**CLIENT:** Citibank

**JOB #:** CIT030- Citi User Study

**Version 1 (Questions 1-11)**

**CLASSIFICATION KEY**

* **S = Single response**
* **M = Multiple responses**
* **R = Rotate responses**
* **R-1 = Rotate responses except last answer**

*for individuals who did not select a credit message at any point in the DSJ*

Q1. Were you aware of any credit card application offers on the website? (S)

* + Yes
  + No (skip to Q9)

Q2. Where do you first remember seeing a credit card offer? (S)

* + (List pages in order of path)
  + Add a “None” line as an option

Q3. Where else did you remember seeing a credit card offer (M, R-1)

* + (List pages in order of path)
  + Add a “Nowhere else” line as an option

Q4. What was the offer you were presented with? (M, R-1)

* + (list visual example of offers – select one that applies)
  + Do not recall the offer

Q5. How would an offer of free shipping affect your purchase? (S)

* + Have no affect
  + Would have made a larger purchase
  + Would have made a smaller purchase

Q6. How would an offer of 5% off affect your purchase? (S)

* + Have no affect
  + Would have made a larger purchase
  + Would have made a smaller purchase

Q7. How would a no interest offer affect your purchase? (S)

* + Have no affect
  + Would have made a larger purchase
  + Would have made a smaller purchase

Q7. How would a instantly winning your entire purchase affect your purchase? (S)

* + Have no affect
  + Would have made a larger purchase
  + Would have made a smaller purchase

Q8. How would an offer of (insert response from Q4) affect your purchase? (S) (Skip to D1)

* + Have no affect
  + Would have made a larger purchase
  + Would have made a smaller purchase

Q9. Would you have liked to have received a credit card offer? (S)

* + Yes
  + No

Q10. What type of credit card offer would you have liked to receive? (S, R-1)

* + Discount off of purchase
  + FreeShipping
  + No interest financing
  + Product Upgrade
  + Instantly win entire purchase
  + Input Response

Q11. How would (insert chose offer selected from Q10) have impacted your purchase? (S) (Skip to D1)

* + Have no affect
  + Would have made a larger purchase
  + Would have made a smaller purchase

**Version 2**

*for individuals who selected a credit message & completed purchase without application completion*

Q1. Why didn’t you complete the application? (S, R-1)

* + Process too complicated
  + Offer was not compelling enough
  + Application was too long
  + Did not see application
  + Input Response

Q2. Would a different offer have encouraged you to apply? (S)

* + Yes
  + No

Q3. Which offer would have most likely encouraged you to apply? (S, R)

* + Discount off of purchase
  + Free shipping
  + No interest financing Product Upgrade
  + Instantly win entire purchase
  + Input Response

Q15. How would the (insert Q14 response) affect your purchase? (S) (Skip to D1)

* + Have no affect
  + Would have made a larger purchase
  + Would have made a smaller purchase

**Version 3**

*for individuals who selected a credit message & completed application*

Q1. On a scale of 1 – 10 with 1 meaning very difficult and 10 meaning very easy, please rate the following. (S)

* + The credit card application process
  + Returning to previous page after completing application
  + Clarity of application instructions

Q2. On a scale of 1 – 10 with 1 meaning very unappealing and 10 meaning very appealing how would you rate your credit card offer?

* + 1-10 scale

Q3. Did the credit offer that you received allow you to purchase a larger grill? (S)

* + Yes
  + No