

## FORESEE RESULTS MASTER ELEMENT LIST - ELEMENTS

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#### **Ads (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **proportion of ads** on this site.
- Please rate the **presentation of ads** on this site.
- Please rate the **relevance of ads** on this site to your interests.

#### **Content (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **accuracy of information** on this site.
- Please rate the **quality of information** on this site.
- Please rate the **freshness of content** on this site.

#### **Functionality (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **usefulness of the features provided** on this site.
- Please rate the **convenience of the features** on this site.
- Please rate the **variety of features** on this site.

#### **Look and Feel (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **visual appeal** of this site.
- Please rate the **balance of graphics and text** on this site.
- Please rate the **readability of the pages** on this site.

#### **Merchandise (1=Poor, 10=Excellent, Don't Know)**

- Please rate the extent to which the **products** on this website **appeal to you**.
- Please rate the **variety of products** offered on this website.
- Please rate the **availability of the specific product(s)** you were looking for on this site.

#### **Navigation (1=Poor, 10=Excellent, Don't Know)**

- Please rate **how well the site is organized**.
- Please rate the **options available for navigating** 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.

#### **Online Transparency (1=Poor, 10=Excellent, Don't Know)**

- Please rate how **thoroughly** this website **discloses information** about what this company is doing.
- Please rate how **quickly company information is made available** on this website.
- Please rate how well information about this company's actions **can be accessed by the public** on this website.

#### **Ordering Process (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **ordering process** on this site.
- Please rate the **variety of shipping options** on this site.
- Please rate the **variety of payment options** on this site.
- Please rate the **completeness of order summary information** provided to you during the checkout process.
- Please rate **your impression of the security of the ordering process** on this site.

#### **Price (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **fairness of product prices** on this site.
- Please rate how **reasonable you feel the shipping costs are** on this site.
- Please rate the **competitiveness of product prices** on this site.

#### **Privacy (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **ability to limit sharing of your personal information** on this site.
- Please rate the **amount of personal information you are asked to submit** on this site.
- Please rate the **site's commitment to protecting your personal information**.

#### **Product Browsing (1=Poor, 10=Excellent, Don't Know)**

- Please rate the ability to **sort products by criteria that are important to you** on this site.
- Please rate the **ability to narrow choices to find the product(s) you are looking for** on this site.
- Please rate how well the **features** on the site **help you find the product(s) you are looking for**.

#### **Product Descriptions (1=Poor, 10=Excellent, Don't Know)**

- Please rate the **thoroughness of product descriptions** on this site.
- Please rate how **understandable the product descriptions are** on this site.
- Please rate how well the **product descriptions provide answers to your questions**.

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**Product Images (1=Poor, 10=Excellent, Don't Know)**

Please rate how **realistic the product images are** on this site.  
Please rate the ability to **see the desired views of products**.  
Please rate how well the **product images show the product details**.

**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 how **quickly 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 error messages** on this site.

**Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)**

Please rate the **process for completing task(s)** on this site.  
Please rate **your impression of the level of security in completing tasks** on this site.  
Please rate the **verification of task completion** on this site.

**Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)**

Please rate the **process for completing task(s)** on this site.  
Please rate the **clarity of instructions for completing task(s)** on this site.  
Please rate the **verification of task completion** on this site.

**FORESEE RESULTS MASTER ELEMENT LIST - THE ACSI (AMERICAN CUSTOMER SATISFACT**

**Satisfaction**

What is your **overall satisfaction** with this site?  
(1=Very Dissatisfied, 10=Very Satisfied)

How well does this site **meet your expectations**?  
(1=Falls Short, 10=Exceeds)

How does this site **compare to your idea of an ideal website**?  
(1=Not Very Close, 10=Very Close)

## FUTURE BEHAVIORS

### WIDELY-APPLICABLE FUTURE BEHAVIORS

#### Likelihood to Return (1=Very Unlikely, 10=Very Likely)

How likely are you to return to this site?

#### Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to recommend this site to someone else?

#### Recommend Company (1=Very Unlikely, 10=Very Likely)

How likely are you to recommend this company to someone else?

#### Recommend Product (1=Very Unlikely, 10=Very Likely)

How likely would you be to recommend this company's products/services to someone else?

#### Primary Resource (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your primary resource for obtaining information from this organization?

#### Primary Resource (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your primary resource for...?

#### Retailer/Organization Satisfaction (1=Very Dissatisfied, 10=Very Satisfied)

Considering all your experiences to date with this company/organization, how satisfied are you with the company/organization overall?

### PURCHASE-RELATED FUTURE BEHAVIORS

#### Purchase (1=Very Unlikely, 10=Very Likely)

How likely are you to purchase from this company in the future?

#### Purchase Next Time (1=Very Unlikely, 10=Very Likely)

How likely are you to purchase from this company the next time you purchase similar merchandise?

#### Purchase Online (1=Very Unlikely, 10=Very Likely)

How likely are you to make an online purchase from this site in the future?

#### Purchase Online (1=Very Unlikely, 10=Very Likely)

How likely are you to make an online purchase from this site in the next three months?

#### Purchase Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to make an offline purchase from this company in the future?

#### Purchase Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to make an offline purchase of (product) in the next three months?

#### Purchase Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to purchase from this company in the future using a channel other than its website (e.g., phone, catalog or store)?

#### Purchase from Catalog (1=Very Unlikely, 10=Very Likely)

How likely are you to purchase from this company's catalog in the future?

#### Purchase from Store (1=Very Unlikely, 10=Very Likely)

How likely are you to purchase from one of this company's retail stores in the future?

### BRAND-RELATED FUTURE BEHAVIOR OPTIONS

There are two approved variations on "Brand Commitment" as a multi-question index that produces a single 0-100 score. If you want separate 0-100 scores for each question, name them separately instead, as shown below.

#### Brand Commitment

How likely are you to prefer this company/brand as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

Please rate your confidence in buying a XYZ product from companywebsite.com as a result of visiting this website. (Scale: 1=Not At All Confident, 10=Very Confident)

Please rate your confidence in buying a XYZ product from a store as a result of visiting this website. (Scale: 1=Not At All Confident, 10=Very Confident)

How likely are you to seek out more information about this company and its products as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

#### Brand Commitment

How likely are you to prefer this company/brand as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

Please rate your confidence in buying from this company as a result of visiting this website. (Scale: 1=Not At All Confident, 10=Very Confident)

## FUTURE BEHAVIORS

### WIDELY-APPLICABLE FUTURE BEHAVIORS

#### Likelihood to Return (1=Very Unlikely, 10=Very Likely)

How likely are you to return to this site?

#### Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to seek out more information about this company and its products as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

### ALTERNATIVE - BRAND QUESTIONS SCORED SEPARATELY

#### Brand Preference (1=Very Unlikely, 10=Very Likely)

How likely are you to prefer this company/brand as a result of visiting this website?

#### Purchase from Store (1=Not At All Confident, 10=Very Confident)

Please rate your confidence in buying a XYZ product from a store as a result of visiting this website.

#### Brand Confidence (1=Not At All Confident, 10=Very Confident)

Please rate your confidence in buying from this company as a result of visiting this website.

#### Brand Confidence (1=Not At All Confident, 10=Very Confident)

Please rate your confidence in buying a XYZ product from companywebsite.com as a result of visiting this website.

#### Seek More Information (1=Very Unlikely, 10=Very Likely)

How likely are you to seek out more information about this company and its products as a result of visiting this website?

### SOCIAL MEDIA-RELATED FUTURE BEHAVIORS

#### Future Participation (1=Very Unlikely, 10=Very Likely)

How likely are you to express your thoughts or ideas to this company in the next 90 days?

#### Future Online Participation (1=Very Unlikely, 10=Very Likely)

How likely are you to participate in a discussion with this company online using chat, wikis, discussion boards, or blogs in the next 90 days?

#### Future Online Participation (1=Very Unlikely, 10=Very Likely)

How likely are you to share your opinions with this company by using web-based social media tools such as Facebook, Twitter, etc.?

### SOCIAL SHARING INDEX

#### Social Sharing Index (1=Very Unlikely, 10=Very Likely)

How likely would you be to communicate your shopping experience with a product or service on this website to other people?

How likely would you be to make a product recommendation in the customer review section of this website?

How likely are you to share your shopping experiences on this website with a friendship group on a social network website? (MySpace, Facebook, YouTube, etc.)

How likely are you to contribute to a product-related conversation on a forum or blog about your shopping experience on this website?

How likely are you to share content (like a video or article) from this website by linking it to a social network website (Facebook, LinkedIn, MySpace, etc.)?

### ALTERNATIVE - SOCIAL SHARING QUESTIONS SCORED SEPARATELY

#### Communicate Experience (1=Very Unlikely, 10=Very Likely)

How likely would you be to communicate your shopping experience with a product or service on this website to other people?

#### Recommend Product (1=Very Unlikely, 10=Very Likely)

How likely would you be to make a product recommendation in the customer review section of this website?

#### Communicate Experience on Social Network (1=Very Unlikely, 10=Very Likely)

How likely are you to share your shopping experiences on this website with a friendship group on a social network website? (MySpace, Facebook, YouTube, etc.)

#### Communicate Experience on Blog (1=Very Unlikely, 10=Very Likely)

How likely are you to contribute to a product-related conversation on a forum or blog about your shopping experience on this website?

#### Share Content (1=Very Unlikely, 10=Very Likely)

How likely are you to share content (like a video or article) from this website by linking it to a social network website (Facebook, LinkedIn, MySpace, etc.)?

## FUTURE BEHAVIORS

### WIDELY-APPLICABLE FUTURE BEHAVIORS

#### Likelihood to Return (1=Very Unlikely, 10=Very Likely)

How likely are you to return to this site?

#### Recommend (1=Very Unlikely, 10=Very Likely)

### OTHER FUTURE BEHAVIORS

#### Likelihood to Call (1=Very Unlikely, 10=Very Likely)

How likely are you to call the company regarding the information you looked for online today?

#### Likelihood to Contact Call Center (1=Very Unlikely, 10=Very Likely)

How likely are you to call the company for customer service today?

#### Likelihood to Pick Up Purchases Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to make an online purchase and pick up at a store?

#### Likelihood to Increase Business (1=Very Unlikely, 10=Very Likely)

How likely are you to increase the amount of business you conduct online with this company?

#### Likelihood to Visit a Sponsored Link (1=Very Unlikely, 10=Very Likely)

How likely are you to visit a sponsored link?

#### Maintain Relationship (1=Very Unlikely, 10=Very Likely)

How likely are you to maintain a relationship with this company in the future?

#### Trust (1=Not at all Trustworthy, 10=Very Trustworthy)

Please rate your level of trust in this company.

#### Trust (1=Strongly Disagree, 10=Strongly Agree)

I can count on this company to act in my best interests.

I consider this company to be trustworthy.

This company can be trusted to do what is right.