

FORESEE RESULTS MASTER ELEMENT LIST - ELEMENTS

General guidelines: Please use the logic rules and usage information to help you build or revise satisfaction models. These elements are relevant for Browse, Checkout, Informational, and Post-Purchase models. Most models contain about 4 to 8 elements.

Please see the Specialized Model templates in SharePoint instead if you are building a Fulfillment, Multi-Channel, Search, Email, or Career-related model. Please see Russ or Rhonda if you need additional guidance on building a model or if you think there is a need for a new element.

LOGIC RULES / USAGE	FORESEE RESULTS MASTER ELEMENT LIST - ELEMENTS
<p>Rarely-used element. Not a strong satisfaction driver. Don't recommend. Don't use unless expressly asked for by client.</p>	<p>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.</p>
<p>Applies to many types of sites, not just informational. Product Descriptions may be a better fit for retail sites.</p>	<p>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.</p>
<p>Don't use with Search. Use on sites that have interactive website features (mortgage calculators, guided search tools, etc.) This element can be fine-tuned with examples in parens or an adjective in front of features. See R&R for help with wording.</p>	<p>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.</p>
	<p>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.</p>
<p>The Merchandise element is relevant for any site that displays product information, regardless of whether the products can be purchased on the site. On sites that display information but do not sell products, it is best to leave the availability question out.</p>	<p>Merchandise (1=Poor, 10=Excellent, Don't Know) Please rate the extent to which the products on this website appear 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.</p>
<p>May conflict with Tasks and Transactions.</p>	<p>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.</p>
<p>Any site can use this element. Federal Government - use in conjunction with the full set of "Transparency and Open Government" components and make object "agency" or "department".</p>	<p>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.</p>
<p>Don't use with Tasks and Transactions. Only use if all/almost all site visitors experience the ordering process. Commonly used on Checkout and Post-Purchase surveys.</p>	<p>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.</p>
<p>It is permissible to drop the shipping costs question from this element. You should drop the shipping costs question for Browse surveys or situations where a sizable group of respondents are unlikely to know about shipping costs.</p>	<p>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.</p>
<p>Rarely-used element. Is used more often on financial sites than others. Not typically a strong satisfaction driver.</p>	<p>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.</p>
<p>This element often conflicts with Search on sites where search and browse results are similar. Don't use both of these elements for product-oriented sites, or warn client that we might have to remove & restart after review of diagnostics.</p>	<p>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.</p>
<p>This element can be modified to reflect a slightly different object -- for example, product "information" instead of product "descriptions".</p>	<p>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.</p>
	<p>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.</p>
<p>Don't use with Functionality. Make sure that the vast majority of site visitors have experience with the search feature before adding this element to a questionnaire. If more than 15% "don't know" responses are anticipated, don't use.</p>	<p>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.</p>
	<p>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.</p>
<p>Don't use with Ordering Process or Privacy. May conflict with Navigation. Only use if all/almost all site visitors experience a task process (bill payment, account management, etc.).</p>	<p>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.</p>
<p>Don't use with Ordering Process. May conflict with Navigation. This alternative version can be used if the security question is not relevant or if Privacy element is in the model.</p>	<p>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.</p>

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)

ABOUT THE SATISFACTION QUESTIONS:

The Satisfaction questions are the core of our methodology. These questions, asked in this way, **are** the index that predicts financial performance at macro levels.

The Satisfaction questions can't have "don't know" as an answer choice because cases with "don't knows" instead of 1-10 ratings provide no use in the model.

It is permissible to adapt question wording slightly, in certain ways.
(Examples: you can replace "this site" with a specific website's name, or you can change "ideal website" to "ideal financial website", etc.)

FORESEE RESULTS MASTER ELEMENT LIST - FUTURE BEHAVIORS

General guidelines: This list is a good starting point for selecting future behaviors. Many of the listed options are benchmarkable. Feel free to craft or adapt future behaviors based on what your client wants site visitors to do more of (or less of) as a result of visiting the website. In the portal, look for similar sites' questionnaires to get additional ideas. Review the client's pre-measurement objectives to think about the goals they may be trying to accomplish with their website. Future behavior questions can't have "don't know" as an answer choice because cases with "don't knows" instead of 1-10 ratings provide no useful information to the model.

USAGE	FUTURE BEHAVIORS
Applies to most websites	<p>WIDELY-APPLICABLE FUTURE BEHAVIORS</p> <p>Likelihood to Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?</p>
Applies to most websites - can use site or company as the object, or even product or service. Make sure FB is named appropriately for benchmarking purposes.	<p>Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?</p> <p>Recommend Company (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this company to someone else?</p> <p>Recommend Product (1=Very Unlikely, 10=Very Likely) How likely would you be to recommend this company's products/services to someone else?</p>
Often used for informational sites	<p>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?</p> <p>Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for...?</p>
Useful for companies/organizations that want to quantify the relationship between website satisfaction and overall satisfaction.	<p>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?</p>
	<p>PURCHASE-RELATED FUTURE BEHAVIORS</p> <p>Purchase (1=Very Unlikely, 10=Very Likely) How likely are you to purchase from this company in the future?</p>
This one comes from our Top Retailer research and is considered a proxy for brand loyalty	<p>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?</p>
Make sure the site sells products online	<p>Purchase Online (1=Very Unlikely, 10=Very Likely) How likely are you to make an online purchase from this site in the future?</p> <p>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?</p>
Don't use with Purchase from Catalog or Purchase from Store (may seem repetitive to respondent)	<p>Purchase Offline (1=Very Unlikely, 10=Very Likely) How likely are you to make an offline purchase from this company in the future?</p> <p>Purchase Offline (1=Very Unlikely, 10=Very Likely) How likely are you to make an offline purchase of (product) in the next three months?</p> <p>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)?</p>
Don't use with Purchase Offline (may seem repetitive to respondent)	<p>Purchase from Catalog (1=Very Unlikely, 10=Very Likely) How likely are you to purchase from this company's catalog in the future?</p> <p>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?</p>
Brand-related future behavior questions are applicable if one of the primary goals of the website is to promote the company's brand image.	<p>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.</p>
Use for companies that sell products directly on their sites.	<p>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)</p> <p>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)</p> <p>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)</p> <p>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)</p>
Use for companies that do not sell products directly on their sites.	<p>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)</p> <p>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)</p> <p>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)</p>
	<p>ALTERNATIVE - BRAND QUESTIONS SCORED SEPARATELY</p> <p>Brand Preference (1=Very Unlikely, 10=Very Likely) How likely are you to prefer this company/brand as a result of visiting this website?</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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?</p>
Any site can use this future behavior. Federal Government - use in conjunction with full set of "Transparency and Open Government" components and make object "agency" or "department".	<p>SOCIAL MEDIA-RELATED FUTURE BEHAVIORS</p> <p>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?</p>
	<p>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?</p> <p>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.?</p>

FORESEE RESULTS MASTER ELEMENT LIST - FUTURE BEHAVIORS

General guidelines: This list is a good starting point for selecting future behaviors. Many of the listed options are benchmarkable. Feel free to craft or adapt future behaviors based on what your client wants site visitors to do more of (or less of) as a result of visiting the website. In the portal, look for similar sites' questionnaires to get additional ideas. Review the client's pre-measurement objectives to think about the goals they may be trying to accomplish with their website. Future behavior questions can't have "don't know" as an answer choice because cases with "don't knows" instead of 1-10 ratings provide no useful information to the model.

USAGE	FUTURE BEHAVIORS
	<p>SOCIAL SHARING INDEX</p> <p>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.)?</p> <p>ALTERNATIVE - SOCIAL SHARING QUESTIONS SCORED SEPARATELY</p> <p>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.)?</p> <p>OTHER FUTURE BEHAVIORS</p>
	<p>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?</p>
<p>Useful for companies/organizations with a goal of reducing call center volume by getting questions answered, orders placed, etc., on the website.</p>	<p>Likelihood to Contact Call Center (1=Very Unlikely, 10=Very Likely) How likely are you to call the company for customer service today?</p>
	<p>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?</p>
<p>Applicable for sites that derive a significant portion of revenue from sponsored links. Can be reworded to apply to advertising, as well.</p>	<p>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?</p>
<p>Federal Government clients should use the other version of Trust.</p>	<p>Trust (1=Not at all Trustworthy, 10=Very Trustworthy) Please rate your level of trust in this company.</p>
<p>Any site can use this future behavior. Federal Government - use in conjunction with full set of "Transparency and Open Government" components and make object "agency" or "department".</p>	<p>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.</p>