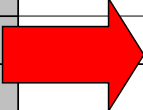
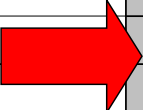


FORESEE RESULTS MODEL QUESTIONS

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>
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 site ?	How likely are you to recommend this site to someone else?
Functionality (1=Poor, 10=Excellent, Don't Know)		Likelihood to Visit a Museum in-Person (1=Not Very Likely, 10=Very Likely)
Please rate the usefulness of the information provided on this site.		How likely are you to visit the U.S. Holocaust Memorial Museum in-person after viewing the website?
Please rate the convenience of the services on this site.		Likelihood to Use as a Primary Resource (1=Not Very Likely, 10=Very Likely)
Please rate the ability to accomplish what you wanted on this site.		How likely are you to use this site as your primary resource for information on the Holocaust or other genocides happening in the world?
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 number of clicks it takes to get where you want on the site.		
Please rate the ability to find the information you want on this site.		
Please rate the ease of navigation on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
Please rate the usefulness of search results on this site.		
Please rate the how this site provides comprehensive search results .		

Holocaust Memorial Museum - CUSTOM QUESTIONS					
Custom questions complement the model questions and allow for additional data analysis					
	Question Text	Answer Choices (limited to 50 characters)	Type drop-down menu checkbox boxes radio buttons open-ended	Required Y/N	Select one or all that apply
1	What is your gender?	Male Female	radio button	Y	select one
2	What best describes your age range?	under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 or older	radio button	Y	select one
3	Which of the following best describes you?	Museum Visitor Museum Website Visitor Museum Member/Contributor Student (university/post-graduate) Student (K-12) Educator/Teacher (university/post-graduate) Educator/Teacher (K-12) Historian Researcher Holocaust Survivor Family member of survivor Holocaust Organization Professional Judge Lawyer Medical professional Law enforcement Foreign affairs specialist Religious Leader Journalist Human Rights Activist Human Rights Professional Military Personnel Other, (please specify)	radio button	Y	select one
4	How frequently do you visit this site?	First Time Daily About one per week About once per month Every six months or less	radio button	Y	select one
5	Do you receive the U.S. Holocaust Memorial Museum newsletter?	Yes No Don't know	radio button	Y	select one
6	What is your primary reason for visiting the site today? (check all that apply)	An exhibition opening Just browsing Research Educational materials and teaching resources Holocaust history Holocaust-era archives (such as International Tracing Service) Learning more about antisemitism around the world today Holocaust remembrance Genealogy research Learning about/using Google Earth Learning about contemporary genocide Taking action about contemporary genocide Job/intern/volunteer opportunities Looking for audio/video resources Donor opportunities Special events and public programs Other (please specify)	radio button	Y	multi select
7	Were you familiar with the U.S. Holocaust Memorial Museum before you visited our site today?	Yes No	drop-down menu	Y	select one
8	How did you come to visit the Museum's website today?	Search engine Online advertising Visiting the museum Posters Tour guide book Newspaper Other (please specify)	radio button	Y	select one
9	Did you find the information you were looking for today?	Yes No Not yet	drop-down menu	Y	select one
10	If you did not find what you were looking for, what will you do next?	Nothing - I found what I was looking for Nothing, although I did not find/complete what I wanted Email the museum Call the museum Return to the site later and try again Write a letter Other, (please specify)	radio button	Y	select one
11	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) Did not have any difficulty navigating the site None of the above	radio button	Y	select one
12	If you used the site's search feature today to find your information, please describe any difficulties you encountered while searching.	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	N	select one
13	How did you primarily look for information on the site today?	Top Navigation Bar Left Navigation Bar Links on the site Search Tool Other, (please specify)	drop-down menu	Y	select one