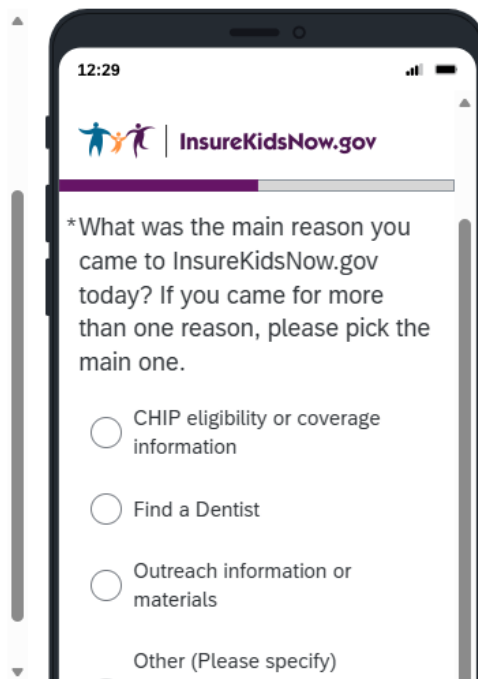
Page 4

*What was the main reason you came to InsureKidsNow.gov today? If you came for more than one reason, please pick the main one.

- ☐ CHIP eligibility or coverage information
- ☐ Find a Dentist
- ☐ Outreach information or materials
- ☐ Other (Please specify)

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A mobile app screenshot showing the same survey question as the desktop version. The app interface includes a status bar at the top with the time 12:29 and signal/battery icons. Below the status bar is a header with the InsureKidsNow.gov logo and a purple progress bar. The survey question and radio button options are displayed below the header. The 'Other' option is visible with its text input field. At the bottom of the screen, there are two buttons: a purple button with a white arrow pointing left and the text '< Back', and a purple button with a white arrow pointing right and the text 'Next page >'.

*note: if "Other" is selected, the user can enter free-text

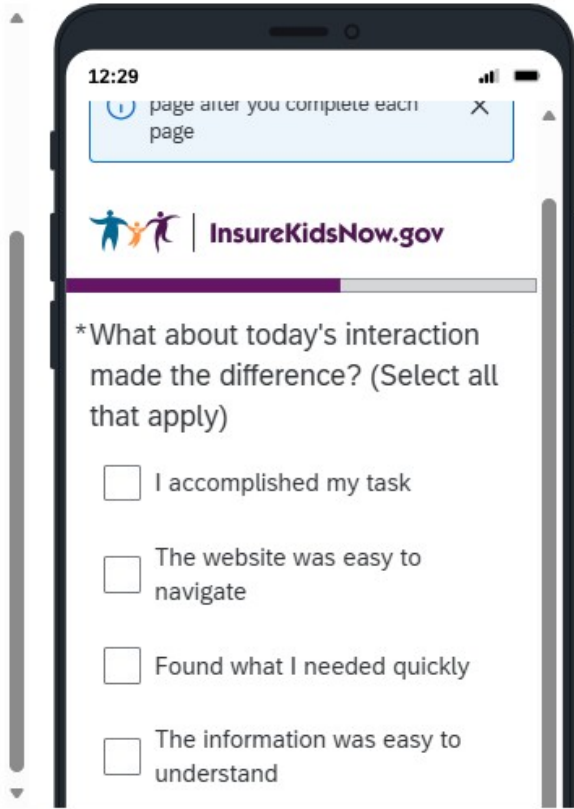
Page 5

*What about today's interaction made the difference? (Select all that apply)

- ☐ I accomplished my task
- ☐ The website was easy to navigate
- ☐ Found what I needed quickly
- ☐ The information was easy to understand
- ☐ Something else

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MINIMAL CHANGES TO WORDING

[You'll advance to the next page after you complete each page](#)

 **InsureKidsNow.gov**

70% Survey Completion

*What about today's interaction made the difference? (Select all that apply)

- ☐ Accomplishing my task
- ☐ Website navigation
- ☐ Find what I need
- ☐ Able to understand the information
- ☐ Something else

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12:29

 **InsureKidsNow.gov**

70% Survey Completion

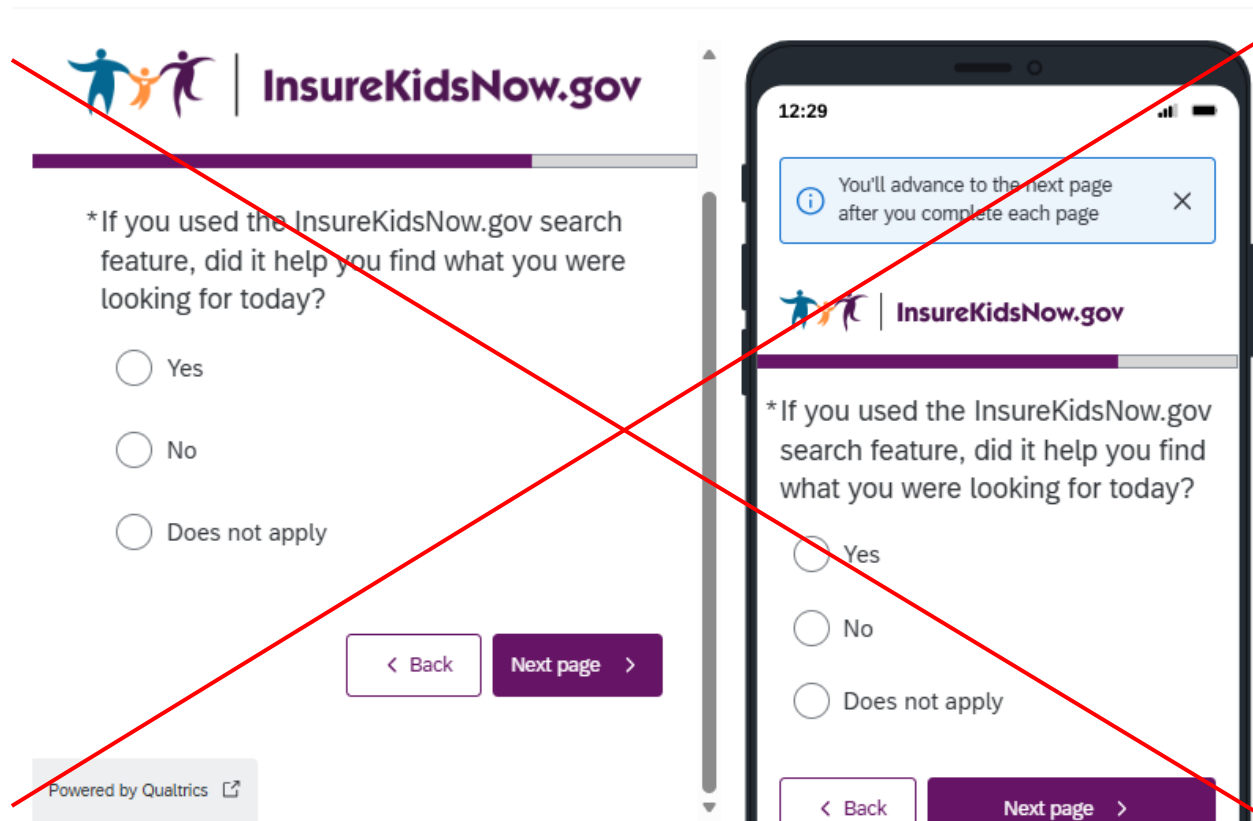
*What about today's interaction made the difference? (Select all that apply)

- ☐ Accomplishing my task
- ☐ Website navigation
- ☐ Find what I need
- ☐ Able to understand the information
- ☐ Something else

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REMOVING THIS QUESTION



ADDING THIS QUESTION

