

MOLS User Satisfaction Survey

1. Introduction to the Survey (OMB No. 0581-NEW)

In 2008, the Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) introduced the Marketing Order On Line Services (MOLS) System. MOLS, a web-based application, allows fruit and vegetable shippers and receivers to submit, review and search for FV-6 (Inspection Exemption) Certificates online. Designed as a tool to help USDA manage incoming FV-6 forms, it promotes a paperless reporting system that reduces the workload of importers, streamlines their operations, and allows the most efficient clearance through U.S. Customs and Border Protection.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-NEW. The time required to complete this information collection is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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2. General Overview Questions:

To begin, think back to BEFORE you had used MOLS. Please remember your expectations.

1. What were your expectations of the overall quality of the system?

Very
Low

Very
High

My
expectations
were:



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2. How well did you expect MOLS to meet your personal requirements from a web-based application, such as performance, attractiveness and features?

Not my expectations at all Exceed my expectations

I expected MOLS to:

3. Thinking about your MOLS expectations, how often did you expect that things could go wrong with MOLS in regards to performance, attractiveness and features?

Very often Never

I expected things to go wrong:

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3. MOLS Main Page (the page seen after logging on to the system):

* 1. Are you aware that you can access outstanding actions for certificates (for example, viewing/editing pending certificate information or viewing/printing completed FV-6s) directly after logging into MOLS by clicking on the appropriate links provided?

Yes

No

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4. MOLS Main Page (the page seen after logging on to the system):

1. If yes,

Never Very Often

How often do you use the links to view/edit certificates?

How often do you use the links to view/print finalized certificates?

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2. Have these functions been beneficial to you

Never
been
helpful

Been
very
helpful

These
functions have:



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5. MOLS Main Page (the page seen after logging on to the system):

1. Do you have any overall comments about the MOLS Main Page (the page seen after logging on to the system)?

A text input field with a scroll bar on the right side, intended for providing overall comments about the MOLS Main Page.

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6. Requesting a New Certificate:

* 1. Are you aware of how to request a new certificate using MOLS?

Yes

No

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7. Requesting a new certificate:

* 1. If yes, have you actually submitted a request for yourself or on behalf of your business?

Yes

No

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8. Requesting a new certificate:

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1. If yes, how much ease or difficulty did you encounter in submitting this project request?

No
difficulty

A lot of
difficulty

I encountered:

Please indicate the types of difficulties you experienced, if any:

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9. Requesting a New Certificate:

1. Do you have any overall comments in regards to requesting a new project activity?

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10. Editing a pending certificate:

* 1. Have you been responsible for editing a certificate that has already been submitted on behalf of your business?

Yes

No

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11. Editing a pending certificate:

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1. If yes,

Very
Difficult/Not
Easy to
Understand

Extremely
Easy/Very
Clear

How much ease or difficulty did you encounter in locating the editing screen?



How much ease or difficulty did you experience in entering/submitting the information on the draft/edit proposal screens?



How clear was the draft/edit screen? Was the MOLS screen clear enough in suggesting how to submit the information and the proposal?



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12. Editing a pending certificate:

1. Do you have any general comments to make regarding editing a certificate?

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13. Receiver Certificate Completion:

* 1. Have you used MOLS to submit receiving information?

Yes

No

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14. Receiver Certificate Completion:

1. If yes, how much ease or difficulty did you experience?

Much
Difficulty

Little
Difficulty

I experienced:

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15. Receiver Certificate Completion:

1. Do you have any overall comments regarding new project approval?

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16. Printing the Certificate:

* 1. Have you printed an FV-6 certificate using MOLS?

Yes

No

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17. Printing the Certificate:

1. If yes, how did you print the FV-6 certificate?

I clicked the link in the navigation screen on the left side of the screen

I clicked on the "print" link on the main MOLS screen.

2. How easily did you locate the FV-6 print link?

Difficult
to
Locate

Not
Difficult
to
Locate

It was:

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3. If you used the "print" function, how useful was it?

Not
Useful
At All

Very
Useful

It was:

If not useful, why?

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18. Printing the Certificate:

1. Do you have any overall comments regarding the certificate printing function?

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19. MOLS "Change Registration" Function:

* 1. Have you changed your registration information in MOLS?

- Yes
- No

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20. MOLS "Change Registration" Function:

1. If you have used this function, were you clear on where to find it?

Not Very
Clear/Intuitive

Very
Clear/Intuitive

It was:

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21. MOLS "Change Registration" Function:

* 1. Have you used the MOLS "Help" link?

- Yes
- No

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22. MOLS "Change Registration" Function:

1. If yes, how helpful was the information provided?

Not
Helpful

Extremely
Helpful

It was:



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23. Other MOLS Spec Questions:

1. Please indicate the ONE function you find the most useful in MOLS?

- Requesting new FV-6 Certificates (click the certificate number on the main MOLS screen)
- Printing completed FV-6 Certificates (either click the "print" link on the main MOLS screen or click the link on the left navigation screen)
- Viewing/Editing pending certificates
- Changing your registration information
- Utilizing the "help" link information

Other (please specify)

2. What THREE functions are the most unclear?

- Requesting new FV-6 Certificates (click the certificate number on the main MOLS screen)
- Printing completed FV-6 Certificates (either click the "print" link on the main MOLS screen or click the link on the left navigation screen)
- Viewing/Editing pending certificates
- Changing your registration information
- Utilizing the "help" link information

Other (please specify)

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3. How would you rate the general MOLS layout:

I
Don't
Like It

Looks
Great

Main Menus:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color Scheme:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

4. Would you change anything in MOLS to make it more user-friendly, accessible and/or intuitive? If so, what would you suggest?

* 5. The current, electronic process of submitting FV-6 Certificates (via MOLS) was introduced in 2008. Prior to MOLS, USDA used carbon paper forms mailed out from USDA AMS headquarters only during normal business hours (Monday through Friday). Did you use the previous paper version of the FV-6 forms?

- Yes
- No

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24. Other MOLS Spec Questions:

1. If yes, how would compare the current version to the previous version of MOLS?

Worse
Than
the
Paper
Version

Better
Than
the
Paper
Version

The new (electronic) version of MOLS is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Comments:

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25. Conclusion: General Satisfaction Questions:

Next, consider all your ACTUAL experiences with MOLS.

1. How would you rate the overall quality of MOLS?

Low High

MOLS quality is:

2. Thinking about your personal requirements for a web-based application, such as performance, attractiveness and features, how well has MOLS actually met your requirements?

Not Met My Personal Requirements Met My Personal Requirements

MOLS has:

3. How often did MOLS work properly for you regarding performance, attractiveness and features?

Did Not Function Well Functioned Extremely Well

MOLS:

4. Please rate often you have experienced glitches in MOLS regarding performance, attractiveness and features.

Never Very Often

I experienced glitches:

Comments

5. Thinking about the quality of web-based computer applications such as MOLS, do you consider it difficult or easy to judge what is high versus low quality?

Very Low Very High

I consider my ability to judge quality:

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26. Conclusion - General Satisfaction Questions:

Given the quality of MOLS, consider the value of MOLS in terms of both user-friendliness and usefulness.

1. How would you rate its user-friendliness?

Not
User-
Friendly
At All

Extremely
User-
Friendly

I would rate it:

2. How would you rate its overall usefulness?

Not
Very
Useful

Extremely
Useful

MOLS usefulness is:

3. Given the amount of time you spend using MOLS, how would you rate the quality of your time spent using the system?

Not
Well
Spent

Very
Well
Spent

My time is:

Comments:

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27. Conclusion - General Satisfaction Questions:

Please consider your overall satisfaction with MOLS.

1. How satisfied are you with MOLS when you consider all your experiences to date?

Extremely
Disatisfied

Extremely
Satisfied

I am:

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2. To what extent has MOLS fallen short of your expectations or exceeded your expectations?

Disappointed
My
Expectations

Exceeded My
Expectations

MOLS:



3. I imagine an ideal web-based data storage system. How well do you think MOLS compares with that ideal system?

Not
Close
to My
Ideal
System

Close
to My
Ideal
System

MOLS is:



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28. Conclusion - General Satisfaction Questions:

Think about any communication you may have had with the MOLS system administrators in regards to difficulty and/or complaints about your experience.

1. Have you ever complained about MOLS?

Yes

No

2. How many times have you complained to the system administrators in writing (email or snail mail), in person or by telephone?

I have not complained

1-5 times

5-10 times

10-15 times

15 or more times

Comments on your experience with the system administrators:

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* 3. Have you discussed your experiences with other shippers or receivers?

Yes

No

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29. Conclusion - General Satisfaction Questions:

1. With how many other shippers or receivers have you discussed MOLS?

1-5 people

5-10 people

10-15 people

15 or more people

have not discussed

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30. Conclusion - General Satisfaction Questions:

1. The next time you use MOLS, how likely is it that you will be hesitant to use the system to its fullest potential?

Not
Very
Hesitant

Very
Hesitant

I will be:

2. Any other final comments:

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