

GSA.gov sitewide survey 4.0 screenshots and walkthrough

Introduction

The survey outlined in this 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.

We plan to implement the approved survey as a site intercept that displays an invitation to visitors *after* they've had an opportunity to explore the site. If visitors choose to proceed with the survey, we'll ask them four or five questions about themselves and their overall site experience. We will adjust the sampling level to ensure that we yield about 500 completed surveys per month.

Users who have taken the survey or saw the 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.

General Survey

Users will see this prompt when they have satisfied the trigger criteria:



Help us improve GSA.gov

Would you be willing to answer a few questions
about your experience?

Provide feedback

No thanks

Users who click Provide feedback will see the first two survey questions where they will be asked to rate their site satisfaction and identify their role(*):



14% Survey Completion

* 1 of 4.

How satisfied or dissatisfied were you with your overall GSA.gov experience today? (Response required)

- ☐ Strongly dissatisfied
- ☐ Dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Satisfied
- ☐ Strongly satisfied

* 2 of 4. Please select the role that most closely aligns with your position.
(Response required)

- ☐ Federal civilian government employee
- ☐ General public (tax professional, retired military, student or academic, non-profit employee, and so on)
- ☐ GSA employee
- ☐ Large business vendor or contractor
- ☐ Member of the armed services (military)
- ☐ Non-government real property professional (lessor or landlord, facility manager, realtor or real estate agent, community planner, architect, engineer or other construction trade, and so on)
- ☐ Small business vendor or contractor
- ☐ State, local, or tribal government employee

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Respondents who choose General public as the answer to question 2 will see question 2a asking them to further specify their role (*):

*2 of 4. Please select the role that most closely aligns with your position.
(Response required)

- ☐ Federal civilian government employee
- ☒ General public (tax professional, retired military, student or academic, non-profit employee, and so on)
- ☐ GSA employee
- ☐ Large business vendor or contractor
- ☐ Member of the armed services (military)
- ☐ Non-government real property professional (lessor or landlord, facility manager, realtor or real estate agent, community planner, architect, engineer or other construction trade, and so on)
- ☐ Small business vendor or contractor
- ☐ State, local, or tribal government employee

*2a of 4. Please select the role that most closely aligns with your position in the general public. (Response required)

- ☐ Tax professional
- ☐ Retired military
- ☐ Student/academic
- ☐ Non-profit employee
- ☐ Other (please specify)

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Respondents who choose Non-government real property professional as the answer to question 2 will see question 2a asking them to further specify their role (*):

*2 of 4. Please select the role that most closely aligns with your position.
(Response required)

- ☐ Federal civilian government employee
- ☐ General public (tax professional, retired military, student or academic, non-profit employee, and so on)
- ☐ GSA employee
- ☐ Large business vendor or contractor
- ☐ Member of the armed services (military)
- ☒ Non-government real property professional (lessor or landlord, facility manager, realtor or real estate agent, community planner, architect, engineer or other construction trade, and so on)
- ☐ Small business vendor or contractor
- ☐ State, local, or tribal government employee

*2a of 4. Please select the role that most closely aligns with your position as a non-government real property professional. (Response required)

- ☐ Lessor/landlord
- ☐ Facility manager
- ☐ Realtor/real estate agent
- ☐ Community planner
- ☐ Architect, engineers, or other construction trade
- ☐ Other (please specify)

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All respondents will see questions 3 asking them to indicate their reason for visiting the site. (*):



71% Survey Completion

*3 of 4.

What were the primary reasons for your visit to GSA.gov today? (Select all that apply) (Response required)

- ☐ Find a form
- ☐ Find a job
- ☐ Find a point of contact
- ☐ Find building information
- ☐ Find information on per diem or travel (mileage rates, airfare, lodging, etc.)
- ☐ Find information on small business contracting or partnering
- ☐ Find policy or regulations
- ☐ Find training or events
- ☐ Get a federal ID card (also known as a PIV, credential, CAC, or other)
- ☐ Purchase or find information on purchasing products or services
- ☐ Purchase or find information on auctions or surplus property
- ☐ Read information about the organization
- ☐ Sell or find information on selling products or services
- ☐ Other (please specify)

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All respondents will see questions 4 asking them for feedback to improve the site:



86% Survey Completion

4 of 4. What can we do to make this content more helpful or useful?

A large, empty rectangular box for text input, with a small cursor icon in the bottom right corner.

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Submit >

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



Thank you for taking this survey today. Your feedback is very important in shaping the future of this website.

Powered by Qualtrics [↗](#)

In the footer of every page is a link to the Privacy and Paperwork Reduction Act Statement. Users who click on the PRA/Privacy link will see a document similar to the one shown below. Once we receive OMB approval of the survey, we'll update the statement to include the OMB number, the expiration date, and a time estimate stating one minute. The document will open in a new window.

