

FCIC Consumidor MODEL QUESTIONS

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (Drivers of Satisfaction) <i>All questions under each element are required. Element questions are partitioned among surveys.</i>	CUSTOMER SATISFACTION <i>Satisfaction questions are required. Satisfaction questions appear on all surveys.</i>	FUTURE BEHAVIORS <i>Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.</i>
REQUIRED ELEMENTS (Common to all websites)		STANDARD FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
Please rate the accuracy of information on this site.	What is your overall satisfaction with this site?	How likely are you to return to this site ?
Please rate the quality of information on this site.	How well does this site meet your expectations ?	Likelihood to Recommend (1=Not Very Likely, 10=Very Likely)
Please rate the freshness of content on this site.	How does this site compare to your idea of an ideal website ?	How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		
Please rate the usefulness of the information provided on this site.		
Please rate the convenience of the information on this site.		
Please rate the ability to accomplish what you wanted to on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
Please rate the ease of reading this site.		
Please rate the clarity of site organization .		
Please rate the layout of this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
Please rate the degree to which the number of steps needed to get where you want is acceptable.		
Please rate the ability to find information you want on this site.		
Please rate the clarity of site map or directory .		
Please rate the ease of navigation on this site.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
Please rate the speed of loading pages on this site.		
Please rate the consistency of speed on this site.		
Please rate the reliability of site performance on this site.		

FCIC Consumidor CUSTOM QUESTIONS
Custom questions complement the model questions and allow for additional data analysis

Question Text	Answer Choices (limited to 50 characters)	Type <i>drop-down menu check boxes radio buttons open-ended</i>	Required Y/N	Select one or all that apply
What best describes your role in visiting this site today?	Consumer Consumer Affairs Specialist Librarian or Information Professional College/Graduate Student Educator Student Military Personnel News Reporter/Media Person Other	Drop-down menu	N	select one
What is the main reason for today's visit?	Order copies of the Guia Check latest Consumer News items Specific consumer problem Research different consumer topics Planning a major purchase Need contact information Find resources for persons with disabilities Find resources for military Find resources for media Other	Drop-down menu	N	select one
Did you find what you were looking for?	Yes No Partially	Radio buttons	N	select one
If you answered "Partially" or "No" to the last question, what was it that you could not find?		Open-ended	N	
If you could make one improvement to the site, what would it be?		Open-ended	N	