

DoD ASY ACSI MODEL QUESTIONS

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (Drivers of Satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<i>All questions under each element are required. Element questions are partitioned among surveys.</i>	<i>Satisfaction questions are required. Satisfaction questions appear on all surveys.</i>	<i>Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.</i>
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 ?	Recommend (1=Not Very Likely, 10=Very Likely)
Please rate the freshness of content on this site.	How well does this site compare with 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)		Primary Resource (1=Not Very Likely, 10=Very Likely)
Please rate the usefulness of the services provided on this site.		How likely are you to use this site as your primary resource for obtaining information about troop support efforts ?
Please rate the convenience of the services 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 visual appeal of the site.		
Please rate the amount of graphics and text on each page of the site.		
Please rate the ease of reading the pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
Please rate how well the site is organized .		
Please rate the options that are available for you to navigate on this site.		
Please rate how well the site layout helps you find what you are looking for .		
Please rate the number of clicks to get where you want on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
Please rate the relevance of search results on this site.		
Please rate the organization of search results on this site.		
Please rate how well the search results help you decide what to select .		
Please rate how well the search feature helps you to narrow the results to find what you want.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
Please rate the speed that pages load on this site.		
Please rate the consistency of speed from page-to-page on this site.		
Please rate the ability to load pages without getting errors on this site.		

America Supports You - Custom Questions				
Question Text	Answer Choices (limited to 50 characters)	Question Type	Single or Mult	Response Mandatory?
How did you hear about America Supports You?	I routinely visit the site Word of mouth Online search (e.g., Google, Yahoo, MSN) TV Commercial Sporting Event Another website Just typed web address into my browser Other, please specify:	Radio Button	Single Select	Y
How frequently do you visit this site?	First time Daily Weekly Monthly Every 6 months or less often	Drop Down	Single Select	Y
Where are you currently located?	List of states On Deployment Overseas	Drop Down	Single Select	Y
What is your highest level of education	Elementary School Secondary School College/University Graduate/Post-Graduate School	Drop Down	Single Select	N
What is your role in coming to this site today?	Serving Military Member Military Family Member Homefront/Support Group American Public Corporate Sponsor Media/Press Other, please specify:	Radio button	Single Select	Y
Which of the following site services did you use today? (select all that apply)	Send a message Photos Online Calendar Receive Support Newsroom FAQs Subscriptions Homefront Group Profile Other, please specify:	Radio button	Multi Select	Y
How did you look for information/products today?	Top Navigation Bar Support Center Links Search Tool All of the above Other No Preference / Not Sure	Drop Down	select one	Y
Did you find what you were looking for?	Yes No Still looking	Drop Down	Single Select	Y
If you did not find what you were looking for during this visit, what was it?	OPEN-ENDED	Text Area	Open End	N
What type of difficulty, if any, did you encounter with the navigation process on this site?	Could not navigate back to previous information Would often feel lost, not know where I was Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Had technical difficulties (e.g. broken links, error messages) Had difficulty finding detailed information Had difficulty finding related information Did not have any difficulty navigating the site	Radio button	select one	Y
If you used the search feature of the site today to find your information, what type of difficulty, if any, did you encounter with the search functionality?	I did not encounter any difficulties Search results were helpful Search results were not helpful Returned too many results Returned not enough results Returned no results Returned results that were too similar/redundant Results were not relevant to my search terms or needs I was not sure what words to use in my search Search required too many refinements to get to what I wanted Search speed was too slow Other, please specify:	Radio button	select one	N
What additional features or options would you most like to see added to this site	OPEN-ENDED	Text Area	Open End	N
How can we improve our site?	OPEN-ENDED	Text Area	Open End	N