



DoD DefenseLink 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 gathering information about the Department of Defense and its policies, organizations, functions and operations?
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.		

DoD DefenseLink Custom Questions				
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
How frequently do you visit this site?	First time Daily Weekly Monthly Every 2 months or less often	Drop-down menu	Y	select one
What best describes your role when visiting this site?	Military Member DoD Civilian Military Family Member General Public Congress News/Media Non U.S. Government Affiliated Civilian International Audience Other, please specify:	Radio buttons	Y	select one
Which area of the site are you primarily visiting today?	Top Leaders News Press Photos Videos Speeches Bloggers Websites Employee resources Contact us Sites Search Other, please specify:	Radio buttons	Y	select one
What is your primary reason for visiting this site today?	See what the latest terror alert is Read the news articles Read the latest press releases Find information on the Top Civilian or Military Leaders Listen to speeches Get the latest information on war in Iraq Get the latest information on war in Afghanistan Look at photos View top story clips or videos Join the current bloggers roundtable Search the archives Find publication of interest Find regulations and forms Find special reports Find other military websites Research employee resources Sign up for email news feeds Get RSS news feeds Look up podcasts Just browsing Other, please specify:	Radio buttons	Y	select one
What method are you using to find the information on this site?	DefenseLink search Links in the page Top navigation bar Left navigation bar Bottom navigation bar Just navigating thru the web pages Other	Drop-down menu	Y	select one
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 use the search tool 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 buttons	Y	select one
Did you find what you were looking for?	Yes Partially Still looking No, please specify:	Radio buttons	Y	select one

DoD DefenseLink Custom Questions

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
Do you use an RSS news reader?	Yes No Not sure	Radio buttons	Y	select one
Do you use social networking sites?	Yes No Not sure	Radio buttons	Y	select one
What sections are you most interested in and why?		Open-ended	N	
What sections could be improved and how?		Open-ended	N	
How would you rate your interest in: Top photos News articles Pentagon Channel Photo essays RSS feeds Biographies Press releases	High Medium Low	Matrix	Y	select one
What other features or information would you like to see on this site?		Open-ended	N	
If you could make one improvement to this site, what would it be?		Open-ended	N	
Where are you located?	List of states (see next tab) Deployed location Stateside military base Overseas military base Outside of U.S.	Drop-down menu	N	select one
Please select the category that includes your age.	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond	Drop-down menu	N	select one

States:

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
Washington D.C.
West Virginia
Wisconsin
Wyoming